

*Cookies and Cakes
and Pies...OH MY!*

LYMPHOMA
RESEARCH • FOUNDATION

TEAM **LRF**
JOIN THE TEAM. FIND A CURE.

Baker's Toolkit



A Tasty Way to Fight Cancer!



Lymphoma.org/GreatBake





THANK YOU for joining the Great Bake!
We hope you will have a lot of fun as you begin planning your baking projects. This tool kit aims to answer all your questions about baking, fundraising, and safety!
But if you have any additional questions, please let us know.

The Great Bake is a twist to the time-tested fundraiser-The Bake Sale! This peer-to-peer fundraising campaign welcomes you to do your own online bake sale; creating your favorite treats to entice friends, family and colleagues to make a contribution to your page-all to battle cancer.

Now that you have set up your personal fundraising page, it's time to customize with your own story, with photos or a video and share why you are baking. Then start reaching out to local contacts who can make a contribution to receive some goodies. Set a pick-up or drop-off date for their treats and raise dough for LRF. The Great Bake will run throughout 2020, giving you the flexibility to choose your own baking and delivery dates.

This year, LRF commemorates 25 years of innovation and progress. 1995 was a significant year for the Foundation—it was then that LRF realized its dual mission: to eradicate lymphoma—by funding innovative research guided by its world-renowned Scientific Advisory Board—and to serve those touched by this disease—by sharing research and treatment insights with the lymphoma community through national education programs.

Through lymphoma-specific research grants and consortia, LRF seeks to understand the nearly 100 subtypes of lymphoma and support the development of new treatments. As a result, LRF-supported researchers have been involved in many of the most significant lymphoma breakthroughs witnessed in the past quarter-century.

As we navigate this new reality we are living in, one thing is for sure. Cancer is not taking a break and neither are we. It is important we keep moving forward to continue our mission to eradicate Lymphoma. In fact, LRF's post-doctoral Fellowship program will be the only lymphoma-specific fellowship program offered this year (by any organization!), an important distinction at a time when other sources of such funding are decreasing!

Together, we will cure Lymphoma.

Warmest Regards,

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THANK YOU FOR JOINING *THE GREAT BAKE*

Below is your personal URL that you can share with others that will take them directly to your own fundraising page:

Support.Lymphoma.org/GreatBake/GoTo/_____



BAKER'S CHECK LIST

Now that your fundraising page is set up it's time to manage your sale

- Set a goal of how much you want to raise (and how much you can bake!)
- Customize page with your personal story & add photos and/or videos
- Decide on your baking menu & timeline for selling
- Share your page with friends, family and colleagues
- Bake your goodies
- Present in fun packaging
- Take lots of pictures and share on social media
- Set-up a pick-up/delivery schedule and include a thank you note!



1. How do I set a fundraising goal?

Start by doing some simple math:

A.) How much do you want to raise B.) How much can you bake

For example: If you want to raise \$500 dollars, you might think of it like this:

20 donors @ \$25 each = \$500...OR...10 donors @ \$25 each and 5 donors at \$50 each = \$500

This makes setting an ambitious goal even more attainable.

Heck if your pies are outta this world and you can bake 50 of them, ask for \$100 donation from each donor... that's \$5,000 for cancer research--WOW!

Hint: For special or top 'customers,' consider unique packaging or a personalized note



2. Choosing what to bake

Your home baked goods are premium items and should garner top dollar! Suggested donation values are between \$25 and \$250 dollars - or customers can choose a custom amount. It's up to you to choose what to bake (and how much you will deliver per donation). Keep it simple! Giving makes people feel great and your friends, family and neighbors will get to enjoy your delicious treats as a thank you for their contribution to curing cancer.



3. Tell everyone you are baking to cure cancer

Tell your friends, family and neighbors you are raising money for cancer research and invite them to make a contribution for some home-baked deliciousness. Think of people who appreciate your creativity and baking. Establish a feeling of anticipation by sending photos of your test batches and update your status often. Be creative, have fun and stay connected! It's OK to send a few reminders - we all appreciate them!



4. Get Organized

Familiarize yourself with your Personal Fundraising Center and your Baker's Kit. Download great promotional tools in the Downloadable Resources section of the website. Be sure to customize your Personal Fundraising Page with personal stories and pictures showing off why you are involved and share, share, share!



SAFETY FIRST!

Baking Smart Keeps Everyone Healthy...and Coming Back for More Treats!

A Few Suggestions:

- ✓ Share ingredient lists with your treats and information about potential food allergies
- ✓ Now is the time to spend some extra minutes sanitizing your kitchen and work space
- ✓ Follow common sense and social-distancing guidelines as you distribute goodies
- ✓ The CDC's Guide to Food Safety is a great resource: [cdc.gov/foodsafety](https://www.cdc.gov/foodsafety)
- ✓ Check out the Home Baking Association's tips: homebaking.org/baking-food-safety

Have fun! Baking is a great stress-buster. Enjoy connecting with family and friends - together, you are contributing to an important cause!



DATES & DEADLINES

The Great Bake is running through the end of 2020, giving you the option to choose the timing that works best for you.

A Few Suggestions:

- ✓ Choose the baking date for your goodies, and then work backwards to decide how many weeks you will accept donations.
 - ✓ Set a baking goal, how much can you bake 10 pies? 25 cakes? 100 loaves of bread? Make sure to watch your page so that you can let people know when you have reached capacity.
 - ✓ BAKE & WIN...Check back on the main Great Bake web page to find out about contests and prizes. New prizes will be added throughout the Great Bake!
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COLLECTING DONATIONS

The easiest way is to encourage family and friends to give using the 'Donate' button on your Personal Fundraising Page. We know some people will just want to give you a check. That works too! Form is included here to keep track of all checks or cash. Please send a copy of the form with the contributions to:

Lymphoma Research Foundation
Attn: Great Bake
88 Pine Street, Suite 2400
New York, NY 10005



How do I set a fundraising goal?

Be ambitious, but realistic. Your friends and family want to support you, and fighting cancer is a cause everyone can get behind. You can increase your goal if you exceed it. **IMPORTANT:** Be the first donor to your page and make a donation that is significant to you. This will encourage others to do the same (plus, you deserve some treats, too!).

What should I bake?

What do you enjoy baking? Is there a specialty that friends and family request you bring to gatherings? Whether it's your grandmother's chocolate chip cookies, brownies, your favorite muffins or something easy to transport like homemade Chex Mix, go for it and have fun! It doesn't have to be fancy or complicated. Choose something that works for you.

How do I distribute my baked goods?

Here are three simple ways to distribute your goodies: 1. Choose a day for donors to come by and pick up purchases. Set up a no contact pick-up area on your porch or garage. 2. Though more time consuming, you could set up a delivery route to make sure your treats get to everyone fresh and ready to eat. 3. Mail or ship: works best for less fragile treats and a great way to include out-of-town family and friends (who might even make a larger contribution for your treats)!

Why the suggested donation amounts?

Donations or 'purchases' of all amounts are welcome. We suggest \$25, \$50, \$100 or \$250 to include a price point for everyone. Once someone donates, it's up to you to decide how many treats your 'customers' receive. There is no set or required amount of baked goods that you must provide for a donation - just that you use your best judgment and provide a fair quantity of treats. **HINT:** Let friends and family know that they'll get a little more for larger donations.

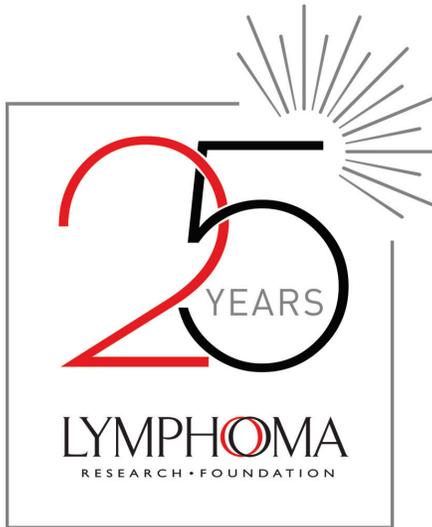
How do I package treats?

Looking for something special to provide your most generous customers? Consider presenting treats in special packaging or a fun tin ('pastry gift box' on Amazon yields many inexpensive and fun results) - include a personal note or even share your recipe.



GOT ?s
CALL THE
BAKER'S HOTLINE!

With a mission to eradicate lymphoma and serve those touched by this disease, the Lymphoma Research Foundation (LRF) is a leader in funding innovative lymphoma research and providing the most up-to-date information through evidence-based patient and professional education programs.



EDUCATION

- Nationwide Patient & Caregiver Education Programs
- Award-Winning Digital Education Resources
- Continuing Medical Education (CME) Programs for Healthcare Professionals

SUPPORT SERVICES

- Professionally-Trained Helpline Staff
- One-to-One Patient & Caregiver Support
- Financial Assistance Grant Program

RESEARCH

- World-Renowned Scientific Advisory Board
- Disease-Specific & Early Career Investigator Research Grants
- Scientific Meetings & Publications

LRF IMPACT:



1,000,000+

individuals served by LRF's programs, services & digital resources each year

2,000

professionals attend LRF's CME programs each year



in research grants awarded



mobile app downloads

10,000

patients supported by the LRF Helpline each year

Learn more about
LRF's impact at
lymphoma.org.