Pricing Tips

One of the most important things to consider when planning your bake sale is how much to sell your baked goods for. Here are some tips for pricing your items to ensure that you reach your fundraising goal.

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 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.

Here’s a list of some traditional bake sale items with suggested pricing:

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

Use this list as a guideline for pricing additional items.