

*Save an animal by
doing something sweet.*



Company Guide to National Cupcake Day

KWhumane.com/cupcake



National Cupcake Day at Work!

Want to know the one thing that makes any workday brighter? Cupcakes! Even better are cupcakes that save the lives of abused, abandoned and neglected animals.

The workplace is the perfect place to throw a National Cupcake Day™ Party! Everyone loves a cupcake and Cupcake Day™ can fit nicely into a morning or afternoon coffee break (or both if your cupcakes last that long!).

National Cupcake Day™ can be held on any day in January or February. Feel free to make National Cupcake Day™ a part of your casual Friday or another workplace celebration. Ask your company if they will match funds donated by staff. Even if they are unable to, you can still "bake" a difference for the Kitchener-Waterloo Humane Society and host a Cupcake Day.

By registering, baking, and most importantly fundraising for National Cupcake Day, you will change the lives of thousands of neglected, abused and abandoned animals while having a super yummy event for your staff and customers!

How to get in on the fun of National Cupcake Day and “bake” a difference:

1. Visit www.kwhumane.com/cupcake, register for FREE and start a corporate team. Be sure to put in your company's name as well.
2. Plan and promote your Cupcake Day Party through personalizing your Online Bakery fundraising page, sending out and posting up your Online Bakery URL and by using a host kit (provided to you if you make a self-donation of \$25 or more while supplies last) or simply use our FREE online resources to download on our Home Page.
3. Encourage co-workers, friends, customers and family to support you by donating online through your Online Bakery.
4. Bake delicious, tempting, irresistible cupcakes!
5. Hold a National Cupcake Day party and collect donations. It can be any day in January or February that works for you and your office.
6. Your guests can simply make an online donation, or if they would prefer it be cash, simply place in an envelope marked for the Kitchener-Waterloo Humane Society's National Cupcake Day and delivery to our main location at 250 Riverbend Drive, Kitchener, ON.
7. Celebrate your success! The funds you raise will change the lives of so many animals!



Tips to a successful National Cupcake Day Party at work:

- **Promote** through your intranet and newsletter.
- **Plaster** your corridors with posters supplied on our resources page on kwhumane.com/cupcake
- On the day, **decorate** your staff room with National Cupcake Day items supplied in your Host Kit or from our online resources at our website. Host Kits are provided to registrants who make a self-donation of \$25 or more while supplies last.
- Host a **raffle or auction** with prizes donated by your company.
- Have an old fashioned **bake off** based on taste, creativity and skill.
- **Challenge** another department, floor or branch to see who can raise the most donations for the animals. The winner gets bragging rights!
- Have **different departments** hold National Cupcake Days each week throughout the month of February.
- **Remember** to let everyone know how your cupcakes will change the lives of vulnerable animals. Share the information through social media or post some pictures of animals and information for who you are supporting. It makes people feel awesome to know how they are helping!

How can we help make your Cupcake Day party a success? Drop us a line at crystina.strub@awasco.ca or at 1-519-745-5615 ext 254.

On behalf of the animals who cannot speak for themselves, thank you for your incredible support!

