



Bake Sale for Soldiers

Event Planning Guide for Campus Organizations

➤ **The Message**

Congress has failed to provide funding for ongoing operations in the War on Terror in 2008, with the exception of a "bridge fund" bill that would only fund these operations for four months, on the condition that a withdrawal from Iraq is completed by December 15, 2008. The refusal of Congress to provide a clean bill with full funding will result in a lack of vital supplies for troops in combat, including body armor. By selling baked goods and sending the proceeds to military charities, we can draw attention to Congress' failure to act and put pressure on them to fund soldiers, as well as help military families and veterans.

➤ **Preparing for the Bake Sale**

First, identify a recognized student group on your campus to serve as a sponsor for this event, and go over the plan with the group's leaders. Talk to friends and members of the partner group, and sign up at least six people to volunteer to work at the bake sale. The bake sale should run at least two hours, and at least three people should be signed up to work during an hour shift. The event coordinator should plan on being present the entire time.

Next, select a high-traffic area on campus with space for a table. Students for Victory is planning to run as many bake sales as possible on Friday December 14th, but if this is not possible, pick an alternate date, and a time of day for the event when many students will be walking past your location. Be sure to obtain permission from your college or university's administration to host the event at that place and the time you wish by working with your partner/sponsor organization.

➤ **Materials for the Bake Sale**

It goes without saying that you should have baked goods available at your event, but be absolutely sure that you comply with university regulations for getting cookies, muffins or other items. You should always purchase the items, not make them yourself, and be sure to get the purchase approved by your university before hand. Be sure to get a large, sturdy table which will provide enough room for what you are selling, along with room for passersby to sign petitions and pick up informational materials. Print out an appropriate number of copies of the SVI fact sheet, "Congress Is Failing to Provide Troops in Combat with the Resources They Need" as well as copies of the petition "Tell

Congress to Fund our Troops in Harm's Way". These two documents as well as extra petition forms with a shorter letter are available on the Students for Victory in Iraq website. Finally, be sure to have napkins, pens, a tablecloth of some sort, and a box for the proceeds.

➤ Running the Bake Sale

As soon as you have volunteers, a location and place, and the materials you need for the bake sale, send out a press release to local television stations and newspapers. We have a basic press release for the bake sale on the SVI website, which you should customize. The day before the bake sale, check in with your volunteers, your partner/sponsor group and your contact with the administration to make sure that everything is set.

Have the volunteers for the first hour help you carry your materials to the location about half an hour before the event is to start. Choose one person to take care of the baked goods, another to handle the money, and a third to answer questions, distribute literature and get people to sign petitions. The event coordinator should be prepared to answer questions about the event, the fact sheet and issues. Avoid debates if at all possible.

At the end of the bake sale, gather up your petitions and make two copies of each page. Send the set of originals to your US Representative and one set of copies to each of your US Senators. You can find their office addresses by entering your ZIP code at <http://www.congress.org/congressorg/directory/congdir.tt>. Then, collect the proceeds and send them to Operation Homefront, one of the top-rated military charities in the country. Operation Homefront provides emergency assistance and morale to our troops, to the families they leave behind, and to wounded warriors when they return home. Their website is <http://www.operationhomefront.net>, and their address is:

Operation Homefront
South Coast Plaza Village
1631 W. Sunflower Ave. Suite C-34
Santa Ana, CA 92704

➤ Key Items to Remember

- Get a list of approved vendors for baked goods from your college or university
- Keep in close contact with a partner/sponsor organization and the administration official who approves the event to avoid last minute problems
- Print extra fact sheets and petitions in case they are stolen
- Have fun and split the leftover baked goods between the volunteers
- Be sure to stay focused on the petition- the bake sale is intended to increase pressure on Congress to act, not to raise the \$196 billion!