



Personalized Community Cookbooks

Dear Fundraiser:

Thank you for inquiring about the Fundcraft Cookbook program. Your interest shows that you are concerned with finding a fundraising project that will be easy, fun and *profitable* for your organization. The Fundcraft Cookbook program has proven to be one of the easiest, most enjoyable and financially rewarding methods of raising money. Organizations like yours, whether small or large, have earned from *\$500 to \$25,000* with our cookbook program. Many have returned for a second and third printing of their original books.

THE PROGRAM IS VERY EASY

What makes the Fundcraft program such an easy, enjoyable way to raise money for your church, school or club? *The total involvement you can expect from your members!* Of course, the money you'll make is very important. But almost equally important is the way a Fundcraft fundraising drive brings your members together.

You see, with the Fundcraft program, you offer the people in your area something they cannot get from any other group or from any store: a fine quality, needed product, *personalized especially for your organization*. There is no other cookbook exactly like your Fundcraft Cookbook because it will contain recipes submitted by your members. *What's more, each member's name appears with their recipe*, and your organization's name appears on the book cover. This personalization acts as an incentive for your own members to buy the books, as well as sell it to their friends, relatives and neighbors.



ARE THERE TOO MANY COOKBOOKS ALREADY?

Absolutely not! Your organization's cookbook will be unique because it will contain recipes from a source no one else can claim: your members. Women – and men, too – love to collect cooking secrets from someone else's kitchen. And the fine quality plus extra features included free of additional charge in your Fundcraft personalized cookbooks make these books successful sellers even in areas where other organization cookbooks are being sold. Please refer to the enclosed full-color "Your Fundcraft Cookbook" booklet which explains in detail every free feature offered in the Fundcraft program. No other cookbook at a comparable price offers desirable features like these:

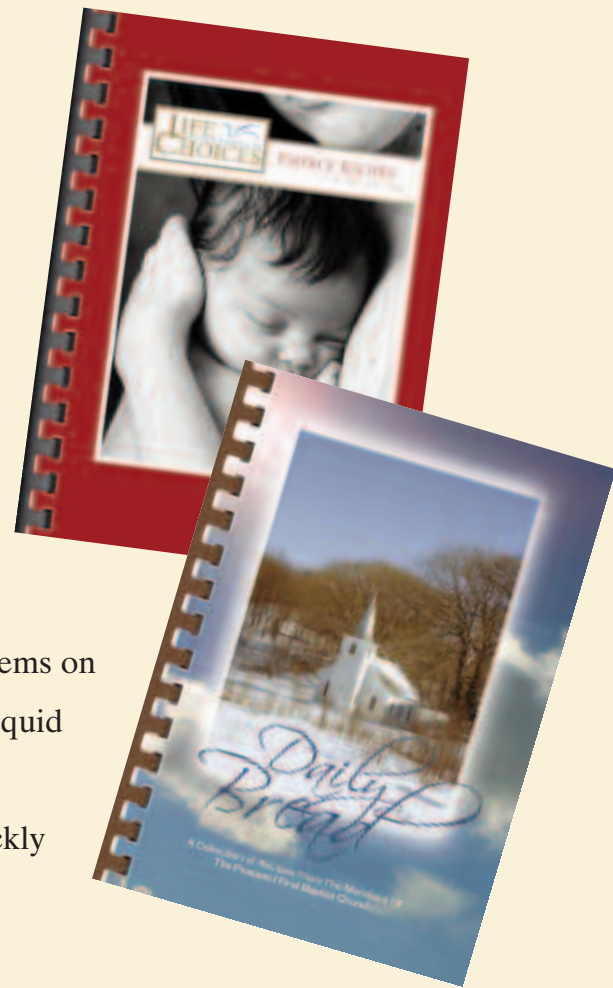
- Stain resistant covers
- Large selection of full-color cover designs
- Selection of full-color or single color section dividers
- 4 Free personalized pages at the front of the book
- Personal black/white photograph of your choice
- 32 pages of basic cooking information
- Recipes printed in large readable type
- Full recipe index

What's more, if you like, we can give you a variety of special items on request, such as tab dividers, colored stock, hard bound books, liquid laminated covers, customer designed dividers and much, more.

Best of all, with Fundcraft, you raise the money you need, quickly and enjoyably. And...

YOU NEVER INVEST A PENNY IN ADVANCE

We feel that an organization which needs money usually doesn't have money to invest. So, with the Fundcraft earning plan, you *send no money with your order*. You *pay nothing on delivery*. We give you 67 days interest free to sell and pay for your cookbooks. Only Fundcraft offers you this liberal no-interest financing plan!



HOW MUCH MONEY CAN YOU RAISE?

Just about as much money as you need! The only limit to your fundraising potential with Fundcraft Cookbooks is determined by the amount of money you need and the number of members you will have selling your exclusive Fundcraft Cookbooks.

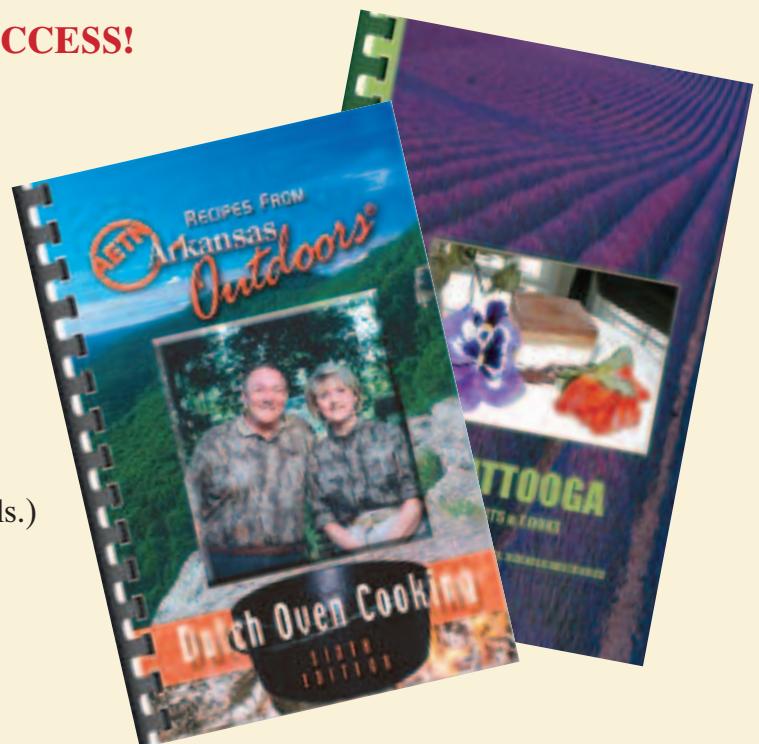
As you will see from the enclosed Price Chart, we recommend you sell our standard book for twice what you paid – that is a 100% price margin. And if you've purchased any cookbooks recently, you know that's a real bargain!

Depending on the size of your order, your cost per book can run between \$2.00 and \$2.90 each depending on the number you order. Let's say you order 200 books with 150 recipes. Your cost is only \$2.90 per book. Sell the books for \$8.00 each and your profit will be \$5.10 each or a total of \$1020.00 for the 200 books. If you have only 20 members and each sells only 10 books – which they should do easily – *your group is richer by more than \$1000.00.*

Remember – the prices shown on the enclosed Price Chart is ALL you pay. There are no hidden costs, no percentage up-charges and no prepayments like some cookbook publishers require. We even give you *Extra Cookbooks at No Extra Charge* to defray shipping costs! This one single feature makes our company unique. And we provide this unusual service to assure you of as profitable a campaign as you can possibly have, without any unforeseen extra expense. Furthermore...

WE GUARANTEE YOUR SUCCESS!

We supply you with step-by-step instructions in our Recipes for Success booklet. This information will guide the chairperson and committee through the program for fun, easy profits. And we *guarantee* if you follow this recommended sales plan, sales from your books will be enough to pay the cost of printing your books – and give you a healthy profit besides! (See "Your Fundcraft Cookbook" brochure for details.) No other fundraising plan gives you such an exciting guarantee of success!



It takes just a little time to get started. Merely complete the **FREE Supply Order Card** for free supplies or *download the supplies from our website at www.fundcraft.com.*

Meanwhile, start contacting your members for their favorite recipes. You'll quickly see why so many groups like yours, all over America, choose the easy, proven Fundcraft way to raise hundreds – even thousands of dollars. *Your group has the same opportunity!* But I urge you to act quickly. Decide how much money you want to raise, then fill in and mail the **FREE Supply Order Card** or go to our website at www.fundcraft.com. We'll send you everything you need to get your members started raising money with your own personalized cookbook.

The Fundcraft Cookbook Program is so simple– you collect the recipes and we publish the book! How much simpler could it get? With a small investment of your time and your organization's members, our cookbook fundraising program is guaranteed to raise money for your group in a very dignified way.

Remember: Send no money with your order. We'll give you up to 67 days from the time we ship your books for you to pay for them. But take that important first step now and mail the **FREE Supply Order Card Today!**

We sincerely appreciate your business,



David Bradley, Publisher

P.S. *You'll be interested to know that Fundcraft has been in the publishing business for over 75 years. We are the largest company in America providing personalized cookbooks directly to organizations like yours, to help you raise needed funds. Our large, modern plant – devoted exclusively to publishing personalized cookbooks – is your assurance of speedy, dependable service. Moreover, you have my personal guarantee of immediate attention to any questions or problems that might arise. Just call me. I'm here to help you!*

