

**GIFTS  
FROM  
THE  
HEART**



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## **FUNDRAISING WITH GIFTS FROM THE HEART**

Here are some tips that will help you understand how to use *Gifts from the Heart* as a fundraiser. This information will help you and your fundraising committee make a decision about whether our book will work for you. **PLEASE READ THIS INFORMATION VERY CAREFULLY.**

1. Before taking orders, notify me of your intent to use *GFTH* as a fundraiser and I will check with the Insomniac Press, the new publisher, to make sure books are available.
2. You must place your order through me and I will forward it to the publisher for you. This will enable you to receive your appropriate fundraising discount.

**FAX your order to 250-468-9888 no later than Nov. 1st.**

3. You receive a 40% discount on orders of 10 to 100 copies and 50% on orders over 101 copies.

**Your cost per book is \$12 on orders of less than 100 copies and \$10 on orders of more than 101 books.**

**MINIMUM FUNDRAISING ORDER, 10 COPIES.**

4. You may set your own price for the book. The recommended retail price is \$19.95, which is an excellent value for a 336 page book.
5. We recommend you place a small order first, so you have books for your members to show their friends and family, and then place a larger order after you know how many you will need.
6. GST and shipping will be added to your order. Shipping costs vary, but you can "guesstimate" approximately .50 to \$1 per book, depending on which province you live in. Obviously shipping costs will be more expensive for customers who are farther away from Ontario, where the warehouse is located.
7. **BOOKS ARE NONRETURNABLE.**
8. **Payments are made to the publisher, Insomniac Press and are due upon receipt of your shipment. A fee of 2% per month will be added for late payment. Enclose a copy of your invoice with your payment.**

9. Begin your fundraising campaign in mid-October. Your supporters will want their books well in advance of the busy holiday season. Allow a short time period to order, 7 to 10 days is ample. Try to time your sales campaign close to a pay period. Ask your customers to prepay their order.
10. Whether or not you need to add GST to your customers' orders depends on the value of merchandise your organization sells in a year. Check with your accountant or the closest government office to determine whether you need to charge GST.
11. Use the sample letter in the fundraising package to send home to your supporters. Run off as many copies as you need. Attach a sheet or two of the fundraising order form to each letter.
12. **START EARLY.** An Open House or Fall Fair is an ideal time to sell books or take orders.
13. Put up a display about *GFTH* where it can be viewed easily.
14. Send a press release to your local newspapers. (Sample enclosed in this kit.) Complimentary articles your newspaper may use are available at [www.webelieve.ca](http://www.webelieve.ca)

Ask your newspaper to take a picture of some of your members holding copies of *GFTH*

**GETTING MEDIA COVERAGE REALLY HELPS SELL BOOKS.**

15. If some of your members have businesses, ask them to put a display up so customers may order books too.

**IMPORTANT REMINDER: Children should NEVER go door-to-door to sell products.**

**When your books arrive:**

1. Count your shipment and report shortages or damages to Insomniac Press immediately. Upon accepting your shipment, ask the delivery person to record any damages to boxes at that time. Make sure you have received the correct number of boxes indicated on the waybill.
2. Prepare your book orders for delivery by placing orders in ziplock bags along with the customer's order form.

**3. Send your payment to Insomniac Press.**

**After your campaign ends:**

Include an update in your newsletter or the community newspaper about the fundraiser. Thank your volunteers and the community for their support. Let readers know how much money was raised and what it will be used for.

Thank you for considering *Gifts from the Heart* as your fundraiser.

Please call me if you have any questions: **Virginia Brucker**      **250-468-9888.**