



P R E E C L A M P S I A

foundation

PF BAKE SALE

In support of the Preeclampsia Foundation mission, we are introducing a Bake Sale Fundraising activity as a simple, easily managed event that you can do with your family or friends to help raise money and awareness in your local area for the Preeclampsia Foundation.

No experience is necessary to coordinate a local bake sale. Simply consider following these simple steps, and be a part of making a big difference for our cause.

1. Set a date for the bake sale.
2. Secure a site (preferably cost-free). Store fronts, community centers, daycares and churches are popular locations.
3. Contact friends, family and neighbors to make cookies, doughnuts, cupcakes, cakes, muffins, candy, etc.
4. Advertise the sale in your community. Consider posting flyers (use attached sample or create your own), sending emails, placing a blurb in a community newsletter or online calendars, church bulletin, or pass out info to your moms' group or child's sports team, etc.

Helpful Planning Tips:

Location: Choose a location that normally has a lot of foot traffic and doesn't have a policy against solicitation (baseball fields, book stores, church, grocery store).

Cupcakes, Crispy Treats -OR- Cakes, Pies, and Breads:

It's great to have some individually wrapped goodies on hand for those passing by who want to "eat right away", but also consider big ticket items like cakes, pies or loaves of bread. These can bring in more revenue. You can package cookies in groups of 3-6, a plate of brownies, or half-a-cake for sale as well.

Decorate the Packaging: A little extra goes a long way ...Wrap the items using colored cellophane, ribbons, stickers, bows, etc.

Consider labeling items: Not everyone can tell zucchini bread from banana bread. Also keep in mind diabetic, allergies and food sensitivities. Indicate if the items are "sugar-free" or without nuts.

Ask Local Businesses to Participate: Contact bakeries, doughnut shops or candy stores to see if they have items that could be donated for sale. Offer them the benefit of placing their business cards or menus on your sale table. PF can provide you with donation forms for tax receipts so you can acknowledge their generosity.

Make it Festive: Decorate the table with colored tablecloths, balloons (PF colors are burgundy and navy), and eye-catching signage (there are a few vinyl banners available with advance notice for shipping).

Cost: It's wise to decide and write down cost for each item in advance. Leave a few items unmarked so people can feel free to donate what ever they can on the spot. You might even be offered a larger bill and be told to "keep the change".

Distribute information about Preeclampsia: Brochures, symptom magnets and/or other PF materials will be provided via mail to coordinators who sign-on for this fundraiser. Be prepared to share information about the cause (refer to brochures) and the mission of the Preeclampsia Foundation so people understand what their money is going to support.

Important Notes:

- BE SURE to advertise all bake sales using the phrase "to benefit the Preeclampsia Foundation".
- Bake Sale Coordinators must agree to cover any set-up fees or costs for ingredients and supplies. The Preeclampsia Foundation cannot provide money upfront toward holding the fundraiser.
- When selling food to the general public it is important that the goods are handled properly.

[*SCROLL to SEE SAMPLE EVENT POSTER](#)**

Valentine's Bake Sale

to benefit the **Preeclampsia Foundation**



buy

Sweets for your Sweetheart

and

support moms and babies affected by
Preeclampsia and related disorders



Date:

Time:

Location:

Preeclampsia is a disorder of pregnancy and is as common in the US as breast cancer. It affects the health of mother and baby and is the number one reason doctors decide to deliver a baby prematurely. No cause or cure has been accurately determined.

Funds raised from this sale will be donated to the Preeclampsia Foundation to aid in funding research, providing patient education and support in the hopes of healthier outcomes for those affected.



Visit www.preeclampsia.org for more information.