



# National Cupcake Day™

[nationalcupcakeday.ca](http://nationalcupcakeday.ca)

## Getting Started

Hosting a National Cupcake Day™ Party is simple; just follow these simple steps to “bake” a difference:

### **Step 1:** **Set a date and mark your calendar**

National Cupcake Day™ is officially held on Monday, February 25, 2019. Not able to participate on the actual day? No problem! You can hold your National Cupcake Day™ Party any time in December, January or February. Once you've worked out the date, time and location of your party, mark it on your calendar and start brainstorming some ideas for fabulous, creative cupcakes!

### **Step 2:** **Register online and personalize your fundraising page**

Register online at [nationalcupcakeday.ca](http://nationalcupcakeday.ca) and personalize your fundraising page with stories and pictures showing off your passion for animals and how your supporters' donations will change the lives of the animals who need us most. Be sure to include the details of your Cupcake Day party.

### **Step 3:** **Tell everyone you're fundraising**

From your fundraising page you can send emails to all of your friends, family and co-workers announcing your delicious Cupcake Day party and asking them to visit your page and donate in exchange for a delicious cupcake. Download your digital Host Kits (found in our resources and guides section) for posters and useful resources to help you plan your party! You can also make a \$25 self donation to receive your host kit in the mail, containing a SWEET surprise, just for you!

### **Step 4:** **Bake up a storm**

Spice it up by decorating your cupcakes with an animal theme or hold fundraising, decorating or baking competitions. Consider holding a themed Cupcake Party for the holiday season, New Year's or Valentines Day! The decorating opportunities are endless!

### **Step 5:** **Hold the best Cupcake Day party ever**

Now it's time to show off your scrumptious treats at your Cupcake Day party! Enjoy the sweet success of your baking, knowing it's saving animals across Canada!

### **Step 6:** **Share your success with everyone**

Show off your Cupcake Day party! Share your pictures on our National Cupcake Day™ Facebook and Instagram pages. Your success will inspire others. Don't forget to use #CupcakeDayCA to tag your photos!

### **Step 7:** **Say thank you**

Don't forget to send a special thank you to all your donors. Your personal fundraising centre features a list of everyone who donated online and a tool for sending thank you emails.