



# Bake Sale Pricing TIPS

**Number One Rule of Thumb—Don't price anything under \$1.** If you price everything under \$1, you will have to sell a lot more to reach your fundraising goal. It's as simple as that. And besides, who wants to deal with all that change? Try to keep items priced at \$1, \$2, \$5 or more instead of pricing items at \$1.50.

**Comparable Rates.** Once you have your menu planned, go around town and see what local bakeries and grocery stores price similar items for. Your prices should be about the same. And don't be afraid to go a little higher. Remember— it's for charity.

**Bundles.** Consider packaging small items in sets so that you can price them higher. For instance, chocolate chip cookies will bring in a lot more if sold in sets of 2 or 3.

**Deals.** Work out savings deals with customers buying multiple items. If pies are priced at \$20 each and someone wants 2, sell it to them for a discounted price of \$17. You may even get them to spend their savings on another smaller item or toss the change in your donation jar.

**Suggested Pricing.** Use this list as a guideline for pricing additional items.

- Cookies (small): sets of 2 or 3 for \$1
- Cookies (large) \$1 each
- Brownies: \$2 each
- Bars: \$2
- Cupcakes: \$3 each
- Muffins: \$3
- Bread (slice): \$3
- Bread (loaf): \$10
- Cake (slice): \$4
- Cake (whole): \$15
- Pie (slice): \$4
- Pie (whole): \$20 each

