

# ICE CAKES NOT PEOPLE



MARCH 7<sup>TH</sup> & 8<sup>TH</sup> 2026

ALL PROCEEDS WILL GO TO  
IMMIGRANT RIGHTS ORGS

## THE HOW-TO TOOLKIT

### *A Quick backstory about me:*

I own a store called Matriarch in Newport, RI and I started hosting community bake sales at my store last year. I hosted 3 bake sales in 2025 and was able to raise over \$10K for various causes like Planned Parenthood, local food banks, etc.

I've taken inspiration for my bake sales from Paola Velez' Bakers Against Racism, Natasha Pickowicz' Planned Parenthood bake sales, and the Sweet Feminist's Fundraiser bake sales.

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## Step 1: Determine Timing, Host and Location

**Timing:** I am hosting my bake sale on Saturday March 7th and I think for marketing purposes it would be easiest to advertise that other bake sales are happening on this day, or on Sunday March 8th. But really, anytime in March would be excellent, it's flexible!

**Host/Location:** Decide on who is going to be the organizer/leader of your bake sale effort as well as where you're going to host it. If you own a bakery/store/public space/etc then you might be the leader as well as the physical host.

If you're a home baker and you're looking for a place to host, you could go in 2 directions:

1. Find an establishment to partner with—reach out to places like breweries, restaurants, bakeries, stores, crafting studios, or other businesses that you think might be interested in hosting and partnering on this initiative.
2. Find a public place to host your event. Given the winter season this could be more feasible depending on what part of the country you're in, but you can look to places like public parks, plazas, gardens or indoor spaces like public libraries or museums.

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## **Step 2: Coordinating with other bakers in your city (if applicable)**

I have been grouping the outreach I've been receiving by city, so I will send another email connecting the city groups like Minneapolis, NYC, San Francisco, LA and Chicago (and any other large regions that start coming together) so that you all can join forces.

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## **Step 3: Share your details with me so that I can promote all of the bake sales**

You can either share your details with me and I will make a version of the flyer for you, OR take the Canva flyer file I shared with you, duplicate it, and add your event details to the page- time, location, and include a contact email on the flyer for your local bakers to contact.

I don't mind helping create a flyer for you, so don't stress over Canva if you don't want to use it!!

Then send the flyer back to me at [amy@overseasoned.com](mailto:amy@overseasoned.com) and I will save everyone's unique event details.

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## **Step 4: Executing the bake sale**

When I execute my bake sales, I put out a call on Instagram (and via email to my community) to solicit interested bakers. You can also think of all the bakers and home cooks you know and personally invite them. Don't be shy!!

I ask that bakers contribute 1 or 2 dozen of an item and that they share with me what they are making ahead of time, so that I don't end up with hundreds of chocolate chip cookies for example. It's great to have variety! I also ask that bakers drop off their items the day before so that I can stage and set up my space.

### ***Equipment:***

You will also need to acquire bakery bags, cake boxes, gloves and bakery tissue. You'll need a few folding tables and tablecloths to set your space. I also recommend using place cards to label each baked good. I like to label it with the baker's name who contributed it, for example: Patricia's Pumpkin Pies.

***Making transactions:*** I suggest making sales via cash and Venmo. I recommend printing out a sign with your Venmo QR code on it so that attendees can easily scan and pay.

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## Step 5: Promoting your event

I've provided the flyer that you can use both on instagram and print physical copies of. Email me at [amy@overseasoned.com](mailto:amy@overseasoned.com) if you need a copy or if you need help editing your flyer

I always print a bunch of flyers at Staples and post them in my space and at other stores on my street as well as my favorite coffee shops and bookstores around town. You can also post flyers at your local library and grocery store. Getting attendance at your bake sale is THE path to raising \$\$, so don't be shy about promoting!

Ask all of the bakers involved in your bake sale to promote it too. Reach out to local news and media outlets to have them promote it. I've done everything from going on local TV networks to interviewing with local bloggers and magazines to promote my sales in the past. Don't be shy!

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## Step 6: Pricing your items

Since this is a fundraiser, inflated prices make sense because people attending the bake sale are there to make a donation. So I usually price individual cookies at \$3, cupcakes at \$5 or \$6, whole bread loaves at \$10 or \$15, whole quiche at \$25 or \$30, etc. You can also make ready made boxes of items for attendees to purchase for \$30 or \$50.

Long story short: don't underprice, because you want to raise as much money as possible!

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## Step 7: Day of event execution and special details

Don't forget to make it fun with music and decor! I also often add raffle baskets to my bake sale array to have even more ways for attendees to engage with the sale and raise more \$\$ for the cause.

And ask a friend or two to be there for the entire event with you to be a second set of hands.

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## Step 8: GIVE BACK!!

Choose the organization you want to donate your funds to. I've left this open ended towards any Immigrant Rights organizations because city by city, there are more urgent areas of need (like GoFundMe's in Minneapolis or food drives in Maine for example). Once you make your donation, let me know and I will also be cataloging that across the entire group. NO AMOUNT IS TOO SMALL. No matter what you raise, it is a great effort. EVERY DOLLAR COUNTS.

### Questions?

Email me at [amy@overseasoned.com](mailto:amy@overseasoned.com) at ANY TIME. Let's do this, bakers!!!!