



BAKE WALK PLAYBOOK



Bake walk, cake walk – call it what you want, we're bringing back this classic fundraiser for a good time! Everyone loves sweet treats and the thrill of who will win. This is an excellent way to involve your Seasonals by asking that they provide a treat for the event. Cakes are amazing, but you can also include, pies, plates of wrapped cookies, brownies – if it's sweet, it works!

- 1) Log on to <https://gilbertbrownfoundation.org/gbf-kickoff-packs/> to get all these awesome resources listed below!
- 2) Determine how your event will be staffed and how you will provide the baked goods for the walk: Will you use your campground staff, or volunteers from your Seasonal community? If you're offering volunteers, a sign-up sheet is helpful! A person is more likely to commit if they've written their name down and you'll know what you need for help on your end to pull off the event! In this instance, they could also include what they plan to bring so you don't have 20 plates of chocolate chip cookies. Let the bakers know the time and location of where to bring the goodies.
- 3) Get Your Advertising Ready:
 - ✓ Using the **POSTERS** template provided on in the Kick Off Pack for the Bake Walk print out posters to hang up around your location that show the day and time. *No way to print posters for your event? Contact our preferred print vendor S&H Ad Specialties at (608) 525-2323!*
 - ✓ Download the **SOCIAL MEDIA GRAPHICS** and update with your location/time. Then upload to your Facebook page and/or website. Want to increase engagement on your Facebook page? Have guests vote between 2 or 3 of their favorite sweet treats (or just mention their favorite) to get the bakers thinking!
 - ✓ Want to send an email to your guests? Download the **EMAIL HEADER** and send out a message to all your campers letting them know about the fun they'll have while raising money for noteworthy cause!
 - ✓ MAKE IT A BIG DEAL! Adding some extra bells and whistles can really add to the fun and can promote your campground at the same time! Be sure to check the **SPECIALTY ITEM SUGGESTIONS** before you leave the Kickoff Pack section of the website!

- 4) **PREPARE FOR THE EVENT:** For the day of, you'll need a location big enough for people to move around. Count the number of baked goods you have and create "markers" for each one (1-20 as an example). A paper plate with big numbers black sharpie is quick and easy! Affix the "markers" around a large table or, place the markers on the ground and form a big circle. *Just be sure the goodies are prominently displayed nearby!* Duplicate the numbers from your "markers" on smaller sheets of paper and put them in a bowl or a bag. You can also use tickets! Gather the number of tickets from participants that match the amount of numbers next to the treats or the treat markers. Get some festive music ready and a bag or jar to collect cash. You can charge whatever you feel is fair for a plated treat. We suggest \$5 per ticket/chance.
- 5) **YOU'RE READY TO BEGIN!** Have the bake walkers stand in a circle, and start your music. Walkers can either move or dance in a circular fashion. After a couple of minutes, shut off the music, and each participant must claim the number closest to their spot. A volunteer or staff members chooses a number from the bowl, and the person standing on that number wins! They can then choose their favorite baked good of all the donated goodies. Play until all items are claimed.
- 6) **RECORD & DONATE:** Count the cash from the sales, mark it off on your [GBF Funds Tracker football thermometer](#) (found in the Generic Forms & Documents section of the GBF Kickoff Packs!) and mail your donation to the Gilbert Brown Foundation at: PO Box 228, Ettrick, WI 54627.



Get your team and your Seasonals involved in something like this weekly! Watch your guests, and volunteer faces light up as they not only have a blast, but support a great cause.

Have a suggestion on another GBF Kickoff Pack? [Send it to the office](#) so we can share the great ideas with other campgrounds!