

HOW TO ORGANISE A CAKE SALE TOP TIPS

Please read the following guidelines and ask any questions to anyone on the committee who have run this event before and would be happy to assist you.

We would like to empower anyone to run events, thanks for your time.

WHAT YOU WILL NEED

- **Promotion:** Posters/leaflets advertising the event – please use Canva login details: calderonadela@hotmail.com, p/w: StEdwards22. Ask school office to print on A3 and use the easels by the gates.
- **Volunteers:** You'll need roughly 8 to 10 people, Key roles are:
 - 1 person leading the event
 - 4 handling cash
 - 4 serving cakes and sweets
 - 1 to 2 filling gaps and replenishing stock
- **Location:** Somewhere to hold the event (depending on weather conditions):
 - Outside school
 - Summer House (covered)
 - Courtyard
- **Donations:** Cakes, doughnuts, chocolates, and sweets - keep labels for food intolerance and allergies. If donations on the day are not enough to run the sales you'll need to buy more cakes and doughnuts from the shops. Aldi and Tesco are preferred options.
- **On the Day Event Setup:** Lots of equipment is kept in the Container; keys are kept at the school office. You will find decoration, sweets, cakes stands, kitchen roll, napkins, bin bags, paper roll and plastic tubs for cash storage. You'll need to set up the tables which are in the old hall.
 - Set up price labels : 50p and £1
 - Music – Bluetooth Speaker
- **Money:**
 - **Cash:** A Float will be required. Speak to Treasurer to organise a cash float - £50
 - **Sumup:** Ask for a card reader machine and set it up. Login details: Sumup App. jkp1@hotmail.co.uk, pw: StEdwards22 details are included in the card reader box too.

BEFORE THE EVENT

Promotional Activity:

- Remind the school about the event
- Check if staff would be able to help on the day
- Advertise and start spreading the word on WhatsApp Communities and twitter (with help of Class reps) and via school email (with help of school secretary). – send an email to the office to be sent out to parents.
- Get reminder sent in last newsletter before the event (ask Jackie the week before – newsletter content usually need to be in by Wednesday COB).
- Send last reminder on WhatsApp Communities and Instagram the day before the event

Volunteers: (8 to 10)

- Make sure you have enough helpers to support throughout the event
- We have been using volunteers sign up website to organise and track volunteers, set up times and roles. Volunteers sign up link: <https://volunteersignup.org/signin>, Email address: friends@secfs.org.uk, Password: StEdwards22
- It might be a good idea to set up a temporary WhatsApp group once the team is put together may also help for quick communication.

On the Day Preparation:

- Gather cakes in the morning from donations
- Go to the shops to top up (if required)
- Set up before the event (usually arrive at 1.45pm/2pm tbc with office), during the event and after the event to tidy up and count the cash.
- Make sure you arrive in plenty of time to get set up (tables are in the old hall).
- Get decorations for the tables and cake stands from the container

ON THE DAY CHECKLIST

- ✓ Send last reminder about the event through social media – ask for more volunteers if number are low
- ✓ Organise cake donations left at drop off time
- ✓ If cake donations are not enough to run the sales go to the shops and buy cakes or doughnuts
- ✓ Keep receipts and send them to the Treasurer
- ✓ Pick up cash float, card reader and container Keys from school office
- ✓ Make sure you arrive in plenty of time to get set up (tables are in the old hall). 1.45pm/2pm arrival
- ✓ Music – Bluetooth Speaker (optional)
- ✓ Go to the container and pick napkins, plastic tubs, cake stands and sweets
- ✓ Organise your volunteers and make sure everyone knows their role (managing cash, card reader holder, handling food, filling gaps)
- ✓ At 2:30pm go to the classroom and take children who will be helping on the sales
- ✓ Go to KS2 and remind staff about the sales so children can buy before the rest of the school
- ✓ Please be aware of hygiene when handling the food.
- ✓ Keep your cash safe and make sure it is kept out of reach of the customers.
- ✓ 2:45pm Sales start: KS2 children and parents who come earlier to avoid rush time
- ✓ 3:15pm sales are open to rest of the school
- ✓ 3:30pm sales end, donate left over to Cuckoo Club and share them between the helpers

FOOD HANDLING

- While selling food at a charity event does not require a food hygiene certificate, good practice should be followed, and you can find more information on the Food Standards Agency website - www.food.gov.uk/business-industry/caterers/foodhygiene/charity-community-groups.
- Make sure you have kept labels of the products, you will be asked for food intolerance and allergies

AFTER THE SALES

- Please make sure you leave your venue clean and tidy (clean tables and take back to where they were originally kept, Kitchen needs to be left as you found it, empty bins in main container situated by bike shed).
- Store any decoration back to the container.
- Count cash. It must be double counted and recorded on paper by 2 people (usually treasurer and one other person).
- Send any expenses to treasurer.
- Record profit made and thank everyone for participating.

And, finally... enjoy this moment, pat yourself on the back... **YOU DID IT!**