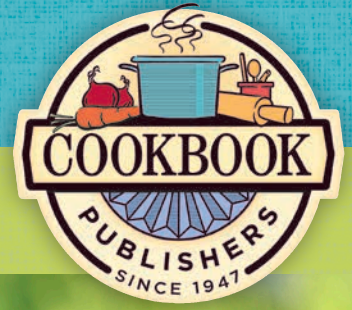


Tips for a Successful Fundraiser



Selling a cookbook is easy — if you have the right ingredients!



That's why we put together these sales and marketing tips for you. We have worked with thousands of individuals and organizations to create and sell their cookbooks. To learn about our recommended best practices, check out all the following tips and ideas to sell and market your customized cookbook.

Remember, everyone you know is a potential customer! Always make sure you have enough cookbooks on hand to meet the demand and reorder as needed. Do not hesitate to call Cookbook Publishers if you need additional guidance or need clarification on any of these ideas or tips.

We are here to help you achieve your goals!

Team Motivation

Divide your team into pairs and have partners become Accountability Buddies. The goal of this is to help keep the team moving forward and motivated, which can really help the Chairperson.

Set a timeline. This can be incredibly helpful for groups on a tight deadline and to keep sales proactive.

Challenge each contributor to sell a set number of cookbooks. Offering an incentive to who sells the most is great motivation for them!

Create communications for your team to share with everyone in their reach and remember to always include ordering information, what the proceeds will benefit and why they should want your cookbook.

Show your gratitude to your team by setting up a party in their honor after your funding goals are accomplished. This lets everyone know that you appreciate the time and effort they put into the cookbook project and it will make them more open to doing another one in the future, or to assist if reorders are needed.

Review who could be useful on/ outside of your team for different purposes and develop a partnership. This may include a recipe contributor's son, who may work for the local paper, or a sister of another contributor who owns the bakery in town.



Digital Marketing

Have everyone on your team announce that your cookbook is ready to order on all social media websites they use. You could even post a freebie recipe from it along with your announcement to gain more attention.

If you're looking to sell outside of your community, consider building a cookbook website/profile/funding account. This can help build awareness and extend sales reach.

If you have a website, be sure to share the great news about your cookbook and have ordering details included. Inviting friends and family to spread the news is always a plus!

Start a blog about the memories or stories behind the recipes included in your cookbook. Another idea is to reach out to local cooking/food bloggers with a large number of followers and ask them to feature your cookbook as a Guest Post.

Do you know anyone savvy with a camera? Why not create some team photos or videos on why they wanted to help with this cookbook and what it means to them.

Invite your cookbook purchasers to share their experiences while they tried the recipes from your cookbook. You can post any pictures, videos and stories they submit to your social media pages.

Marketing

Plan a dinner or fundraising party using the purchase of the cookbook as the admission price and feature cookbook recipes as the menu.

If your cookbook has a theme, host a party with that theme and invite everyone you can! Let them taste some recipes firsthand at the party.

For cookbooks being used for charity purposes, reach out to your local media to see what you can do to make a public service announcement or have your group appear on a televised news segment.

Sponsor a contest for classrooms, groups or individuals with a tempting incentive. Check into your local businesses as they may be willing to donate prizes or gift certificates for the top winners.

Explore traditional marketing concepts for selling your cookbooks, such as direct mail and networking events, along with your social media efforts.

Always include in communications what the cookbook funds are being used for since this helps potential buyers want to help a good cause, especially if it is local.

Finishing touches are memorable so do not be afraid to send a personalized thank you to everyone who purchases one of your cookbooks. At times, they are so touched that they will tell their friends or family and you can gain potential sales by the act of kindness.

If your cookbook is for a Church Fundraiser, ask the minister to autograph copies of the books for a freewill donation. Another idea is selling Remembrance Pages in the cookbook, very similar to selling ads.

In smaller communities, a single name of an individual can go a long way. See if they would be willing to endorse your cookbook and share it everywhere they can.

After it's all said and done, be sure to showcase the success with photos of your team working on the cookbook and selling the cookbooks. Also, post photos of how the proceeds were used. This allows your team to be recognized and to get hyped up for the next one.

Opt-in for a sales booth at bazaars, suppers, fairs, and school events as these guarantee traffic that will be able to see and check out your cookbook firsthand, which makes sales easy.



Sales

Coordinate a time sensitive sales event and offer cookbooks at a discounted price, 2 for 1 Deals, Buy 3 & Get One Free and more. A great way to get ideas for pricing specials is by reviewing your local paper to see what stores are offering on similar products/pricing.

Packaging your cookbook creatively can really boost your sales. You can present cookbooks wrapped in a cake pan, with dish towels and cooking utensils and sell it all for a flat rate or allow customers to buy the cookbook separately and let them get creative with how to gift it.

Are you selling your cookbooks too fast? That is the best problem to have, but always consider a reorder to have cookbooks available, especially when you have lined-up events where you plan to conduct sales.

Recipe Contributors are critical so solicit as many as you can, but set a limit of recipes they may submit. This allows each person to be responsible for a set amount of sales without risking not meeting your sales goals.

Design your cookbook and set its selling price with your potential customers in mind. The higher quality it is, the more justifiable your price will be therefore increasing your net profit.

Having a pleasant conversation with someone? Ask if they would like to buy a cookbook—you would be surprised on how often this simple technique works!

Start selling your cookbook before it arrives using our Advance Sales Coupons and Gift Certificates, available on our website under Helpful Extras.

Have someone on the fence about buying one or more cookbooks? Sweeten the deal by offering to gift wrap it for them.

Advertising

Consider selling advertisements in your cookbook—you will be surprised how open companies and organizations are to this possibility. You can learn more about this concept in our Advertising Packet available on our website under Design Options.

Set up a display at your local bookstores, specialty food stores and boutiques and offer to do a special pricing and autograph session. This makes it fun for everyone who participated in creating the cookbook.

If advertisements were purchased in your cookbook, ask the business owners who bought an ad to carry a handful of books in their place of business to sell on your behalf.

Distribute posters or flyers in hot traffic areas cookbook users/foodies visit often, but don't rule out other locations like local diners, churches, the library, and even the DMV! If you need assistance with a poster, you can download a free one on our website under Helpful Extras.

Send out press releases to your local newspapers and advertisement circulars. Be sure to mention how the cookbook funds will be used, how the books can be purchased and always end on a positive note.



Cookbook Publishers

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