

*Save an animal by  
doing something sweet.*



## **Your School Guide to National Cupcake Day**

[KWhumane.com/cupcake](http://KWhumane.com/cupcake)



## **National Cupcake Day at School!**

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.

At school is the perfect place to throw a National Cupcake Day™ Party! Everyone loves a cupcake, and Cupcake Day™ can make any kid smile. Especially when they know they are supporting such a great cause!

National Cupcake Day™ can be held on any day in January or February. Feel free to make National Cupcake Day™ a part of your school spirit days or other school-day celebrations. Create a class team and watch the kids rally while they work together on something fun and creative. Get them excited about the idea of helping animals while teaching them the importance of being a Caring Community Member all while getting to munch on delicious treats!

By registering, baking, and fundraising for National Cupcake Day, your school will change the lives of thousands of neglected, abused and abandoned animals while having a super yummy event for your school kids, parents and co-workers!

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

1. Visit [www.kwhumane.com/cupcake](http://www.kwhumane.com/cupcake), register for FREE and start a team.
2. Plan and promote your Cupcake Day Party by 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) or simply use our FREE online resources to download on our Home Page.
3. Encourage co-workers, friends, parents and family to support your class and/or school 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 school.
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 school:

- **Promote** through your intranet and newsletter.
- **Plaster** your corridors with posters supplied on our online resources page at [kwhumane.com/cupcake](http://kwhumane.com/cupcake)
- On the day, **decorate** your classroom with National Cupcake Day items supplied in your Host Kit or from our online resources at our website. Host Kits are mailed to registrants who make a self-donation of \$25 or more.
- Host a **raffle or auction** with prizes donated by your school.
- Have an old fashioned **bake off** based on taste, creativity and skill between teachers.
- **Challenge** another class to see who can raise the most donations for the animals. The winner gets bragging rights!
- Have **different classes** hold National Cupcake Days each week throughout the months of January and 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](mailto:crystina.strub@awasco.ca) or at 1.519.745.5615 (254).

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

