



# BREW & BAKE

## OUR RECIPE FOR SUCCESS

Here are our top tips to make sure you have fun with family and friends, drink tea and eat lots of delicious cakes while raising money to help beat prostate cancer.

### Choose a date

Invite everyone – friends, family, work pals. Whether you're at home, in the office, or as part of a larger event, let them eat cake and get the word out there.

### Roll up, roll up

Use our posters, get on the phone, and spread the word via social media using **#BrewAndBake**. We have a template press release you can use on our website too.

### Tips to help raise lots of dough

- Give your guests options to donate. Set up a JustGiving page and use a QR Code so that on the day they can either pay for your bakes online or by cash in the collection box.
- Hold a raffle.
- Add a bake off, best bake, or guess the weight competition.
- Keep costs from rising by asking local shops to donate.
- Have a range of cakes and savouries on offer.





## What you 'knead' to know

- Keep it safe by following basic hygiene principles when handling food.
- Use our cake labels to let people know if they contain any ingredients that can cause allergies (eg. nuts, dairy, gluten).

## Relax and have fun

Remember to take lots of pictures and to take time to enjoy the event with your guests.

## Thanks a million

Thank all your guests for attending and giving so generously. Say a public thank you on social media; you may even get a few last minute donations from friends who couldn't make the day.

## 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.
- Do a bank transfer – contact us to get our bank details.
- Call us and make a payment using your card.
- Send us a cheque – made payable to Prostate Cancer UK.

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

**[prostatecanceuk.org/](http://prostatecanceuk.org/)**

**brewandbake**

or call **0800 082 1616**

**#BrewAndBake**



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