

THE *Original*

Community Cookbook
Fundraising Program

By: Fundcraft

***Marketing and
Supply Kit***

A Step-By-Step Guide to Marketing Your Cookbooks

www.fundcraft.com

welcome

Congratulations! You have just made the decision to make money!

This Fundcraft Original Cookbook Program Marketing and Supply Kit will guide you through the sales and advertising process with a variety of sales tools and layout sheets for each phase of developing your own personalized cookbook.

The kit is packed with helpful sales ideas and tips to help you market and receive top dollar for every book you sell. There is also a section on cookbook pricing, an important step in ensuring maximum sales and profits.

Please remember that each special feature added to your cookbook will increase the book value and should demand a higher retail price. Each year thousands of groups, individuals and businesses complete our easy step-by-step program and raise thousands of dollars to meet their fundraising goals.

If at any time you need assistance, please call our office at 1-800-853-1363 and ask for one of our experienced customer service representatives. With Fundcraft you know your cookbook is in the hands of the most experienced, capable publisher in the industry. We appreciate the opportunity to help you create a professional cookbook that you will be proud of for years to come!



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let's get started!

what's in this kit

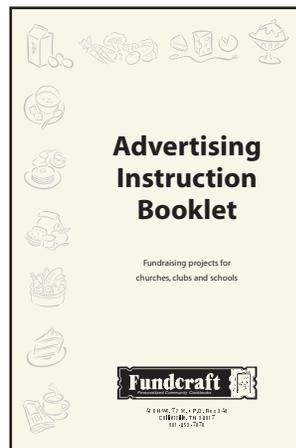
In addition to a wealth of information and tips, this kit also includes forms and templates to aid in advertising sales, recipe collection, cookbook design and cookbook sales. Each will be explained in detail.



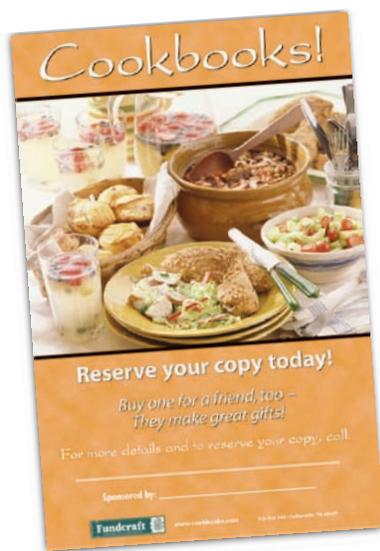
Cover, divider and local information page layout sheets



100 recipe collection forms



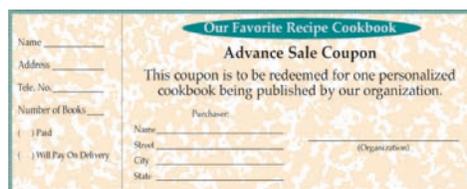
Advertising instruction booklet



6 cookbook sale promotion posters



25 gift certificates



25 advance sale coupons

cookbook pricing

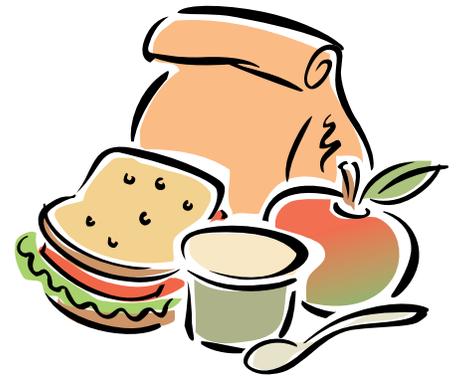
Pricing your cookbook may not seem to be related to marketing, but it is actually a very important first step toward ensuring that your cookbook fundraising drive will be a success. You must take into account the costs you have incurred in producing the cookbook, then set a price low enough to attract buyers and encourage sales, yet high enough to allow your group to meet its fundraising goal.

The average cookbook published by Fundcraft contains 200–300 recipes. A good price range for a cookbook of this size with basic features is \$10.00–\$12.00 or at least \$5.00 over cost of book.

If your cookbook contains many more recipes than this, or recipes from celebrity chefs or community leaders which will attract buyers, you may wish to sell it for a higher price.

Another way to get a range of prices is to visit a bookstore and look at pricing on cookbooks that are similar to yours in design, content and number of recipes. It's also a good idea to poll your membership to see how much they would be willing to pay for a cookbook such as yours.

Remember that the more special features your cookbook contains, the higher price you will be able to sell them for. So if you have included extra features like a full-color custom cover, tabbed dividers or a deluxe binding style, be sure to price your cookbook accordingly.



Look how easy it is to make a profit of almost \$2000 for your group!

- **Collect 300 recipes from members of your group or community.**
- **Order just 400 cookbooks at \$3.05* each from the price chart.**
- **Sell the books for \$8.00 per copy.**
- **Keep \$4.95 profit on each book, for a total of \$1,980 for 400 books.**
- **Tip: raise even more funds by selling local merchant advertising! See more information on pages 5–6.**

**Price for a quantity of 400 cookbooks with 300 recipes each, with soft cover binding style and no For Pennies More™ features.*



content and design

The recipe collection and design phases of your cookbook fundraising program can lead to increased sales if you keep a few guidelines in mind.



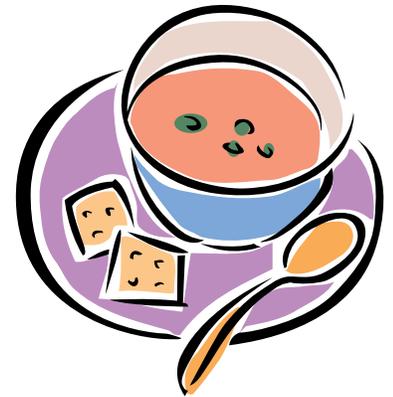
Recipe pages

A simple fact is that the more recipe contributors you have, the more cookbooks you will sell. Each contributor will purchase several cookbooks for themselves and to give to friends and family. Remember that the contributors' names will be printed by each recipe and everyone loves to see their name in print. So it's best to solicit recipes from as many people as possible, and to limit recipe contributions to three or four per contributor. It is also a good idea to ask well-known area chefs and local celebrities to contribute their favorite recipes; the inclusion of well-known recipe contributors will lead to more sales.

Design tips to boost sales

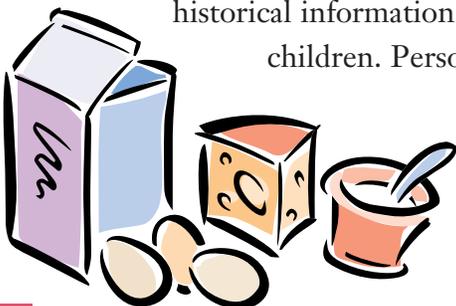
Because of the many attractive features Fundcraft includes in the Original Program, it is easy to create a beautiful, personalized cookbook. But remember that adding For Pennies More™ features will result in a higher quality product. Your customers will appreciate added features like deluxe binding styles, tabbed dividers and recipe pocket envelopes. In turn, you will see increased sales and profits. When pricing your cookbook, a good rule of thumb is to double the cost of a feature and add it to the price.

Your cover will be one of your best sales tools – a well-designed, eye-catching cover will encourage customers to pick up and flip through your cookbook and will really help your cookbook sell. Fundcraft offers a number of beautiful cover designs which you may personalize with your wording. However, we know from experience that the additional sales generated from a full-color custom cover will far exceed the cost of this feature.



Local content to attract local interest

In addition to your four free local information pages, there are many places in your cookbook where you can include additional non-recipe local information. For example, a custom cover, custom dividers, fillers and recipe notes can all be used to include additional content, such as hints from recipe contributors, historical information about your group or community or artwork submitted by members or their children. Personalized details such as these will really help to increase cookbook sales.



advertising sales

You may not consider selling merchant advertising as a marketing step, but consider this: merchants who advertise in your cookbook will have a vested interest in ensuring that their ad is seen by as many people as possible. They may buy copies themselves to give to customers or be willing to display and sell your cookbook in their place of business.

Selling advertising space to local merchants can often more than pay for printing your cookbook. You can greatly increase the amount of profit generated from cookbook sales by contacting merchants for local sponsorship.

Just collect the information from the merchant along with the size ad they have purchased: a booster ad (single line of text), an eighth page, sixth page, quarter page, third page, half page or full page ad.

Fundcraft will prepare the ads for printing. There is a per page charge for Fundcraft to prepare and print your ads in your cookbook (please refer to the Original Program price list in our Recipes for Success catalog). The ads will be similar to those featured in the telephone yellow pages and will be placed in one section at the back of the cookbook.

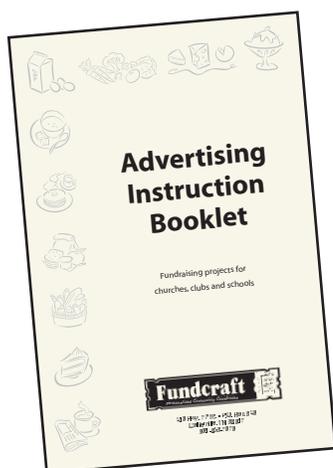
Included in this marketing kit is a free advertising instruction booklet, which includes advertising receipts and ad layout forms.

Many organizations have more than paid their printing bill by selling advertising alone, making the amount collected from cookbook sales pure profit. Our advertising instruction booklet details many easy ways to sell ads.



Double your profits and increase sales by selling merchant advertising!

- Select one group member to be the advertising sales chairperson.
- Set advertising rates for different size ads in your cookbook.
- Have group members contact all local merchants to place ads in your book.
- Submit ads with your cookbook order. Fundcraft will typeset ads for you.



All advertising salespeople should read this handy instruction booklet.

Ad Size	Ads Sold	COVER ADS
Full Page		Inside Front
1/2 Page		Back Cover
1/3 Page		Inside Back
1/4 Page		TOTAL COVER ADS
1/8 Page		
Booster		
TOTAL AD PAGES		

The advertising sales recap form (page II) should be mailed with your cookbook materials.

tips and techniques

The advertising sales chairperson should select at least three organization members to personally call on local merchants. Ads will be similar to those featured in the telephone yellow pages and are easy to sell to local merchants.

Organization tips

- Carefully read the advertising information kit and helpful hints information.
- Set beginning and ending dates for advertising sales.
- Make each person responsible for sales in a specific area of town.
- Make a contact list of all merchants who run ads in local newspapers and yellow pages.
- Assign each salesperson several merchants to contact. You can utilize the advertising contact sheet provided in this marketing kit.
- The advertising chairperson should set a selling price for full page, half page, third page, fourth page, sixth page, eighth page and booster ads. Each salesperson should be given a sheet with sample ad sizes and prices.
- The advertising chairperson should check each salesperson's advertising contact sheet on a daily basis.
- A special bank account should be opened for the fundraiser, and all money collected should be deposited into the account on a daily basis.
- Make sure each salesperson has plenty of advertising receipt forms.

Sales techniques

- Each salesperson should contact their assigned merchants to explain the project and what the profits are to be used for. The merchant should be shown a sample of the cookbook ads. Some groups offer a free copy of the cookbook to businesses who buy advertisements. Explain to the merchant that cookbook advertising is very wise because the books will be used by his customers for many years.
- Let merchants help design their ad. Business cards or letterhead are often helpful if the merchant wants Fundcraft to lay out the ad.
- Make sure the copy the merchant gives you will fit into the space he buys – do not try to fit a full page of copy into a fourth page ad.
- Leave a copy of the advertising receipt with the merchant, and keep a copy for Fundcraft.

Ad production tips

- The advertising chairperson should check each ad for correct spelling and make sure the address and phone for each merchant is correct. If there are any questions, contact the merchant for clarification.
- Ads should be grouped by size to determine total number of advertising pages sold.
- When the advertising campaign is complete and all ads have been checked, the ads, along with receipts, and logos or business cards should be placed with the ad recap form.
- Complete the recap form with the number of ad pages and submit to Fundcraft with all other cookbook materials. A typed list of advertisers and their ad size may be submitted so we can double check spelling and ad size.



Recommended advertising prices

- Full page: \$95
- Half page: \$50
- Third page: \$40
- Fourth page: \$30
- Sixth page: \$20
- Eighth page: \$15
- Booster ad: \$10

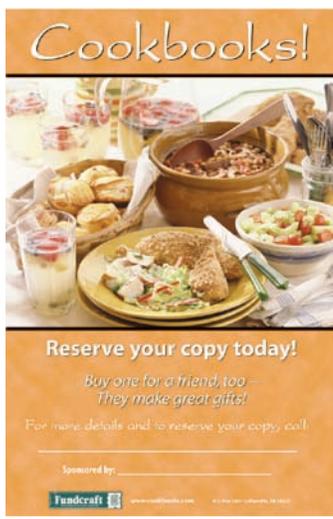
Remember that these are just guidelines – you set the selling price of your ads.

promotion and sales

Now that your cookbook is designed, your merchant advertising is sold, your recipes are collected and you've submitted your order to Fundcraft, you're ready to start selling cookbooks! "But, wait," you're thinking. "We don't even have our cookbooks yet!" However, in order to ensure the most successful sales campaign, you need to plan and promote effectively and start pre-sales before your cookbooks actually arrive.

One of the keys to a successful cookbook sale is to pre-sell as many books as possible before they are printed. In order to do this, you will need to use the enclosed gift certificates and advance sale coupons, or print some of your own. It's also important to start promoting as early as possible. Posters, such as the free posters included in this kit, are a useful way of getting the word out to boost pre-sales.

Once you know the expected delivery date of your books, prepare news releases, posters and flyers so you will be ready when they arrive. Place copies of your poster around town and run an ad in the local newspaper saying that a limited number of books have arrived and people should buy their copies before they are sold out. Press releases are another great way to get the word out – send them to local newspapers, radio stations and television stations who may be seeking local interest stories. A sample press release is shown on page 13.



One member should be designated as the promotion and sales chairperson, in charge of organizing the sales drive, collecting the funds and depositing them into a bank account opened for this purpose. When your books arrive, distribute an equal number of books to each member and note the amount on the sales organization sheet on page 14. Your entire membership should be involved with selling. Divide the town into sections with a sales team in charge of each section. The following page contains even more sales tips.



Ready...Set...Go!

- **Select one group member to be the promotion and sales chairperson – open a bank account to deposit funds into.**
- **Involve your entire membership.**
- **Pre-sell as many cookbooks as possible.**
- **Divide the town into sections and assign sections to members.**
- **Promote using posters, press releases.**

Motivate everyone from the day the sale begins. It's a good idea to set sale start and end dates, in order to spur salespeople and buyers into action. Stay in constant touch to monitor daily sales. Salespeople should keep the chairperson posted as to how many books are sold and the amount of money generated.

promotion and sales

Advance promotion and presales

- Advance promotion of your cookbook will give you a feel for the number of books you can sell.
- Contact the newspaper to write a story using a photo of the planning committee working on the project.
- Distribute advance sale coupons to members.
- Put up posters and flyers in area businesses announcing your cookbook pre-sale campaign.
- Run a contest among members and award a prize to the person with the highest number of advance sales.
- A list of those buying advance copies should be turned in to the member in charge of cookbook sales.
- When the recipes are submitted to Fundcraft, contact the newspaper again for added news coverage, estimating when you expect the books to arrive.

Sales techniques

- When the books arrive, the local paper should run another article about the limited number of “one of a kind” personalized cookbooks your group has to offer.
- Each member should be given a minimum of 20 books to sell.
- Every member should make a list of prospects, including friends, relatives, neighbors and co-workers.
- Sell to people you know first – neighbors, friends and relatives are your best customers. After you see how easily the personalized books will sell, you will feel confident moving on to other prospects – at work, in your neighborhood, at schools and local businesses.
- When selling the cookbook, members should show a copy of the book, pointing out the cover, full-color dividers and any other special features.
- Tell prospective buyers how the profits will be used. You'll find that books will sell themselves.
- The community should be divided into sales areas, with a sales team assigned to each area.
- Don't hesitate to sell door to door. You will probably be pleasantly surprised at the results. Be sure to have a speech prepared, such as: “Hello, my name is _____. I'm a member of the _____ organization.



We are selling this beautiful, personalized cookbook to raise money for community projects.”

- Sell more than one copy. These books make great gifts for birthdays, anniversaries or any time during the holiday season. Sell several copies to individuals to use as gifts during the year.
- Local merchants, especially those who have purchased advertising in your cookbook, should be asked to display and sell books in their stores.
- Some groups let area Boy Scout and Girl Scout troops help with sales for 50¢ per book.
- Plan a tasting dinner featuring recipes from the book. This is a great opportunity to sell many books.
- A scheduled dinner for the price of a book is always popular. Have group members donate the food, and charge the price of a cookbook for the meal. Attendees not only get a good meal, but a keepsake cookbook.
- If book supplies start running short before the end of the sales period, consider an inexpensive reprint.
- Many organizations sell their cookbooks year-round, keeping a supply for continued sales.

Tax Statement: Your organization is responsible for complying with applicable state, county, city taxes or local laws for collecting sales taxes and remitting them to the proper authority, and for obtaining any local sales licenses. Fundcraft sells only wholesale to the organizations. If your group or organization has a sales tax exemption number, a copy of the certificate must be furnished to Fundcraft before the final bill is calculated. Otherwise, sales tax will be charged on Tennessee orders and is non-refundable.

Need a new recipe?

Reserve your copy of our
personalized cookbook now!

Sponsored by:

(Organization Name)



Get your copy
by calling:

(Name)

(Phone)



COMING SOON!

Advertising Recap Form

Ad Size	Ads Sold	Cover Ads	
Full Page		Inside Front	
½ Page		Back Cover	
⅓ Page		Inside Back	
¼ Page		TOTAL COVER ADS	
⅙ Page			
⅛ Page			
Booster			
TOTAL AD PAGES			



Advertising Recap Form Must Be Completed
And Submitted To Fundcraft With Recipe Material.



LOCAL ORGANIZATION COLLECTS RECIPES FOR COOKBOOK SALES

After many months of collecting recipes from friends and neighbors, the _____ will start selling their personalized cookbook on _____, with all profits going to the _____.
(name of your group) (date) (fund or project)

The beautiful spiral bound cookbook will feature recipes from local residents in 7 different full-color sections. The book contains many pages of helpful cooking hints along with several pages of local information.

Each recipe will feature the donors' names, so everyone can easily locate the favorite recipes of their friends and local residents.

The books will be sold by members of the organization and in local business establishments. The _____ is proud to offer this fine book to the local public at a cost of \$_____ per copy. You can purchase your copy by calling _____, or contacting your favorite local business.
(name of your group) (name or phone number)

* * * * *

FOR MORE INFORMATION, CONTACT:

(Name)

(Address)

(City, State, Zip)

(Telephone Number)

cookbook sales organizer

This sheet has been specially designed to help you organize and account for your fund raising cookbook sale. Simply follow instructions and you'll avoid embarrassing mistakes.

- In the column headed "Salesperson," write down the name of each person who will be selling books.
- Enter the number of cookbooks each salesperson has pledged to sell.
- Multiply that number by your selling price and you'll know just how much each salesperson owes.
- When your cookbook sale has been completed, subtract the amount due Fundcraft from the total collected, and the balance will be your overall profit.

SALESPERSON	QUANTITY TO SELL	MULTIPLY BY SELLING PRICE	AMOUNT DUE
Total amount to be collected			1 \$
Amount to be paid to Fundcraft			2 \$
YOUR PROFIT (subtract line 2 from line 1)			3 \$

front cover layout sheet

Please mark your selection of Fundcraft cover design and print or type your cover wording below.

Cover Design (select one)

Fundcraft cover design number: _____

We would like to create our own full-color cover design using our photo or drawing (attached) and the wording below.

Typestyle number: _____

Cover Wording

Cookbook title: _____

Cover wording at bottom: _____

Return this form to Fundcraft with your order.



local information layout sheet

Type or print your local information in the space provided below or attach it to these sheets. You can have up to four pages that will be bound at the front of your cookbook.

Page 1 (of 4)

Artwork should fit inside the dotted lines.

Return this form to Fundcraft with your order.



local information layout sheet

Type or print your local information in the space provided below or attach it to these sheets. You can have up to four pages that will be bound at the front of your cookbook.

Page 2 (of 4)

Artwork should fit inside the dotted lines.

Return this form to Fundcraft with your order.



local information layout sheet

Type or print your local information in the space provided below or attach it to these sheets. You can have up to four pages that will be bound at the front of your cookbook.

Page 3 (of 4)

Artwork should fit inside the dotted lines.

Return this form to Fundcraft with your order.



local information layout sheet

Type or print your local information in the space provided below or attach it to these sheets. You can have up to four pages that will be bound at the front of your cookbook.

Page 4 (of 4)

Artwork should fit inside the dotted lines.

Return this form to Fundcraft with your order.



section divider layout sheet

Please mark your selection of Fundcraft divider designs and print or type your divider section titles below.

Section Divider Design (select one)

Fundcraft section divider design number: _____

We would like to create our own single-color divider design using our photo or drawing (attached) and the wording below.

Section Titles

Divider 1 Title: _____

Divider 2 Title: _____

Divider 3 Title: _____

Divider 4 Title: _____

Divider 5 Title: _____

Divider 6 Title: _____

Divider 7 Title: _____

Return this form to Fundcraft with your order.

