



A GUIDE TO RUNNING A VIRTUAL CUPCAKE DAY

Can't host your Cupcake Day in person? No 'knead' to worry – get your cupcake crew together online to share a coffee (and of course cupcakes) to help raise much-needed funds to fight animal cruelty.

Here are some fun and easy ideas for inspiration:



1. Use Skype, Zoom, Facetime or Messenger to host your Cupcake Day online

Catch up online with your friends, family, or work colleagues with a selection of your favourite sweet and savoury treats. Share your favourite recipes or play some virtual games and fundraise from home. You can share your online fundraising page to everyone joining and ask guests to donate what they would have contributed at your physical Cupcake Day event.



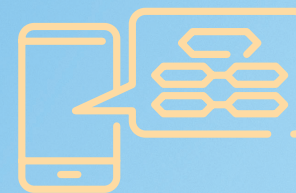
2. Bakers gonna bake

Host a virtual bake-off and see which of your friends or family takes the cake! You can charge a small entry fee for people to enter your bake-off or charge your spectators to watch and vote. Get creative with your competitions and give bonus points to best decorated, most-tastiest sounding or most unusual recipe! Winners get to eat their own creations of course.



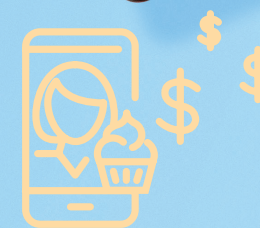
3. Bake, knock, drop and dash

In exchange for a donation, take baking orders from your friends, family or work colleagues and deliver them straight to their doorstep. Knock on their door, drop the baked goods and dash. It's a great way to enjoy your favourite treats, without physical contact and fundraise at the same time.



4. Host an online baking themed trivia

Get everyone involved and host virtual games online! Host a Masterchef or Great Australian Bake-off themed trivia, have a cupcake scavenger hunt with your housemates or play guess the cupcake flavour, using images of your favourite recipes. Apps like Houseparty and Messenger have some great pre-installed games you can play online, just ask your guests to donate before joining the fun!



5. Donut forget to donate and nominate!

As we all know, life can sometimes get in the way and if you're busy and unable to attend or host a cupcake day you can still donate and encourage others to do so as well. You could make a donation, post a selfie on Instagram or Facebook with your own homemade cupcake creation, then nominate five friends to do the same! Remember to use the hashtag **#rspcacupcakeday**

