

Quick & Easy

Cookbook Plan

by Fundcraft

Low minimum order of just 100 cookbooks and many free features!



Bonus! Order 300 books or more and design your own custom full-color front cover at no additional charge. See page 7 for details.

Quick & Easy Plan Supply Order Card

Date: _____ Organization Name: _____ # of Members: _____

- YES!** We are ready to start our Quick & Easy cookbook fundraising program. Please send our free supplies along with helpful information on conducting a successful cookbook fundraising plan with Fundcraft.
- Send _____ blank program announcement letters/recipe collection forms (up to 500).
 We have enclosed a sample of our custom program announcement letters. Please ship to:

Name: _____

Address: _____

Note: Street address is required for UPS delivery

City: _____ State: _____ Zip: _____

Day Phone: (_____) _____

E-mail Address: _____



Fundcraft Publishing
P.O. Box 340, Collierville, TN 38027
Phone: 1-800-390-2129 • Fax: 1-901-853-6196
www.fundcraft.com • info@fundcraft.com

The Quick & Easy Cookbook Plan is a very easy, personalized cookbook program that will result in a quality cookbook for the customer who is working on a tight budget. This program has fewer options, but includes many free features and will allow you to publish a book with 175 to 250 recipes with a 100 book minimum order. The price is the best on the market!



table of contents

- 5 Overview of the Quick & Easy cookbook plan
- 6 Recipe page features
- 6 Other free page features
- 7 Cover options
- 7 Quick & Easy full-color cover selections
- 8 Divider options
- 8 Quick & Easy black and white divider selections
- 9 Other free features: binder color, cooking hints
- 11 Getting started with your program
- 12 Cookbook pricing and profit
- 13 Shipping charges
- 14 Terms and policies
- 14 Reordering

Yes, send my FREE Quick & Easy Plan Materials!

ORGANIZATION _____

NAME _____

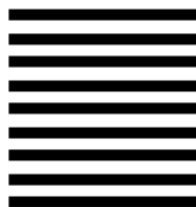
ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 58 COLLIERVILLE, TN

POSTAGE WILL BE PAID BY ADDRESSEE

Quick & Easy
Cookbook Plan by Fundcraft

P.O. Box 340
Collierville, TN 38027-9987





overview of the Quick & Easy cookbook plan

The Quick & Easy Cookbook Plan by Fundcraft features a great cookbook program with a small minimum order – just 100 copies – and fewer options than our Original Cookbook Program for groups short on time or on a limited budget. The program features two book sizes, each with a very low per book price.

If you want a simple fundraising cookbook program that will produce a very attractive and professional cookbook, the Quick & Easy cookbook plan is for you. With the Quick & Easy cookbook plan, you spend less and sell the best! You collect the recipes and Fundcraft will do the rest!

Four easy steps... One low price!

Step 1

Collect up to 250 local recipes

Step 2

Select one of eight full-color front cover designs

Step 3

Select one divider design and add up to seven section titles

Step 4

Prepare up to four local information pages about your group

175 recipe cookbook
\$1.95 each

250 recipe cookbook
\$2.25 each

Minimum order 100 books

As a bonus, if you order a quantity of 300 or more Quick & Easy cookbooks, you still enjoy one low price, but you also have the option to design your own free full-color custom front cover and a custom black and white section divider design.

If you decide that you want a cookbook with more than 250 recipes or desire special features like tab dividers, different binding styles or merchant advertising, the Fundcraft Original Cookbook Fundraising Program is a better choice for you.

Free plan features

- Choice of eight full-color cover designs, personalized with your wording OR order 300 books or more and design your own custom full-color cover
- Selection of four Fundcraft black and white divider designs which you may customize with up to seven recipe section titles OR order 300 books or more and design your own custom black and white divider design which we'll print with up to seven food section titles
- Cover printed on heavy 12 point stock
- Front and back cover laminated for protection and durability
- All inside pages printed on 60# acid-free off-white paper
- Four free local information pages with one black and white photo
- 11 pages of healthy cooking hints
- Your choice of plastic comb binder colors
- No recipe continued to the next page
- Small food-related clip-art fillers where space permits
- Fundcraft typesets your recipes for you; submit recipes typed, handwritten or on disk using Short/Cut™
- Recipes printed in large bold type with section title at the top of each page
- Table of contents
- Index of recipes
- Index of contributors
- Low minimum order of just 100 copies
- Same easy per-book price whether you



recipe page features

Two book sizes: 175 recipes and 250 recipes

The Quick & Easy cookbook plan was developed to maximize profits and simplify publishing a personalized cookbook by offering two recipe book sizes. Whether you choose the 175 or 250 book option, the minimum order is only 100, and the per book price is the same whether you order 100 or 1000 books.

Recipe format – large, bold type

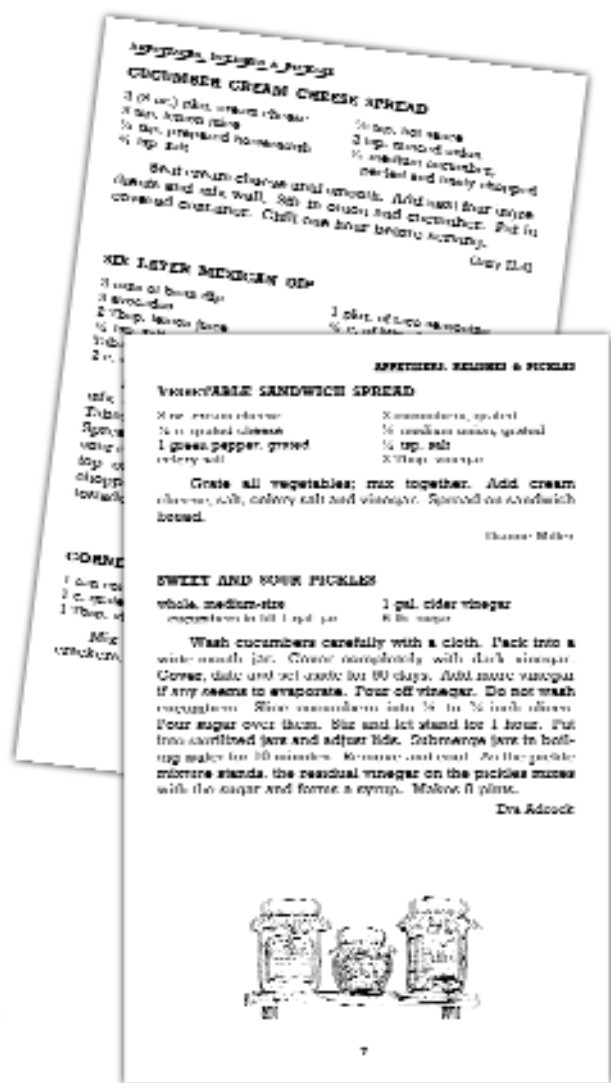
Our large print provides for easy readability. Our recipe format results in an average of 2.3 recipes per page, as opposed to the four to six recipes some other cookbook publishers squeeze on a page. Note the quality of the 60# off-white paper stock and compare it with other publishers' books whose paper you can see through, making it more difficult to read.

Non-continued recipes

The non-continued recipe feature is offered free with the Quick & Easy cookbook plan. This means if there is not enough room to fit a recipe on a page, the entire recipe will start on the following page. Non-continued recipes also keep readers from having to flip back and forth when using the cookbook.

Decorative art fillers

Blank areas at the bottom of pages will be printed with small food-related clip art fillers where space permits. The Quick & Easy program uses the old-fashioned kitchen filler set, shown here.



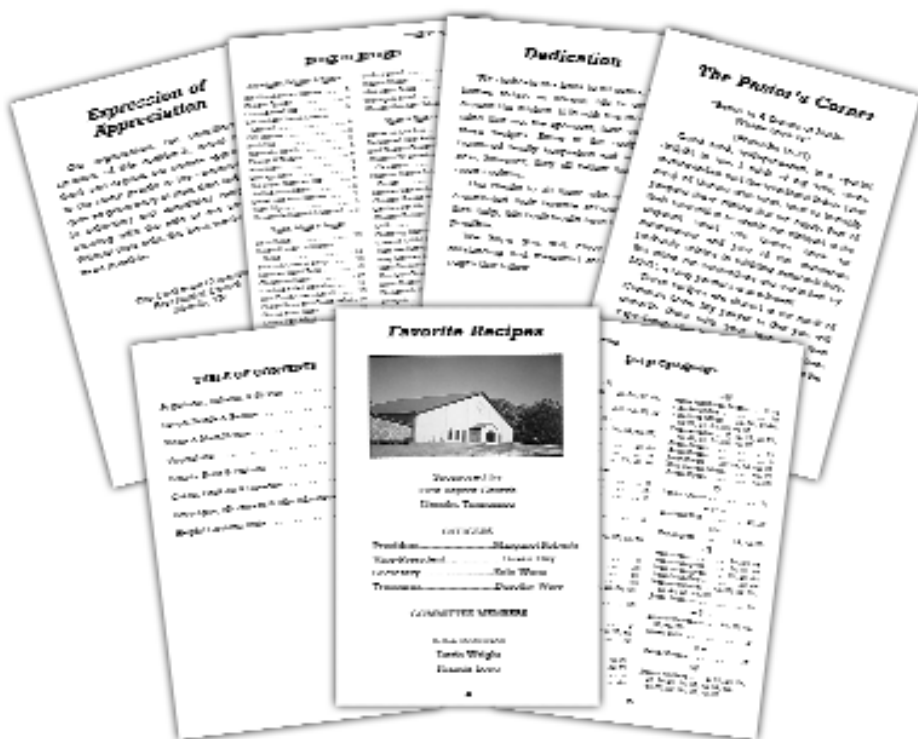
other free page features

Free local information pages

Included at the front of your Quick & Easy cookbook are four free local information pages. These pages can include one black and white photo and can be used for whatever information you wish to include. Some suggestions are: an expression of appreciation, a dedication page, an inspirational poem or story, the history of your group or your church schedule.

Free table of contents and indexes

In addition to the four free pages in the front of the cookbook, your book will also include a table of contents, an index of recipes and an index of contributors.



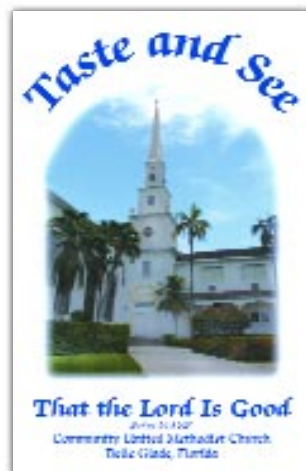
cover options

Depending on the number of books in your order, we offer two options for your front cover. Both options are laminated soft covers printed on 12 point cover stock like the sample book enclosed.



Fundcraft full-color covers
8 designs to choose from!

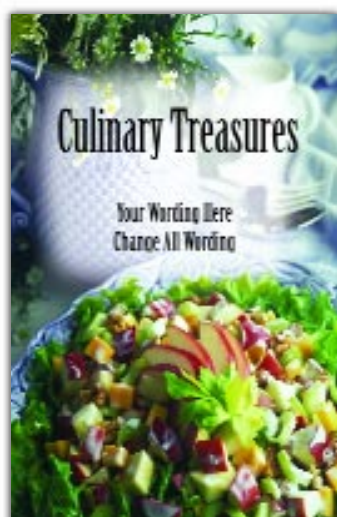
Quick & Easy cover
Select one of eight beautiful Quick & Easy full-color cover designs imprinted in black ink with your custom wording. Cover selections are shown below.



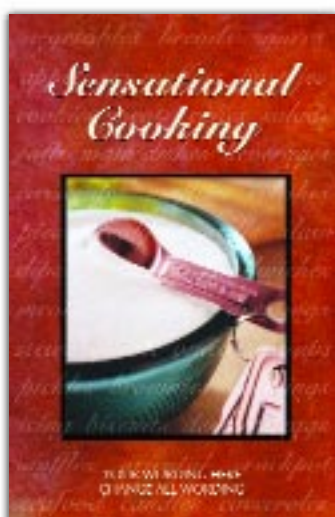
Custom full-color cover
FREE on orders of 300 books or more!

Custom cover
The Quick & Easy cookbook plan is unique in that you may design your own custom full-color cover at no additional cost with an order of 300 books or more. This is a very expensive feature with other cookbook companies, but we feel it is very important to have the most attractive and personalized cover design possible.

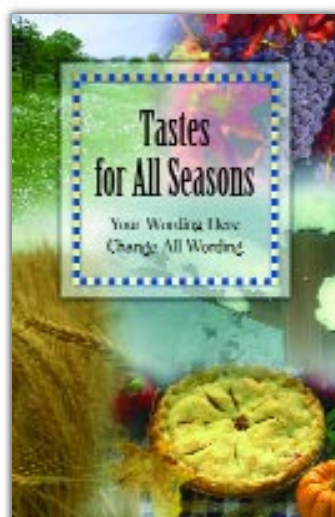
Quick & Easy full-color cover selections



C106
Culinary Treasures



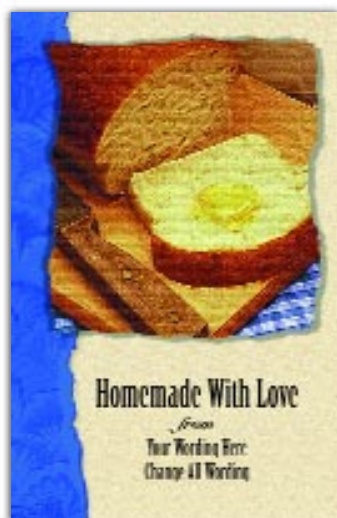
C555
Sensational Cooking



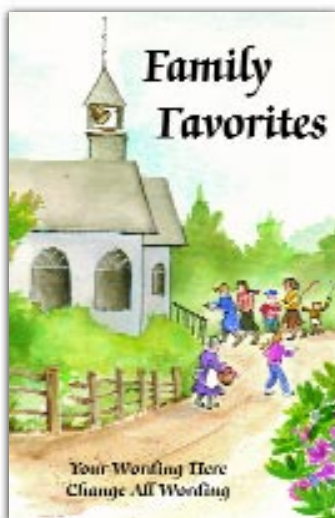
C165
Tastes for All Seasons



C370
Sharing Our Best



C225
Homemade with Love



C210
Family Favorites



C102
Let Freedom Ring



C575
Contemporary Cuisine

divider options

As with our cover, we offer two options for section dividers, depending on the number of books in your order. These dividers are printed on 60# white text paper in black ink like the sample book enclosed.



**Your Divider
Titles Here**



Fundcraft divider sets
4 designs to choose from!

Fundcraft dividers

Included in the price of your cookbook, we offer four different Fundcraft black and white divider sets, with up to seven section titles.

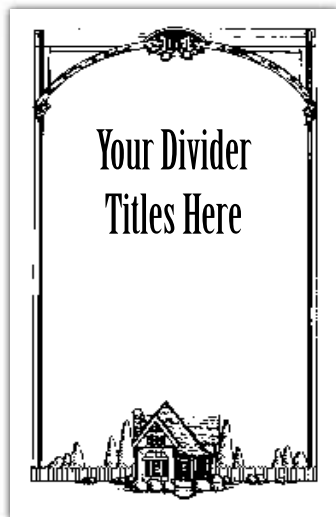


Custom divider set
FREE on orders of
300 books or more!

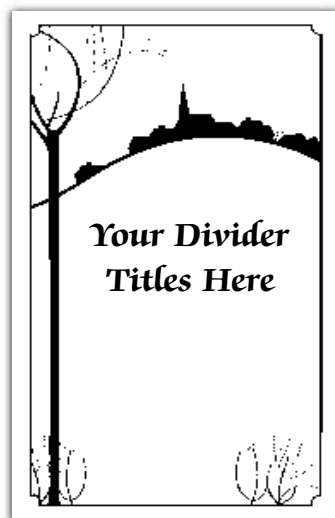
Custom dividers

With an order of 300 cookbooks or more, you can design your own custom black and white dividers with up to seven recipe sections imprinted with your custom titles. We are the only publishing company that offers this as a free feature.

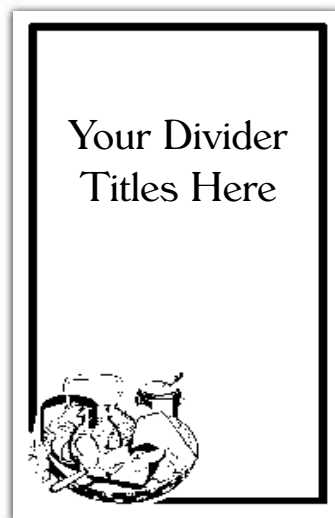
Quick & Easy black and white divider selections



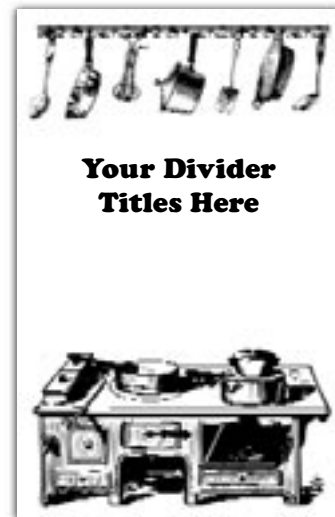
D49
House Border



D50
Church on the Hill



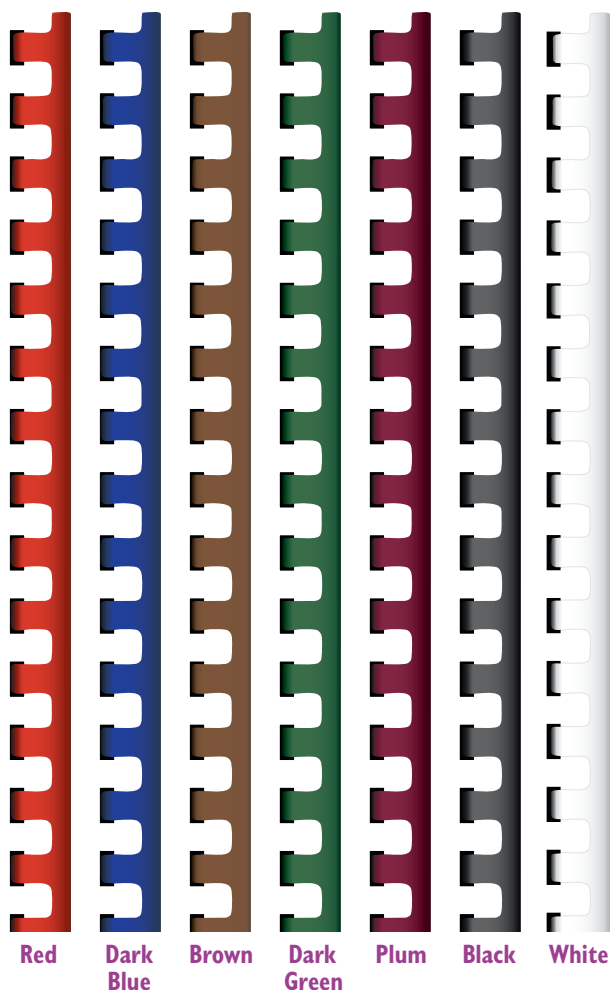
D51
Country Ingredients



D61
Old-Fashioned Kitchen

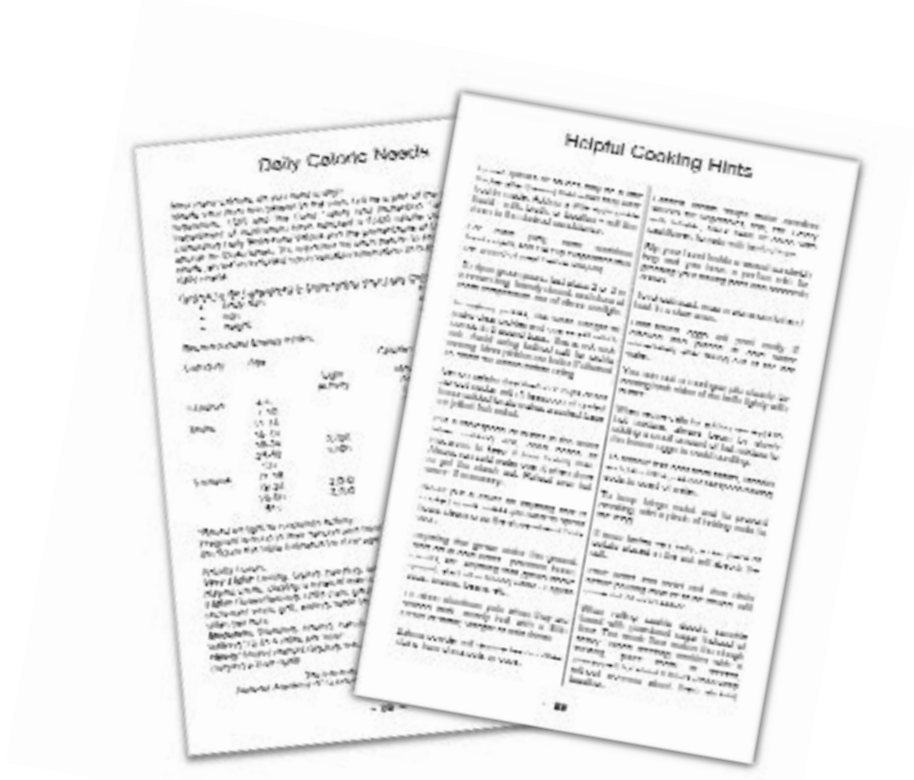


other free features



Plastic comb binder color

Your cookbooks will be bound using a plastic comb binding, which allows the book to lie flat during use. Select one of the seven plastic binding colors shown here. For a unified look, select a binder color which coordinates with your cover design. If you plan to design your own cover, we will be happy to provide you with actual samples of the different colors so you can coordinate your cover design.



Helpful cooking hints

Each cookbook will contain 11 pages of healthy cooking information. These pages will be bound at the back of your cookbook and their useful content will certainly help boost book sales.



other free features

Program announcement/recipe collection letters

Our free personalized announcement letter will help gather those valuable recipes. A personalized letter from your group works best in collecting recipes from friends and neighbors. Fundcraft is the only company that will print up to 500 personalized letters at no charge. Simply mail or distribute the letters and then select the recipes that you wish to include from those returned to you.

When you order your letters, you do not need to know the exact quantity of books you will order or the number of recipes your book will contain until you turn in your recipes for printing. Just make any changes desired to the letter and

indicate how many letters you need. You can include your local information in the sample below or write an entirely new letter. If you do not want custom recipe collection letters, you can request a supply of pre-printed letters when you return the supply card.

Again, we can use your organization's recipes in whatever form you receive them as long as they are completely legible. They need not be submitted on this form, although you may wish to keep photocopies for your records. All recipes must be submitted to the committee on separate sheets so that they can be sorted into proper categories.



Smith Baptist Church
Ladies Bible Class
Smith, Texas

Dear Friend:

The Ladies Bible Class is preparing an outstanding cookbook of unusual value and content. The book will contain at least 175 favorite recipes. In addition to the recipes, the cookbook will also contain specially selected Helpful Hints. The cover will be laminated for years of daily use. The book will have seven different food categories (e.g., Appetizers, Main Dishes, Vegetables and Desserts).

Because we want this book to be truly represented, we want you to give us at least five of your favorite recipes to feature in the book. The form below is provided for your convenience.

If the recipe below continues on the reverse side, be certain to mark "OVER." Because all recipes have to be separated into categories, write all additional recipes on separate sheets of your paper or on photocopies of this sheet so that we can put them into categories. Please mail to Mrs. John Doe, Box 565, Smith, TX 38135.

The completed book will sell for \$8.00. We are anticipating a great demand and it may well be that you will want to order one or more for yourself, as well as for gifts and special occasions. Advance orders will enable us to determine how many books to have printed. Please indicate at the bottom of this letter the number of copies you would like to reserve so that you will not be disappointed when the books are received.

Sincerely,
Mrs. John Doe

Please reserve me _____ copies of the cookbook

Name: _____ Address: _____ City: _____ State: _____ Telephone: _____

Do not write below this line – committee can cut on line to send into publisher

(Please type or print only one recipe per page)

RECIPE TITLE: _____

Ingredients
Recommended abbreviations: c, tsp, Tbsp, pkg, qt, pt.

Directions

Submitted By: _____



start your Quick & Easy program today

If you are interested in participating in the Quick & Easy cookbook plan, simply fill out and return the supply order card on page 3 to receive your starter kit, which includes everything you need to complete the Quick & Easy cookbook plan. The kit contains detailed instructions for completing your cookbook project and helpful suggestions learned by working with thousands of groups similar to yours. The kit also contains an order form to complete and return when you have all of your information gathered and organized.

If you plan to personalize a program announcement letter, just make changes to the suggested letter, and enclose it with the supply order card in an envelope addressed to Fundcraft Publishing, P.O. Box 340, Collierville, TN 38027. Your program announcement letters and supplies will be shipped by UPS to your street address.



Return the attached supply order card on page 3 to receive our Quick & Easy supply kit, including recipe collection envelopes to help you sort recipes into sections, layout forms to help in the design process and up to 500 personalized program announcement letters.



cookbook pricing and profit

It's easy to calculate the potential profit for the Quick & Easy plan, because the per book price for each size remains the same whether you sell 100 or 1000 cookbooks, and all the features of the program are already included in the price.

The charts at right show the amount of profit your group can make if cookbooks are sold for \$8.00 each. Keep in mind that many groups sell their books for a much higher price; however, \$8.00 is an average selling price that will generate great sales and guarantee that every book sells quickly.

Example: 300 books with 175 recipes will earn \$1,815.00 profit if cookbooks are sold for \$8.00 each. With 250 recipes, 300 cookbooks will earn \$1,725.00 profit. Of course, if you sell your books for a higher price, as most groups do, your profit will be even larger.



175 recipe cookbook		
# of Books	Cost per book	Profit at \$8.00 each
100	\$1.95	\$ 605.00
200	1.95	1,210.00
300	1.95	1,815.00
400	1.95	2,420.00
500	1.95	3,025.00
600	1.95	3,630.00
700	1.95	4,235.00
800	1.95	4,840.00
900	1.95	5,445.00
1000	1.95	6,050.00

250 recipe cookbook		
# of Books	Cost per book	Profit at \$8.00 each
100	\$2.25	\$ 575.00
200	2.25	1,150.00
300	2.25	1,725.00
400	2.25	2,300.00
500	2.25	2,875.00
600	2.25	3,450.00
700	2.25	4,025.00
800	2.25	4,600.00
900	2.25	5,175.00
1000	2.25	5,750.00

“Many groups sell their books for a much higher price; however, \$8.00 is an average selling price.”

type your recipes and save time

As computers have become more and more common, Fundcraft realized that more and more groups were typing and printing each recipe before submitting it for publication. Why not let the customers receive the benefits from their labor?

In answer to that question, Fundcraft developed Short/Cut™, the first recipe typing and collection program on the market. This simple software allows you to enter recipes, sort them into sections, place them in the desired order, print copies to proofread and make corrections. When you have finished typing, proofing and correcting, Short/Cut will walk you through the process of copying the recipe data onto a 3.5" floppy disk or CD. Then simply mail this disk to Fundcraft along with a printout of the recipes and the rest of your cookbook order.

Using Short/Cut will decrease production time for your order from approximately 60 to approximately 30 days. The free software can be downloaded from our web site at www.fundcraft.com. A complete instruction manual is also available on the web, or you can contact our help line at 1-901-853-7174.



shipping charges

We use United Parcel Service (UPS) for all of our shipments. Shipments are made F.O.B. Collierville, Tennessee and shipping costs are added to your billing so that you need not have funds available when the UPS driver arrives. In order to make calculating your shipping costs easier, we have simplified our shipping policy to a flat rate of 10% of the order total. This rate is comparable to UPS zone charts, but much easier for you to calculate.

terms and policies

Minimum order

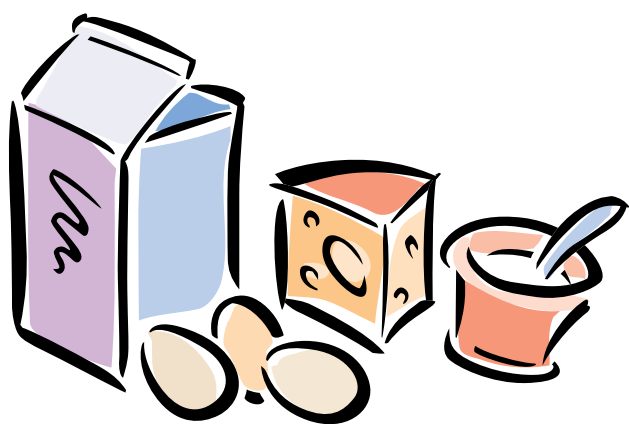
The minimum order for the Quick & Easy cookbook plan is 100 cookbooks. However, you need not order your books in multiples of even 100s.

Overrun/underrun

All orders are subject to a 10% overrun/underrun. This is standard practice in the printing industry, due to an estimated 10% spoilage which may occur at different phases of production. You will only be billed for the actual number of books you receive, which may be up to 10% more or less than the number ordered.

Cookbooks with more than 250 recipes

The Quick & Easy Cookbook Plan allows for the publishing of two book sizes: up to 175 recipes or up to 250 recipes. If you wish to publish a cookbook with more than 250 recipes, we invite you to learn more about our Original Cookbook Program.



Other options

In order to keep the cost low and the program as simple as possible, many options offered with our Original Cookbook Program are not available with the Quick & Easy plan. If there are options you are interested in that are not included with the Quick & Easy plan, we suggest you use our Original Cookbook Program instead.

Proof copy

You can request a hard copy of your finished composition prior to printing. There will be a \$25.00 postage and handling charge for the hard copy.

Production time

The key to any successful fundraising community cookbook program is planning. Production time for the Quick & Easy plan is six to eight weeks. However, during our peak season in the fall, production times may be longer, so please plan accordingly. Shipping time is usually two to four days, depending upon how far your group is located from our plant in Tennessee.

Shipping costs

All orders will be shipped UPS. Actual shipping costs will be added to your final invoice. Please provide a street address for shipping, as UPS will not deliver to a P.O. box.

Payments terms

Some groups express concern about their ability to pay for their cookbooks quickly. We have learned through experience that you will collect your money much faster than you can reasonably anticipate now, and that you will be reordering long before the time you expect to sell your original order. You will receive a statement after the books are shipped with 50% payment due 37 days from the date the books ship and the second payment due 67 days after the ship date. If you need a 30 day extension over and above the 67 days, just request the extension in writing and you will be granted an additional 30 days to complete the payment program. No deposit or prepayment is required with established organizations. Individual and family cookbook orders require 50% payment when the order is placed with the balance due when the books are ready to ship.



Reordering

Your book sales will create a demand for your personalized cookbook that continues for months and even years. Therefore, we keep your printing plates five years from the last printing, and the reprint will cost exactly the same as your first order. Many groups have reordered from five to 25 times over a period of 20 years.