

# BREW & BAKE

## YOUR RECIPE FOR SUCCESS

Thank you for organising a Brew & Bake to help save men's lives. Your event will no doubt 'rise' to the occasion with our top tips on how to plan a successful event and get the most from your fundraising.

### *How to plan your Brew & Bake event*

#### ■ Pick a time and place

- The bigger the event, the more people you'll need to plan and organise on the day itself - so give yourself plenty of time to plan and prepare.
- Pick your venue - if you're collecting money, you'll need permission from the owner of your venue, or a permit from the local council if you're holding your event on public property.

#### ■ Recruit more bakers

- Share the load and make your Brew & Bake a family affair!
- Get your friends and family to lend a hand by asking them to bring along their specialty bake. You'll have more choice for your guests to try and buy, and more time to organise and enjoy the day.

#### ■ Keep it safe

- Make sure you follow basic hygiene principles when handling food - visit our website for more information.
- Use our branded cake labels to let people know if they contain any ingredients that can cause allergies (e.g. nuts, dairy, gluten).

#### ■ Thank your guests

- Thank all your guests for attending and giving so generously.
- Post a special thank you message on social media - and don't forget to include a link to your JustGiving page. You might even get a few last-minute donations from friends who couldn't make the day.

#### ■ Spread the word

- Make sure everyone knows the important details of your Brew & Bake, like when, where and why you're hosting the event.
- Use our handy poster to promote your event (if you need more posters, you can download and print them from our website) And spread the word to friends, family and work mates - send them a message by text, WhatsApp or email, give them a call and post on social media.

#### ■ Set up your online fundraising page

- Setting up a JustGiving page is the easiest way to get online donations, before, during and after your event - especially for people who don't carry cash.
- Visit [justgiving.com/prostatecancer](https://www.justgiving.com/prostatecancer) to get yourself set up and you'll be ready to start collecting donations in no time.

#### ■ Relax and have fun

- The day is here! Make sure you take some time to enjoy the event with all your guests.
- Don't forget to take lots of photos - why not post on your social media and tag us too?! Tag us on Twitter/ X @ProstateUK and on Facebook, Instagram and TikTok @ProstateCancerUK.



## TIPS TO RAISE LOTS OF 'DOUGH'

### Give your guests options to donate on the day

Why not set up a QR code so that guests can pay for your bakes online via JustGiving rather than cash, if they prefer? JustGiving has a handy guide online to help you set up your QR code. We also know online donations don't work for everyone, so we've included a cash collection tin in your fundraising pack.

### Provide a suggested donation for your bakes

Help your guests by providing a suggested minimum donation for each bake. It takes the guesswork out of it for them, and you'll be able to raise as much 'dough' as possible. But make sure they know they can always donate more if they want!

### Host a raffle

Bring the 'fun' to your fundraiser with a game like a raffle or tombola. It's a sure-fire way to get your guests involved on the day – who doesn't love an opportunity to win and donate to a good cause at the same time?! Check out our website for more tips on setting up your raffle.

### Add a competition to bring a bit of extra spice

We know people like a bit of friendly competition, particularly when it comes to baking! Add a bake off, best bake or guess-the-weight competition as part of your day and watch the donations roll in.

### Tot up your total

It's easy to send us the money you raised for your event in a way that suits you:

- Donate online via JustGiving.
- Do a bank transfer – contact us to get our bank details.
- Call us and make a payment with your card.
- Send us a cheque – made payable to Prostate Cancer UK.

Visit our website to download more branded materials, ideas and recipes.

[prostatecanceruk.org/brewandbake](http://prostatecanceruk.org/brewandbake)

or call **0800 082 1616**

