

Please note that we are the original Cook Book company and have produced thousands of books – references on request. Why trust your project to anyone else?

**Special Offer! Orders over 250 books deduct an extra 10%**

## **Cook in a Book Price List. Fundraising and other quantity orders.**

Prices are based on clear polypropylene covers, colour binding, colour front page, acknowledgement, introduction, table of contents and recipe pages. The covers are 500 micron polypropylene with a slightly frosted finish. Choice of colour binding – Red, Black, Green, Dusky Blue and now Burgundy. Books are priced as follows (per book Pounds Sterling). Please note that ‘a page’ is one side of a leaf of paper! More than 50 pages is no problem!

Number of Recipe Pages

Quantity	20	30	40	50
Cover Type	Clear	Clear	Clear	Clear
50+	£3.65	£3.70	£3.90	£4.20
100+	£3.30	£3.35	£3.55	£3.75
250+	£3.25	£3.30	£3.50	£3.70
500+	£3.20	£3.25	£3.45	£3.65

Don't forget to deduct 10% for orders over 250 books!

Any number is possible; they do not need to be multiples of the above.

*Larger quantities are subject to detailed discussion about your requirements as it can be less expensive to use litho printing in these circumstances.*

*Carriage and packing are extra and the price is based on the actual cost to us. Normally about £11.99 - £20 for orders in mainland U.K.*

The plastic covers make a substantial difference to the quality and durability of the product. However, we are happy to offer wrap around card covers at a lower price. These are also suitable for poetry books.

Don't forget that these prices include all set up costs, proofs and a full colour front cover.

**Need Ideas?** As well as fundraising cook books you could produce a class or school poetry book or even a school joke book to sell to raise funds. In the case of the latter you can appoint a 'Joke Monitor' for each class to collect the jokes – send them to us and we'll produce your book – it's that easy!

## Fundraising Information

We find that most schools and organisations charge between £4.95 and £5.99 per book giving a profit in the region of £1.50 - £2.50 per book. With sponsorship this can be all the selling price. From experience we would add the following comments for fundraisers.

The object is to raise funds in as easy a way as possible. To this end we would suggest that you do not try to be over ambitious and include lots of recipes. It is easier to collect 40 recipes than 150! The book is likely to be just as saleable.

Try to personalise the book to the school. This will help make it more saleable to your target customers. For instance adding some illustrations by the children will make it more saleable (as will some stories about teachers!).

Try to appoint one person to take overall charge of the project. It is not an onerous task. Let them delegate tasks to others. Try to involve teachers, parents and children - it can be a project for children as well. If you include more people in the project you also widen your potential customer base.

Decide on your format e.g. teachers' recipes, parents' recipes, childrens' recipes or even perhaps try to include a recipe from a local celebrity.

Think about your deadline and school events when the books can be sold. Remember that we can also get very busy in the period up to Christmas.

Publicise your project as widely as possible. For example put a flyer in mailings to parents; contact the local press and radio etc. Try to obtain sponsorship towards the cost of the books.

Keep in touch with us! If you are unsure about anything or want a bit of advice then just get in contact with us. Keep us informed of your progress etc. it will help us plan our workflow as well. If you have a deadline to meet let us know; we can usually turn round orders in 7-10 days if necessary.