



## **Tips for organising your own Bakers Against Racism bake sale**

***These tips are for organising a sale during a pandemic, when social distancing and minimising gathering are important for safety.***

You don't need a webshop or snazzy website to hold a bake sale! You can use free, simple tools to advertise your bakes and keep track of sale.

Remember that promoting your sale via social media will be really important to its success!

You will need to consider:

- Are you just selling your own bakes or will you get others involved too?
- How will you keep track of sales?
- Where will you hold your bake sale? Is there a local café or community centre who would lend you their space? Do you have a front yard you could do it from?
- Who are you going to donate to?
- How will you accept donations?
- How will you continue your allyship and/or activism beyond your bakes?

### **Payment / Accepting Donations**

At London Bakers Against Racism, we do 100% donations - that's to say, bakers donate their time, resources, skills and bakes, and every penny that people pay for their bake is passed on to our fundraising recipient. It's up to you whether you follow this model, but make sure you are clear if you are donating a % of proceeds rather than all of them.

It is best practice to have customers donate directly to a charity or fundraising page when buying their bakes. This way it is completely transparent about where the money raised is going and that you are not profiting from the sale.

You can set up a simple GoFundMe or similar page for your bake sale, then ask customers to send a screenshot once they have made their donation.

### **Keeping Track of Sales**

#### Google Forms

Google Forms is a great tool to use for collecting and organizing your orders (it is free and included with any Gmail address, just log into your email and go to [forms.google.com](https://forms.google.com)).

Google Forms allows you to create a questionnaire with a unique link that you can share via social media and email.



Once your customers have filled out the form, you will automatically receive the responses (you can even have your responses automatically compiled into a spreadsheet).

Here is a great article on how to use the Google Forms feature.

<https://www.howtogeek.com/434570/the-beginners-guide-to-google-forms/>

Things to include in your form:

- Description of the bake sale
- Ordering cut off date
- Pick up location
- Pick up date and time
- Who you are donating to
- How the customer can make payment

Fields for your form:

- Customer name
- Customer email and contact number (in case they don't show up on the day)
- Name of product – a drop down menu can be useful here
- A description of the product – make sure you mention allergens
- Queries box for any questions or comments

Once an order has been received, you will need to **send a confirmation email**. This should include:

- A thank you!
- Confirmation of the order
- Confirmation of the date, time and location of pick up
- Any other relevant info (please wear a mask etc)

Make sure you **delete** your form when you are sold out!

If you are unable to fulfil any orders, make sure you let customers know quickly.

### Google Sheets

Google Sheets is another great tool for taking orders. You can list your bakes on a Sheet that is open to the public.

Orders can be placed via emailing you, and donations made via a GoFundMe or similar.



### Instagram

You can also simply take orders via Instagram! Customers can DM you your orders and again donations can be made via GoFundMe or similar. You will need to use some sort of record to keep track of the bakes sold.

*Adapted from the Bakers Against Racism resource to be relevant for London bakers.*