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Fundraising Project Library

Cake Walk



General Description:

Here is a great fundraiser that could run on its own or as an addition to another fundraiser. Have members of your club and/or volunteers bake a variety of cakes and instead of selling them at a bake sale raffle them off. When people arrive for the cake walk you will have each one set out with a raffle box in front of it and the guests will buy tickets that they can put in boxes as they wish. To make this into more of a stand alone event you can set up an actual “cake walk” where the baker or models of your choice will walk the cakes down the cake walk while the emcee provides a description of the cake. Cakes would then be put back on display behind their corresponding raffle box. You can also serve coffee and tea to make it more of an afternoon social or cocktails to make it an evening affair.

Resources Required:

- ◆ Facility
- ◆ A variety of cakes
- ◆ Volunteers to man raffle stations and participate in the “cake walk” if desired
- ◆ Raffle boxes (one for each cake)
- ◆ Raffle tickets
- ◆ Cash box and float
- ◆ Refreshments
- ◆ An emcee
- ◆ Sound system
- ◆ A stage or runway for the cake walk if needed
- ◆ Tables and chairs
- ◆ Door prizes if you like

Pre-Event Activities:

- Contact National to verify coverage
- Recruit cake bakers
- Select a venue and date
- Obtain a certificate of insurance from National if required
- Sell tickets
- Solicit donors for door prizes
- Contact local bakeries to see if they will make a cake to donate
- Select an emcee
- Recruit day of volunteers
- Promote your event



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- Make sure bakers have delivery instructions

Event Activities:

- Decorate if desired
- Set up cake display area
- List ingredients at each cake
- Set up runway if needed
- Do a sound check with your emcee
- Review the event schedule with volunteers so everyone knows what they will be doing
- Have fun this a great event to socialize with members of the community and promote your club
- Take pictures

Post Event Activities:

- Clean up site and take down any decorations
- Send in a record of your event and the success to National Head Office
- Take cash to the bank or store in a safe place
- Return any borrowed items
- Send thank-you letters
- Organize media follow up by sending out press releases
- Review the event and make note of any changes for next time or things that worked really well

Tips for Success:

- ◆ Have a few food carts available to transport cakes that may be more elaborate
- ◆ Make sure to note beside each cake who it was donated and/or baked by as an on the spot thank you.