



Bake some heart-shaped cakes for Valentine's Day to raise funds for the Muscular Dystrophy Campaign

What is it?

- Get in the romantic mood by organising a special Valentine's Day cake sale.
- Organise a group of volunteers to get baking and make heart shaped cakes which you can sell in aid of the Muscular Dystrophy Campaign.

What you'll need

- Decide on a date and time for the Valentine's Day special event (it can be around the 14th February).
- Write the details of the event on your blank poster found in your fundraising pack. To order more call the **Tesco Hotline 0845 872 9058**.
- Willing volunteers to help bake special heart shaped cakes and who can help publicise and organise the event.
- A treasurer or a safe place to keep the money throughout the day.
- A collecting box for participants to put their donations.
- A venue for the cake sale - for example, you could use the staff canteen.
- Update everyone on how much you or your team raised by displaying the amount on one of the blank posters.
- ***Before you start any fundraising activity please check with your line manager first**

How long it'll take

- Time to make/distribute posters and tell staff about the cake sale.
- Allow 3-4 weeks to publicise the event to your colleagues.
- Allow 1.5 hours to make the heart shaped cakes, and make sure you have lots of people willing to make a batch of cakes for the event!
- The more notice you give people of the date the more people will be able to participate.

For further help and advice call the Tesco Hotline on 0845 872 9058 or check out www.muscular-dystrophy.org/tesco

- Invite a Muscular Dystrophy Campaign representative to attend.

Top tips

- Tell as many people as possible what you're doing to generate interest.
- Recruit as many people as possible to take part.
- Advertise the event and why not suggest people can buy heart shaped cakes for their loved ones.
- Ask your manager to remind people at any team meetings in the run up to the event that they can buy their heart shaped cakes!
- Put posters up in staff areas to let people know what you're doing, include your contact details
- Put details on your staff intranet or tell people at your staff team meeting.
- Try and generate publicity for your store/depot by contacting One Team or the local press to see if they will feature a story and photo of your event.
- Consult the publicity section of the fundraising pack for more details or call the **Tesco Hotline 0845 872 9058**

Show me the money!

- Charging a fee for the heart shaped cake is essential.
- Depending on the size and decoration, 50p to £1 is the standard suggested amount per cake.
- Bank the money for information about how you should bank the money please refer to page 7 of your fundraising pack, consult your designated charity champion or call the **Tesco Hotline 0845 872 9058**
- Bank the money. All money raised should be banked in cash reports till number 702
- 702 for Share A Smile events.
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