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FUNDRAISING GUIDE

www.nationalcupcakeday.ca

Ready, set, bake - it's cupcake time!

Thank you for registering for National Cupcake Day™ for SPCAs and Humane Societies! You have taken the first step in your commitment to 'bake' a difference in animals' lives across Canada. So let's get started! Bake cupcakes, share with friends, family and co-workers, and raise critically needed funds for animals in need.

Each and every gift goes towards helping animals in Canada.

Each & Every Gift Makes a Difference



Provides an enrichment toy for a cat, which assists in their behavioural development.



Provides bales of hay to feed the farm animals in our care.



Subsidizes emergency boarding costs for animals who were victims of domestic violence.



Provides warm bedding, heat pads and lamps to keep a puppy warm.



Subsidizes medical treatment for an injured dog or cat.



Keeps an inspector on the road fighting animal cruelty.

Based on average costs; services and costs may vary by location

Bake your way to success!

Need some inspiration to get your party started? Here are five tips to help you plan a Cupcake Day event to remember.



1. Know Your Ingredients

Visit www.nationalcupcakeday.ca and personalize your Fundraising Centre. You'll find what you need to get and stay connected with your Party Guests, track your progress, figure out how many cupcakes to bake and build anticipation for your tasty treats. Sweet!

Need some inspiration? Visit www.pinterest.com/cupcakedayCA to get some ideas to make your Cupcake Day party truly unique!



2. Know Your Measurements

Plan your party and bake up a storm! Whether you're holding your Party at work or with friends make the sharing of your cupcakes fun and energetic. Use the tools provided in your host kit to decorate and be creative with your baking and party planning. Have fun games and contests and remember to thank your friends for helping animals in need.



3. Tell Everyone You Are Fundraising

Tell your friends, co-workers, family and neighbors you are raising money for animals in need and invite them to attend or support your Cupcake Day party. Try to think of one new person to connect with. Use the tools in your Personal Fundraising Centre and share using your social media accounts. Even better, invite friends to join you and form a Cupcake Team!



4. Build Anticipation

There's simply nothing better than the smell of fresh cupcakes. How can you create this feeling of anticipation for your Cupcake Day Party Guests? Share photos of your test batches and update your status when you find the perfect sprinkles. Be creative and have fun with how you stay connected.



5. Submit Your Funds

Savour your success! If your Party Guests donate online that's fantastic! It's safe and secure for them and easier for you! If you collect cash, please bank the donations and make a single payment on your credit card. It's safe and secure for you too.