

Fundcraft's

RECIPES FOR SUCCESS

your step-by-step guide to fundraising with cookbooks

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





*"you collect the recipes... **Fundcraft will do the rest!**"*
"raising money with hometown recipes"



There's Even More!

A FREE gift for the Cookbook Chairperson.

When your cookbook order is shipped, the chairperson will receive our FREE Crisco Cookbook. This cookbook is filled with 168 pages of full color photos and recipes. It's our gift to you to show our appreciation for your business.

U.S. Postal Service Mail To:

Fundcraft Publishing
P.O. Box 340
Collierville, TN 38027-9987

UPS and Carrier To:

Fundcraft Publishing
410 Hwy 72 W
Collierville, TN 38017

WELCOME TO FUNDCRAFT!



What every group needs to know before selecting a cookbook publisher

Selecting the best publisher for your fundraising cookbook is vital to the success of your fundraising program. You want to make sure that the publishing company you select has a great reputation of publishing thousands of community cookbooks over a period of many years and not just a store front company that farms orders to other printers or overseas.

Fundcraft started as a small rural print shop in Kansas and printed its first cookbook for a small rural Methodist church in 1942, and every year since has printed millions of cookbooks for thousands of organizations each year.

The Fundcraft cookbook program is so simple – you collect the recipes and we publish the book! How much simpler could it get? Of course, this simplicity did not come easy. It took years of working with all kinds of groups and revising our literature too many times to mention, each time making the program a little easier for our customers.

Fundcraft pioneered many production segments of the community cookbook program, such as going to computer type-setting in the early 80's; writing the first "short/cut" recipe typing program that thousands of customers have used over the years. Later, posting a million recipe database on the web for cooks and cookbook customers around the world to use on a daily basis and at the same time giving all customers a web location so they can collect recipes from friends and relatives from around the world. Fundcraft now has a large .com family with over 15 active publishing sites on the web that generates thousands of viewers each day.

All of the above and much more goes into the development of a first class personalized cookbook program that cannot be compared against any local printer. How can our cookbooks be priced so low...Volume! We print so many cookbooks every year that we receive volume discounts on all materials – discounts that are unavailable to most local printers.

Another good point to the Original Fundcraft Community Cookbook program is that all of our cookbooks are printed in our plant located in Collierville, TN... not in China or any another third party printer. We believe in the American way. Please look through our material and watch the enclosed video and you will see why we didn't get to be number 1 by accident. We got there by working hard for our customers and giving constant attention to their needs.

Now is the time to **GET COOKING WITH FUNDCRAFT** and create your own custom cookbook for fun and profit!

RECIPES FOR SUCCESS

Fast and Easy Steps to Creating a Great Cookbook:

- 1. COLLECT RECIPES**
- 2. SORT RECIPES INTO SECTIONS**
- 3. SELECT RECIPE DIVIDER AND COVER DESIGN**
- 4. PREPARE LOCAL INFORMATION PAGE MATERIAL**
- 5. MAIL YOUR MATERIAL WITH A COMPLETED ORDER FORM**



YIELD:

**One great cookbook
guaranteed to raise
money and public
awareness for
your group!**

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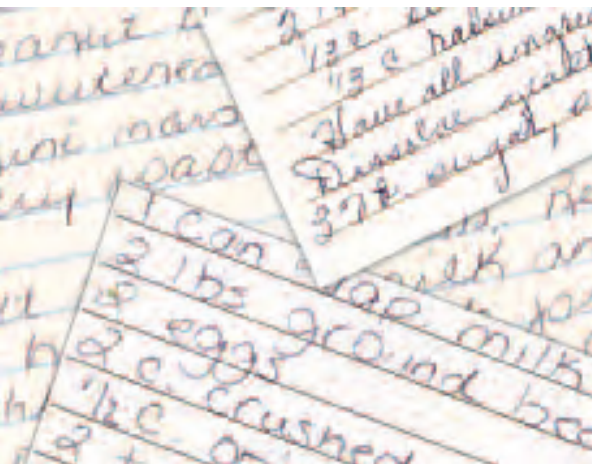
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FUNDRAISING WITH COOKBOOKS

Trading Recipes...

... has been a popular pastime for generations upon generations. You can turn this time-honored tradition into an exciting and profitable fundraising program that involves the entire community. A cookbook published by your club, church or organization will have far-reaching appeal and can mean big bucks for your group. You create a colorful, personalized cookbook with recipes and cooking hints from club members, town celebrities and those locally "famous" cooks whose recipes have become legendary in the community.



You Collect The Recipes – We Do The Rest!

All of our cookbook programs are very easy to complete. You collect the recipes and select one of our beautiful, full-color front cover and section divider designs and we do the rest. Our programs are quick and easy for customers. Each book contains many free items that are included in the base price chart – with no hidden costs. Fundcraft takes great pride in the quality of each book shipped, and we stand behind our long history of customer satisfaction. With over 100,000 satisfied customers in all 50 states, our reputation is second to none in the cookbook fundraising business.

Cookbooks Are Great For...

Fundraising... Why do cookbooks sell? It's simple. People love good food. Your cookbook will contain dozens of flavorful recipes that have been family favorites for years. The best cooks in your community will jump at the chance to see their specialties in print. They'll want to buy copies, as will the many friends and neighbors who have sampled these tasty treats over the years. Your cookbook will contain the secrets behind these delectable dishes and everyone will want a copy of your community cookbook.



Family Heritage... Family recipes are a treasured resource of any heritage and should be preserved for the younger generation. Many families collect recipes from family members and celebrate the book at a family reunion, selling to family members not as a fundraiser, but as a collection of favorite recipes handed down through the years.

Business Promotions... Many Fundcraft customers will develop a cookbook and sell for profit, while some will give cookbooks to customers in appreciation of their patronage. A cookbook with good recipes will be used for years to come, while other gifts are forgotten or discarded. Cookbooks also work very well for banks as gifts to new customers, or for mortgage and real estate companies who wish to reward patrons for their business. Fundcraft Promotions at www.fcpromotions.com sells thousands of promotional cookbooks.

Fundcraft Makes It Easy!

FUNDRAISING WITH COOKBOOKS

Are There Too Many Cookbooks?

Absolutely not! Fundcraft has published thousands of different cookbook titles in every state and we find that every cookbook is unique and sells well both in the community and on our worldwide internet site. Your organization's cookbook will be unique because it will contain recipes from a source no one else can claim... your members and friends. Women and men, too – love to collect cooking secrets from someone else's kitchen. Just turn on the television and see how many popular cooking shows are featured every day.

You Never Invest a Penny In Advance

An organization that needs money usually doesn't have money to invest. With the Fundcraft earning plan, you send no money with your order and pay nothing on delivery. We give you 67 days, interest-free, to sell and pay for your cookbooks. Payment terms are explained in detail on page 48.

How Much Money Can We Raise?

Just about as much as you want to raise! The only limit to your fundraising potential with the Fundcraft Cookbook Program is determined by the amount of money you need and the number of members you will have selling your exclusive cookbook. We can continue selling your book for years on our free internet site. And with our quick online ordering process and low reprint prices, your book will generate funds for years to come.



We Guarantee Your Success

We have made the job of creating a professional cookbook very easy with our unique step-by-step program. For many years, Fundcraft has been the leader in the personalized cookbook field, due mainly to our simple program which makes the project fun for all involved. We publish more cookbooks each year than all of the other publishers combined. We guarantee that your cookbooks will sell if you follow our simple marketing program. If for some reason the books don't sell and you followed our program, you can return the books for a full refund. For more information, please refer to our sales guarantee on page 4.

Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

THE ORIGINAL COOKBOOK FUNDRAISING PROGRAM

After working with over 100,000 groups that have raised millions with our step-by-step Original Cookbook Fundraising Program, Fundcraft knows what makes a cookbook sell! We guarantee in writing that any fundraising group that follows our Original Cookbook Program will raise enough money to pay for the cookbooks or they can return the books for full credit. Our guarantee is very simple – the more books you order, the more recipe contributors you must have to sell the books.



NOTE: It is not mandatory that our sales agreement be followed in order to produce a cookbook. Many groups and individuals with recipe counts that far exceed the numbers listed in the guarantee have been very successful with raising funds from a personalized cookbook. The guarantee does not apply to reorders because generally they are funded with sales from the first order. The guarantee and the free features listed to the right apply only to groups participating in our Original Cookbook Fundraising Program.

FREE PROGRAM FEATURES

No other publisher comes close to the FREE features offered with the Fundcraft Original Cookbook Program!

- Choice of 80+ Fundcraft full-color cover designs OR–
- Design your own custom black/white cover
- Front and back cover liquid lamination
- Cover printed on 12 point cover stock
- Choice of 20+ Fundcraft full-color divider design sets
- Select one of 8 Fundcraft black/white divider designs
- Divider backs printed with Favorite Recipes index
- Four local information pages with one black/white photo
- Table of contents
- Mail order page
- Alphabetical index of recipes
- Alphabetical index of contributors
- Choice of eight recipe/section title graphics sets
- Special recipe symbols beside selected recipes
- 32 page Helpful Cooking Hints section
- Special occasion dedication pages
- Internet proof copy for Fundcraft typed orders only
- Marketing guide
- FREE books to defray shipping
- 67 days to pay in full
- Recipe collection forms
- Personalized website to collect recipes
- Advance sale coupons
- Gift certificates
- News release
- Cookbook sales posters
- Internet advertising at www.cookbooks.com
- Working with a proven, experienced company which has printed millions of community cookbooks

FREE Books to Help Defray Shipping!

Fundcraft helps pay the freight by adding 3% FREE cookbooks to each order. When the books are sold, enough money should be generated to help defray shipping charges for a standard, soft cover book. All orders are shipped prepaid with freight charges added to the invoice.

Coupons and Discounts

Fundcraft offers a number of seasonal coupons that will add to the profits of your fundraising program.

THE “ORIGINAL” COOKBOOK FUNDRAISING PROGRAM

Step-By-Step Instructions for
Guaranteed Sales

NO INVESTMENT RISK!

- We Offer Deferred-Payment
- We Defray Shipping Costs
- We Help You Determine A Sales Price

When free freight books are sold for a minimum of \$5.00 over the cost of the books, money generated will defray freight costs and in many cases pay the entire freight costs with money left over.

Freight charges are added to the customer billing with 67 days for the final payment– plenty of time to sell the freight books.

FREE FREIGHT BOOKS EXAMPLE:

Order 300 cookbooks.....receive 309 (9 free)
Sell those 9 books at \$8.00 each.....9 x \$8.00 = \$72.00
If freight to NY for 309 books is \$48.00.....\$48.00
After shipping, your net profit.....**\$24.00**

If you have any questions concerning freight charges
or anything about our program, please call

1-800-853-1363 or
visit our website at www.fundcraft.com

Fundcraft Gives You Time To Sell Before Paying

There is no pre-payment of any kind for organizations with approved credit. The first 1/2 payment is due 37 days after the books are shipped, with the balance due 67 days from shipment. That's 67 days to sell your books before the final payment is due! No interest on current accounts...no carrying charges...no advance payment with approved credit! Match those credit terms against any of our competitors and you will see why Fundcraft is so successful.

Extra Cookbooks To Defray Freight Cost

When selecting your publishing company, always consider how freight charges are handled. Beware of those companies that boast free freight– freight charges will be made up on the final billing in overrun books.

Fundcraft is unique in that we include 3% extra cookbooks with every shipment to defray freight expense.

In many cases, depending on the amount you sell your FREE freight books for, your group will actually make money on the freight books.

Your Cookbook Sales Price

Always feel free to sell your books for whatever price you think best. In order to guarantee sales, though, we ask that you remain within certain guidelines. Complete information on how to figure your profit is explained on page 8 and the chart at the left.

THE STORY OF FUNDCRAFT



Fundcraft Publishing 2004



In the early 1940's, the shop printed its first cookbook for the local Methodist church; a framed copy of that book still remains with the company.

Fundcraft Publishing grew out of a small rural shop in eastern Kansas in the early 1900s. Marsh Bradley started a small rural print shop with just one press and a typewriter. He began printing business cards, stationery and rural telephone books.

In the early 1940s, the shop printed its first cookbook for the local Methodist church; a framed copy of that book still remains with the company. By the 1950s, son David was working at the print shop after school gaining experience in the business.

In the early 1950s, the small Kansas shop was the first printer in the region to purchase offset printing equipment; most shops still used letterpress and hand equipment. With its improved quality and capacity, the small shop grew from five to 50 employees in just a few years.

In the early 1960s, David left the printing business to attend college. After college, he spent four years in the Air Force serving a tour in Vietnam as a correspondent for the Air Force Times. In 1965, he returned to the family business; Charlene joined the company and both have worked side by side ever since.

Because of his knowledge of the printing business, David was contacted by North American Press of Kansas City to print their cookbooks. North American was one of the largest cookbook companies that pioneered the personal cookbook business in the early 1950s with sales people scattered in every state. By the early 1970s, David purchased North American, merged it with the family printing company and the name Fundcraft Publishing was born.

Fundcraft Publishing grew with more than 50,000 recipes typed each week and cookbooks produced for over 8,000 groups each year. Multiply 8,000 groups by the years Fundcraft has been printing cookbooks and it's easy to see how we have a customer reference within 50 miles of any city in the United States.

**EARLY
1900s**

1940s

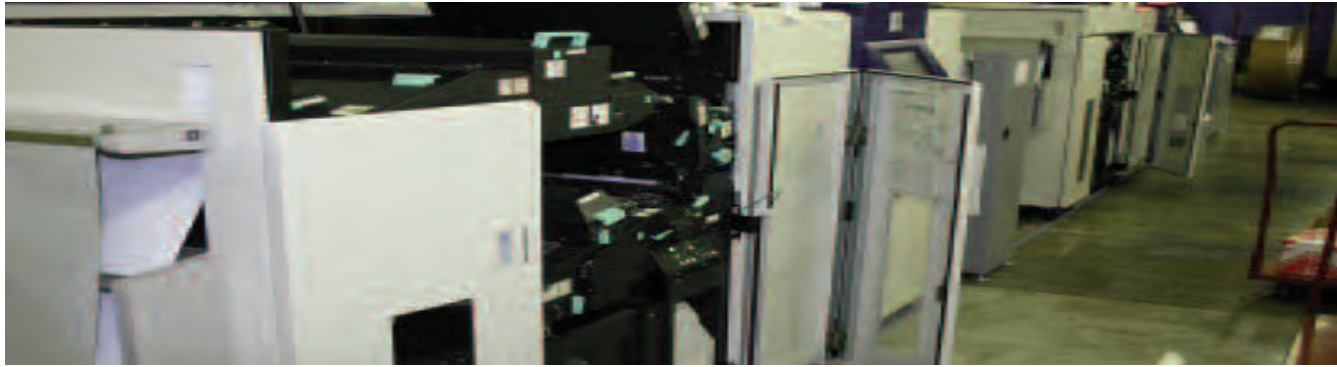
1950s

1960s

1970s

Fundcraft Makes It Easy!

THE STORY OF FUNDCRAFT



1985

In 1985, Fundcraft moved into a new 200,000 square foot building equipped with the best equipment possible to produce cookbooks in volume as inexpensively as possible. Collierville, Tennessee, a suburb of Memphis, was selected as the site for the new facility.

1990s

With son Chris now on board, Fundcraft jumped on the internet outbreak, creating websites such as www.cookbooks.com, www.cookbooksonline.com, www.fundcraft.com, www.schoolplanners.com and www.instantpublisher.com. Customer cookbooks are now being advertised to the world free of charge. With over 100,000 visitors each day, cookbooks.com is the largest cooking site on the web. An interactive CD containing the complete cookbook fundraising program was developed, as well as custom recipe collection software known as Short/Cut™. More than 10,000 customers have since used the Short/Cut™ program to make the job of recipe collection easier. Fundcraft's interactive CD is included in the FREE Fundcraft Cookbook Information Kit.

2000s

Fundcraft has grown into the largest personalized cookbook publishing business in the country – one customer at a time. Our production facility is now packed with state-of-the-art equipment to provide the best product at the lowest price for all customers. Fundcraft still produces more cookbooks than all other cookbook companies combined, but its small beginning in that rural Kansas town, working with one customer at a time, is still the main ingredient for our

High Speed Digital Press
Fundcraft Publishing Today



Fundcraft Publishing 1941

Offset Sheet Press
Fundcraft Publishing Today



Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

STEP 1

PROGRAM PLANNING

The Original Fundcraft Cookbook Program is divided into 3 steps. Each step starts with a summary designed specifically for the Cookbook Chairperson. The system really works by letting the Chairperson track each Committee Leader's activity throughout the entire program. Fundcraft guarantees if you follow the recommended plan, your personalized cookbook program will be a huge success. Remember! Good organization is the key to any successful program. No other fundraising plan gives you such an exciting guarantee of success! Let's have fun!

PLAN FOR SUCCESS

The next 2 pages are designed specifically for the Cookbook Chairperson and contain a summary of Step 1-Planning. As Chairperson, you should keep these vital pages with you for frequent reference. The Committee Leaders will select members to help them in completing their phase and will report to the Chairperson with their progress at specified times. Follow this sequence for each of the 3 Steps.

Remember...

To be successful you must have a time table and set goals.

Let's now begin with the Chairperson's Instructions for Step 1-Planning.

Important Dates...

Committee Planning Meetings

Recipe Collection

Advance Sales/Advertising

Layout & Design

Advertising Page Sales to Merchants (optional)

Order Books (45-60 working days)

RECOMMENDED PLANNING IDEAS:

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.

Example

- a. Collect 300 recipes from friends and neighbors.
- b. Order 400 cookbooks at \$3.30 each.
- c. Sell each book for a low \$10.00 each.
- d. Keep \$6.70 profit on each book for a total of \$2,680.00 profit on the 400 books. Of course, you can sell the cookbooks for any amount you wish, for even more profit.
4. Set a firm date for your fundraising selling drive.
5. Based on your selling date and Fundcraft's average production time of 45 to 60 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 Phase 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 cookbook and advertising 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 Contract Order Form and for your organization.

STEP 2

RECIPE MANAGEMENT

The Secret to Collecting Great Recipes

Recipe collection without a doubt is the most important part of any successful personalized cookbook program. Without a supply of good recipes from local recipe contributors, the program will not be a success. Several members of your group should help get the word out that your group is seeking good recipes.

COLLECTING RECIPES

- Fundcraft provides free recipe collection forms with our Original Program marketing guide (see sample form on page 12) that can be mailed or handed out to members of your group. The recipes do not have to be typed, only legibly written, and they do not have to be on Fundcraft recipe collection forms. Many groups start collecting recipes on forms from another company and end up placing their order with Fundcraft.
- Fundcraft also offers an exclusive web-based recipe submission program. Your recipe contributors can type their recipes directly into your group's own personalized, secure website. See page 18 for more information.
- Participate with a well-known cook...remember, it's names under your recipes that sell books. 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 for your group.
- More detailed information on recipe collection begins on page 12. For a step-by-step guide to recipe collection and all the materials needed to create and sell your cookbook, order the Fundcraft Marketing Kit by returning the supply order card included in the Fundcraft Cookbook Information Kit, or by calling 1-800-853-1363.



Individuals' Names Are Very Important In This Program

The ideal number of recipes from each person is two or three. However, if a person is known in your community for being an excellent cook, more recipes would certainly be warranted. The free recipe collection form should be handed to everyone you want a recipe from. 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.

Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.



Spreading the Word

- The first step in recipe collection is letting members of your group or community know that you are putting a cookbook together, and that you need their assistance for your program to be a success.
- Enlist the help of your membership in spreading the word.
- Another useful tool is Fundcraft's recipe collection form (sample on page 12), available free by returning the supply order card. The recipe collection forms can be passed out at meetings or mailed to your membership.
- If you have an e-mail mailing list, this is a great way to let people know about your recipe collection. For this purpose, we also provide an electronic version of the recipe collection form on the enclosed CD which you can e-mail to contributors instructing them to print, fill out and return to you.
- Because it is the contributors' names below the recipes that sell books, contact local celebrities or well-known cooks in your area and ask them for submissions. It is also a good idea to limit the number of recipes to three or four per person, unless the person is a famous cook in your area.
- To keep your cookbook program on schedule, it is important that you give a deadline for the recipes to be returned to you – seven days is plenty of time. If people aren't prompt in returning recipes, your program will take too long and the momentum and excitement will be lost. Follow up on recipe contributions – make a list of people you have sent forms to and contact them by phone or e-mail a few days after you've made your request to remind them how important it is to have their recipe in your cookbook.



The Art of Collecting Good Recipes

- Names, not recipes, sell cookbooks. Try to limit contributors to only three to four 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.

STEP 2

RECIPE MANAGEMENT

The Secret to Collecting Great Recipes

Fundcraft offers two methods you can use to collect recipes: collect printed or typed hard copies or gather recipes over the internet using a personalized website created for your group.



Collect Hard Copies

For your convenience, Fundcraft provides recipe collection forms in the Original Program supply kit. The forms can be used to submit recipes; however, you are not required to use these forms.

- 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.
- Non-recipe 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. The recipe information and the contributor’s name and title will be included. See pages 24 and 30 for details.
- Collecting recipes from as many members as possible will certainly ensure the success of your cookbook program. The person you choose to coordinate the recipe collection should be the most responsible, dependable and outgoing member of your organization. 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 recipes. Only the donor name on the top line will be included in the contributors index.



REQUEST OUR **FREE** MARKETING KIT!

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 or printed from the Get Cooking With Fundcraft CD (available upon request). The Marketing kit can be ordered by returning the supply order card also included in the Fundcraft Cookbook Information Kit.



RECIPE SECTION TITLES

It is important that you decide on your recipe section titles before you start sorting your recipes. Fundcraft offers a large selection of beautiful full-color section dividers FREE with the program. Or you can select one of Fundcraft's black and white divider sets and add your own titles. However, it is very important that you have your titles selected before you start sorting the recipes.



CHECKING FOR ERRORS

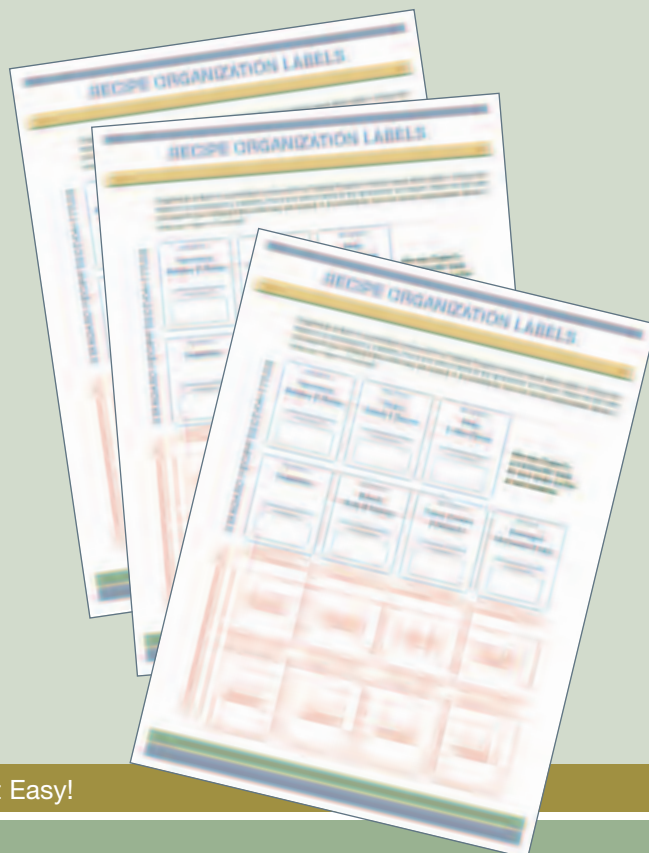
Fundcraft does not eliminate recipes, so you should have several members of your group check for content, accuracy and duplicates. Reading each recipe aloud is a good way to catch errors. If more than one person contributes the same recipe, submit the recipe only once and place up to two names under the recipe. If there is more than one donor for a recipe, the donor on the top line only will appear in the contributor index. Be consistent with the spelling of contributors' names and their titles, such as Sara Smith, High School Teacher or John Franks, Contractor, and verify that contributors' names are spelled the same on every recipe they have submitted (Sara Smith, *not* Sara B. Smith) so that we do not count them as more than one contributor in the contributor index.

SORTING RECIPES

Begin by creating a file folder for each recipe section. First, sort the recipes into the appropriate section, then arrange the recipes within each section in the order you wish them to appear in your cookbook. If Fundcraft typesets your recipes, we will type the recipes in the same order that they are submitted. If you type your recipes yourself using our Short/Cut™ program, your task will be easier if the recipes are already in order.

RECIPE ORGANIZATION LABELS

Once your recipes have been proofed, sorted into categories and placed in order, band each section with a recipe organization label on top. On page 51, you will find a sheet of die cut labels that can be used on the envelopes to indicate the section title and recipe section count. If you do not use the Fundcraft count labels, simply mark each envelope with the section title and how many recipes are contained in the section. This makes it easier to add up the total count of recipes in the book, which is needed to calculate your cost per book.



STEP 2

RECIPE MANAGEMENT

Organizing Your Recipes

RECIPE SUBMISSION GUIDELINES

DO SUBMIT

- Handwritten or typed recipes on uniform 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 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

AVOID THESE COMMON MISTAKES

1. Duplicate Recipes– Submit each recipe only one. If more than one person contributes the same recipe, you can place two names under one recipe.

2. Duplicate Contributor Names– Be consistent in spelling your contributor's names. Every recipe author'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 sheet of paper that is the same size sheet of paper 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 SECTION TITLES

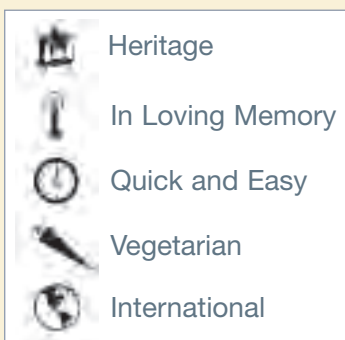
If you select one of Fundcraft's full-color divider sets, your seven recipe section titles will be:

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

If you wish to have different divider titles, you may either select a Fundcraft black/white divider set, which allows you to specify custom titles, or you may design your own dividers. More information can be found in the divider section of Fundcraft's Catalog of Covers and Dividers.

FREE! SPECIAL RECIPE SYMBOLS

Fundcraft has a number of special recipe symbols that can be used to denote recipes that are in some way special. The symbol will print at the side of the recipe title, with all the symbols appearing on the Table of Contents at the front of the book. The symbols are not intended to mark every recipe, only those with special importance. The symbols must be indicated on the recipe collection forms next to the recipe title or entered in the Short/Cut™ recipe typing software. There is no charge for this option.



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. Recommended abbreviations are:

- c. = cup tsp. = teaspoon lb. = pound qt. = quart
- oz. = ounce doz. = dozen sm. = small lg. = large
- pkg. = package Tbsp. = tablespoon

Once the recipes have been proofed, sorted and organized into sections, you will need to decide how you are going to prepare your recipes for publication. You have four options for submitting your recipes to Fundcraft.

FUNDRAFT TYPES AND PROOFS YOUR RECIPES 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 45-60 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.



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.***

FIVE WAYS TO SUBMIT YOUR RECIPES FOR PRINTING

1. Gather your recipes, sort in sections and send to Fundcraft...we will do the rest! A proof copy of the recipes will be posted on the web for your review before going to print. ***The proof option must be marked on the order form.***
2. **Short/Cut™** on CD recipe typing program was developed by Fundcraft to save the customer money and speed in the printing process. You enter the recipes, send the CD to Fundcraft and we do the rest. You save \$.25 cents per book plus several weeks off of our production time.
3. **Short/Cut™ Online** recipe program on the web. Fundcraft is the only cookbook company that assigns a web location to every customer. This way, recipes can be added online by friends and family around the world. Only the chairperson can control what actually prints, but recipe collection is made very easy. Print a reorder quote for more books and place your book in our online store for sales around the world...all free to Fundcraft customers.
4. Self publish your cookbook with our custom software at www.instantpublisher.com. You may not see the page layout you like or just want to be creative in designing your cookbook...that is why our programmers developed the instantpublisher.com software. You can design your cookbook in any software and you can receive the price according to the number of pages you have at instantpublisher.com. This program has a small minimum of just 25 books and the books are printed within 7 to 10 days. A great option only available to Fundcraft customers.
(Fundcraft Original Cookbook options are not available with InstantPublisher.)
5. The last option is at www.familymemories.com, another member of the Fundcraft.com family. With this free software, you can design a full color recipe book with a cloth bound cover and only order 1 copy. The great advantage of this site is that you can print those great family recipes into a professional book that can be given as a family gift or just stay on the counter for daily use.

Now, you have 5 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."

STEP 2

RECIPE MANAGEMENT

Preparing Your Recipes For Print

SHORT/CUT™ ON CD

SHORT/CUT™ RECIPE TYPING PROGRAM

Type Your Own Recipes and Save Money and Production Time

Fundcraft developed Short/Cut™ on CD, the first recipe typing and collection program on the market. This simple software allows you to enter recipes, sort them into sections, place them in the desired order, print copies to proofread and make corrections. When you have finished typing, proofing and correcting, Short/Cut™ will walk you through the process of copying the recipe data onto a 3.5" floppy disk or CD. Then simply mail this disk to Fundcraft along with a printout of the recipes and the rest of your cookbook order. We will process your recipes with our high speed typesetting equipment and print them in the format you select.

- Select a member of your group who is already a good typist and works frequently on a Windows PC or Macintosh computer at home or work. An average length cookbook will take a good typist about twenty hours to type.
- The Short/Cut™ on CD program has worked with over 10,000 groups, saving them weeks in production time. You can find the FREE software on the enclosed CD or download it from our website at www.fundcraft.com. A complete instruction manual is also available on the web, or you can contact our technical support help line at 1-901-853-7174. Please see the enclosed CD or our website for system requirements.

PROOF COPY ON THE WEB

Customers who take advantage of Short/Cut™ on CD will also be able to proof their entire book on the web as described on page 18 for an additional charge. However, as you are responsible for typing and proofing your own recipes before submission keep in mind, ***if recipe corrections are needed, additional charges will be added in order for "you" to make corrections.***

Short/Cut™ Is Available On The Get Cooking With Fundcraft CD...

HARD COPY PROOF

Short/Cut™ on CD users may receive a hard copy proof. Please be aware that hard copy proofs can delay production by up to two weeks.

...Or Download It At
www.fundcraft.com



Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

SHORT/CUT™ ONLINE

COLLECT RECIPES ON THE WEB

Every Fundcraft cookbook customer will be assigned a unique website location at www.fundcraft.com. A Web ID number and password will be given to the chairperson at the start of the cookbook program. If the chairperson decides to use Short/Cut™ Online, they can log on with their secure password and customize the site for the group.

The chairperson will enter the title of the cookbook, set the program beginning and ending dates, enter a welcome message to contributors and determine the recipe section categories that will be used in their cookbook such as Appetizers, Main Dishes, etc. The chairperson can also determine if recipe notes will be used. Recipe notes allow each recipe contributor to enter comments about their recipes for an additional charge.

After the chairperson has customized the site, the Web ID is distributed to members of the group or friends and relatives throughout the world. Anyone with the Web ID can log onto the site, select the correct category and type in their favorite recipe. By using Short/Cut™ Online and having each contributor type their own recipe, no one person is saddled with the chore of typing all of the recipes.

Collect recipes from friends and relatives across the country – and around the world!

When the ending date posted by the chairperson arrives, contributors will no longer be able to log onto the site. The chairperson can check through all recipes by section and make the necessary changes. Recipes can be deleted, moved to another section and proofread for spelling. The chairperson can print the file to her own printer to read a hard copy of the recipe pages.

When the chairperson is finished with the editing process, she clicks Submit Book to send the file to Fundcraft for final processing into a finished cookbook. In order to complete the program, the chairperson must complete and mail the order form included in this package, along with copy for the cover and the local information pages and any art to be included in the cookbook.

When your cookbook has been formatted into the recipe style your group selected, the billing and correspondence person will receive an e-mail notifying them that a proof copy of the book is available on your website for review. **The proof option must be marked on the order form.** The chairperson can print the pages, mark any needed corrections for the **cover** and **special pages** and return the pages by e-mail or fax.

If recipe corrections are needed, additional charges will be added in order for “you” to make corrections.



STEP 2

RECIPE MANAGEMENT

Free Internet Features



Every Fundcraft cookbook customer is assigned a custom website to conduct activities in a secure location on the internet. The label on the box this book came in contains your Web ID printed in the upper left and your secure password on the right. The chairperson can go to our website at www.fundcraft.com and enter this information to view the free web features available to your group.

FREE INTERNET FEATURES

Short/Cut™ Online

Whether your recipe contributors are spread around the world or just across town, they can enter recipes from the convenience of their own computer. Each contributor can log onto the website using their Web ID and enter their favorite recipes. Once the recipe submission period ends, the chairperson simply logs into the administrator section and edits, adds or deletes recipes. Once the recipes are submitted, the chairperson mails the order form and other information to match with the recipes. It's easy, fun and now everyone can help type the recipes!

Proof Your Cookbook Online

When your cookbook has been formatted into the recipe style you selected, the billing and correspondence person will receive an e-mail notifying them that a proof copy of the book is available on your website for review. **The proof option must be marked on the order form.**

If recipe corrections are needed, additional charges will be added in order for "you" to make corrections.

Advertise Your Cookbook Online

You can advertise your own cookbook for sale on our popular www.cookbooks.com books-for-sale site, with over 100,000 visitors each week. Include a short paragraph about your book and what the profits will be used for, as well as show a sample recipe. The site is set up so that all book sales will be made directly with you.

Instant Online Reprint Prices

Find out the discount reprint price of your cookbook at any time. Just print the reprint quotation, circle the quantity you want and return the form to Fundcraft – it's just that simple to order more books.

Track Your Order Online

As soon as your order leaves our plant, a tracking number will be e-mailed to the shipping address so your group will know when to expect the books to arrive.

\$1200.00 PROFIT!

The Italian-American Club of Livonia raised over \$1200.00 for use by their charitable foundation and cultural committee.

We typed all the recipes with the program supplied by Fundcraft. We chose our cover, dividers, type, etc. on the order form and sent it all to Fundcraft. Then we sat back and relaxed until our shipment came.

Everyone at the club was very pleased with the end result. We sold every cookbook we ordered. They thought we put in extras like Helpful Hints, substitutions, calorie counter, etc. – Fundcraft added those for free! Our books were delivered even sooner than expected and we were notified of the delivery.

I will go with Fundcraft when we decide to do another cookbook in the future.

*Betty Paglione
Livonia, MI*

Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.



Our popular website is updated regularly to show new cookbook features, as well as new cover and divider styles. If you are in a hurry to receive information, you can go to the website and download all current information.

The website is designed to follow this book, as well as the *Get Cooking With Fundcraft* interactive CD. The download center features layout sheets and design information for your cookbook project. The site also has links to other popular websites: cookbooks.com, cookbooksonline.com and instantpublisher.com.

At Fundcraft you can download:

- Short/Cut™ recipe typing software
- Order form
- Recipe collection form
- Layout sheets
- Advance sale coupons
- Seasonal discount coupons
- Press release
- Posters to announce your fundraising project to your community
- Merchant advertising page layouts
- Gift certificates
- Marketing guide and much more

GET COOKING WITH FUNDCRAFT

If you like working on a computer, you'll love our exclusive Get Cooking With Fundcraft interactive CD. If you don't want to read about developing your fundraising cookbook from this book, just load the CD, sit back and watch how easy it is to complete our personalized cookbook program. This user-friendly CD contains layout sheets, order forms and current information about our cookbook program, along with thousands of tested recipes that can be used to complete your cookbook. The CD also has many links to popular web cooking sites. A copy of our FREE Short/Cut™ recipe typing program is included on the CD as well.

Fundcraft customers are welcome to use recipes from our million recipe database to fill their recipe book.



STEP 2

RECIPE MANAGEMENT

Self-Publish Your Cookbook

Self-Publish Your Cookbook with InstantPublisher.com

If you want to create your custom cookbook using any available program, you can self publish with a **minimum order of 25 cookbooks.**

Instantpublisher.com has developed FREE software that will allow you to create your cookbook in any Microsoft Window-based or Mac-based application and transfer it over the internet to publish from 25 to 5,000 copies in less than 10 days. You are not penalized for fast delivery like other companies.

Our unique custom software will let you create and design your cookbook, view your cookbook on the web exactly as submitted, select publishing options and place your order using the talents and ultra-modern equipment of a book-publishing company – all from the ease of your home or office computer.

Instantpublisher.com can make your publishing dreams come true. You can price any size book with the easy pricing screen on *Instantpublisher.com*.



Fundcraft Original Cookbook Program options cannot be used with InstantPublisher.



Familymemories.com Self-Publish One Book

A Gift That Will Last A Lifetime



The familymemories.com's unique software will let you build a cookbook and design a full color front cover. It's a personalized gift that will preserve family recipes from generation to generation.

Your Family recipes will be featured in a 9" x 9" tabletop book with color photos of food and family members on each page.

www.familymemories.com

Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

DESIGNING YOUR COOKBOOK

Ingredients For A Great Cookbook

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. Our binding styles, cover and section divider designs are explained in detail in our Catalog of Covers & Dividers.

Select a binding style for your cookbook. Fundcraft offers 5 different styles including our new wire casebound.



Soft Cover with Plastic Comb

Hard Cover with Plastic Comb

Padded Three-Ring

Wire Casebound

Ease•L•Back™

Choose from a selection of over 50 professionally designed, full-color front cover designs, or you can design your own.



C210 Family Favorites

C296 Favorite Recipes with Matching Back

C370 Sharing Our Best with Matching Back

C1011 Country Goodness with Matching Back

C1014 Beautiful Bounty with Matching Back

C1017 Gracious Gifts with Matching Back

C1021 A+ Recipes with Matching Back

Fundcraft also has over 30 full-color section divider designs to choose from.



D34 Bread of Life Divider Set

D67 Favorite Recipes Divider Set

D10 Food Art Divider Set

D75 Country Goodness Divider Set

D78 Beautiful Bounty Divider Set

D81 Gracious Gifts Divider Set

D85 A+ Recipes Divider Set

For More Designs, see Fundcraft's Catalog of Covers & Dividers or go to www.fundcraft.com

Fundcraft Makes It Easy!

STEP 3

DESIGNING YOUR COOKBOOK

After you have recipe collection underway, it's time to get your book ready to print. Designing your cookbook is like preparing a meal. You have a number of options to make your cookbook unique to your group.

First, you have a selection of binding styles, plastic comb or a 3-ring binder. Next, you need to select a cover and section divider design. Now, to complete your unique cookbook, you need to select a page format that will display your recipes the way you want them displayed. Next, should you have continued or non-continued recipes on a page and just what will you put on the 4 free local information pages?

DESIGN & LAYOUT

- Fundcraft offers a tremendous variety of free features (page 4), as well as design option upgrades throughout the Recipes For Success Information Guide. 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 approximately 45-60 working days, you will receive beautiful, personalized cookbooks that your whole group can be proud of. There are no hidden costs and no penalties for fast delivery.
- However, your group may have more specific ideas for your cookbook design. Maybe you're interested in a custom cover, custom dividers with tabs, color photos in your local information pages, selling merchant advertising to offset the cost of production, different binding styles: these are just some of the custom design options we offer. And since some of our custom options are offered at no additional charge, you are truly free to express your creativity.
- All of the above needs to be discussed with your committee to get their input on just how the book will be printed.
- After you have decided on the content of your cookbook and the way you want it to look, you need to complete the order form. You can use the price calculator online and it will price the options as you make the selection. When you have completed the form, sign it, and send to Fundcraft along with your cover, local information pages, recipes, and any other option that you have selected, such as merchant advertising.



Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

Once your recipes are collected, organized and prepared for publication, it is time to choose the options that will create the look you want for your recipe pages. We offer a variety of free and upgrade options that will allow you to present your recipes in a professional manner. Each of our 4 standard recipe formats are shown (not actual size) beginning on page 25.

FREE! RECIPE PAGE FORMAT

Fundcraft offers 4 FREE standard page formats for your recipe pages. These formats allow for a selection of section title art and recipe art to add interest to your cookbook. The following pages show each recipe page format. Formats will be printed in your cookbook exactly as pictured – no layout or typestyle changes can be made. Be sure to review the options available for each format, as not all options are available with all formats.



Recipe Format F6

FREE! CONTINUED RECIPE

Most cookbooks published by Fundcraft have recipes continued onto the next page. This uses the maximum space on each page, resulting in a savings passed on to the customer. Even with the continued recipes option, your recipes will be presented in a professional fashion – no recipe heading or single ingredient will be printed alone at the bottom of a page. The continued recipe option is included in the base price of your book.



Recipe Format F7
With Continued Recipes.

NON-CONTINUED RECIPES

With the non-continued recipes option, if a recipe is too long to fit in the remaining space on the page, it will begin on the following page. There is an extra charge for the non-continued recipe feature due to the increased number of pages added to each book.

FILLERS

In combination with the non-continued recipes option, for an additional charge you may choose to fill blank spaces at the bottom of pages with fillers – choose from five art filler sets or four quotation (pages 35-36) filler sets. You may also design your own art files or submit your own custom text (pages 45-46).



INK & PAPER COLOR

Our standard book is printed in black ink on white paper, since black ink is always easier to read than any other color. You may wish to upgrade recipe pages by printing them on optional off-white paper or in one of our standard ink colors shown on page 31.

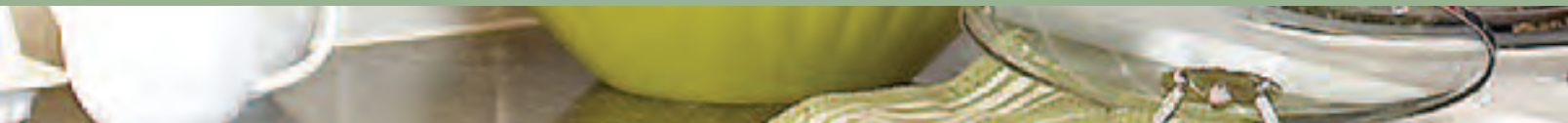
Recipe Format 6 Showing
Non-continued Recipe Option.

Green Ink
On Off-White Paper.

Recipe Format F6 with
Old-Fashioned Kitchen Fillers.

STEP 3

DESIGNING YOUR COOKBOOK



RECIPE/SECTION TITLE GRAPHICS

With several of our recipe formats, we offer a selection of section title graphics, printed on the upper portion of the first page of each section and matching art for your local information pages. Artwork choices can be found starting on page 33, or if you prefer, graphics may be omitted.



Recipe and Section Title Graphics Shown: Fresh Garland

LONG RECIPES

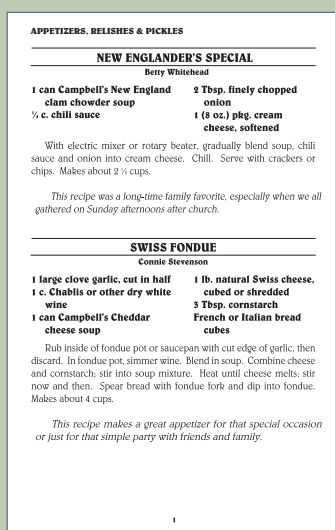
Fundraising cookbooks are intended to have 2 to 3 recipes per page. A recipe counts as more than one recipe based on its length. A Fundcraft Recipe Collection Form is the perfect size for a single recipe.

FREE Features

- Choose from four standard recipe formats
- Recipes printed in black ink on white paper
- Recipes are continued to the next page (continued recipe option)
- Contributor's name and title listed with each recipe
- Special recipe symbols placed by recipes of your choice (see page 14)
- Choice of decorative art for section titles (not available for all formats) plus local information pages

RECIPE NOTES

Fundcraft provides up to two lines under each recipe free for the contributor's name and title. If you have more than two lines of additional non-recipe text, it is considered a recipe note and incurs an additional charge. See price chart for pricing. With recipe notes, up to four additional lines of text are allowed.



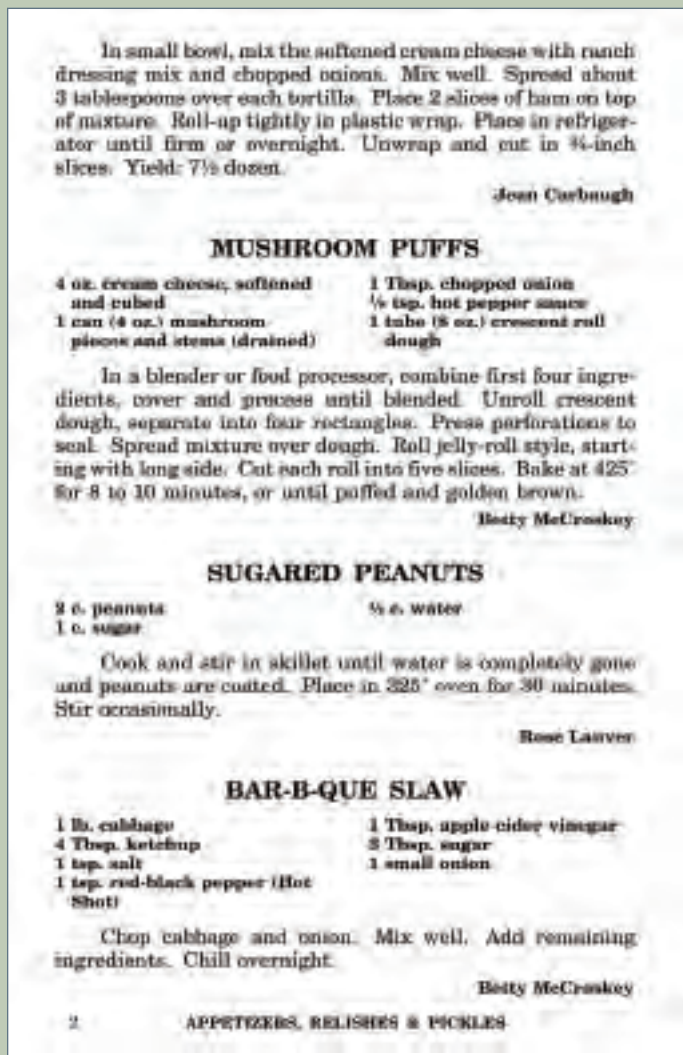
Recipe Notes Option

Upgrades

- Ease•L•Back format
- Non-continued option to prevent recipes from being split between two pages
- Decorate space at bottom of pages, resulting from non-continued recipes, with Fundcraft art or quotation fillers or create your own fillers
- Add additional lines of text for other non-recipe information in addition to contributor name and title
- Print recipe pages in your choice of our standard ink colors
- Print recipe pages on off-white stock instead of standard white

RECIPE FORMAT F6

Shown With No Additional Options



RECIPE FORMAT F6 FEATURES

- FREE – all options included in base price
- Recipe title centered in easy-to-read bold type
- Contributor's name printed at the bottom
- Ingredients printed in bold type in two columns
- 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 Available

- Recipe symbols placed next to select special recipes of your choice (see page 14)
- Section title graphics on first page of each recipe section
- Local information page graphic sets available to match recipe and section title graphics

Upgrade Options

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



RECIPE FORMAT F7

Shown With No Additional Options

Heat oven to 350°. Grease pan (3 x 9 x 2). Mix all ingredients, spread in pan. Bake until golden brown about 23 minutes. Cut into pieces about 2 x 1. Makes 4 dozen.

Tuna Devil Eggs Carol Lowe

1 1/2 doz. eggs (hard-boiled)	3 Tbsp. salad dressing
1 can tuna	2 tsp. mustard
dash of salt	chopped onion to taste
dash of pepper	

Boil eggs with a little salt. Cut eggs in half and take out the yolks. Mash yolks with a fork, adding salt, pepper, salad dressing, tuna, mustard and chopped onion. Fill egg whites with the mixture.

Hummus Jeff Carroll

1 can garbanzo beans, drained	3 cloves garlic
2 lemons	1/4 c. olive oil

Juice two lemons. Mix remaining ingredients in a blender or food processor. Add lemon juice and process again. Chill in refrigerator for at least 2 hours. Serve with pita chips or take pita bread, toast in the toaster and then slice like a pizza. Makes 8 servings. You can add 1/2 roasted pepper to hummus in the food processor to make red pepper hummus.

Tomato Bread With Prosciutto Kimo Molnar

8 ripe plum tomatoes	1/4 c. pine nuts
1/2 c. Spanish olive oil, divided	1 Tbsp. finely chopped fresh thyme leaves
salt and freshly ground pepper	16 (1/2-inch thick) slices Ciabatta or crusty country style bread
6 cloves garlic, finely chopped	16 thin slices Prosciutto

Preheat grill to high. Brush tomatoes with oil and season with salt and pepper. Place on the grill and grill until charred on all sides.

2 *Appetizers, Relishes & Pickles*

RECIPE FORMAT F7 FEATURES

- FREE – all options included in base price
- Recipe title flush left in bold formal script
- Contributor's name at top right of recipe under title
- Ingredients printed in bold type in two columns
- Method explained under ingredients
- Recipe Section Title at bottom center of each recipe
- Page number at outside bottom corner of each page
- Continued recipes

FREE! Options Available

- Recipe symbols placed next to select special recipes of your choice (see page 14)
- Section title graphics on first page of each recipe section
- Local information page graphic sets available to match recipe and section title graphics

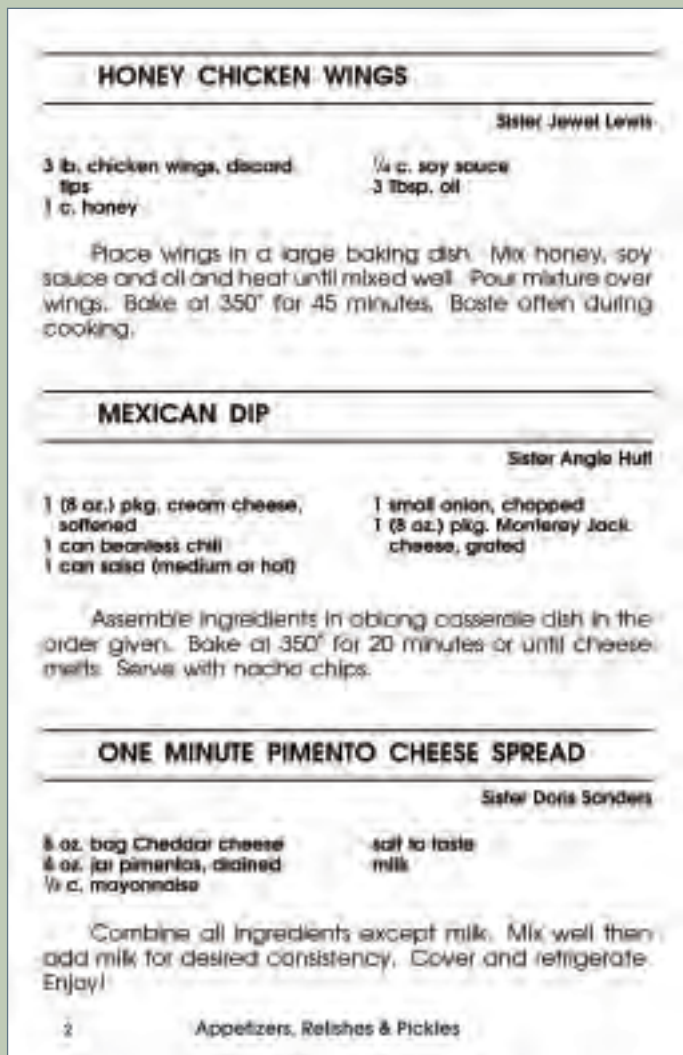
Upgrade Options

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



RECIPE FORMAT F9

Shown With No Additional Options



RECIPE FORMAT F9 FEATURES

- FREE – all options included in base price
- Recipe title flush left in bold type with lines to separate title from recipe
- Contributor's name flush right under recipe title
- Ingredients printed in bold type in two columns
- 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 Available

- Recipe symbols placed next to select special recipes of your choice (see page 14)
- Section title graphics on first page of each recipe section
- Local information page graphic sets available to match recipe and section title graphics

Upgrade Options

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

RECIPE FORMAT F14

Shown With No Additional Options

***H*OTTY TODDY CHEESE BALL**

2 (8 oz.) cream cheese	1 apple, finely chopped
1 large can crushed pineapple, drained	¼ tsp. seasoned salt
1 bell pepper, finely chopped	dash of Accent (optional)
1 onion, finely chopped	enough dashes jerk seasoning to ½ c. finely chopped pecans

Mix all ingredients together and roll in additional chopped pecans.

*Mimie Gates-Powell
Oxford, MS*

***C*HEESE LOG**

1 pkg. cream cheese	1 pkg. sharp Cheddar cheese
1 envelope dry ranch dressing	½ c. chopped pecans

Mix together softened cream cheese, dry dressing and shredded cheese. Form into a ball. Roll ball in chopped pecans. Serve with Ritz or Club crackers. Easy and very tasty!

Olivia Wells

***H*AM LOG**

1 large onion, grated	1 loaf French bread
3 sticks margarine, divided	8 slices ham or turkey
1 Tbsp. mustard	8 slices American cheese

(Note: May use any type of deli meats or cheeses.)
Sauté onion in 1 stick margarine. Stir in mustard and set aside. Tear off aluminum foil long enough to accommodate the length of the bread.
Rub a generous amount of margarine on top of bread. Cut bread lengthwise. Set top of bread aside. Put half of onion mixture on bottom portion of bread. Layer with meat and cheese. Put other half of onion mixture on top of meat and cheese. Dot with margarine. Put top of bread on.
Wrap with foil. Seal tightly. Place in a 250° oven for 1 ½ hours. Turn oven off and let sit for 30 minutes. Serve hot.

*Marsha Jackson
Nettleton, MS*

7 APPETIZERS

RECIPE FORMAT F14 FEATURES

- FREE – all options included in base price
- Recipe title flush left in bold type. First letter of each title in cursive typestyle. Lines separate title from recipe
- Contributor's name at bottom right of recipe under method
- Ingredients printed in bold type in two columns
- 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 Available

- Recipe symbols placed next to select special recipes of your choice (see page 14)
- Section title graphics on first page of each recipe section
- Local information page graphic sets available to match recipe and section title graphics

Upgrade Options

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



RECIPE FORMAT EASE•L•BACK™ F13

Shown With No Additional Options



RECIPE FORMAT F13 FEATURES

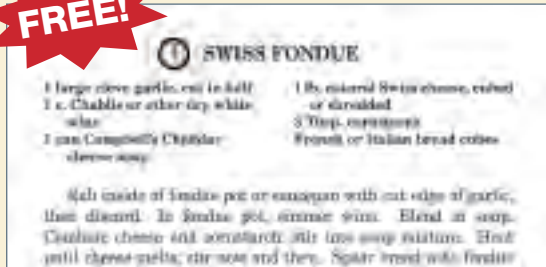
- Unique binding style with back cover that becomes a stand to display book while cooking
- Double-wire bound for durability
- One recipe per page
- Ingredients in bold easy-to-read, 2 columns with method printed beneath
- Contributor's name at the end of the recipe
- Recipe section title at the outside bottom corner of each page
- Page numbers at the outside bottom corner of each page
- Maximum 300 recipes

FREE! Option Available

- Recipe symbols placed next to select special recipes of your choice (see page 14)

NOTE: Not all Fundcraft cover designs are available in Ease•L•Back™ format. See pages 21-22 in the Fundcraft's Catalog of Covers & Dividers for available designs. Section title graphics, recipe graphics, recipe notes, non-continued recipes, fillers, section dividers, merchant advertising, Helpful Hints section and back cover printing are not available with the Ease•L•Back™ format. To select the Ease•L•Back™ cookbook, select the Ease•L•Back™ binding style. In this format, recipes that will not fit on one page will be deleted. No replacement recipes can be added after submission of order.

DRESS YOUR RECIPE PAGES



Recipe Symbols

Recipe symbols may be added to mark special recipes.



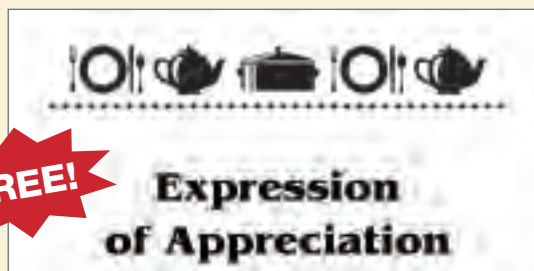
Recipe Notes Option

Any non-recipe text submitted with the recipe (besides the contributor's name) is considered a recipe note. With this option, you may add up to four additional lines of text per recipe; see page 24.



Section Title Graphics

Section title graphics are placed at the beginning of each section.



Local Information Page Graphic Sets

For a unified look, a local information page graphic set which matches your section title graphics will be used.



Non-Continued Recipe Option

If a recipe is too long to fit in the remaining space on a page, it will begin on the following page



Filler Option

Available as an option if non-continued recipes option has been selected. Choose Fundcraft art or text sets or provide your own custom art or text.

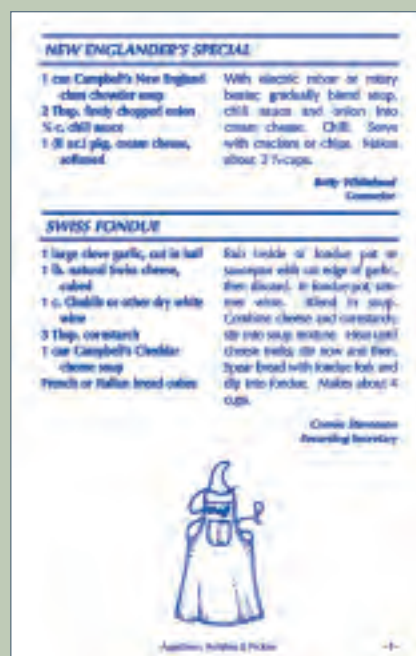
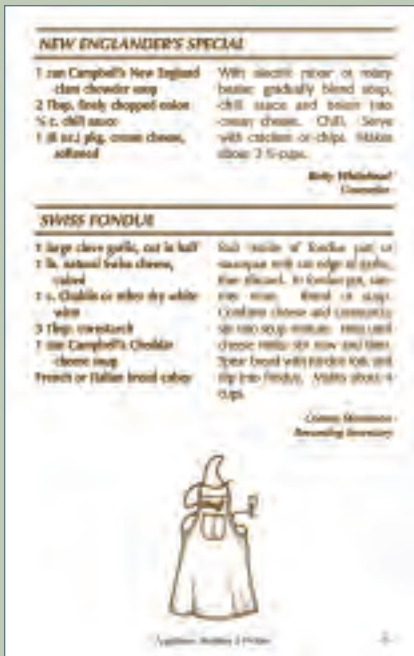
DESIGNING YOUR COOKBOOK

Recipe Page Design

STEP 3

INK COLOR

Our standard ink for printing your recipe pages is black, because it is the easiest of any color to read. However, we do offer several other colors for a small additional charge.



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



PAPER COLOR

Our standard white paper is a premium heavy 60# bright white, acid-free paper which is a standard in the publishing field. We also offer off-white stock at an additional charge.

Off-White Paper

APPETIZERS, RELISHES & PICKLES

NEW ENGLANDER'S SPECIAL
Betty Whitehead

1 can Campbell's New England clam chowder soup
2 Tbsp. finely chopped onion
1/2 c. chili sauce

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

With electric mixer or rotary beater, gradually blend soup, chili sauce and onion into cream cheese. Chill. Serve with crackers or chips. Makes about 2 1/2 cups.

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

APPETIZERS, RELISHES & PICKLES

NEW ENGLANDER'S SPECIAL
Betty Whitehead

1 can Campbell's New England clam chowder soup
1/2 c. chili sauce

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

With electric mixer or rotary beater, gradually blend soup, chili sauce and onion into cream cheese. Chill. Serve with crackers or chips. Makes about 2 1/2 cups.

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

SWISS FONDUE
Connie Stevenson

1 large clove garlic, cut in half
1 lb. natural Swiss cheese, cubed
1 c. Chablis or other dry white wine
3 Tbsp. cornstarch
1 can Campbell's Cheddar cheese soup
French or Italian bread cubes

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

This recipe makes a great appetizer for that special occasion or just for that simple party with friends and family.

Standard: Bright White Paper



SECTION TITLE GRAPHICS



Ivy
Section Title Graphics
Shown with Recipe Format F6

Church & Crosses ▶

Section Title Graphics
Shown with Recipe Format F9



Family Gathering

Section Title Graphics
Shown with Recipe Format F7

School Time ▶

Section Title Graphics
Shown with Recipe Format F6



SECTION TITLE GRAPHICS



◀ **Winning Recipes**
Section Title Graphics
Shown with Recipe Format F6



Music ▶

Section Title Graphics
Shown with Recipe Format F6



◀ **Fresh Garland**
Section Title Graphics
Shown with Recipe Format F6



Hearts & Ribbons ▶
Section Title Graphics
Shown with Recipe Format F14

STEP 3

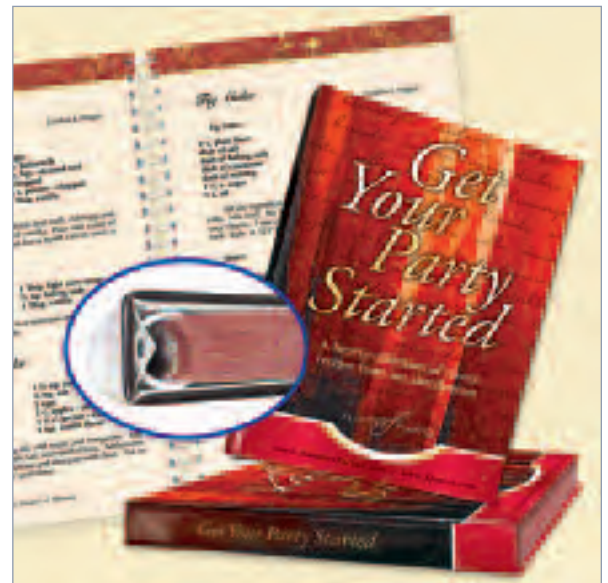
DESIGNING YOUR COOKBOOK

Color Graphics

NEW! A Fundcraft Exclusive! Color Page Graphic Packages – FREE (exclusively for Wire Casebound cookbooks)

Fundcraft is the only company in the industry that offers recipe pages in color!

The New! Wire Casebound cookbook comes with its very own selection of color page graphics packages. Delectable designs will print throughout your recipe manuscript. All Wire Casebound books print on high-quality 80# matte finish paper. Your recipe text will still print in easy-to-read black ink. Wire Casebound cookbooks using color graphics include non-continued recipes. Filler text and art are not available with color graphics. You still choose the desired recipe format for your pages. See pages 25-28.



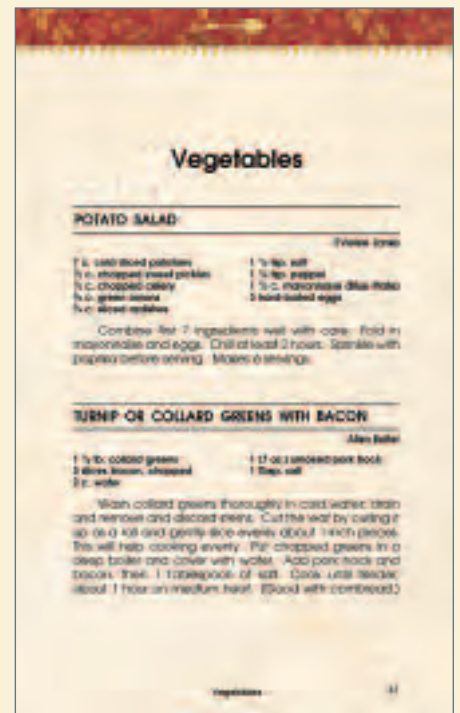
Festival

Shown with Recipe Format F6



Celebration

Shown with Recipe Format F7



Gala

Shown with Recipe Format F9

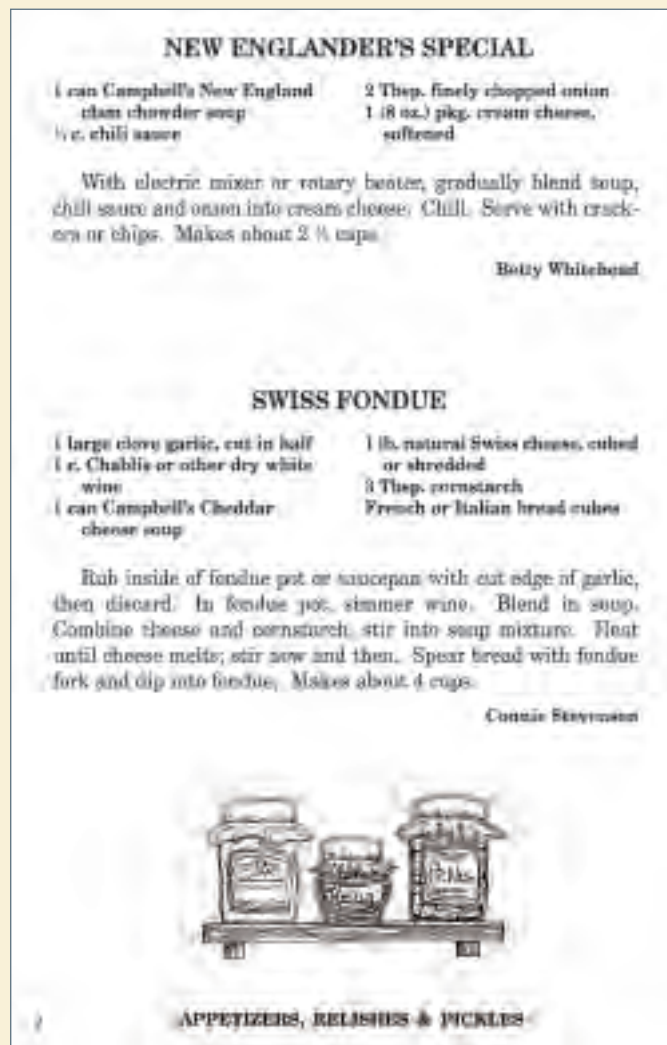
Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

RECIPE PAGE FILLERS

When the non-continued recipe option is selected or with formats that include this option, 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.

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 quotation 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. For more information on artwork submission guidelines, see page 45-46.



Recipe format F6 with Old-Fashioned Kitchen fillers and non-continued recipes

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

STEP 3

DESIGNING YOUR COOKBOOK

Recipe Page Filler Art

OLD FASHIONED KITCHEN FILLER SET



MODERN KITCHEN FILLER SET



CHRISTIAN ART FILLER SET



KID STUFF FILLER SET



ELEMENTS OF NATURE FILLER SET



Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

LOCAL INFORMATION PAGES

Tell readers more about your organization or your fundraising goals with your FREE local information pages. Your local information pages, combined with a free table of contents, mail order page and two different recipe index systems, 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 32-33). 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 may be included in your local information pages and additional photos or artwork may be added for an extra charge.

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

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, Family Tree. The local information pages can contain any information you feel might help your group sell cookbooks. Advertising pages cannot replace the four free local information pages.

ADDITIONAL FREE PAGES

- Table of Contents Page
- Index of Recipes Page
- Contributor Index Page
- Mail Order Page



Table of Contents Page



Index of Recipes Page



List of Contributors Page



Mail Order Page

LOCAL INFORMATION PAGE GRAPHICS – OPTIONAL



STEP 3

DESIGNING YOUR COOKBOOK

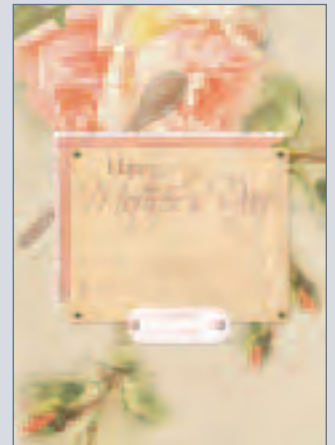
Special Dedication Pages

FREE! SPECIAL OCCASION DEDICATION PAGES

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

Personalized cookbooks sell 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 submission deadlines below 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.



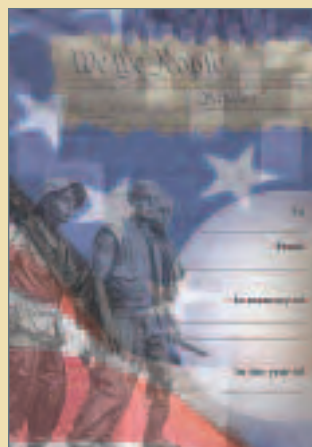
Submit your order in February for Mother's Day Delivery



Submit your order in December for Valentine's Day delivery



Submit your order in January for Easter delivery



Submit your order in March for Memorial Day delivery



Submit your order in March for June delivery



Submit your order in April for 4th of July delivery



Submit your order in April for July Family Reunion Delivery



Submit your order in August for Thanksgiving delivery



Submit your order in September for Christmas delivery

Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

DESIGNING YOUR COOKBOOK

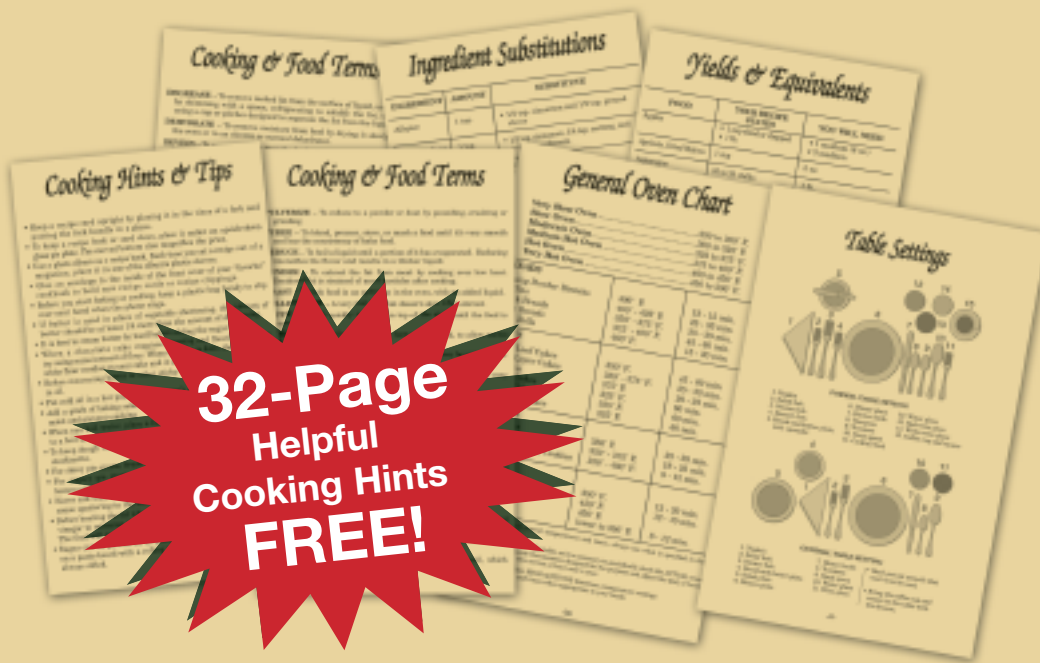
Helpful Cooking Hints

STEP 3

FREE! HELPFUL COOKING HINTS SECTION

Another FREE option to enhance your cookbook is our 32-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 Recipe Favorites index that appears 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.



Heavy Clear Plastic Recipe Pocket Upgrade Option

This is our 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.

Fundcraft Makes It Easy!

STEP 4

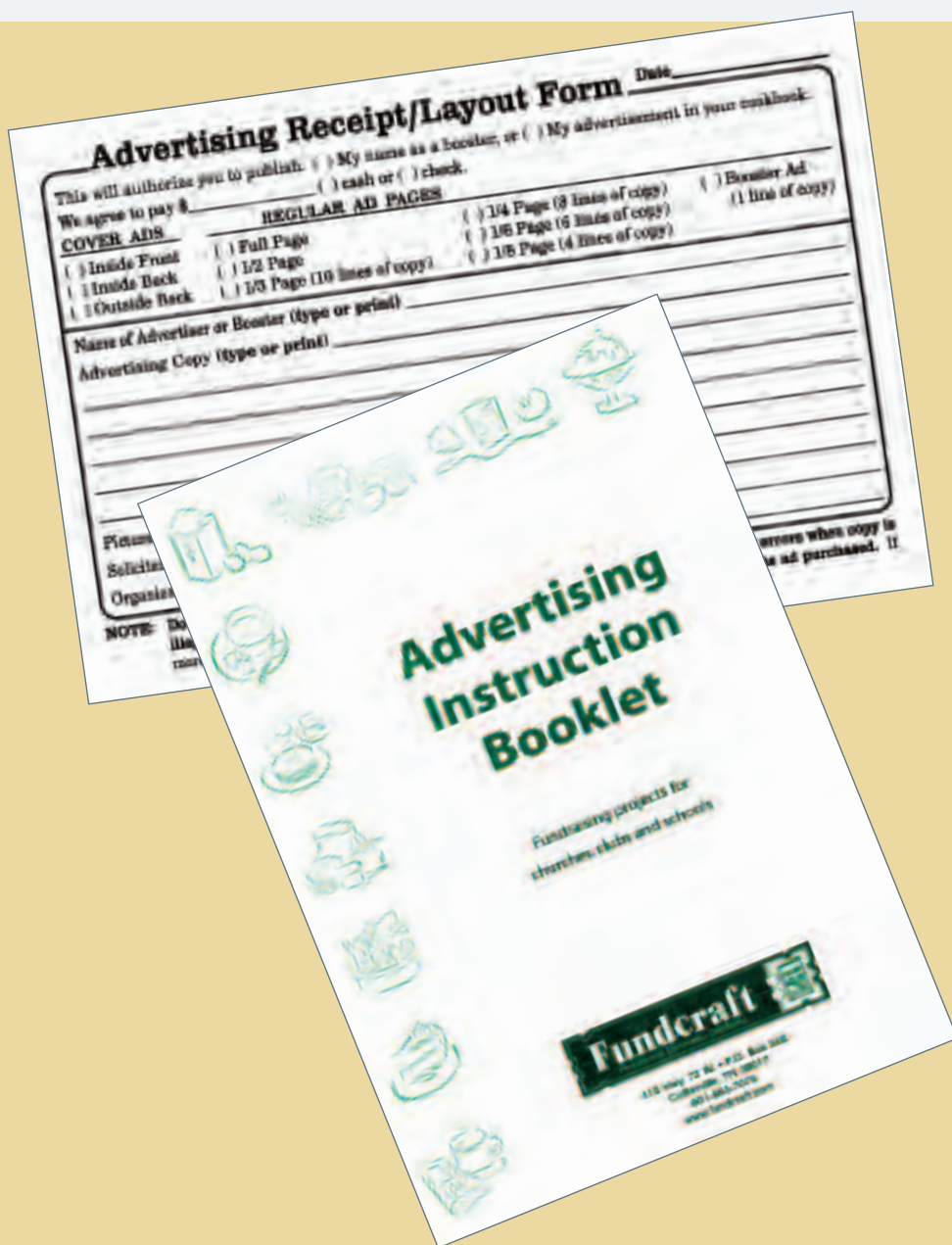
MERCHANT ADVERTISING

Raise Maximum Dollars Selling Local Advertising

MERCHANT ADVERTISING

Selling advertising space in your cookbook can often 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 –

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

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 45-46 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 in your kit. The forms can also be printed from the enclosed CD or from our website at–

www.fundcraft.com.

Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

One-Eighth Page Ad

One-Sixth Page Ad

One-Fourth Page Ad

Dixie Pottery
Dixie Pottery Center 8400 W. Main St. • Clintwood, VA 24228 • 276-826-0007

Belcher Insurance Agency®
1001 W. Main St. • P.O. Box 1217 • Clintwood, VA 24228 • 276-826-8113

J&R Furniture, Inc.
1001 W. Main St. • P.O. Box 1217 • Clintwood, VA 24228 • 276-826-8113

Flowers by DeAnna
Call 276-826-8061
1001 W. Main St. • P.O. Box 1217 • Clintwood, VA 24228

Compton Auto Sales
Used Cars • Body Repairs • Tires
Phone: 276-826-8113

BELCHER INSURANCE COMPANY
Serving Customers Since 1924 • P.O. Box 1217 • Clintwood, VA 24228
1001 W. Main St. • P.O. Box 1217 • Clintwood, VA 24228

Carlson's Muffler Shop
Tires • Oil • Tires • Mechanical Work
Phone: 276-826-8113

BAHAMA TANS
Tanning Packages available • 1001 W. Main St. • P.O. Box 1217 • Clintwood, VA 24228

VALENTINO'S RESTAURANT
Fine Authentic Italian Cuisine & Gourmet Seafood
W. Main St. • Clintwood, VA 24228 • 276-826-8222
Gourmet Foods Made Especially for You

Re-Elect Joe Short
Commonwealth's Attorney

CLINTWOOD LUMBER & SUPPLY
West Main St. P.O. Box 1217 Clintwood, VA 24228
540-926-4621

NEW PEOPLES BANK
West Main St. P.O. Box 543
Clintwood, VA 24228
540-926-8841

HAYSI DRUG CENTER
"Customer & Prompt Service"
200 MAIN STREET HAYSI, VA 24228 Phone (276) 865-0135

S&D MARKET
OPEN 24 HRS DAILY
7 DAYS A WEEK!
Clintwood, VA 24228

CLINTWOOD FUNERAL HOME
McCLURE AVENUE
CLINTWOOD VA

DAVID VANOVER, Manager
Phone (276) 926-8105

O'Quinn Trailer & Motor Co.
Cockburn, Virginia
A Full Service Dealer in Trailers, Motor Homes, Campers, and More!
Custom Service & Quality Workmanship
CLINTWOOD VA 24228 • 276-826-8222 • 276-826-8113

Ratliff Jewelers
Since 1882
Gifts of Gold & Diamonds • Fine Jewelry • Custom Jewelry Repair/Service
112 Main Street
276-826-8113
Clintwood, VA 24228

E & S Market
Edwards Food Center
We Accept:
VISA, MasterCard, WIC and EBT's Welcome.

EXXON **EXXON**

Clintwood Exxon
Roy Fletcher-Owner


PO Box 209
Clintwood, VA 24228 Phone: 276-826-0733

JOHN K. JOHNSON
Phone: (276) 826-4036
Fax: (276) 826-0712
www.johnjohnsonchevrolet.com
johnjohnsonchevrolet.com

CHEVROLET BUICK PONTIAC
JOHNSON CHEVROLET BUICK-PONTIAC INC
1407 J3
CLINTWOOD, VA 24228

NO-LOOK HAIR DESIGNS
DENASH RATLIFF - SAUER
Phone: 276-826-0733
812 W. Main St.
Clintwood, VA 24228
Phone: 276-826-0733

CUSTOM HAIR UNITS
PERMS/COLOR/HIGHLIGHTS



S. H. I.

Southern Heritage Inn & Lodging
West Main Street, Clintwood, Va. 24228
Phone: 276-826-4017
E-mail: www.southernheritagelodging.com

Sherri's Sassy Scissors

COLOR, CUTS, PERMS, TANNING, ETC
FRENCH STREET
(276) 926-6217

SHERRI MULLINS DWANES
Janet's Laysa Operator Jan Sherry Nail Tech.



Your child deserves the best care.

Because your child deserves the best child care available, North Harris College's program offers comprehensive, intensive, and affordable care. Our staff is highly trained and experienced in providing the highest quality care for your child.

The staff will have your child's best interests in mind. They will provide a safe, secure, and fun environment for your child. Our staff is highly trained and experienced in providing the highest quality care for your child.

If you are planning to enroll your child at North Harris College, be sure to contact our admissions office. We will be happy to assist you in the enrollment process.

Call today to schedule a tour or to find out more about our child care program.

NORTH HARRIS COLLEGE
CHILD DEVELOPMENT CENTER
281.765.7731
www.northharriscollege.edu

One-Third Page Ad

One-Half Page Ad

Full Page Ad

STEP 4

MARKET YOUR COOKBOOK

Design Your Cookbook To Sell

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! 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 or printed from the *Get Cooking With Fundcraft* CD included in the Fundcraft Cookbook Information Kit. The marketing kit can be ordered by returning the supply order card also included in the Fundcraft Cookbook Information Kit.

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.



www.fundcraft.com



OTHER SALES SUPPLIES

FREE! 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.

FREE! 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-sales 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)

ISBN



Counter Display Boxes



FREE! Sample News Release

Fundcraft has drafted a sample news release that can be downloaded from our cooking site at www.fundcraft.com or printed from the CD included in the Fundcraft Cookbook Information Kit. 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 Makes It Easy!

STEP 5

Place Your Order

Order Submission Guidelines

IT'S EASY TO START YOUR FUND CraFt PROGRAM!

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 the material on the enclosed CD or use the web at www.fundcraft.com. The Fundcraft Cookbook Information Kit is an invaluable step-by-step guide that contains everything you need to make your own personalized cookbook. With this easy-to-use information, you are assured of having the most professional, highest quality fundraising cookbook program possible. It's free and full of helpful ideas.

FINAL SUBMISSION CHECKLIST Determining How Many Books to Order

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 200 books.

- You will sell at least three to four cookbooks to each person who contributed a recipe.
- Count any advanced orders placed by recipe submitters on the Fundcraft recipe collection forms and adjust your numbers.
- Add pre-sales 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 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.

Preparing Your Manuscript

- Determine the type of binding style. See Fundcraft's Catalog of Covers & Designs.
- Choose a recipe format. Pages 25-29.
- Use our layout sheets, printed from the CD or from the Original Program Marketing Kit, to set up your custom cover, dividers and local information pages.
- Select a Fundcraft cover design or design your own. See Fundcraft's Catalog of Covers and Dividers.
- 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 32-33.
- Select a Fundcraft divider set or design you own. See Fundcraft's Catalog of Covers & Dividers.
- If you sold merchant advertising, group your ads according to size and determine a final page count. Pages 40-41.
- Follow artwork submission guidelines for all photos and artwork. Pages 45-46.

Submitting Your Order

- Fill out the order form completely. Your order cannot be processed without your order form completed and signed by two non-related members of your group.
- Determine your per-book base cost, based on your binding style, number of recipes and number of books in your order. See price chart.
- Mark your options on the order form and calculate the total for your order.
- If your cookbooks will not be sold for 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, as 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 can be 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 one of the addresses below and let Fundcraft do the rest!

U.S. MAIL:

Fundcraft Publishing, Inc.
P.O. Box 340
Collierville, TN 38027

UPS AND FEDEX:

Fundcraft Publishing, Inc.
410 Hwy. 72 West
Collierville, TN 38017

Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

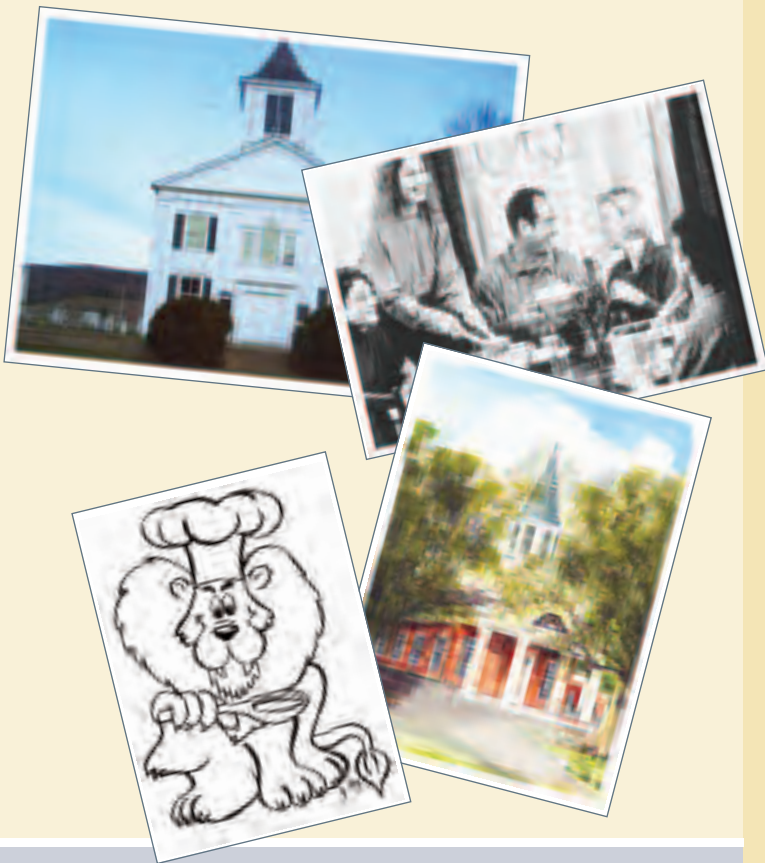
ARTWORK GUIDELINES

ARTWORK SUBMISSION 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 DO'S

- **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 the size needed for printing.



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

ARTWORK DON'TS

- **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 for download by 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 the 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.

ARTWORK GUIDELINES

AVOID THESE COMMON MISTAKES

DO NOT submit inkjet or laser printouts for artwork or photos. We will get much better results using your original file than from scanning your printout. (Exception: we prefer laser printouts for black/white line



A design that fills a letter sized piece of paper will not fit a cookbook cover properly when reduced. Visit our website to request cover templates to be sure your artwork is sized correctly.



Note spaces at the top and bottom.

Some options (custom fillers, and custom black/white dividers) require that you submit line art and not grayscale artwork, so it is important that you know the difference. Line art is black/white only, with no shades of gray. For filler art, we prefer that you submit original, sharp pen and ink drawings or laser printouts. For custom black/white dividers, we will accept original art, files on disk (see guidelines on page 45) or black/white laser printouts.



Grayscale



Line Art

TIP:

For files sent on disk, your order will be processed more quickly if you:

- Don't include extra files
- Name the files in such a way that it is obvious where each image belongs
- Include printouts of each image marked with its file name and "proof only" so we know how the files should look when printed.

WHAT TO EXPECT AFTER ORDER SUBMISSION

CHECK THE PROGRESS OF YOUR ORDER ON THE WEB

1. The day Fundcraft receives your order, you will be assigned a factory production number that has been assigned to your group.
2. Within a week, we will mail you a complete order acknowledgement. This acknowledgement is Fundcraft's interpretation of your order and should be checked carefully. No response is necessary if the acknowledgement looks correct.
3. The next step will be notification by e-mail to the billing correspondent that your proof copy has been posted to your website. *The proof will be posted for five days (not five business days). If no response is received, we will move your book to production on the sixth day. (The proof option must be marked on the order form.)*
4. Fundraising groups with open terms will not receive any more correspondence until the order is shipped. At the time your order is shipped, a tracking number is e-mailed to the shipping address.

\$8000.00 PROFIT!

The Jefferson Senior Citizens Center raised over \$8000.00 for projects at the center.

I wanted to raise funds for the center to benefit the Seniors. The cookbook was accepted by the residents of Jefferson County. It was a nice cookbook and we had a good price for it.

We are delighted with our success. Thank you!

*Mary Ann Van Kleunen
Monticello, FL*

\$6750.00 PROFIT!

The North East Medical Center Raised \$6750.00 for their United Way campaign

We had a wonderful time selling our books to support our United Way campaign. We initially ordered 1,000 books and we sold all but 100 of them. All the staff and visitors loved the books. Fundcraft was wonderful support and always took care of any needs we had.

Thank you, Fundcraft!

*Dana Chryst
Concord, NC*

5. Within seven days of shipping your order, we will send an itemized billing to fundraising groups. *The billing will list two payment due dates: 50% is due 37 days from the ship date and the balance is due 67 days after the ship date.* This will be the only billing mailed as long as the account stays current with the payment terms.

6. If your order requires 50% payment with the initial order and the balance when the books are ready to ship, you will be mailed a statement, including shipping charges, once the books have been printed. Your cookbooks will be shipped when the balance due on your account is paid in full. Individuals, families and businesses usually have these prepayment terms. We will inform you of your payment terms when we receive your order.

TERMS & POLICIES

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. Production time is usually approximately 30 to 45 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 four days, depending upon how far you are from our plant in Tennessee. We do try to meet all requested delivery dates if possible, and we do not charge extra to ship your books early. 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.

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 on page 49.

- 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.



Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit www.fundcraft.com.

TERMS & POLICIES

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 books. Fundcraft does not guarantee that the 3% in free books will cover the freight expense on 3-ring cookbooks or hard cover books.



- 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. Just enter the Fundcraft secure web ID and password for your group. There is a 200 book minimum on most orders. 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.

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 only as one recipe.

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

A. Yes. This makes your cover a custom cover. See page 40 in Fundcraft's Catalog of Covers & Dividers.

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 artists 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 200 cookbooks?

A. No. The minimum order for Fundcraft's Original Cookbook Program is 200 books. However, you can order as few as 25 cookbooks with InstantPublisher.com. See page 20.

Q. Can we change the recipe section titles on Fundcraft divider sets?

A. The section titles on Fundcraft full-color divider sets are pre-printed and cannot be changed. On black/white divider sets, you are free to select your own titles. You may also choose your own titles on custom divider sets.

Q. What is the average number of recipes in a cookbook?

A. Our cookbook average is 200 to 300 recipes. While we have no minimum number of recipes, we recommend at least 150 in order to make your book thick enough to encourage sales.

RECIPE ORGANIZATION LABELS

Organizing recipes for submission is easy with the Original Cookbook Program's handy recipe label system. Simply sort recipes into envelopes by category, fill out and attach labels to the appropriate envelopes. Note that the order you submit your recipes is the order they will appear in the cookbook. Use the handy mailing labels below to ship your order to Fundcraft.

STANDARD RECIPE SECTION TITLES

SECTION 1
***Appetizers,
 Relishes & Pickles***
*total number of recipes
 in this section:*

SECTION 2
***Soups,
 Salads & Sauces***
*total number of recipes
 in this section:*

SECTION 3
***Meats
 & Main Dishes***
*total number of recipes
 in this section:*

***Affix one (1) label to
 an introduction sheet
 for each recipe section
 in your cookbook.***

SECTION 4
Vegetables
*total number of recipes
 in this section:*

SECTION 5
***Breads,
 Rolls & Pastries***
*total number of recipes
 in this section:*

SECTION 6
***Cakes, Cookies
 & Desserts***
*total number of recipes
 in this section:*

SECTION 7
***Beverages,
 Microwave & Misc***
*total number of recipes
 in this section:*

CUSTOM RECIPE SECTION TITLES

CUSTOM SECTION 1

*total number of recipes
 in this section:*

CUSTOM SECTION 2

*total number of recipes
 in this section:*

CUSTOM SECTION 3

*total number of recipes
 in this section:*

CUSTOM SECTION 4

*total number of recipes
 in this section:*

CUSTOM SECTION 5

*total number of recipes
 in this section:*

CUSTOM SECTION 6

*total number of recipes
 in this section:*

CUSTOM SECTION 7

*total number of recipes
 in this section:*

CUSTOM SECTION 8

*total number of recipes
 in this section:*

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Cookbooks

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