



PROMOTING YOUR CAKE A DIFFERENCE EVENT

Once you've baked your cakes, don't let your hard work go to waste – tell people!

Online

With the internet you can spread the word quickly and easily. Tell your friends what you're doing by posting messages on Facebook and Twitter, and visit the forum on the Cake A Difference website to share recipes and top tips, and to invite people to your event. See our 'How to use social media' guide for more tips.

Timing is everything

The more notice you give people, the more likely they are to attend. Try and give people at least two weeks notice, and then remind them on the day. This is especially important if you are asking people to bring cakes to sell.

Contact your local newspapers

Bliss has a list of local media contacts in your area who we can put you in touch with.

- Keep your story personal and unique to you and your area
- Make sure you provide details about when and where your event is taking place
- Provide photos – newspapers are more likely to run a story with a picture
- Get in touch with us, or visit the Bliss website to learn key facts about what Bliss does
- Contact us on cake@bliss.org.uk for an electronic version of our press release, which you can personalise

Bliss branded!

Make it clear who you are raising money for by using the poster in your pack and downloading or ordering more materials from the Cake A Difference website.

Tell everyone

Ask local shops, community centres, schools, and workplaces to put up a Cake A Difference poster – anywhere you might find some cake fans. Think about the positioning of the poster: on the back of a toilet door is a good place to catch people's attention!

Call in the professionals

Why not approach a local deli or cake shop and ask them to promote Cake A Difference to their customers?

The power of the network (not as scary as it sounds)

Use your friends, family and colleagues to spread the word, or contact local groups (Women's Institute, Guides and Scouts, book clubs, knitting clubs, church groups or the local pub!) and ask them to promote Cake A Difference, or come along themselves.

Added extras

Think about what else you could do to attract people to your event and raise extra funds. For example, you could hold a cake decorating competition, a raffle, or sell coffee or a glass of wine.

Stay safe

Please think carefully about giving out your personal details. Never give your home address to strangers.

