

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](http://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**





**“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

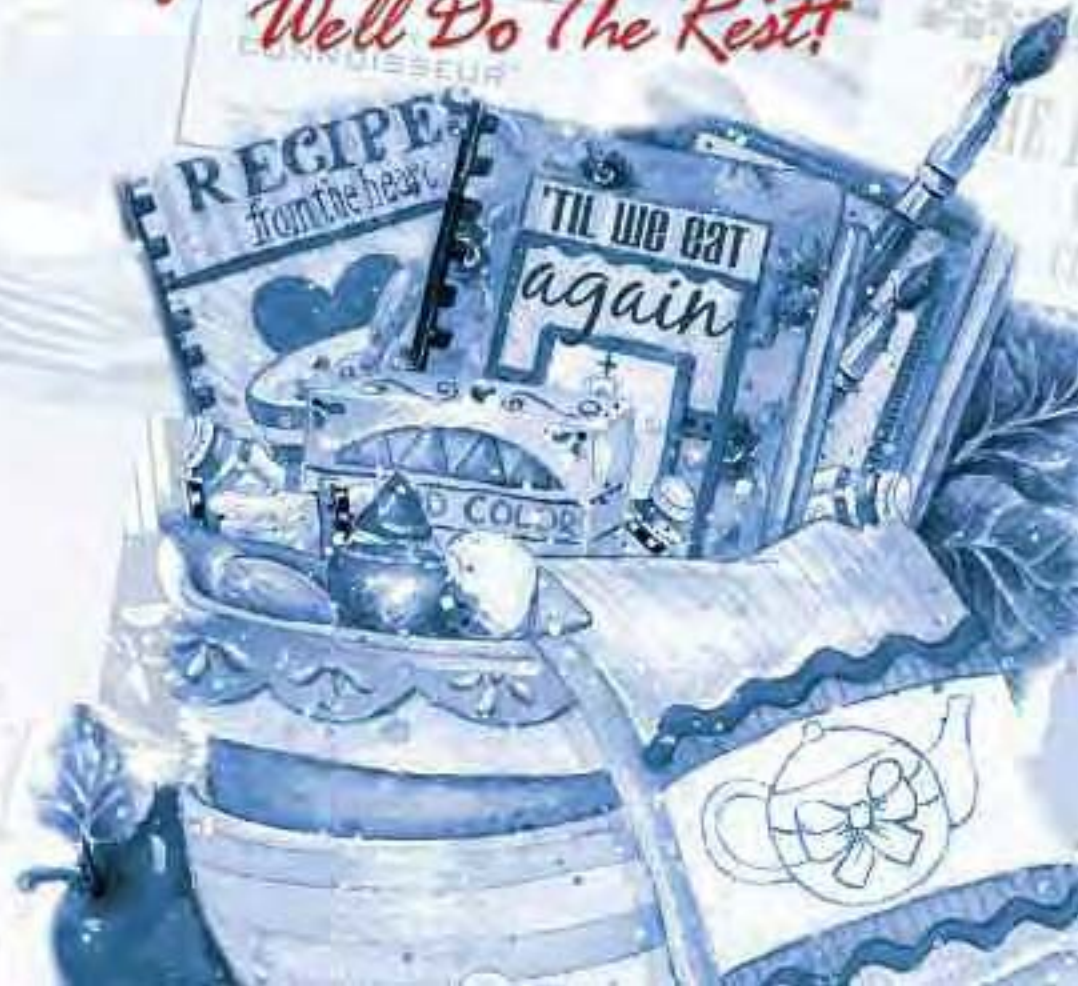


**Shipping over 80 million fundraising cookbooks  
to 135,000 groups over the last 50 years!**

**“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!*



## 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](http://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.
- 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](http://www.cookbooks.com)**, **[www.cookbooksonline.com](http://www.cookbooksonline.com)**, **[www.fundcraft.com](http://www.fundcraft.com)**, and **[www.instantpublisher.com](http://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!*



### 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? \_\_\_\_\_

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

# 2011 Cookbook Price Chart

## Base cost for standard cookbooks



P.O. Box 340 • Collierville, TN 38027

[www.fundcraft.com](http://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 (800 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	
Section dividers printed on heavy card stock (non tabbed) White only (In addition to divider cost)	\$.05 per divider per book			Marketing booklet and guide	FREE
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](http://www.fundcraft.com)

1.800.853.1363

# Step 1 - 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.

### No Hometown Recipe Contest

### 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:

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

### 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](http://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](http://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 you 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](http://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

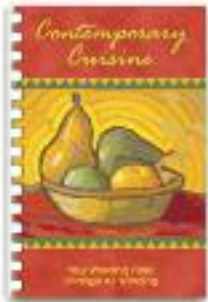
## Binders, Paper and Ink:

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 6 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 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.



**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 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.



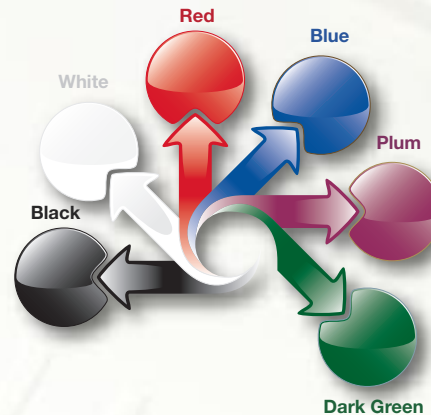
**Perfect binding**

This is another free binding style where the soft 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.

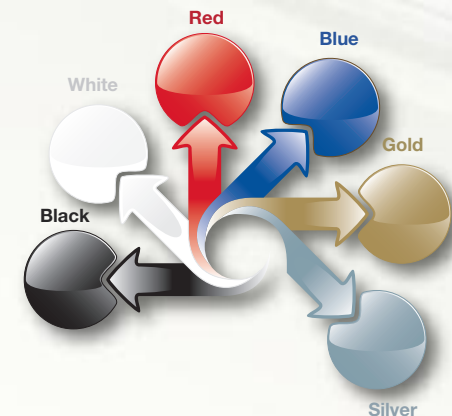


**Comb Binder Color and Timesteps**

We offer six different comb binder colors from which you may choose. Choose a timestep 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 timesteps 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.

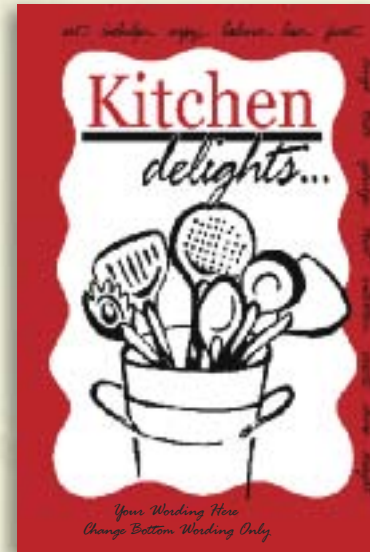
### Customer designed inside front, inside back and outside back covers

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.



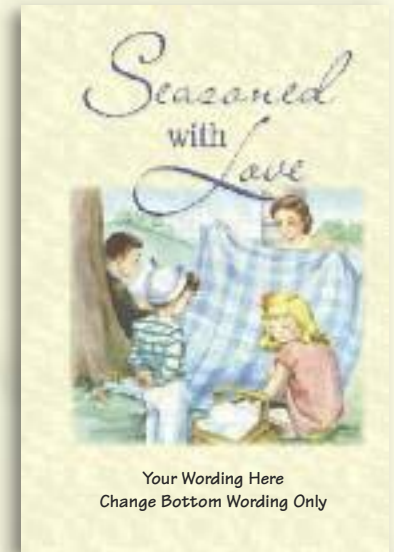
**C10 Fab Favorites**

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



**C11 Modern Kitchen Delights**

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



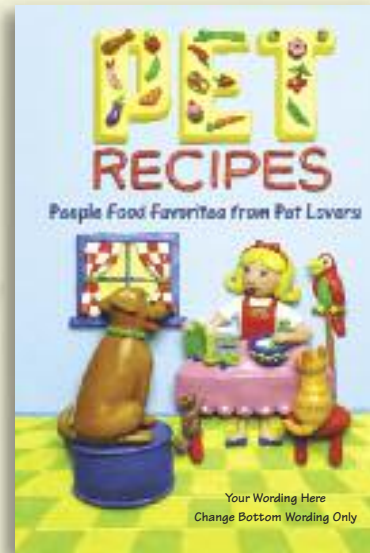
**C12 Family Picnic**

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



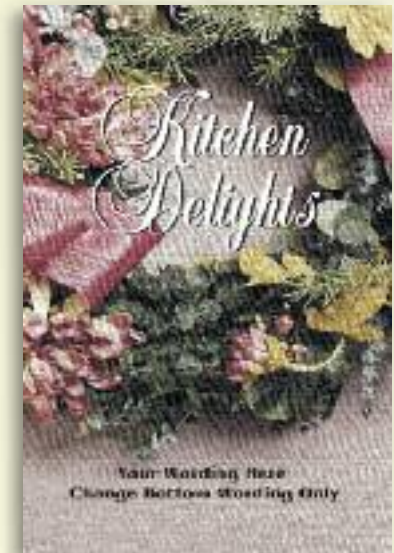
**C13 Hey Good Lookin'**

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)



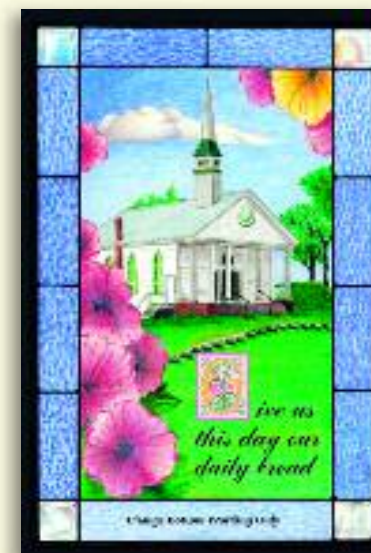
**C98 United We Stand**  
 Recommended binder color: Blue  
 Recommended dividers: D47 (Stars and Stripes)



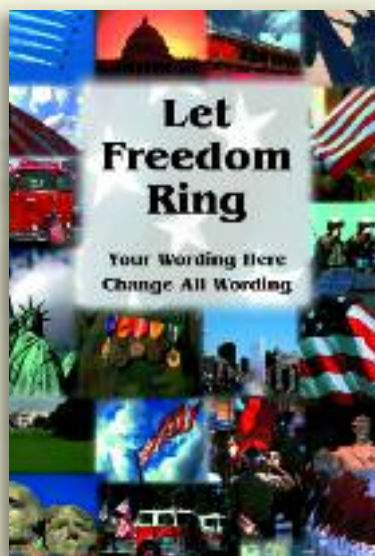
**C99 Heart and Soul Cookbook**  
 Recommended binder color: White  
 Recommended dividers: D29 (Heart and Soul)



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



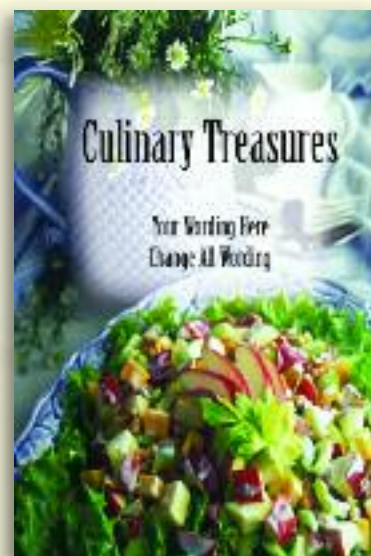
**C101 Our Daily Bread**  
 Recommended binder color: White  
 Recommended dividers: D34 (Bread of Life)



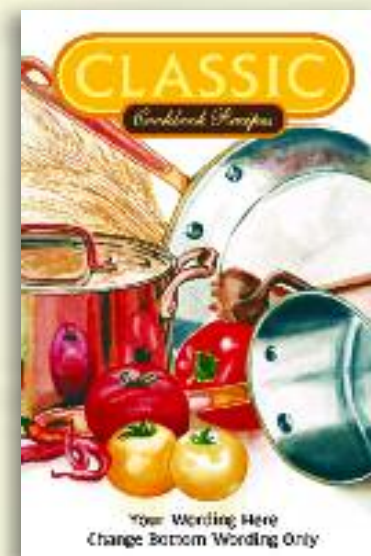
**C102 Let Freedom Ring**  
 Recommended binder color: Black  
 Recommended dividers: D77 (Star Spangled Recipes)



**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



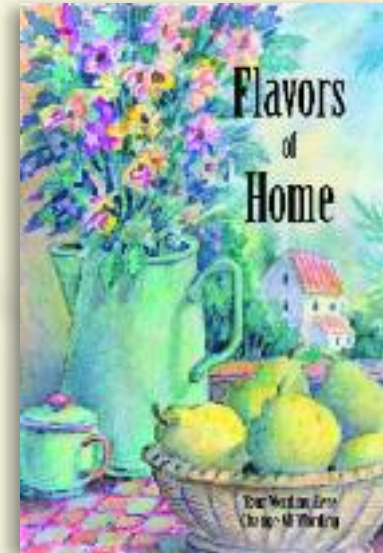
**C125 Simply Irresistible**  
 Recommended binder color: Black  
 Recommended dividers: D53 (Tablecloth)



**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



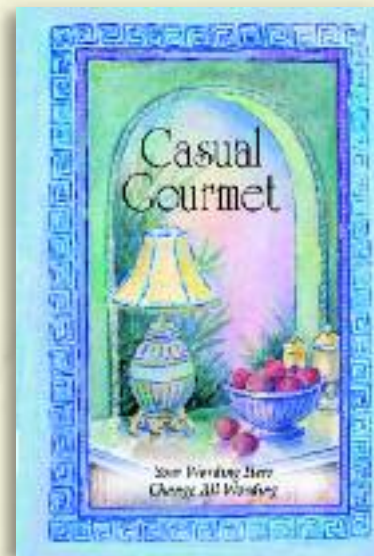
**C132 Flavors of Home**  
 Recommended binder color: Blue or White  
 Recommended dividers: D70 (Bountiful Harvest)



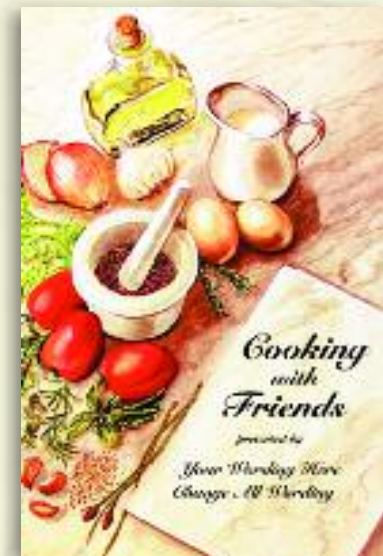
**C134 Bountiful Harvest**  
 Recommended binder color: Dark Green  
 Recommended dividers: D70 (Bountiful Harvest)  
 Matching back cover



**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)



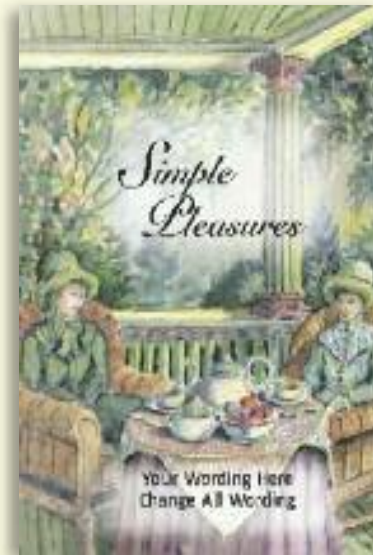
**C140 Cooking with Friends**  
 Recommended binder color: Red  
 Recommended dividers: D10 (Food Art)



**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)



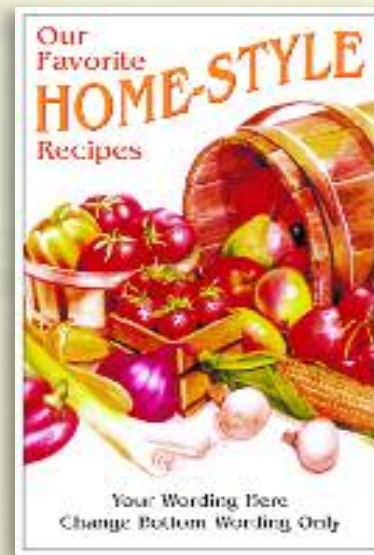
**C153 Simple Pleasures**  
Recommended binder color: Dark Green  
Recommended dividers: D71 (Simple Pleasures)



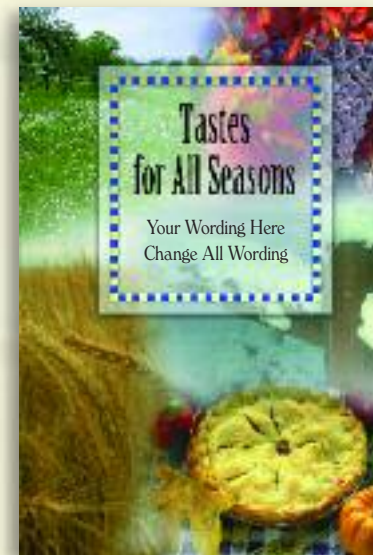
**C154 Southern Comfort**  
Recommended binder color: Dark Green  
Recommended dividers: D71 (Simple Pleasures)  
Matching back cover



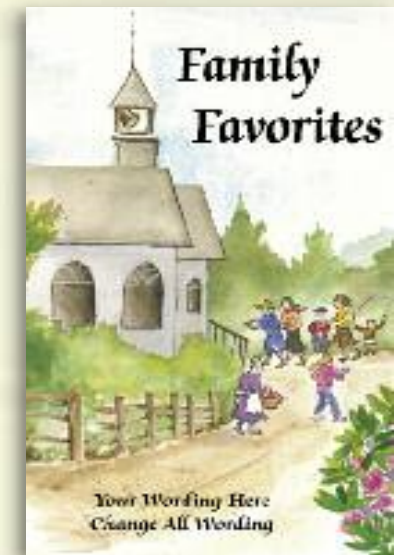
**C155 Winning Touch**  
Recommended binder color: Black  
Recommended dividers: D72 (Winning Touch)



**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)

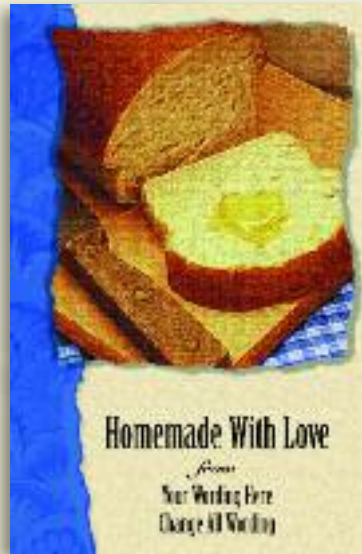
# Free Cover Designs



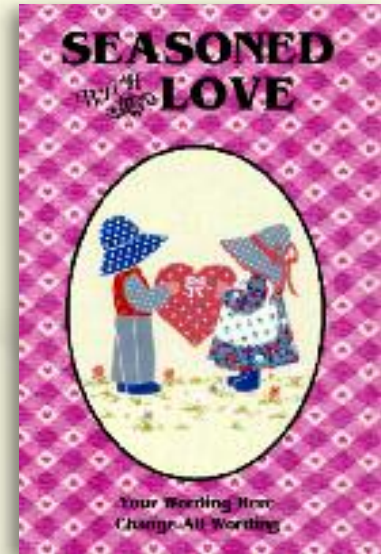
**C215 Tasteful Treasures**  
 Recommended binder color: Black  
 Recommended dividers: D53 (Tablecloth)



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



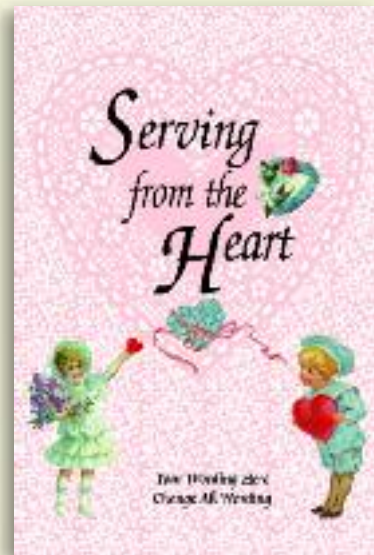
**C225 Homemade With Love**  
 Recommended binder color: Blue  
 Recommended dividers: D38 (Tried and True)



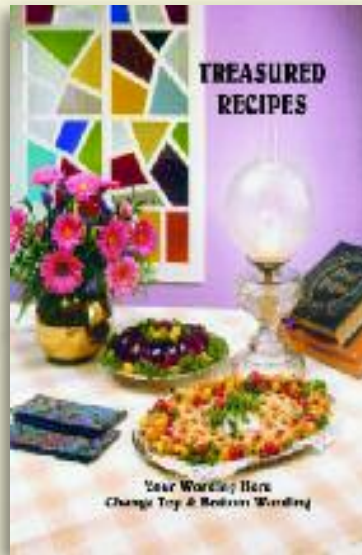
**C230 Seasoned With Love**  
 Recommended binder color: Black  
 Recommended dividers: D3 (Dutch Kids)



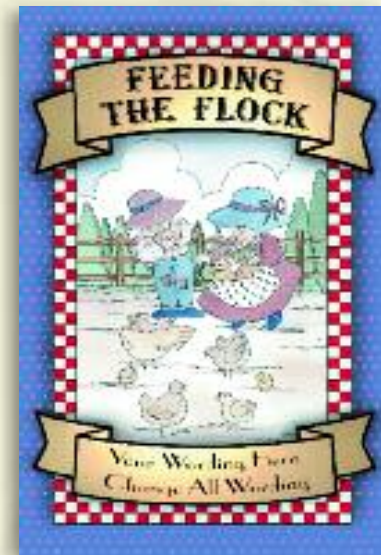
**C240 Cross Stitch**  
 Recommended binder color: Black  
 Recommended dividers: D5 (Cross Stitch)



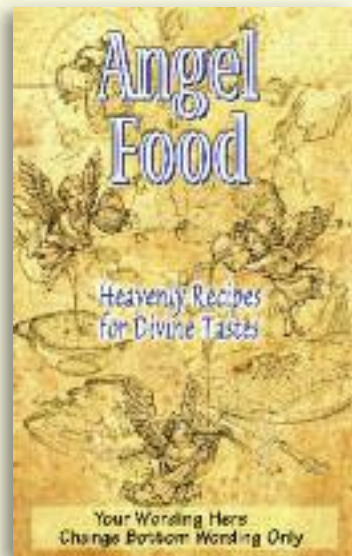
**C245 Serving From The Heart**  
 Recommended binder color: Black  
 Recommended dividers: D36 (Recipes From The Heart)



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



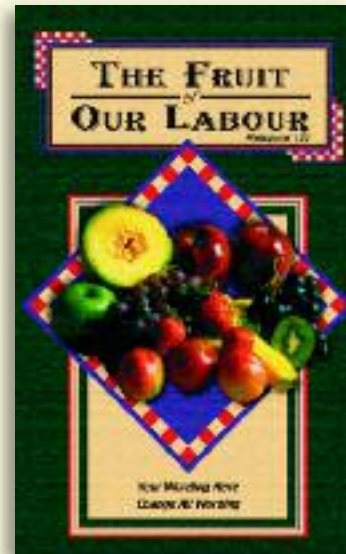
**C254 Feeding The Flock**  
 Recommended binder color: Red  
 Recommended dividers: D3 (Dutch Kids)



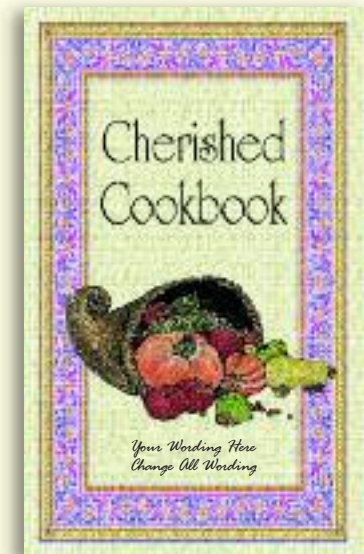
**C265 Angel Food**  
 Recommended binder color: Blue  
 Recommended dividers: D43 (Angel Food)



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



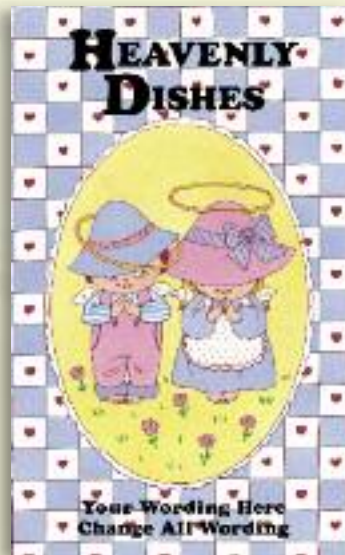
**C272 The Fruit of Our Labour**  
 Recommended binder color: Red or Plum  
 Recommended dividers: D38 (Tried and True)



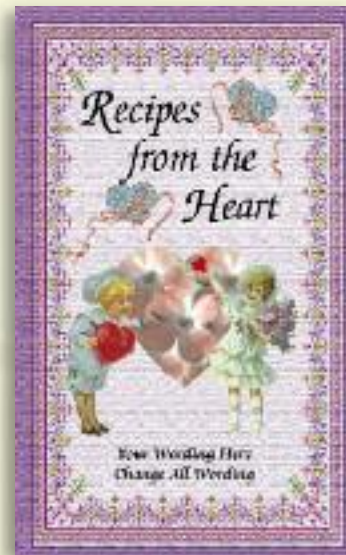
**C275 Cherished Cookbook**  
 Recommended binder color: Black  
 Recommended dividers: D34 (Bread of Life)



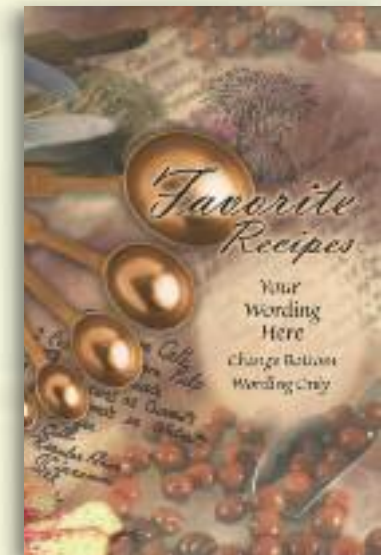
**C280 Secret Recipes**  
 Recommended binder color: Black  
 Recommended dividers: D7 (Country Girl)



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

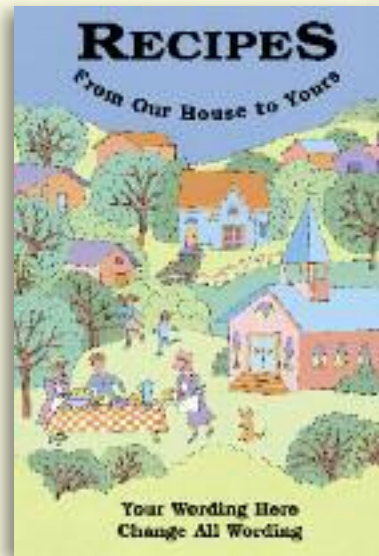


**C295 Recipes from the Heart**  
 Recommended binder color: Plum  
 Recommended dividers:  
 D36 (Recipes from the Heart)



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

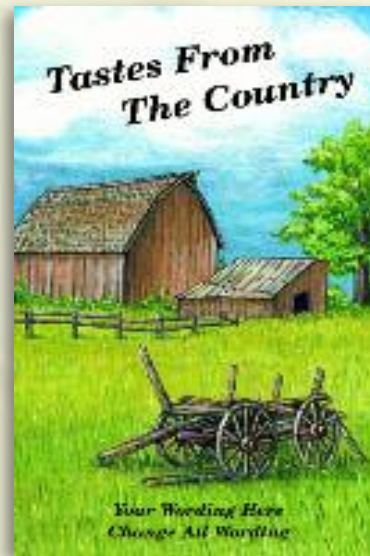
# Free Cover Designs



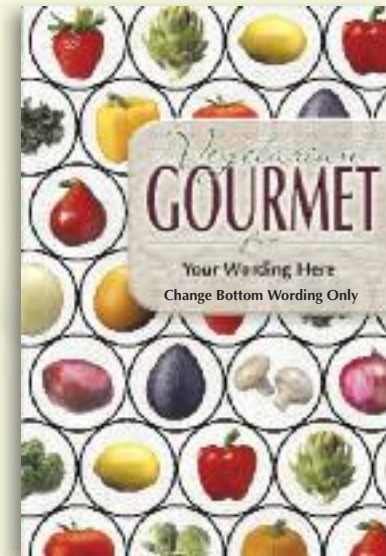
**C300 Small Town**  
 Recommended binder color: White  
 Recommended dividers: D6 (Small Town)



**C305 A Taste of Freedom**  
 Recommended binder color: Blue  
 Recommended dividers: D47 (Stars and Stripes)



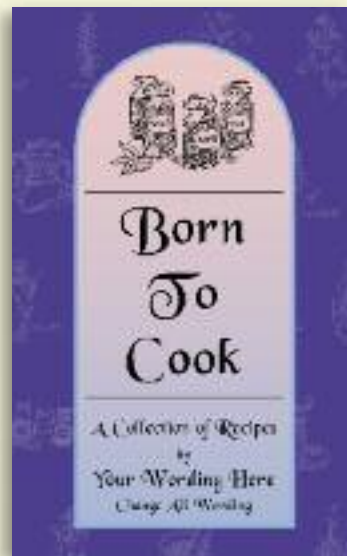
**C320 Tastes From The Country**  
 Recommended binder color: Black  
 Recommended dividers: D4 (Food Photo)



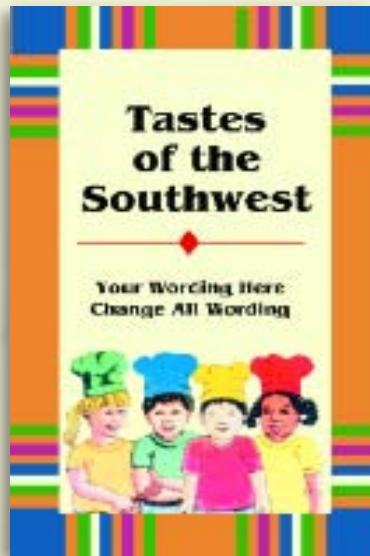
**C331 Vegetarian Gourmet**  
 Recommended binder color: Black or Red  
 Recommended dividers: D68 (Vegetarian Gourmet)



**C340 Generations**  
 Recommended binder color: Black  
 Recommended dividers: D4 (Food Photo)



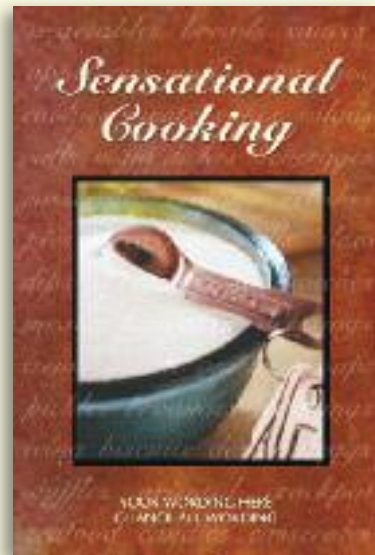
**C356 Born to Cook**  
 Recommended binder color: Black  
 Recommended dividers: D35 (Born to Cook)



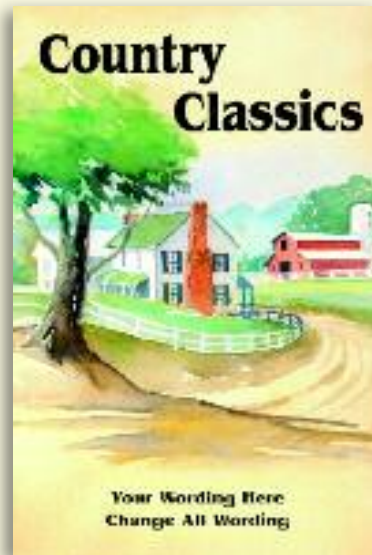
**C360 Tastes of the Southwest**  
 Recommended binder color: Black or Blue  
 Recommended dividers: D38 (Tried and True)



**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



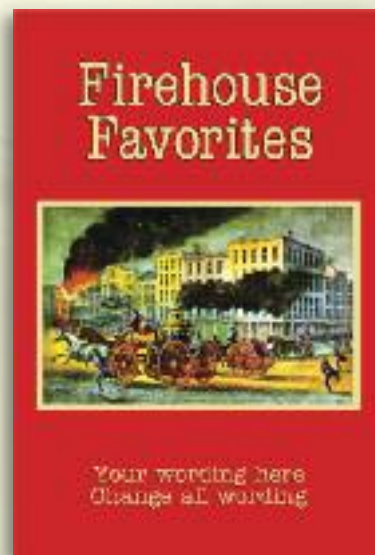
**C560 Country Classics**  
 Recommended binder color: Dark Green or Black  
 Recommended dividers: D10 (Food Art)



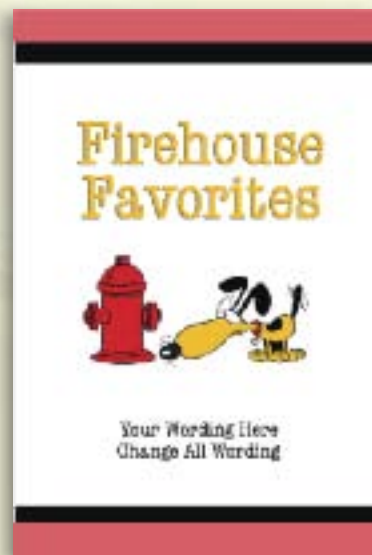
**C575 Contemporary Cuisine**  
 Recommended binder color: Dark Green  
 Recommended dividers: D10 (Food Art)



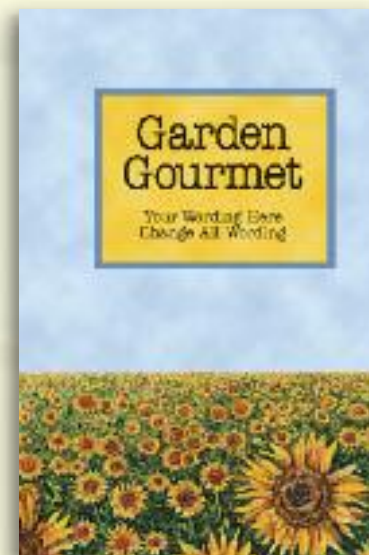
**C581 Burnt Offering**  
 Recommended binder color: Black  
 Recommended dividers: D52 (Firefighter Cartoon)



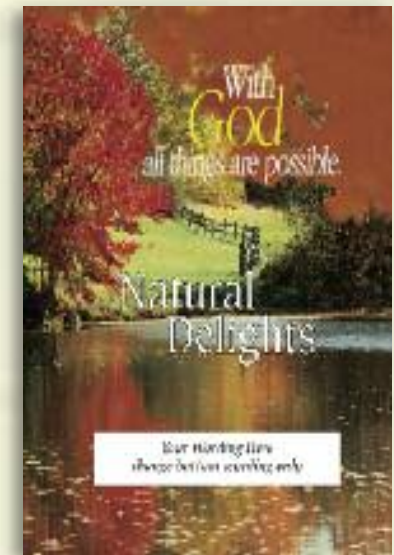
**C582 Great Chicago Fire**  
 Recommended binder color: Black  
 Recommended dividers: D38 (Tried & True)



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

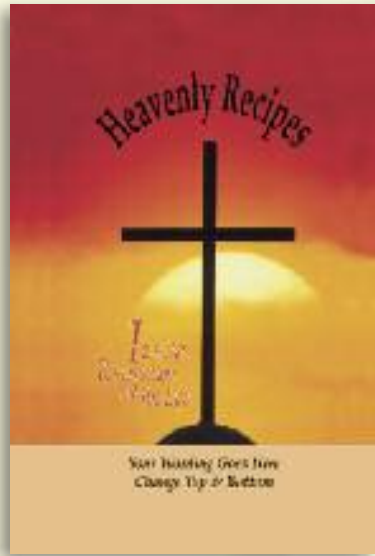


**C585 Garden Gourmet**  
 Recommended binder color: Blue  
 Recommended dividers: D37 (Treasures from Heaven)

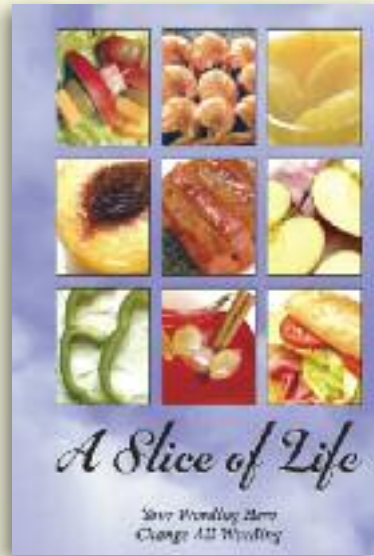


**C660 Natural Delights**  
 Recommended binder color: Black  
 Recommended dividers: D4 (Food Photo)

# Free Cover Designs



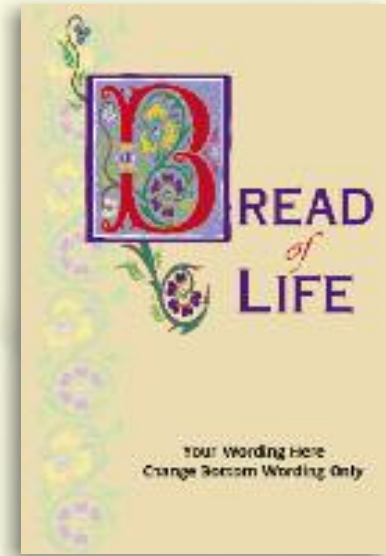
**C670 Heavenly Recipes**  
 Recommended binder color: Black  
 Recommended dividers: D8 (Stained Glass)



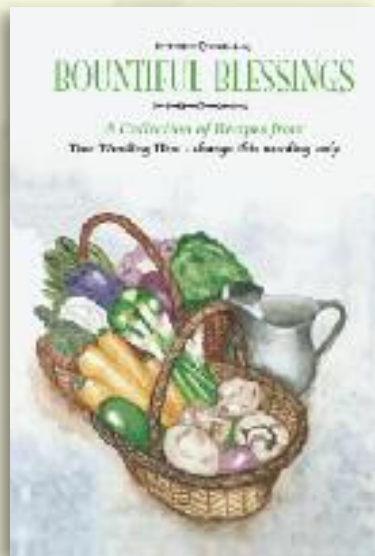
**C920 A Slice of Life**  
 Recommended binder color: Red  
 Recommended dividers: D4 (Food Photo)



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



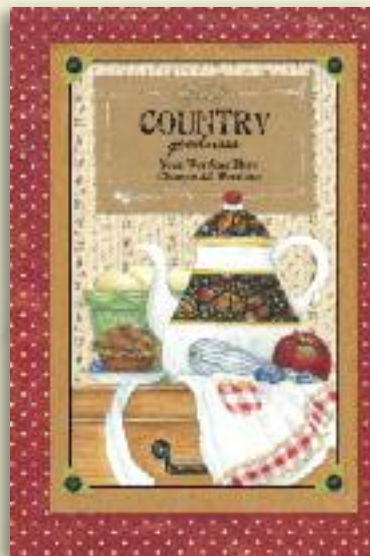
**C960 Bread of Life**  
 Recommended binder color: Red  
 Recommended dividers: D34 (Bread of Life)  
 Matching back cover



**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



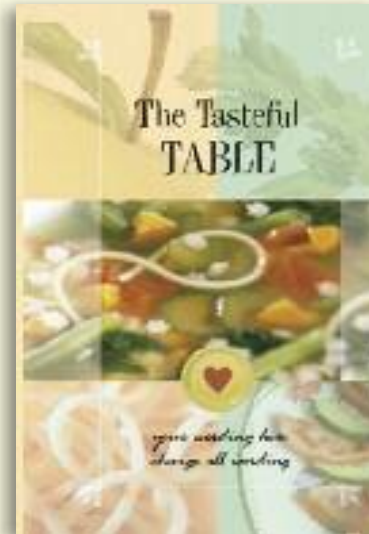
**C1013 Star Spangled Recipes**

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



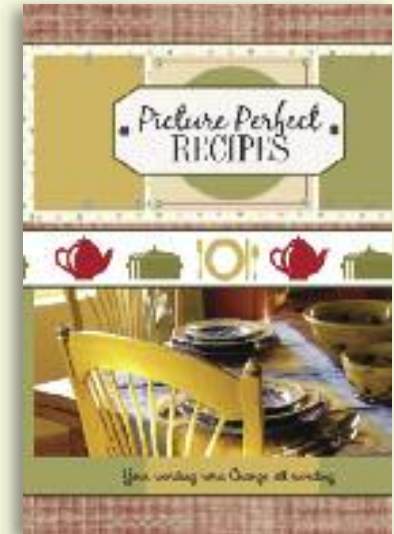
**C1014 Beautiful Bounty**

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



**C1015 The Tasteful Table**

Recommended binder color: 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



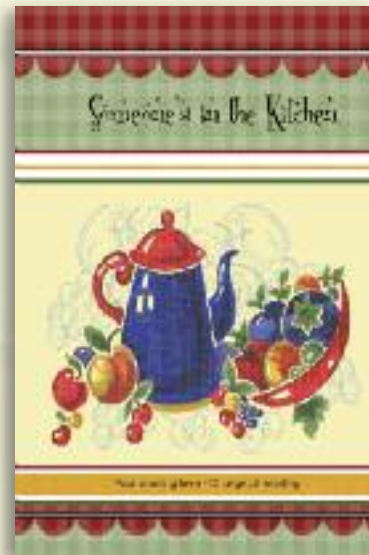
**C1017 Gracious Gifts**

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



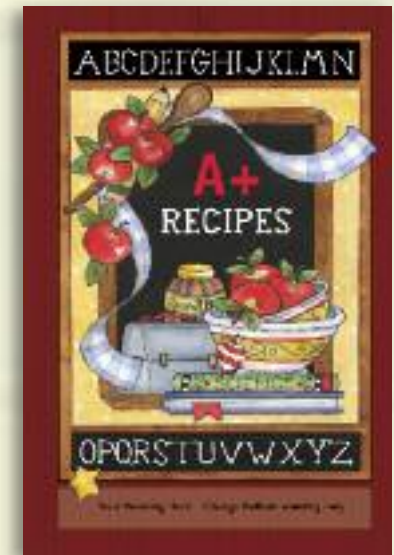
**C1018 Classic Gourmet**

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



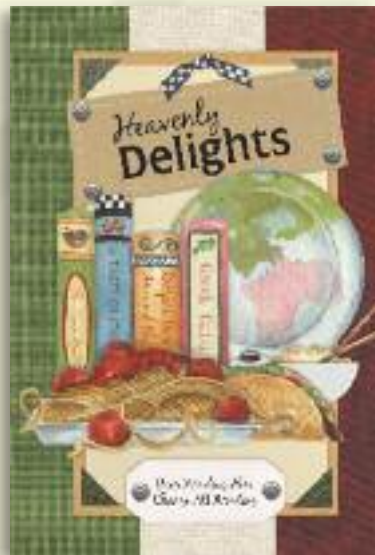
**C1025 Kids in the Kitchen**  
 Recommended binder color: Black or White  
 Recommended dividers: D76 (Kitchen Classics)  
 Add a B/W or color photo



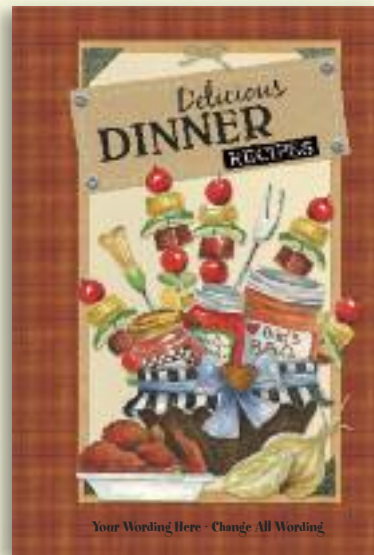
**C1026 Kitchen Delights**  
 Recommended binder color: Black  
 Recommended dividers: D79 (The Tasteful Table)



**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)



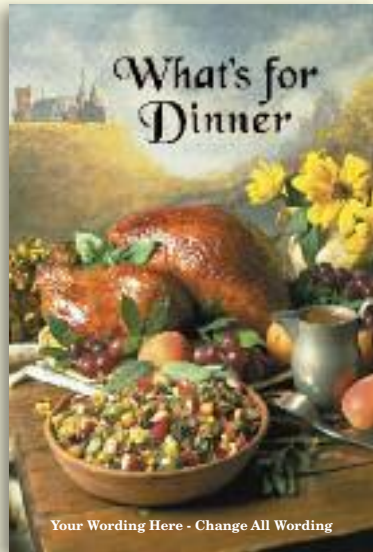
**C1029 Delicious Dinner Recipes**  
 Recommended binder color: Black  
 Recommended dividers: D76 (Kitchen Classics)



**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)



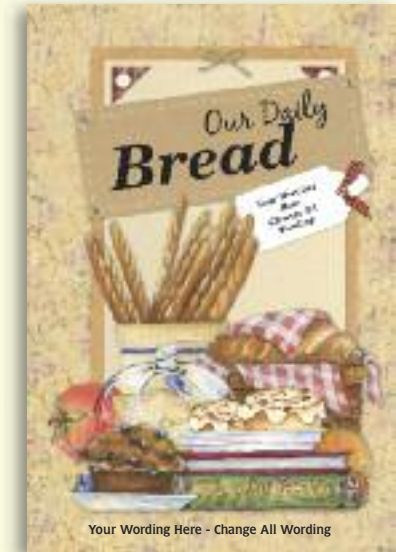
**C1032 What's for Dinner**  
 Recommended binder color: Black or White  
 Recommended dividers: D4 (Food Photo)



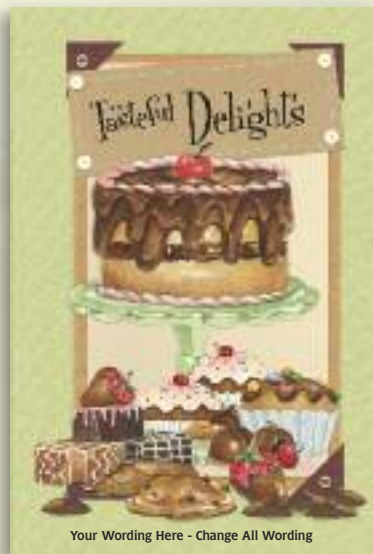
**C1033 Recipes to Remember**  
 Recommended binder color: Blue or White  
 Recommended dividers: D80 (Picture Perfect Recipes)



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



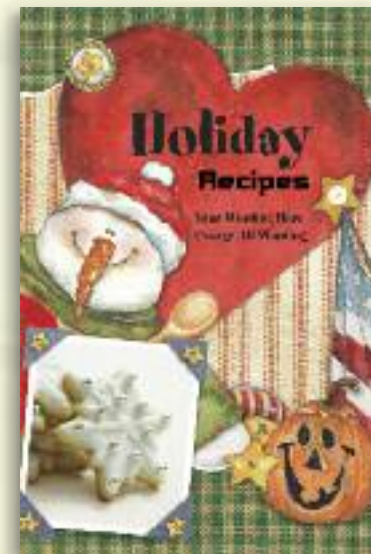
**C1035 Our Daily Bread**  
 Recommended binder color: Black  
 Recommended dividers: D10 (Food Art)



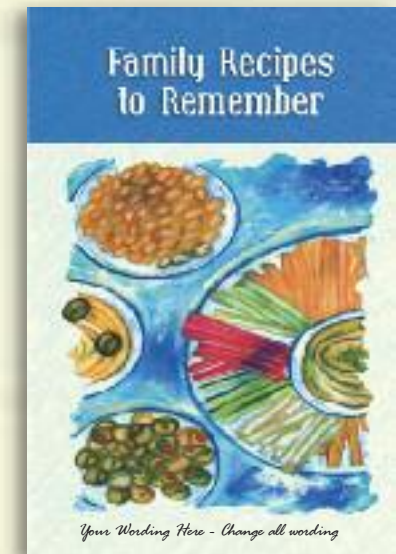
**C1036 Tasteful Delights**  
 Recommended binder color: Dark Green or Black  
 Recommended dividers: D80 (Picture Perfect Recipes)



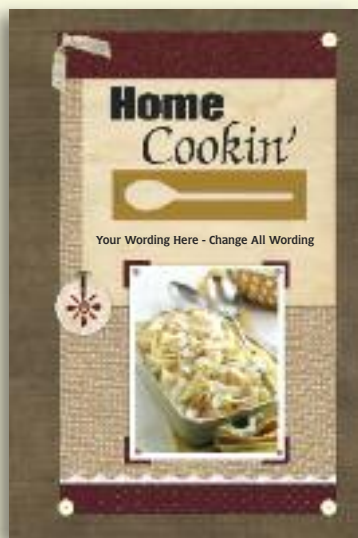
**C1037 Sweet Delights**  
 Recommended binder color: White  
 Recommended dividers: D80 (Picture Perfect Recipes)



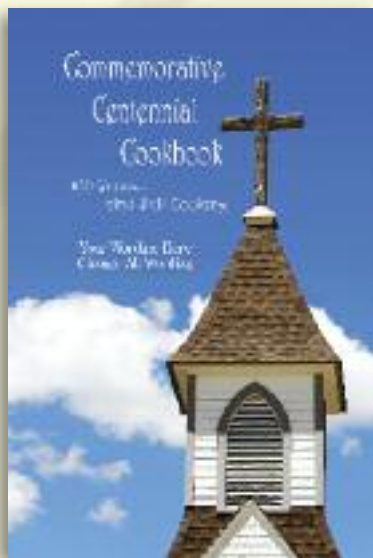
**C1038 Holiday Recipes**  
 Recommended binder color: Red  
 Recommended dividers: D38 (Tried & True)



**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)



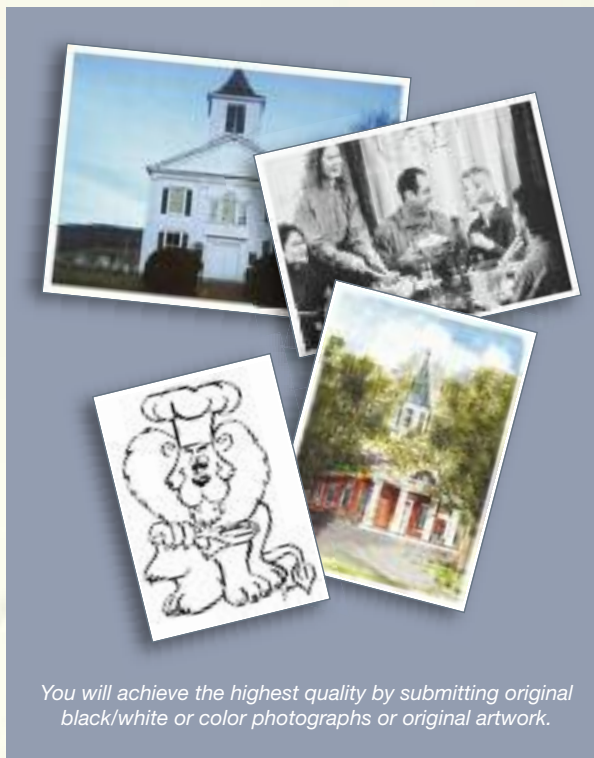
**C1041 CrossSteeple**  
 Recommended binder color: White  
 Recommended dividers: D88 (CrossSteeple)  
 Matching back cover

## 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!

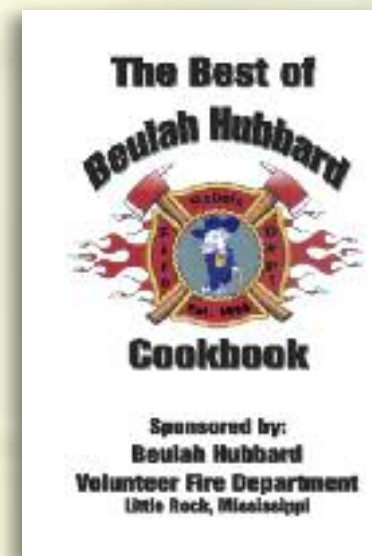
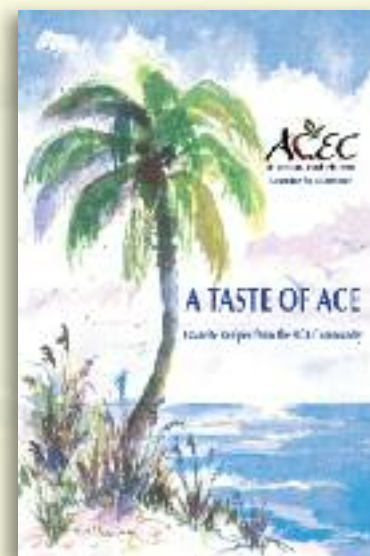
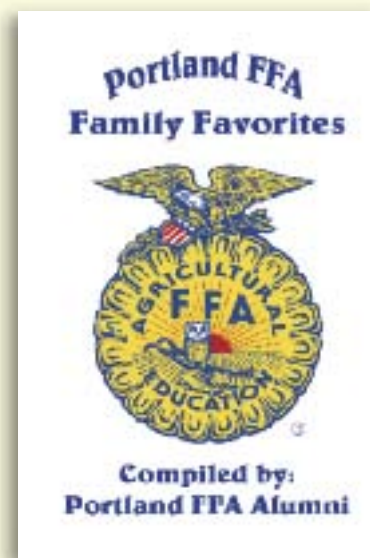
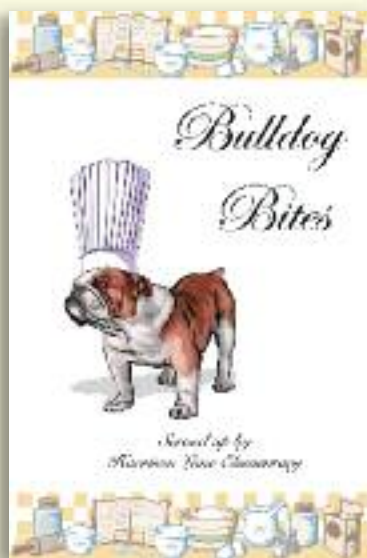
Fundcraft's custom cover options offer unparalleled quality and value. Unlike other companies, we do not charge extra for custom cover designs that bleed (extend to the edge of the page). And as an added bonus, if you select our three-ring binder or perfect binding style (shown on page 19), you are free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

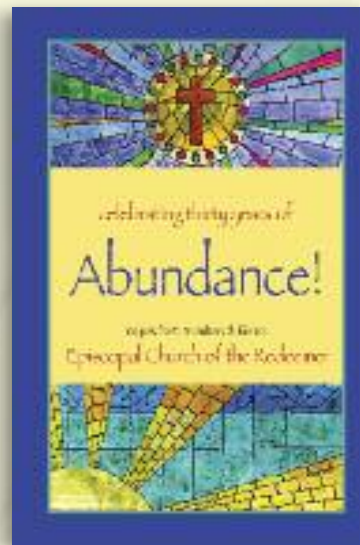
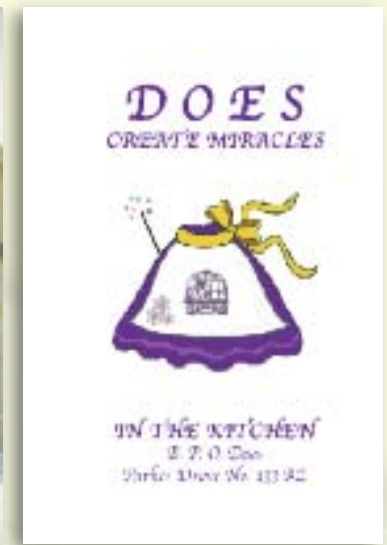
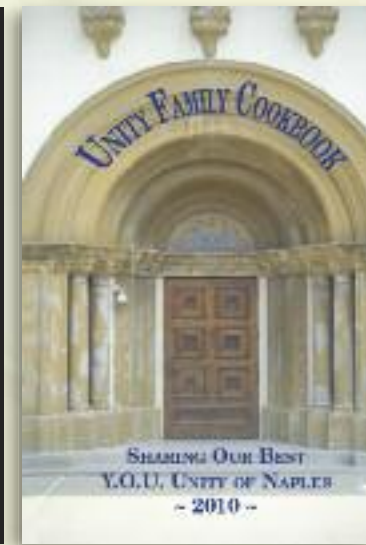
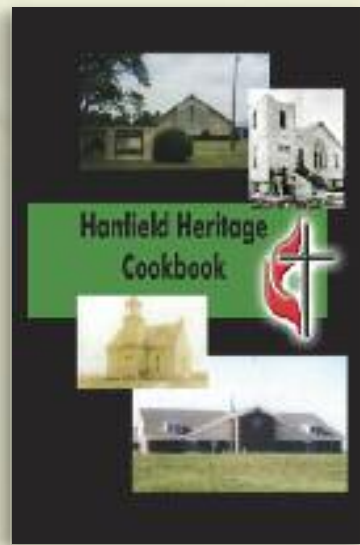
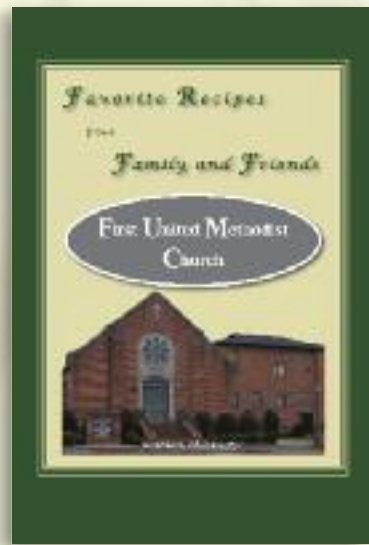
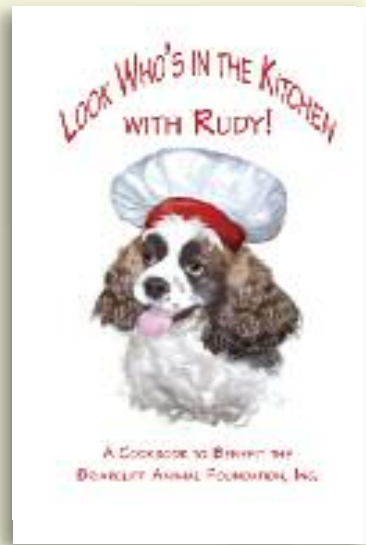
No matter what you envision, we have a custom cover option that will fit your needs. Browse the following pages for more ideas on what you can do with your own custom cover.

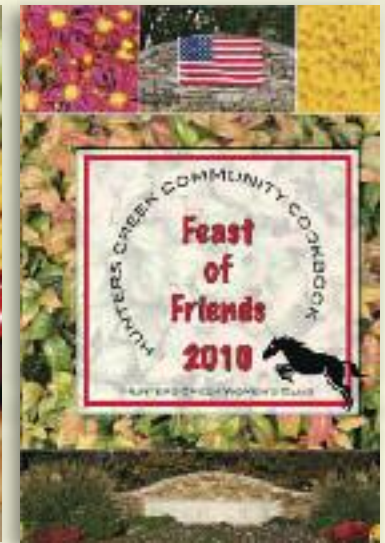
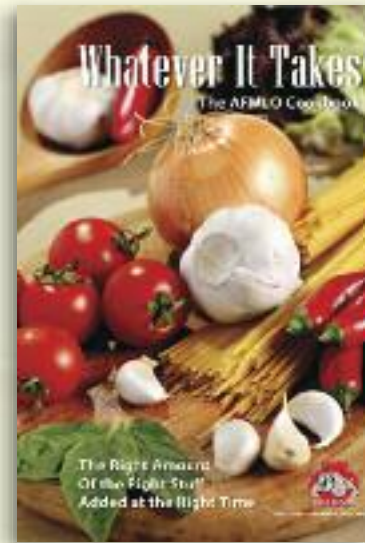
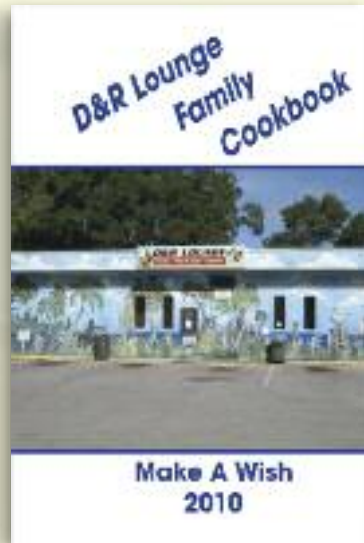
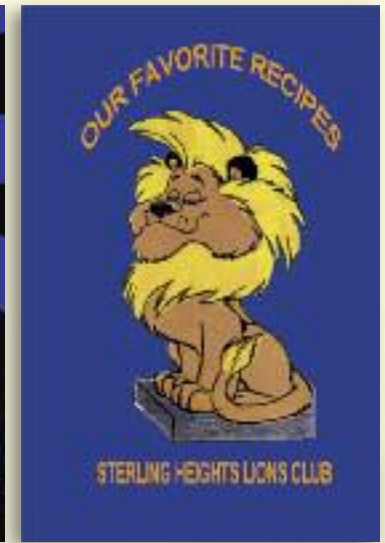
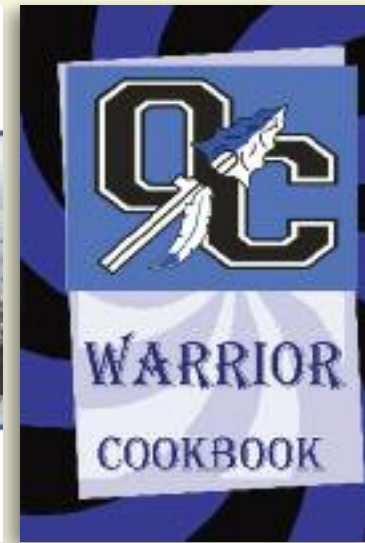
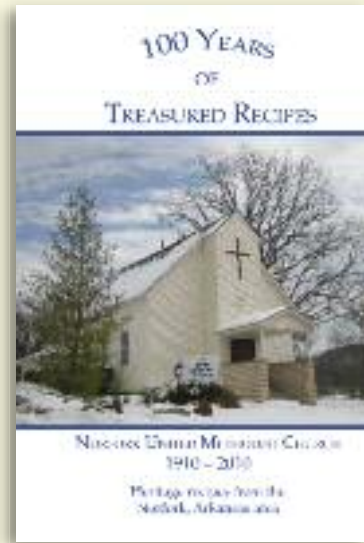
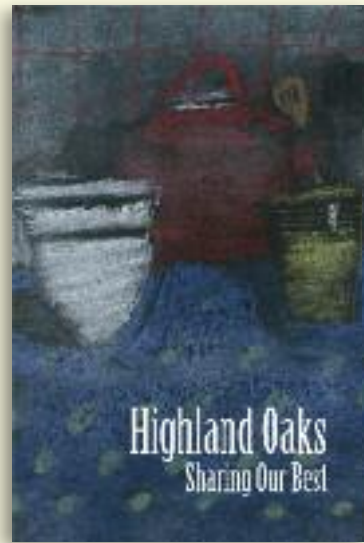
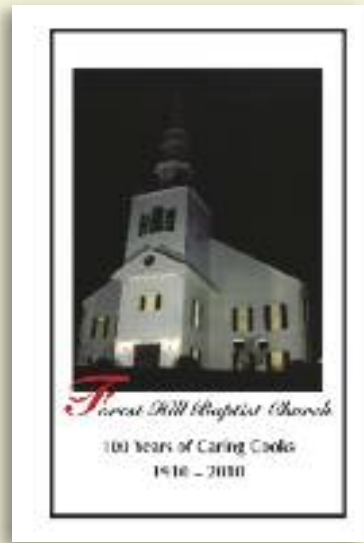
If you design your own cover, please see our artwork submission guidelines. To aid in designing your cover, use our cover layout sheet which can be downloaded from our website at [www.fundcraft.com](http://www.fundcraft.com).

*Cover templates can be emailed upon request.*

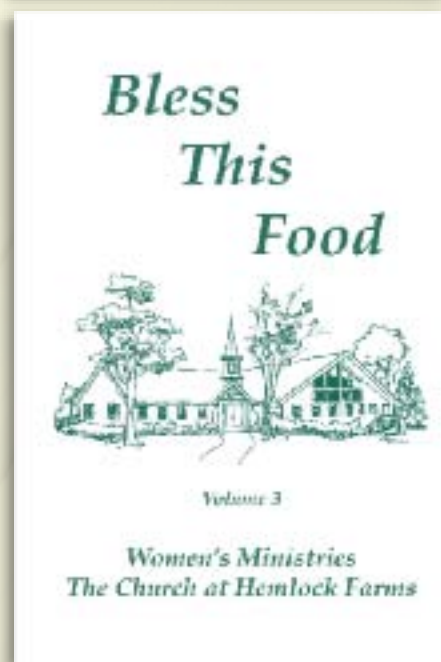
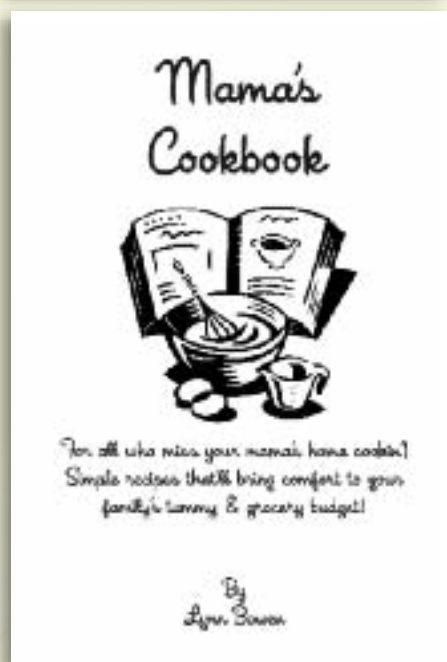
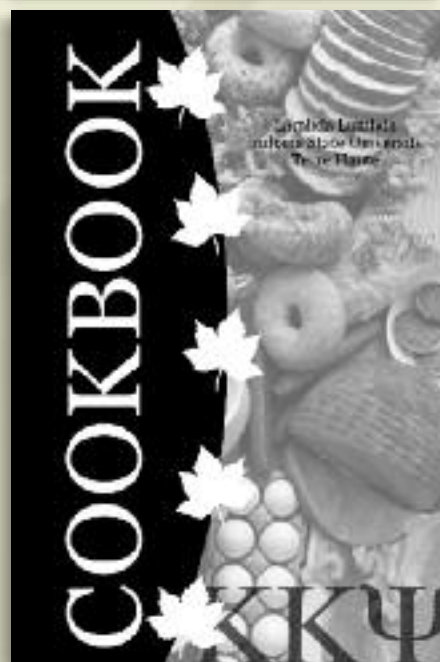
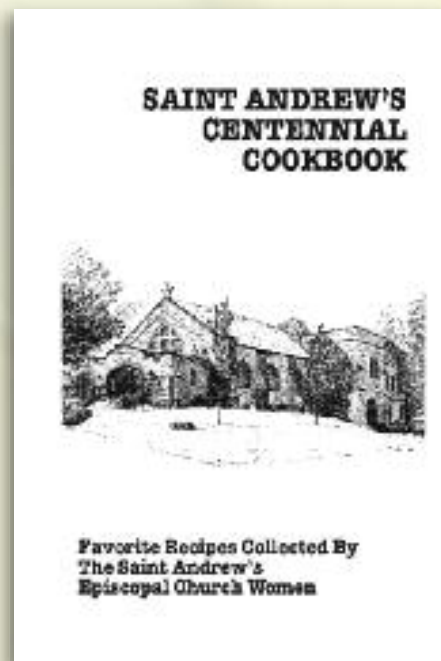
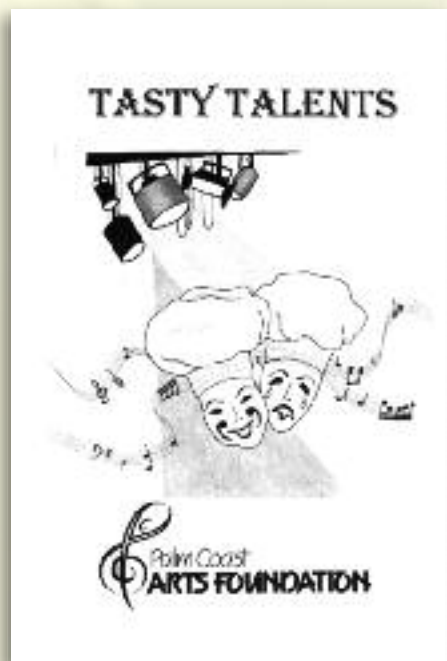
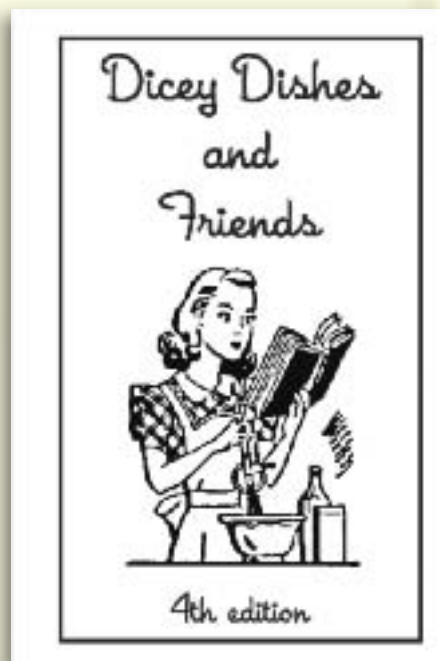


# Customer Designed Full-Color Covers





# 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.

**Note:** Fundcraft and Customer Designed black and white dividers will not bleed. There will be a white border on all four sides.

### 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.

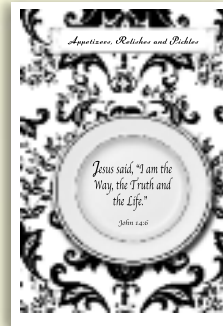


### Optional Helpful Cooking Hints on divider backs

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



# Free Fundcraft Full-Color Divider Sets

(Any Fundcraft or customer designed covers can be used with the divider sets.)

## Design features

- Choose from over 40 designs
- All designs are shown on our website
- Optional custom divider with some sets
- Helpful hints printed on backs

## For Pennies More™ option

- Add tabs to Fundcraft dividers

## Design number

Use the design number to indicate your chosen divider set on the order form.

## Helpful hints

Unless noted otherwise, divider designs feature our set of cooking hints printed on the back of each divider. Helpful hints are preprinted on Fundcraft full-color divider sets and cannot be omitted or changed.

## Coordinating covers

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 custom cover design.

## Standard divider titles

Fundcraft full-color divider sets feature seven standard recipe section titles. If you wish to use different titles for your recipe sections, please select another divider option as these divider titles cannot be changed.

- Appetizers, Relishes and Pickles
- Soups, Salads and Sauces
- Meats and Main Dishes\*
- Vegetables
- Breads, Rolls and Pastries
- Cakes, Cookies and Desserts
- Beverages, Microwave and Misc.

\* D68 Vegetarian Gourmet says "Main Dishes" instead of "Meats and Main Dishes"



D3 Dutch Kids

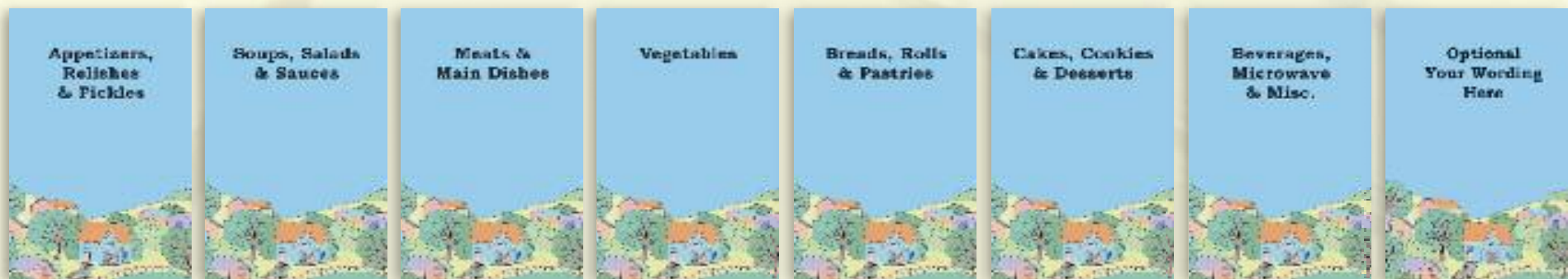
D4 Food Photo  
\*Optional Divider

\* (8) Optional divider with your own wording.

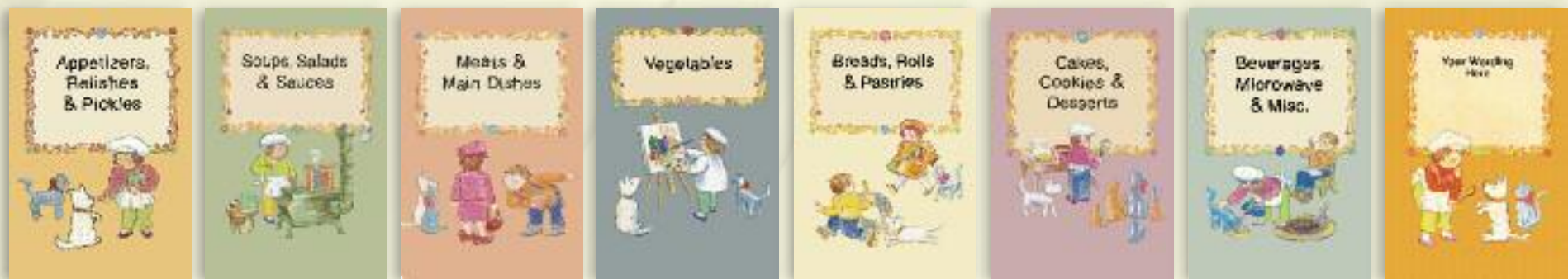
# Free Fundcraft Full-Color Divider Sets



**D5 Cross Stitch**



**D6 Small Town** \*Optional Divider



**D7 Country Girl** \*Optional Divider

\* (8) Optional divider with your own wording.



**D8 Stained Glass**



**D10 Food Art** \*Optional Divider



**D29 Heart Wreath**

\* (8) Optional divider with your own wording.

# Free Fundcraft Full-Color Divider Sets



**D34 Bread of Life**



**D35 Born to Cook**



**D36 Recipes from the Heart**



**D37 Treasures from Heaven**



**D38 Tried and True Recipes**



**D40 Angels**

# Free Fundcraft Full-Color Divider Sets



D43 Angel Food



D45 Kids in the Kitchen



D46 Checkerboard



D47 Stars and Stripes



D65 Hey Good Lookin'



D66 Pet Recipes

# Free Fundcraft Full-Color Divider Sets



**D67 Favorite Recipes**



**D68 Vegetarian Gourmet**



**D69 Modern Kitchen Delights**



**D70 Bountiful Harvest**



**D71 Simple Pleasures**



**D72 Winning Touch**

# Free Fundcraft Full-Color Divider Sets



**D75 Country Goodness**



**D76 Kitchen Classics**



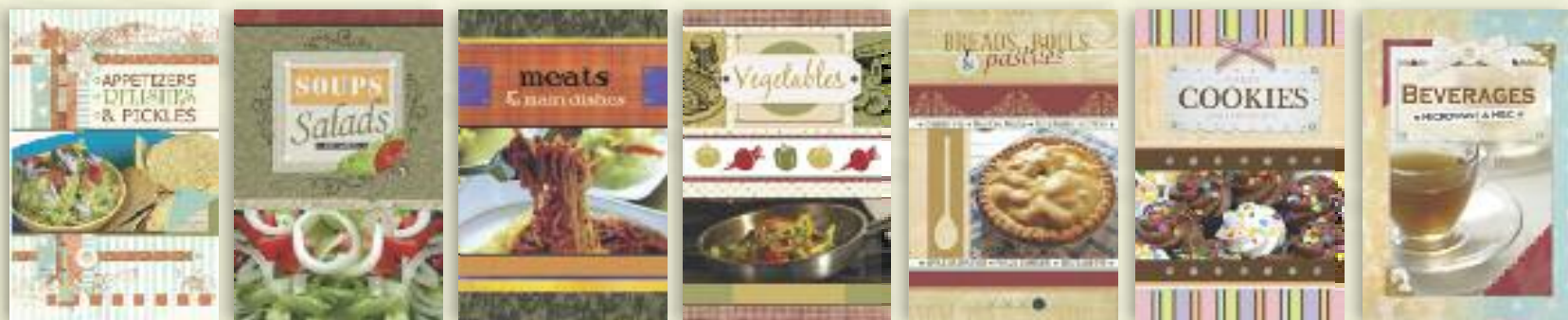
**D77 Star Spangled Recipes**



**D78 Beautiful Bounty**



**D79 The Tasteful Table**



**D80 Picture Perfect Recipes**

# Free Fundcraft Full-Color Divider Sets



**D81 Gracious Gifts**



**D82 Classic Gourmet**



**D83 Someone's in the Kitchen**



**D85 A+ Recipes**



**D87 Kitchen Connoisseur**

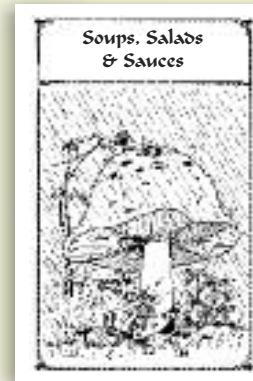


**D88 CrossSteeple**

# Free Fundcraft Black & White Cover and Divider Sets

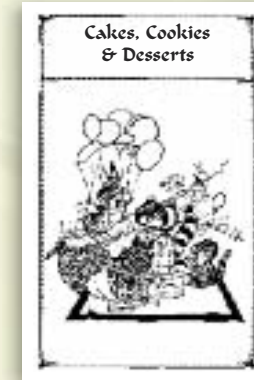
## One color cover and divider sets

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



**BC1 Animal Fun**

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



**BC290 Heavenly Dishes**



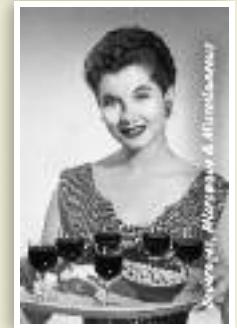
**BD3 Dutch Kids** (Titles cannot be changed)



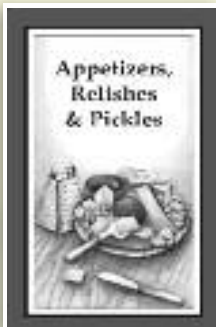
BC1025 Retro 50's



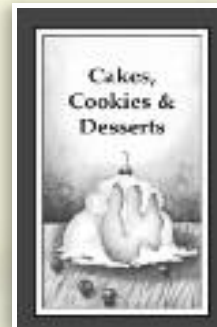
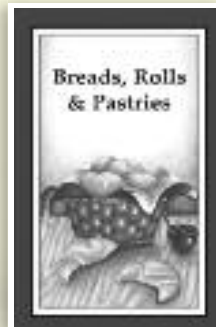
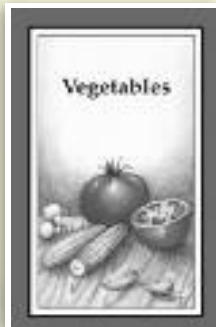
BD25 Retro 50's (Titles cannot be changed)



BC370 Food Art



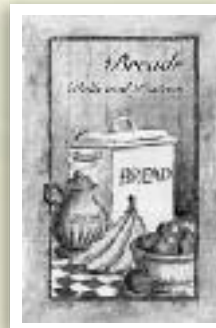
BD10 Food Art (Titles cannot be changed)



BC134 Bountiful Harvest



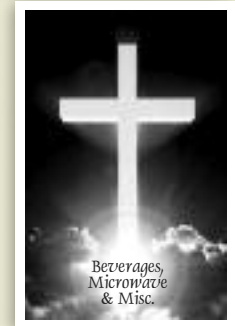
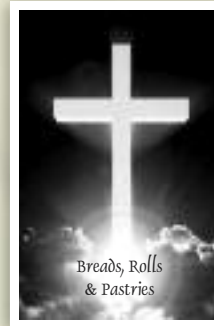
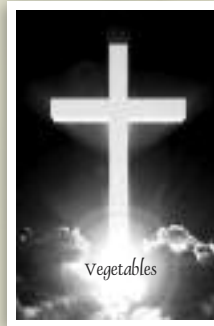
BD70 Bountiful Harvest (Titles cannot be changed)



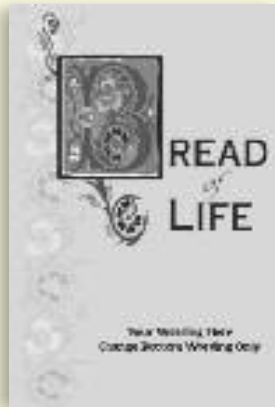
# Free Fundcraft Black & White Cover and Divider Sets



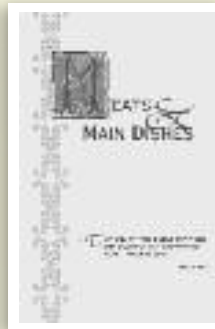
**BC1027 Sun Cross**



**BD27 Sun Cross** (Titles cannot be changed)



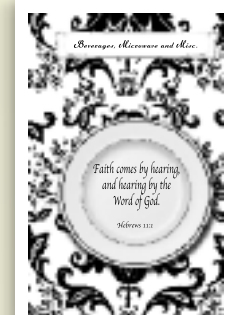
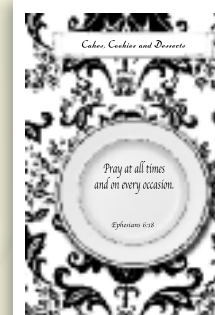
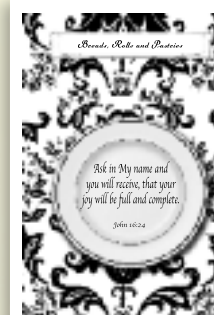
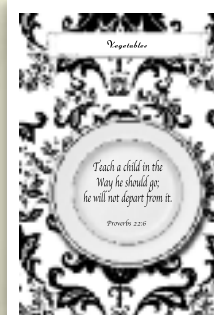
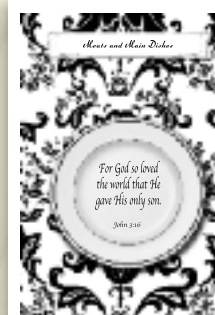
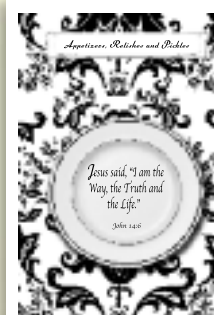
**BC960 Bread of Life**



**BD34 Bread of Life** (Titles cannot be changed)



**BC1028 Religious**



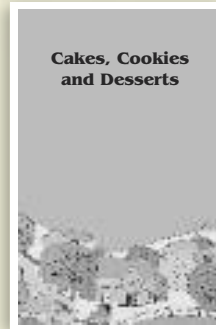
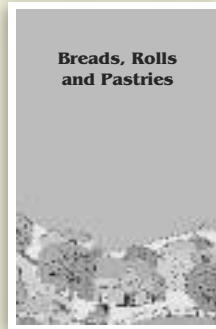
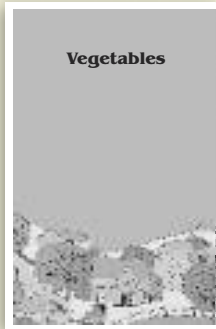
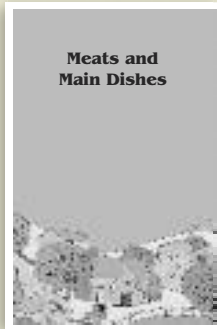
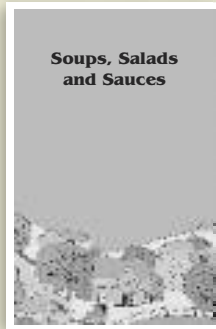
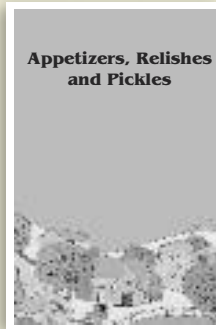
**BD28 Religious** (Titles cannot be changed)

1.800.853.1363

# FunDcraft Black & White Cover and Divider Sets



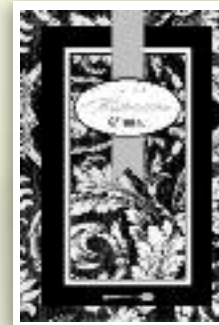
**BC300 Small Town**



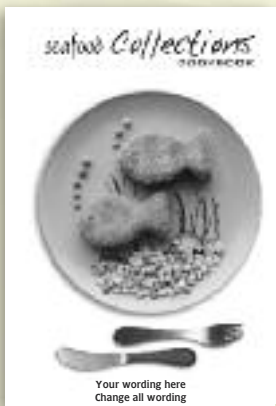
**BD6 Small Town** (Titles cannot be changed)



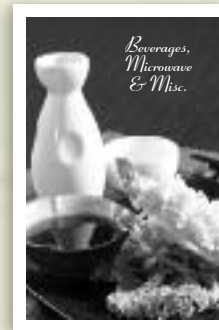
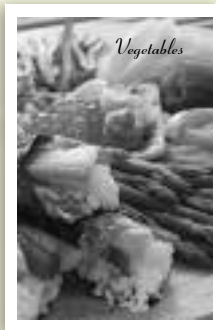
**BC1018 Classic Gourmet**



**BD82 Classic Gourmet** (Titles cannot be changed)



**BC1029 Seafood Collections**



**BD29 Seafood Collections** (Titles cannot be changed)

# Fundcraft Black & White Divider Designs

## Free features

- Choose from 16 designs
- Eight dividers per set
- Your custom titles on each divider
- Dividers printed in black ink on white paper
- Helpful hints printed on backs (*optional*)

## For Pennies More™ options\*

- Add tabs to dividers
- Print dividers on colored paper (see page 60 for paper colors)
- Print dividers with colored ink (see page 60 for ink colors)
- Print dividers on heavy card stock (white only)

\* To use any For Pennies More™ options, select the custom black and white divider option on the order form and instruct us on your layout sheets to use Fundcraft art.

## Design number

Use the design number to indicate your chosen divider set on the order form.

## Helpful hints

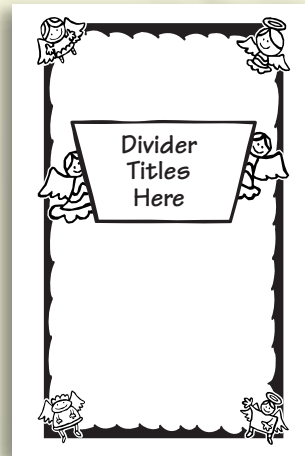
Fundcraft helpful hints can be printed on the back of each divider for **free** or you can add your own hints for an extra charge. This option must be marked on the order form to be included. For examples, see sample book.

## Divider titles

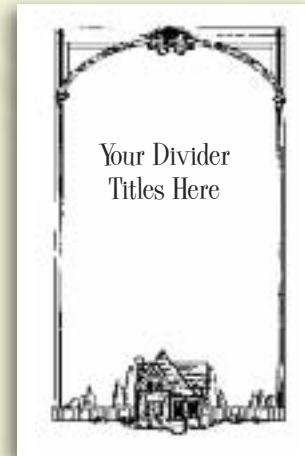
Fundcraft black and white divider sets allow you to select eight custom recipe section titles to be printed on the dividers. You may use our standard divider titles, shown on the Fundcraft full-color divider sets, or you may create your own recipe section titles.

## Title your own dividers

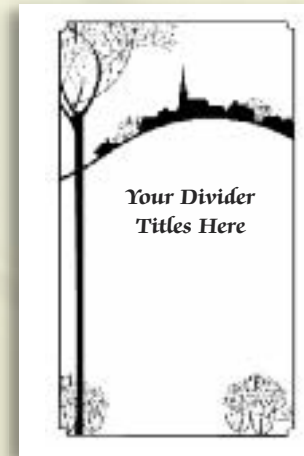
Black/white divider pages are printed in black ink on 60# paper. Using a colored paper or a colored ink on Fundcraft black/white dividers makes them custom dividers. Any of the upgrades will add flavor to your black/white dividers!



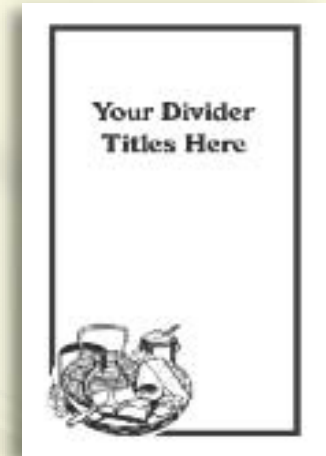
**D48**  
Angel Cartoon



**D49**  
House Border



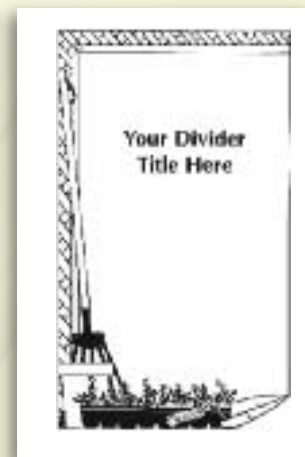
**D50**  
Church on the Hill



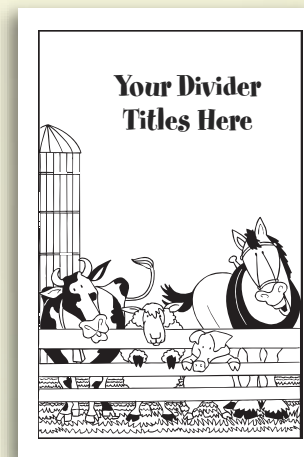
**D51**  
Country Ingredients



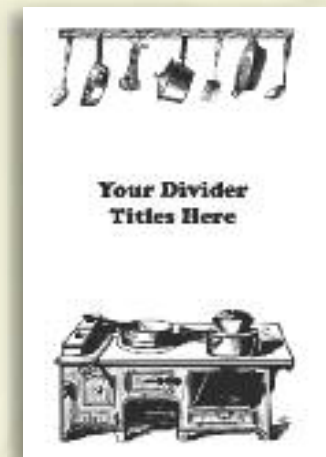
**D56**  
Eagle Border



**D59**  
Gardening

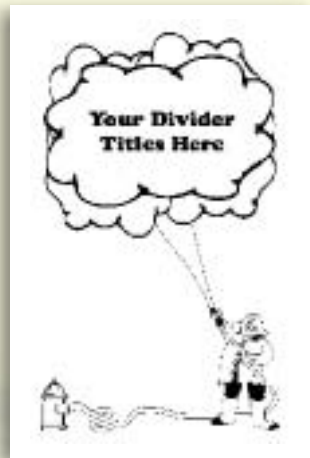


**D60**  
Barnyard Cartoon

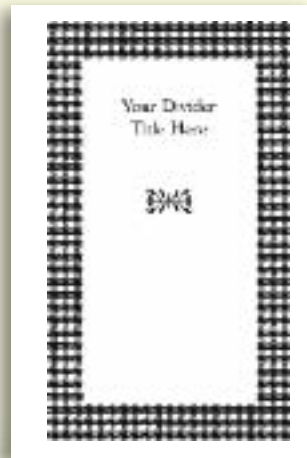


**D61**  
Old Fashioned Kitchen

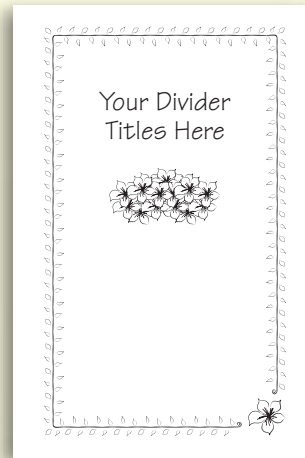
*You pick the design and add your own section titles!*



**D52**  
Firefighter Cartoon



**D53**  
Tablecloth



**D54**  
Flowers and Vines



**D55**  
Decorative Border



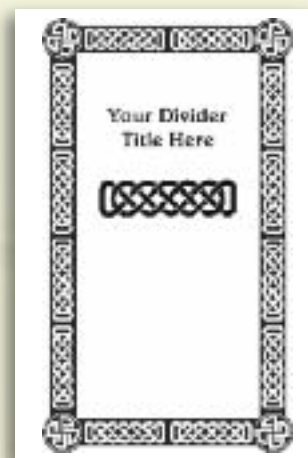
**D63**  
Clip Art Dividers



**D73**  
Chef and Menu



**D74**  
School Time

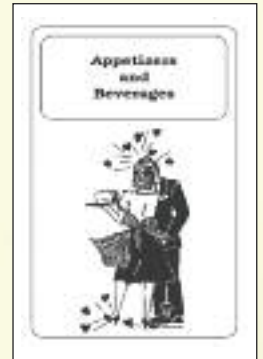


**D75**  
Celtic Knots

## Customer Designed Black/White Dividers

You may design your own custom black/white dividers with up to 8 sections for free. In order to qualify for this option, your divider designs may include black/white line art only. Bleeds are not available.

You can submit your own art and section titles or you can choose from our collection and timesteps located on page 37.



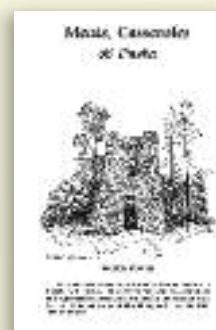
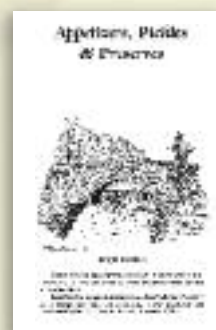
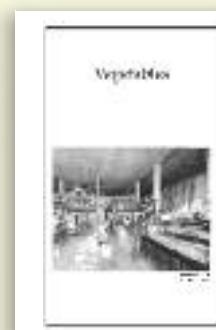
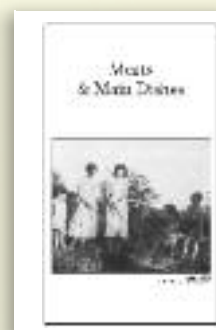
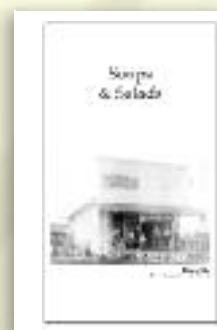
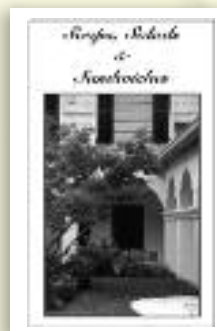
### Other options:

- Add photos to custom black and white dividers.
- Print custom black/white dividers in colored ink.
- Print custom black/white dividers on colored stock.
- Add tabs to custom dividers.
- Custom divider back printing.
- Heavy Stock. (White only)

### Customer Designed Full-Color Dividers

The design options for custom full-color dividers are almost limitless— one photo or drawing per divider and bleeds are included in the price. Although you may design your own completely custom dividers, you may also use our cover timesteps listed on page 37 and paper and ink colors on page 60 as design resources by referring to them on your layout sheets.

# Customer Designed Divider Sets





**Kids' Sweet Things**

100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER

**Breads, Pies & Pastries**

100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER

**Cakes & Frosting**

100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER

**Cookies**

100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER

**Candles**

100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER

**Miscellaneous Desserts**

100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER

**Pickles, Jellies, Beverages, Salads & Soups**

100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER  
 100% COTTON  
 100% POLYESTER

# Dividers

## Divider ink and paper colors

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

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



Brown Ink  
on Off-White Divider Paper

Red Ink  
on Pink Divider Paper

Blue Ink  
on Blue Divider Paper

Green Ink  
on Green Divider Paper

Plum Ink  
on Gray Divider Paper

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

## Create your own cover and/or dividers with Fundcraft Clip Art

Clip art is a fun, free way to add flavor to your cookbook! Use it to embellish a custom cover or divider, or even on a local information page instead of a photo. Be sure to refer to the item number on your layout sheet, or clip the artwork sample from this page and attach it to your layout sheet. For more, visit [www.fundcraft.com](http://www.fundcraft.com) to see our complete library of clip art.



**C1020**  
Old Fashioned Kitchen



**C1030** Angel With Cloud



**C1040** Flock Of Sheep



**C1050**  
Celebrating Our Roots



**C1060** Kids Around Tree



**C1070** Fireman



**C1080** Praying Hands



**C1090**  
Candle, Bread, Bible



**C1102** Country Garden



**C1110** Memorial Ribbon



**C1120** Steaming Pot



**C1130** Kid Stuff



**C1140** American Fork



**C1150** Cornucopia



**C1160** Building



**C1170** Retro Cook

## Tabbed Dividers

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

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

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

We just announced our **new Recipe Page Tabbed Book**. Different than any cookbook on the market today, each page in a section is die cut as a tab, making all sections very easy to locate.

The recipe page tabbed book is a **full 6 x 9 cookbook** and a sample is enclosed in our information kit or you can view a copy at [www.fundcraft.com](http://www.fundcraft.com). Please note this book will not include recipe section dividers.

Custom tabbed dividers are also available for customer designed dividers. Tabbed dividers are available with soft and hard covers with the plastic comb binder or the 3-ring notebook.



# Fundcraft Free Recipe Formats



F6 (Shown with no additional charge options)



F7 (Shown with no additional charge options)



F14 (Shown with no additional charge options)

## Fundcraft offers 5 free formats

Each format is a little different in typestyle and design. All formats are printed on 60# white vellum paper or you can select off-white for an additional charge. All formats feature recipes continued to the next page. You may select the non-continued recipe option where recipes do not continue to the next page. Text or filler art can be used to fill extra space. This option adds a small per book charge.

Fundcraft has artwork and text fillers to choose from if you select the non-continued recipe option or the customer can use their own art or text fillers. Recipe notes can be added under the recipes for a small additional charge.

You can select a graphics package at no additional charge.

### Our features include:

- FREE – all options included in base price.
- Recipe title in easy-to-read bold type.
- Contributor's name printed with each recipe.
- Ingredients printed under titles.
- Method explained under ingredients.
- Recipe section title at bottom center of each page.
- Page number at outside bottom corner of each page.
- Continued recipes.

### FREE! Options are available:

- Recipe symbols placed next to select special recipes of your choice.
- Section title graphics on first page of each recipe section.
- Local information page graphic sets available to match recipe graphics.

### For Pennies More™ Options

- Recipe notes.
- Non-continued recipes.
- Fillers (with non-continued recipe option).



# Recipe options

## Recipe Page Fillers

When the non-continued recipe option is selected, a blank space will be left at the bottom of some pages where there was not enough room to fit the entire next recipe. Fundcraft offers five sets of filler artwork and four sets of filler quotations. Each set contains 40 to 80 quotations or pieces of artwork. Art and quotation fillers cannot be mixed.

For an additional charge, you may also choose to submit your own custom artwork or quotations. Custom fillers are a great way to add a unique touch to your cookbook. Custom art can allow every member of your group a chance to contribute to the creative aspect of your book. Custom text can be used to scatter historical information or facts throughout your cookbook. Custom art and text fillers cannot be mixed.

**NOTE:** Custom art fillers will be reproduced in black/white and should be line art only, no grayscale or screens. A good rule of thumb is if artwork will photocopy well, it is suitable to be used as a filler. Artwork submitted should be designed no larger than 2" high and 4" wide. We will size the art to fit the available space. Custom text fillers should be submitted typed or printed neatly. Do not submit them on the same sheets as the recipes, but on separate sheets. Fillers will be inserted as space permits in random locations throughout the cookbook and cannot be placed with specific recipes or in specific recipe sections. Submit roughly one filler for every three recipes, and while we will make every attempt to use every filler, we cannot guarantee this.

## Recipe Notes

You may add non-recipe text or personal comments beneath a recipe for an additional charge. There is a **four line maximum** for this option. See price chart on page 8.

**Example:** "This was my mother's recipe that we serve every Christmas." or "In Memory of my grandmother."



### Special recipe symbols

-  Heritage
-  In Loving Memory
-  Quick and Easy
-  Vegetarian
-  International
-  Heart Healthy
-  Low Fat
-  Pets Only
-  Hot and Spicy
-  Kids Recipes
-  Memorial Ribbon

## QUOTATION FILLER SETS

### FOOD QUOTES

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

### BIBLE SCRIPTURES

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

### COOKING TIPS

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

### MOTIVATIONAL SAYINGS

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

## ART FILLER SETS

### OLD FASHIONED KITCHEN FILLER SET



### MODERN KITCHEN FILLER SET



### CHRISTIAN ART FILLER SET



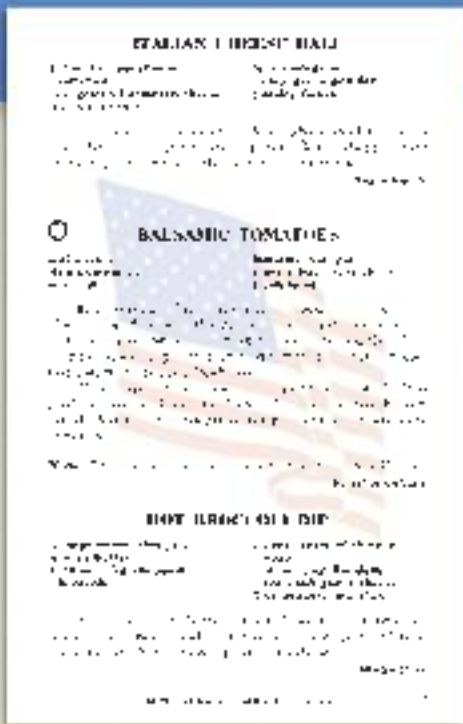
### KID STUFF FILLER SET



### ELEMENTS OF NATURE FILLER SET



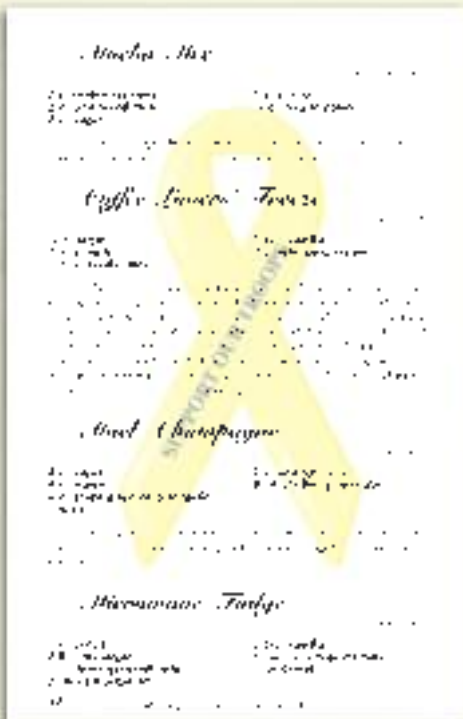
# Full-Color Designer Paper



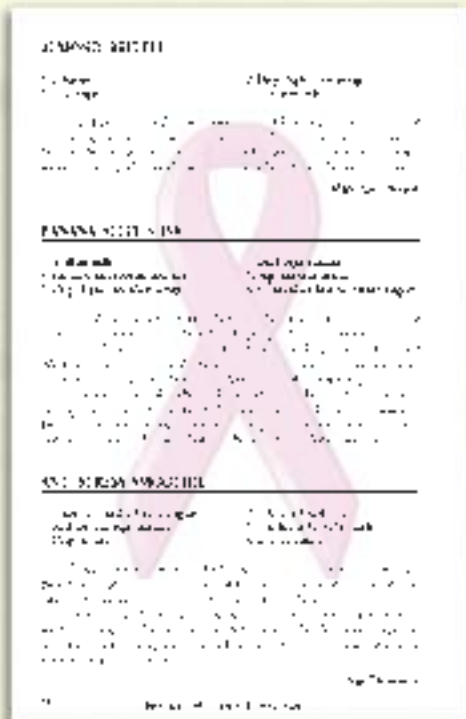
Flag



Cross



Troops



Pink Ribbon

Only Fundcraft offers special designer watermarked paper

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

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



Make Your Cookbook Different!

# Local Information pages

## Local Information pages

Tell readers more about your organization or your fundraising goals with your FREE local information pages. Your local information pages, as well as a free table of contents, mail order page and two different recipe index systems (shown to the right), will guarantee that your cookbook will be professional looking and easy to sell.

- Four FREE local information pages at the front of your cookbook may be used for your personal content, and up to six additional pages may be added for an extra charge. We offer eight sets of local information page graphics, which complement our section title graphics; (section title graphics seen on pages 63). If you prefer, graphics may be omitted by indicating so on your order form. Please note that advertising cannot be placed on the four free pages.
- One FREE black/white photo or sketch (shown below) may be included in your local information pages and additional photos or artwork may be added for an extra charge.

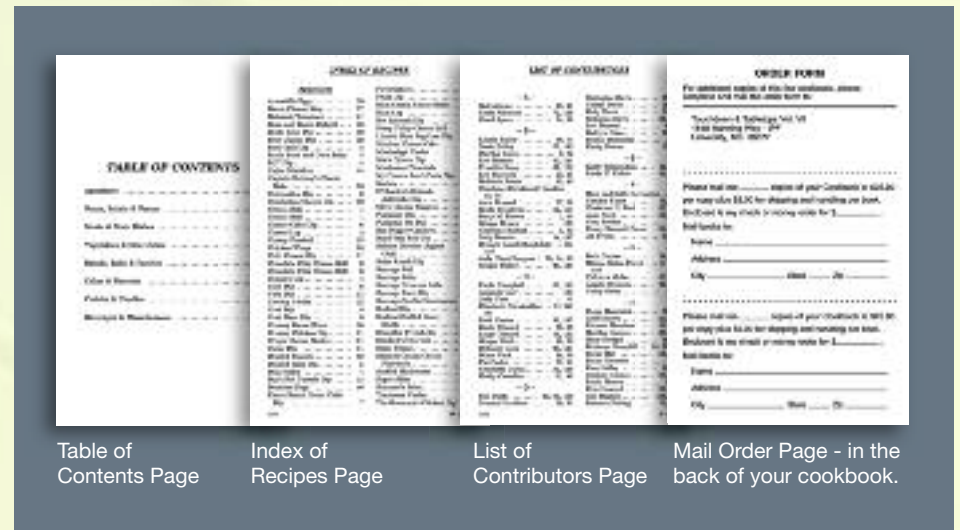
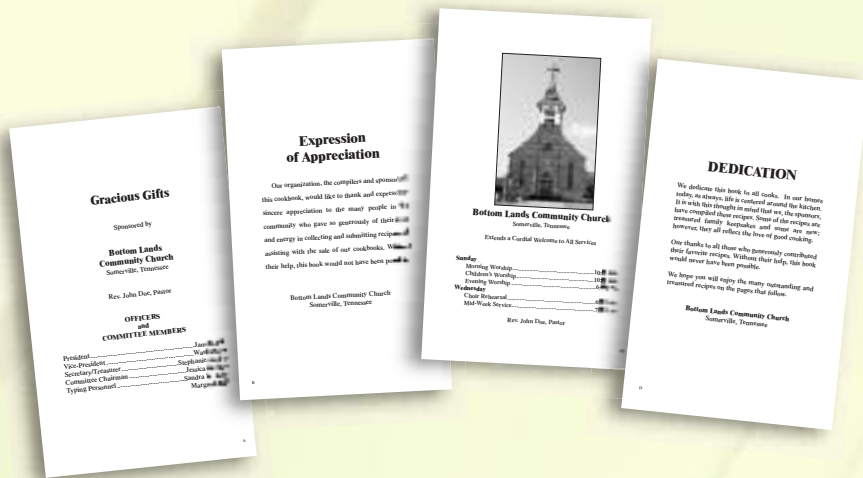


Table of Contents Page

Index of Recipes Page

List of Contributors Page

Mail Order Page - in the back of your cookbook.



## Local Information Page Graphics - Optional

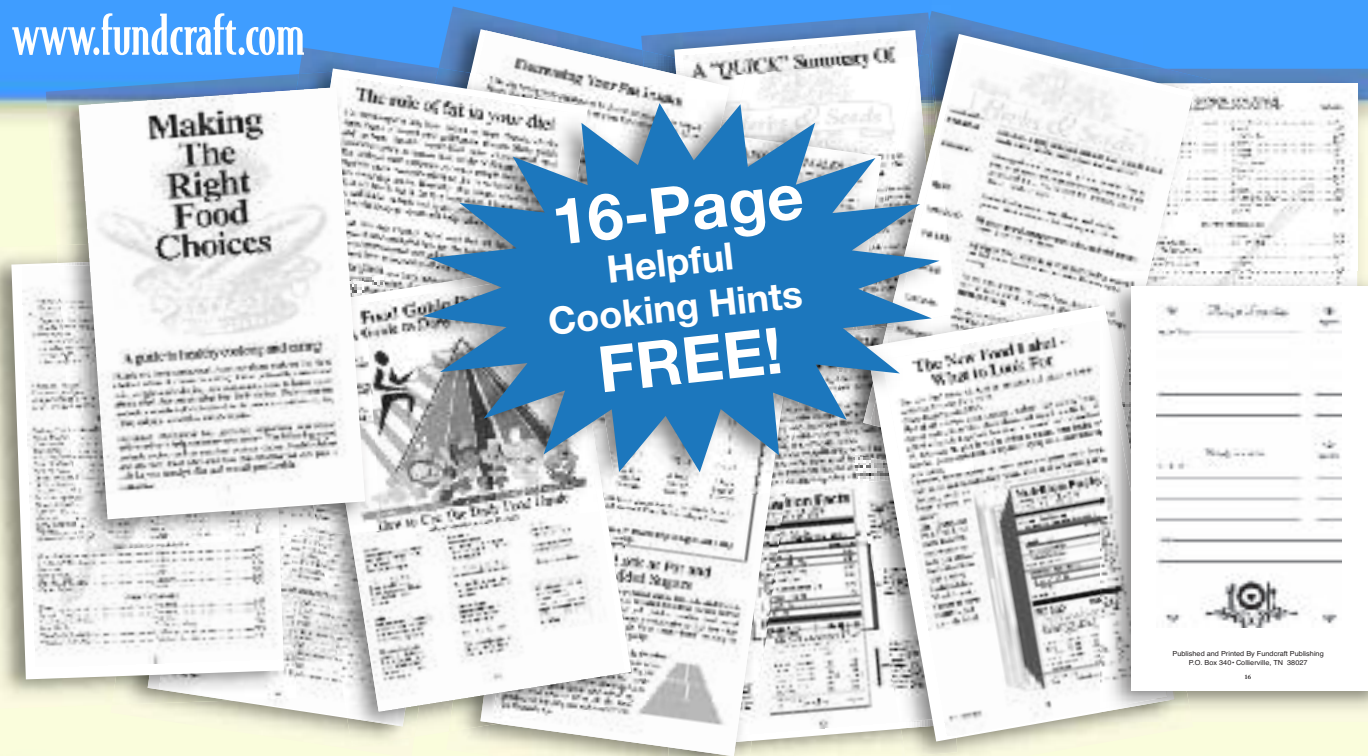


### Recommended content for local information pages

1. Title and officers page, listing the names and functions of your group's officers or cookbook committee members.
2. Expression of appreciation, thanking those who collected and submitted recipes and helped in selling.
3. Sketch or photo page, showing your organization's building or group leader.

### 4. Dedication page.

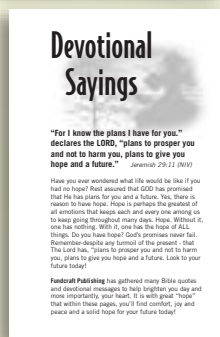
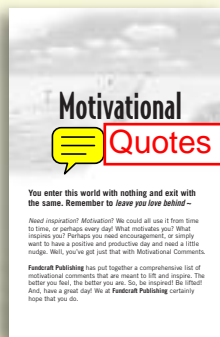
Additional suggestions for Local Information Pages: Inspirational Poem or Story, History of Group, Church Schedule, Description of Fund Usage, In Loving Memory—special dedication page, Special Scriptures, List of Past Presidents, or Family Tree. The local information pages can contain any information you feel might help your group sell cookbooks.



## Free! Helpful Cooking Hints Section

Another FREE option to enhance your cookbook is our 16-page Helpful Cooking Hints section. These pages of nutritional information will be placed at the back of your cookbook just after the recipe index.

The useful information and easy-to-read format is a great complement to the hints that appear on the backs of our divider sets, and will help your cookbook sell. Many of the hints are illustrated, depicting a number of meal preparation subjects. If you prefer, this section may be omitted by indicating on your order form.

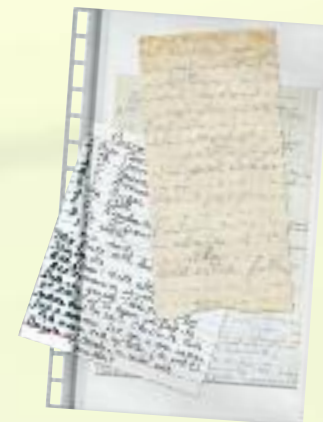


## Supplementary Inserts

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

The sections are information on (a) Household Hints (b) Motivational Quotes (c) Heart Healthy Hints or (d) Devotional Sayings. Each section has been professionally written and will add to your cookbook value.

If you are interested, please request a copy of the information pages or go to the download center at [www.fundcraft.com](http://www.fundcraft.com) and receive a free copy of the section you are interested in.



## Heavy Clear Plastic Recipe Envelope

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

# Cookbook Options

## Free! Special Occasion Dedication Pages

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

Personalized cookbooks sell very easily all year long, and you really don't need a special occasion to sell them; however, there are times when people are looking for special gift ideas. If you plan to market your cookbooks during one of these times, we can offer you a specially designed dedication page appropriate to the occasion.

Be sure to make note of the normal production time for each special date in order to receive your books in time. The page can be easily removed if there are any books remaining after the special date.



## Frequently Asked Questions

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

A. Local printers do a fine job; however, many of them refer orders to Fundcraft. Due to our volume, it is not likely that a local printer could come close to our prices.

### Q. Can small groups have a successful cookbook fundraising drive?

A. Yes! Most of our success stories are from small organizations. A minimum of 10 members can complete the program successfully.

### Q. Can individuals and small businesses publish a cookbook for profit?

A. Yes! The program is the same as with fundraising groups except for the payment terms, requiring 1/2 payment with the order and the balance when the books are ready.

### Q. How does a 10% overrun/underrun affect our cookbook order?

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

### Q. Can we change the title on Fundcraft cover designs?

A. Many of our cover designs can have the title changed. Under each design is an explanation of what can be changed.

### Q. Do recipes have to be typed?

A. No. Clear handprinted recipes are acceptable.

### Q. Do you count icings for cakes as another recipe?

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

### Q. Can I put my logo on a Fundcraft cover?

A. Yes. This makes your cover a custom cover.

### Q. Can we print recipes from newspapers and other cookbooks?

A. Yes. You can use recipes from various sources. There are a few recipes that have the title trademarked or copyrighted and cannot be used, such as Kentucky Silk Pie, Derby Pie, and Runza, to name a few. You cannot use complete works from any cookbook due to copyright laws.

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

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

### Q. Do we have to use Fundcraft's recipe collection forms?

A. No. We supply the recipe collection forms free if you request them; however, you can collect the recipes on plain paper the size of the recipe collection forms or larger. We do ask that they be submitted in the same format as our collection forms and only one recipe per page, and all uniform size pieces of paper.

### Q. Do some civic organizations require royalty payments for the use of their logo?

A. Yes. In some cases civic organizations charge a royalty for local chapters to use their logo. If this is the case, you, as the cookbook sponsoring group, are responsible for any royalty payment or release form from the group headquarters.

### Q. Can we order fewer than 100 cookbooks?

A. No. The minimum order for Fundcraft's Original Cookbook Program is 100 books. However, you can order as few as 25 cookbooks with InstantPublisher.com.

## Cookbook sales tools

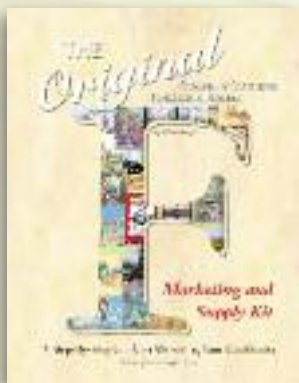
### FREE! Web Advertising



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!



### Fundcraft Marketing Guide

Fundcraft provides a FREE marketing guide that will lead your committee through a professionally-planned marketing and sales program. Fundcraft also provides many free items that will help guarantee that your books sell. A

number of the free marketing tools can be downloaded from our website. The marketing kit can

be ordered by returning the supply order card also included in the Fundcraft Cookbook Information Kit.



### 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**.

## Other sales supplies



### Gift Certificates

Gift certificates are a great way to pre-sell your cookbooks and are so handy if the books will not be completed in time for a specific holiday or special event. Gift certificates are available upon request by calling **1-800-853-1363** or e-mail at **info@fundcraft.com**.

### Advance Sale Coupons

Many groups, especially schools, pre-sell their cookbooks before printing. You can get an idea of how many books to order from a pre-sale campaign. Coupons feature an attached receipt to allow you to

keep track of the pre-sales. When the books arrive, simply deliver a copy to your customers. Advance sale coupons are available upon request by calling **1-800-853-1363** or e-mail at **info@fundcraft.com**.

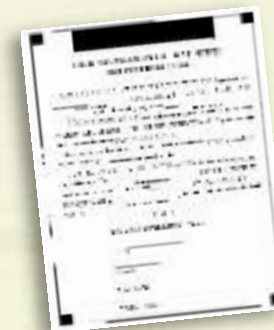


### Sell Your Cookbook In Stores- ISBN

Want to sell your cookbook in stores? This is the way to do it. All you need is an ISBN on your back cover- and we can do it for you! An ISBN can be added to any binding style and any specialty cookbook. It's easy and it's very affordable.

### Counter Display Boxes

Local merchant stores are excellent locations to sell or advertise personalized cookbooks. Fundcraft can provide counter display boxes which are an attractive way to show off your cookbook. The number of books that can be displayed in each box depends on the number of pages and the binding style. See price chart for pricing. (Not compatible with 3-ring cookbooks)



### 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.

Fundcraft takes pride in the fact that fundraising groups can complete the Original Cookbook Program with no down payment, receive prepaid shipping and enjoy up to 67 days interest free to pay the balance after the cookbooks are shipped.

## **PAYMENT TERMS**

Fundcraft gives every fundraising group time to sell their books before paying. There is no prepayment of any kind for organizations with approved credit. Your first payment of 50% of the total is due 37 days after the books are shipped, with the balance due 67 days from shipment. With written request, your group can have the balance due date extended 30 days with no interest.

We also publish many cookbooks for individuals, families and businesses who sell the books for profit. The payment terms for individuals, families and businesses are different than for fundraising groups or organizations. Individual payment terms are 50% of the total when submitting the order. Once the order has been printed, we will send the final invoice for the balance of the order, which must be paid before the order can be shipped.

## **PRODUCTION TIME**

The key to any successful fundraising community cookbook program is planning. Normal production time is approximately 25 to 30 working days with our standard Short/Cut™ program. Time will be extended if Fundcraft types and proofs your recipes. Shipping time is usually two to five business days, depending upon how far you are from our plant in Tennessee. We do try to meet all requested delivery dates if possible. Fundcraft works with thousands of groups, and we try to treat every group equally when it comes to shipping time. If we do have an opening in production, we try to fill the slot with a group that has requested an early ship date. We do offer a rush service for an additional charge.

## **OVERRUNS AND UNDERRUNS**

The number of books you receive may not be the exact number you ordered due to our overrun/underrun policy. All orders are subject to a 10% overrun/underrun. This is a standard practice in the printing industry, due to an estimated 10% spoilage which may occur at different

phases of production. You will only be billed for the number of books you receive, which may be up to 10% more or less than the number ordered. Regardless of over or underrun, we always include 3% of the total books at no charge to help defray freight. See shipping information.

If more than 10% was lost in spoilage, your order may be short books (underrun).



If less than 10% was lost in spoilage, your order may contain a maximum of 10% extra books (overrun). If there is an overrun of your books, you will only be billed for those books shipped, with a maximum of 10% less the 3% freight books.

## **SHIPPING**

Free cookbooks are shipped with every order to help defray freight costs. Fundcraft is unique in that for over two decades we have added 3% in free books to defray freight expense when the books are sold. Depending on the amount you sell your free freight books for, your group may actually make money on them. FedEx Ground or UPS charges are added to the customer billing. Fundcraft does not guarantee that the 3% free books will cover the total freight expense; however in many cases, the money generated from selling the free books will more than pay for the freight.

- In cases where the order is very large or especially heavy, such as a three-ring notebook, commercial trucks are

used to save costs to the customer.

- Commercial truck lines charge extra for inside delivery and unloading of boxes. This charge is the responsibility of the customer and is added to the final billing.
- Orders shipped out of the U.S. must be prepaid for both the books and the freight.
  - Overseas orders are shipped by U.S. Postal Service Media Mail and usually take four to six weeks for delivery.
  - All orders require a street address and cannot be shipped to a post office box.
  - As soon as the order is received, you should inspect every box. All damage is the responsibility of the freight carrier and should be reported to Fundcraft immediately. Please make sure to keep the damaged books and the box they are received in as FedEx and UPS sometimes pick up the books and box before they make claim payment.
  - All commercial carriers give priority delivery service to a business address; so if possible, you may want to give a place of business for the actual delivery point of the cookbooks.

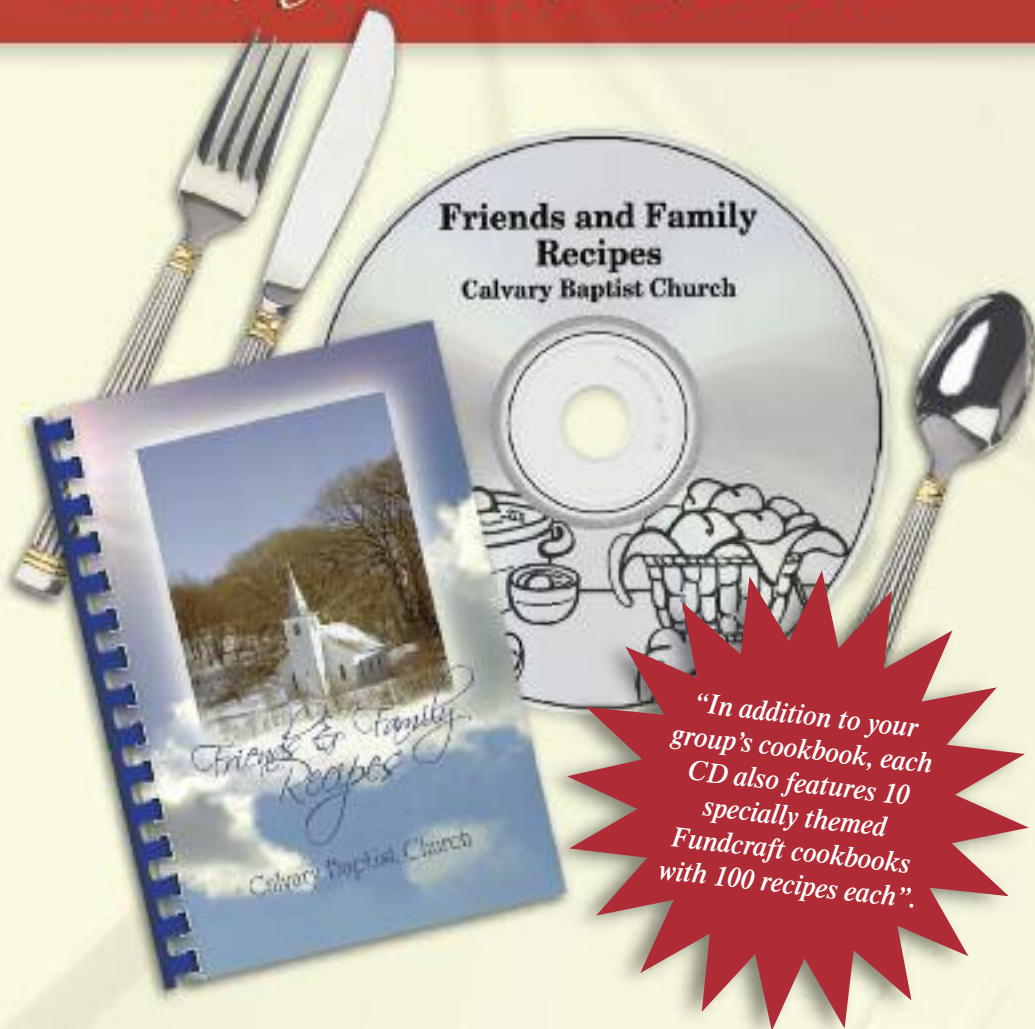
## **REPRINTS**

More than half of Fundcraft customers order one or more reprint orders of their cookbook due to high demand in sales. Many groups reorder a supply of their cookbooks year after year as an easy way to replenish their treasury. Fundcraft will keep the printing files for at least five years after the last printing.

Reprint quotations for most orders can be obtained from our website, [www.fundcraft.com](http://www.fundcraft.com). Just enter the Fundcraft secure webID and password for your group. There is a 100 book minimum on most orders depending on the book options. Fundcraft is proud to help every group with their reprint orders. Ordering is easy and production is fast.

Reprints average 10 to 15¢ per book less than your first order for the same number of cookbooks. However, if the quantity of the reorder is less than the first order, the price will increase due to the smaller number requested. All reorder quotations are based on our current price chart.

# Publish your cookbook on CD



*"In addition to your group's cookbook, each CD also features 10 specially themed Fundcraft cookbooks with 100 recipes each".*

## **You can now have your cookbook published on a personalized CD**

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

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

For only \$3.50 each and a minimum order of 25 CDs, this is a wonderful option to bundle with your printed cookbooks or sell the CD by itself.



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

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

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

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