

Bake For Funds



There may be easier ways to raise funds, but there aren't many that can teach more to young people while building positive community support. By applying baking food safety (visit homebaking.org/baking-food-safety/), creativity, timely planning, thoughtful salesmanship and a unique approach, bake sales can be very profitable.

Join history. Bake sales are a part of American history. For centuries, people have "baked their best" for all kinds of local needs. Individuals and families became "known" for a special cake, pie, bread, cookie or ethnic baked good that was sold by auction, baskets, cake walks, special order, whole or by-the-slice where everyone gathered.



Promote locally- and fresh-baked. What's *your* personal or family's baked specialty? Identify a "hard-to-get" local or ethnic, gluten-free or vegan specialty you can bake and sell. Offer whole-grain smart snacks great for school and child care.

Tips for Success and Program Recognition

Check the calendar. Piggyback with sale-friendly events; avoid conflicts.

Bake sale themes. Link to a national recognition day (Mother's, Father's, Nurses, Teachers, Pie or Bread Day) or festival. Make the sale an event or tradition. Consider a monthly "buy locally made" opportunity. See Baking Calendar, HomeBaking.org

Location, location. Tie to theme or where interested consumers go. Consider two or three same-day locations. Assist to park and carry. Gain permission for location and date at least two weeks before sale. Extend courtesy communications to related parties (businesses, food service staff, chambers of commerce, school).

Promote early! Two weeks ahead post live and on-line the who, when, where, why. Use social media AND printed posters. Deliver sample baked goods to promoters.

Phones at work. Use cell phones to confirm pre-event responsibilities, site details, promotion.

May I take your order? Publish how to order ahead of the sale via phone, online, via social media, or using a printed order form.

Make a bake date. Not everyone can bake at home. Bake or create baking mixes together at school, FCS, community or religious center kitchen.

Something for everyone. Savory and sweet; wholegrain and multi-grain; pets and people; individual and family-sized; under 200 calories; reduced sodium; [food allergy options](#); trail-mix; baking mixes; baking tools; *Bake with Friends* book. Consult HomeBaking.org.

Apply safe food handling. Review [Baking Food Safety 101](#). Keep raw batter separate from baked and never consume unbaked dough or

batter. Bake until done at center. Cool goods completely on wire racks. Package goods with washed and gloved hands in new food containers or bags. Custard, meat, cheese or pudding-filled goods should not be sold.

Customers love labels. Design attractive labels that include product name, ingredient list (most to least), price, net weight (cups, ounces/grams).

Wrap irresistibly! After package is sealed, add a little art, ribbon, color! Download [Baked Goods Labels](#).



Add value! Create gift boxes. Wrap Ready-to-Top Whole Grain Pizza Crusts with pizza pan and sauce. Package Pet Treats (recipe HomeBaking.org) with a kerchief or toy. Take \$5.00 of dough and shape rolls, braids, sculptures worth \$25. See [Dough Sculpting 101](#).

Sales decor. Post organization's name and plans for funds raised. Use your logo and colors for table covers. Post a huge "Thank You" sign listing supporters and signed by members.

Courtesy. Put away phones unless taking orders. Make eye contact and greet people. Say thank you to each person who stops and after each sale. Follow event with thanks to supporters, in writing and on-line.

Provide bite-size samples. Offer free ice water or tea, and items to buy and enjoy on-the-spot such as [soft pretzel bites](#), breakfast muffins, rolls, pie, cookies or [bread sticks](#).

Price for easy payment. Calculate each recipe's cost to prepare. Compare your "fresh-baked" items with similar net weight products in stores. Sell by the piece or batch in increments of 25¢ for ease in making change. Sell BOGO or dollar items!



Participants will:

Recognize funds are needed to assist a need or program

Create public awareness for concern or program needs by fund-raiser

Set funding goals

Build partnerships

Access local event calendars to coincide or avoid conflicts

Develop timeline for plans

Apply culinary and food safety skills to raise funds

Identify and assign tasks, teams, committees

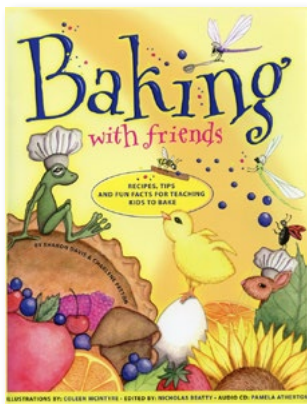
Calculate cost and profits; report success

Identify benefits; improvements

Express appreciation



[Soft Pretzels](#) sell great!



Book AND Bake!

Add to your bottom-line!
Sell four-time national award winning *Baking with Friends*.
Order at HomeBaking.org

Share the Wealth!

Partner with youth!

Boys & Girls Clubs, Camp Fire USA, 4-H, Scouts, FCCLA programs: Families First, Financial Fitness, Shape Up! Community Service
fcclainc.org

Bake and Take. Go virtual to take baked goods orders for neighbors and community.
nationalfestivalofbreads.com

BAKE SALE
FOR NO KID HUNGRY

Bake Smart Snacks to sell during school hours

Baking guide*:

- Whole grain rich:
 - 51% or more whole grain
 - 15g grain ingredients
 - 8g or more whole grain
- OR, contain 1/4 c. fruit, vegetable or combination
- OR, 10% DV* of one or more calcium, potassium, Vit. D, dietary fiber
- 200 or fewer calories
- 230 mg or less sodium
- Total fat, 35% or less of calories
- Saturated fat, under 10% of calories
- Trans fats, 0g
- Total sugars, 35% or less of product weight



*Guide fns.usda.gov/school-meals/smart-snacks-school

More Smart Snack baking at homebaking.org/smart-snacks/

Ready-to-Top Whole Grain Gourmet Pizza Crusts

Makes 2 medium (12-14") pizza crusts OR 8 soft pretzels OR 16 bread sticks

Ingredients:

- 2 cups whole wheat flour (or half all-purpose flour)
- 1 tablespoon sugar (optional)
- ¾ teaspoon salt
- 1 pkg. fast-rising yeast (2¼ teaspoons/7g)
- 1 cup 80°-105°F water
- ¼ to ½ cup unbleached or whole wheat flour
- 2 tablespoons vegetable oil

Directions:

1. In large bowl, combine 2 cups whole wheat flour, sugar (opt), undissolved yeast, and salt. Stir water and oil into dry ingredients. Stir enough remaining flour to make stiff dough. Turn out onto floured surface. Knead until smooth and elastic, about 5 or 6 minutes. Cover dough with bowl; let rest 10 minutes or place in large plastic bag or sealed container in the refrigerator, punching after 30-45 minutes. Form into smooth ball. Use dough immediately for pizza crusts or keep refrigerated up to 2 days.
2. Divide dough in half. Shape each half into a ball. Let dough rest 5-10 minutes, covered with bowl.



3. Preheat oven to 425°F. Place dough balls on greased 12-14" pizza pan.
4. With oiled hands, press dough out evenly – avoid stretching the dough – till dough covers the pan. With a fork, prick the surface of the dough every few inches.
5. Partially bake the crusts at 425°F for 5-7 minutes, until still pale with just a hint of browning. Remove from pans; cool on wire cooling racks. Wrap in large plastic food bags. Freeze or sell fresh.

Pretzels or Bread Sticks: Shape, proof and bake plain; or before baking, brush with egg wash (1 egg beaten with 1 Tbsp. water); sprinkle with sesame seeds. Bake until golden, 10-12 minutes.

Nutrition Facts: 8 (2.5oz/70g) servings each provide 140 calories, total fat 4g; protein 5g; total carbohydrate 26g (sugars 2g; dietary fiber 3g); sodium 220mg; potassium 127mg. 35% fat calories, 0g sat. or trans fat; 10% DV iron, 12% dietary fiber. Sugars ≥ 3%.

Whole Wheat Oatmeal Fruit Bars

A favorite granola or smart snack bar. Makes 12 bars (8"x8"x2" pan cut into 12 pieces)

Ingredients

- 1 cup (4.25 oz/120g) whole wheat flour
- 1 cup (3 oz/85g) rolled oats
- ½ cup (3.8 oz/108g) brown sugar, packed
- ¼ teaspoon (1.2g) baking soda
- ⅛ teaspoon (0.6g) salt
- ¼ cup (1.9 oz/56g) vegetable oil
- 2 tablespoons (1 oz/28g) unsalted butter, melted
- 1 tablespoon milk, 1%
- ⅔ cup (7.5 oz/215g) 100% fruit spread or puree*

Directions

1. Heat oven to 350°F (convection oven 325°F).
2. Line 8"x8" inch pan with parchment or spray/grease.
3. In large bowl thoroughly combine flour, oats, brown sugar, baking soda and salt.
4. Stir in vegetable oil, melted butter and milk. Mix until crumbly.
5. Press 2/3 of crumbly mixture firmly to evenly cover bottom of pan.



*Fruit puree: dried fruit simmered in minimal water until soft enough to puree; cool and refrigerate until used.

6. Spread fruit spread or puree on top of the crumb base. *NOTE: If using puree, pre-bake the base 5 minutes before spreading on the puree.*
7. Sprinkle remaining crumb mixture evenly over fruit spread/puree. Lightly press the crumbs into the fruit spread.
8. Bake for 35-40 minutes or until lightly browned.
9. Allow to cool on wire rack before cutting into bars or squares. Cut square pan into 12 pieces – 3 x 4 (squares) or 2 x 6 (bars).

EXTRA! EXTRA!
Ready-to-Bake Mixes

chsugar.com/recipe/1001-cookie-starter-mix



Nutrition Facts: Serving size 1 piece (1.55 oz/44g) 160 calories, 50 calories from fat; total fat 6g (1.5g saturated fat, 0g trans fats); cholesterol 5mg; total carbohydrate, 26g (2g dietary fiber, 14g sugars); 15g whole grain per serving; sodium 50mg; protein 2g

