

'Best Fund-Raiser We Ever Tried!'

Groups strapped for cash find cookie book sales a sweet solution.



IT'S often said your best salesman is a satisfied customer. That's apparently the reason a growing number of groups are signing on to sell our cookie book—they've learned from others how easy and profitable it is compared to other fund-raising items they've tried.

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

Another said, "It sure beats a bake sale when you compare the time and profit." And some combine selling the book with bake sales.

For some groups, sales have been hotter than a cookie sheet! One group sold over 600 copies in less than 2 weeks. Another sold 300 in a week. One Boy Scout from Tipton sold 100 copies by himself!

If you do the math, at \$5.00 profit per book, it's easy to see the kind of money these groups have raised. And why numerous groups have signed on (see below) and others are now getting geared to go.

For many good reasons, a lot of schools, churches and other groups are looking for a good fund-raiser these days, especially if it involves an item that's easy to sell at a nice profit.

Our *Best of Country Cookies* book is proving to be exactly that. After all, who doesn't like cookies?

Buyers Find It's a Bargain

When groups request information on the program, we send them a "Guide to Success" presentation 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, who's quarterbacking the local sale for area Boy Scouts. "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. Our Scouts are finding this fun as well as

a 'bonding' experience. At \$9.99, it's an easy sell. We encourage customers to buy extra copies for gifts—one lady bought 24 books!"

Dawn Carroll is the team leader of the group at Corwith that quickly sold 600 copies to fund a student trip this spring to Washington, D.C. "It's such a quality, full-color book that some 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, school sporting events and plays, town meetings, etc.

Others have had good successes 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 "Sales Suggestions" list that's sent to new groups.

Not Just Another Cookbook

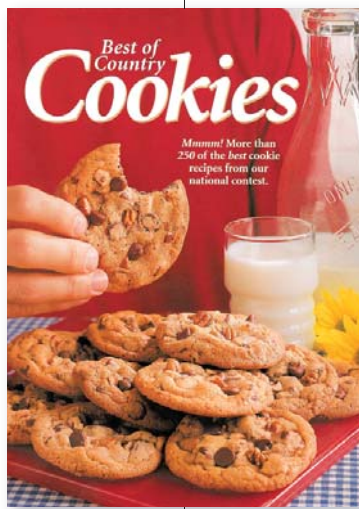
This *Best of Country Cookies* book has had a special appeal ever since it came off the press. It's the best-selling cookie book ever published—over 300,000 copies were sold at its \$14.99 original price. The large book is filled with color photos and 277 recipes, each a family favorite chosen from more than 34,000 cookie recipes in a national contest.

It includes recipes for Drop Cookies, Bars & Brownies, Sandwich Cookies, Cutout Classics, Quick & Easy Treats, Bake Sale Beauties and a whole lot more.

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 and put "Fund-Raiser" in the subject line. 🍪



Here's a Sampling of the Sellers Across the State

HERE are just a few of the groups who are having great success with our cookie book fund-raising program:

Team Cancer Answers—Anamosa; Birmingham Methodist Church—Birmingham; Friends of Edna Zybelle Memorial Library—Clarence; Clinton High School—Clinton; American Legion Auxiliary—Coggon; Corwith High School—Corwith; Russell Williams Cancer Benefit—Deep River; Wahlert Catholic Show Choir—Dubuque;

Relay for Life—Eldora; Mills County 4-H Teen Club, Emerson; Trip to Camp Witness—Glenwood; Little Home Learning Center—Lowden; St. Peter's UCC Moonlighters—Mapleton; Martelle Senior Center—Martelle; Public Library—Melcher-Dallas; MFL MarMac Schools—Monona; Camp Courageous—Monticello;

Cornell College Spring Break—Mount Vernon; Walnut Lodge 3588—Mystic; TOPS Group—New Hampton; Mahaska County 4-H Trip—New Sharon; Farmers Market—Riceville; Hegg Memorial Health Center—Rock Valley; Netherlands Reformed Christian School—Rock Valley; PEO Group—Spirit Lake; Boy Scout Troop—Tipton; Rainbow Preschool—Wheatland.