

Fundraising with us is *“a Piece of Cake”*



For the past 40 years, we have been making our award-winning desserts at our home of deliciousness in Ringoes, New Jersey. This sweet journey began when Gene Maddalena, the patriarch of our family-owned business, created the original cheesecake recipe that we still use to this day. We make each cheesecake with the finest ingredients, which includes 100% Real Dairy and pure Bourbon vanilla extract from Madagascar.

Coordinating a Maddalena's CheeseCake fundraiser is fun and easy since you are selling high-quality desserts that everyone will enjoy. School associations, sports teams, nonprofits, senior groups, and dance studios are some examples of organizations that do extremely well with our seasonal fundraisers.

We recommend coordinating Maddalena's CheeseCake fundraiser around a special event or holiday. Some of our most successful fundraisers occur before Thanksgiving, Christmas, Easter, and Mother's Day.

After many years of fundraising, we compiled a detailed list of steps (see below) to help run a successful fundraiser. This resource will provide you and your team(s) with some key tips that will streamline this process.

Steps to Success:

- 1. Contact us.** email fundraiser@maddalenas catering.com to request your Maddalena's CheeseCake fundraiser packet.
- 2. Have a plan.** Recruit team leaders and calculate the number of cheesecakes each person/team needs to sell so that you will easily reach your goals.
- 3. Schedule your fundraiser.** Once you are ready to get started, please call us to schedule and confirm your submission and delivery/pickup dates. Your fundraiser will commence once these details are confirmed and finalized.
- 4. Senior & Junior Team Leaders.** It is highly recommended that you designate both a "senior" team leader and an assistant or "junior" team leader. The senior team leader will typically serve as the main point of contact to communicate with Maddalena's fundraising coordinator. The junior team leader's role is equally important, as this individual will become very familiar with the products and what is required to be a leader. They will learn about what the team needs to know and do, as well as important timelines. The junior team leader will gain valuable leadership experience and be able to apply this knowledge to future fundraising endeavors. This is especially important as team leaders usually do not continue when their children graduate from current programs. Leaders will need to distribute and collect sales forms, as well as be able to answer questions from the team. Successful leaders will encourage their team to learn about the products they are selling and to confidently answer customer inquiries. Maddalena's will provide team leaders with all the necessary fundraising forms and details, including product costs, selling prices, due dates, and delivery/pickup information. Samples will be made available, and team leaders are encouraged to set up a tasting with the team and, whenever possible, share samples with potential customers at a public event.
- 5. Establish order deadline.** It is important to establish an order deadline with your team. Due to the holiday season, our fall fundraiser has a three-week lead time from final order submission to scheduled delivery/pickup date. Our spring fundraiser has a two-week lead time.
- 6. CheeseCake fundraiser launch.** Once you have reviewed all the details with your team, you want to launch your fundraiser. Your Maddalena's CheeseCake fundraiser specialist will review kick-off tips with you. Be sure to ask about samples!

7. **Be social.** Use your organization's social media to further promote your fundraiser. Reach out to family, friends, neighbors, coworkers, etc. and ask them to like and share your social media posts. Please ask your Maddalena's CheeseCake fundraiser specialist for cheesecake images that are available for online promotions.

8. **Summary spreadsheet.** Your designated team leader(s) can tally orders on the summary spreadsheet to stay organized. As you receive additional orders, please add them to this template. Remember to save your updates after each new entry to avoid losing data. Please note that add-on orders will be accepted up to 5 days after your final order submission.

9. **Final submissions.** All orders must be entered on our submit order form and sent to fundraiser@maddalenascatering.com. Please DO NOT ALTER FORMS in any way. These forms were made interactive for your convenience but must remain intact. It is essential that all communications are done through email. Changes must be emailed and authorized by Maddalena's CheeseCake, this ensures that messages and key information won't get lost. Do not call with changes.

10. **Order confirmation.** After you submit your final order, you will receive an invoice via email. It is the responsibility of the team leader(s) to thoroughly review every line of the invoice. This includes delivery/pickup time and date, as well as the name and phone number of the person who will receive the delivery/pickup. Your submission form and invoice should match exactly. Please sign and date your invoice as confirmation that all information is correct and email it back to: fundraiser@maddalenascatering.com

11. **Final payment.** Our payment process is easy. (1) You may mail a SINGLE check to us, please make all checks payable to: Maddalena's Cheesecake & Catering Co. (2) You may make an ACH payment using your invoice payment link. (3) Credit card payments can be arranged, however there will be a 3% processing fee added to your invoice. ALL PAYMENTS MUST BE RECEIVED BEFORE DELIVERY OR PICK-UP. To those organizations that *need payment approval, please plan accordingly.*

12. **Delivery/pickup.** Payment must be made before delivery or pickup. Team Leaders must be present during the delivery or pickup process. If a team leader is unavailable to receive the delivery or pickup the junior leader should be available and have access to all necessary documentation and contact information. Free delivery for orders over \$750 within a 1-hour drive. Orders between 60-90 minutes from Ringoes, N.J. must be \$1,000 or more to qualify for delivery. Non-eligible orders for free delivery may be picked up at our Ringoes, N.J. storefront.

13. **Storage.** Make sure you have a freezer or refrigerator space to store products after delivery/pickup. Don't panic if you don't have refrigeration. Customers have kept products cold by using coolers as well as insulated blankets with ice packs.

14. **Delivery acceptance.** The cases will be counted and sorted by flavors during delivery. Our delivery person will carefully go over the invoice and product count with your team leader. The team leader must sign the invoice to confirm order completion. Your team can now distribute the product.

15. **Create a database.** Enter customer names, phone numbers, and emails from order forms onto a spreadsheet. A well-kept database will help you prepare better for your next fundraiser, in addition, you can stay in contact with supporters by sharing news and upcoming events. Finally, have fun! It is easy to sell when you know everyone will be delighted with their purchases.

15. **Tips & Suggestions.** Keeping your frozen desserts for a future event. Our desserts stay fresh for up to 6 months if stored properly. We highly suggest telling your customers to keep their treats frozen until ready for use. Simply defrost your whole CheeseCake on the counter for an hour or overnight in the refrigerator. However, if smaller portions are desired, CheeseCakes & Apple Crumb Pies can be cut into quarters while semi-frozen, wrap each piece carefully, and return to the freezer. In less than an hour on the counter a quarter cake will be ready to serve, it's so simple, you can purchase a whole CheeseCake or Apple Crumb Pie if you live alone and if treated properly, not even one bite will go to waste.