



1. Promote your day

Set the date and hosting platform and get your e-invites out. Whether you're skyping, zooming, facetimeing or WhatsApping, technology is key to hosting your online Cupcake Day and staying connected. Decide how and when you'll connect with your lovely guests then get the message out by calling, texting and sharing your handy e-invites on your social media too.

2. Ask for help

Encourage your guests to spread the word and help get it set up online. Everyone can bake and show off their cupcakes from their own homes too.

Top Tip: Host a competition using the poster in your kit but be creative when tasting everyone's cupcakes isn't possible. Give prizes for the quickest cupcake consumer or the cutest looking cupcakes!



3. Whip up some bakes

Calling all recipe rebels and cookbook pros! Get inspired by the recipe card in your kit or get creative using what's in your cupboards. **Top Tip:** check out our recipes online for a range of recipes. From fabulous-and-full-of-ingredients to store-cupboard fixes, we've got something for everyone. Share your baking attempt on your social media using **#CupcakeDay**.

Hosting your Cupcake Day online

It's time to prime your spatula and get with the sprinkles. Hosting a virtual Cupcake Day with family, friends or workmates couldn't be easier with our simple guide. Wi-Fi and whisks at the ready, let's cook up a storm to support everyone affected by dementia. We hope you have a fantastic time catching up over a cuppa and a cupcake!





4. Get gaming!

Playing games is a great way to raise extra dough on the day and will make your online cupcake day more of an occasion. Become a quizmaster with our cupcake quiz, design your own cupcake or see who can turn their living room into the most spectacular tea room!

5. Raise dough for people affected by dementia

Remind your guests to not only attend online but donate online too! Send them the link to your JustGiving page before your event, and then after you've enjoyed your cupcake (or the whole batch!).

Time to wash up?

Once the last crumbs are gone, it's time to thank your guests and pay in your life-changing donations.



1. Thank your guests

Write your fundraising total on your poster and share online using **#CupcakeDay** so that your guests know what an amazing difference they've made for people affected by dementia.

2. Pay in your dough-nations

Paying in your fundraising couldn't be easier! Simply go straight to our secure online paying-in form, or visit **cupcakeday.org.uk/pay-in**.

If you'd prefer to pay in by phone or cheque, give us a call on **0300 222 5770** or send in a cheque, using the paying-in slip in your fundraising kit, addressed to:

Freeport Plus RTXL-AYHH-RYRL, Cupcake Day, Alzheimer's Society, Scott Lodge, Scott Road, Plymouth, PL2 3DU



3. Share your cupcake creations online

Don't forget to share your day with us too. Use **#CupcakeDay** and tag **@alheimerssoc** on Twitter and Instagram to show off your brilliant baking and fabulous frosting