

Cuppa & cake

...maximise your fundraising!

- M** Make it a big deal. Send out invitations, invite your family and friends, and their family and friends.
- A** A competition. Challenge your guests to a bake off with blind tasting and scoring. Charge an entry fee and get prizes for the winners.
- G** Gather prizes for a raffle or tombola. Just ask us for an appeal letter for you to approach local companies with.
- P** Party time! Download our bunting, hang our balloons, and get ready to have a great time for charity.
- A** Ask for donations from those around you. Can they donate a cake to the bake sale, or do they have any unwanted birthday or Christmas presents lying around that can be used as raffle prizes?
- S** Sweepstakes. Is there a sporting event on at the time of your Cuppa & cake? Or a baby due in your group and you can guess the weight or delivery date? Do you have any fun garden games that can be played and you guess the scores? Ask us for a sweepstake form and charge for your guests guesses!



- A** Ask us for quiz sheets to pop on your tables. Whether played individually or in teams, it's a great way to get to know the people around you. Charge an entry fee and consider your prizes - perhaps winning one of the cakes.
- I** Ingredients - don't forget to list them! A guest doubled over with tummy ache is not a good advert for selling more cake!
- R** Recipe book. Ask friends for their best recipes and make your own recipe pamphlet to sell at your Cuppa & cake event.

- A** At which time? Try avoiding days which are likely to mean guests won't be available, such as a football final or mother's day, unless your theme is based on it of course.
- M** Matched funding. Will your workplace match your donations? You only need ask.
- B** Best recipes. Whose Victoria sponge or fairy cakes were the best in your bake off competition?
- U** Under cover. No, we don't mean cloak and dagger! If you're not indoors, keep that weather in mind and consider gazebos or umbrellas. Everyone likes cake, but not if it's drenched in rainwater.
- L** Let us know! We'd love to know when you're hosting your Cuppa & cake event – and if we can get to you we will. We love to spend time with our supporters and can tell you all a little bit more about the charity. Even if it's 10 minutes we can pop by and say hi!
- A** Aaaaargh! There's too many A's in our name!
- N** Never too little. Whether you raise £10 or more than £100, there are pieces of specialist equipment and medication that your fundraising will allow us to buy – helping us to save lives.
- C** Children. Consider downloading some of our colouring in sheets and making toys available such as building blocks. Happy children = happy adults who can stay and enjoy your event for longer.
- E** Event theme. Themes can be great fun, whether the baking has a theme or you dress accordingly. Don't make it too hard though, apparently not everyone has a dinosaur costume!

Need anything else? Just get in touch for more ideas, advice or materials. We'd love to help you make your fundraising event the best it can be!
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