



Marty's Waffles® Fundraiser Program

Run a sale of Marty's Waffles by-the-dozen, get a 20% donation!*

Marty's Waffles makes fundraising easy!

Point-person — Just 1 person from your group leads the sale

Book it — Coordinate dates with Marty's Waffles®

Promote it — Promote your sale with branded materials we customize for you

Manage orders — Your contact collects individual waffle orders and payment

Waffle day! — Receive your waffle orders; your community picks them up the same day

Get your funds — On waffle delivery day, your 20% donation is given to you upon payment for the full order



We believe in supporting supportive communities

With 13 years of experience contributing to fundraisers for schools and special causes, we're now formally offering our award-winning waffles as a fundraising vehicle for non-profit organizations with 501(c)(3) status.

Great for school PTOS, extracurricular clubs, sports teams, churches, foundations, etc. Earn funds from a special sale of Marty's Waffles® to your community. Our popular, convenient, and delectable waffles by-the-dozen are provided in pre-packaged, freezer-proof bags with easy thaw & heat instructions.

Reasons why Marty's Waffles® fundraisers are so good:

- Helps out tight budgets
- Donations to non-profit organizations are **20%** for groups who manage our guided ordering process, or **10%** for groups that need us to manage the ordering side of the process
- Marty's Waffles are hugely popular, versatile, and have wide appeal. Rich in flavor, each waffle is delicious and satisfying all by itself. They can also be slathered with ingredients at home, like on our award-winning food truck.
- Easy order gathering and distribution process
- Each freezer-ready bag holds twelve ~3-oz. Belgian sugar waffles and comes with easy thaw-heat-serve instructions
- No up-front cost; payment isn't due until time of waffle delivery
- Higher return than most gift card and restaurant fundraisers
- Professional promotion with Marty's Waffles branded materials, customized with your school/organization's details and logo
- We're available throughout the entire process should any questions arise!

Marty's award-winning Belgian waffles give joy

Inspired by family roots, Marty's Waffles® are a sensationally delicious Belgian sugar waffle uniquely developed by Owner/Artisan Marty Meersman. Handcrafted from a unique, dough-based recipe like those originating in Liège, Belgium, Marty's scrumptious specialty waffles have a buttery, caramelized crunch outside and a dense, sweet and chewy, vanilla-infused inside.

Marty's Waffles® satisfy any time!

Our versatile waffles are great served for breakfast, dessert, as a snack, and as a spread at family gatherings or other celebratory events, such as watch parties, and bridal and baby showers. Keep a freezer stash to reward the kids (or yourself!) for reaching goals, for a waffle bar for last-minute company...the moments are endless.

They're delicious plain or decked out

There is an infinite array of sweet or savory toppings that you can assemble to your liking at home! Top them with seasonal ingredients like we do on our food truck, slice them like a bagel for a delicious breakfast sandwich, turn them into yummy desserts!





Fundraiser details

Your lead your fundraiser with these easy steps:

1) Book your fundraiser Contact us to choose an order deadline and waffle pick-up date/time & location. Dates will be one week apart to give us time to make your waffles. Your 501(c)(3) tax exempt ID form must be provided when booking.

2) Promote to your community Share details about your Marty's Waffles fundraiser in your communication channels for 3-4 weeks. We provide a branded digital flyer and social media graphic — customized with your fundraiser details — to easily and professionally promote your fundraiser.



3) Collect orders and payment from your community Your contact takes the individual orders for your group and accepts payment for them (\$28/dozen).* We provide a fundraiser tracking sheet to help you easily list individual orders, note payment status, and tally your total order volume. Within 24 hours after your order deadline closes, your contact emails the order sheet with the total number of bags ordered to Marty's Waffles (marty @ martyswaffles.com). *Note: Marty's Waffles® does not handle or manage individual orders or payments for 20% donation fundraisers.*

4) Receive the waffles and our donation

On your waffle pick-up date, Marty's Waffles® delivers the entire order of separately packaged bags of waffles-by-the-dozen in our bins ready for you to distribute to your community the same day in a designated 3-4 hour pickup time. You pay a single, lump sum for the total amount due with a check from the school/org/agency with 501(c)(3) tax exempt status, then receive your check from Marty's Waffles on the spot for a 20% donation amount.

5) Easily distribute on waffle pickup day

Orders are delivered frozen, so we suggest keeping your pickup window up to 3-4 hours to maintain waffle integrity & freshness.

Distribution ideas:

School-based organizations: Parents can pick up their waffle orders from your contact's car at school pick-up time, or, waffles could be held in the cafeteria freezer during your pick-up timeframe.

Church groups: Community members can pick up their waffle orders from a table at the end of services from your sale leader.

Special causes: Individual waffle orders can pick up from your contact on a community meeting day or event.

**In the event of a public school that is not allowed to handle money, we can manage orders and credit card payments through our Marty'sWafflesShop web page for a donation amount of 10% (20% can be donated when your organization manages orders). A person from your organization is still needed to coordinate with us for your order dates and waffle distribution to your community. Let us know if you need order management help when booking your fundraiser.*

Organizations must have 501(c)(3) status to qualify for a donation. A 20% donation is contingent upon your organization coordinating all orders and payments as well as a waffle pickup time set by your point-person.

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"It's hard to get a school really excited about a fundraiser — unless it involves Marty's Waffles. ...Thanks to our annual waffle sale, we're able to raise meaningful funds for our school year after year."

Rachel, Johnson Elementary Fundraising VP

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"The process of organizing and running the waffle fundraiser was incredibly easy and well-supported from our school. It was a win-win! Our families enjoyed delicious waffles while raising money for our school!"

Mindy, former PTO President, St. Mary School

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"...I was very impressed with how easy and effective Marty's Waffles' fundraisers are...Our PTO has seen strong participation and great results with minimal effort, and families always look forward to it."

Kristina, Assistant Principle, Johnson Elementary

Book your fundraiser!

marty@martyswaffles.com

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To begin, send us an email. Dates fill quickly! With plenty of notice, we can find dates that work for you.