**Thank you for being a valued Bucky Book Fundraising Group and**

**for supporting our community and UW Scholarships!**

**Below is information on our campaign if you have any other questions**

**please contact us at** **info@buckybook.com** **or (608) 441-3910.**

**CELEBRATING OUR 30th ANNIVERSARY!**

To celebrate, each Bucky Book 30 will include a coupon on page 1 for an **ABSOLUTELY FREE Coffee and Donut from Dunkin Donuts!** This premium will help your sales so make sure to spread the word.  Thank you for helping us reach 30 years of supporting our community!

**BONUSES**!

**GROUP BONUS!** All Bucky Books are on consignment with no upfront payment. However, you can earn 1 FREE Bucky Book *($35 bonus*) for each $400 pre-paid case *(20 books @ $20 ea.*) you purchase at pick up so bring a check or credit card if interested. **BONUS is only valid at time of pick up.** You will then own those books but we will exchange any unsold books for new editions the following year at distribution.

**INDIVIDUAL BONUS!** Our standard bonus of sell 5 books get 1 free per individual will still be effective. This bonus will only be awarded to individuals with complete and accurate paperwork (*that we will provide at distribution*) upon the close out of your direct campaign in early November.

**IMPORTANT NOTES!**

**DIRECT SALES** outproduced our new online option last year significantly so you should perform direct sales first to earn a $15 commission/sale then use the online option (*$10 commission*) as a secondary follow up to contact people you didn’t reach directly/have not purchased and/or as an enticement to purchase books as Holiday gifts - we will be sending templates for both these online strategies so please wait until received before launching any online campaigns.

**ONLINE LINK** – If you are new or did not participate with online last year, **please send us a jpeg or png of your logo along with a brief description of what you are raising money for.** We will build your landing page and link and send you the information you need to operate this online portion of your campaign. If you had a landing page built last year it will always be active but PLEASE perform your direct sales first to earn a higher commission. Then, please wait for us to  send you a pre-drafted and proven invitation *(approx. Oct. as a secondary follow up & later Nov. for holiday gift idea*) that you can email/post to gather more sales after your direct sales efforts.

**PLAN YOUR MARKETING STRATEGY NOW**!

1. Ask volunteers/members/families to sell 3 books each OR to reach for the individual BONUS and get their free book.
2. Send flyers/order forms home with students/volunteers.
3. Ask businesses in your community to purchase books for employee or client gifts to support your cause.
4. Set up some booths at local or school events (we’ll help train your volunteers!)
5. Set up some local businesses with books to sell to customers *(provide them with a voided/drilled sample book for customers to look at)*
6. Etc.

**DIRECT SALES CLOSE OUT** – Close out of direct sales needs to be completed by visiting our office before Thanksgiving to return unsold books along with payment for all sales at $20/unit. If you sold all of your books *(or most\*)* you can simply mail a check and you’ll be closed out.

        \*If you have a few books remaining after your efforts you can mail a check
         for all of the books you signed for and you will be closed out. We will then
         exchange those few unsold books for new editions upon distribution the
         following year.

**ONLINE SALES CLOSE OUT** – For any online sales you may make, we will mail you a check in mid-January along with a database of your customers with their emails to thank them for their purchase, so there is no need to come into our office.

**PLEASE**…NO unscheduled stops at distribution! We will not have extra books on hand to accommodate unscheduled appointments.