



Bake Sale Planning Sheet

The first step in planning a bake sale or other fund-raising activity is to make the fundamental decisions of where, when and why the event will be held. Record your plans for each of these important areas in the space provided.

Category	Your Bake Sale Plans
Location of bake sale	
Date of bake sale	
Bake sale hours or operation	
Sponsoring group	
Benefactor of proceeds	

Team work is essential to the success of your bake sale. In the spaces below, assign each person on your team to one or more of the following tasks: team leader, marketing, packaging and presentation, ambiance, signage.

Task	Team Member Assignment
Team leader	
Marketing	
Packaging and presentation	
Ambiance	
Signage	

Establishing a fair market price for each item to be sold at your bake sale is very important. Make a list of the items you plan to sell at your bake sale. Research the prices of similar items at retail locations in your area—supermarkets, grocery stores, bakeries and convenience stores. After comparing these prices, establish a competitive price for each item.

Items for Sale	Supermarket \$	Grocery Store \$	Bakery \$	Bake Sale \$

Promoting your bake sale in advance will increase the revenue your event generates. In the spaces below, create a marketing plan for your bake sale.

Marketing Media	Your Marketing Plan
Newspaper or other print media	
Television/radio	
Flyers/signs	
Other	

Select a theme for your bake sale and make a plan for using that theme in decorating your bake sale table.

Category	Implementing Your Theme
Theme for bake sale	
Table covering	
Table decorations	
Other	

Communicating information about your bake sale to your customers is an important step in bake sale success. Signs that are clear, readable and attractive will be appreciated by your customers and will make the bake sale go much more smoothly. Outline the signs that you will need for your bake sale.

Sign Category	Planning Your Signs
Price List	
Bake Sale Sponsor	
Recipient of Bake Sale Proceeds	
Thank You and Acknowledgments	

