

America's
Favorite
Cookbook Publisher
Since...1901

FUNDRAISING COOKBOOK

Guide and Catalog

You collect the Recipes... We'll do the rest!

Fundcraft

Personalized Community Cookbooks

www.fundcraft.com

**Publish your own Cookbook
for Fun and Profit!**

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



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“Raising money with Hometown Recipes”

**410 Highway 72 West
Collierville, TN 38017**

Phone: 800.853.1363
Fax: 901.853.6196

www.fundcraft.com
email: info@fundcraft.com

Office Hours:
8:00 am to 4:30 pm (cst)
Monday thru Friday

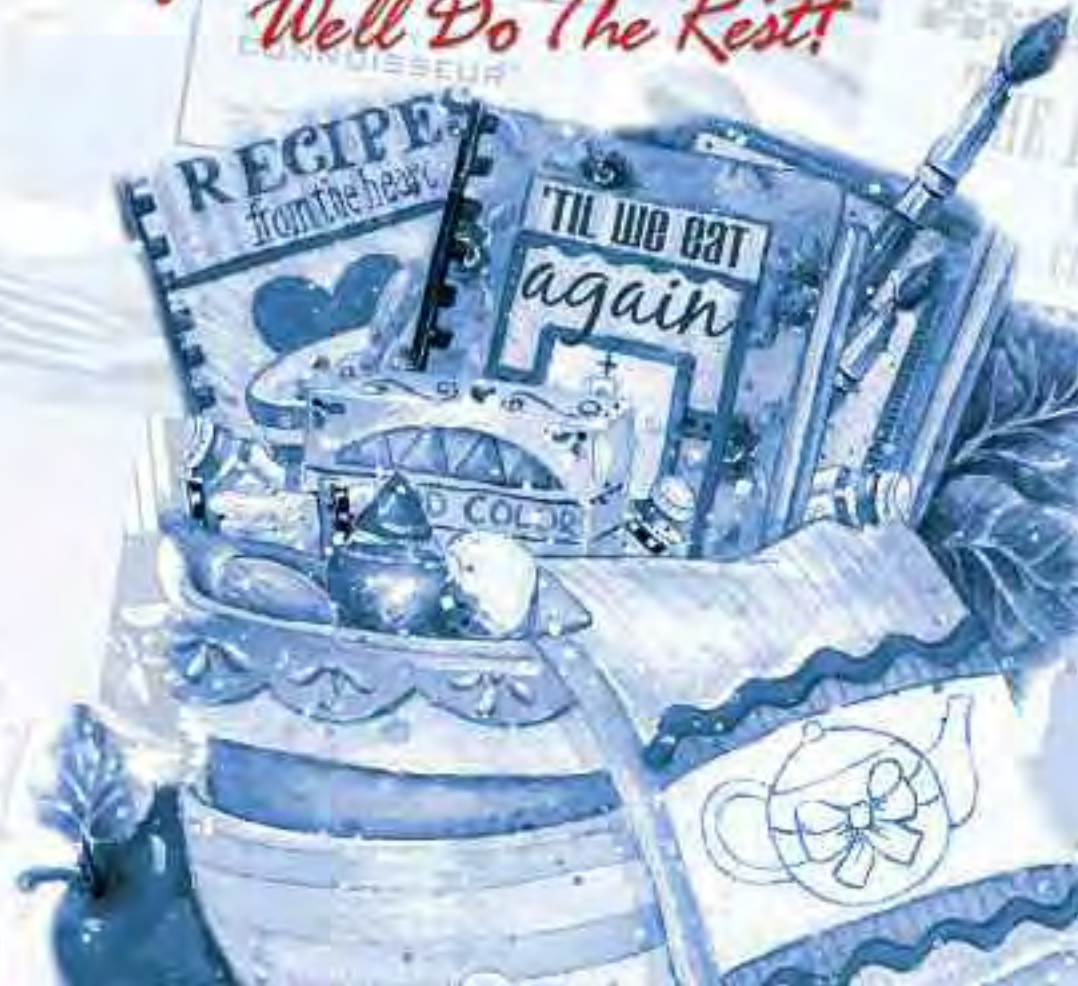


**Shipping over 80 million fundraising cookbooks
to 135,000 groups over the last 50 years!**

“Our program really works”

**Quality Cookbooks from
the Nation's Oldest & Largest
Community Cookbook Publisher
That's Why You Spend Less
& Sell The Best!**

*You Collect the Recipes...
We'll Do The Rest!*





P.O. Box 340 • Collierville, TN 38027
www.fundcraft.com

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

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Fundraising with Cookbooks!

Easy to Sell

Our cookbooks are extremely easy to sell. Why? Because each recipe submitted is from a local cook. Friends and family alike buy books on-site just to get those special hometown recipes and contribute to a great cause. In fact, we have more than a few successful cookbook stories within 100 miles of any city in the United States!

Customer Support

In addition to our live customer service representatives, we have several websites that will help you along the way to a successful, profitable cookbook fundraising project. And now with our FREE customer web advertising, literally thousands of cookbooks are sold from the website, www.cookbooks.com, with all proceeds going straight to your group! That's success with Fundcraft!

Did you know?

Ever wonder how to sell your cookbook in a retail bookstore? We have options that will dress your book for higher retail value. We even sell ISBN numbers so you can actually sell your cookbook in any retail store. We have so many options for your cookbook, along with our sales guarantee—we're confident you'll reach each and every one of your goals—and beyond. Your success is our success and we're here to help you each step of the way.

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.



“Remember...You Collect the Recipes —We'll Do The Rest!”

Free features in every cookbook published:

- Recipe typesetting and proofing.
- Recipe pages printed on high quality 60# paper.
- Continued recipes.
- Black and white page graphics.
- 4 local information pages, including one black & white photo.
- 5 standard recipe formats.
- 16-page helpful cooking hints section.
- Special recipe symbols.
- Full-color front cover - choice of over 80 designs.
- 12 pt. cover stock.
- Custom black and white front cover.
- Plastic lamination on both front and back cover in linen finish.
- Selection of full-color and black & white divider designs.
- Full-color section dividers with Hints on the back.
- Tab dividers collated in books.
- Plastic comb, plastic coil or perfect binding.
- Special occasion dedication page.
- Cookbooks to help defray shipping costs.
- Working with the pioneer of fundraising cookbooks.
- Financing 67 days.



- Table of contents.
- Index of recipes and contributors.
- Mail order page.
- Recipe collection forms.
- Internet advertising for your cookbooks.
- **Short/Cut™** online recipe collection and formatting software.
- **Short/Cut™** recipe formatting software.



- Online proof copy (Fundcraft typed books)
- Advertising sales kit.
- Cookbook sales tools.



Fundcraft Publishing

One family for over 100 years. Family-owned Fundcraft Publishing started out of a small rural print shop in the early 1900s with one goal...to work with one customer at a time and stress quality in every book published. That goal started with Marsh Bradley, later with son, David, and now with grandson, Chris, who is president of the company.

In the early 1940s, the company printed its first fundraising “cookbook” for a local church. And over the years, fundraising with cookbooks has proven to be a phenomenal success; helping churches, civic groups and more (at the national level) raise thousands of dollars.

In 1950, David Bradley joined the company, working after school and on weekends. After college, David returned to the business, which by that time was one of the leaders in cookbook publishing for churches, individuals and civic groups around the entire country. Fundcraft then purchased a large cookbook printing company, North American Press of Kansas City, which also had been in the cookbook publishing business for over 30 years.

Fundcraft started producing more than 50,000 cookbook recipes each week and working with more than 8,000 groups and businesses each year. Now, as one of the largest cookbook publishers in the U.S., Fundcraft has worked with thousands of groups and has raised millions of dollars for all types of organizations and businesses.

In 1985, Fundcraft moved from the small rural town in eastern Kansas to a new 200,000 square foot building, in West Tennessee, equipped with state-of-the-art presses and equipment to produce mass volumes of **fundraising cookbooks**, as well

as other fundraising promotional items. By doing so in volume, Fundcraft is able to publish as inexpensively as possible, and produces a multitude of items within an extremely cost-effective and competitive range, allowing for company success as well as exceeding customer satisfaction – meeting virtually every publishing/printing need.

When son, Chris, came on board in the 90s, Fundcraft joined the vast world of the Internet, and informative and profitable websites were developed such as **www.cookbooks.com**, **www.cookbooksonline.com**, **www.fundcraft.com**, and **www.instantpublisher.com**. Cookbook printing online was born, with customers submitting to Fundcraft for unusually *fast turn-around*.

Fundcraft is now the leader as an online cookbook publisher with websites attracting *more than 100,000 visitors each week!*



After Christmas

January 15 - February 15
2010

85¢

off per book

\$0.35 off per book
\$0.25 free front cover
\$0.25 short/cut™ recipe typing discount
\$0.85 savings per book (\$300 maximum value)



Coupon must accompany order and be received between the dates listed above. Coupon cannot be combined with other advertised coupons, specials or discounts. Minimum order 200 cookbooks. (offer does not apply to reorders.)

Summer Sale

July 15 - August 15, 2010

87¢

off per book

\$0.20 off per book
\$0.42 free black & white tab dividers (7 sections)
\$0.25 short/cut™ recipe typing discount
\$0.87 savings per book (\$300 maximum value)



Coupon must accompany order and be received between the dates listed above. Coupon cannot be combined with other advertised coupons, specials or discounts. Minimum order 300 cookbooks. (offer does not apply to reorders.)

Mother's Day Special

April 1 - May 1
2010

\$1.06

off per book

3-RING AND HARD COVER COOKBOOKS
FREE FULL-COLOR FUNDRAFT™ TAB DIVIDERS

\$0.56 tab dividers (7 sections)
\$0.25 off per book
\$0.25 short/cut™ recipe typing discount
\$1.06 savings per book (\$300 maximum value)



Coupon must accompany order and be received between the dates listed above. Coupon cannot be combined with other advertised coupons, specials or discounts. Minimum order 300 cookbooks. (offer does not apply to reorders.)

FALL SAVINGS

September 1 - October 10
2010

5%

FREE BOOKS

1-800-853-1363
www.fundcraft.com

Example: Order 500 cookbooks and receive 25 free books. Sell the free 25 cookbooks for \$10 each and generate \$250 in free money!
This is a savings of **50¢** per book.

Coupon must accompany order and be received between the dates listed above. Coupon cannot be combined with other advertised coupons, specials or discounts. Minimum order 200 cookbooks. (offer does not apply to reorders.)

EARLY CHRISTMAS

JUNE 1 - JULY 4, 2010

Free Hard Cover

\$1.45

SAVINGS PER BOOK

Minimum order 500 cookbooks
with \$500 maximum value.

Coupon must accompany order and be received between the dates listed above.
Coupon cannot be combined with other advertised coupons, specials or discounts.
(offer does not apply to reorders.)



Our match special!

If you have started your cookbook program with another publishing company and you see something in the Fundcraft program you like better, we will match any publisher's written offer and can publish your cookbook without you starting over. All we need is a signed price quote from the publisher and we will match it!

Please fill out and return with your order

It is Fundcraft's policy to never sell or share your information with any outside party. All information is held strictly confidential and will be used to better our cookbook program.

How did you hear about Fundcraft?

friend magazine ad Internet another group's cookbook other

What companies did you compare us with? _____

What is your reason for selecting Fundcraft? _____

Your age: 18-29 30-39 40-49 50-59 60 +

Gender: Male Female

Did you find our program easy to follow? _____

Is there anything different you would like to see added or taken out of the current program? _____

Please fill out and return with your order

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2011 Cookbook Price Chart

Base cost for standard cookbooks



P.O. Box 340 • Collierville, TN 38027

www.fundcraft.com

FREE FEATURES

In every book. Included in base cost:

- Fundcraft full-color front cover.
- Custom black & white front cover.
- Lamination on front and back cover.
- Plastic comb, plastic coil binding or perfect binding
- Selection of full-color and black & white divider designs.
- Tab dividers collated in books.

- Special occasion dedication page.
- Local information pages (up to 4 free, including 1 black & white photo)
- Recipe pages, printed in black ink on white 60# text paper.
- 5 standard recipe formats
- Continued recipes.
- Black & white page graphics.
- Special recipe symbols.
- Recipe typing and proofing.

- Table of contents.
- Index of recipes & contributors.
- Mail order page.
- 16-page helpful cooking hints section.
- Online proof copy (Fundcraft typed books).
- Cookbooks to help defray shipping costs.
- **Short/Cut™** recipe typing software.
- Recipe collection forms.
- Internet advertising of your cookbook.
- Working with the pioneer of fundraising cookbooks.

To find the base cost of your cookbook, read down the first column to the number of recipes your book contains. Then read across to the column indicating the number of cookbooks you plan to order.

Number of Recipes	NUMBER OF COOKBOOKS												*SUGGESTED SELLING PRICE	YOUR PROFIT PER BOOK
	100	200	300	400	500	600	700	800	900	1000	1500	2000		
Up to 150	\$4.30	\$2.90	\$2.80	\$2.65	\$2.45	\$2.40	\$2.35	\$2.30	\$2.25	\$2.20	\$2.15	\$2.10	\$8.00 - \$12.00	\$3.70 - \$9.90
151 to 200	5.10	3.15	2.95	2.75	2.65	2.55	2.50	2.45	2.40	2.35	2.30	2.15	9.00 - 13.00	3.90 - 10.85
201 to 250	5.60	3.45	3.30	3.00	2.80	2.75	2.70	2.65	2.60	2.55	2.40	2.35	9.50 - 13.50	3.90 - 11.15
251 to 300	6.10	3.80	3.40	3.30	3.10	3.05	3.00	2.95	2.90	2.85	2.65	2.55	10.00 - 14.00	3.90 - 11.45
301 to 350	6.45	3.95	3.65	3.60	3.20	3.15	3.10	3.05	3.00	2.95	2.85	2.70	10.50 - 14.50	4.05 - 11.80
351 to 400	6.95	4.25	4.05	3.75	3.50	3.40	3.35	3.30	3.25	3.20	3.05	2.90	11.00 - 15.00	4.05 - 12.10
401 to 450	NOT AVAILABLE	4.65	4.35	3.95	3.75	3.65	3.60	3.55	3.50	3.45	3.25	3.10	11.50 - 15.50	6.85 - 12.40
451 to 500		4.50	4.30	4.05	3.95	3.90	3.85	3.80	3.75	3.55	3.35	12.00 - 16.00	7.50 - 12.65	
501 to 550		4.80	4.60	4.40	4.20	4.15	4.10	4.05	4.00	3.80	3.55	12.50 - 16.50	7.70 - 12.95	
551 to 600		5.10	4.90	4.70	4.50	4.40	4.35	4.30	4.25	4.05	3.75	13.00 - 17.00	7.90 - 13.25	
601 to 650		5.75	5.20	5.00	4.85	4.65	4.60	4.55	4.50	4.40	4.05	13.50 - 17.50	7.75 - 13.45	
651 to 700		5.75	5.20	5.05	4.90	4.85	4.80	4.75	4.55	4.45	14.00 - 18.00	8.25 - 13.55		
701 to 750		6.05	5.60	5.45	5.30	5.10	5.05	5.00	4.80	4.55	14.50 - 18.50	8.45 - 13.95		
751 to 800		6.25	5.95	5.75	5.55	5.35	5.30	5.25	5.05	4.65	15.00 - 19.00	8.75 - 14.35		

Prices subject to change without notice, but no order will be printed without prior notification to the customer. All orders subject to 10% overrun or underrun.

*These are recommended prices only to qualify for our Sales Guarantee Program. Your books can be sold at any price you choose.

FOR PENNIES MORE™ DESIGN OPTIONS

Options add value to your cookbook. Your selling price should be raised accordingly. Options selected will be added to the cookbook base cost.

BINDING		TABBED SECTION DIVIDERS		LOCAL INFORMATION PAGES	
Plastic Comb White, red, black, blue, plum and dark green	FREE	Tabbed section dividers, regular or round tabs Fundcraft or customer designed tabbed dividers (300 book min.) (This cost is in addition to any custom divider charges)	\$.10 per tab per book	4 pages with one black/white photo	FREE
Plastic Coil White, blue, black and clear (500 recipes max)	FREE			Additional information pages	\$.04 per page per book
Perfect Binding	FREE	6 x 9 Recipe page tabbed book (300 book min.)	\$2.50 per book	Additional black/white photos	\$.04 per photo per book
3-ring padded notebook (600 recipes max) Cased notebook cover-print on front, back and spine (200 book min.)		RECIPE PAGES		Full-color photo on local information pages	\$.20 per photo per book
Hard Cover Cased board with comb binding only (200 book min.)	\$1.45 per book	Standard white 60# paper	FREE	Special Occasion Dedication Page	FREE
Ease•L•Back One recipe per page with foldout stand (300 recipes max)	\$1.15 per book	Off-white paper	\$.20 per book	Mail Order Page	FREE
FRONT COVERS		Full-Color Designer Background Paper	\$.75 per book	MERCHANT ADVERTISING PAGES	
Fundcraft full-color cover design with black imprint	FREE	Black Ink on recipe pages	FREE	Advertising from local merchants (combination Full page, 1/2; 1/3; 1/4; 1/6; 1/8; and Booster)	\$40 per page per order
Imprint in ink color other than black	\$25 per order	Recipe formats (5 continued formats)	FREE	Pages on inside front, inside back or outside back cover (black and white print)	\$50 per page per order
Customer designed full-color front cover	\$.25 per book	Non-continued recipes	\$.20 per book	Photos on advertising pages	\$15 per photo per order
Customer designed full-color back cover Free on orders of 500 books or more	\$.25 per book	Fundcraft filler text or filler art	\$.15 per book	Advertising pages Camera ready submitted in PDF format on Fundcraft's template and size layouts	\$20 per page per order
Full-color print on inside front or inside back cover	\$.25 per cover per book	Customer filler text or filler art	\$.25 per book	SALES MATERIAL	
Fundcraft black/white front cover design	FREE	Long recipes (could move price to next bracket) (average cookbook has minimum of 2 1/2 recipes per page)	\$.40 per page per order	ISBN (on back cover)	\$75 per order
Customer designed black/white front cover design	FREE	Recipe notes	\$.25 per book	Counter display boxes	\$1.50 each
Black/white print on inside front, inside back or outside back cover	\$.15 per cover per book	Special Recipe Symbols	FREE	OTHER FEATURES	
Lamination on front & back covers	FREE	Index of recipes (alphabetized within category)	FREE	Short/Cut™ Recipe Typing Program	\$.25 Discount per book
Lamination on inside front & inside back covers	\$.15 per book	Index of contributors (optional)	FREE	Rush service (25 working days guaranteed ship time) (15% on order total or \$200 minimum)	15% upcharge
SECTION DIVIDERS		Proof copy posted online Online proof copy (Fundcraft typed books)	FREE	Cookbook CD (25 minimum)	\$3.50 each
Fundcraft full-color divider designs (7 sections)	FREE	Online proof of Short/Cut™ orders	\$25.00 per proof	Printing on plastic comb binders (500 minimum)	\$.40 per book
Fundcraft full-color optional divider (1 only)	\$15.00 per order	Hard copy cookbook proofs Hard copy proof of entire cookbook	\$35.00 per proof	16-page helpful cooking hints	FREE
Fundcraft black & white divider designs (8 sections)	FREE	Hard copy proof with no recipes (includes: cover, customer designed dividers, local information pages and merchant advertising)	\$25.00 per proof	16-page supplementary inserts	\$.25 per book
Customer designed black/white divider designs	\$.10 per divider per book	Additional cover or recipe proof	\$25.00	Clear plastic recipe envelope	\$.20 per book
Customer Designed black/white print on back of section dividers	\$.10 per divider per book	Corrections on books we type	FREE	Gold & Silver Foil Stamping 200 Books 500 Books 1000 Books 2000 Books	\$.80 per book \$.55 per book \$.35 per book \$.25 per book
Customer designed full-color divider designs	\$.20 per divider per book	Customer editing on books we type	\$4.00 per line	3-Ring padded notebook stand	\$.50 per book
Customer designed full-color print on back of dividers	\$.20 per divider per book	MARKETING TOOLS		Marketing booklet and guide	FREE
Section dividers printed on heavy card stock (non tabbed) White only	\$.05 per divider per book (In addition to divider cost)				
Divider Paper Colors (off-white, gray, green, blue)	\$75.00 per order				

Step by Step Guide

- Step 1: Planning
- Step 2: Recipe Management
- Step 3: Layout & Design
- Step 4: Merchant Advertising
- Step 5: Promotions & Sales
- Submitting your order

Step 1 PLANNING

Select your Cookbook Committee.

Select a committee of five to six people. Look for enthusiastic, energetic team members to ensure success!

Set a fundraising goal.

Create a fundraising goal based on your list of financial needs. Use the Fundcraft Price Chart to determine the number of cookbooks needed to reach your goal.

Make a schedule.

From start to finish, decide on a "Selling Date," and mark your calendar when you'll need to submit materials to meet that deadline. Start your Fundcraft Program Checklist to keep on schedule.

Fundcraft makes it easy with FREE:

- Price Chart
- Program Checklist

www.fundcraft.com

1.800.853.1363

Step I - Planning



Standard Cookbook Arrangement

Program Planning

Good organization is the key to any successful fundraising program. It is very important that a good committee is selected and each member be given a specific responsibility toward project completion.

Plan for Success with 8 simple steps:

1. Decide how much money your group wants to earn.
2. Decide how you want to use the profits from the cookbook sales.
3. Determine the number of recipes to collect and the number of books to order to reach your dollar goal.
4. Set a firm date for your fundraising selling drive.



5. Based on your selling date and Fundcraft's average production time of 35-50 working days to complete the printing, completion dates should be set for each phase of your project.

6. If your group decides to sell local merchant advertising, a group leader for advertising should be appointed.

7. Set weekly meeting dates for Committee Leaders and the Chairperson to report progress. Monthly meetings stretch your project out too long and interest is lost.

8. A good way to handle money collected from advance sales is to open a special bank account for your program, with two signatures required for withdrawals. This is protection for the signers of the Order Form and for your organization.

Step 2 RECIPE MANAGEMENT

Collect your recipes.

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

Sort your recipes

Categorize your recipes using either Fundcraft standard section titles or custom section titles. Then sort the recipes in the order you want them to appear in each section. Finally, sort the sections in the order you want them to appear in your book. **Remember:** Fundcraft typesets your recipes for free.

Send your recipes to Fundcraft.

Choose from any of our three recipe submission options. Fundcraft makes it easy!

Fundcraft makes it easy with FREE

- Recipe Collection Forms

Recipe Collection

Recipe collection is the most important aspect of the cookbook fundraising program. Hometown recipes are what makes personalized cookbooks the most sought after type of cookbooks in the world. Be sure to have several members of your group help get the word out that your group is seeking good recipes. By handing out recipe collection forms and setting due dates for the recipes to be turned in, you'll ensure you will have a good supply of recipes for your cookbook project.

Select your recipe collection leader...

The recipe collection leader should be the most dependable and outgoing member of the organization. Two or three other members should assist with the follow-up calls and recipe sorting. All members should help by soliciting recipes and donating recipes.

Note: Be sure to let everyone know their recipe has the chance to be chosen for the Fundcraft Hometown Recipe Contest with prizes up to \$1,000 and a chance to be printed in the annual full-color, hard cover Fundcraft Hometown Recipe Collection Cookbook.

3 Ways to submit your recipes for printing

Find out how you can save money and simplify your recipe collection process!

- 1.) Gather your recipes, making sure they are all on the same size sheets of paper. If not, staple or



Now, you have 3 different and unique ways to produce your cookbook with Fundcraft. Select the one that is right for you and "let's get cooking with Fundcraft."

tape smaller recipes to larger sheets. Sort the recipes into sections and count the total recipes in each section. Fundcraft will typeset the recipes into the chosen recipe format and post a free proof online for review if this option is chosen on the order form.

- 2.) The Short/Cut™ on CD program was designed to help groups save money by typesetting their own recipes. The Short/Cut™ program can be loaded onto one computer and recipes can be entered into the computer for a savings of \$.25 per book with a maximum savings of \$300! This method works best if one committee member would like to type and proof the entire book and be sure that all recipes are entered into a consistent format.
- 3.) The Short/Cut™ online program was developed to be the ultimate form of recipe collection, making the recipe collection process easier and more efficient to save you time and money. Fundcraft is the only cookbook publisher who is able to offer this unique way to publish your cookbook. Fundcraft will assign a specific web location for your cookbook project and provide you with a webID and password. This webID can then be distributed to family and friends all over the world for recipe entry, making it a simple way to collect the recipes. The chairperson has the power to pick and edit recipes for consistency and general completeness with this method.

Step 2 - Recipe Management

Dispense recipe collection forms

The supply kit comes complete with recipe collection forms. If your recipe donors print legibly on these forms, it is not necessary that they be retyped. Call Fundcraft for additional forms if you need more.

Participate with a well-known cook in your community

Remember, it is the names under all of your recipes that sell books. Limit the number of recipes to two (2) or three (3) per person, unless that person is a very famous cook in your community.

Follow up on recipe donors

Keep an accurate record of everyone you send recipe collection forms to. Sort recipes into proper sections as they come in. Be sure to call if you don't receive the recipes back in 7 to 9 days.

Sort Recipes Into Sections

Set up a file folder for each recipe section. Fundcraft does not eliminate recipes, so be sure they are checked for content and correctness.

Put Count Sheets on Top of Each Recipe Section

After all recipes have been reviewed, attach the appropriate copy of the recipe count sheets to each section.

- Recipes should be written using our standard format, with the ingredients at the top, followed by the recipe instructions. Recipes may be typed or printed neatly – no cursive or long-hand. Only one recipe should be printed per page. Do not use the back

of the sheet. If additional space is needed, continue the recipe on a separate sheet and staple the pages together. Each recipe allows for **two lines** of donor information (up to 35 characters per line) example: *Jane Doe, Memphis, Tn.* Additional information will be considered a recipe note.

- Additional information (i.e., “This recipe has been in my family for 100 years”) is considered a recipe note. Recipe notes are available for an additional charge and must be limited to **four lines** maximum.
- Collecting recipes from as many members as possible will certainly ensure the success of your cookbook program. Everyone likes to see their name in print, and in turn, will purchase copies of your cookbook to send to their friends and relatives. This means more sales and profits from the program. If more than one person donates the same recipe, submit the recipe only once for your book and place both donors' names under the recipe. Only the donor name on the top line will be included in the contributors index.



The Art of Collecting Good Recipes

- Names, not recipes, sell cookbooks. Try to limit contributors to only two to three recipes each.
- Set a recipe submission deadline. If contributors aren't prompt, your program may lose steam.
- Check each recipe for errors as you sort.
- Arrange each section's recipes in the order you wish them to appear. Place each section in a separate envelope and label each one.
- Fill in the supply order card included in the Recipes For Success Information Kit to receive the Original Program Marketing and Supply Kit for ideas on the recipe collection phase.

Checking for errors

- 1) *Fundcraft does not eliminate recipes. Make sure all recipes are complete.*
- 2) *READ EACH RECIPE FOR ERRORS.*
- 3) *If duplicate recipes are submitted, put each submitter's name under only one recipe. Only the top name will appear in the contributors index.*
- 4) *Names sell books, be sure all names are spelled correctly.*

Recipe submission guidelines

DO SUBMIT

- Handwritten or typed recipes on uniform size sheets of paper (no smaller than one-half sheet of typing paper)
- Fundcraft Recipe Collection Forms
- Legible photocopies
- Recipes bundled & labeled into recipe sections
- Recipes downloaded onto a disk or online from Short/Cut™ software

DO NOT SUBMIT

- Unsorted recipes
- Illegible recipes
- Photocopies of recipe cards
- Photocopies of recipes from a copyrighted book
- Recipes from copyrighted websites
- Recipes on scraps of paper, napkins or paper towels, etc.
- Recipes cut out of newspapers
- Recipes in any language other than English

Abbreviations

The Fundcraft policy is to abbreviate measurements in the ingredients list and spell them out in the directions. If standard abbreviations have not been used, our typists will standardize them if Fundcraft types the recipes. Recommended abbreviations are:

c. = cup	tsp. = teaspoon	lb. = pound	qt. = quart
oz. = ounce	doz. = dozen	pkg. = package	Tbsp. = tablespoon

AVOID THESE COMMON MISTAKES

1. **Duplicate Recipes**– Submit each recipe only once. If more than one person contributes the same recipe, you can place two names under one recipe.
 - If you have multiple contributor names, it is recommended you **do not** have a contributors index, as only the first name appears in the index.
2. **Duplicate Contributor Names**– Be consistent in spelling your contributor's names. The recipe donor's name appears in the List of Contributors. If a donor's name is not spelled the same on every recipe they submitted, they will be listed multiple times in the index. For example, Sara Smith, Sara B. Smith, & S.B. Smith would be different listings.
3. **Loose Recipes**– Fundcraft **does not accept loose recipes**. Tape each loose recipe to a uniform size sheets of paper that is the same size as the rest of the recipe submissions. You can use sheets of typing paper or Recipe Collection Forms, as long as all recipes are turned in on the same size paper. Remember, only one recipe per sheet.

Fundcraft TYPES and PROOFS your recipes for FREE

Just collect the recipes, sort them into sections, place them in your desired order and Fundcraft will do the rest! After Fundcraft typesets your recipes, we will proofread them against your original copies to check for accuracy. Production time is approximately 35-50 working days if Fundcraft types your recipes. The price listed on the price chart includes free typing and proofing of your recipes.

Hard copy proof

Hard copy proofs are available for an additional charge. See price chart for more information. Please be aware that sending hard copy proofs may delay production by up to two weeks or longer. *Proof copy is unbound.*

Proof copy on the web

Every group is assigned a custom website at the start of their cookbook program. Once we have typed and proofread your book, a FREE proof copy will be posted to the site for five days (not business days), allowing you to print a copy of your book to check before production. We will notify the billing correspondent by e-mail when the copy is available online to check. If we receive no corrections from you within five days, the book will be published as posted on the site. During the proofing stage, Fundcraft errors will be corrected at no charge; however, any changes from the originally submitted materials are subject to an additional charge. ***The proof option must be marked on the order form.***

Additional cover or recipe proofs are available upon request for an additional charge. See price chart page 8.

Step 3 - Layout and Design

Step 3 LAYOUT AND DESIGN

Select your cover design.

Choose from over 80 Fundcraft Cover designs or design your own!

Select your section divider design.

Choose from Fundcraft's divider designs, or design your own!

Select your recipe format.

Select one of Fundcraft's recipe format designs.

Select your binding style.

Fundcraft's sample kit makes it easy to choose from our six binding styles.

And now's a good time to...

Produce information for the [four free local information pages](#) for Fundcraft to include in your cookbook.

Fundcraft makes it easy with FREE:

- Covers and dividers
- Sample kit

Be sure your cover is eye-catching. Since your cover is the first thing readers will see, it needs to encourage them to open your cookbook and read more.

Your cookbook cover should clearly state the name of your organization. Your group's name should be recognizable, and placing it on the cover will boost sales.

If you choose a Fundcraft cover design, take into consideration the space available on that particular design when selecting your cover wording. Some covers have more room for text than others.

You don't need to be a designer to create a beautiful, unique cover. Just submit an original photo or drawing, fill out a cover layout sheet from our supply kit with your wording and typestyle choices, and let our art department do the rest!



Fundcraft Designed Covers

Once your recipes are collected, you are ready to put the finishing touches on your cookbook and really make it unique by selecting your design options. Remember, a personalized cookbook will appeal to members of your community, leading to increased sales and more profit for your group.

Fundcraft offers a tremendous variety of free features. For those groups who may be short on time or creativity, designing a cookbook can be as simple as selecting a cover and divider set, and submitting any text you would like included on your local information pages. Then just sit back

and relax; in 35-50 working days, you will receive beautiful, personalized cookbooks that your whole group can be proud of.

However, your group may have more specific ideas for its cookbook design. Maybe you're interested in a custom cover, custom dividers with tabs, color photos on your local information pages, selling merchant advertising to offset the cost of production, or using different binding styles. These are just some of the custom design options we offer. Since several of our custom options are offered at no additional charge, you are truly free to express your creativity.



Customer Designed

Step 4
MERCHANT ADVERTISING

Select a marketing team.

Select two members with a flair for selling, though cookbook advertising practically sells itself. Potential advertisers include businesses who can recognize a marketing tool that will highlight their names for years to come, supporters who want to show their support with personal messages, and local merchants with relatives in your organization.

Submit your ads.

Use our easy-to-use Fundcraft Advertising Forms to submit information and track sales and contacts. The Fundcraft art department will design your advertising pages.

Get your cookbooks for free!

Double your cookbook profits with easy-to-sell ads that can more than pay for your cookbook before it's even printed!

Fundcraft makes it easy with FREE:

- Advertising Forms
- Cookbook Advertising Support Materials

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

Fundcraft will prepare the ads for printing. There is a per page charge for Fundcraft to prepare and print ads in your cookbook. 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.

Just collect the information from the merchant and give us the ad size for each –

- full page ad
- one-half page ad
- one-third page ad
- one-fourth page ad
- one-sixth page ad
- one-eighth page ad
- booster ad (single line of text)

While typesetting your ads by Fundcraft is included in the price of the ad pages, some

advertisers may have existing artwork or prefer to have a graphic artist in their area lay out their ads. If so, please refer to our artwork submission guidelines on page 32 to ensure that we will be able to use their files.

NOTE: Ads containing photos will incur an additional charge.

- Ads containing photos or grayscale logos are limited to one-half page or larger.
- Ads containing black/white line art logos are limited to one-fourth page or larger.
- Ads of one-sixth or one-eighth page will be text only.

Fundcraft provides a FREE advertising instruction booklet, which includes advertising receipts and ad layout forms. The free advertising kit can be ordered by returning the supply order card. The forms can also be printed from the website at www.fundcraft.com.



Step 5 - Promotion and Sales

Step 5 PROMOTION AND SALES

Don't wait! Pre-sell!

You can start selling your cookbooks before they're even printed. Request your FREE advance sale coupons, gift certificates and posters from Fundcraft. Pre-selling will help give you a head start!

Distribute your cookbooks to your sales force.

Motivate your team! Keep track of book sales on a weekly basis. Plan for a reprint if necessary.

Start counting your profits!

Start spending your profits on your organization's financial needs. We're sure you can find some worthwhile use for some extra income!

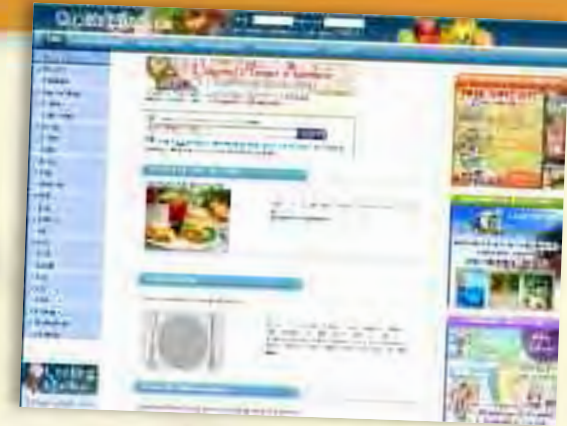
Fundcraft makes it easy with FREE:

- Web Advertising
- News Release
- Advance Sale Coupons and Gift Certificates
- Posters

Cookbook Sales Tools

FREE! Web Advertising

Thousands of Fundcraft customers are selling their cookbooks on the largest cooking site on the web at www.cookbooks.com. Fundcraft has combined the old-fashioned idea of advertising with the latest electronic technology to help customers sell their cookbooks. Always searching for ways to help groups raise more money, Fundcraft offers free use of the largest cooking site on the Internet at no cost to fundraising groups. After the cookbook is printed, your group 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 each 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 has drafted a sample news release that can be downloaded from our cooking site at www.fundcraft.com. We recommend that you mail the news release, along with a photo of your committee and any information you may have about your group, to every news media in your area, advertising the arrival of your beautiful cookbook.



FREE! Advance Sale Coupons and 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 holiday or special event.

FREE! Posters

FREE full-color posters are provided to advertise your cookbook in your community. The Fundcraft Marketing Kit includes five posters. Additional posters can be requested for an extra charge by calling 1-800-853-1363.



Start your Fundcraft cookbook program today!

Let's start your cookbook project today! You can request a copy of the Fundcraft Original Program marketing kit and free supplies by returning the supply order card, or you can review and download the material on the web at www.fundcraft.com. The Fundcraft Cookbook Information Kit is an invaluable step-by-step guide that contains everything you need to make your own personalized cookbook. With this easy-to-use information, you are assured of having the most professional, highest quality fundraising cookbook program possible. It's free and full of helpful ideas.

Prepare Your Manuscript

- Determine the type of binding style. See page 19.
- Choose a recipe format. Pages 62-63.
- Use our layout sheets to set up your custom cover, dividers and local information pages.
- Select a Fundcraft cover design or design your own. See Covers on pages 20-37.
- Include the text and photo you want to include on your local information pages. Number the pages in the order you want them to appear in your book. Select graphics for cookbook pages. Pages 63.
- Select a Fundcraft divider set or design your own. See pages 38-61.
- If you sold merchant advertising, group your ads according to size and determine a final page count. Pages 15.
- Follow artwork submission guidelines for all photos and artwork. See page 32.

Plan on how much money you want to raise

*The number of books any group orders depends on several important factors. Keep in mind that the **minimum order** for the Fundcraft Personalized Cookbook Program is **100 books**.*

- You will sell at least three to four cookbooks to each person who contributed a recipe.
- Count any advance orders placed by recipe submitters on the Fundcraft recipe collection forms and adjust your numbers.
- Add advance sale coupons and gift certificates sold.
- Make sure to order enough cookbooks to generate enough money to meet your fundraising goal.
- Ordering extra cookbooks will allow for continued sales on the www.cookbooks.com website and to fill orders generated through local news releases.
- Remember, if you reorder, the same quantity of cookbooks will cost less than your original order; however, reorders with smaller quantities will be more expensive. It is a better value to order extra cookbooks on your initial order than to make a small second order.



Submit Your Order

- Fill out the order form completely. Your order cannot be processed without your order form completed and **signed by two non-related adults**.
- Determine your per-book base cost, based on your binding style, number of recipes and number of books in your order. See price chart pages 7-8.
- Mark your options on the order form and calculate the total for your order.
- If your cookbooks will not be sold for non-profit fundraising purposes, include 50% of this total as a deposit with your order. Final balance is due before shipping.
- Include everything in your order at one time, as you will be charged extra for additional recipes or other materials that are submitted after the manuscript is received. Also include any coupons. Coupons submitted after your order is received will not be honored.
- If you use Short/Cut™ Online, your completed order form must be received before your order is complete.
- Be sure to take into consideration our production time, and submit your order with plenty of time for special dates or planned events.
- Wrap and ship your package to Fundcraft and we will do the rest!



design your cookbook

Design:
covers, dividers,
typestyle, binders,
recipe page format
short/cut™ program

Cover Designs:

Fundcraft full-color cover designs	20-32
Customer designed full-color cover	33-35
Customer designed one color covers	36

Divider Designs:

Fundcraft full-color divider sets	39-51
Fundcraft black and white cover and divider sets	52-55
Fundcraft black and white divider designs	56-57
Customer designed divider sets	58-59
Tabbed Section Dividers	61



Typestyles and Recipe Formats:

Typestyles	37
Recipe formats	62-63

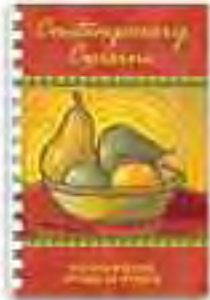
Binders, Paper and Ink:

Binding Styles and colors	19
Paper colors	60
Ink colors	19, 37, 60

Extra Features:

Full-Color designer paper 	65
Local information pages	66
Helpful Hints and Supplementary Inserts 	67
Terms and Policies	70

Select a binding style for your cookbook. Fundcraft offers 6 different styles including our new Perfect Binding.



Plastic Comb

This binding is free and offered in 7 colors and allows for printing on the spine. Soft and hard covers can be used with this binding style.



Hard Cover

This binding is the most durable cover on the market. Your cover design is between a 1/8" thick heavy board and a sheet of lamination film making a very strong cover. The cookbook is bound with a plastic comb binder.



Three-Ring

This binding features a full 1/8" padded front and back cover. All of our covers are laminated with a linen texture. With the 3-ring, the front, spine and back cover can be used for printing.



Cover Lamination

Free lamination on the front and back cover is added to all Fundcraft covers for appearance and durability in the kitchen. Every cover has a linen book texture with a selection of matte or gloss finish.



Three-Ring Binder Cookbook Stand

The three-ring binder option can come with an added bonus: your very own cookbook stand! This plastic easel will support your cookbook upright when you're ready to cook.

The stand comes bound, flat in the back of your three-ring binder. To use, take it out of your binder and the stand pops into place. When you're finished, it will fold flat for storage in your three-ring binder. You'll never lose it!



Plastic Coil

This binding has a continuous plastic coil running through punched holes in the book. The coil comes in 4 colors and allows the cookbook to lay flat when opened.



Perfect binding

This is another free binding style where the book cover wraps around the book and is glued at the spine. Printing can be on the front and back covers and also the spine.



Ease-L-Back

This is a fresh alternative to the standard cookbook. The cookbook features a built in stand for easy, hands free use in the kitchen. Only one recipe is printed per page and the recipe type is larger on this style of binding.

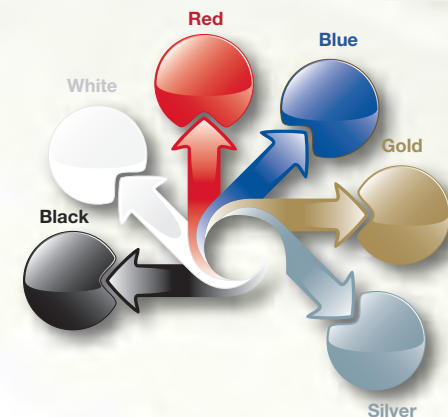


Comb Binder Color and Typstyles

We offer seven different comb binder colors from which you may choose. Choose a typestyle marked with an asterisk for your binder imprint.

NOTE: For spine printing on the three-ring binder and perfect binding styles, any of our cover typestyles on page 37 may be used.

Plastic Comb Ink Colors:



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

Now that you have your recipes collected and ready to submit for printing, it's time to select options that will make your cookbook unique to your organization.

For a small charge, we will print the title of your cookbook and/or organization name on your comb binder. This quick reference feature will be appreciated by cooks everywhere! Remember that spine printing is included in the price of the three-ring binder and perfect binding styles.

Fundcraft Full-Color Cover Designs

(The free cover designs can be used with any divider set.)

Covers

You'll find that your cookbook cover will be one of your best sales tools – a beautiful, eye-catching cover will really help your cookbook to sell. Fundcraft's Original Cookbook Program offers a wide variety of cover and binding options which will allow you to create a cover to fit any need, style or budget.

A variety of design options

Choose from more than 80 beautiful Fundcraft full-color cover designs, which you can customize with your own wording in black ink. Several of our cover designs contain a space to insert a black and white photo or sketch at no charge. Or you may choose to design your own custom black and white cover at no charge. For the ultimate in custom covers, create your own customer designed full-color cover for just pennies more per book for any quantity!

Below is a brief overview of just some of the cover design options we offer. All designs are shown on our website.

Full-color cover and divider sets

Most divider sets coordinate perfectly with one or more of our Fundcraft full-color cover designs, but feel free to combine any divider set with any Fundcraft or customer cover design.

Customer designed black and white cover

At no additional charge, design your own custom black and white cover using your wording, typestyle and sketch or photo.

Customer designed full-color cover

A custom full-color cover can be anything from a simple sketch or photo with your wording to a professionally designed cover.

Customer designed inside front, inside back and outside back covers

Full-Color or black and white photo on back cover is FREE with an order of 500 or more books. For an additional charge, you can also elect to have a black and white or color photo on inside front, inside back or outside back cover.



C10 Fab Favorites

Recommended binder color: Black
Recommended dividers:
D69 (Modern Kitchen Delights)



C11 Modern Kitchen Delights

Recommended binder color: Black
Recommended dividers:
D69 (Modern Kitchen Delights)



C12 Family Picnic

Recommended binder color: Blue
Recommended dividers: D10 (Food Art)



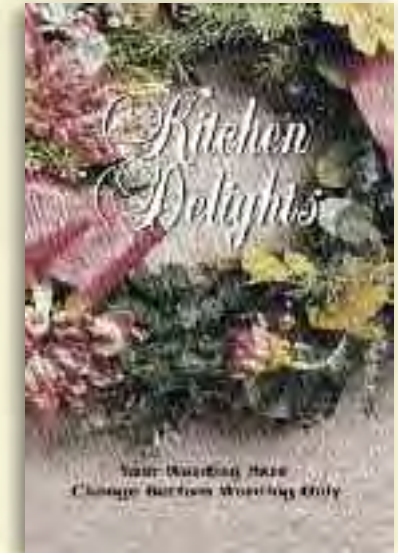
C13 Hey Good Lookin'

Recommended binder color: White
Recommended dividers: D65 (Hey Good Lookin')
Matching back cover



C66 Pet Recipes

Recommended binder color: Blue or Red
Recommended dividers: D66 (Pet Recipes)
Matching back cover



C77 Kitchen Delights

Recommended binder color: White
Recommended dividers: D41 (Kitchen Delights)



C98 United We Stand
 Recommended binder color: Blue
 Recommended dividers: D47 (Stars and Stripes)



C99 Heart and Soul Cookbook
 Recommended binder color: White
 Recommended dividers: D29 (Heart and Soul)



C100 Bread of Heaven
 Recommended binder color: Dark Green
 Recommended dividers: D34 (Bread of Life)



C101 Our Daily Bread
 Recommended binder color: White
 Recommended dividers: D34 (Bread of Life)



C102 Let Freedom Ring
 Recommended binder color: Black
 Recommended dividers: D77 (Star Spangled Recipes)



C103 Memorial Ribbon
 Recommended binder color: Black
 Recommended dividers: D47 (Stars and Stripes)



C106 Culinary Treasures
 Recommended binder color: Black
 Recommended dividers: D38 (Tried and True)
 Matching back cover



C120 Classic Cookbook
 Recommended binder color: Black
 Recommended dividers: D4 (Food Photo)

Free Cover Designs



C125 Simply Irresistible
 Recommended binder color: Black
 Recommended dividers: D53 (Tablecloth)



C130 Tasty Temptations
 Recommended binder color: Black
 Recommended dividers: D10 (Food Art)



C131 Timeless Treasures
 Recommended binder color: Blue or White
 Recommended dividers: D70 (Bountiful Harvest)
 Matching back cover



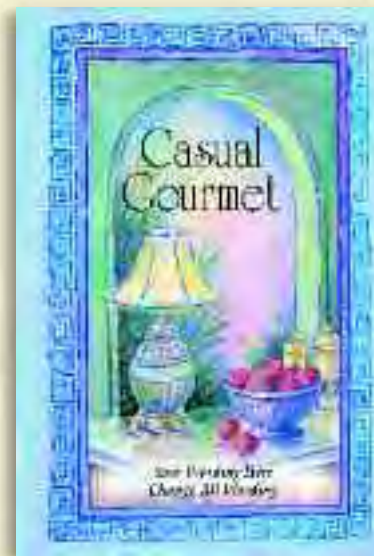
C132 Flavors of Home
 Recommended binder color: Blue or White
 Recommended dividers: D70 (Bountiful Harvest)



C134 Bountiful Harvest
 Recommended binder color: Dark Green
 Recommended dividers: D70 (Bountiful Harvest)
 Matching back cover



C135 Pig Out
 Recommended binder color: Black
 Recommended dividers: D10 (Food Art) or
 D53 (Tablecloth)



C136 Casual Gourmet
 Recommended binder color: Blue
 Recommended dividers: D70 (Bountiful Harvest)



C140 Cooking with Friends
 Recommended binder color: Red
 Recommended dividers: D10 (Food Art)



C151 Kids in the Kichen
Recommended binder color: Black
Recommended dividers: D45 (Kids in the Kitchen)
Matching back cover



C152 The Art of Cooking
Recommended binder color: Black
Recommended dividers: D10 (Food Art)



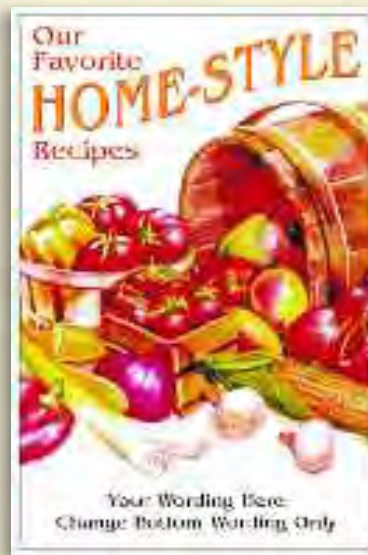
C153 Simple Pleasures
Recommended binder color: Dark Green
Recommended dividers: D71 (Simple Pleasures)



C154 Southern Comfort
Recommended binder color: Dark Green
Recommended dividers: D71 (Simple Pleasures)
Matching back cover



C155 Winning Touch
Recommended binder color: Black
Recommended dividers: D72 (Winning Touch)



C160 Home-style
Recommended binder color: Black
Recommended dividers: D10 (Food Art)

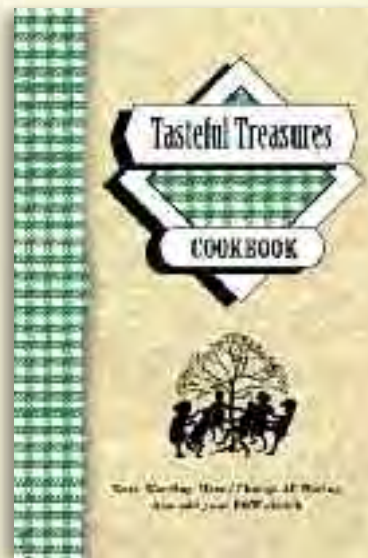


C165 Tastes for All Seasons
Recommended binder color: Blue
Recommended dividers: D38 (Tried and True)
Matching back cover



C210 Family Favorites
Recommended binder color: Black
Recommended dividers: D10 (Food Art)

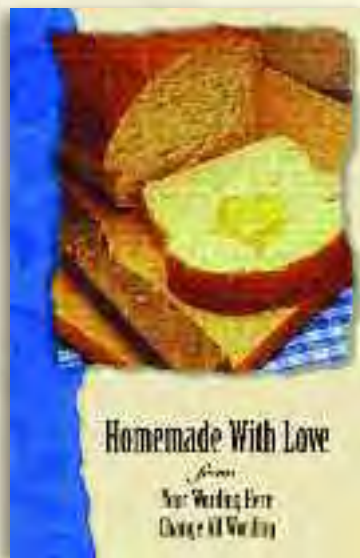
Free Cover Designs



C215 Tasteful Treasures
 Recommended binder color: Black
 Recommended dividers: D53 (Tablecloth)



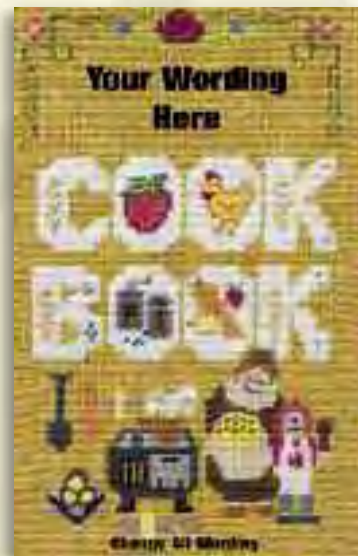
C220 Sharing Our Best
 Recommended binder color: Black
 Recommended dividers: D4 (Food Photo)



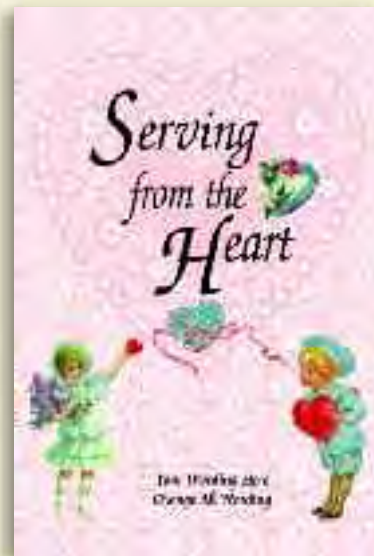
C225 Homemade With Love
 Recommended binder color: Blue
 Recommended dividers: D38 (Tried and True)



C230 Seasoned With Love
 Recommended binder color: Black
 Recommended dividers: D3 (Dutch Kids)



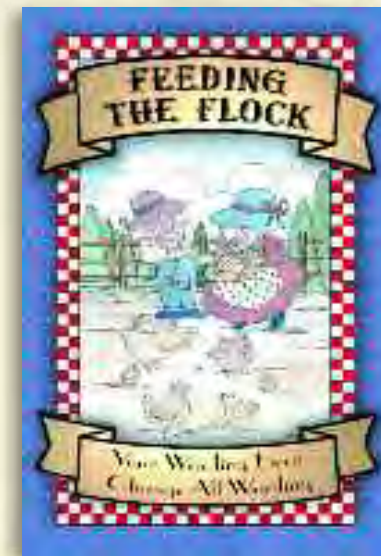
C240 Cross Stitch
 Recommended binder color: Black
 Recommended dividers: D5 (Cross Stitch)



C245 Serving From The Heart
 Recommended binder color: Black
 Recommended dividers: D36 (Recipes From The Heart)



C250 Treasured Recipes
 Recommended binder color: Plum
 Recommended dividers: D8 (Stained Glass)



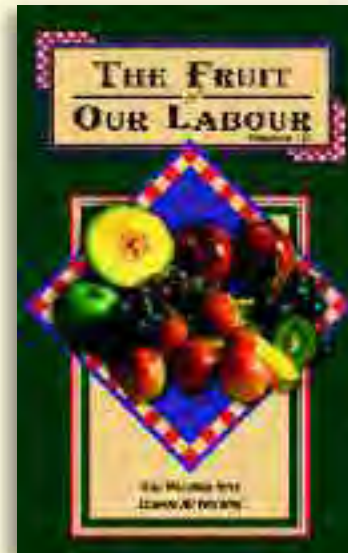
C254 Feeding The Flock
 Recommended binder color: Red
 Recommended dividers: D3 (Dutch Kids)



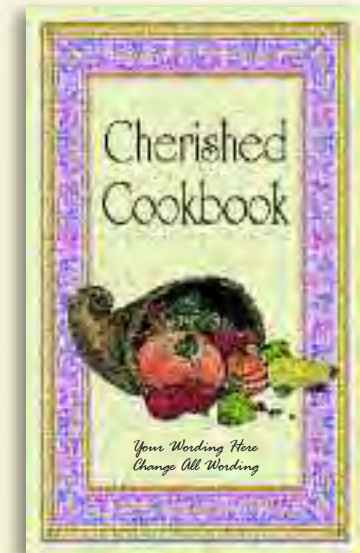
C265 Angel Food
 Recommended binder color: Blue
 Recommended dividers: D43 (Angel Food)



C370 Food Art
 Recommended binder color: Blue
 Recommended dividers: D10 (Food Art)
 Matching back cover



C272 The Fruit of Our Labour
 Recommended binder color: Red or Plum
 Recommended dividers: D38 (Tried and True)



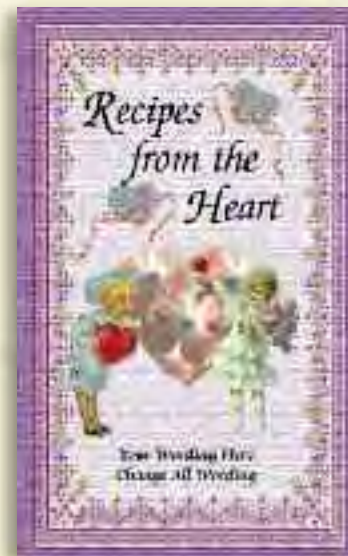
C275 Cherished Cookbook
 Recommended binder color: Black
 Recommended dividers: D34 (Bread of Life)



C280 Secret Recipes
 Recommended binder color: Black
 Recommended dividers: D7 (Country Girl)



C290 Heavenly Dishes
 Recommended binder color: Black or Blue
 Recommended dividers: D3 (Dutch Kids)



C295 Recipes from the Heart
 Recommended binder color: Plum
 Recommended dividers:
 D36 (Recipes from the Heart)



C296 Favorite Recipes
 Recommended binder color: Brown
 Recommended dividers: D67 (Favorite Recipes)
 Matching back cover

Free Cover Designs



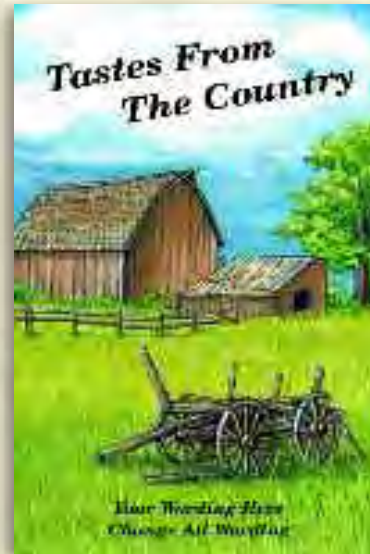
C300 Small Town

Recommended binder color: White
Recommended dividers: D6 (Small Town)



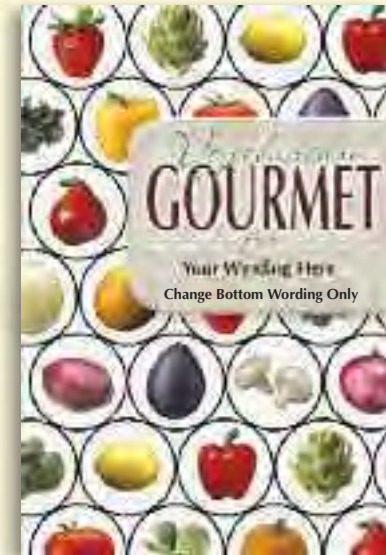
C305 A Taste of Freedom

Recommended binder color: Blue
Recommended dividers: D47 (Stars and Stripes)



C320 Tastes From The Country

Recommended binder color: Black
Recommended dividers: D4 (Food Photo)



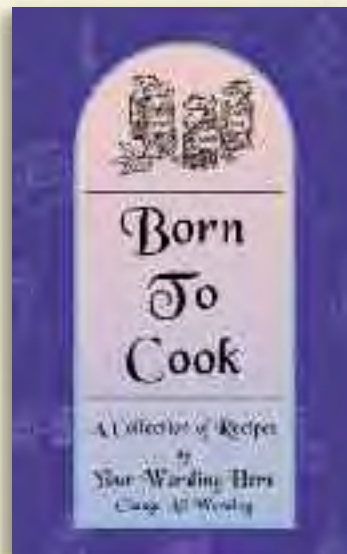
C331 Vegetarian Gourmet

Recommended binder color: Black or Red
Recommended dividers: D68 (Vegetarian Gourmet)



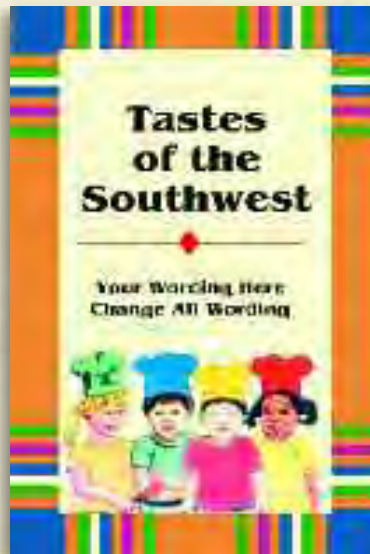
C340 Generations

Recommended binder color: Black
Recommended dividers: D4 (Food Photo)



C356 Born to Cook

Recommended binder color: Black
Recommended dividers: D35 (Born to Cook)



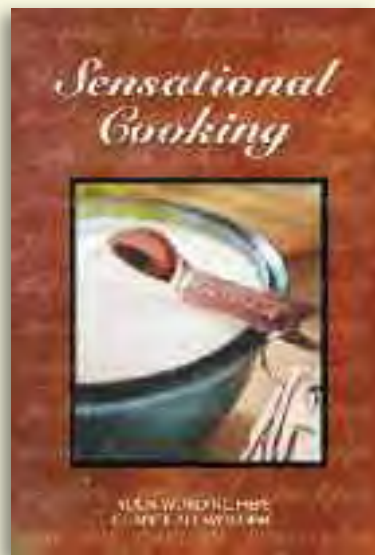
C360 Tastes of the Southwest

Recommended binder color: Black or Blue
Recommended dividers: D38 (Tried and True)



C395 Recipe Bouquet

Recommended binder color: White
Recommended dividers: D37 (Treasures from Heaven)



C555 Sensational Cooking
 Recommended binder color: Black
 Recommended dividers: D10 (Food Art)
 Matching back cover



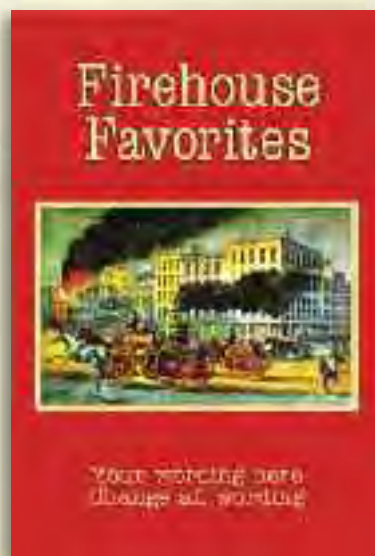
C560 Country Classics
 Recommended binder color: Dark Green or Black
 Recommended dividers: D10 (Food Art)



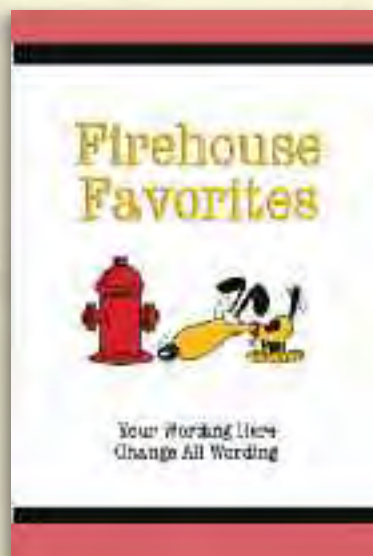
C575 Contemporary Cuisine
 Recommended binder color: Dark Green
 Recommended dividers: D10 (Food Art)



C581 Burnt Offering
 Recommended binder color: Black
 Recommended dividers: D52 (Firefighter Cartoon)



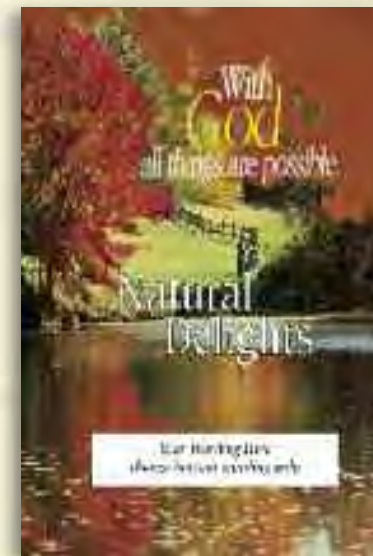
C582 Great Chicago Fire
 Recommended binder color: Black
 Recommended dividers: D38 (Tried & True)



C583 Dog and Fire Hydrant
 Recommended binder color: Black
 Recommended dividers: D52 (Firefighter Cartoon)

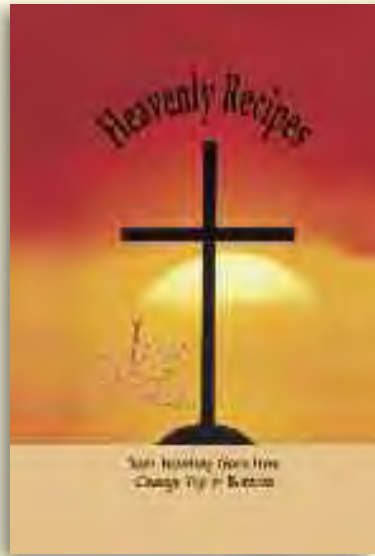


C585 Garden Gourmet
 Recommended binder color: Blue
 Recommended dividers: D37 (Treasures from Heaven)

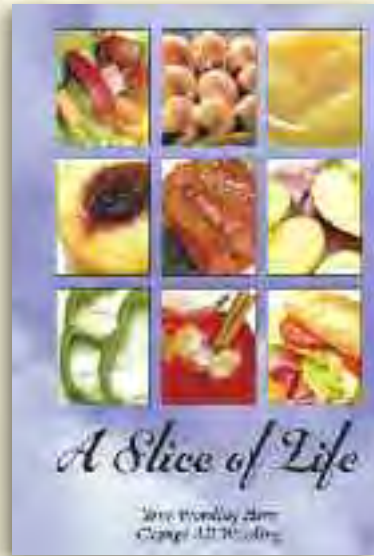


C660 Natural Delights
 Recommended binder color: Black
 Recommended dividers: D4 (Food Photo)

Free Cover Designs



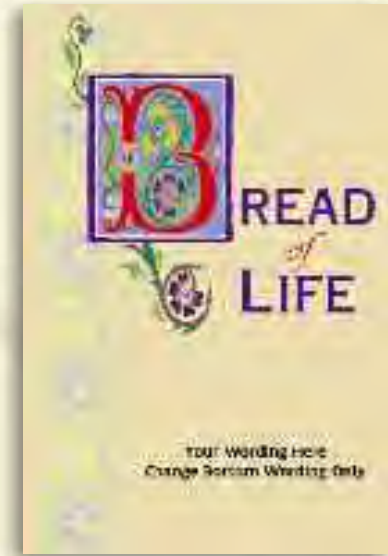
C670 Heavenly Recipes
 Recommended binder color: Black
 Recommended dividers: D8 (Stained Glass)



C920 A Slice of Life
 Recommended binder color: Red
 Recommended dividers: D4 (Food Photo)



C955 A Taste of Heaven
 Recommended binder color: Blue
 Recommended dividers: D40 (Angels)
 Matching back with space for poem or wording



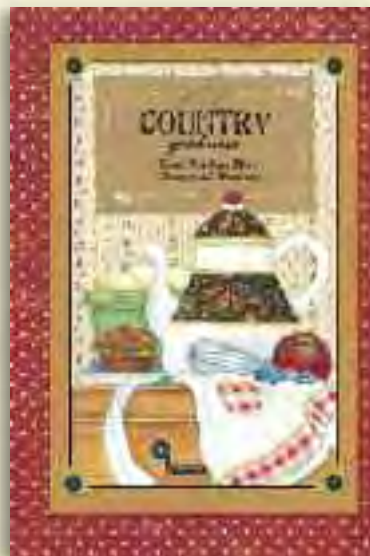
C960 Bread of Life
 Recommended binder color: Red
 Recommended dividers: D34 (Bread of Life)
 Matching back cover



C970 Bountiful Blessings
 Recommended binder color: Black
 Recommended dividers: D70 (Bountiful Harvest)



C988 Recipes and Memories
 Recommended binder color: Black
 Recommended dividers: D4 (Food Photo)



C1011 Country Goodness
 Recommended binder color: White or Black
 Recommended dividers: D75 (Country Goodness)
 Matching back cover



C1012 Kitchen Classics
 Recommended binder color: Black
 Recommended dividers: D76 (Kitchen Classics)
 Matching back cover



C1013 Star Spangled Recipes

Recommended binder color: Blue
Recommended dividers: D77 (Star Spangled Recipes)
Matching back cover



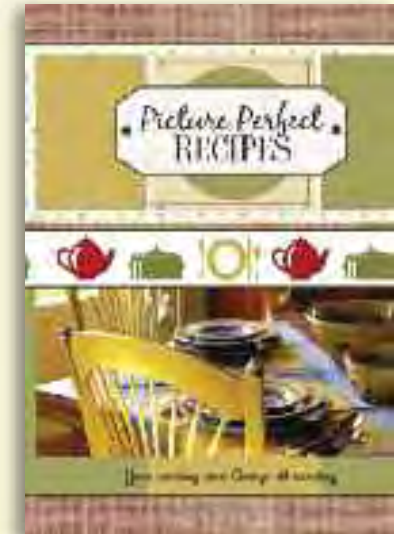
C1014 Beautiful Bounty

Recommended binder color: Blue
Recommended dividers: D78 (Beautiful Bounty)
Matching back cover



C1015 The Tasteful Table

Recommended binder color: Brown or Black
Recommended dividers: D79 (The Tasteful Table)
Matching back cover



C1016 Picture Perfect Recipes

Recommended binder color: Red
Recommended dividers: D80 (Picture Perfect Recipes)
Matching back cover



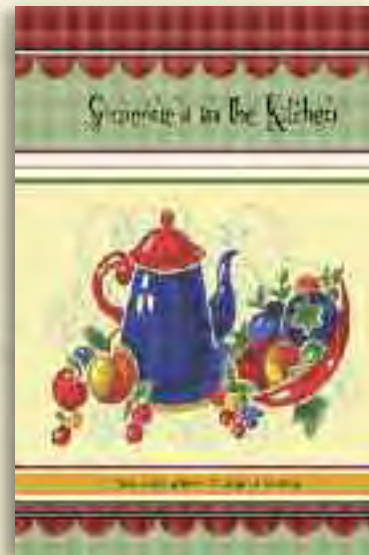
C1017 Gracious Gifts

Recommended binder color: Plum
Recommended dividers: D81 (Gracious Gifts)
Matching back cover



C1018 Classic Gourmet

Recommended binder color: Red
Recommended dividers: D82 (Classic Gourmet)
Matching back cover



C1019 Someone's in the Kitchen

Recommended binder color: Blue
Recommended dividers: D83 (Someone's in the Kitchen)
Matching back cover



C1021 A+ Recipes

Recommended binder color: Black
Recommended dividers: D85 (A+ Recipes)
Matching back cover

Free Cover Designs



C1023 Kitchen Connoisseur
 Recommended binder color: Dark Green
 Recommended dividers: D87 (Kitchen Connoisseur)
 Matching back cover



C1025 Kids in the Kitchen
 Recommended binder color: Black or White
 Recommended dividers: D76 (Kitchen Classics)
 Add a B/W or color photo



C1026 Kitchen Delights
 Recommended binder color: Black or Brown
 Recommended dividers: D79 (The Tasteful Table)



C1027 Bon Appétit
 Recommended binder color: Dark Green
 Recommended dividers:
 D86 (Recipes Ripe for the Picking)



C1028 Heavenly Delights
 Recommended binder color: Dark Green
 Recommended dividers: D76 (Kitchen Classics)



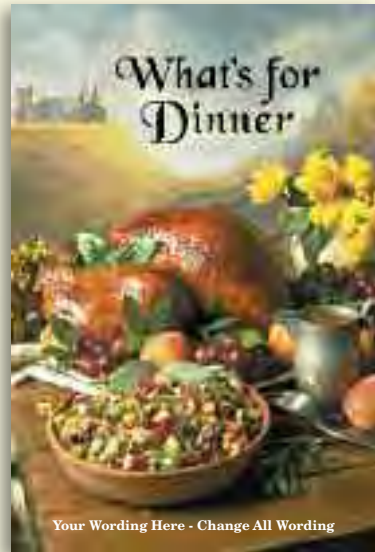
C1029 Delicious Dinner Recipes
 Recommended binder color: Black
 Recommended dividers: D76 (Kitchen Classics)



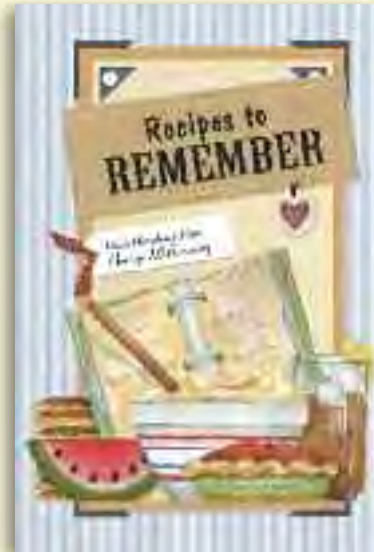
C1030 A Matter of Taste
 Recommended binder color: Black or Blue
 Recommended dividers: D80 (Picture Perfect Recipes)



C1031 Tried & True Recipes
 Recommended binder color: Black
 Recommended dividers: D10 (Food Art)



C1032 What's for Dinner
Recommended binder color: Black or White
Recommended dividers: D4 (Food Photo)



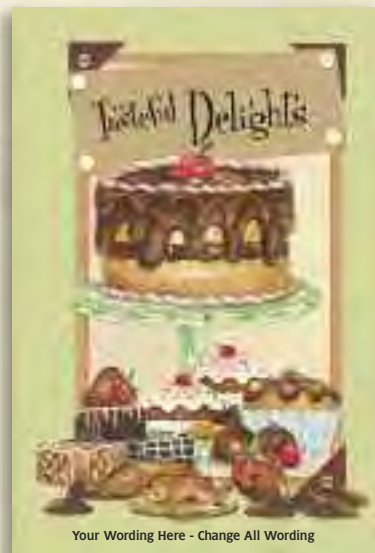
C1033 Recipes to Remember
Recommended binder color: Blue or White
Recommended dividers: D80 (Picture Perfect Recipes)



C1034 Kitchen Keepsakes
Recommended binder color: Black or Brown
Recommended dividers: D10 (Food Art)



C1035 Our Daily Bread
Recommended binder color: Brown
Recommended dividers: D10 (Food Art)



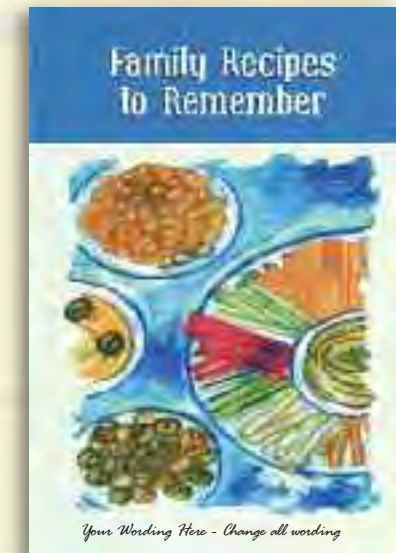
C1036 Tasteful Delights
Recommended binder color: Dark Green or Brown
Recommended dividers: D80 (Picture Perfect Recipes)



C1037 Sweet Delights
Recommended binder color: White
Recommended dividers: D80 (Picture Perfect Recipes)



C1038 Holiday Recipes
Recommended binder color: Red
Recommended dividers: D38 (Tried & True)



C1039 Family Recipes to Remember
Recommended binder color: Blue
Recommended dividers: D46 (Checkerboard)



C1040 Home Cookin'
 Recommended binder color: White
 Recommended dividers: D10 (Food Art)



C1041 CrossSteeple
 Recommended binder color: White or Brown
 Recommended dividers: D88 (CrossSteeple)

Artwork Guidelines

We want your cookbook to look its absolute best. We also want to avoid any delays in production which may be caused by electronic files that are too low in resolution, files that cannot be opened by our art department or other problems that can come up by submitting unacceptable artwork. We have developed this list of artwork submission guidelines to help you get the best possible reproduction of your artwork and photographs. If you have questions or need any clarification of terms, please feel free to contact us.

Artwork (YES)

- DO Submit original photos (black/white or color).
- DO Submit original artwork or ink drawings.
- DO Submit files on disk at the minimum resolution of 300 dpi in TIFF, EPS, PDF or JPEG format at 100% size needed for printing.



You will achieve the highest quality by submitting original black/white or color photographs or original artwork.

Artwork (NO)

- DO NOT submit inkjet or laser printouts of photos or grayscale graphics from your computer. Submit these files on disk instead. (*Exception: laser prints are preferred for black/white line art.*)
- DO NOT submit photos or graphics clipped from newspapers, magazines, greeting cards, stationery, etc. They will produce poorly and may be copyrighted.
- DO NOT submit photocopies of photos or graphics.
- DO NOT submit pencil or crayon drawings.
- DO NOT use paper clips, staples or tape on your photos or artwork which can damage your originals.
- DO NOT crop your original photographs. Instead, make a photocopy of the photo, mark the copy how you would like it to be cropped and submit with the original photograph as a guide.
- DO NOT submit artwork that is disproportionate. Cover templates are available upon request.
- DO NOT submit low-resolution files on disk. Images from websites are generally not high enough resolution.
- DO NOT submit files in unsupported formats. We may not be able to open your files, resulting in a delay. We accept TIFF, EPS, PDF or JPEG (300 dpi or higher at 100% size needed for printing). If you do not see a file format here that you are able to produce, or you have specific questions about your program, please contact us.
- DO NOT submit art larger than 8.5" x 11."
- DO NOT submit negatives or transparencies.



Grayscale



Line Art

Create your own cover

Do you have a great idea for a custom front cover? You may want to use your own design, artwork, organization logo or family portrait to make your front cover really special. With our custom cover options, the possibilities are endless! You may have an artistic member of your group who can design your cover. Some groups hold a design contest with free cookbooks as the prize. Large businesses often have their own marketing departments design their covers. You may even wish to hire a professional graphic artist.

But you don't need to be a designer to create a great custom cover. Just send us an original photograph or drawing, indicate your wording, typestyle and any special instructions on the cover layout sheet, and our art department will do the rest!

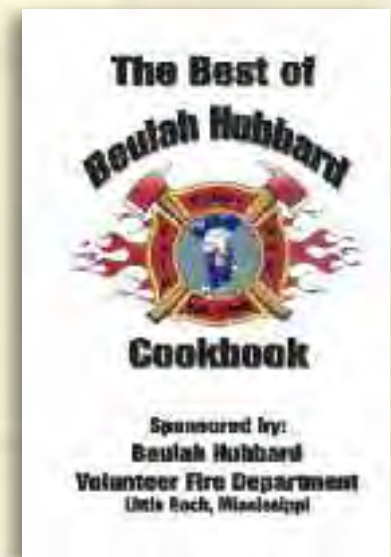
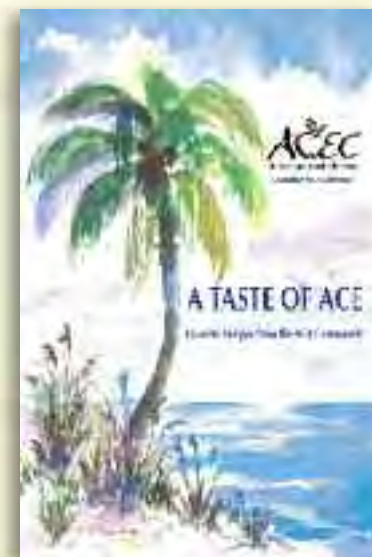
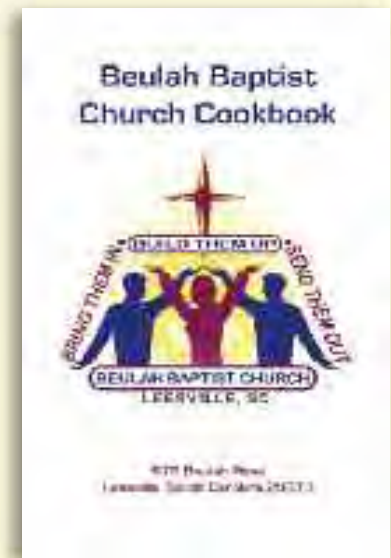
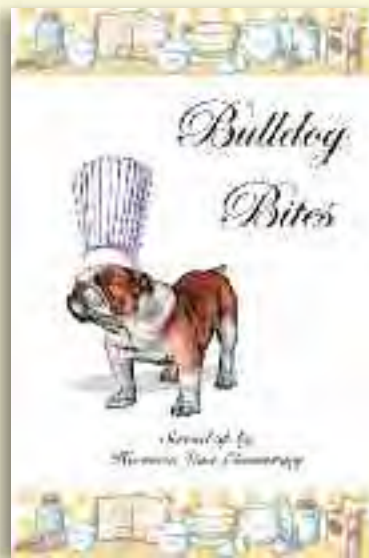
Fundcraft's custom cover options offer unparalleled quality and value. Unlike other companies, we do not charge extra for custom cover designs that bleed (extend to the edge of the page). And as an added bonus, if you select our three-ring binder or perfect binding style (shown on page 19), you are free to use the entire front, back and spine for your cover design.

We also offer optional custom back printing and custom printing on the inside covers. (See options price list on page 8.)

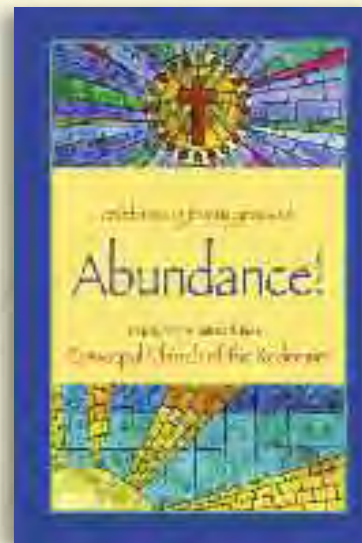
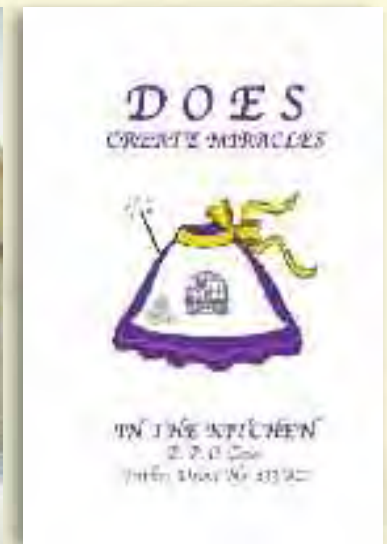
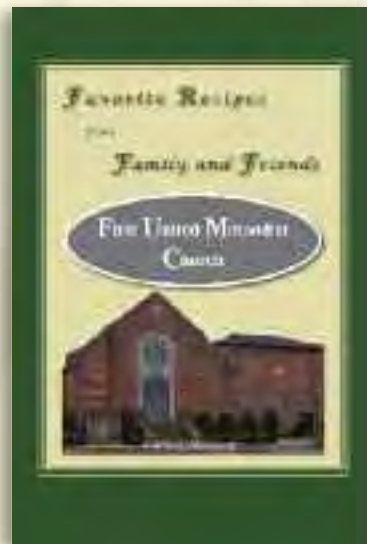
No matter what you envision, we have a custom cover option that will fit your needs. Browse the following pages for more ideas on what you can do with your own custom cover.

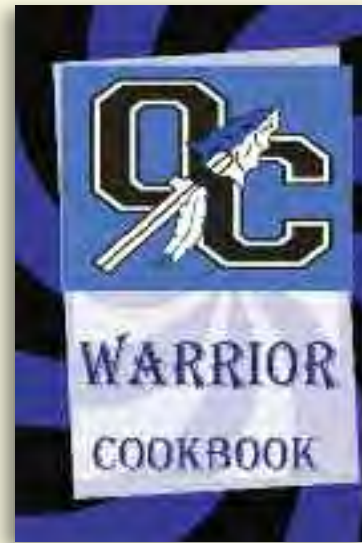
If you design your own cover, please see our artwork submission guidelines. To aid in designing your cover, use our cover layout sheet which can be downloaded from our website at www.fundcraft.com.

Cover templates can be emailed upon request.

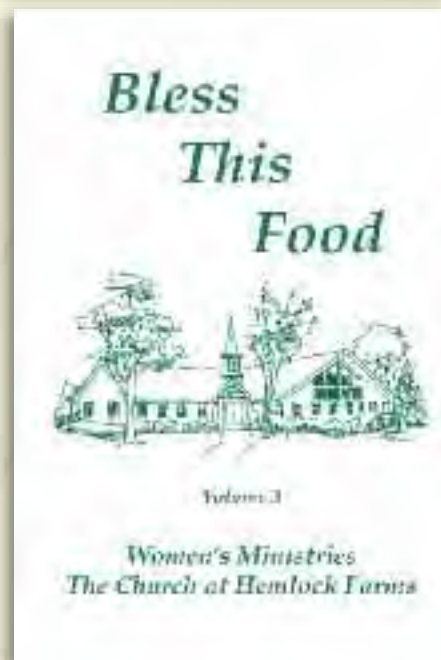
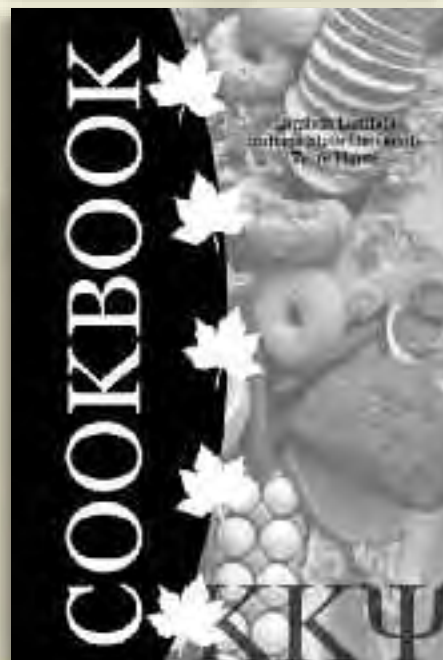
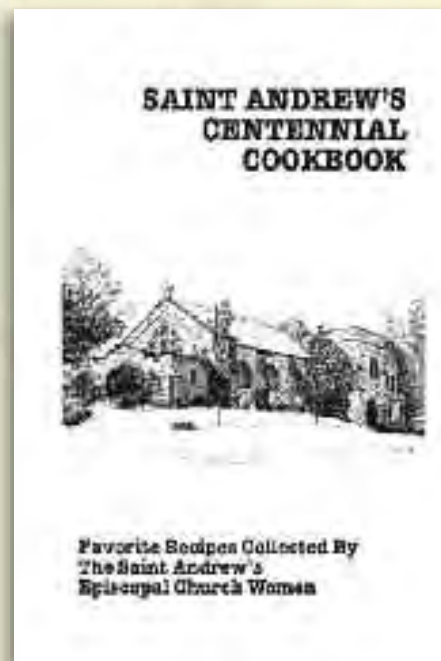
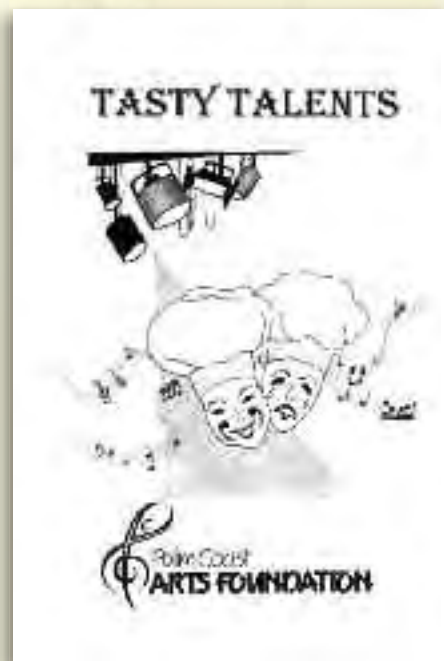


Customer Designed Full-Color Covers





Customer Designed One-Color Covers



Typestyles for Cover and Divider Imprints

- * 1 **Benguiat Bold**
- * 2 **Heroic**
- * 3 **New Century Bold**
- * 6 **Harem**
- * 7 **Cooper Black**
- * 8 **Flare Gothic**
- * 9 *Palatino Bold Italic*
- * 11 **Tekton Bold**
- 13 *Zapf Chancery Bold*
- 14 **Spumoni**
- * 15 **Belwe Bold**
- * 16 **Avant Garde Demi**
- * 18 **Hobo**
- * 19 **Dom Casual Bold**
- * 20 **Nuts Plain**
- * 21 *Crillee*
- * 22 **Friz Quadrata Bold**
- 23 **ALGERIAN CONDENSED**
- 24 *Birch*
- 25 *Snell Roundhand Bold*
- 26 *University Roman*
- 27 **Helvetica**
- 28 **Windsor Bold**
- 30 **American Typewriter Condensed Bold**
- 31 *Rage Italic*
- 32 *House-A-Rama*
- 33 **Covington**
- 34 *Savoie*
- 35 *Font Diner*
- 36 **BANK GOTHIC**
- 37 **ARTISTAMP**

- Healthy Appetites**
- Cooking with Class**
- Country Fare**
- Savory Selections**
- Cooking by Numbers**
- Our Plate Runneth Over**
- Feed Our Troops*
- Berry Good Recipes*
- Giving Thanks & Praise*
- Time to Eat!**
- The Best Food in Town**
- A Need to Feed**
- Garden Goodies**
- Good Recipes Make the Meal**
- Campfire Traditions**
- Fast Food for Busy Families*
- Blue Ribbon Winners**
- HARVEST OF PLENTY**
- That We May Serve You*
- Glorious Food*
- Good Eats*
- From Our House to Yours**
- Ingredients to Live By*
- Fire Up the Grill**
- Sunday Dinner Classics*
- Fresh from the Kitchen*
- Dinner's Ready**
- Country Eating*
- Delightful & Delicious Recipes*
- COOKS CORNER**
- ANGELS IN THE KITCHEN**

Cover imprint colors

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

COVER IMPRINT COLORS (Standard black is free)



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. 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.

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 list on page 8. A copy of a cookbook cover with the gold foil is enclosed.

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

* These typestyles can be used for comb binder imprints.

Divider Options

Below is a brief overview of our divider design options. Each option will be explained in more detail on the following pages. Remember, order the Original Program Supply Kit to receive divider layout sheets and other useful tools to help with all aspects of your cookbook program.



Fundcraft full-color dividers

You may choose a set of Fundcraft full-color divider sets, which come pre-printed with seven recipe categories. We offer a variety of designs to complement our Fundcraft full-color cover designs. Many feature a unique design for each recipe section. Design samples begin on page 39.

Fundcraft black and white divider designs

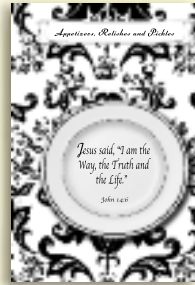
With this option, select one of our Fundcraft black and white divider sets and add your own custom divider titles. This option also includes eight recipe sections instead of seven. See pages 56-58 for design choices.

Fundcraft black and white cover and divider sets

Select one of Fundcraft black and white divider sets and personalize the cover with your title. Divider titles cannot be changed. See pages 52-55.

Customer designed black and white dividers

Design your own set of custom black and white dividers with your text and line art and up to eight recipe sections at no additional charge. See page 58 for samples.



Customer designed full-color dividers

For a completely unique look, create a set of custom full-color dividers. See page 59 for samples.



Regular and round tab dividers

Guide your customers to your recipe sections more quickly and easily with tab dividers. This deluxe option may be added to any Fundcraft or custom divider design (for dividers printed on white stock only) and can be used with comb bound soft cover, hard cover or three-ring binding styles. See page 61 for more information.



Recipe Page Tab Book

A unique and different approach to the fundraising cookbook program is our 6 x 9 cookbook with every recipe page die cut as a tab for that food section. The book features seven sections that can be custom food sections selected by the customer or the standard seven sections offered in the Fundcraft cookbooks. For Pennies More™, your cookbook can feature our new design.



Optional Helpful Cooking Hints on divider backs

Whether you choose a set of Fundcraft dividers or create your own, each divider can be printed on the back with our handy set of Helpful Cooking Hints. Cooking Hints cannot be omitted on Fundcraft Full-Color divider sets.

Customer back printing

As a deluxe option, you may print your own information or designs on the back of custom dividers instead of our Helpful Cooking Hints. See page 8 for pricing.

Ink color/paper color

Upgrade your Fundcraft or custom black and white dividers by printing them in one of our standard ink colors on page 37. We also offer a variety of paper colors on which your dividers may be printed, also shown on page 60.

Free options and features

- Fundcraft full-color divider sets
- Fundcraft black and white divider set printed with your custom recipe category titles
- Your own custom black and white dividers
- Helpful cooking hints printed on divider backs

For Pennies More™ options

- Add tabs to Fundcraft or custom dividers
- Design your own custom full-color dividers
- Print Fundcraft or custom black and white dividers on colored paper or heavy stock
- Print Fundcraft or custom black and white dividers with a standard ink color
- Custom printing on divider backs