

CALLING ALL BAKERS

HOW TO MAKE THE MOST OF NATIONAL DOUGHNUT WEEK...

TIPS & HINTS

6-13 MAY
2017

NATIONAL
DOUGHNUT
WEEK

National Doughnut Week is your chance to be as creative as you like! We'll send you a pack of marketing materials to get you started. Here's some hints and tips to help you, or follow the National Doughnut Week social media channels and website for more ideas.

1

PLAN. PLAN. PLAN

Plan with your team as far in advance as possible.

Decide on the theme of your doughnuts, and how you are going to promote the activity and drive sales. Compile a 'to do list' to get everything organised.

2

CONFIRM ACTIVITIES

Promotions Offers, discounts or 'buy one get one free' promotions to encourage sales of doughnuts

Competitions Run a competition during the week to win vouchers to spend in-store and promote the competition beforehand

Launch a bespoke doughnut that you have created yourself then put it on special offer during the week – the quirkier the better!

Local/businesses/community groups Decide if you want a partner to carry out an activity in-store to help raise additional funds

3

SPREAD THE WORD

Don't keep all your hard work a secret! There are a few easy activities you can do to tell your customers all about the week.

- Make sure you use all the National Doughnut Week marketing materials to catch the eyes of your customers
- There are two template press releases to download on The National Doughnut Week website if you want to secure local media coverage
- Send your local media a basket of doughnuts the week before with a copy of the press release

4

SOCIAL MEDIA

Social media is a fantastic tool for reaching consumers and spreading the word about National Doughnut Week and what you are doing. Use any existing Facebook, Twitter or Instagram accounts to post lots of exciting news, images and videos for at least three weeks before the event starts. Follow National Doughnut Week's social media channels for ideas, share our posts and if you tag us then we can share yours!

Don't forget to tag The Children's Trust too

-  **National Doughnut Week**
-  **@doughnutweek**
-  **NationalDoughnutWeek**
-  **childrenstrust**
-  **@childrens_trust**

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ENJOY!!

The week is all about having fun and raising money for a great cause, **The Children's Trust** **Make sure that you enjoy every minute!**