

MADDALENA'S

CheeseCake & Gourmet Oven Ready Meals

EST. 1982

FUNDRAISING SUCCESS GUIDE



*A Step-by-Step Guide to Running
a Successful Cheesecake Fundraiser*

2026
EDITION



CELEBRATING MORE THAN 40 YEARS
of Helping Organizations Raise Money



Fundraising Success Guide



Table of Contents

Chapter 1		Welcome to the Maddalena's Fundraising Family	1
Chapter 2		Planning Your Fundraiser	3
Chapter 3		Selling Your Fundraiser	6
Chapter 4		Using the Maddalena's Fundraising Workbook	9
Chapter 5		After You Submit Your Order	11
Chapter 6		Delivery & Distribution Day	12
Chapter 7		Storage & Serving Guide	13
Chapter 8		Frequently Asked Questions	14
Chapter 9		Thank You for Partnering With Maddalena's	15



Maddalena's Cheesecake Fundraising Success Guide

Copyright © 2026 Maddalena's Cheesecake

All Rights Reserved

415 Route 31 North

Ringoes, NJ 08551

fundraiser@maddalenas catering.com

www.maddalenas catering.com

609-466-7510



CHAPTER 1

Welcome to the Maddalena's Fundraising Family



Welcome to Maddalena's Cheesecake Fundraising!

Thank you for choosing Maddalena's Cheesecake to help your organization reach its fundraising goals. We are honored to become part of your fundraising team and appreciate the confidence you've placed in us.

For more than 40 years, Maddalena's Cheesecake has been producing premium desserts while helping schools, churches, sports teams, dance studios, scout troops, nonprofit organizations, and community groups raise money for the programs that matter most.

Over the years, we've learned that successful fundraisers don't happen by accident. They happen through careful planning, clear communication, quality products, and a fundraising partner who is committed to your success.

That's exactly why we created this guide.

Whether this is your first fundraiser or your fifteenth, this handbook has been designed to walk you through each step of the process—from requesting your fundraiser and planning your selling dates to submitting your order, distributing products, and preparing for your next successful fundraiser.



Our goal is simple:

To make your fundraiser as easy, organized, and profitable as possible.



Our Commitment to You

At Maddalena's Cheesecake, we believe every fundraiser is important—whether you're raising money for a small community project or a large organization.

When you partner with us, you can expect honest communication, dependable service, and products we're proud to put our family name on.

If you ever have a question during your fundraiser, we're only a phone call or email away.

We're here to help.



Because when your fundraiser succeeds...

We succeed, too.

Welcome to the Maddalena's Cheesecake fundraising family.

Let's make this your most successful fundraiser yet.

What Makes Maddalena's Different?

When organizations choose Maddalena's Cheesecake, they're choosing more than exceptional desserts. They're choosing a fundraising partner.

Our team is committed to providing:

- ♥ Premium cheesecakes and specialty desserts made with quality ingredients.
- ♥ A fundraiser that is simple to organize.
- ♥ Professional tools that help reduce paperwork and save time.
- ♥ Personal service from people who understand fundraising.
- ♥ Reliable production and delivery schedules.
- ♥ Ongoing support whenever questions arise.

We believe fundraising should be enjoyable—not stressful.

That's why we've spent years developing the tools, procedures, and resources included in this guide.

Our hope is that they help make your fundraiser one of the easiest your organization has ever conducted.

How to Use This Guide

This handbook is designed to be used throughout your entire fundraiser.

Inside you'll find information about:

- | | |
|----------------------------------|--|
| ♥ Planning your fundraiser | ♥ Payment procedures |
| ♥ Booking policies | ♥ Distribution Day |
| ♥ Delivery and pickup procedures | ♥ Storage and serving instructions |
| ♥ Product samples | ♥ Frequently Asked Questions |
| ♥ Selling tips | ♥ Helpful checklists |
| ♥ Using the Fundraising Workbook | ♥ Madd Tips based on years of fundraising experience |

We encourage you to keep this guide with your Fundraising Workbook so it's always available whenever you have a question.



MADD TIP

Don't wait until you have a question to open this guide.

Reading through it before your fundraiser begins will help you become familiar with the process and answer many of the questions that commonly come up during a fundraiser.

A little preparation at the beginning will make the entire fundraiser easier to manage.



Welcome to the Maddalena's Cheesecake fundraising family.

Let's make this your most successful fundraiser yet.



CHAPTER 2

Planning Your Fundraiser



One of the greatest advantages of a Maddalena's Cheesecake fundraiser is that we've already done much of the planning for you. Over the years, we've learned what works, what creates unnecessary stress, and what helps organizations run a smooth, profitable fundraiser.

A little planning before you begin will make the entire process easier for everyone involved.



Requesting Your Fundraiser

Our fundraising seasons officially open for booking on announced dates each year.

Prior to opening, organizations are welcome to request a fundraising spot by contacting our Fundraising Department. While this does not reserve a specific delivery or pick-up date, it does place your organization on our priority contact list.

Once the season officially opens, we begin scheduling fundraisers in the order requests are received. At that time, we'll contact you to finalize your fundraiser details and reserve your delivery or pick-up date.



MADD TIP

The weeks leading up to Thanksgiving and Christmas are always our busiest. If your organization prefers one of these weeks, ask to be placed on our priority contact list before booking officially opens.

Choosing Your Fundraiser Dates

When selecting your fundraiser dates, remember to allow enough time for both selling and order processing.

We recommend a selling period of two to three weeks.

A shorter selling period often doesn't give sellers enough time to reach everyone they know, while a longer selling period can cause excitement to fade and orders to slow down.

Keeping the fundraiser focused and organized generally produces the best results.

Order Submission Deadlines

To ensure enough time for production and scheduling, please plan your fundraiser using the following guidelines.



Fall & Winter Fundraisers

- Recommended selling period: **2–3 weeks**
- Final order due: **3 weeks** before your scheduled delivery or pick-up date



Spring Fundraisers

- Recommended selling period: **2–3 weeks**
- Final order due: **2 weeks** before your scheduled delivery or pick-up date

Meeting these deadlines helps us produce every order accurately and deliver your fundraiser on time.



MADD TIP

One of the advantages of partnering with Maddalena's Cheesecake is that we help you build your fundraiser schedule.

When your fundraiser is booked, we'll provide:

- ✓ Delivery or pick-up date
- ✓ Final order submission date
- ✓ Recommended selling period

This allows you to focus on selling while we help keep your fundraiser on schedule.

Delivery or Pick-Up?

One of the first decisions you'll make when booking your fundraiser is whether your organization will qualify for delivery or pick up your order at Maddalena's Cheesecake.

Delivery is based on the anticipated size of your fundraiser and the distance from our bakery in Ringoes, New Jersey.

Delivery Qualifications

- Organizations located within approximately one hour of Ringoes qualify for complimentary delivery when their fundraiser reaches a minimum of **\$750** based on Maddalena's product cost.
- Organizations located approximately 60 to 90 minutes away qualify for complimentary delivery when their fundraiser reaches a minimum of **\$1,000** based on Maddalena's product cost.

If a fundraiser originally scheduled for delivery does not reach the required minimum, the fundraiser will automatically become a pick-up.

Likewise, organizations that reserve pick-up cannot later change to delivery after scheduling has been finalized. This allows us to efficiently coordinate production schedules and delivery routes for all participating organizations.



MADD TIP

If you think your fundraiser may be close to the delivery minimum, let us know when booking. We're happy to discuss your expectations and help determine the best option for your organization.

Building Your Fundraising Team

While one person can certainly organize a fundraiser, having a small team makes the process easier and more enjoyable.

We recommend selecting:

- **A Fundraiser Leader** to coordinate the fundraiser and communicate with Maddalena's.
- **An Assistant Leader** who can help collect Sales Sheets, answer questions, and assist on distribution day.
- **Enthusiastic sellers** who are willing to promote the fundraiser and help reach your fundraising goal.

The more organized your team is from the beginning, the smoother your fundraiser will run.

Set a Fundraising Goal

Before distributing your Sales Sheets, decide what you're working toward.

Whether you're purchasing uniforms, funding a trip, supporting a community project, or raising money for new equipment, sharing your goal with sellers helps motivate everyone involved.

People enjoy knowing exactly what their efforts will accomplish.



MADD TIP

*Instead of simply saying, "We're having a fundraiser," tell people why.
For example:*

"We're raising money to purchase new band uniforms."

"We're helping send our team to the state tournament."

"We're raising money for playground improvements."

Customers are much more likely to support a fundraiser when they understand the purpose behind it.

Before You Begin Selling

Before distributing Sales Sheets, make sure you have:

- ✓ Your delivery or pick-up date confirmed.
- ✓ Your order submission deadline on your calendar.
- ✓ Enough printed PDF Sales Sheets for each seller (or a plan to use the interactive Sales Sheets in the workbook).
- ✓ A plan for collecting completed Sales Sheets.
- ✓ A fundraising goal that everyone understands.

With these items in place, you're ready to begin selling.



Final Madd Tip

*The most successful fundraisers aren't necessarily the largest—
they're the best organized.*

*A few minutes of planning before you begin can save hours later
and make the entire fundraiser more enjoyable for everyone involved.*

CHAPTER 3

Selling Your Fundraiser

Now the fun begins!

With your fundraiser scheduled and your materials ready, it's time to begin selling.

Remember, people aren't just purchasing cheesecake or pie—they're supporting your organization and the people involved in it. Every order helps you move closer to your fundraising goal.

The enthusiasm of your sellers often has as much impact on your success as the products themselves.



Start With a Kickoff

Before distributing Sales Sheets, gather your sellers together if possible.

A short kickoff meeting is a great opportunity to:

- Explain your fundraising goal.
- Review important dates.
- Hand out Sales Sheets.
- Answer questions.
- Build excitement.

When everyone understands the purpose of the fundraiser and the schedule, they become more confident and motivated sellers.



MADD TIP

People sell more when they know why they're selling.

Tell your sellers exactly how the money will be used and celebrate your progress throughout the fundraiser.

Product Samples

One of the most effective ways to increase sales is to let people taste the products. Once someone tastes a Maddalena's cheesecake, selling becomes much easier.

Whether you're introducing someone to our cheesecake for the first time or reminding a returning customer how much they enjoy it, samples create excitement and confidence.

Many organizations tell us that their sample event was one of the most successful parts of their fundraiser.

Requesting Samples

Samples are available to every organization participating in our fundraising program.

To help us prepare your order, please request samples at least three (3) business days in advance.

Sample Policy

- If your fundraiser reaches \$500 or more (based on Maddalena's product cost), your samples are provided at no charge.
- If your fundraiser does not reach \$500 (cost), the sample cost will simply be added to your final invoice.

Where to Hold a Sample Event

Successful organizations often offer samples:

- After church services
- During school open houses
- At sporting events
- Before dance or gymnastics classes
- During PTO or booster meetings
- At community events
- During organization meetings

The goal isn't to serve a large dessert—just enough for people to experience the quality of the product.



Madd Tip

Whenever possible, keep Sales Sheets available at your sample table. Customers who enjoy a sample are much more likely to place their order immediately.



Your Sales Sheets

Your Sales Sheets are one of the most important tools in your fundraiser.

Every seller should receive a Sales Sheet before selling begins.

The Sales Sheet provides space to record:

- Customer name
- Telephone number
- Products ordered
- Total amount due
- Payment received (if your organization collects payment at the time of the order)

Taking a few extra moments to write clearly and completely helps prevent questions later.



Two Sales Sheet Options

Maddalena's provides two convenient ways to collect customer orders.

Printable PDF Sales Sheets (Recommended)

Our professionally designed PDF Sales Sheets are recommended for most organizations.

Simply print one for each seller and complete it by hand as orders are collected.

These sheets are easy to distribute, simple to use, and ideal for in-person selling.

Interactive Sales Sheets (Workbook)

If your organization prefers working electronically, the workbook also includes interactive Sales Sheets. These electronic sheets may be completed directly in Excel and are especially helpful for organizations that prefer digital recordkeeping.

Both methods work equally well. Choose the option that best fits your organization's needs.



Madd Tip

Many organizations use both! Sellers collect orders on the printed PDF Sales Sheets while the Fundraiser Coordinator enters the completed totals into the workbook.



Where Should We Sell?

People are often surprised by how many opportunities they have to sell.

Encourage sellers to bring their Sales Sheet wherever they go.

Some of the best places include:

- Work
- School
- Church
- Sporting events
- Dance and gymnastics classes
- Family gatherings
- Neighborhoods
- Community events

Every conversation is an opportunity to share your fundraiser.



Social Media Can Help

Don't forget to use social media to spread the word.

Posting reminders throughout your fundraiser helps reach friends and family who may not see your Sales Sheet in person.

Share:

- Your fundraising goal
- Order deadline
- Product photos
- Why you're raising money

A few posts during the selling period can generate additional orders and remind supporters before the deadline.



MADD TIP

Post more than once! Many people don't see every social media post. A reminder a few days before your order deadline often brings in additional sales.



Helping Sellers Feel Comfortable

Not everyone feels confident asking for orders.

A simple introduction can make selling much easier.

Here's an example:

"Hi! I'm helping raise money for our organization through a Maddalena's Cheesecake fundraiser. We're selling delicious cheesecakes and apple crumb pies. Would you like to support us?"

A friendly smile and a simple explanation are often all it takes.



Increasing Every Sale

Many customers are happy to purchase more than one item when they're reminded that our products freeze beautifully.

Suggestions like these can naturally increase sales:

- "Would you like one for the holidays?"
- "Would you like to keep one in your freezer for later?"
- "Our Apple Crumb Pie freezes beautifully too."
- "Many customers buy one for themselves and one as a gift."

These suggestions should always feel helpful—not pushy.



MADD TIP

Never assume a customer only wants one item. A simple question such as "Would you like to take home a second cheesecake for your freezer?" has helped many organizations increase their average sale.



Celebrate Your Progress

As orders begin coming in, celebrate your success!

Share updates with your sellers and let them know how close you're getting to your fundraising goal.

Keeping everyone informed helps maintain excitement and encourages continued selling throughout the fundraiser.

Even small milestones deserve recognition.

CHAPTER 4

Using the Maddalena's Fundraising Workbook

One of the biggest advantages of partnering with Maddalena's Cheesecake is the tools we've developed to help make your fundraiser organized and easy to manage.

The Maddalena's Fundraising Workbook was designed using years of real fundraising experience. It helps simplify order collection, reduce errors, organize seller information, and prepare your final order.

Whether your fundraiser includes 10 sellers or 100, the workbook helps keep everything in one convenient place.

MADDALENA'S
CheeseCake & Catering Inc.
EST. 1992



CheeseCake Fundraisers are "a piece of cake"



maddalenas catering.com 609-466-7510 info@maddalenas catering.com

Before You Begin

Before entering any information into the workbook, take a few minutes to collect all completed Sales Sheets from your sellers.

As each Sales Sheet is returned:

- Review it for completeness.
- Make sure customer names are legible.
- Verify phone numbers are included.
- Check that product quantities are clearly marked.
- Confirm all totals have been calculated correctly.

Correcting small errors before entering information into the workbook saves time later.



MADD TIP

Review each Sales Sheet as it's turned in—not all at once on the last day. It's much easier to ask a seller a question while the order is still fresh in their mind.

Understanding the Workbook

The workbook is organized into several tabs, each with a specific purpose.

Each tab works together to make preparing your final order simple and accurate.

Let's look at each section.

Sales Sheets Tab

The workbook includes interactive Sales Sheets that may be completed directly in Excel.

These sheets provide the same information as the printable PDF Sales Sheets and are available for organizations that prefer to work electronically. Many organizations find them convenient for virtual fundraisers or when sellers are entering orders directly into a computer.

Printable PDF Sales Sheets

The professionally designed PDF Sales Sheets remain our recommended option for most organizations. They're easy to print, easy to distribute, and simple for sellers to complete by hand.

Both options produce the same final result.

Choose the method that works best for your organization.



MADD TIP

Many organizations combine both methods. Sellers collect orders using the printed PDF Sales Sheets while for Fundraiser Coordinator enters the completed information into the workbook.

Seller Log

The Seller Log is designed to organize every seller's orders in one convenient location.

As each seller's totals are entered, the workbook automatically calculates the quantities needed for your fundraiser.

This makes it easy to:

- Keep track of individual sellers.
- Review completed orders.
- Verify product quantities.
- Prepare your final submission.

Although we recommend using the Seller Log, it is optional.

Organizations that prefer to calculate their totals manually may skip this step and complete the Submit Order page directly.



MADD TIP

The Seller Log is one of the easiest ways to catch mistakes before submitting your order. If one seller's total seems unusually high or low, you'll notice it immediately.

Add-On Orders

We understand that an occasional late order may arrive after your initial order has been submitted.

To help accommodate these situations, Maddalena's allows add-on orders for up to three (3) business days after your initial order submission.

Add-on orders are intended for unexpected late requests—not as an extension of the selling period.

After the three-day deadline, production planning has already begun and additional changes may not be possible.



MADD TIP

Encourage sellers to turn in all of their orders together. Fewer add-on orders mean less work for your organization and fewer opportunities for mistakes.

Submit Order

The Submit Order page is the most important page in the workbook.

It becomes your organization's official order.

Before submitting, carefully review:

- Organization information.
- Delivery or pick-up date.
- Product quantities.
- Total order.

There are two ways to complete the Submit Order page.

Option 1 — Recommended

Enter each seller into the Seller Log.

The workbook automatically prepares your Submit Order page.

Option 2 — Manual Entry

Some organizations prefer to total all of their Sales Sheets by hand.

If that's your preference, simply enter your final quantities directly onto the Submit Order page.

Either method is acceptable.



MADD TIP

Always compare your completed Submit Order page to your Sales Sheets one final time before sending it to Maddalena's. Spending five extra minutes reviewing your totals can prevent delays and ensure your order is processed accurately.

Preparing to Submit Your Order

Before emailing your Submit Order page, take one final review.

Confirm:

- ☒ Organization information is correct.
- ☒ Product quantities have been verified.
- ☒ All Sales Sheets have been included.
- ☒ Seller totals have been reviewed (if using the Seller Log).
- ☒ Any add-on orders submitted within the deadline have been included.

Once everything has been reviewed, you're ready to submit your order to Maddalena's Cheesecake.

Need Help?

If you have questions while using the workbook, don't guess.

Contact the Maddalena's Fundraising Department.

We're happy to answer questions before your order is submitted.

A quick phone call or email can often prevent unnecessary corrections later.



Final Madd Tip

The workbook is designed to make your fundraiser easier—not more complicated. Take your time, follow each step, and don't hesitate to ask us for help. We'd much rather answer a question before your order is submitted than correct an avoidable mistake afterward.

After You Submit Your Order

Congratulations!

Your order has been submitted and the selling portion of your fundraiser is complete.

Now it's our turn.

Once your order is received, the Maddalena's Fundraising Team begins preparing your fundraiser for delivery or pickup.



Order Confirmation

After your order is received, we'll review it to ensure everything appears complete.

We'll then send you a confirmation email letting you know your order has been received and is being processed.

Your invoice is typically prepared and emailed within 24–48 hours.

If we have any questions regarding your order, we'll contact you before your invoice is created.



Madd Tip

If you don't receive an order confirmation within a reasonable time, please contact us. We'd much rather verify that we received your order than have you wondering if it arrived successfully.



Your Invoice

After your order has been reviewed, your fundraiser invoice is created in QuickBooks.

The invoice reflects Maddalena's product cost only.

Your organization keeps the difference between your selling price and Maddalena's product cost as your fundraising profit.

Your invoice will be emailed directly to the Fundraiser Coordinator.

Review Your Invoice

Please review your invoice as soon as you receive it.

If you notice anything that doesn't match your submitted order, contact us immediately so we can review it together before your scheduled delivery or pick-up.

Resolving questions before delivery day helps ensure your fundraiser runs smoothly and allows time to make any necessary corrections.



Madd Tip

We encourage you to review your invoice as soon as it arrives rather than waiting until delivery week. Catching questions early gives both your organization and our team plenty of time to resolve them.

Payment Options

Each invoice includes a secure ACH payment link for organizations wishing to pay electronically.

Organizations may also pay by organization or business check.

Payment must be received before your scheduled delivery or pickup.



Madd Tip

ACH payments are the quickest and easiest way to submit payment and help us prepare your fundraiser for delivery without delays.



While You Wait

Now is a great time to prepare for distribution day.

We recommend:

- Confirming your distribution location.
- Notifying customers of the pickup date and time.
- Arranging volunteers if needed.
- Preparing freezer space to hold products before distribution.

A little preparation now will make delivery day much easier.



Customer Communication

A few days before your scheduled distribution, remind your customers:

- Date
- Time
- Location

Many organizations send:

- An email
- A text message
- A Facebook post
- A group message

Keeping customers informed helps ensure products are picked up promptly and remain frozen.



Madd Tip

If possible, ask customers to pick up their orders as close to the beginning of distribution as possible. This helps keep products frozen and reduces the amount of time volunteers spend waiting at the end of distribution.



You're Almost There

By now...

- ✓ Orders have been collected.
- ✓ Your workbook has been completed.
- ✓ Your order has been submitted.
- ✓ Your invoice has been received.
- ✓ Payment has been arranged.

The only thing left is one of the most exciting parts of the fundraiser...

Delivery & Distribution Day

Congratulations!

After weeks of planning, selling, and organizing, the day has finally arrived.

Today is the day your customers receive the products they've been looking forward to, and your organization begins to see the results of all your hard work.

A little preparation will help your distribution run smoothly and ensure your products remain in excellent condition.



Before Delivery Arrives

Before your scheduled delivery or pickup, take a few minutes to prepare your distribution area.

If possible, have:

- Adequate freezer space available.
- Tables ready for sorting orders.
- Volunteers available to help.
- Copies of your customer Sales Sheets or distribution list nearby.
- Customers notified of the pickup location and time.

Being organized before the truck arrives makes the entire process easier.



Madd Tip

Try to have your volunteers arrive a few minutes before the scheduled delivery. It's much easier to organize products when everyone is ready before the truck arrives.



Receiving Your Order

When the Maddalena's delivery driver arrives, do not begin sorting products immediately.

The first step is to verify your shipment together.

Before unloading is complete, review the shipment with the driver.

Please:

- Count the total number of products with the driver before sorting begins.
- Verify all Gluten Free products.
- Verify all Low Carb / No Sugar Added products.
- Compare your shipment to the invoice provided by the driver.

This only takes a few minutes and helps prevent confusion later.



If Something Doesn't Look Right

Although we work very hard to ensure every order is accurate, we understand that questions can occasionally arise.

If you believe something is missing or incorrect:

Please do not begin sorting the products.

Instead, review the invoice with the delivery driver.

If a discrepancy exists, the delivery driver will contact Maddalena's immediately so we can review the order together and determine the best solution before distribution begins.

Resolving questions before sorting products helps everyone avoid unnecessary confusion.



Madd Tip

It's much easier to verify a complete shipment than it is to locate a missing item after products have already been separated into individual customer orders.

Sorting Customer Orders

Once your shipment has been verified, you're ready to begin organizing customer orders.

Many organizations find it helpful to sort products:

- By seller
- Alphabetically by customer
- By pickup time (for larger fundraisers)

Choose the method that works best for your organization.

Take your time and double-check each order as it's assembled.



Keeping Products Cold

Our cheesecakes and pies should remain as cold as possible throughout the distribution process.

Whenever possible:

- Keep products in the freezer until you're ready to distribute them.
- Remove only the products you need.
- Return remaining products to the freezer if there is a delay.
- If freezer space is limited, use insulated coolers whenever possible.

The less time products spend at room temperature, the better their quality will be when customers arrive.



Madd Tip

If your distribution lasts several hours, refill tables as needed instead of placing every product out at once. Keeping the majority of your products frozen until they're needed helps preserve their quality.



Customer Pickup

As customers arrive:

- Confirm their order before handing out products.
- Encourage customers to take their products home as soon as possible.
- Remind them to place products in their freezer if they won't be serving them right away.

A friendly reminder helps customers enjoy the products at their very best.



Sharing Storage Tips

This is also a great opportunity to remind customers:

- Cheesecakes freeze beautifully.
- Products may be kept frozen for up to six months.
- Cheesecakes may be thawed overnight in the refrigerator or for approximately one hour on the countertop.
- If they are not serving the entire cheesecake, they should return the unused portion to the freezer immediately.

Many customers appreciate these tips, especially if this is their first Maddalena's purchase.



Madd Tip

A quick storage reminder during pickup often answers questions before they're asked and helps customers enjoy the best possible experience with your products.



After Distribution

Before wrapping up your fundraiser:

- Confirm that every customer has received their order.
- Follow up with anyone who was unable to pick up their products.
- Return any remaining products to the freezer immediately.
- Save your completed Sales Sheets and workbook for your records.

Keeping your records organized will make your next fundraiser even easier.



Congratulations!

You've successfully completed your Maddalena's Cheesecake fundraiser. We hope this fundraiser was enjoyable, well organized, and rewarding for everyone involved.

Thank you for trusting us to be part of your fundraising success.

In the next chapter, we'll answer some of the most common questions we receive from Fundraiser Coordinators and provide helpful storage and serving information that you can share with your customers.



Final Madd Tip

Before putting your fundraiser materials away, make a few notes about what worked especially well and to do differently next time. Those notes will be incredibly valuable when planning your next Maddalena's fundraiser.

Storage & Serving Guide

One of the many reasons customers return to Maddalena's Cheesecake year after year is because our products freeze exceptionally well.

Whether your customers plan to enjoy their cheesecake tonight or save it for a special occasion, following these simple storage and serving recommendations will help them enjoy our products at their very best.

We encourage Fundraiser Coordinators to share this information with their customers during product distribution.



Keep Products Frozen

All Maddalena's cheesecakes and apple crumb pies should remain frozen until they are ready to be enjoyed.

If customers are traveling home after pickup, they should go directly home whenever possible and place their products in the freezer.

The less time products spend at room temperature, the better their quality will be.



IMPORTANT CUSTOMER REMINDER IF YOU ARE NOT SERVING YOUR CHEESECAKE TODAY... PLACE IT BACK IN YOUR FREEZER IMMEDIATELY.

This is one of the greatest advantages of a Maddalena's Cheesecake.

Customers do not need to eat the entire cheesecake at one time. Instead:

- Cut only the slices you plan to enjoy.
- Cover the remaining cheesecake.
- Return it to the freezer immediately.

When you're ready for another serving, simply thaw it again. Properly stored in the freezer, our cheesecakes maintain excellent quality for up to six months.



Madd Tip

Many customers tell us this is one of their favorite things about our cheesecakes. Once they realize they can enjoy a few slices today and save the rest for another occasion, they're much more likely to purchase additional cheesecakes in the future.



Thawing Instructions

For the best flavor and texture, we recommend one of the following methods.

Overnight Method (Recommended)

Place the cheesecake in the refrigerator the night before serving. This allows the cheesecake to thaw slowly and provides the best overall texture.

Quick Serving Method

Need dessert sooner?

Allow the cheesecake to sit on the countertop for approximately one hour before serving.

This method works well when serving the cheesecake the same day.



Apple Crumb Pie

Our Apple Crumb Pie should also remain frozen until ready to enjoy.

For best results:

- Thaw overnight in the refrigerator.

If customers prefer warm apple pie, individual slices may be gently warmed before serving.



Madd Tip

Many families enjoy serving warm Apple Crumb Pie with a scoop of vanilla ice cream.



Sharing These Tips With Customers

As customers pick up their orders, take a moment to share these simple reminders:

- ✓ Keep products frozen until ready to serve.
- ✓ Cheesecakes freeze beautifully for up to six months.
- ✓ Return any unused cheesecake to the freezer immediately.
- ✓ Thaw overnight in the refrigerator or approximately one hour on the countertop.

These few suggestions help customers enjoy the best possible experience with their Maddalena's purchase.

Frequently Asked Customer Questions

Can I refreeze my cheesecake after serving a few slices?

Absolutely!

Simply return the remaining cheesecake to the freezer as soon as possible after serving.

How long will my cheesecake stay fresh?

When properly stored in the freezer, our cheesecakes maintain excellent quality for up to six months.

Can I thaw and refreeze more than once?

Yes.

As long as the cheesecake is handled properly and returned to the freezer promptly after serving, customers can continue enjoying it over time.

Do the pies freeze well too?

Yes!

Our Apple Crumb Pie also freezes beautifully and may be thawed whenever you're ready to enjoy it.

Helping Customers Enjoy Every Bite

Our goal isn't simply to provide great desserts.

We want every customer to enjoy their purchase from the very first slice to the very last.

By following these simple storage and serving recommendations, customers can enjoy the same delicious quality weeks—or even months—after their fundraiser.



Final Madd Tip

One of the easiest ways to increase future fundraiser sales is to make sure every customer has a great experience with their purchase.

When customers know how to properly store and serve their cheesecake, they're more likely to become repeat customers and support your organization's next fundraiser.

Frequently Asked Questions

Over the years, we've found that many Fundraiser Coordinators ask the same questions. We've gathered the answers to the most common ones here for easy reference.

If you don't see your question answered below, please don't hesitate to contact us. We're always happy to help.

Can we request a fundraiser before booking officially opens?

Yes.

Organizations are welcome to request a fundraising spot before the season officially opens. While this does not reserve a specific delivery or pickup date, it places your organization on our priority contact list.

Once booking officially opens, we'll contact you to finalize your fundraiser and schedule your delivery or pickup.

How long should we sell?

We recommend a selling period of two to three weeks.

This gives sellers enough time to reach family, friends, neighbors, and coworkers while keeping excitement high throughout the fundraiser.

When is our final order due?

Your order submission date is established when your fundraiser is scheduled.

As a general guideline:

Fall/Winter Fundraisers

Final orders are due three weeks before delivery or pickup.

Spring Fundraisers

Final orders are due two weeks before delivery or pickup.

Can we submit late orders?

Yes.

Add-on orders are accepted for up to three (3) business days after your initial order has been submitted.

After that deadline, production planning has already begun and additional changes may not be possible.

Can we receive samples?

Absolutely!

Samples are available with at least three (3) business days' notice.

If your fundraiser reaches \$500 or more (Maddalena's product cost), your samples are provided at no charge.

If your fundraiser does not reach \$500 (cost), the sample cost will simply be added to your invoice.

When is payment due?

Payment must be received before your scheduled delivery or pickup.

Your invoice will include payment instructions as well as a secure ACH payment link for organizations wishing to pay electronically.

Organization and business checks are also accepted.

What if we notice a problem with our invoice?

Please review your invoice as soon as you receive it.

If something doesn't look correct, contact us immediately so we can review it together before your scheduled delivery or pickup.

What happens if we notice a problem on delivery day?

Before sorting products, review your shipment with the Maddalena's delivery driver.

If a discrepancy is discovered, the driver will contact Maddalena's immediately so we can review the order and resolve the issue before distribution begins.

How should customers store their cheesecakes?

Customers should keep cheesecakes frozen until they are ready to enjoy them.

If they are serving only part of the cheesecake, the remaining portion should be returned to the freezer immediately.

When properly stored, our cheesecakes maintain excellent quality for up to six months.

Who should we contact if we have questions?

We're always happy to help.

Whether you have a question before, during, or after your fundraiser, please contact the Maddalena's Fundraising Department.

Phone: 609-466-7510

Email: fundraiser@maddalenas catering.com

We want your fundraiser to be successful, and we're here to support you every step of the way.



Final Madd Tip

No question is too small.

If you're unsure about something, please contact us.

We'd much rather answer a quick question than have you worry about whether you're doing something correctly.



CHAPTER 9

Thank You for Partnering With Maddalena's Cheesecake

On behalf of everyone at Maddalena's Cheesecake, thank you for choosing us to help your organization reach its fundraising goals.

We understand that organizing a fundraiser requires time, commitment, and the dedication of many volunteers. We sincerely appreciate the confidence you've placed in us and are honored to be part of your fundraising team.

For more than 40 years, organizations throughout New Jersey have trusted Maddalena's Cheesecake to provide exceptional products, dependable service, and a fundraising program that is both profitable and easy to manage.

That trust means everything to us.

Whether you're raising money for a school, church, youth organization, sports team, dance studio, or another worthy cause, we're proud to play a small part in helping you achieve your goals.

We Value Relationships

Many of the organizations we work with return year after year. Some have partnered with us for decades.

We believe those long-term relationships are built on more than great cheesecake.

They're built on trust, communication, and a commitment to providing the kind of personal service that organizations deserve.

Our goal isn't simply to complete one fundraiser.

Our goal is to become your fundraising partner for years to come.

Looking Ahead

As your fundraiser comes to a close, we hope you'll take a few moments to reflect on what made it successful.

Keep notes.

Save your Sales Sheets and workbook.

Record ideas that worked especially well.

Those small details can make your next fundraiser even easier and more successful.

Many organizations find that each fundraiser becomes more organized and profitable as they build on the experience of previous years.



Madd Tip

Keep a simple folder labeled Maddalena's Fundraiser with your workbook, Sales Sheets, customer communications, and notes. When it's time to plan your next fundraiser, you'll already have everything in one place.

We'd Love to Work With You Again

Whether you hold one fundraiser each year or several, we'd be honored to continue supporting your organization.

When the next fundraising season opens, simply contact us to request your fundraiser, and we'll help you begin the process again.

Thank you for allowing Maddalena's Cheesecake to become part of your fundraising tradition.

We look forward to working with you again.

Contact Us

Maddalena's Cheesecake

415 Route 31 North

Ringoes, New Jersey 08551

☎ 609-466-7510

✉ fundraiser@maddalenas catering.com

If you ever have a question, we're only a phone call or email away.

Our Promise

At Maddalena's Cheesecake, we believe fundraising should be:

- Organized
- Enjoyable
- Profitable

Our commitment is to provide exceptional products, dependable service, and the personal attention your organization deserves from beginning to end.

Thank you for placing your trust in us.

Together...

We Make Fundraising a Piece of Cake.



Final Madd Tip

The best fundraisers are built on great relationships. Thank your volunteers, thank your supporters, and thank your customers. Their generosity is what makes every successful fundraiser possible.

Share Your Success Story

Congratulations on completing your Maddalena's Cheesecake fundraiser!

We sincerely hope your fundraiser was enjoyable, successful, and helped your organization achieve its goals.

One of the greatest rewards for our team is hearing how organizations used the funds they raised. Whether you purchased new equipment, supported a special event, funded a trip, or helped your community in another meaningful way, we'd love to hear your story.

Your experience also helps future fundraising groups understand the difference a Maddalena's fundraiser can make.

We'd Love to Hear From You

If you have a few minutes, please email us and tell us about your fundraiser.

We'd especially love to hear:

- What organization you represent.
- What your fundraising goal was.
- How your fundraiser helped your organization.
- What you enjoyed most about working with Maddalena's Cheesecake.
- Any suggestions you have that would help us continue improving our fundraising program.

Please send your story to:

fundraiser@maddalenas catering.com

With your permission, we may share portions of your comments on our website, social media, future fundraising guides, or promotional materials to inspire other organizations.

Your success story may encourage another school, church, team, or nonprofit to begin a fundraiser that helps them achieve their own goals.

A Personal Thank You

Every fundraiser represents more than orders and deliveries.

It represents volunteers who gave their time.

Families who supported a great cause.

Customers who chose to make a difference.

And organizations working hard to strengthen their communities.

Thank you for allowing Maddalena's Cheesecake to be a small part of your story.

We truly appreciate your trust and look forward to working with you again.

We Make Fundraising a Piece of Cake.



Final Madd Tip

If you enjoyed your Maddalena's fundraiser, tell another organization about your experience. Many of our newest fundraising partners are referred by organizations that have experienced the quality of our products and the support of our team firsthand.