

PAUL'S
Pizza Den
ESTD 2005
THIN & CRISPY
FROZEN PIZZA
MADE IN BIRCHWOOD, WI

FUNDRAISING



**SUPPORT
LOCAL.
SUPPORT
KIDS**

**LOADED
TOPPINGS,
CRISPY CRUST
PERFECTION!**

ABOUT OUR PIZZA

At Paul's Pizza Den, we believe in serving more than just a meal – we serve a slice of community. Our pizzas are crafted from scratch with a commitment to quality and local flavor. We use our own homemade dough and sauce, topped with cheese sourced from Burnett County Dairy. Each pizza is made with care and served on a thin, crispy tavern-style crust that has become a local favorite.

Paul's Pizza Den fundraising makes it easy for your organization to reach fundraising goals! Purchase our delicious, premium frozen pizzas to earn 30% back to your organization.



PROFIT EXAMPLES



SELL IN MULTIPLE WAYS

In-Person Sales

Gather orders directly from customers in person. We'll provide all the forms you need, and you can collect the cash to hold until pickup.

SHARE READY-TO-GO SOCIAL POSTS AND LINKS TO SPREAD THE WORD AND DRIVE SALES FAST.



Online Sales

We'll give you a personalized ordering link just for your organization, complete with a custom URL, QR code, flyer, and media kit. Customers can place their orders and pay online, so you don't have to worry about handling cash.

Use these tools to amplify your fundraiser across your website, social media, emails, in-person events, and any other communication channel. Let's make some noise and spread the word!



HOW IT WORKS

1

REGISTER

It's super simple to get started! Register your group by visiting pizzadenfundraising.com

2

PROMOTE

We'll give you your own custom URL, QR codes, social media posts, flyers and everything else you need to be successful at selling.

3

WATCH THE DOUGH ROLL IN

Customers can fill out an online form or you can manually collect orders and keep the cash until the end date. After a target end date, you'll total your sales and we'll get to work on processing the orders.

4

PICKUP DATES

After pizzas are made, we'll work with you to organize a pickup date, where customers can visit our pizzeria (in Birchwood) to pick up pizzas, or we can deliver all pizzas (frozen) to a location and customers can pick up that

5

COLLECT PAYOUT

After distribution, we'll total the sales and cut you a check for the profit and mail it to you or whomever is leading the initiative.

FAQ

Can I sell a pizza to someone out of state?

We can only distribute pizzas within the state of Wisconsin, if someone places an order through our online ordering, they will have to pick it up in Wisconsin.

I would like a Gluten Free Option, is that available?

Yes! Take a look at the options on the back for what you/we can sell!

How do we organize a pickup together?

We will both decide on a date where your customers can visit a location, preferably a school parking lot where we can bring our freezer truck and distribute the pizzas to customers by last name.



PRICING

PREMIUM PIZZAS	SELL FOR	MARGIN	PROFIT/PIZZA
GRIZZLY BEAR Sausage, & Pepperoni, Onions, Mushrooms, Green Pepper, Green & Black Olives	≥\$13	30.7%	\$4
♥ BLACK BEAR <i>BEST SELLER</i> Sausage, Canadian Bacon & Pepperoni			
CUB BEAR Sausage, Green Pepper and Onion			
★ SAUSAGE & PEPPERONI <i>BEST VALUE</i> Sausage, Pepperoni	≥\$13	32.7%	\$4.25
BASIC PIZZAS	SELL FOR	MARGIN	PROFIT/PIZZA
SAUSAGE / PEPPERONI Just Sausage or just pepperoni	≥\$11.50	30.4%	\$3
ITALIAN PIZZA FRY Garlic Butter & Mozzarella	≥\$10	30.4%	\$3
CHEESE Cheese and sauce	≥\$10	30%	\$3

Gluten Free Options: Any of our pizzas can be made Gluten free.
Gluten free pizzas are +2 more and use a frozen Udi's Crust.

