



## High Yield Bakers...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. And, with good planning and salesmanship, bake sales can be profitable.

**Join History.** Bake sales are a part of American history. For centuries, people have "baked their best" for schools, churches, families in need, schools, parks and community buildings. Specialty baked goods were sold when and where everyone gathered--by auction, baskets, cake walks, whole and by the slice. People became "known" for a special cake, pie, bread or cookie.

**Leader Q:** Does your family have a cultural baked good specialty?

What do you like to buy that's baked? (Cinnamon roll, soft pretzel, cookie, bar)

### Tips for Success

#### *Expand Profits and Program Recognition*

**Check the calendar.** Piggyback with (or avoid) community events.

**Plan a Theme Bake Sale.** Holidays, Valentines, Father's Day, block parties, festivals

**Make your sale an event and tradition.**

**Gain permission** to set up in a great location for people traffic.

**Consider two or three same-day selling locations.**

**Promote your bake sale.** Deliver announcements with sample baked good to local newspaper, radio and TV stations.

**Set up a phone committee.** Call each member; confirm what they'll bring and when and where to deliver.

**Review safe food handling.** Provide new plastic food bags in a variety of sizes for delivering baked goods. Remind members some items cannot be sold (refrigeration required)—custard or cream pies, meat or cheese fillings.

**Make a date to bake.** Bake or create mixes together in a large community, club or church kitchen to help everyone participate.

**Something for everyone.** Decadent to diet conscious. Ready-baked or mixes in a jar.

Beverage mixes, baking mixes attached with stir-ins or decors, party mix, trail mixes

**Wrap it irresistible.** Cool all baked goods completely before wrapping. From the products members bring, divide and attractively package. Keep food safety and freshness first in mind.

Divide into "snack" packages for one or 2 as well as "family size packs."

Use plastic food gloves when re-packaging goods for sale.

**Labels.** Create attractive labels with product name, amount (in cups or ounces), ingredient list (customer may have food allergies), price.

**Sales decor.** Post the organization's name and how proceeds will be used. Use bright tablecloths, streamers, direction signs—use your organizations colors!

**Practice greeting customers.** Thank the customer; use eye contact.

**Courtesy.** Print a huge "thank you" banner; tell who's selling and why. Insert a small thank you with each sale. Offer bags for customers to easily carry home purchases.

**Price for easy payment and change.** Use increments of 25 cents. Research price. Look for similar store products. How much is in a package? How much does it cost?

#### Members will

Recognize  
funds are needed to run a program  
--Set a goal  
--Select and make plans that use skills to successfully raise funds  
--Organize and work by committees  
--Calculate costs and profits  
Create public awareness for concern or program  
--Evaluate results

**Offer a bite-size sample.** Include small cups of water, tea or coffee.

**Sell by the slice on site.** Have some products to sell fresh or by the slice (one or two rolls; cookie pizza slices; muffins; a soft pretzel)

**May I take your order, please?** Print order forms and take gift orders prior to, or at the sale.

**Create gift boxes.** Ex: baking pan plus mix & stir ins; pizza pan plus Ready-to-Top crust or crust mix)

**Bake for pets.** Offer handmade pet biscuits.

More: [www.bettycrocker.com](http://www.bettycrocker.com) Click on Baking Basics.  
[www.landolakes.com](http://www.landolakes.com) Click on Promotions/Gift Giving Labels  
[www.verybestbaking.com](http://www.verybestbaking.com) Click on Community. Bake Sale Central

**Help and ideas at:** [www.homebaking.org](http://www.homebaking.org)

### Ready-to-Top Gourmet Pizza Crusts

#### Dough:

3-1/2 cups all-purpose flour (may be half whole wheat)  
1 tablespoon sugar  
1 package fast rising yeast (2 ¼ teaspoons)

**Makes 2, medium (12-14-inch crusts)**

1-1/2 teaspoons salt  
1 cup water  
2 tablespoons vegetable or sunflower oil



#### Directions

1. In large bowl, combine 2 cups flour, sugar, undissolved yeast, and salt. Heat water and oil until very warm (120 to 130oF). Gradually stir into dry ingredients. Stir in enough remaining flour to make stiff dough. Turn out onto floured surface. Knead until smooth and elastic, about 5 or 6 8 minutes. Cover dough with bowl; let rest 10 minutes
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 degrees F. Place dough balls on greased 12 to 14-inch pizza pan. 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. Parbake the crusts at 425oF for 5 to 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.

### Best-ever Cake Brownies

¾ cup butter or margarine  
½ cup unsweetened cocoa powder  
1 ¼ cups granulated sugar  
2 eggs  
2 teaspoons vanilla extract

**Makes 9 X 13-inch pan, (32 bars)**

1 ¾ cups cake OR 1 ½ cups all purpose flour  
1 teaspoon baking powder  
¼ teaspoon baking soda  
1 cup low fat milk  
1 cup chopped walnuts or pecans

#### Directions

1. Preheat oven to 350 degrees F. In large 2-qt. saucepan, melt butter over medium low heat; stir in sugar and cocoa. Remove pan from heat and let cool 5 minutes.
2. Add the eggs and vanilla. Beat with a whisk until combined.
3. In a separate bowl, combine the flour, baking powder and soda, Add 1/3 of the dry ingredient mixture to the chocolate mixture and beating well. Then add 1/3 the milk and beating. Repeat twice to finish.
4. Stir in nuts. Pour into a greased, 9 X 13-inch pan. Bake 20 to 25 minutes -- tooth pick inserted comes out clean.
5. Cool completely in pan on a wire rack. Frost or dust with powdered sugar if desired. Cut into bars.

**Ready-to-Go brownie mix:** Use a wide-mouth, 1-qt. canning jar and lid. Combine all dry ingredients thoroughly. Pack dry mix in decorative quart jar, Top with nuts wrapped in plastic wrap to keep separate. Add directions to complete the mix. Decorate lid with colorful calico cloth.

**Gourmet option:** Use ½ cup each dried cherries and favorite baking chips or pieces.

More tips for mixes in a jar at [www.homebaking.org](http://www.homebaking.org). Go to Educator *Fun with Food* lesson plan.