

**small talks,
big difference**

Great YMCA Bake Off

Event pack



Here for young people
Here for communities
Here for you

Great YMCA Bake Off

A purple poster for the Great YMCA Bake Off. At the top, a photo shows three people (two men and one woman) in a kitchen, one is wearing an apron and another is holding a bowl. Above the photo is a white speech bubble with the text 'small talks, big difference'. Below the photo, the title 'GREAT YMCA BAKE OFF' is written in large, bold, white and yellow letters. Underneath the title, it says 'This October, it's time to get baking! Join others in having a cup of tea, cake, and a chat. Who will be the star baker?'. There are three input fields: 'Date:', 'Time:', and 'Location:'. Below these is a QR code and the text 'Learn more about Small Talks here: ymca.org.uk/smalltalks'. At the bottom right is the YMCA logo and the tagline 'Here for young people Here for communities Here for you'.

For this World Mental Health Day, we are encouraging YMCAs to organise their very own Great YMCA Bake Off.

It is a great way of bringing people together, to eat cake, have a chat with a little bit of a competition thrown in.

You don't have to be an expert baker to get involved, you could be one of the judges or even help prepare the decorations.

It is really simple to organise. We have got all the assets you need to put together a fab event.

So set a date and get involved.

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5 top tips for a successful Bake Off

1. Find a date and time when people are around

Although World Mental Health Day takes place on Friday 10th October, if people aren't around, then do feel free to plan your event around a nearby date/time that works best.

2. Spread the word

Download some of our handy posters to publicise the bake off and share on social media. You could even send a calendar invite out to people to make sure they don't forget

3. Make sure you get people to commit to baking

You know what it can be like, people say they will bake but they forget, or they get too busy. Drop people a reminder a few days before and send them some recipes they can use.

4. Take photos and share on socials

We want to lots and lots of photos on each and everyone's YMCA social media accounts – use the hashtag #smalltalks

5. Don't forget that to get people talking

Small Talks is all about getting people talking so use this as an opportunity to do just that. There are plenty of games, activities and conversation starter cards for you to use to get the conversations flowing.

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Assets

We have created a host of assets for you to use to make your Bake Off extra special.

Posters

We have a selection of posters to help publicise your Bake Off. This includes posters that can be used prior to the event as well as on the day itself.

[Great YMCA Bake Off poster](#)



Bunting

You can't have a bake off without some [bunting](#) and you can print yours off on the portal. It is really easy to put up, you just need some string (and if you have one, a whole puncher) and either some sellotape or blue tac to stick it up.

Social media graphics (coming soon)

Although not ready just yet, we will have social media graphics you can use to announce your bake off. There will also be assets you can use on the day as well. Don't forget to share lots of photos of your bake off on social media using the hashtag #smalltalks

Voting cards

To help decide your winner, we have produced simple [voting cards](#) where people can put down their favourite bake. Get everyone to fill out a voting card once they have tasted each of the bakes. Remember you are basing the winner on both taste and decoration.



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You can find all these assets on our Small Talks portal. Just click the button below.

For the winner, a [certificate](#) declaring them star baker. Print this off on some card and hand it out at the end of bake off with a huge cheer and a round of applause.



[Small Talks portal](#)

On the day

To help make sure the day itself runs smoothly, here are some actions you can take:

1. Wherever you are planning to host your bake off, make sure you decorate it. You can order balloons and t-shirts from the Small Talks shop and then print off bunting and posters from the Small Talks portal to make your bake off look awesome.
2. Share on social media that you are hosting a bake off using the assets on the Small Talks portal.
3. Ask people to drop off their cakes and make sure you have plates and napkins for people to try. It is always worth putting allergies down next to the cake so people know what they can eat.
4. Invite everyone into the room and get tasting!
5. Use the conversation starter cards, activities and badges to get people talking as well. Remember we want people to have positive conversations.
6. Hand out voting cards to those attending asking them to vote for their favourite.
7. Declare the winner and hand out a Star Baker certificate. Maybe you have a prize that you can give them?

Small Talks asset pack

Don't forget to order your Small Talks pack which has lots of excellent assets for you to use during your Bake Off. These include posters and tea bags.

[Order now](#)

This time around, we're also including a new physical asset to our free Small Talks packs – branded paper plates!

Included in the pack are:

- 25 x Tea Bags
- 2 x Small Talks T-Shirts
- **8 x “Here to Talk” Badges**
- 50 x A5 Leaflets
- 10 x Balloons
- 5 x A4 T A L K Posters
- 25 x Conversation Starter Cards
- 1 x Sheets of Small Talks Stickers



Feedback

This campaign continues to go from strength to strength and we continue to work on ways of improving the work we do.

If you have any feedback from using the pack or organising events or activities for Small Talks, then please do let us know.

For this, or any other enquiries, please contact the team at campaigns@ymca.org.uk

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