

Instructions for Your Bake Sale

Thanks for holding a bake sale to save the whales! Here is a guide to help you plan your event. **This contains important information and checklists, so please read it carefully.** If you have a question that isn't answered here, check out the Frequently Asked Questions document at www.greenpeace.org/usa/bakesales.

Goals for Your Bake Sale

There are a couple of key goals for your bake sale: to **educate people** and to **help people take action to defend whales**. In addition, the money you raise will go to Greenpeace's campaign to save the whales. We appreciate your help!

You can raise awareness about the whales by talking to people and passing out fact sheets. Most folks will be shocked to learn that more than 1000 whales die for profit each year. This year is a pivotal one for the whales. The upcoming meetings in May are a crucial opportunity to reverse the recent pro-whaling trend at the International Whaling Commission. But the U.S. government must play a much stronger role than they are currently.

At your bake sale, you can generate pressure on our government to save whales. Here's how:

- 1) **Phone calls.** In your kit there are a few **phone call fliers** with a sample message and phone numbers for the White House, the State Department, and the Commerce Department. You can photocopy and cut these half-page fliers and hand them out to the public. The best way to generate calls is to ask folks to make a call right then, at your table. Most cell phone plans offer free weekend minutes, so if you have a mobile phone, bring it with you to use for these calls. You can dial and hand the phone and a flier to a willing passerby.
- 2) **Petition Signatures.** You'll find some petitions in your kit as well. You may want to make more copies. Be sure to bring extra pens! If you have volunteers helping you out, they can take a clipboard out in front of the table to recruit folks to sign a petition to save the whales. This pro-active petitioning is a sure way to get more signatures. You can make a clipboard out of cardboard. Just rubber band the top and the bottom to secure the petitions to it.
- 3) **Hand-written letters.** You can also encourage people who are enthusiastic about the campaign to write a letter to the U.S. Government. Enclosed is a sample letter that they can put in their own words. You could bring extra paper and envelopes for folks to write letters at the table, or you could make copies of the sample letter to hand to anyone who's interested.

Your Bake Sale Location

Most importantly, find a location that will have good foot traffic at the time when you are holding your bake sale, whether it's at your house, on your street, in a park, in front of a cool coffee shop, or somewhere else. You can even hold your bake sale in your house and invite your friends. If you hold your bake sale in a public location and you're not sure if it's okay to be there, it's worth asking permission first. You don't want your bake sale to be interrupted or shut down in the middle. If you don't have a table, an ironing board work nicely as a make-shift table.

Recruit Some Helpers

Invite friends, family, and neighbors to help out. They can bake something and drop it by or help out at the table selling goodies, or recruiting folks to sign petitions or make phone calls. To invite some friends, just click "**login for hosts**" at www.greenpeace.org/usa/bakesales to manage your event. You'll see the name of your event, and a link that says "**manage**". Click on that and you'll see your event management page. There's a link there that says "**send invitations**". Fill in the email addresses for anyone you'd like to invite, write a message in the lower box, and send. Please ask them to RSVP online so we can see which events have lots of help and which still need help.

We'll invite other Greenpeace supporters in your area to help out, but it's really up to you to line up bakers and volunteers. We strongly recommend that you follow-up your email invitations with a personal phone call.

Confirm Your Helpers

If you scroll to the bottom of your host management page, you'll see a list of anyone who has RSVPed online, under "**attending**". In the links at the top right click on "**contact all attendees**" to send them an email. To avoid problems, we encourage helpers not to attend events where they haven't received confirmation of the event details from the coordinator. So it is essential that you contact your registrants to confirm the time and place of the bake sale. They are expecting to hear from you before attending. You'll also want to contact your helpers to coordinate the details, for instance, to find out what they're bringing if you haven't heard or when they will drop it off.

Supplies Checklist

- _____ Table (you can use an ironing board for this), maybe chairs for you to sit on
- _____ Small paper plates/napkins to serve on & cups if you're selling drinks
- _____ Knife/spatula to cut & serve food
- _____ Plastic wrap or sandwich bags to keep food covered or to wrap individual portions
- _____ Money to make change—\$1 bills & quarters are great, so you may want to bring a roll
- _____ Signs – for your table and to direct people in the area to your table

- _____ Tape to hang your signs & pens (bring extras!) for people to sign the petition or write letters
- _____ Digital camera if you have one, to take pictures & upload them to our site afterward
- _____ Poster to use for directional signs and at your table
- _____ Fact sheets (in your toolkit)
- _____ Petitions (in your toolkit)
- _____ Phone call fliers and phone call tally sheet (in your toolkit)
- _____ Sample letter (in your toolkit)
- _____ Member sign-up forms for folks who want to join Greenpeace (in your toolkit)
- _____ Suggested: a cell phone that folks can use at your table to call the White House
- _____ Optional: balloons, origami whales, or other decorations to attract people to your table

Holding Your Bake Sale

Try putting up signs around the area where your bake sale is to attract people to your table. You may also want to eliminate change by pricing things in round dollar amounts, or having paper plates of 1-2 items (for example, a plate of 2 cookies for \$1, or a piece of cake for \$2). The prices you set are “suggested donations” -- in some places you need a permit to sell items as fixed prices. Suggested donations are permissible.

In addition to food, you might want to sell juice or soda—baked goods make people thirsty, and if it’s warm out, your drinks may be your best-selling items.

Your bake sale is a good way to show grassroots support for the whales, to educate the public, and to generate pressure on the Bush Administration. Fundraising is another way that you can help with the campaign. You can increase the amount you raise by asking people to “round up”—they could pay \$10 for a cookie instead of \$1, with all the proceeds going to Greenpeace. If people want to contribute checks, they’re welcome to make them out to Greenpeace, Inc. And if they only want to donate by credit card, you can direct them to the website: www.GreenpeaceUSA.org

There are also membership forms in your bake sale kit, so if anyone is interested in joining Greenpeace as a member, ask them to fill out the form. You can include any completed forms and checks in the envelope that you send to our office in Washington D.C..

Lastly, if you have a digital camera please take pictures! You can upload them online at www.greenpeace.org/usa/bakesales or email them to whaledefenders@wdc.greenpeace.org. We’ll feature the pictures on our website, and would love to see pictures of your event.

After the Bake Sale: Important Checklist

When you're done with your bake sale, we need you to report how everything went, and to mail any checks or money orders to the Greenpeace office. **Here is a step-by-step checklist to follow after your bake sale, please read it through carefully.**

___ Add the tally for the phone calls that were made

___ Add up the petition signatures that you collected

___ Add up the number of letters that were written

___ Count the money that you raised

___ Visit www.greenpeace.org/usa/bakesales and click on “survey” to let us know how your bake sale went. Please report totals for the information above, and relate any fun stories about your day. We need to know how much money was raised, and how much pressure we were able to generate across the country, so don't skip this step!

___ Upload the best pictures from your bake sale to www.greenpeace.org/usa/bakesales. There will be a link to upload pictures on the right side of the page.

___ Write a check or get a money order for the value of all cash and change. Please make it out to **Greenpeace, Inc.**

___ Fill out the **Completed Bake Sale Form** that's included in your kit

___ Mail the Completed Bake Sale Form and any checks or money orders to Greenpeace. There is an envelope in your kit for this purpose that requires no postage and includes the address for our office.

___ Mail any petitions to the Greenpeace office. Please send these in a separate envelope and address them to our office at 702 H Street, NW, suite 300. Washington D.C. 20001.

Have a question that wasn't answered here? Check out our Frequently Asked Questions online at www.greenpeace.org/usa/bakesales. If you don't find answers there, feel free to email us at whaledefenders@wdc.greenpeace.org.

HAVE FUN!