



www.fundcraft.com

Original RECIPE FOR SUCCESS

By Fundcraft Publishing



Creating a Cookbook is a *Piece of Cake!*

..... *Publish your own cookbook for fun and profit!*



Fundcraft Publishing

Dear Friend,

Thank you for your recent inquiry about our nationally recognized and highly profitable cookbook fundraising program! We've helped countless groups and individuals raise needed funds for over half a century—earning \$500 to \$25,000 and more! Ask about the Fundcraft sales guarantee!

Our cookbook program is Easy, Fun and Profitable! After working with over 100,000 different groups, businesses and organizations, we're confident we have the absolute best and most comprehensive, cost-effective cookbook program on the market today!

Cookbooks are a proven and tried successful way of making the fundraising dollars you need for your church, business, charity or organization. Cookbooks are used often and rarely ever thrown away—plus, everyone loves a good recipe! And, cookbooks tend to be collected and passed along to others which helps create the "constant awareness" you're looking for. They're also personal—in the sense that people hold on to them, share them and, yes—even use them! With a cookbook, you're giving someone a personal item they can actually "use" to make their lives a little easier.

Enjoy access to our convenient and friendly customer service representatives, or visit our website at www.fundcraft.com, 24-hours a day! At Fundcraft, we are truly there for you and your success is our success!

Now, it's time to earn money for your special needs. Why wait? Get started with Fundcraft today!

We sincerely appreciate your business and welcome any questions you may have. Thank you for partnering with Fundcraft!

Sincerely,


Chris Bradley, President
Fundcraft Publishing



Remember . . .

You Collect the Recipes, We'll Do the Rest!



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FUNDRAFT SALES GUARANTEE

Fundcraft Publishing hereby guarantees to every organization engaging in The Original Cookbook Fundraising Program* that sales from the books will be sufficient to pay the printing bill in full – subject to the following conditions:

1. Recipe donors must be members of the sponsoring organization or from the local community.
2. Sales promotion suggestions must be followed.
3. Books should be sold for recommended price from our price chart.
4. Names of recipe donors must be printed under their recipe.
5. 200 book order must contain recipes from 50 different people.
6. 201–500 book order must contain recipes from 150 different people.
7. 501–1000 book order must contain recipes from 200 different people.
8. 1001–1500 book order must contain recipes from 250 different people.
9. 1501–2000 book order must contain recipes from 300 different people.

If these conditions are followed, Fundcraft guarantees success!

If these conditions are followed and the books do not sell well enough to pay for the printing, the organization must furnish proof of poor sales to Fundcraft Publishing. The organization, after receiving written approval from Fundcraft, will be allowed to return unsold books to Fundcraft in sufficient quantity to finish payment of the order. All monies collected from sales of the books and merchant advertising (if applicable) must be paid to Fundcraft before authority to return books will be granted.

David Bradley

David Bradley, Publisher
Fundcraft Publishing



*Reorders are not covered by this Guarantee.
This Guarantee only covers The Original Cookbook Fundraising Program.



EASY Sell:

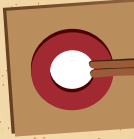
- Everyone wants to see their name and recipe in print
- People like to support local fundraising
- Sell Ads in your cookbook to local merchants
- Pre-sell before books are printed
- Free Posters to promote your book
- ISBN numbers are available so you can sell your books in retail stores

CUSTOMER *Support:*

- Our friendly customer service is always there to help — **1.800.853.1363**
- Free customer web advertising **www.cookbooks.com**



**Look What's
Free with
Base Price!**



Cover Features

- **FREE** 100+ Fundcraft full-color covers with your imprint in black.
- **FREE** Front & Back cover lamination.
- **FREE** Custom Art & Design Services.

Divider Features

- **FREE** 50+ Fundcraft full-color divider sets.
- **FREE** 11 Fundcraft black and white covers and divider sets.
- **FREE** Title your own black/white clip art dividers (16 to choose from).
- **FREE** Helpful cooking tips on divider backs.

Binding Features

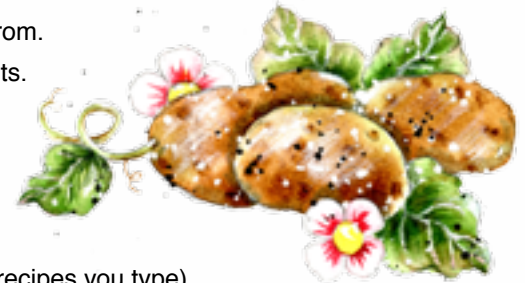
- **FREE** Plastic comb, plastic coil, perfect binding.

Sales Tools

- **FREE** Marketing kit.
- **FREE** Advance sale coupons and gift certificates.
- **FREE** Cookbook sales advertising posters.
- **FREE** Internet advertising on www.cookbooks.com.

Recipe Features

- **FREE** Recipe collection forms.
- **FREE** 5 recipe formats to choose from.
- **FREE** 9 black and white graphic sets.
- **FREE** Recipe symbols.
- **FREE** Continued recipes.
- **FREE** Subtitles and subcategories.
- **FREE** Type and proof recipes.
- **FREE** Short/Cut™ recipe software (recipes you type).
- **FREE** Online proof copy.
- **FREE** Four local information pages with one black/white photo.
- **FREE** Table of contents.
- **FREE** Alphabetical index of recipes.
- **FREE** Alphabetical index of contributors.
- **FREE** Mail order page.
- **FREE** 16 page full-color cooking hints and tips.
- **FREE** Special occasion dedication page.



Other Features

- **FREE** 3% books to help defray freight.
- **FREE** Seasonal coupons and discounts.
- **FREE** Terms: 67 days to pay in full.
- **FREE** Hardbound Crisco Cookbook for the chairperson.

Call 1-800-853-1363 if you have any questions!

www.fundcraft.com

4

Options to *Publish* Your Cookbook!

(Select one of the following options before you begin your cookbook journey!)

☐ Option 1 Let Fundcraft type and proof your recipes for **FREE**

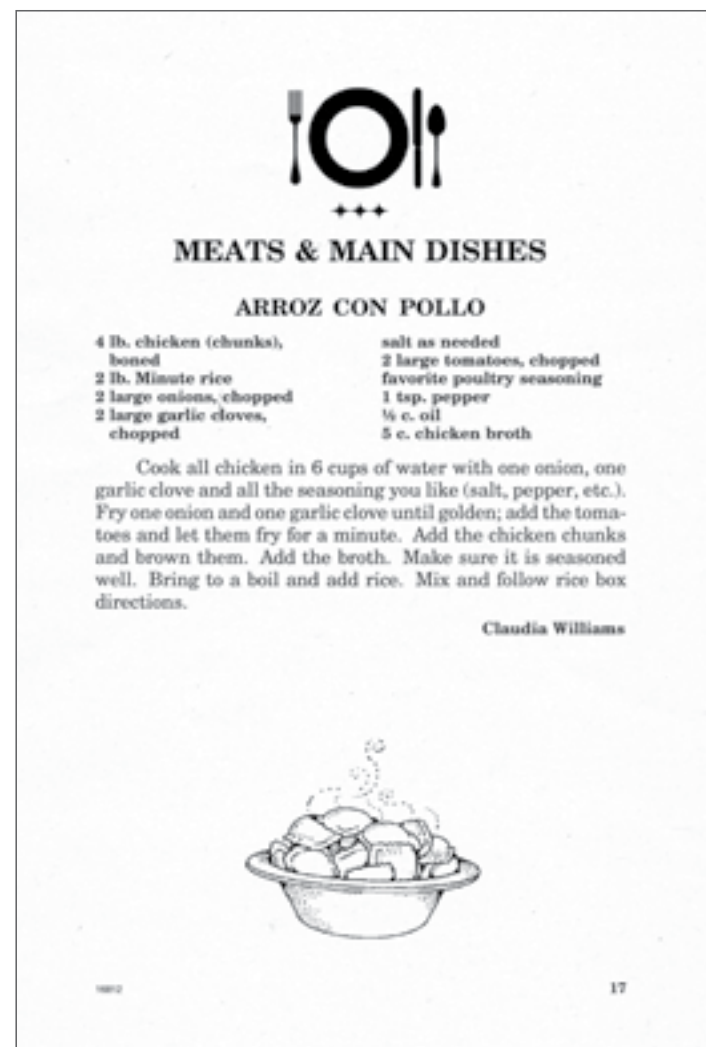
- All recipes must be on the same size sheet of paper.
- Sort your recipes by Section Category; number the total recipes in each section. Send them to us with your order form.
- After we typeset your recipes, they are proofread for accuracy.
- We will notify you that your book has been posted online **FREE** for your review. Or you can opt for a Hard Copy Proof. We will mail a proof copy and your original recipes back for your approval. (For details, see price chart.)
- Production time is 35-50 business days.

Handwritten Recipe Collection Form

(Front and Back)



Typed Recipe



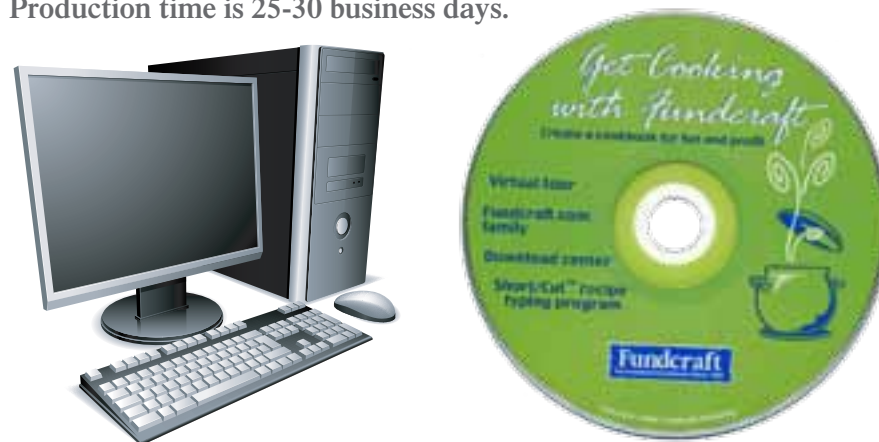
☐ Option 2 Type Your Recipes

- Using our online Short/Cut™ program lets you type your recipes.
- We supply you with a webID and password on our website to type your recipes.
- The webID can be distributed to friends and family all over the world who are competent typists to enter recipes. The chairperson has the power to choose and edit recipes for consistency and completeness. When finished, press the Submit Book key and your recipes will download to Fundcraft.
- Print a proof as you type each recipe to edit and make corrections.
- Short/Cut™ saves you \$.25 per book off our base price with a maximum savings of \$300.
- Production time is 25-30 business days.



☐ Option 3 Type Your Recipes on CD

- The Short/Cut™ on CD can be loaded onto ONE computer and recipes entered by one person.
- When completed, send the CD to us along with your Local Information Pages, Order Form, cover and divider options, etc.
- Production time is 25-30 business days.



☐ Option 4 Publish Your Book in 10 Days or Less

- Type your book using our InstantPublisher guidelines.
- Go to www.instantpublisher.com for information OR call us toll-free 1-800-259-2592.



Step-By-Step Guide

by Fundcraft Publishing

410 Highway 72 West • Collierville, TN 38017

1-800-853-1363

IT'S A PIECE OF CAKE!

Follow our 5 easy steps to creating your successful cookbook! We have provided details to ensure that the process of creating a cookbook is a piece of cake!

YOUR CHECK-OFF LIST:

Check off the boxes as you complete all 5 steps.

- ☐ **1. Planning**
- ☐ **2. Recipe Management**
- ☐ **3. Layout and Design**
- ☐ **4. Merchant Advertising**
- ☐ **5. Promotion and Sales**

Step 1: Planning



1. Your committee is the most important first step to creating your own cookbook!
Order Our FREE Supply Kit!

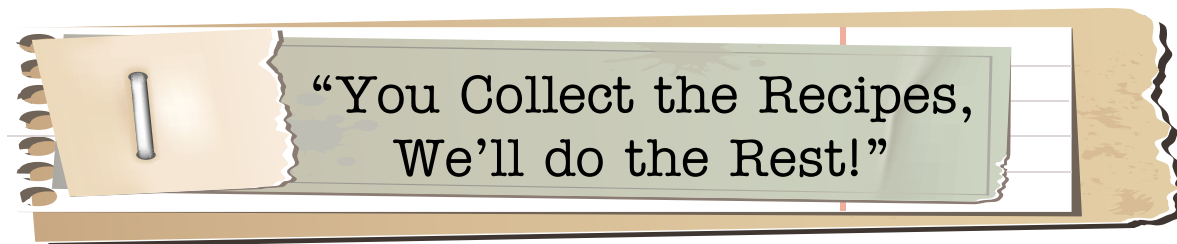
Step 2: Recipe Management



2. Guideline for recipe collecting, sorting, contributors, abbreviations, etc.

NOTES:

Five Easy Steps to a Successful Cookbook!



Step 3: Layout and Design



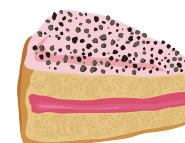
3. *This is the fun part! Select your recipe format, cover, dividers, binding style, create your local information pages, and special features to make your cookbook perfect!*

Step 4: Merchant Advertising



4. *Selling Ads at the back of your cookbook can pay your printing costs, leaving you a 100% profit. We'll show you how!*
*Order Our **FREE** Marketing Kit!*

Step 5: Promotion and Sales



5. *Start selling your cookbooks before they are printed. Sell your books at local retail stores . . . we'll show you how!*

NOTES:

Step 1: Planning

Check Off Each Accomplishment ●●●

Select a Committee!

Make it fun for everyone!

- ☐ Choose an enthusiastic & dependable committee.
- ☐ Delegate specific responsibilities.
- ☐ Discuss how much money you want to make.
- ☐ How many recipes and books will it take.
- ☐ When do you want your books delivered.
- ☐ Set a date for recipe submission.
- ☐ Talk about cover and dividers.
- ☐ Have weekly meetings to keep everyone informed.
- ☐ Will you sell local merchant advertising.
- ☐ **Call 1-800-853-1363 if you have any questions.**

Committee Duties Guide:

- Chairperson & Co-chairperson responsible for keeping the project on a timeline to completion.
- Recipe Collection Leader and 2 or 3 others to help follow-up with calls and sort recipes.
- If selling advertising - people with the ability to sell.



Step 2: Recipe Management

Manage Before You Get Started Stay Organized!



**Distribute Fundcraft recipe collection forms to everyone in your organization. Collect two to three recipes from each person.*

Recipe Collection:

- Notify members to turn in recipes - set submission deadline.
- If not returned in 3 days, contact them again.
- All recipes must be on the same size sheet of paper.
- Only one recipe per page and not continued on backs.
- Limit recipes to 2 or 3 per person.
- The more recipe contributors you have, the more cookbooks you will sell.
- Contributors will be the first to buy for themselves, family and friends.

Sort Recipes:

- Set up a file folder for each Section.
- Place recipes in the correct Section.
- Count recipes and clip total on First Page of each Section.
- If you want recipes in a certain order, arrange them the way you want them to appear in the book. Fundcraft types the recipes in the order received.
- Index of Recipes is alphabetized automatically.



Handwritten Recipe Collection Form (Front and Back)



Typed Recipe



Step 2: Recipe Management

Avoid Making Common Mistakes

Make it Easier for Yourself!

AVOID MISTAKES

Avoid These Common Mistakes

- **Duplicate Recipes** – Check for duplicate recipes. If two people contribute the same recipe, place two names under one recipe. However, only the first name will appear in the Contributors Index. We recommend you do not have a Contributors Index if this is the case.
- **Contributor Names** – Be consistent in spelling your contributors names. Names sell the books, so have them all spelled the same. Example: Sara Smith, Sara B. Smith, S.B. Smith all are the same person but listed on Contributors Index in three places.
- **Incomplete Recipes** – Review recipes for content and accuracy. Be sure oven temperature is listed, and recipe makes sense. Our typesetter will correct spelling errors only. If recipe is incomplete, it will be pulled and put in your file.



DO Submit

- Handwritten or typed recipes on same size sheets of paper.
- Legible photocopies.
- Recipes bundled and labeled in the correct sections.
- Recipes downloaded onto a CD or online for Short/Cut™ software.
- Recipes in English only.

DO NOT Submit

- Unsorted recipes.
- Illegible recipes.
- Photocopies of recipe cards.
- Copyrighted recipes such as Kentucky Derby Pie, Derby Pie, Runza, Kentucky Silk Pie.



Step 2: Recipe Management

Recipe Pages ●●● See What Options We Offer!

Recipe Options:

Recipe Symbols - Free

- Recipe symbols are printed directly before recipe title.
- Symbols are referenced on the Table of Contents page.

Recipe Notes - Upgrade

- Recipe notes are anything other than recipe information. Four line maximum; if longer, may incur additional cost.

Example: "This was my mother's recipe that we serve every Christmas, and is a family tradition. My grandmother created this recipe many years ago."

Recipe Contributor

- Limit - two lines.
- Only the first line will print in Contributors Index.

Art & Text Fillers- Upgrade

- Fillers are placed at the bottom of recipe pages where space allows for Not Continued Recipes.
- Use our stock fillers OR customize your own.
- Custom text fillers should be no longer than four lines or less.
- Text and Art fillers cannot be mixed.

APPETIZERS, RELISHES & PICKLES



NEW ENGLANDER'S SPECIAL

1 can Campbell's New England clam chowder soup
½ c. chili sauce

2 Tbsp. finely chopped onion
1 (8 oz.) pkg. cream cheese, softened

With electric mixer or rotary beater, gradually blend soup, chili sauce and onion into cream cheese. Chill. Serve with crackers or chips. Makes about 2 ½ cups.

This recipe was a long-time family favorite, especially when we all gathered on Sunday afternoon after church.

Betty Whitehead



SWISS FONDUE

1 large clove garlic, cut in half
1 c. Chablis or other dry white wine
1 can Campbell's Cheddar cheese soup

1 lb. natural Swiss cheese, cubed or shredded
3 Tbsp. cornstarch
French or Italian bread cubes

Rub inside of fondue pot or saucepan with cut edge of garlic, then discard. In fondue pot, simmer wine. Blend in soup. Combine cheese and cornstarch; stir into soup mixture. Heat until cheese melts; stir now and then. Spear bread with fondue fork and dip into fondue. Makes about 4 cups.

Connie Stevenson



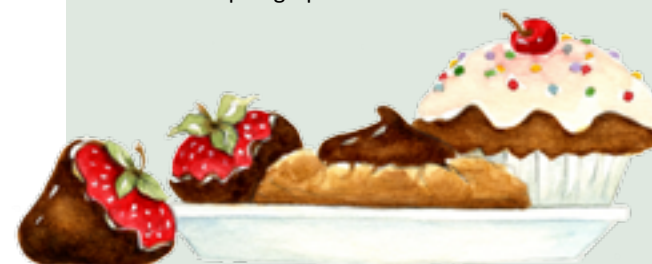
Abbreviations

Fundcraft typesetters use abbreviations in the ingredients and spell them out in the directions.

c. — cup	pkg. — package
pt. — pint	oz. — ounce
Tbsp. — tablespoon	tsp. — teaspoon
gal. — gallon	qt. — quart
lb. — pound	pk. — peck
sq. — square	doz. — dozen
bu. — bushel	No. — number

Recipe Sheets

- Recipes must be on the same size sheet of paper.
- Only one recipe per sheet (do not write on backs). Use two sheets if recipe continues and staple them together.
- Recipes can be handwritten in ink (not pencil), legible or typed.
- List ingredients in the order of use in the ingredients and directions.
- Include container size. Ex: 1 (8 oz.) container
- Do not number paragraphs. Our typesetters put them in paragraph form.



Step 2: Recipe Management

Standard Cookbook Layout ●●● Managing Your Recipes is Easy!



Standard Cookbook Layout



- 1 **Front Cover:** 100+ Fundcraft stock covers [FREE](#) or custom design your own
- 2 **Local Information Pages:** 4 [FREE](#) pages with 1 black and white photo
- 3 **Table of Contents**
- 4 **Dividers:** 50+ Fundcraft stock dividers [FREE](#) or design your own
- 5 **Recipes:** Choose Your Format

- 6 **Index of Recipes:** In alphabetical order by recipe title
- 7 **Contributors Index:** In alphabetical order by last name
- 8 **Mail Order Page:** [FREE](#) - Helps sell your book
- 9 **Ad Pages:** Selling Ads can increase your profits
- 10 **Helpful Cooking Hints:** [FREE](#)
- 11 **Back Cover:** Fundcraft stock matching back or design your own

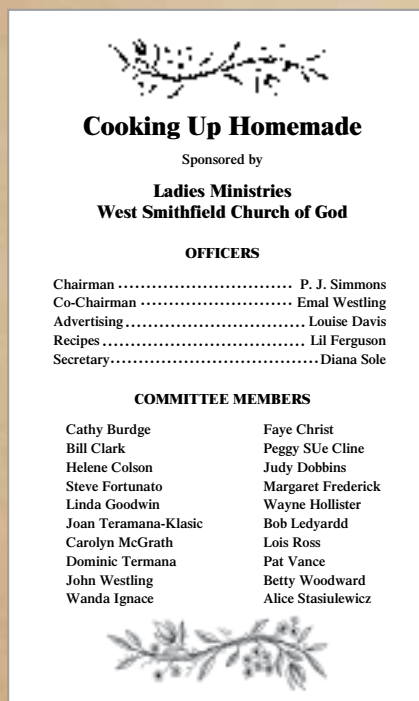
Call 1-800-853-1363 if you have any questions.

Step 3: *Layout and Design*

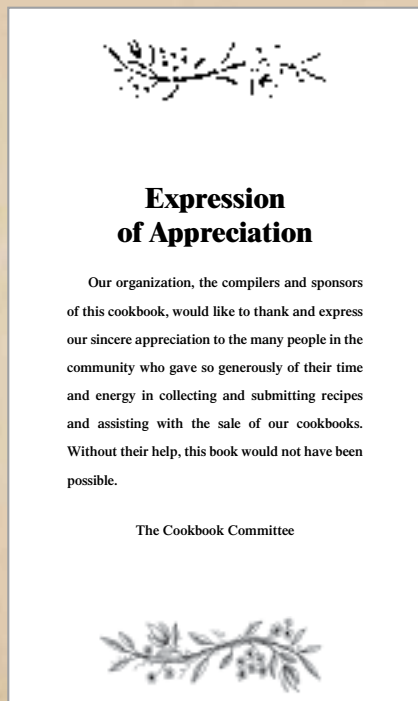
Local Information Pages Introduces Your Cookbook!

Four FREE Pages!

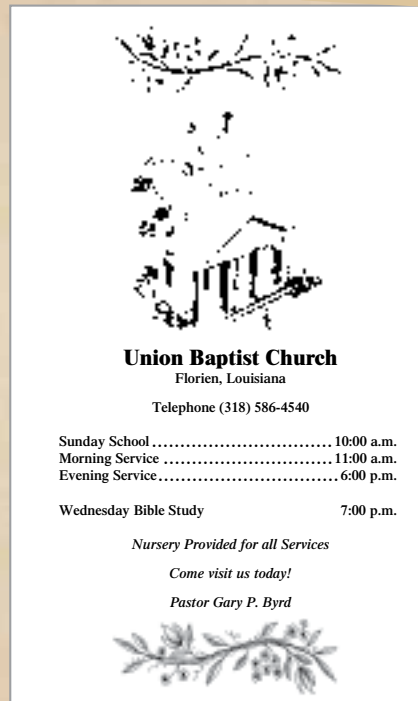
Recommended content for local information pages.



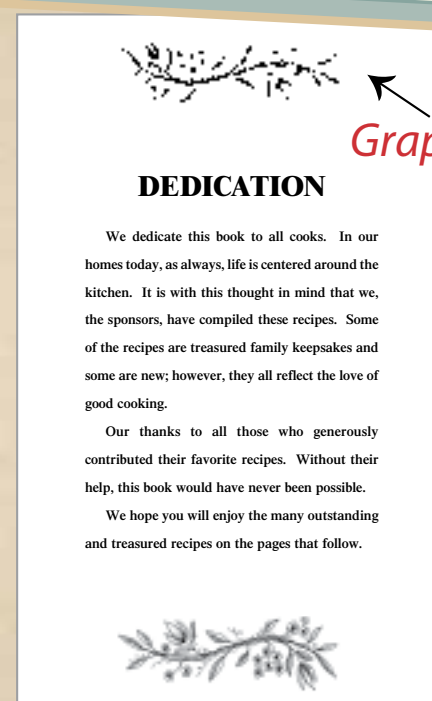
Title and Officers Page



Expression of Appreciation



Sketch or Photo Page



Graphic

Dedication Page

Local Information Pages

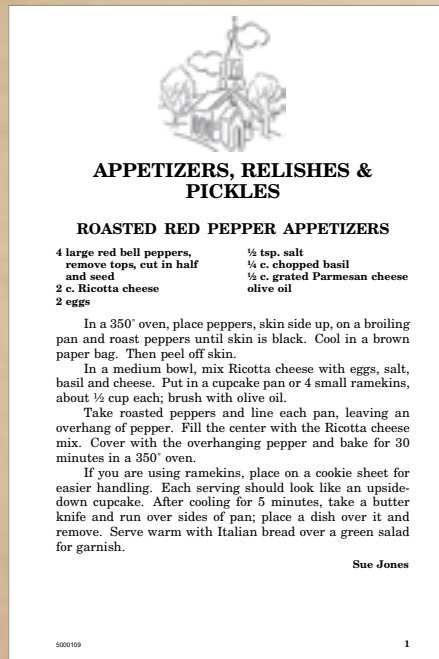
- Use these pages to tell about your organization or your fundraising goals.
- An Appreciation or Dedication page
- A History Page
- Title and Officers page, or cookbook committee members
- One **FREE** black & white photo. Full-Color photos are an Upgrade.
- Decorate your pages with **FREE** Graphics (9 to choose from — see page 19)

Step 3: Layout and Design

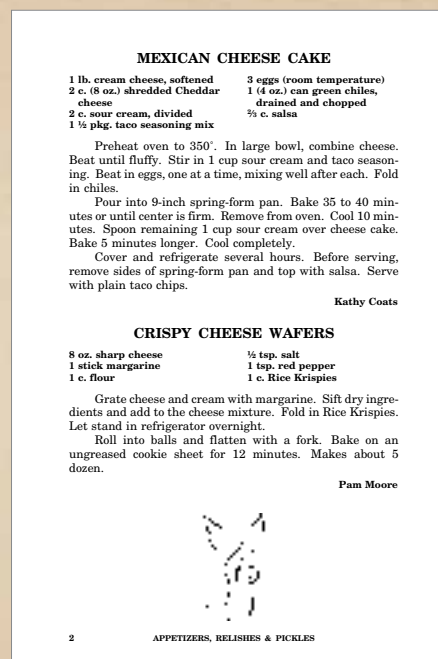
Choose Your Format

See Our Free Options!

F6 Front



F6 Back



F7 Front



F7 Back



Format F6 — FREE

- Recipes Continued — **FREE**
- Recipes Not Continued — **Upgrade**
- Christian Art Fillers — **Upgrade**
- (only on Not Continued Recipes)
- Graphics — Churches & Crosses — **FREE**

Format F7 — FREE

- Recipes Continued — **FREE**
- Recipes Not Continued — **Upgrade**
- Graphics — Family Gathering — **FREE**
- Symbols — **FREE**

Step 3: Layout and Design

Choose Your Format We Offer Many Upgrades!

F14 Front



F14 Back



F15 Front



F15 Back



Format F14 — FREE

- Recipes Continued — **FREE**
- Recipes Not Continued — **Upgrade**
- Fresh Garland Graphics — **FREE**
- Symbols — **FREE**
- Notes — **Upgrade**

Format F15 — FREE

- Recipes Continued — **FREE**
- Recipes Not Continued — **Upgrade**
- School Time Graphics — **FREE**
- Kid Stuff Art Fillers — **Upgrade**
- Symbols — **FREE**

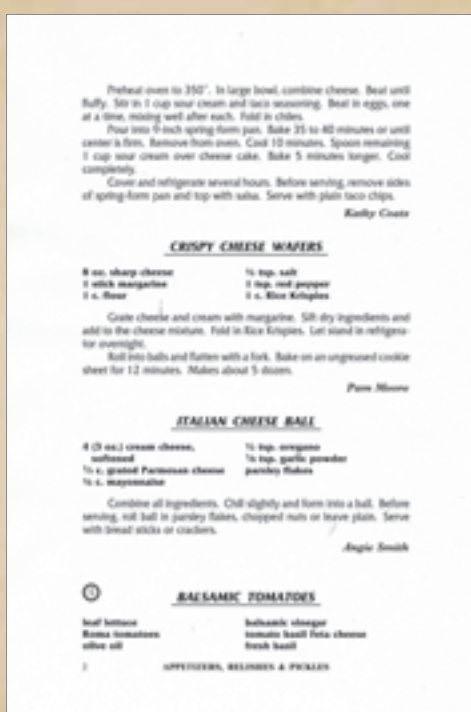
Step 3: Layout and Design

Choose Your Format ●●● We Offer Many Options!

F16 Front



F16 Back



Format F13 — Ease-L-Back UPGRADE



- Unique binding style with back cover that becomes a stand to display books while cooking.
- One recipe per page.
- Double-wire bound for durability.
- Contributor's name at end of recipe.
- Maximum 300 recipes.
- No recipe options available

NOTE: Not all Fundcraft cover designs available. Visit our website, www.fundcraft.com, for cover options.

Format F16 — FREE

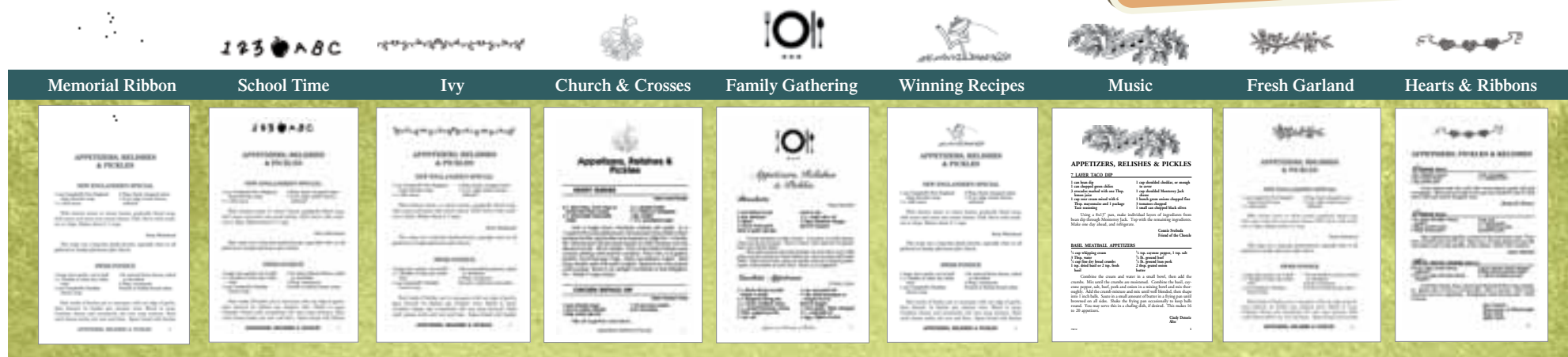
- Recipes Continued — **FREE**
- Recipes Not Continued — **Upgrade**
- Memorial Ribbon Graphics — **FREE**
- Symbols — **FREE**

Step 3: Layout and Design

Recipe Pages Dressed Up See What Options We Offer!

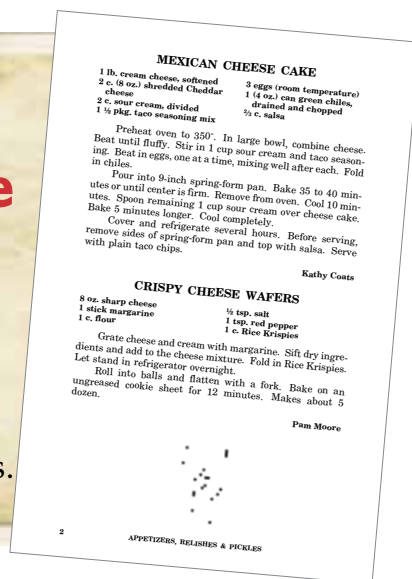
Select from the 9 Graphics below to dress up the first page of recipe sections and Local Information Pages.
(Recipe graphics can be used with any recipe format.)

Recipe Section Title Graphics—FREE

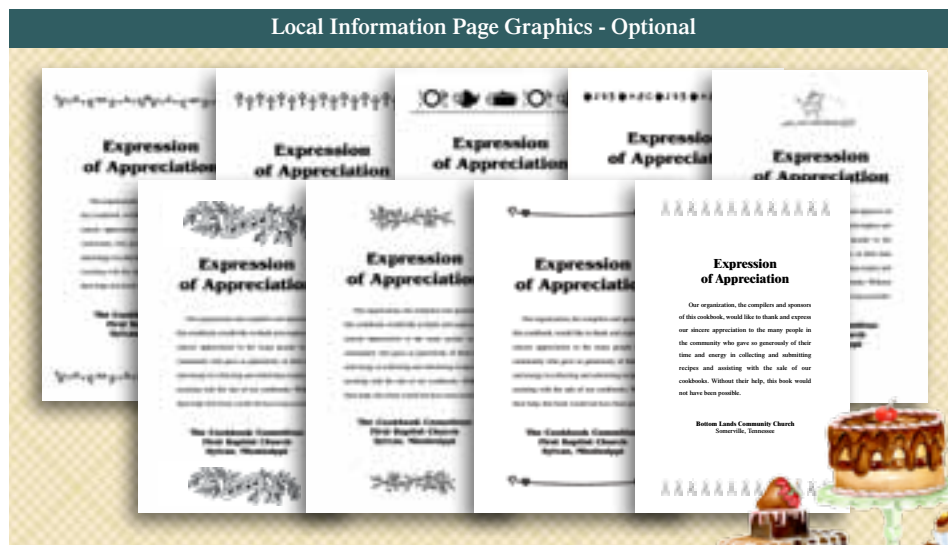


Not Continued Recipes — Upgrade

This upgrade allows entire recipe to print on the same page without continuing to the next. Some pages may have space at the bottom. Fill space with art or text fillers.



Local Information Page Graphics - Optional



Step 3: Layout and Design

Choose Your Art & Text Fillers ●●● For Recipes Not Continued!

Text Filler Sets

Food Quotes

The most important things to do in the world are to get something to eat, something to drink and somebody to love you.

Brandan Francis Behan

Bible Scriptures

Ask, and it shall be given to you; seek, and ye shall find. *Matthew 7:7*

Cooking Tips

When you are making meatballs or dumplings, oil your hands first to prevent sticking.

Motivational Sayings

Some people walk in the rain. Others get wet. *Roger Miller*

Garden Tips

Don't forget to dust your houseplants.

Custom Fillers – Upgrade ○

Art & Text Fillers Upgrade

Not Continued recipes must be selected to choose this upgrade. Fillers are placed automatically where space is available. Fundcraft has 40 to 80 stock Art & Text fillers and cannot be mixed. Fillers may repeat if necessary.

Old Fashioned Kitchen Filler Set



Modern Kitchen Filler Set



Christian Art Filler Set



Kid Stuff Filler Set



Custom fillers can be used to fill space throughout your cookbook. Do not submit fillers on recipe sheets; submit text fillers on separate sheets. Custom art fillers should be line art only, no grayscale or screens. Fillers will be placed randomly throughout the book. Artwork submitted should be no larger than 2" high and 4" wide. Art will be sized to fit available space.

Step 3: *Layout and Design*

Recipe Pages ●●● See What Options We Offer!

FREE Recipe Symbols



Heritage < 1 >



In Loving Memory < 2 >



Quick and Easy < 3 >



Vegetarian < 4 >



International < 5 >



Heart Healthy < 6 >



Low Fat < 7 >



Pets Only < 8 >



Hot and Spicy < 9 >



Kids Recipes < 10 >



Memorial Ribbon < 11 >

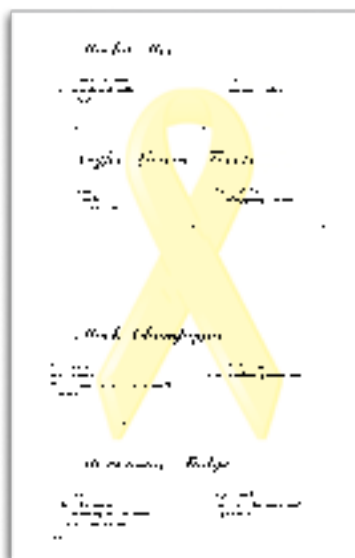
Full-Color Designer Paper — Upgrade



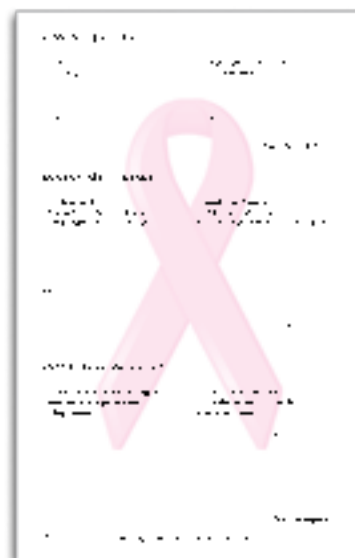
Flag



Cross



Troops



Pink Ribbon

NEW
FEATURE

We Offer Special Designer Paper

Fundcraft has added watermarked design paper as a special option for those customers who want a unique and special cookbook. A full color watermark design is first printed on the paper with the recipe content printed on top of the design. This really gives a special professional look to your cookbook.

We have four designs of watermarked paper: flag, cross, troops and pink ribbon. Alternate ribbon colors are available upon request.

Recipe Notes (Upgrade)

You may add non-recipe text or personal comments beneath a recipe for an additional charge. There is a four line maximum for this option. **See price chart.**

Example: "This was my mother's recipe that we serve every Christmas."

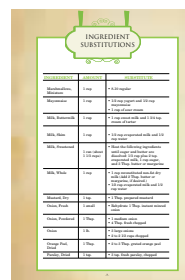
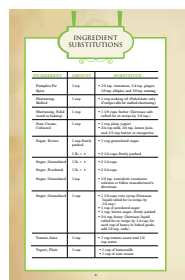
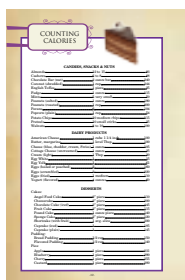
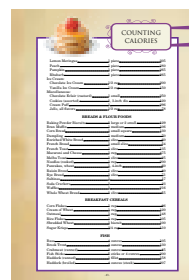
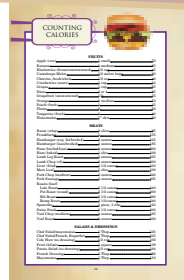
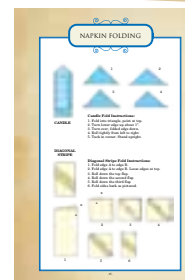
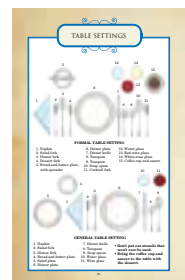
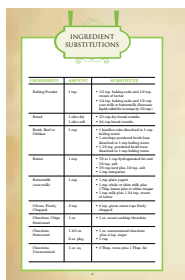
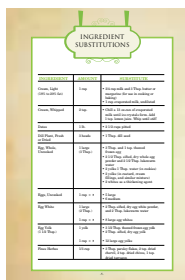
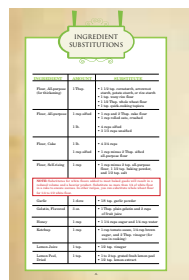


Step 3: Layout and Design

Cooking Hints & More Check Out Our Upgrades!

FREE! Full Color Cooking Hints (optional) Enhance your cookbook with 16 pages of cooking hints!

FREE Helpful Hints!



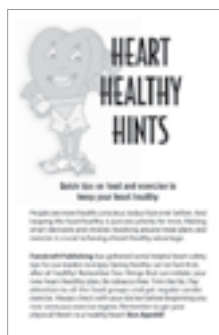
Heavy Clear Plastic Recipe Envelope

UPGRADE

This is a very popular and durable envelope. Made of heavy, clear plastic, this envelope will last for years of daily use storing your favorite recipes. The envelope opens next to the binding edge of the book to ensure that recipes are secure. The envelope will be bound after the Cooking Hints section.

UPGRADE Supplementary Inserts

Many times a group wants to add pages to their cookbook or make a statement to their customers. Fundcraft has developed four different and unique 16-page inserts that can be placed at the back of your books for a small additional charge.



Heart Healthy Hints



Household Hints



Motivational Quotes



Devotional Sayings

Each section has been professionally written and will add to your cookbook value.

Step 3: Layout and Design

Choose Your Cover/Dividers We Offer Many Options!

(Any Fundcraft or customer designed cover can be used with our divider sets.)



Full Color Stock Covers: Free

- Choose from Fundcraft stock covers with matching backs.
- Lamination on front and back — **Free**



Design your own full-color cover: Upgrade

- You design using your imagination
- Customer samples shown
- Back cover free for 500 books or more
- Lamination on front and back — **Free**



Black and White Stock Covers: Free

- Lamination on front and back — **Free**



Customer designed Black & White front cover: Free

- Use your wording, typestyle, sketch or photo

Black & White print inside front, inside back and outside back cover: Upgrade

Divider Options

- Choose any Free Fundcraft (7) divider sets. **Note:** Wording cannot be changed, except for Optional Dividers.
- Design your own dividers (using colored ink, colored paper, Fundcraft Clip Art, and your imagination)
- Printed on heavy stock adds value.

Tab Dividers — Upgrade:

- Choose Round or Regular Tabs
- Printed on Heavy Stock
- Adds value to your cookbook
- Highlights recipe sections in your cookbook.
- Makes navigating through your cookbook easy.

Divider Backs:

- Fundcraft Helpful Hints printed on backs of Stock dividers (cannot be changed)
- Favorite Recipe List printed on all new (8) divider sets
- Use your own wording on custom backs — **Upgrade**
- Option — No backs

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C10 Fab Favorites



D69 Modern Kitchen Delights



← Back Cover

Note: Wording on these dividers cannot be changed.

Recommended binder color: Black

C11 Modern Kitchen Delights



D69 Modern Kitchen Delights



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Black

C13 Hey Good Lookin'



D65 Hey Good Lookin'



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: White

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C98 United We Stand



← Back Cover

D47 Stars and Stripes



Note: Wording on dividers cannot be changed.

Recommended binder color: Blue

C100 Bread of Heaven



← Back Cover

D37 Treasures from Heaven



Note: Wording on dividers cannot be changed.

Recommended binder color: Dark Green

C101 Our Daily Bread



← Back Cover

D34 Bread of Life



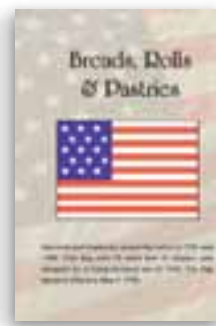
Note: Wording on dividers cannot be changed.

Recommended binder color: White

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C103 Memorial Ribbon



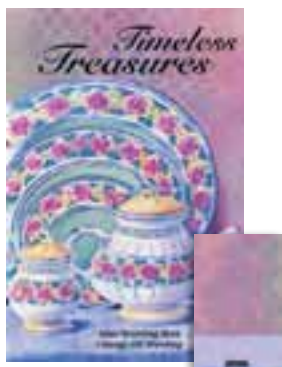
← Back Cover

D47 Stars and Stripes

Note: Wording on dividers cannot be changed.

Recommended binder color: Black

C131 Timeless Treasures



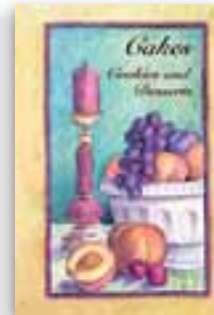
← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Blue or White

D70 Bountiful Harvest

C132 Flavors of Home



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Blue or White

D70 Bountiful Harvest

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C134 Bountiful Harvest



← Back Cover

D70 Bountiful Harvest



Note: Wording on dividers cannot be changed.

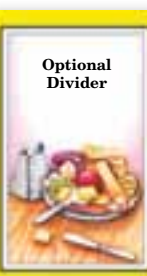
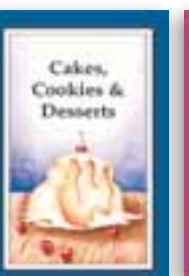
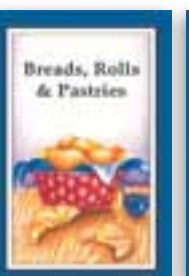
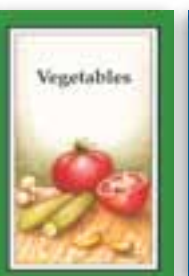
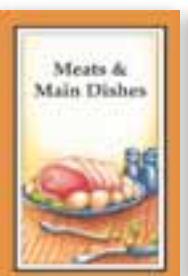
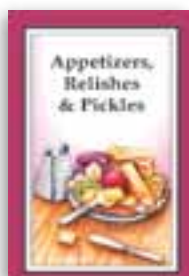
Recommended binder color: Dark Green

C140 Cooking with Friends



← Back Cover

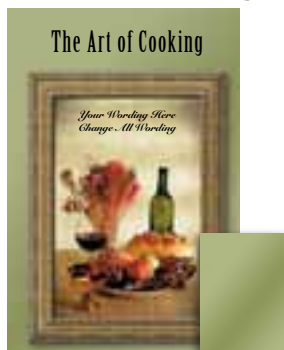
D10 Food Art



Note: Wording on dividers cannot be changed (except for "Optional" Divider).

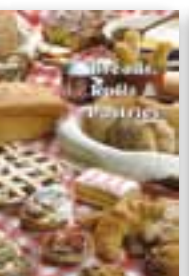
Recommended binder color: Red

C152 The Art of Cooking



← Back Cover

D4 Food Photo



Note: Wording on dividers cannot be changed (except for "Optional" Divider).

Recommended binder color: Black

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1065 Feed On His Word



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Black

C154 Southern Comfort



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Dark Green

C160 Home-Style



← Back Cover

Note: Wording on dividers cannot be changed.

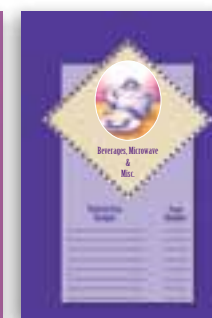
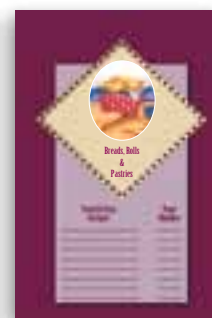
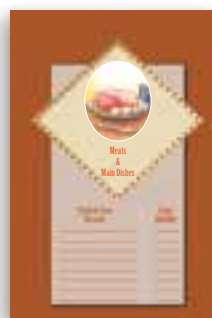
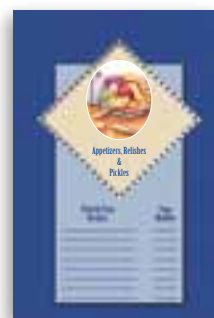
Recommended binder color: White

D9 Basket Design

Step 3: *Layout and Design*

Choose Your **FREE** Cover... With Matching Dividers!

C165 Tastes for All Seasons



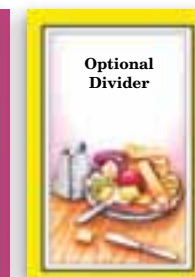
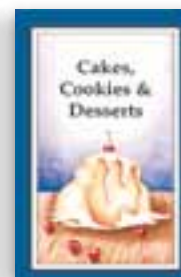
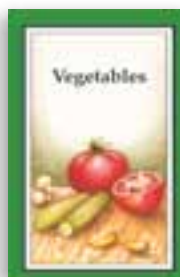
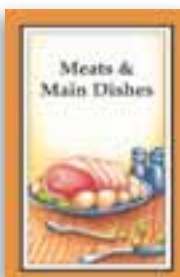
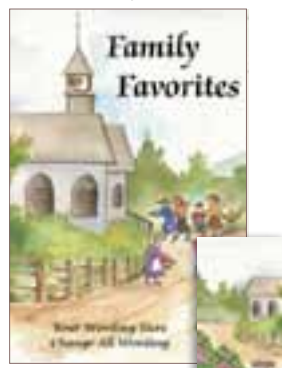
← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Black

D38 Tried & True Recipes

C210 Family Favorites



← Back Cover

Note: Wording on dividers cannot be changed (except for "Optional" Divider).

Recommended binder color: Black

D10 Food Art

C250 Treasured Recipes



← Back Cover

Note: Wording on dividers cannot be changed.

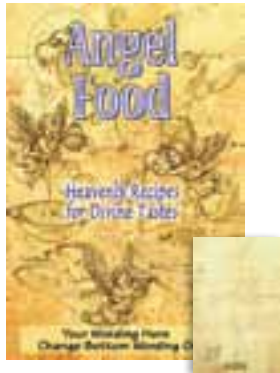
Recommended binder color: Plum

D8 Stained Glass

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C265 Angel Food



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Blue

C370 Food Art



← Back Cover

Note: Wording on dividers cannot be changed (except for "Optional" Divider).

Recommended binder color: Blue

C296 Favorite Recipes



← Back Cover

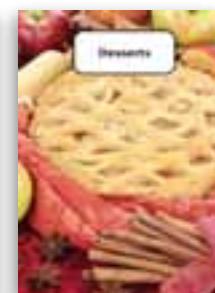
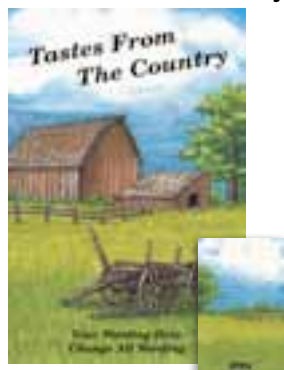
Note: Wording on dividers cannot be changed.

Recommended binder color: Black

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C320 Tastes From the Country

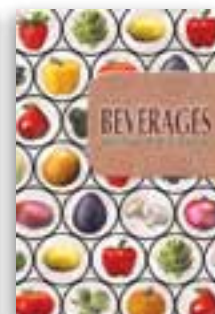
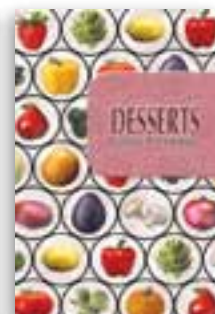
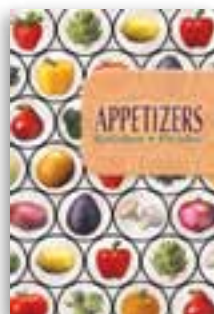


← Back Cover

Note: Wording on dividers cannot be changed. (Favorite Recipe List on back of dividers.)

Recommended binder color: Black

C331 Vegetarian Gourmet



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Black or Red

C340 Generations



← Back Cover

Note: Wording on dividers cannot be changed (except for "Optional" Divider).

Recommended binder color: Black

D4 Food Photo

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C560 Country Classics



← Back Cover

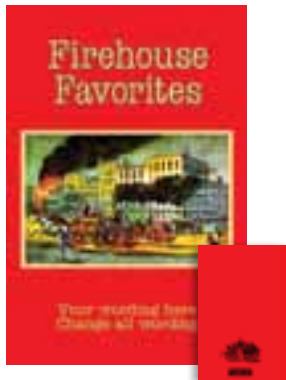
D10 Food Art



Note: Wording on dividers cannot be changed (except for "Optional" Divider).

Recommended binder color: Dark Green or Black

C582 Great Chicago Fire



← Back Cover

D112 Great Chicago Fire



Note: Wording on dividers cannot be changed.

Recommended binder color: Black

C660 Natural Delights



← Back Cover

D8 Stained Glass



Note: Wording on dividers cannot be changed.

Recommended binder color: Black

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C955 A Taste of Heaven



← Back Cover

D40 Angels



Note: Wording on dividers cannot be changed.

Recommended binder color: Blue

C960 Bread of Life



← Back Cover

D34 Bread of Life



Note: Wording on dividers cannot be changed.

Recommended binder color: Red

C988 Recipes and Memories



← Back Cover

D37 Treasures from Heaven



Note: Wording on dividers cannot be changed.

Recommended binder color: Black

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1011 Country Goodness



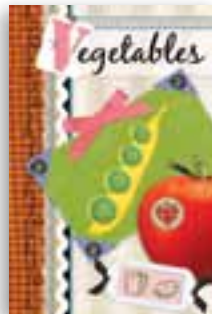
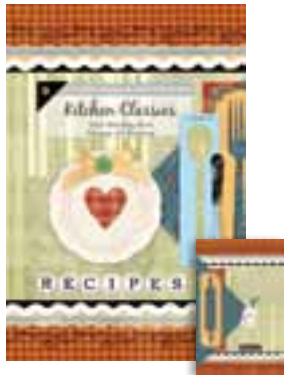
← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: White or Black

D75 Country Goodness

C1012 Kitchen Classics



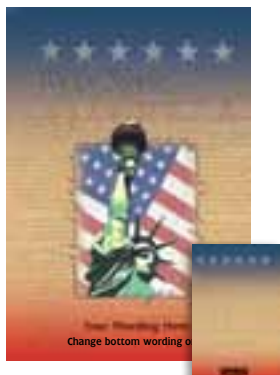
← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Black

D76 Kitchen Classics

C1013 Star Spangled Recipes



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Blue

D77 Star Spangled Recipes

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1014 Beautiful Bounty



← Back Cover

D78 Beautiful Bounty



Note: Wording on dividers cannot be changed.

Recommended binder color: Blue

C1015 The Tasteful Table



← Back Cover

D79 The Tasteful Table



Note: Wording on dividers cannot be changed.

Recommended binder color: Black

C1017 Gracious Gifts



← Back Cover

D81 Gracious Gifts



Note: Wording on dividers cannot be changed.

Recommended binder color: Plum

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1018 Classic Gourmet



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Red

C1019 Someone's in the Kitchen

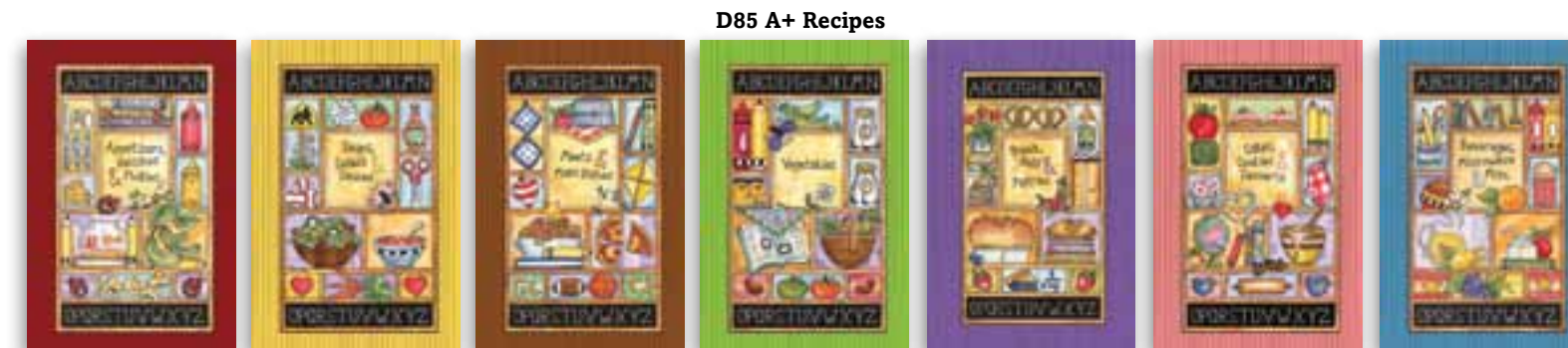
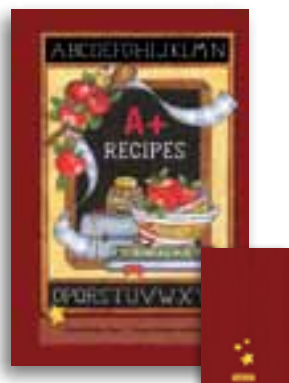


← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Blue

C1021 A+ Recipes



← Back Cover

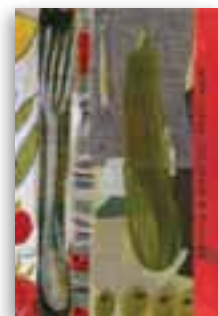
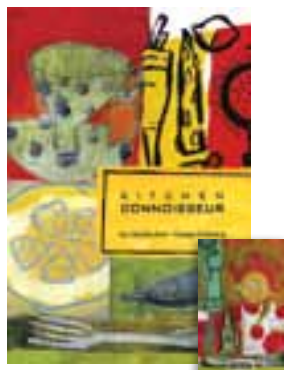
Note: Wording on dividers cannot be changed.

Recommended binder color: Black

Step 3: *Layout and Design*

Choose Your **FREE** Cover... With Matching Dividers!

C1023 Kitchen Connoisseur

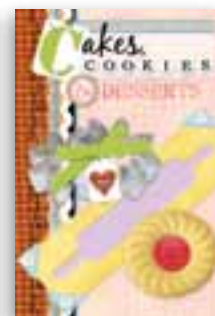
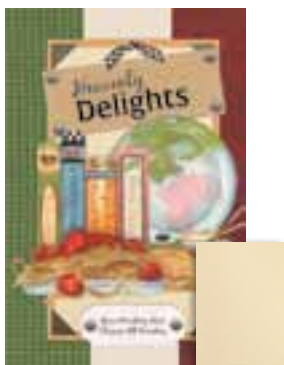


← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Dark Green

C1028 Heavenly Delights

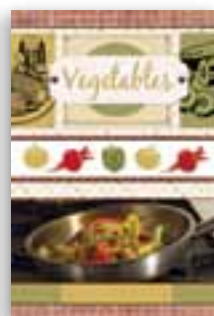
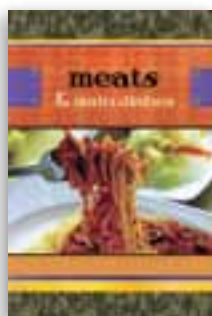


← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Dark Green

C1030 A Matter of Taste



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Black or Blue

D80 Picture Perfect Recipes



Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1031 Tried & True Recipes

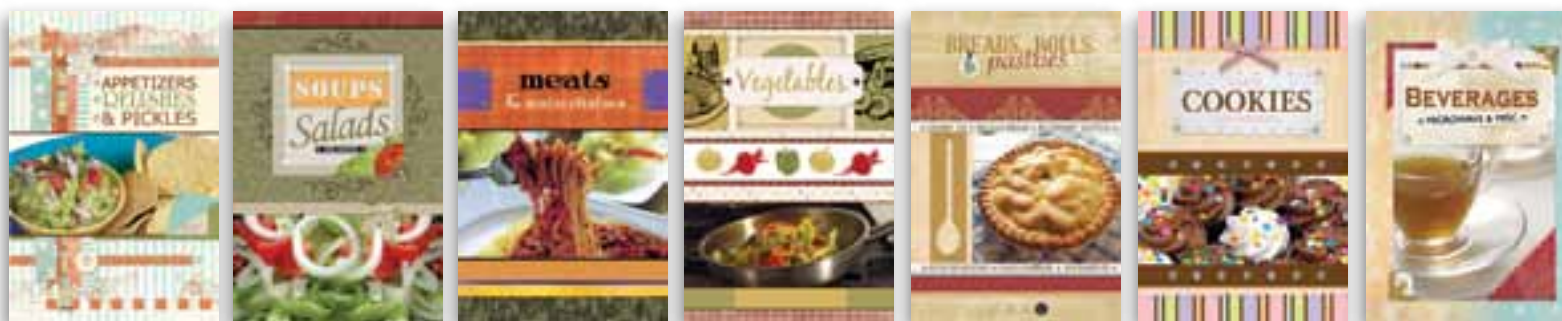


← Back Cover

Note: Wording on dividers cannot be changed (except for "Optional" Divider).

Recommended binder color: Black

C1033 Recipes to Remember



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Blue or White

C1038 Holiday Recipes



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Red

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1041 Cross Steeple



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: white

C1042 Cooking for the Cause



← Back Cover

Note: Wording on dividers cannot be changed.

Recommended binder color: Black

C1043 Racing for the Cause



← Back Cover

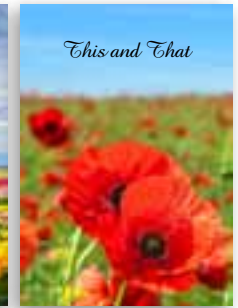
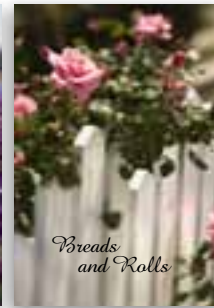
Note: Wording on dividers cannot be changed.

Recommended binder color: White or Black

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1044 Flower Fields



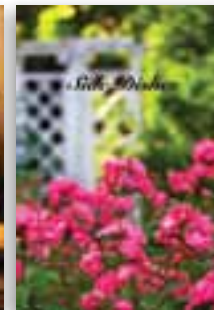
← Back Cover

Note: Wording on dividers cannot be changed. (Favorite Recipe List on back of dividers.)

Recommended binder color: Black

D92 Flower Fields

C1045 Floral Arrangements



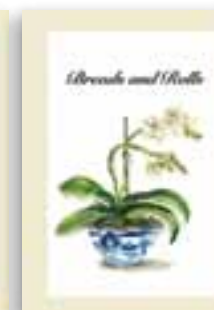
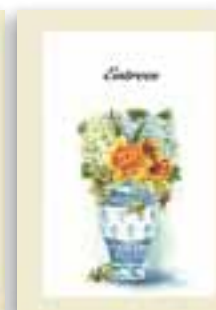
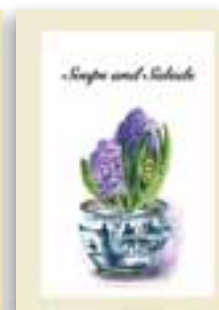
← Back Cover

Note: Wording on dividers cannot be changed. (Favorite Recipe List on back of dividers.)

Recommended binder color: Black

D93 Floral Arrangements

C1046 Elegant Containers



← Back Cover

Note: Wording on dividers cannot be changed. (Favorite Recipe List on back of dividers.)

Recommended binder color: Black

D94 Elegant Containers

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1047 Christmas Memories



← Back Cover

D95 Christmas Memories



Optional Divider-Upgrade

*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Green

C1048 From Our Family to Yours



← Back Cover

D96 From Our Family to Yours



Optional Divider-Upgrade

*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Black

C1049 Let Freedom Ring



← Back Cover

D97 Let Freedom Ring



Optional Divider-Upgrade

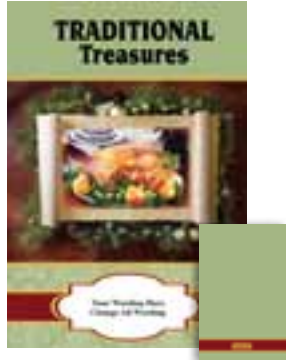
*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Blue

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1050 Traditional Treasures



← Back Cover

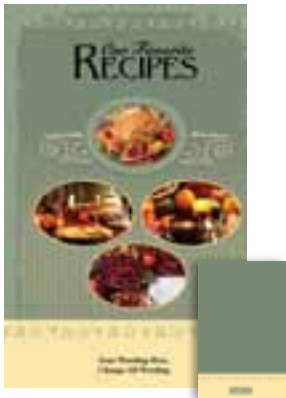
D98 Traditional Treasures



*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Optional Divider-Upgrade
Recommended binder color: Black

C1051 Our Favorite Recipes



← Back Cover

D99 Our Favorite Recipes



*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Optional Divider-Upgrade
Recommended binder color: Green

C1052 Doggone Good Recipes



← Back Cover

D100 Doggone Good Recipes



*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Optional Divider-Upgrade
Recommended binder color: Black

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1053 Chow Time



← Back Cover

D100 Chow Time



*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Black

C1054 Firehouse Favorites



← Back Cover

D101 Firehouse Favorites



*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Black

C1055 Kids in the Kitchen



← Back Cover

D102 Kids in the Kitchen



*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: White

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1056 Cherished Family Recipes

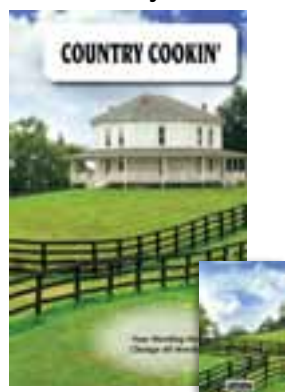


← Back Cover

*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: White

C1057 Country Cookin'



← Back Cover

*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Black

C1058 Outdoor Cooking & More



← Back Cover

*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Black

Step 3: Layout and Design

Choose Your **FREE** Cover... With Matching Dividers!

C1059 Praiseworthy Dishes



← Back Cover

D106 Praiseworthy Dishes



Optional Divider-Upgrade

*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Black

C1060 Memorable Meals



← Back Cover

D107 Memorable Meals



Optional Divider-Upgrade

*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

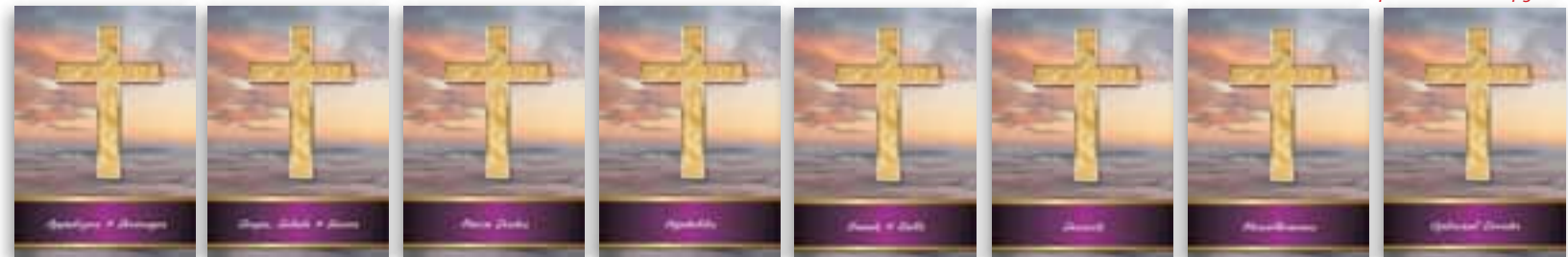
Recommended binder color: Black

C1061 Heavenly Dishes



← Back Cover

D108 Heavenly Dishes



Optional Divider-Upgrade

*Note: The wording on Dividers cannot be changed (except for "Optional" Divider).
(Favorite Recipe List on back of dividers.)*

Recommended binder color: White

Step 3: Layout and Design

Personalized Cover/Divider Designs

Add a Picture to Each Page! — Upgrade

C1062 Recipes to Treasure



← Back Cover

D109 Recipes to Treasure



*Note: The wording on this Cover and Fundcraft Dividers can be changed!
(Favorite Recipe List on back of dividers.)*

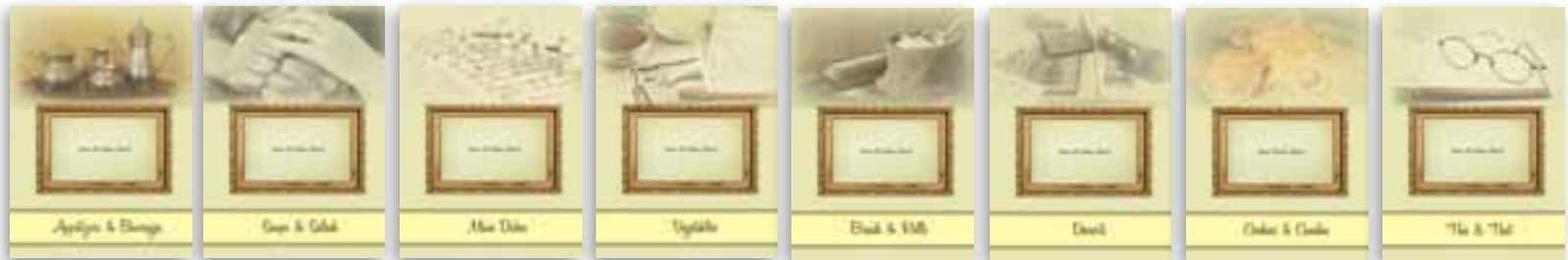
Recommended binder color: Black

C1063 Recipes & Memories



← Back Cover

D110 Recipes & Memories



*Note: The wording and on this Cover and Fundcraft Dividers can be changed!
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Black

C1064 Family Legacy



← Back Cover

D111 Family Legacy



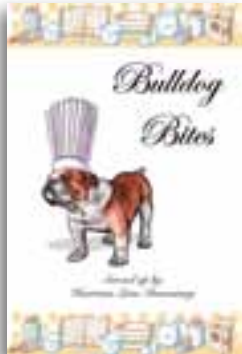
*Note: The wording on this Cover and Fundcraft Dividers can be changed!
(Favorite Recipe List on back of dividers.)*

Recommended binder color: Black

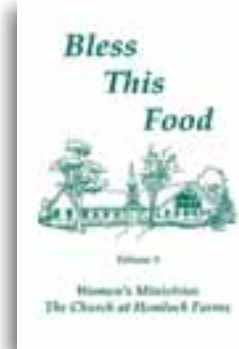
Step 3: *Layout and Design*

Custom Designed Covers/Dividers ●●● The Possibilities Are Endless!

Full-Color Custom Covers



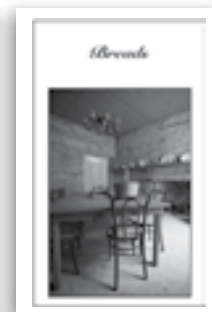
One-Color Custom Covers



Full-Color Custom Dividers



Black and White Custom Dividers



We Make it Easy!

- Download our cover layout sheet from our website www.fundcraft.com and use your own design, artwork, logo or family portrait.
- Send us an original photo or drawing, indicate your wording, typestyle and special instructions on a cover layout sheet and our Art Department will design it for you.
- We also offer optional custom back printing and custom printing on the inside cover. **(See Price Chart)**
- See our artwork submission guidelines

Unlike other companies, we do not charge extra for custom cover designs that bleed (extend to the edge of the page). If you select the 3-ring binder or perfect binding style, you are free to use the entire front, back and spine for your cover design.

Cover templates can be emailed upon request.



Step 3: *Layout and Design*

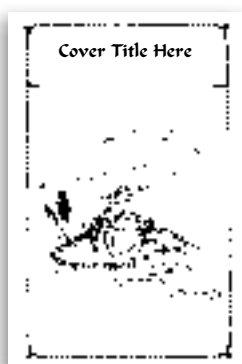
FREE Black & White Covers **With Matching Dividers!**

One Color Cover and Divider Sets

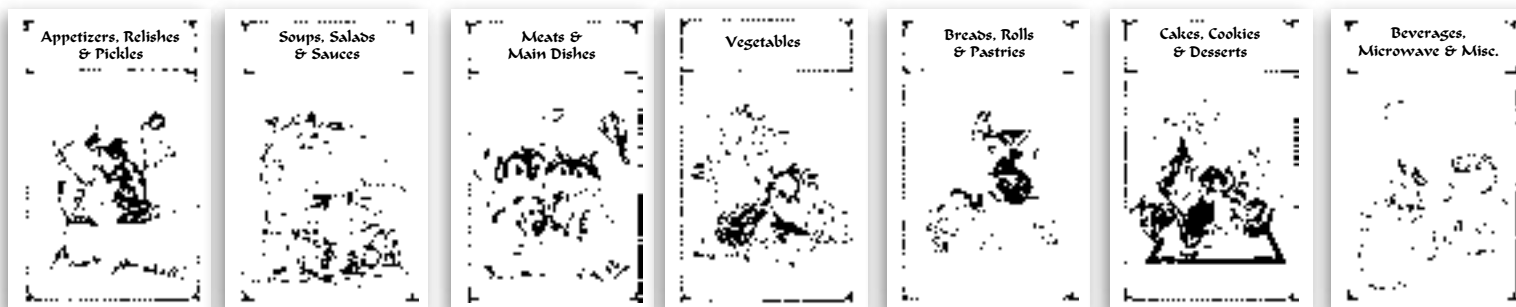
You can choose any free divider set to go with your cover or you can use any of Fundcraft's free one color covers that you like. Our one color divider sets feature seven standard recipe section titles. If you wish to use different titles for recipe sections, please select another divider option as these divider titles cannot be changed. Some of our divider sets can have custom titles.



BC1 Animal Fun



D1 Animal Fun *(Titles cannot be changed.)*



BC1025 Retro 50's



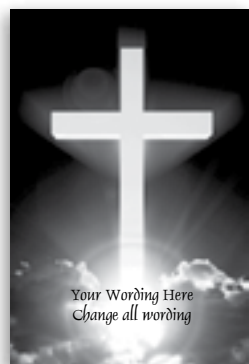
BD25 Retro 50s *(Titles cannot be changed.)*



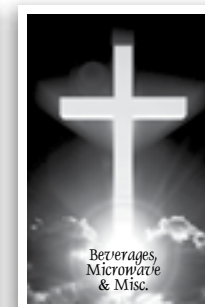
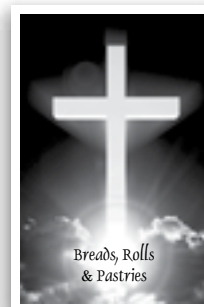
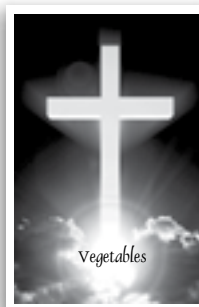
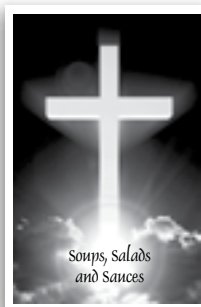
Step 3: *Layout and Design*

FREE Black & White Covers With Matching Dividers!

BC1027 Sun Cross



BD27 Sun Cross (Titles cannot be changed.)



BC1028 Religious



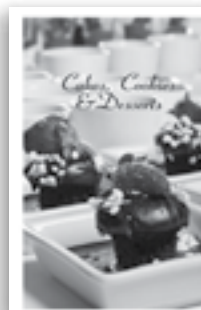
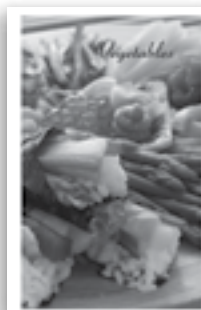
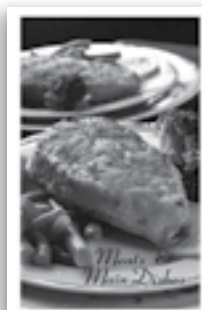
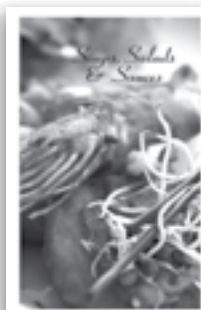
BD28 Religious (Titles cannot be changed.)



BC1029 Seafood Collections



BD29 Seafood Collections (Titles cannot be changed.)



Step 3: Layout and Design

FREE Black & White Dividers Design Your Own Dividers!

Black/White divider pages are printed in black ink on 60# paper. Using a colored paper or a colored ink on Fundcraft black and white dividers makes them custom dividers. Any of the upgrades will add flavor to your black and white dividers!

Free Features

- Choose from 16 designs
- Eight dividers per set
- Your custom titles on each divider
- Dividers printed in black ink on white paper
- Helpful hints printed on backs (optional) or add your own hints for an extra charge.

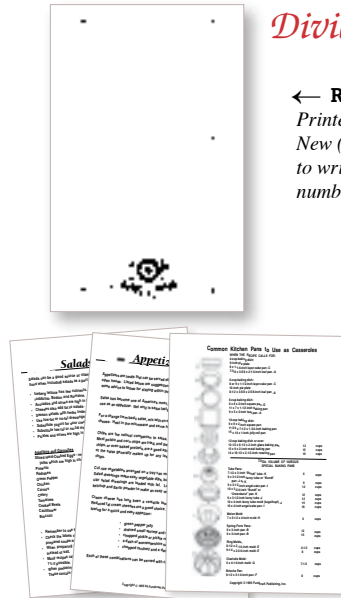
Upgrade

- Add tabs to dividers
- Print dividers on colored paper
- Print dividers with colored ink
- Print dividers on heavy card stock (white only)

Note: Select any of these options on the Order Form and instruct us on your layout sheets to use Fundcraft Clip Art.

Divider Backs

← **Recipe List Backs**
Printed on the back of the New (8 set) dividers. Space to write Recipe title, page number, and notes.



← **Divider Backs with Helpful Cooking Hints**

Divider ink and paper Colors — Upgrade:

Upgrade your custom black and white or Fundcraft black and white divider sets to colored ink and/or colored paper stock. You can choose colors from the selections shown below.

Note: If you are using the tab divider or heavy stock option, the only available stock color is white.



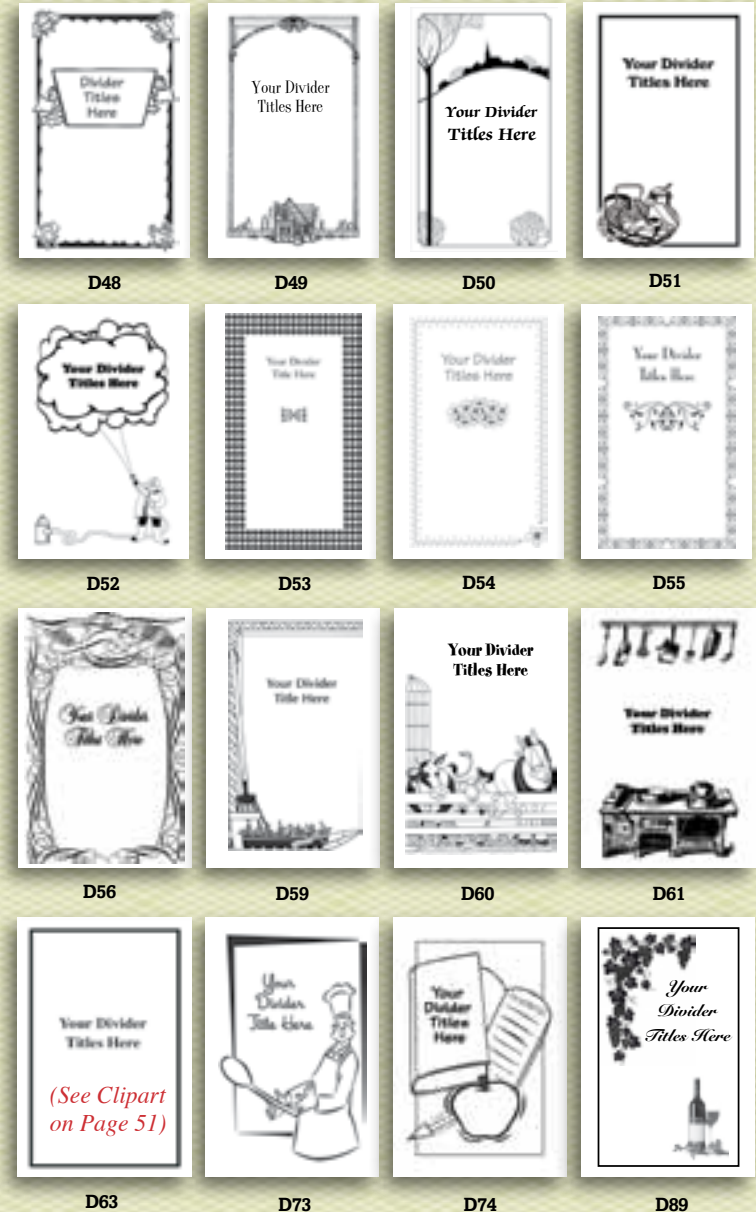
Brown Ink on Off-White Divider Paper

Red Ink on Pink Divider Paper

Blue Ink on Blue Divider Paper

Green Ink on Green Divider Paper

Plum Ink on Gray divider Paper



Step 3: *Layout and Design*

More Cover/Divider Options ●●● Make Your Cookbook Stand Out!

Create Your Own Cover/Dividers with Fundcraft Clip Art

Clip art is a fun, free way to add flavor to your cookbook! Use it to embellish a custom cover or divider, or even on a local information page instead of a photo. Be sure to refer to the item number on your layout sheet. For more, visit www.fundcraft.com to see our complete library of clip art.

Tabbed Dividers (Round or Regular)

A set of tabbed section dividers is one of the most sought after upgrades. Tab dividers highlight recipe sections in your cookbook. Not only are tab dividers a great way to navigate through your cookbook sections, but they also enhance the look of your cookbook.



Fundcraft offers dividers printed on heavy card stock and collated in your book. Tabs are always collated in the Fundcraft cookbooks and never left for the customer to insert.

Our round tabs are very popular, giving your cookbook a more modern look.

Call 1-800-853-1363 if you have any questions.

Fundcraft Clip Art



C1020
Old Fashioned Kitchen



C1030
Angel With Cloud



C1040
Flock of Sheep



C1050
Celebrating Our Roots



C1060
Kids Around Tree



C1070
Firemen



C1080
Praying Hands



C1090
Candle, Bread, Bible



C1102
Country Garden



C1110
Memorial Ribbon



C1120
Steaming Pot



C1130
Kid Stuff



C1140
American Fork



C1150
Cornucopia



C1160
Building



C1170
Retro Cook

Step 3: *Layout and Design*

Cookbook Options ● ● ● **Dedication Pages!**

FREE! Special Occasion Dedication Pages

At no additional charge, you may choose from nine special occasion dedication pages, which will be placed at the very beginning of your cookbook. Special occasion dedication pages will provide your customer with an incentive to buy several cookbooks at one time to give as gifts.

Personalized cookbooks sell easily all year long; however, there are times when people are looking for special gift ideas. If you plan to market your cookbooks during one of these times, we can offer you a specially designed page appropriate to the occasion. Be sure to make note of the production time for each special date so you will receive your books in time. The page can be easily removed if there are any books remaining after the special date.

.....



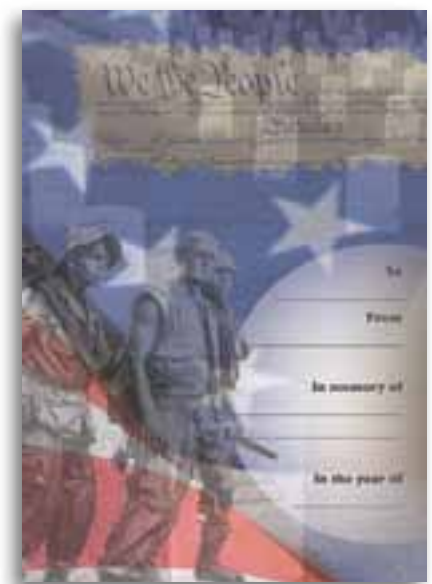
Valentine's Day
(Submit order in December)



Easter
(Submit order in January)



Mother's Day
(Submit order in February)



Memorial Day
(Submit order in March)

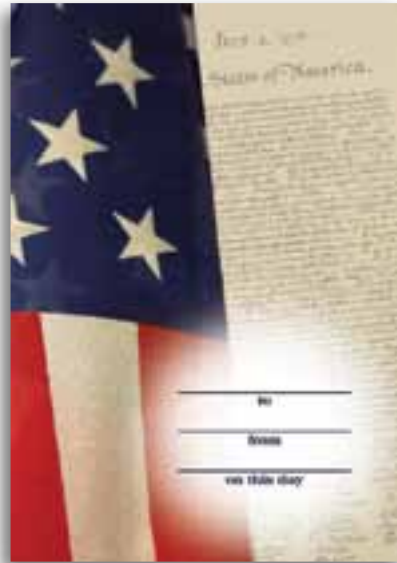
Step 3: *Layout and Design*

Cookbook Options... **Dedication Pages!**



Wedding Day

(Submit order two months before date)



Fourth of July

(Submit order in April)



Thanksgiving

(Submit order in August)



Christmas

(Submit order in September)



Family Reunion

(Submit order two months before date)

**Add a Special touch
to your cookbook
by including FREE
Special Occasion
Dedication Pages!**

**Call 1-800-853-1363 if you
have any questions.**



Step 3: Layout and Design

Cover Type Styles and Ink Colors

Make Your Cover Stand Out!

Type Styles for Cover and Divider Imprints

- | | |
|--|---|
| * 1 Benguiat Bold | Healthy Appetites |
| * 2 Heroic | Cooking with Glass |
| * 3 New Century Bold | Country Fare |
| * 6 Harem | Savory Selections |
| * 7 Cooper Black | Cooking by Numbers |
| * 8 Flare Gothic | Our Plate Runneth Over |
| * 9 Palatino Bold Italic | Feed Our Troops |
| * 11 Tekton Bold | Berry Good Recipes |
| 13 Zapf Chancery Bold | Giving Thanks & Praise |
| 14 Spumoni | Time to Eat! |
| * 15 Belwe Bold | The Best Food in Town |
| * 16 Avant Garde Demi | A Need to Feed |
| * 18 Hobo | Garden Goodies |
| * 19 Dom Casual Bold | Good Recipes Make the Meal |
| * 20 Nuts Plain | Campfire Traditions |
| * 21 Crillee | Fast Food for Busy Families |
| * 22 Friz Quadrata Bold | Blue Ribbon Winners |
| 23 ALGERIAN CONDENSED | HARVEST OF PLENTY |
| 24 Birch | That We May Serve You |
| 25 <i>Snell Roundhand Bold</i> | <i>Glorious Food</i> |
| 26 University Roman | Good Eats |
| 27 Helvetica | From Our House to Yours |
| 28 Windsor Bold | Ingredients to Live By |
| 30 American Typewriter Condensed Bold | Fire Up the Grill |
| 31 <i>Rage Italic</i> | <i>Sunday Dinner Classics</i> |
| 32 <i>House-A-Rama</i> | <i>Fresh from the Kitchen</i> |
| 33 Covington | Dinner's Ready |
| 34 <i>Savoye</i> | <i>Country Eating</i> |
| 35 <i>[ont] Diner</i> | <i>Delightful & Delicious Recipes</i> |
| 36 BANK GOTHIC | COOKS CORNER |
| 37 ARTISTAMP | ANGELS IN THE KITCHEN |

* These type styles can be used for comb binder imprints.



Standard Cover Ink Colors

These standard ink colors may be used for your imprint text on Fundcraft full-color cover designs or used instead of black to create a custom one-color cover (see price chart). Colors not listed are available for an additional charge. For non-standard ink colors, please provide a sample to match or specify a PMS color. Neons are not available.

(Standard Black is Free)

Due to variances in the printing process, colors may not be exactly as shown here.

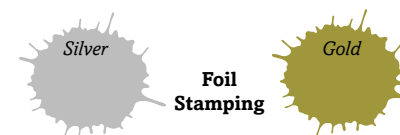
Foil Stamping

Gold or silver foil stamping enhances any cookbook cover, adding an elegance that cannot be matched with printing ink. Now available for our comb binders.

The foil stamping is only offered on front covers and 3-ring binding spines. Detailed photos or artwork cannot be stamped, only wording in a typestyle selected by Fundcraft graphic designers to insure that the type is easy to read and the proper size for the space available.

There is an extra charge for the foil stamping as listed on the Price Chart Upgrade.

Plastic comb binders can also be stamped, adding a touch of class to any cookbook.



Step 3: *Layout and Design*

Binding Styles & Colors We Offer Many Options!

Add A Splash of Color to the Wording on Your Comb Binding with these Ink Colors!



Black



Blue



Red



White



Gold



Silver

Black, white, red, blue, gold and silver are the only colors available for plastic comb spine printing.



Plastic Comb — **FREE**

- Offered in 6 colors
- Soft & hard covers can be used
- Printing on the spine — Upgrade



Hard Cover — **UPGRADE**

- Most durable on the market
- Cookbook cover is placed over 1/8" thick heavy board
- Laminated front & back



Plastic Coil — **FREE**

- Offered in 5 colors
- Only Soft covers can be used
- Allows cookbook to lay flat when opened



Ease-L-Back — **UPGRADE**

- Features a built in stand for easy, hands free use in the kitchen
- Only one recipe printed per page



Perfect binding — **FREE**

- Soft cover wraps around the book and glued at the spine
- Spine printing available



Three-Ring — **UPGRADE**

- A full 1/8" padded front & back
- Laminated on all sides
- Front, spine and back can be used for printing



Three-Ring Binder Cookbook Stand — **Upgrade**

- Plastic easel supports cookbook upright
- Folds down flat when not in use and stored at back of 3-ring binder



Free Cover Lamination

Free lamination on the front and back cover is added to all Fundcraft covers for appearance and durability in the kitchen.

Comb Binder and Coil Binder Colors



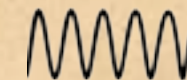
Plum



← Comb Binding



Black



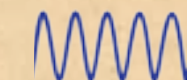
← Coil Binding



← Comb Binding



Blue



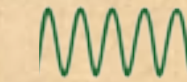
← Coil Binding



← Comb Binding



Dark Green



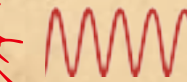
← Coil Binding



← Comb Binding



Red



← Coil Binding



← Comb Binding



White



← Coil Binding



← Comb Binding

Step 4: Merchant Advertising

Sell Advertising Pages We'll Show You How!



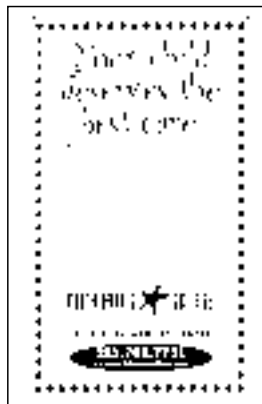
Tips on Selling Ads:

- Select members who are outgoing and have the ability to sell.
- First check with merchants in your organization, they will be more than happy to support your Fundraiser.
- Don't under price your Ads, remember you want to make money.
- Don't neglect even the smallest merchant. Even a \$15 Booster Ad adds up.

Submission Guidelines:

- Attach the merchant's business card, newspaper ad or handwritten ad to Layout Form
- Mark each ad for size, price and space. Check and recheck, you are responsible for any errors (other than printing errors) made on the ad.
- Do not oversell too much copy for a small ad space. Ads smaller than 1/4 page will be text only.

Ad Examples & Sizes



Full Page (5" x 8")



1/2 Page (5" x 4")



1/3 Page (5" x 2 5/8")



1/4 Page (5" x 2")



1/6 Page (5" x 1 1/4")



1/8 Page (5" x 1")

Suggested Ad Rates

Full page.....	\$150	1/4 Page.....	\$40
1/2 Page.....	\$100	1/6 Page.....	\$30
1/3 Page.....	\$75	1/8 Page.....	\$25
Booster.....	\$15		

- Your committee should decide what to charge based on local advertising media in your area.
- Our Art Department sets the Ads for \$40.00 per page, the rest is your profit.

IMPORTANT: All Ad Layout Forms should be mailed to Fundcraft with the other material for your book.

P.O. Box 340 • Collierville, TN 38027

Step 4: Merchant Advertising

Selling Ads Increases Your Profit Here's How!

Advertising Receipt/ Layout Form

Submission Checklist:

Lines of Copy per Ad size:

- 1/3 page – maximum 10 lines of copy
- 1/4 page – maximum 8 lines of copy
- 1/6 page – maximum 6 lines of copy
- 1/8 page – maximum 4 lines of copy

- There is an additional charge for photographs. Black and white logos and small drawings are free in 1/4 page ads and larger, but they should be the correct size for the ad purchased. Photos are not allowed on third page ads or smaller.
- Complete an Advertising Receipt/ Layout Form for each ad submitted.

Call 1-800-853-1363 if you have any questions.

Advertising Receipt/Layout Form Date _____

This will authorize you to publish: ☐ My name as a booster or ☐ My ad in your cookbook
We agree to pay \$_____ ☐ Cash or ☐ Check

COVER ADS	REGULAR AD PAGES	
<input type="checkbox"/> Inside Front	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/4 Page (8 lines of copy) <input type="checkbox"/> Booster Ad
<input type="checkbox"/> Inside Back	<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 1/6 Page (6 lines of copy) (1 line of copy)
<input type="checkbox"/> Outside Back	<input type="checkbox"/> 1/3 Page (10 lines of copy)	<input type="checkbox"/> 1/8 Page (4 lines of copy)

Name of Advertiser or Booster (type or print) _____
Advertising Copy (type or print) _____

Pictures or artwork furnished? ☐ Yes ☐ No Approved by _____
Solicited by _____ Firm _____
Organization _____ Address _____

NOTE: Do not staple or tape over copy! Print all names clearly. We cannot be responsible for errors when copy is illegible. We do not guarantee the use of any logos that are not the correct size for the ad purchased. If more space is needed, write on back. Send all receipt/layout forms to Fundcraft.

Complete all information, cut along the dotted line and leave the bottom portion of this page with the advertiser as a receipt.

AD POSSIBILITIES

Full page	1/2 page	1/3 page	1/4 page	1/6 and 1/8 page

These sketches show the relative sizes of our ads. Use your own judgement on how much to put on full and half page ads. Remember that logos will take up space so use fewer lines of copy when logos are to be used. See the other side of the layout form for correct ad sizes.

ADVERTISING RECEIPT

Received from _____
the amount of \$_____ by ☐ cash ☐ check for the purchase of advertising space in our cookbook.

Solicited by _____
Organization _____

ADVERTISING RECEIPT AND LAYOUT FORM

- ☐ **DO** submit business cards or other ads from merchants. Our art department will resize them.
- ☐ **DO** submit original artwork, photos on disk at 300 dpi in JPEG, TIFF or PDF, EPS.
- ☐ **DO** submit a layout form for each merchant.
- ☐ **DO NOT** submit art larger than 8.5" x 11"
- ☐ **DO NOT** submit photos clipped from newspaper, magazines, etc. They will reproduce poorly.

Layout Form

One form for each ad. Fill out all the information, tear off the bottom half and give it to the merchant as his receipt. Write any special instructions on the layout. Please print all ad copy.

IMPORTANT: All ad layout forms should be mailed to Fundcraft with the other material for your book.

P.O. Box 340 • Collierville, TN 38027

Step 5: Promotion and Sales

Don't Wait Pre-Sell! ... Start Selling Your Books *Now!*

Fundcraft Makes it Easy with **FREE:**

- Web Advertising
- News Release Sample
- Advance Sale Coupons & Gift Certificates
- Posters
- ISBN Numbers — **Upgrade**

Distribute Cookbooks to your Sales Force:

- Motivate your team! Keep track of book sales on a weekly basis. Plan for a reorder if necessary.
- Keep track of your money. Set up a bank account with 2 people responsible for withdrawal.

Don't Wait! Pre-Sell

- Start selling your cookbook before they're printed. Request **FREE** Advance Sale Coupons, Posters, Gift Certificates and sample News Release.

Sell in Stores



- Local stores are excellent locations to sell or advertise your book.
- You will need an ISBN number on the back of your cookbook. We can supply that for you. See Price Chart.

Call 1-800-853-1363 if you have any questions.

Step 5: Promotion and Sales

We Help You Sell! ● ● ● See What Sales Tools We Offer!

Free Web Advertising!

Fundcraft offers free use of the largest cooking site on the internet at no cost for your group. After the cookbook is printed, you can post information about your book to the internet site for international sales. All money from cookbook sales goes directly to the group. The front cover and a favorite recipe is posted from your book. *Cookbooks.com* is the largest cooking site on the web with over 100,000 visitors per day and many free features to draw cooking enthusiasts from around the world.



Free! Sample News Release

Fundcraft sample news release can be downloaded from our website, www.fundcraft.com. We recommend you mail the news release, along with a photo of your committee and any information about your group, to every News Media in your area, advertising the release of your beautiful cookbook.



Free! Advance Sale Coupons & Gift Certificates

This is a great way to pre-sell your cookbooks and is very handy if the books will not be completed in time for a specific event.



Free! Posters

Take advantage of **FREE** full-color posters available to advertise your cookbook by calling **1-800-853-1363**.



Use Our Free Tools To Help You Sell More!





**Call 1-800-853-1363
if you have any questions.**

Check List Before Submitting Your Order

Recipe Sheets:

- ☐ All recipes must be on same size paper.
- ☐ Check to see if recipes are sorted in the correct section and the number of recipes printed on each section cover sheet.
- ☐ Include text and photo for your Local Information pages. Number the pages as you want them to appear. (A,B,C,D)
- ☐ Cover information to be imprinted on a separate page.
- ☐ If you sell Ads, send all merchant layout sheets.

Order Form:

- ☐ Fill out the Order Form completely. Your order cannot be processed unless it is completed and signed by TWO unrelated adults.
- ☐ Cookbook Specifications – Number of Recipes, Books and Base Price per book filled out.
- ☐ Mark all your options as listed on the Order Form and calculate the total cost of your order.
- ☐ If your cookbooks will not be sold for non-profit fundraising purposes, include 50% of the cost as a deposit with your order. Final balance is due before shipping. We accept check, money order or credit card (MC or Visa).
- ☐ Include any coupons with your order. Coupons submitted after your order has been processed will not be honored.
- ☐ If you use Short/Cut™ online, your completed Order Form must be received before your order can be processed.
- ☐ Securely wrap and ship your package to Fundcraft and we'll do the rest. Order Plenty of Books. Reorders are available upon request.

Confirmation:

Upon receipt of your order, you will be sent an Order Acknowledgement with a factory production number, either by email or mail.

This acknowledgement is our interpretation of your order and should be checked carefully. No response is necessary unless you have concerns. Whenever you call, please refer to your factory production number.

Cookbook Proof:

After your recipes, local information pages and cover have been completed, you will be notified that a Free proof copy has been posted online for your review (if this option is selected on the order form). You have FIVE days (not business days) to look at your book. If you should need more time, just notify us and we will put your order on HOLD and production time will be delayed.

Hard Copy Proof:

You may opt for a Hard Copy Proof (copy of recipes, local information pages, cover, etc. are mailed to you, along with your original recipes). This will incur an additional charge. Production time is delayed until we receive changes, if any.

Payment:

On the day the order is ready, you will receive an itemized invoice by email or mail. Orders with 67 day credit terms, the billing will list two payment due dates: 50% is due 37 days from the ship date and the balance is due 67 days after ship date. (This gives you time to sell your books.) This is the only billing mailed as long as the account stays current with the payment terms.

If your order requires 50% payment with the initial order and the balance due when books are ready to ship, you will be mailed or emailed a statement, including shipping charges. Your cookbooks will be shipped when the balance is paid in full.

**What to Expect After
Your Order Has Been
Submitted:**



Terms Policies

Payment Terms

- No prepayment for fundraising organizations with approved credit. (Two unrelated adults must sign the order form for approved credit.) Your first payment of 50% of the total is due 37 days after books are shipped and balance is due 67 days from ship date.
- Terms for individuals, families and businesses who sell books for profit is 50% of the total when the order is placed. After order is printed, a final invoice is issued for the balance, including freight, and must be paid before the order is shipped.

Overruns and Underruns:

- All orders are subject to a 10% overrun/underrun policy.
- This is a standard practice in the printing industry, due to spoilage during the printing process.
- You will only be billed for the number of books you receive, which could be 10% over or 10% under.

Production Time:

- Short/Cut™ program — 25 to 30 business days
- Books we type and proof— 35 to 50 business days
- Rush Service available for an additional charge — 25 business days



Shipping:

- All orders require a street address and cannot be shipped to a P.O. Box.
- Fedex Ground or UPS charges are added to your billing
- With larger, heavier orders (such as three-ring notebooks), commercial trucks are used to save costs to the customer.
- Commercial trucklines charge extra for inside delivery and unloading. This charge is the responsibility of the customer and is added to the final billing.
- All commercial carriers give priority delivery service to a business address; so you may want to give a business address for delivery of your books.
- Orders shipped outside of the U.S. must be prepaid for both books and freight.
- Overseas APO and FPO orders are shipped by U.S. Postal Service Media Mail and usually takes 4 to 6 weeks for delivery.

Reorders:

- Many groups reorder year after year as an easy way to replenish their Treasury.
- Fundcraft keeps the printing files for at least 10 years after the last printing.
- Reorder quotes available on our website, www.fundcraft.com. Just enter your WebID and password for your group. Previous order must have no balance due.
- Minimum reprint order 100 books.
- Reprints average 10 to 15 cents per book less than original order for the same number of cookbooks. All reorder prices are based on our current price chart.

Call 1-800-853-1363 if you have any questions.

Frequently Asked Questions:



You have questions . . . We have answers!

Q: Do we have to use Fundcraft Recipe Collection letters?

A: No. We supply these free if you request them; however, you can collect the recipes on plain paper as long as they are all the same size and only one recipe per page and not written on the backs.

Q: If a recipe is too long for one Recipe Collection Letter, what should we do?

A: Continue the recipe on another sheet of paper and staple them together.

Q: Do recipes have to be typed?

A: No. Clear handwritten recipes are acceptable.

Q: Do you count icings for cakes as another recipe?

A: No. If the icing goes with the cake, it is counted only as one recipe.

Q: What is a 10% overrun - underrun?

A: Your cookbook travels through many stages in our printing process. During production, some books may be damaged. We print 10% more than what is ordered to cover books damaged through production. Out of the 10%, we ship 3% in Free Freight Books. If books are damaged, we may ship less than full order. You are only billed for those books you receive.

Q: Shouldn't we give our cookbook order to a local printer?

A: Local printers do a fine job; however, many of them refer orders to Fundcraft due to our large volume capacity. It is not likely that a local printer could come close to our prices or quality.

Q: We have a small group. Can we have a successful cookbook fundraising drive?

A: Yes. Most of our success stories are from small organizations. A minimum of 10 members can complete it successfully.

Q: Can individuals and businesses publish a cookbook for profit?

A: Yes. The program is the same as with fundraising groups except for the payment terms, requiring 50% of the payment with the order and balance before books are shipped.

Q: Can we change the title on Fundcraft cover designs?

A: Yes. Many of our cover designs can have the title changed. Under each design is an explanation of what can be changed. The same goes for our divider designs.

Q: Can we print recipes from newspapers and other cookbooks?

A: Yes. You can use recipes from various sources, but do not reference source. There are a few recipes that have the title trademarked or copyrighted that cannot be used, such as Kentucky Silk Pie, Derby Pie, and Runza. You cannot use complete works from any book due to copyright laws. The personalized cookbook program is designed for group members to submit their favorite recipes and in many cases those recipes have been changed for their personal taste.

Q: Can we use art and drawings from other sources for our cookbook?

A: Artwork from books and greeting cards are usually copyrighted. It is better to use Fundcraft art or have a local high school art instructor or other local artist design a custom front cover.

Q: Why does Fundcraft place a copyright on the title page?

A: If you are using Fundcraft cover and divider sets, recipe formats and cooking hints, our copyright protects this material. Recipes cannot be copyrighted. If you are using your own artwork, you have the option of copyrighting your own book.

Call 1.800.853.1363 for details.

Publish Your Cookbook on a Personalized CD

**“You Collect the Recipes,
We’ll Do the Rest!”**



“In addition to your group’s cookbook, each CD also features 10 specially themed Fundcraft cookbooks with 100 recipes each.”



You can now have your cookbook published on a personalized CD

The CD label will be personalized with your group’s name, making the custom CD a professional product that can be sold separately or bundled with your fundraising cookbook.

When your customers load the CD into their computers, they will see your front cover, along with the complete cookbook. They will be able to navigate to the section index, click on a recipe, view it on the screen and even print it. The cookbook on CD is fast and easy to use.

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See what else our Publishing Family has to offer!

Fundcraft.com - Specializing in 100-5,000 custom fundraising and promotional cookbooks with many options.

Cookbooks.com - The leading cooking destination on the web with over a million searchable recipes and many cooking related links.

Instantpublisher.com - Specializes in completely custom books in quantities from 25-25,000 printed directly from customer files.

Photogalley.com - Allows you to create a Photo Album, Photo Book, Book, Cookbook, Yearbook. Almost any type of printed material can be printed by Photogalley!

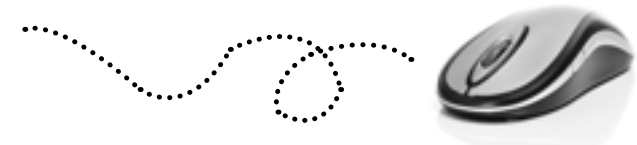
Schoolplanners.com - Specializes in providing cost effective school planners.

Familymemories.com - Preserving memories one photo book at a time with custom photo books starting at \$16.95 each.

Fcpromotions.com - Includes pre-designed cookbooks and calendars customizable with company logos for custom promotional gifts.

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We Keep You Up to Date On the Trendiest Cooking Tips and Best Recipes!



"Like" our page on Facebook and follow us on Twitter!



(<http://www.facebook.com/FundcraftPublishing>)



([@FundcraftPub](https://twitter.com/FundcraftPub))

DECATUR, AL
ABB Friends & Family

I've worked with Fundcraft on three cookbook projects during the past year. They not only have a simple, easy to use program, but they also have always been friendly and helpful when I've called with a question. I chose them because of the quality of work and their beautiful cover, divider and filler artwork options. Thank you!!!

Profit: \$6,500.00

HOLLISTER, CA
Chamblee Family Reunion

We were very impressed and pleased with the experience. Your establishment was pleasurable and easy to work with. I recommend you to all who ask.

Profit: \$1,500.00

OAKDALE, CT
Friends of Otis Library

You people certainly made this an easy experience for us. It was loads of fun, too! **Profit: \$5,000.00**

MONTICELLO, FL
Jefferson Senior Citizens Center

I wanted to raise funds for the center to benefit the Seniors. The cookbook was accepted by the residents of Jefferson County. We are delighted with our success. Thank you.

Profit: \$8,100.00

COLUMBUS, GA
Kappa Chi Chapter Eta Phi Sorority

I was able to sell the books because they were easy to read, attractive and the benefit was for a good cause. I highly recommend this project as a fundraiser for any organization.

Profit: \$2,000.00

OAK GROVE, LA
Trinity Baptist Church

Everyone was very pleased and excited about the cookbooks. We would recommend your company to anyone. The books were very professionally done and well produced. Thank you again. **Profit: \$3,000.00**

BALTIMORE, MD
RK&K Spin-gineers

Our cookbooks were great!! It looked 300% better than I ever imagined. The program was first-rate. If we do it again, I would have the Fundcraft typists do the work. The best feature was to be able to customize the book to fit our theme. Any questions I had were answered promptly and professionally. Keep up the great work!!

Profit: \$2,500.00

GASTONIA, NC
Gaston Co. Health Dept. Staff Organization

It was so easy working with Fundcraft on our fundraising project. They answered all my questions during the project with great customer service – no matter how often I contacted them. The website is very easy to use. We typed our own recipes and the template was easy to follow, to update and to submit. Our cookbooks came in by the date promised. This was an EASY fundraiser! Our cookbooks sold in 2 1/2 months!

Profit: \$2,000.00

PORT ROYAL, PA
Turbett Grange

Everybody at Fundcraft was very friendly and eager to help and answer questions. We like all the options we had to make it OUR special cookbook. We have gotten a lot of positive feedback. We are really glad we took this step as a fundraiser. Thanks again for all your support.

Profit: \$10,000.00

MUNFORD, TN
Drummonds Elementary PTO

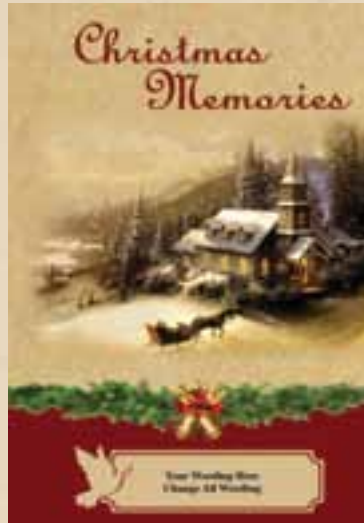
I would like to say thank you to Fundcraft for making our fundraiser so easy. Our PTO had been burned by other cookbook companies before and we were very cautious about trying again, but Fundcraft is a company you can trust. Fundcraft kept in touch with us through the whole process to let us know what the status of our books was. We received our books earlier than expected (even during their busiest time – THANK YOU, FUNDRAFT!!!!).

Profit: \$3,000.00



Quality Cookbooks from the Nation's Oldest & Largest Community Cookbook Publisher

.....That's Why You Spend Less & Sell the Best!



Shipping over 80 million fundraising cookbooks to 135,000 groups!

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