

BAKE FOR GOOD
COOKIE SWAP FUNDRAISER
GUIDELINES, CHECKLIST, AND PRINTABLES

BAKE FOR GOOD COOKIE SWAP FUNDRAISER



Parents skip meals so they can feed their children. This tough choice is an unfortunate reality for many families in need. Nearly 1.1 million people in New Jersey are food insecure, including more than 270,000 children. They live in every county, city, and town across the state. They are our neighbors, coworkers, family, and friends.

WHAT'S A COOKIE SWAP FUNDRAISER?

Who doesn't love cookies? And who doesn't love giving back to their communities? You don't have to be a professional baker, and hosting a cookie swap is easy as 1, 2, 3!

1. Bake your favorite cookies.
2. Bring friends together and swap treats.
3. Collect donations for CFBNJ.

Invite friends for a cookie swap party. Everyone brings a few dozen cookies to share. While you're swapping sweets, collect donations to support CFBNJ. Together, we can spread the cheer and hope to our neighbors in need. Every cookie shared and every dollar raised helps provide meals to our neighbors who need them most.

GUIDELINES AND CHECKLIST*

- ☐ 1. Set Your Event Date(s) and Location(s)
- ☐ 2. Register Your Event and/or Set Up an Adjacent Virtual Fundraiser at cfbnj.org/fundraise
- ☐ 3. Spread the Word and Promote Your Event
- ☐ 4. Purchase or Start Collecting Items Needed and Funds
- ☐ 5. Contact events@cfbnj.org to Share Your Results!

**All cash and check donations should be sent to CFBNJ. Make all checks out to the Community FoodBank of New Jersey and mail to Community FoodBank of New Jersey at 31 Evans Terminal Hillside, NJ 07205, ATTN: Community Outreach Team. Write down the event name on the memo line if applicable.*

The Community FoodBank of New Jersey is a registered 501(C)(3) charity. Tax ID: 222 423 882. Gifts to the Community FoodBank of New Jersey are tax-deductible to the extent provided by law.

For more information, contact events@cfbnj.org.

COOKIE SWAP FUNDRAISER

EVENT SETUP INSTRUCTIONS AND RECOMMENDATIONS



GOAL: EACH PARTICIPANT BRINGS 3 DOZEN COOKIES TO SHARE + MONETARY DONATION

PRE-EVENT PREPARATION

- Ask each participant to bake and bring 3 dozen cookies of one variety (homemade or store-bought if needed).
- Encourage participants to also bring monetary donations of a suggested amount to support CFBNJ.
- Provide containers or boxes for participants to pack and take home an assortment of cookies.
- Prepare tables with enough space for cookie display and swap.
- Print recipe cards or labels for each cookie type (participants can fill these out at the event).
- Have a clearly marked jar or box for monetary gifts.

EVENT HELPER ASSIGNMENTS

- Identify three individuals as event helpers per table to:
 - Assist with event setup and labeling cookie stations.
 - Replenish serving trays as needed.
 - Oversee the packing of mixed cookie boxes at the end of the swap.
- Divide the rest of the helpers equally among the tables for cookie exchange and packing.

INSTRUCTIONS FOR SETUP

- If you have multiple tables, divide participants evenly among them.
- Each table should display cookies in the suggested order below (arranged by type for variety):
 - Drop Cookies (chocolate chip, oatmeal, etc.)
 - Bar Cookies (brownies, blondies, etc.)
 - Cut-Out or Shaped Cookies (sugar cookies, gingerbread, etc.)
 - Specialty Cookies (macaroons, biscotti, etc.)
 - Holiday/Seasonal Cookies (peppermint, pumpkin spice, etc.)
- Create one or two sample "Take-Home Cookie Boxes" for display at the beginning of the event next to the "CREATE YOUR COOKIE BOX HERE" signage.
- Place the donation box or jar near the entrance/exit so guests can easily drop off their contributions.

**Important Note: The event organizer shall be responsible for item purchase.*

For more information, contact events@cfbnj.org.



COOKIE SWAP FUNDRAISER

DATE:

TIME:

LOCATION:

Every \$5 raised helps provide
15 meals to our neighbors in need.



PACK YOUR COOKIES HERE



Ingredients:

Instructions:



NEIGHBORS HELPING NEIGHBORS

The power of coming together. **Neighbors Helping Neighbors** is CFBNJ's community-based effort to help spread awareness about food insecurity and raise funds to provide food, help and hope for our neighbors in need. Bring your family, friends, neighbors, and coworkers together for the cause. Join us.

ABOUT THE COMMUNITY FOODBANK OF NEW JERSEY

The **Community FoodBank of New Jersey (CFBNJ)** is the largest anti-hunger, anti-poverty organization in New Jersey, where nearly 1.1 million neighbors, including 1 in 7 children, struggle with the emptiness caused by hunger. We are the lead source of nourishing food for 800 pantries serving everyone from infants to college students to families and seniors. Our comprehensive approach addresses the root causes of hunger through food benefits and social services, job training and certification, and food policies that nurture all New Jerseyans. By providing food, help, and hope, we are building a food secure future for our state. CFBNJ is a proud member of Feeding America®.