



Welcome to the **DCS** team!

Thank you for joining us to help raise awareness for mental illness. We have hosted XXX pop-ups and are excited to have you join us!

Here is the recipe for a successful DCS pop-up:

1. Choose your local **charity**
 - a. Communication is key
 - i. make sure they will partner with you and will be onsite
 - ii. ask if they have toolkits, pamphlets or supplies you can use
 - iii. ask for an annual report so you know where your money is going
 - iv. inquire whether they have a marketing/publicity arm that can help you promote your shop
2. Keep **us** in the loop!
 - a. let us know about your event so we can post it on our page and help publicize/advertise
 - b. please email the following to info@depressedcakeshop.com
 - i. We need to know:

Where:
When:
Charity:
Key volunteers and organizers:
Why you decided to pop up your own shop:
Brief description:

3. Get your **volunteers**
 - a. Popping up a shop is fun, but there are a lot of details. It is great to grab a partner or two to help figure out the logistics
4. Reach out to local **bakers**
 - a. Feel free to use this template!

<Name of Pop-Up Contact>

<Company>

<Address>

<Email>

<Phone #>

<DATE>

Dear <Bakery's Manager or Bakery Contact's Name>,

We are writing to invite you to contribute to an upcoming Depressed Cake Shop, and to join the worldwide phenomenon that has raised over \$70,000 for mental health charities around the world.

One in four people will suffer from mental health issues at some point in their lives. The Depressed Cake Shop sells beautiful baked goods, donated by local bakers in order to raise awareness of mental health issues and provide a platform for discussion and community. element be gray.

When a baker becomes involved with the Depressed Cake Shop there is only one requirement, that the baked goods you donate have an element of gray to signify the gray cloud that can descend over a beautiful world when someone is struggling with mental health issues.

<Name of Pop-Up Organizer> will be hosting the Depressed Cake Shop on <Date of Pop-up> at <Pop-up Location>. This particular pop-up will be raising funds for <Charity name> (Reg. Charity no. XXXXXXXX)

We welcome any type of donated baked good, and our shops have become a wonderful and curated collection ranging from professional bakers with store fronts, to licensed home bakers, to people who bake as a hobby and just want to be involved.

We ask that you avoid using nuts as so many people are seriously allergic to them. Other than that, you can make a cake to be sold in its entirety or by the slice, cake pops, cupcakes, or cookies. Some people have made custom marshmallows, 'misfortune cookies,' pies, chocolate covered Oreos. The only limit is your imagination. If you'd like some inspiration, please visit our website or facebook page. Also, attached is a gallery of baked goods from past pop-ups. <Be sure to attach the pdf we have shared below>

It is also very helpful if you provide us with a list of ingredients, the type and flavor of your item and also, a fun name if you can think of one. We welcome vegan and gluten free items as well. Our customers often request them and it is great to be able to offer that option.

We would love for you to partake in our event. If you have any further queries do not hesitate to contact me.

Regards,

<Pop-up Contact Name>

<Contact email>

www.depressedcakeshop.com

- b. attach the baker inspiration page:



5. PROMOTION

- a. please post on our facebook page and tag us across all social media in order to take advantage of our community
 - i. fb: @depressedcakeshop
 - ii. instagram: @depressedcakeshop
 - iii. twitter: @depressedcake
 - iv. pinterest: depressed cake shop
 - b. tag bakers and others involved!
 - i. including more followers and fans broadens our community and your coverage
6. Bring your **supplies**
- a. **We** can provide:

- i. shirts, greeting cards and jewelry to sell.
 - 1. We will furnish them to you at our cost. You can sell them at retail prices and donate your proceeds to your charity.
 - ii. flyers layouts, stickers, buttons and information cards to distribute
- b. **You** will need to get
- i. food supplies such as
 - 1. paper plates
 - 2. plastic forks
 - 3. napkins
 - 4. tongs
 - 5. wax paper
 - 6. gloves
 - ii. basic supplies such as
 - 1. scissors
 - 2. duct tape
 - 3. extension cords
 - 4. music player?
 - 5. bags?
 - iii. extra decor items such as
 - 1. doilies
 - 2. cake stands
 - 3. chalk boards & pens
 - 4. signs that have the price on them for each baked goods

7. **Report** back!

- a. email **photos** and post-event comments to stephanie@depressedcakeshop.com

Brief description of how event went:

Memorable moments (a story a patron may have told you, connection:

Please attach photos:
