

Everything you knead to know

Make the most of your fundraising

Hopefully you've now created your fundraising page online. Check out our **Top Tips for Fundraising Pages**, containing quick and easy ways to crumb up some support and make your page stand out from the crowd.

We've also got a **Sponsor Form** to keep track of those offline donations. Make sure to ask people for Gift Aid, which makes the most of their generous donation by adding on 25% at no extra cost to them!

Share your sweet success

Read our **Health & Safety Guidance** and download our colourful **Cake Flags** to



decorate your creations, and you're all set!

Keep up the momentum with each challenge by posting regular progress updates on social media and showing your friends, family and fundraising page your latest masterpiece.

Mix it up

The more you raise, the bigger the difference you can make to the lives of

patients and staff at your local hospital. So why not come up with different ways of raising money throughout your challenge? Perhaps you could offer your meringue to a neighbour in exchange for a donation, or take pledges from friends and family with the highest donation winning your chocolate cake? Tell us your exciting plans, and we'll support you every step of the way.

A legend in the baking

As you're finishing the final challenges, collect in any outstanding sponsorship and give your fundraising page a final push. It's also worth checking if your employer does matched giving.

Pay in offline donations using our **Paying-in Form** and send



Don't forget to tag us on social media!

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