

## How to run a Kaloko Cup-Cake Party

This short 'how to' guide is based on a very successful event run by Juliet Bullock and Vicki Glaysher at Vicki's house in Teddington. We're told Cup-Cakes are fashionable just now so maybe you'd like to be part of the trend! This 'how to' guide is intended to get you thinking, but please use your own ideas, give us a call to talk things over if it would help, and do let us know how you get on!

- ✚ Two or more people working together in the planning can make it more fun and allows you to extend the net of friends and acquaintances to invite.
- ✚ Design an eye catching and appealing invitation – call or email the KTUK office if you'd like to look at the one for the event in Teddington. Try to make the invitation as enticing as possible - offering a range of attractions.
- ✚ Send out invitations, maybe by email, a month or more before the event.
- ✚ Send a reminder email a fortnight before the event. With the Teddington event they used this as an opportunity to remind people of their request for second-hand cookery books to sell, so that people would start dropping books off at the house. They then both reminded the invited guests a week before the event.
- ✚ You could try contacting local craftspeople or shops to have a stall – in Teddington they had a jewellery stall, cooks' implements (via a local shop), second hand cookery books and plants (bought wholesale). These proved to be the lures for guests - and raised an average 10-15% commission on sales. By bringing in outsiders such as artists, gardeners, jewellers etc you have people who will set up their own stall and then hand over a commission.
- ✚ In Teddington they baked and decorated 100 cup-cakes for sale to raise further funds. For fun they provided 100 undecorated cup-cakes and all guests were encouraged to put on an apron and decorate their own, with all the decorations again provided. People were often a little reluctant but, once gently encouraged, really had a great time doing this - and it was a novelty.
- ✚ A successful event like this requires good organisation, plenty of 'marketing' and spreading the net as far as possible. In Teddington they charged a £5 entrance fee and had 50-60 people turning up.
- ✚ One of the organisers in Teddington said: "The catchy idea helped and certainly the variety of attractions. Importantly, we also charged £5 at the door - which actually was perfectly reasonable since it included a cup of tea or two, biscuits or cup-cake and an entry into the best decorated cup-cake competition. I donated a bottle of champagne as the prize."