



BAKE SALE

FOR NO KID HUNGRY

Bake Sale Tool Kit

FOR #NOKIDHUNGRY

Bake.NoKidHungry.org





Welcome Baker!

Thank you for joining Bake Sale for No Kid Hungry! You've taken an important first step to help the No Kid Hungry campaign connect kids with the healthy food they need every day.

We're excited to share this toolkit with you to help make your bake sale the best it can be. Here you will find inspiration to help you plan your event. We have collected stories from previous participants to provide you with ideas and tips for questions such as...

Where do I begin?

What should I bake?

Where should I hold my bake sale?

How should I price my items?

What are some other ways I can raise money at my bake sale?

...And more!

You really can bake a difference for hungry kids in America. So let's get started!





Recipe to Success



TABLE OF CONTENTS



Getting Started	2
6 Weeks to Success	3
Bake Sale Checklist	4
Top 10 Tips for Every Bake Sale	6
Tips from Previous Bakers	7
Secure Your Location	8
Location Guide	8
How-To: Secure a Location/Partnership (featuring Bake Sale Rock Star, Gina Reardon)	9
Ask for Help	11
Social Promotion	11
Hosting a Raffle	12
The Big Day	13
Packing List	14
Food Safety	15
Pricing Tips	16
NKH Talking Points	17
Bake Sale is Over, Now What?	18
Thank You Email	19
Postcards	20
Contact Us	21



Getting Started

A great bake sale takes planning. We suggest giving yourself at least 6 weeks to get everything planned and in order. In these next few pages we have provided you with an outline for how to prioritize the different tasks over a 6 week span, as well as a checklist you can use to keep track of what tasks you have finished and those that still need to be completed. We hope these resources prove to be helpful to you throughout this experience.





6 Weeks to Success

WEEK 1

- Customize Your Personal Page. Login to your [Fundraising Center](#) and update your team webpage with the details about your bake sale.
- Create an Address Book. While in your online [Fundraising Center](#), add your contacts to your bake sale address book.
- Build A Team. Dividing up the work load among a team will make planning your bake sale a piece of cake.

WEEK 2

- Assign Jobs. Once your family, friends and co-workers have joined your team, assign each of them a task to complete. (You'll need Bakers, Promoters, Sellers, etc.)
- Secure a Location and Set Date. While this can be done earlier, you may want to use contacts or the expertise of your team members to find a bake sale location. Remember to pick a location that will get you noticed.
- Email Bake Sale Staff. The Bake Sale for No Kid Hungry staff wants to hear about your progress and can answer your questions. BakeSale@strength.org.

WEEK 3

- Update Personal Page. Update your page regularly with more details about your bake sale. Include a list of all the tasty treats that will be available for sale.
- Send Update Email to Team Members. Update your members on the planning so far, including the date and location, and remind them to tell everyone they know.
- Send Save-the-Date Email. A sample Save-the-Date email is available in your [Fundraising Center](#). Also, consider creating a Facebook event and inviting all of your friends.

WEEK 4

- Advertise. Letting your community know about your bake sale is one of the most important steps. Check out the tools in the [Bakers' Resources](#) including the flyer template and media alert template.
- Ask for donations. To make life easier and help cut costs, ask local supermarkets, restaurants, and bakeries to donate items to your bake sale. A link to a Donation Request Letter can be found on page 11.

WEEK 5

- Bake! Make sure to have a lot of variety for your customers including beverages and healthy options. Bake ahead of time and freeze your treats.
- Send Reminder Emails. Now that your bake sale is close, make sure you remind everyone to stop by and help end childhood hunger!
- Post to Social Media. Tell your friends about your bake sale by tweeting and updating your status on Facebook. When posting to social media share a link to your online fundraising webpage and ask for online donations.

WEEK 6

- Finalize Plans with Team Members. Make sure that everyone on your team knows what to bring and when to arrive at the bake sale location.
- Host the Bake Sale. Have a great time at your bake sale and be sure to take lots of photos.
- Submit Funds. Login to your [Fundraising Center](#) to donate your proceeds online or mail a check to: Share Our Strength. PO Box 75203. Baltimore. MD 21275.
- Share Your Story. Email photos to BakeSale@strength.org.

Bake Sale Checklist



Getting Started

- ☐ Log in at Bake.NoKidHungry.org to customize your [Fundraising Center](#). Update your page to recruit friends, family and co-workers to join your bake sale.
- ☐ Assign new team members a role: purchasing supplies, baking, asking for donations, looking for a location, setting up, and cleaning up.
- ☐ Location, location, location! The key to reaching your bake sale fundraising goal is lots of customers so pick a location that will get you noticed and comes with people ready to spend money.
- ☐ Save-the-date: Send a quick email to everyone in your address book and post a message on social media to let your friends and family know about your upcoming bake sale. Make sure your team members are doing the same.

Early Bird Gets the Worm

- ☐ Now's the time to decide what kind of bake sale yours will be so you can start planning early.
- ☐ Specialty foods like vegan or gluten free are all the rage. Your bake sale could highlight or focus on these recipes.
- ☐ Adding a raffle to your bake sale is the calorie-free option that is sure to help you raise extra funds. Ask local retailers to donate merchandise or gift cards.
- ☐ Have a cake auction. Cake auctions are becoming increasingly popular. Ask local bakeries to donate a specialty cake, set up a table for your auction and let the bidding begin.

- ☐ Setup a cupcake decorating station to keep kids busy while their parents shop. Ask for a \$2 donation to decorate and the kids get to keep/eat their masterpiece.

Get the Word Out

- ☐ Update your team page with new details and send reminder emails to your friends and family about your bake sale. Email templates are available in your [Fundraising Center](#).
- ☐ Promote your bake sale on social networking sites like Facebook and Twitter.
- ☐ Make Posters, flyers and banners to display and hang throughout your community. Get local TV or radio stations to your bake sale. Flyer templates and a Media Alert template are available in the [Bakers' Resources](#).

Get Your Ovens Ready

- ☐ Think about which items you can make in advance and freeze or store safely.
- ☐ Ask local bakeries and supermarkets to donate baked goods for your bake sale. A donation request letter is available in the online [Bakers' Resources](#).
- ☐ Have a wide variety of items. Include cultural and neighborhood specialties as well as healthy and savory options.
- ☐ Use decorative paper and plastics, ribbon and stickers to package your goods in a fun and tempting way. Bake Sale for No Kid Hungry labels and stickers are available in the [Bakers' Resources](#). Label all your items neatly and include fun titles or descriptions.
- ☐ Include a list of ingredients on the packaging, or have them on hand, so people with allergies are aware of what's in each item.

How Much Are These Cookies?

- ❑ First rule of thumb, never price anything under \$1. And try to keep items priced at \$1, \$2, \$5 or more instead of pricing items at \$1.50. This way you will not need to have as much change on hand.
- ❑ Find out what local bakeries and grocery stores are selling the same items for and price accordingly.
- ❑ Remind your costumers that by purchasing a tasty treat they are helping to end childhood hunger.

Ready, Set, Sell

- ❑ Give yourself plenty of time to set out all your baked goods and decorate your table. Make sure there is plenty of space for people to see all the items and prices.
- ❑ Use tablecloths, decorative platters and baskets to show off your baked goods.
- ❑ Put up your official Bake Sale for No Kid Hungry posters and have information on No Kid Hungry available so shoppers can learn more about how their donation is helping end childhood hunger in America.
- ❑ Make sure to have a donation jar at your table. You'll be pleasantly surprised to see how many people purchase items and then give an additional donation.

Smile for the Camera — Take Photos!

- ❑ A picture preserves a memory and tells a story. So be sure to take lots of pictures of your bake sale.
- ❑ Share your bake sale success with us and email your pictures to BakeSaleforNoKidHungry@gmail.com.

Submit Your Bake Sale Funds

- ❑ Submit your bake sale funds online through your team page or send a check to:
Share Our Strength –
Bake Sale for No Kid Hungry,
P.O. Box 75203,
Baltimore, MD, 21275-5203.
- ❑ Make checks payable to Share Our Strength.
- ❑ Be sure to include a note with your name on it so we can add the funds to your bake sale account.

Thank You...

- ❑ Now that you're done, take the time to thank everyone who contributed to your bake sale by donating baked goods, their time or other resources.
- ❑ Send an email to all your donors announcing your bake sale total. Include pictures and fun stories from your bake sale. Your donors will enjoying hearing all about your—event and your success!
- ❑ Take a moment to congratulate yourself on a job well done and know that you made a difference by helping to ensure that no kid grows up hungry.



Top 10 Tips FOR EVERY BAKE SALE

Here's a helpful list of tips from some of our bake sale hosts. No matter where you live, whether it's a big city or small town, **this list will help you achieve success!**

1

Location, Location, Location...

We suggest choosing a location in a high traffic area. Bake sales that are held at churches, at sporting events or outside local retail shops are ensured great foot traffic. Consider partnering with a local business, it's a win-win for everyone. The business gets extra publicity and you get lots of customers!

2

Let's Help Everyone! Make your bake sale a family affair and get everyone involved. When you tell your friends and family what you're doing and why, they will want to help out. Ask them to join your team. Then they can lend their strengths like advertising, baking or selling.

3

Tickets, Tickets, get your Tickets Here... Add a raffle to your bake sale. Ask local businesses to donate merchandise or gift certificates to your bake sale's raffle. This is a fun and easy way to increase donations; everyone loves to be a WINNER!

4

Get Your Work Involved.

Most employers are very supportive of employee fundraising events. Talk to your HR department or supervisor to get your bake sale approved. Having your bake sale at work is great because your co-workers can help you bake and they make great customers.

5

Donation Jars Bring in the Dough.

Have a donation jar at your table. This is another easy way collect additional donations. You'll be pleasantly surprised to see how many people purchase items and drop cash in the jar.

6

Online Fundraising. Once you have successfully completed your event take your bake sale online. Send an email to your friends, family and co-workers who could not attend and ask them to support your efforts by making a donation on your personal page.

7

Do You Need Change? We know this sounds a little silly, but often when you ask a customer if they need change after their purchase, they'll usually say "no" and tell you to keep the change as an additional donation.

8

Listen Up and Read All About It!

Local media can help increase foot traffic by promoting your bake sale. Send your local newspaper, radio and TV station information about your bake sale. Look for the Media Alert Template it in the [Bakers' Resources](#).

9

Lesson Learned: We Can Make A Difference.

Get the kids involved. A story about kids helping kids is a great way to attract local media attention to help publicize your bake sale. With the media's help you'll have lots of customers at your bake sale. Plus, the kids are learning a valuable lesson; if we all do our part we can make a difference!

10

One Size Doesn't Fit All. Have a wide variety of baked goods available, from individual servings to whole pies. Why not offer some drinks too? Lemonade and iced tea are very popular additions to any bake sale. And finally, include some healthy items for those watching their waistlines.

Tips From BAKERS PAST

Jackson on Location:

“Having the Bake Sale during two services, though a little tricky logistically with parking, helped sales. After services, we normally have refreshments/coffee/tea so it was perfect to have the Bake Sale available to the congregation as they exited the church. These folks didn’t have to drive anywhere to get baked goods so the convenience factor was huge.”

Amanda and Madison on Promotion:

“We made a social media flyer and posted it on Facebook and Twitter. She also had a live video game stream (including promo commercials) with her father to try and raise extra money and succeeded with \$125.00!”

Landon on What to Bake:

“Variety! We made sure we had plenty of different items to appeal to a variety of taste buds and people of all ages.”

Pina and Layla on Customers:

“Tip we would share: Don’t forget about your furry friends. Puppy treats are a great idea.”

Paige on Organization:

“Some tips for future bakers: make a list and check it twice! Abby and I tried to be as organized as possible when we were buying ingredients and preparing for our bake sale. I believe this helped our bake sale to be successful.”



*Pina Dapra &
Layla Pazman*
PLUM BOROUGH, PA

Find the Perfect Location

One of the most important steps when planning your Bake Sale for No Kid Hungry is finding a location! The right location can determine your success.

When looking for a bake sale location, consider the following:

Does your community have any upcoming events? Planning a bake sale which coincides with a community event is a great idea because it ensures a good amount of foot traffic. Consider hosting a bake sale during a neighborhood block party, a high school football game, community yard sale, 5k run/walk, summer parade or winter bazaar.

What's the next major holiday? The holidays always bring people together. Is your community hosting an Easter egg roll, a 4th of July parade, a haunted house, or a tree lighting? Customers love holiday themed treats.

Do your kids' have any upcoming school events? Hosting a bake sale at a school is a great way to raise awareness and will ensure lots of little helpers. Ask if you can host your bake sale during back to school night, a talent show or at a sporting event.

Can you host a bake sale at your office? Hosting a bake sale at your office is a great way to get your coworkers involved in giving back to the community while ensuring a convenient location. An office bake sale can be as simple as placing a tray of brownies in your kitchen with a donation jar to as big as building a team and creating a dessert cart. Ask your HR manager if having a Bake Sale for No Kid Hungry at your office is okay.

Can your teammates help? Teaming up with a group of friends is a great way to broaden the location search. Hosting a bake sale with a faith group, Lyons Club, Cub Scout Pack or Service Club is a great way to build a team with helpful connections.

Location Ideas:

- 5k Race
- Apartment Complex Foyer
- Beach
- Benefit Concert
- Block Party
- Chili Cook-Off
- Church
- City Festival
- College Campus
- Community Center
- Community Festival
- Downtown Square
- Day Care
- Fairgrounds
- Farmer's Market
- Flea Market
- Garage Sale
- Gas Station
- Grocery Store
- Gym
- In Your Yard
- Jewish Community Center
- Library
- Mall
- Park
- Retirement Community
- Salon
- School
- Work



NOW A FEW WORDS FROM ONE
OF OUR TOP BAKE SALE HOSTS:

Gina Reardon!

How to Secure a Location. Like any good business person will tell you, one of the key components for success, besides an incomparable product, is location, location, location (unless of course your product is only available online)!

For a successful bake sale you should consider locations that:

...are located near easily identifiable cross-streets, landmarks, shops, or businesses that are already a target for your “guests” on the day of your bake sale. Grocery stores, local shops or shopping centers are already a draw for consumers living out their very busy lives.

...have access to street parking or a conveniently located parking lot especially for those who happen to drive by and your bake sale unexpectedly catches their eye. If they have to work hard to find a place to park, your prospect may dismiss the impulse to stop and see what you have to offer.

...you already have a relationship with, because you are a familiar entity and will have an edge on gaining their support.

We host our bake sale on the green space adjacent to a local bank. Our community is an older suburb of Kansas City, and the immediate area surrounding our bake sale includes a grocery store across the street, and other local businesses including boutiques, banks, restaurants, sports bars, barber shops, a pilates studio, a school, and a Saturday Farmer’s Market located just two blocks away.

We hold our bake sale under a large tent (which makes it highly visible), bordered by a wide sidewalk that is an artery to pedestrian traffic. There is **direct access to an open parking lot**, providing our drive-by guests ample opportunity to pull over and shop our delectable variety of goods. Positioning our bake sale next to a bank allows us an opportunity to make cash deposits throughout the day, access restrooms and this past fall, use of a conference room to package baked goods donated by a gourmet doughnut shop away from curious onlookers. After the overwhelming success of our first bake sale we instinctively knew that continuity of place would work to our benefit, creating that visual memory of a very special event.

How to Ask for Partnerships. Once you are clear on why you are hosting your bake sale and what it is you hope to ultimately accomplish (sharing more information and spreading awareness of No Kid Hungry and/or meeting a self-imposed sales goal) you will find it easy to share your enthusiasm with others you target to support your mission!

Do you frequent one or more grocery stores? Of course you do — everybody has a favorite go-to grocery store! Parlay that relationship for good! Contact the grocery store manager and share with him/her your excitement about the bake sale you are hosting. Invite the bakery department of the grocery to participate in your bake sale by donating some specialty items, and ask if the store would be willing to make an in-kind donation of product to offset your out of pocket baking supplies that will in turn allow you and your team to bake more. Make sure you create a comprehensive list of items you will bake, factoring the total quantity of product(s) you will need for each item (flour, sugar, yeast, butter, eggs, etc.) This way your list is specific and not open ended. The manager can then make a determination as to whether your request is within the scope of what he/she deems reasonable to grant. By inviting their participation you create goodwill (everyone is flattered to be included) along with an opportunity for participation and recognition. An in-kind donation of ingredients will be a bonus.

As a catering professional, I relied on relationships I had developed over the years to help launch and build my bake sale. This included a party rental company (who agreed to donate a tent, tables and table linens) and a retail florist (to provide a focal point centerpiece to elevate our guests' experience). I asked a family friend to help "brand" our bake sale and create an image we could use on posters and flyers to promote the bake sale, yard signs to place in strategic locations, t-shirts for volunteers, and cards used to identify the baked goods and their respective bakers. In turn, we provided recognition to our donor partners through social media and included their business brand logo on printed materials.

Final Tip: One of the things I have learned is that people like to help; they just need to know how to show their support. If they say no to your initial request, often they will say yes to your follow up request. For example, we found a donor to print yard signs for our first three bake sales, but was unable to facilitate the donation this past year due to a change in his employment status. We were referred to another company whose primary business was printing yard signs for realtors. I made the contact, explained our mission and shared our previous years' success, along with a request to please consider a donation of 100 yard signs. The business owner was unable to grant the request for an outright donation, but did agree to print the signs for a deeply discounted price. Our out of pocket expense for this valuable marketing tool was then negligible and contributed greatly to our bake sale success.

And don't forget! It is important to follow up with all of your donors and partners at the conclusion of your bake sale to share with them your success. As members of your support team they can also take pride in the role they played! This will likely ensure their ongoing support and willingness to do more if asked.

Ask for Help

We understand that creating an event or a bake sale stand can be a lot of work. Do not hesitate to ask others for help, whether that be to help with baking, to donate a space, or to donate to the bake sale. The next few pages have been created to help you ask for help as well as promote your efforts.

We have a few other resources which might be useful to you when reaching out to local businesses or news stations.

[Donation Request Letter](#)

[Media Alert Template](#)



Social Promo: Don't forget to share what you are doing on all of your social media accounts! Here are a few sample posts to get you started.



Facebook/Instagram: Join me on @TeamNoKidHungry! I am hosting a bake sale for @NoKidHungry (INSERT DATE) at (LOCATION NAME). Bring your friends and family and help end childhood hunger! If for someone reason you can't make it, donate directly to my page: (INSERT LINK TO YOUR FUNDRAISING PAGE)

I'm baking a change for @NoKidHungry (INSERT DATE) at (LOCATION NAME). Bring your friends and family for a sweet way to give back to the community! See you there!



Twitter: Come out and see how a #bakesale can put an end to childhood hunger! I will be hosting one on (INSERT DATE) with @NoKidHungry!

I'm baking away childhood hunger! Come out and support my #bakesale. (INSERT DATE AND LOCATION).

A \$1 donation to my #bakesale can connect a child with 10 nutritious meals. To donate visit: (INSERT LINK TO YOUR FUNDRAISING PAGE)

I am helping to bake away hunger with @NoKidHungry. Support my sale by donating: (INSERT LINK TO YOUR FUNDRAISING PAGE)

Don't forget to include a No Kid Hungry photo from [our resource page](#)!

How to Add a Raffle



- Hosting a raffle or silent auction at your Bake Sale for No Kid Hungry is a fun and easy way to reach your fundraising goal. Make everyone a winner with the following tips!
- Gather a list of businesses to reach out to. Consider local restaurants, boutiques, theaters, and entertainment hot spots. Plan to reach out to businesses well in advance. Two months before your bake sale would be the ideal time to ask for donations.
- Make initial contact by sending an email or by hand delivering a [donation request letter](#). A week after making initial contact, follow up with a phone call. Don't be shy! They are busy and often need the extra reminder.
- Educate yourself about the issue of childhood hunger before approaching businesses. Before making a donation, many of the store managers will want to know more about Share Our Strength and the No Kid Hungry campaign.
- Once you start collecting donations, bundle smaller items together or make gift baskets.
- At your bake sale, place your raffle or silent auction in a place everyone will see it. If you are selling raffle tickets, sell tickets for \$1 or a baker's dozen (13) for \$10.
- **Don't forget!** Thank contributing businesses for their contribution. Tell store managers how much money you were able to raise through their raffle contribution.

Raffle Ideas:

- | | | |
|-----------------------------|--------------------------------------|--|
| • Tickets to the movies | • Art classes | • Gourmet chocolates |
| • Gift cards to restaurants | • Cooking gift set | • Paint and sip classes |
| • A coffee gift set | • At-home spa set | • Local sports team items |
| • Bike rentals | • Tickets to the theatre | • Beach day gift bag |
| • Brewery tours | • Gym class pass | • Amusement park gift cards |
| • Yoga classes | • Baseball tickets | • Coffee beans from a local coffee shop. |
| • Tasting evens | • A whole cake from a popular bakery | |
| • Tickets to a comedy show | | |

The Big Day

Congratulations! It's finally here!

Your hard work has paid off: you've secured a location, received donated raffle prizes from local businesses, baked and packaged all of your goods, and you are ready to go! We have a few more tips to help you through the day. In this section you will find a packing list, food safety tips, pricing suggestions, and talking points.

If you would like decorative materials or information about No Kid Hungry to hand out to customers, download the materials below and print all you need.

Stickers

Thermometer
Poster

Hunger
Devastates
Children

When You
Give

Info Cards

Packing List

Everything you need for the most organized and prepared bake sale.

Must Haves

- ☐ Camera
- ☐ Markers/Pens
- ☐ Trash Bags
- ☐ No Kid Hungry fact sheets and flyers

For Your Table

- ☐ Tablecloth
- ☐ Chairs
- ☐ Table Decorations
- ☐ Stickers
- ☐ Cashbox and change
- ☐ Donation jar
- ☐ Balloons

For Your Baked Goods

- ☐ Serving Supplies: Paper plates, utensils, gloves, and napkins
- ☐ Labels for identification and pricing
- ☐ Ingredient lists (for customers with dietary restrictions)
- ☐ Bags for those who buy multiple items
- ☐ Coolers (for any items that need to be kept cool)



Food Safety Tips



Wash your hands before, during and after you prepare food.



If you are baking ahead of time, be sure to freeze your baked goods right away! This keeps them safe and delicious.



Avoid using cream cheese frosting or other dairy products during hot summer days. If you do choose to sell products that need to be kept cool, store the treats in a cooler and use a tent to provide shade.



Avoid having to touch baked goods on the day of your bake sale by individually wrapping items. Keep instant hand sanitizer at hand just in case!



Have recipes at hand to help customers with food allergies or dietary needs.



Be sure to bake items all the way through. Everyone loves a fresh, gooey and just under cooked cookie but it is not safe to serve at a bake sale.

Pricing Tips FOR YOUR BAKE SALE

Number One Rule of Thumb—Don't price anything under \$1. If you price everything under \$1, you will have to sell a lot more to reach your fundraising goal. It's as simple as that. And besides, who wants to deal with all that change? Try to keep items priced at \$1, \$2, \$5 or more instead of pricing items at \$1.50.

Comparable Rates. Once you have your menu planned, go around town and see what local bakeries and grocery stores price similar items for. Your prices should be about the same. And don't be afraid to go a little higher. Remember—it's for charity.

Bundles. Consider packaging small items in sets so that you can price them higher. For instance, chocolate chip cookies will bring in a lot more if sold in sets of 2 or 3.

Deals. Work out savings deals with customers buying multiple items. If pies are priced at \$20 each and someone wants 2, sell it to them for a discounted price of \$17. You may even get them to spend their savings on another smaller item or toss the change in your donation jar.

Suggested Pricing. Use this list as a guideline for pricing additional items.

Cookies (small)	\$1 (sets of 2 or 3)
Cookies (large)	\$1 each
Brownies	\$2 each
Bars	\$2 each
Cupcakes	\$3 each
Muffins	\$3 each
Bread	\$3 per slice, \$10 per loaf
Cake	\$4 per slice, \$15 whole
Pie	\$4 per slice, \$20 whole



Talking Points

General

- Hunger affects children in every community in the United States.
- **But this is a solvable problem.** Effective programs exist to close the gap between kids who have enough to eat and those who don't.
- Too often, however, these programs aren't reaching the kids who need them. No Kid Hungry's strategy focuses on problem-solving, working with local partners like governors, principals, nonprofits, chefs and corporations to identify and eliminate the barriers for kids.

The Issue:

- 1 in 6 kids in this country struggles with hunger.
- Childhood hunger isn't isolated to inner cities and rural communities. It affects kids and families in every city, every congressional district, every town and every suburb.
- Here's what that means: In some families, the pantry is completely empty. In others, mom skips dinner a few nights a week so the kids can have something to eat in the evening. In others, families are making impossible decisions between paying the rent or buying groceries.
- Ensuring that kids get healthy food is the first step on the path out of poverty.
- **Ask any teacher: Hunger stops kids from learning.** Hungry kids have trouble focusing in class. They're more likely to act out more. It's harder to process information.
- Ask any pediatrician: Hungry kids are at risk of long-term, avoidable health problems, like heart disease, slower brain development, asthma.
- When kids get regular healthy meals they do **better on tests**, have **fewer discipline problems**, have **fewer health problems** and are **more likely to graduate from high school**.
- A healthier generation of kids means a stronger workforce, a stronger economy and a nation better able to compete in the global marketplace.

What does No Kid Hungry do?

- No Kid Hungry is a network of problem solvers. We figure out why kids aren't consistently getting the food they need. Once we identify the barriers, we find ways to eliminate them.
- No Kid Hungry develops proven, practical strategies, so educators, elected officials and community leaders don't have to start from scratch – from school breakfast to after school meals to summer food programs.
- We then team up with the right partners — corporate, government and nonprofit — to provide leadership, invest in local groups through grants, advocate for better laws and regulations, and find specific tools to solve problems.

The Great Chappaqua Bake Sale

All proceeds support



**NOKID
HUNGRY**
SHARE OUR STRENGTH

\$1 = 10
healthy meals



YOUR BAKE SALE IS OVER, Now What?

Congratulations! You've made it to the finish line! There's only two more steps to take until you cross it and are officially finished with your bake sale: submit your proceeds and thank your donors.

You can either submit your bake sale proceeds online or through the mail. If you choose to do so online, simply visit your bake sale personal page, and add the donation using your credit card. To donate by mail, send all donations in check or money order form to our secure lock box:

Bake Sale for No Kid Hungry
P.O. Box 75203
Baltimore, MD 21275-5203

Once you have done so, be sure to thank all individuals or businesses that helped make your bake sale a success. We have included an email template, as well as a couple of "Thank You" postcards ready for download on the next page.

COPY AND PASTE THE FOLLOWING TEXT IN A NEW EMAIL:

Dear _____,

We did it! Thanks to your hard work our bake sale raised (insert final amount raised). I had a great time working with you and hope you enjoyed yourself as well. The best reward is knowing that we are helping so many kids through our bake sale.

In the wealthiest nation in the world, no child should go hungry. The funds we raised will ensure that they get the nutritious food they need to learn, grow, and thrive.

Thanks again and I can't wait till next year!

Sincerely,
(Your name)

To **download these postcards**, simply click on the image of the card you would like to use below, and you will be taken to a page where you can download the postcard for your use. Simply send to your preferred printing company to print off the postcards.

Tip: Make sure if you order online you choose a heavier paper option such as cardstock.

Front



Back



Contact Us!

Thank you for supporting No Kid Hungry by hosting a bake sale. Your contribution helps close the gap between nutritious food programs and families in need. Together we are developing lasting solutions—the difference between feeding a child tonight and ensuring they never go hungry again.

Please do not hesitate to contact us if you have any questions:

BakeSale@strength.org

(800) 761-4227

SPECIAL THANKS TO OUR SPONSORS



OFFICIAL SPONSORS OF BAKE SALE FOR NO KID HUNGRY



CHRYSLER PACIFICA

