



## Welcome to the **DCS** team!

*Thank you for joining us to help raise awareness for mental illness. We have hosted over 100 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**

- Communication is key
  - make sure they will partner with you, provide support and be onsite
  - ask if they have toolkits, pamphlets or supplies you can use
  - ask for an annual report so you know where your money is going
  - inquire whether they have a marketing/publicity arm that can help you promote your shop

### 2. Keep **DCS HQ** in the loop!

- let us know about your event so we can post it on our page and help publicize/advertise
- please email the following to [info@depressedcakeshop.com](mailto:info@depressedcakeshop.com)
  - We need to know:

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**Where:**

**When:**

**Charity:**

**Key volunteers and organizers:**

**Why you decided to pop up your own shop:**

**Brief description:**  
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### 3. Get your **VOLUNTEERS**

- 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. **PROMOTION**

- please post on our facebook page and tag us across all social media in order to take advantage of our community
  - fb: @depressedcakeshop

- instagram: @depressedcakeshop
- twitter: @depressedcake
- pinterest: depressed cake shop
- tag bakers and others involved!
  - including more followers and fans broadens our community and your coverage

## 5. Bring your **SUPPLIES**

- download our **templates** and print
  - flyers layouts
  - stickers
  - buttons
  - information cards to distribute
- food supplies such as
  - paper plates
  - plastic forks
  - napkins
  - tongs
  - wax paper
  - gloves
- basic supplies such as
  - scissors
  - duct tape
  - extension cords
  - music player?
  - bags?
- extra decor items such as
  - doilies
  - cake stands
  - chalk boards & pens
  - signs that have the price on them for each baked goods

## 6. **REPORT** back!

- email **photos** and post-event comments to [info@depressedcakeshop.com](mailto:info@depressedcakeshop.com)

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**Brief description of how event went:**

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

**Please attach photos:**  
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