

Tools and Tips for Running a Successful, Virtual Bake Sale

-Set pars. Once you have selected what you are offering, decide on how much you are making and stick to it! Don't run the risk of not being able to fill your orders. Selling out is good! If you sell out quickly and think you can make more, that's great! You can always "release" more to be sold.

-Make a prep schedule. Plan your prep so you aren't scrambling on the day of pick up. Do as much as you can ahead of time and set yourself up for success.

-Stay organized. If your bake sale isn't linked up to an existing POS (point of sale) system, there are still many great tools available to organize your bake sale. Venmo (or similar money sending app)- ordering and payment. Have people order and pay via the app. Direct them to write what they are ordering in the "reason for payment" section. Follow up with a thank you message, confirmation that you have received their order and pick up info (where and when). Google Sheets- sales log. When someone places an order, immediately enter it into your log with their name, contact info, what they ordered, when they are picking up, and what their total was.

-Promote. Promote early and frequently (just don't get annoying!) Even before your menu drops, get people excited about supporting your fundraiser.

-Allergens. When posting your offerings, consider listing any major allergens (ie "contains nuts"). Alternatively, label all offerings with what they DON'T include (i.e. vegan, gluten-free, dairy-free). This makes it easy for people with food allergies to navigate your bake sale and confidently purchase your goods.

-Packaging. Make sure that you are packaging your goods so they can be safely transferred from you to your customer. There are many great options at hobby and craft/ paper good stores. DIY is also a great option, but it does take more time, so don't forget to work that into your schedule.

-Picking up. Double check all your orders to make sure nothing is wrong or missing. Make sure you have a plan for safe, social distanced pick up. (You can do this by assigning pick up time slots at the time of purchase, directing people to stand in a distanced line and/ or set up a table with labeled bags for people to come grab to ensure no contact).

-Get creative! This event exists to utilize our individual talents to help in the fight for social justice and equality, don't limit yourself!

Kindly,
Chef Willa Pelini
Emilies (Washington, DC)