



Carbon's® Golden Malted® Waffle Fundraising Program

Summary

We have identified a new sales vertical by creating a fundraising program for schools and nonprofit organizations. This program will leverage our existing infrastructure to sell, process, and fulfill product without requiring any additional resources. As our products are shelf-stable, it is believed that we will have a competitive advantage over other programs such as cookie dough, fudge, and frozen soft pretzels. The program set-up requirements will include determining new price structure, developing accounting procedures, identifying fulfillment methods and creating marketing material. Each of these tasks will be done internally.

The targeted launch date will be August 24th to accommodate Fall 2015 Fundraising, as well as to develop commitments for Spring 2016.

Fundraising with Carbon's Golden Malted Introduction

Since 1937, the best hotels and restaurants around the world have been serving Carbon's Golden Malted Waffles and Pancakes. Now you can earn money for your school or organizations by selling our waffle and pancake mixes to your friends and family. Our waffle fundraising program is simple and easy to understand. We will help you get started with posters, sell sheets, order forms, and online marketing pieces. Our goal is to get your group motivated, support their sales, and help you have a successful fundraiser.

Carbon's Golden Malted Fundraising Program Advantages

- **Products are Shelf Stable** - No Freezer or Refrigeration Required.
- **Special Dietary Items** – We have products for every diet, including Gluten-Free, Non-GMO, and All Natural. All mixes are Certified Kosher.
- **Full Marketing Support** – Electronic versions of order forms, announcements, and posters provided. Also provided are web banners, buttons and social media pieces for online promotion.
- **Easy to Handle** – Each package of mix has a low weight of 2lbs.
- **Simple Order Fulfillment** – All orders are pre-sorted and shipped from our warehouse in South Bend, IN to your organization's facility.
- **Quick Reconciliation** – All monies will be collected by the organization and are available immediately. Prior to shipping product New Carbon will send one invoice for all orders.
- **No Door to Door Sales required** – All materials are electronic and can be distributed via email.

Product Mix and Pricing

Mixes	
Original Mix	13.50
Just Add Water	13.75
All Natural	13.25
Blueberry	18.00
Gluten-Free	15.00
Chocolate Chip	16.25
Robby's	13.25
Organic Apple Cinnamon	n/a

Bakers / Gift Sets	
Deluxe Starter Kit	99.00
Premier Gift Set	70.00
Gourmet Waffle Baker	77.00

Competitive Program Pricing

Name:	Auntie Ann's Pretzels	
Price:	\$15 - \$18	
Flavors:	5	
Units Sold and Margin	200-350	35%
	351-500	45%
	500+	50%

Name:	Otis Spunkmeyer	
Price:	\$14	
Flavors:	16	
Units Sold and Margin	Details not available	50%

Name:	Crazy About Cookies #1 - Proportioned Pieces	
Price:	\$10	
Flavors:	10	
Units Sold and Margin	200-299	30%
	300-599	35%
	600-999	40%
	1000-1999	45%
	2000+	50%

Name:	Crazy About Cookies #2 - Tubs	
Price:	\$10	
Flavors:	10	
Units Sold and Margin	200-299	30%
	300-599	35%
	600-999	40%
	1000-1999	45%
	2000+	50%

Name:	Fudge Fundraiser	
Price:	\$8 per box	
Flavors:	5	
Units Sold and Margin	100-150	30%
	151-250	35%
	251-500	40%
	501-1000	45%
	1000+	50%

Name:	Snackin' in the USA	
Price:	\$7 per package	
Flavors:	25 Options	
Units Sold and Margin	150-250	30%
	251-350	35%
	351-500	40%
	501-750	45%
	750+	50%

Name:	Yankee Candle (Fall)	
Price:	\$5 - \$30 per item (avg. \$17.00)	
Items:	168	
Units Sold and Margin	Each	40%
NOTE:	Candles Priced \$1-\$2 more than in-store	

Internal Marketing Development

- **Fundraising Landing Page:** Hosted on www.goldenmalted.com, this page will provide all program information, as well as downloads for Program Marketing Materials. It will also include a web contact form to capture leads.
- **Determine Pricing:** Pricing needs to be established to include fundraising margin.
- **Develop Program Marketing Materials:** Items to be designed and developed (see below)
- **Define Fulfillment Procedures:** How will South Bend get orders? Pre-sort by pick, pack, and ship methods? Bulk delivery?
- **Define Accounting Procedures:** Determine credit worthiness, Invoice procedures.

Program Marketing Materials

- **Organization Set Up Form:** Designed to set-up program within the organization. Information will include organizational contacts (program manager, accounting, etc...), start date, end date, goals, check payable information, and other information.
- **Promotional Announcement:** Pre-scripted announcements and generic press releases that can be used to create buzz about the fundraising drive prior to and during the program.
- **Digital Order Form:** Easy to use pdf order form. Can be sent electronically and distributed online.
- **Posters:** Posters designed to promote Carbon's Golden Malted Waffle Fundraiser. Generic piece with designated area to write in event dates and delivery day.
- **Social Media Toolkit:** pre-fab images and script to be used for facebook posts, sample tweets and hashtags to use, program timeline images to post and gain exposure (countdown to fundraiser, product images, 1 week left, etc.)

Timeline

- **Program Launch:** Tentative launch date 8/24/15 for Fall 2015 and Spring 2016 fundraising initiatives.