



How to:

RUN A BAKE SALE FUNDRAISER!



Run a Bake Sale fundraiser!

A bake sale is a classic way to fundraise! Get a few sweet and savoury treats together and sell them at your local markets.

- 1 Book your bake sale.** First you will need to establish the date, time, and place you would like to host your bake sale fundraiser. You may want to find out when local markets are taking place in your community and hire a spot to sell your baked goods.

Top Tip #1: You could consider a theme for your bake sale. For example, if it is during Annual Appeal Month (March) you could offer all red baking!

- 2 Plan the baking.** Whether it is an individual or team baking effort, plan to bake a variety of items and avoid double-ups. Keep some dietary preferences and allergies in mind such as vegan and gluten-free, etc. and ensure the ingredients are listed so those who are selling the items know what is in the baking. Remember to follow all food preparation health and safety guidelines when preparing your baked goods!

- 3 Advertise your event.** Spread the word to your surrounding networks. Use the poster templates provided and put them up to advertise your event on local noticeboards, at libraries, workplaces, etc. Or if you would like to create your own, we request that you do not use the New Zealand Red Cross logo. If you would like more information on why there are rules around the use of the Red Cross emblem and our logo, please **visit the Red Cross website**.¹ You can also promote your bake sale to your community online. If you need some help with what to say, you can use the social media post template included in this toolkit.

- 4 Organise volunteers/your team for the day.** We recommend 1 or 2-hour shifts. Create a schedule using our simple template and contact your team members to fill



the shifts in. Be sure to give them plenty of notice and contact them ahead of the event to remind them of their shifts.

Top Tip #2: We recommend asking people for donations rather than pricing items; we have found this raises more money!

Downloadable resources and links are at the end of this toolkit

- 5 Organise your supplies and equipment.** Find a helpful list of supplies and equipment below. Also ensure you have a cash float of around \$40 in a variety of coins. Don't forget to print out your Red Cross posters and other helpful signage provided in this handy guide.
- 6 Read the health and safety guide.** Ensure your area is safe using the handy health and safety guide included in this toolkit. Everyone who will be handling food and serving it to the public will also need to read the food health and safety rules below and follow safe hygiene practices.
- 7 Set up.** On the day of the bake sale, ensure you have all the relevant information you need. This may include printed permission that you are allowed to fundraise on the premises, ingredients lists, decorations, and food labels for each baking item. Arrive early to set up and familiarise yourself with the area. Greet people as they walk past and have fun!
- 8 At the end of the event.** Please leave the premises/ location clean and tidy. Count your funds, thank your team, and celebrate your successful bake sale fundraiser!

Equipment:

- | | |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> Tongs x 2 | <input checked="" type="checkbox"/> Printed posters and posters stand (if available) |
| <input checked="" type="checkbox"/> Tablecloth | <input checked="" type="checkbox"/> Decorations such as streamers or balloons |
| <input checked="" type="checkbox"/> Table | <input checked="" type="checkbox"/> Donation Container/ box or anything to hold money in with a lid |
| <input checked="" type="checkbox"/> Serving platters | <input checked="" type="checkbox"/> Cash float (Variety of coins to make up \$40) |
| <input checked="" type="checkbox"/> Gloves | |
| <input checked="" type="checkbox"/> Cutlery (if needed) | |
| <input checked="" type="checkbox"/> Paper bags | |
| <input checked="" type="checkbox"/> Serviettes | |
| <input checked="" type="checkbox"/> Paper plates | |

[Ministry for Primary Industries fundraising food health and safety](#)²

Downloadable resources and links are at the end of this toolkit

EMAIL TEMPLATE 1: BOOKING A SPACE

This template is a guide, please feel free to adjust it to suit your purposes.

New Message — ↗ X

To

Subject

Hello **[Name]**,

My name is **[Your name]**. I am writing to you today to ask if you have any spots available at your market/event for a charity bake sale stall at **[location]** on **[date]** to raise funds for New Zealand Red Cross.

The money we raise from our bake sale will go towards:

- Training and equipping our Disaster Welfare and Support Teams, ensuring they are ready to respond across the country to help communities affected by emergency.
- Delivering over 700,000 nutritious meals a year to elderly and vulnerable members of our communities.
- Deploying our highly skilled International Delegates to work in areas of conflict and emergency around the world.
- Giving a warm Kiwi welcome to former refugees and help them settle into their new life here in Aotearoa New Zealand.

We would appreciate your support with our fundraising efforts!

I look forward to hearing from you.

[Sign off]

Send 🗑️ ▼

Download this template here:
redcross.org.nz/toolkit-templates³

Downloadable resources and links are at the end of this toolkit

EMAIL TEMPLATE 2: ASKING VOLUNTEERS TO BAKE

This template is a guide, please feel free to adjust it to suit your purposes.

New Message — ↗ X

To

Subject

Hello **[Name]**,

We are hosting a bake sale at **[location]** on **[date]** to fundraise for the work of New Zealand Red Cross – like emergency preparedness and response, Meals on Wheels, refugee settlement support and international relief. The most important part of a bake sale is the baking, and we need a few lovely volunteers to supply baked goods to sell.

If you would like to bake something, then reply to this email and include an ingredient list and any dietary information (e.g., gluten free, vegan, etc.)*

The baking will need to be dropped off at **[location]** on **[Date]**.

If you cannot drop off at the drop off point of **[Address]** then please let us know as it may be able to be picked up.

Thank you very much for your contribution to our fundraiser and we look forward to seeing what you bake!

[Sign off]

** Gluten is a protein found in certain grains, such as wheat, barley, rye, and triticale. Someone who is gluten free would avoid foods containing these.*

** A vegan is someone who does not eat any food derived from animals and who typically does not use or consume other animal products.*

Send 🗑️ ▼

Download this template here:

redcross.org.nz/toolkit-templates³

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SOCIAL MEDIA POST TEMPLATE: LONG VERSION

This template is a guide, please feel free to adjust it to suit your purposes.



Fancy a sweet treat? Explore your local markets and help raise vital funds for an awesome humanitarian organisation! We will be at **[Location]** on **[Date and time]** selling amazing baked goods. The money we raise will go towards ensuring New Zealand Red Cross can continue to deliver its life changing programmes. New Zealand Red Cross delivers over 700,000 Meals on Wheels each year, supports former refugee families as they settle into their new home, and trains and deploys domestic Disaster Welfare and Support Teams and International Delegates. So, please come and support a worthy cause!

Like Comment Share

Download this template here:
redcross.org.nz/toolkit-templates³

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SOCIAL MEDIA POST TEMPLATE: SHORTER VERSION

This template is a guide, please feel free to adjust it to suit your purposes.



We are holding a charity Bake Sale at **[Location name]** to help raise funds for New Zealand Red Cross. If you would like to come help support us and grab a delicious treat, then come along on **[Date]** at **[Time]**.

OR

[Who is holding the fundraiser]

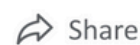
[Why?]

[Where?]

[Who would you like to come?]



comments shares



Download this template here:

redcross.org.nz/toolkit-templates³

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BAKE SALE HEALTH & SAFETY

Keep the health and safety of yourself and others in mind throughout this activity. The best time to do this is while planning the event. Keeping privacy in mind, check whether there are any pre-existing conditions for team members that need some preparation or awareness, for example, asthma. Talk with the other volunteers about the things that could cause harm, and what steps you'll take to keep people safe.

1 Think about potential sources of harm, such as:

- Tripping and slipping hazards
WorkSafe guidance on managing slips, trips and falls⁴
- Sharp objects
- Lifting/transporting heavy or awkward items
WorkSafe guidance on lifting, carrying, pushing and pulling⁵
- Vehicle movements (e.g. if in a carpark)
- The environment - heat, cold, sun or rain
WorkSafe guidance on temperature at work⁶
- Emergency situations such as extreme weather, a fire, earthquake or a medical emergency. Do you know where your evacuation area is, where to find first aid equipment and where the closest fire extinguishers are located?
- Injuries and illnesses – it's good practice to have a first aid kit on hand.
WorkSafe also has comprehensive guidance on managing risks at events⁷

2 Dealing with abuse or aggression from the public

Very rarely, volunteers carrying out fundraising activities may experience negative behaviour from members of the public. If you experience this type of situation:

- Keep your own safety front of mind. You should immediately leave the activity and seek assistance from others if you feel unsafe at any point.
- If fearful for your or others safety, ask someone else to call the police - either **111** if the behaviour is **currently happening**, or **105** to report it **after the fact**.
- Direct any specific questions or challenges about New Zealand Red Cross to the website and let the person know there is lots of information there. You can say you are just fundraising for New Zealand Red Cross and that you do not have all the information they're after.

Downloadable resources and links are at the end of this toolkit

- Wherever possible, try to always have at least two volunteers on duty at your activity.

3 Hygiene and food safety

- There are strict health and safety rules for holding a fundraiser and handling/ serving food to the public. Learn more about Food Health and Safety
- **Ministry for Primary Industries guidance on fundraising, community, and social event food safety.** ⁸
- When handling food, you will need to wear gloves and always use hand sanitiser where you cannot wash your hands. Make sure all surfaces are sanitised and wiped down before and after the event. Food will need to be in a fridge to be kept at an optimal temperature the entire day, when not out on tables. Even when on tables be conscious how long food has been out for. Ensure food is labelled and dietary information is clearly marked. Allergies are common, so you will need to ensure there is no cross contamination, and use different tongs, gloves and serving platters. Read more information about **food allergies and intolerances** ⁹ from the Ministry for Primary Industries.

4 Familiarise yourself with the Food Act

You do not need to register under the Food Act if you are selling food:

- To fundraise less than 20 times a year
- Once in a calendar year at an event like a local fair
- Provided by members of sports or social clubs – where food is not the event's purpose.

5 Money handling

- When swapping shifts with other volunteers, please ensure they are aware of where the money is. Someone will need to always watch the collection bucket.
- When handling/ counting money ensure you do it in a non-crowded area with a buddy.
- When traveling with money ensure it is in an opaque non-identifiable bag and preferably travel with a buddy to deposit it.

Downloadable resources and links are at the end of this toolkit

RECIPE SUGGESTIONS

Check out these yummy recipes for inspiration:

[Chocolate Chip Cookie recipe from Buzzfeed](#)¹⁰

[Cinnamon Roll recipe from Ambitious Kitchen](#)¹¹

[Chai Sugar Cookie recipe from Taste of Home](#)¹²

[Lemon Bar recipe from All Recipes](#)¹³

[Cheese Muffin recipe from The Kitchn](#)¹⁴

[Quiche Lorraine recipe from NY Times](#)¹⁵



Downloadable resources and links are at the end of this toolkit



BAKE SALE FUNDRAISER

Date:

Time:

Place:

Download Poster Template here:

redcross.org.nz/toolkit-templates ³

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All proceeds go to New Zealand Red Cross

in its mission to help improve the lives of vulnerable people here in Aotearoa New Zealand and overseas.

LINKS AND RESOURCES

- 1 <https://www.redcross.org.nz/aboutus/what-we-stand-for/red-cross-emblems/>
- 2 <https://www.mpi.govt.nz/food-business/starting-a-food-business/exemptions-from-the-food-act/fundraising-and-community-event-food-safety-rules/>
- 3 <https://www.redcross.org.nz/get-involved/fundraise/planning-your-fundraising-event/fundraising-toolkit-templates>
- 4 <https://www.worksafe.govt.nz/topic-and-industry/slips-trips-falls/>
- 5 <https://www.worksafe.govt.nz/topic-and-industry/manual-handling/lifting-carrying-pushing-and-pulling-whats-the-problem/>
- 6 <https://www.worksafe.govt.nz/topic-and-industry/temperature-at-work/>
- 7 <https://www.worksafe.govt.nz/topic-and-industry/event-management/managing-risks-at-events/>
- 8 <https://www.mpi.govt.nz/food-safety-home/fundraising-community-and-social-event-food-safety/>
- 9 <https://www.mpi.govt.nz/food-safety-home/food-allergies-intolerances/>
- 10 <https://tasty.co/recipe/the-best-chewy-chocolate-chip-cookies>
- 11 <https://www.ambitiouskitchen.com/best-cinnamon-rolls/>
- 12 <https://www.tasteofhome.com/article/taylor-swift-chai-cookies/>
- 13 <https://www.allrecipes.com/recipe/232799/chef-johns-lemon-bars/>
- 14 <https://www.thekitchn.com/recipe-loaded-breakfast-muffins>
- 15 <https://cooking.nytimes.com/recipes/1018126-quiche-lorraine>