

Know anyone looking for a good fund-raiser? Please forward this!

## Nearly 100 Fund-Raisers 'Doing It by the Book'!

Growing number of groups (even some from out of state) are signing on to sell our cookie book—"Easiest fund-raiser yet!"



CHECK the list below—it keeps growing. And comments keep coming—"It sure beats a bake sale!" ... "Best fund-raiser we ever tried!" ... "Easiest thing we've ever sold!"

When school began this fall—and needed funds for this and that became apparent—requests for our unique "Cookie Book Sales Program" began pouring in. Nearly 100 groups are already selling the *Best of Country Cookies* book, while dozens of others have requested information and are geared to go.

"We've tried selling pizza, candy, citrus, gift wrapping and car washes," said one team leader. "Nothing has ever sold as well or been as profitable as this cookie book. At \$5.00 profit from each \$9.99 sale, we made our goal in no time!"

Even readers from Kansas and Texas have called and signed on (shipping's just \$15.40/case anywhere in the country).

One group sold over 600 copies in less than 2 weeks. At \$5.00 per book, they made \$3,000.00!

Another group sold 300 in a week. One Boy Scout sold 100 copies by himself! This *Best of Country Cookies* book is fast becoming Iowa's favorite cookie book!

### Buyers Find It's a Bargain

We respond to each request by sending a "Guide to Sales Success" kit that gives complete details on how to get the sales team organized...a "script" for team members to use in approaching customers...plus a list of suggestions and ideas gathered from other fund-raising teams.

These suggestions have worked well for Diane Fleshin of Tipton. "I've never been involved in a fund-raiser before," she said. "But when I saw the offer in your magazine, I said, 'Hey, I



can sell cookie books.'

"And I was right. At \$9.99, our Scouts are finding this an easy sell. We encourage customers to buy extra copies for gifts—one lady bought 24 books!"

Dawn Carroll—the team leader of the group at Corwith that quickly sold 600 copies and profited \$3,000.00—said: "It's such a high-quality book many buyers are surprised it's less than \$10. It's mostly a matter of 'show and sell'."

While some groups go door-to-door, others simply sell the book at community gatherings such as church suppers, sporting events, band concerts, town meetings, etc.

Others have had good success staffing a small display at area grocery stores and local restaurants, where they post a sign that says, "FREE COOKIE with purchase of book".

Some have also asked beauty salons, barbershops, gift shops and even the local gas stations to help with sales. Each time we learn of new ideas like this, we add them to our "Guide to Sales Success" kit we send to new groups.

While our profits are lean when offering volume copies of this book at this discounted price, we find it gratifying to learn of the success these groups are having in a year when ancillary funds are sorely needed.

To learn more about using this cookie book as an easy fund-raising project, call **1-515/232-0075**.

Or E-mail: [editors@OurIowaMagazine.com](mailto:editors@OurIowaMagazine.com) and put "Fund-Raiser" in the subject line. 📧

## The List Keeps Growing—Check These Groups Having Sales Success

HERE'S a rundown of groups who are having great success with our cookie book fund-raising program:

American Legion Auxiliary—*Allerton*; Heaven Sent Missions—*Allison*; PEO Group—*Ames*; Willow Creek Church of the Open Bible—*Ames*; Team Cancer Answers—*Anamosa*; Lions Club—*Battle Creek*; Birmingham Methodist Church—*Birmingham*; Relay for Life—*Boone*; Small Miracles Preschool—*Boone*; Faith Lutheran Church—*Burlington*; International Order of the King's Daughters and Sons—*Carthage, Ill.*; Mount Mercy University Soccer—*Cedar Rapids*; C.R. Concert Chorale—*Cedar Rapids*; Friends of Edna Zybell Memorial Library—*Clarence*; Heartland Museum—*Clarion*; Senior Citizens Group—*Clear Lake*;

Clinton High School—*Clinton*; WA-TAN-YE—*Clinton*; American Legion Auxiliary—*Coggon*; Corwith High School—*Corwith*; United Methodist Afternoon Circle—*Cresco*; Russell Williams Cancer Benefit—*Deep River*; Historical Society—*Dows*; Wahlert Catholic Show Choir—*Dubuque*; Earlville United Parish—*Earlville*; Relay for Life—*Eldora*; Mills County 4-H Teen Club—*Emerson*; United Methodist Church—*Fenton*; Trip to Camp Witness—*Glenwood*; Nodaway Valley Student Council—*Greenfield*; Delaware County Historical Society—*Hopkinton*; Scout Service Project—*Houston, Tex.*; Morningside Care Center—*Ida Grove*; Lioness Club—*Indianola*; Bethany Lutheran Church—*Joice*; First Presbyterian Church—*Le Claire*; Grace Christian Church—*Le Roy, Minn.*;

Museum of Religious Arts—*Logan*; Immanuel Lutheran Women's Group—*Loveland, Colo.*; Little Home Learning Center—*Lowden*; Manning Regional Healthcare Auxiliary—*Manning*; St. Peter's UCC Moonlighters—*Mapleton*; Beginning 4-H Club—*Maquoketa*; Jackson County Historical Society—*Maquoketa*; Senior Center—*Martelle*; Public Library—*Melcher-Dallas*; Green Island Congregational Church—*Miles*; Community Library—*Millersburg*; American Legion Post #437—*Minden*; American Legion Auxiliary—*Mingo*; MFL MarMac Schools—*Monona*; Advancement Services of Jones County—*Monticello*; Camp Courageous—*Monticello*; St. John's Catholic Church—*Mount Vernon*;

Cornell College Spring Break—*Mount Vernon*; Walnut Lodge 588—*Mystic*; St. John's UCC Women's Group—*Nashua*; Eastern Star—*New Hampton*; TOPS Group—*New Hampton*; Mahaska County 4-H Trip—*New Sharon*; Prince of Peace Women's Group—*Olathe, Kan.*; TTT Chapter—*Osceola*; WELCA Ossian Church—*Ossian*; Junction for Opportunity—*Oxford Junction*; First Presbyterian Church—*Palo*; Afghanistan Animal Rescue—*Plano*; Business and Professional Women—*Red Oak*; Farmers Market—*Riceville*; Hegg Memorial Health Center—*Rock Valley*; Netherlands Reformed Christian School—*Rock Valley*; City Park Project—*Rockwell City*;

Calvary Lutheran Church—*Sabula*; Sioux County Relay for Life—*Sioux Center*; PEO Group—*Spirit Lake*; Boy Scout Troop—*Tipton*; Titonka-Woden-Crystal Lake Schools' Washington, D.C. Trip—*Titonka*; St. John Lutheran Youth Group—*Toledo*; Lakes United Methodist Women's Group—*Vail*; Benton County Volunteer Program—*Vinton*; St. Mary's Youth Group—*Vinton*; Community Chest—*Washington*; Public Library—*Webb*; Community of Christ Church—*West Des Moines*; Rainbow Preschool—*Wheatland*; Community Church Women's Fellowship—*Whitten*; W4Cs Community Childcare—*Williamsburg*.