



DRT Press
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Fundraising with *The Big Fun Guide to Tar Heel Country*: Tips for Success!

Here are some tips that will help you to understand how to use *The Big Fun Guide to Tar Heel Country* as a successful fundraiser.

At DRT Press we are confident in our books, but in order for the books to sell, your school or organization must partner with us to make the fundraiser a success. Luckily, there are several easy things you can do to help your school or organization take advantage of our fundraising offer:

- Keep the lines of communication open! Let us know of your intentions to use the book as a fundraiser as early as possible. We want to help! We can supply posters, customize order forms and flyers for parents/supporters, and we love to come out for events! It's easy for us to create click-through web links, or even little ads to place on your website, but you need to let us know BEFORE you publicize your fundraiser in order for our partnership to be successful.
- Let your parents/supporters know about *The Big Fun Guide to Tar Heel Country* in several different ways. A flyer is great, but a flyer + e-mail + fundraising table + a second e-mail are a lot better. People are busy! Just because they don't reply the first time doesn't mean they're not interested.
- Put up a display about *The Big Fun Guide to Tar Heel Country*.
- Let the local newspapers know about *The Big Fun Guide to Tar Heel Country*. A couple of sample press release can be found on DRT Press's website under "press." Feel free to customize these press releases to fit your needs. Take a picture of parents/kids/supporters holding a copy of the book to send in with the press release. **MEDIA COVERAGE REALLY HELPS SELL BOOKS!**
- If some of your parents/supporters have businesses, ask them to create a display to sell the book as well.

- If you choose to send home order forms so your parents/supporters can sell books:
 - encourage them to take the forms to work and to e-mail the coupon codes to their friends/family. *We do not encourage children to go door-to-door to sell books*, but we are confident that it is such a useful little book that your parents/supporters will have no problem selling several copies to help your school/organization.
 - appoint an organizer who will count out the number of copies ordered through your school
 - set a clear date to turn in order forms and money and remind parents/supporters *often* of this date. Books should be delivered a week or so after the date, but we will only do one delivery, so the number should be accurate.
 - Prepare your books for delivery by placing the books in large ziplock bags along with the order form. This will keep the books safe when they go home.

Thank you very much for considering *The Big Fun Guide to Tar Heel Country* as a fundraiser for your school or organization. Please contact us with any questions or concerns, at editorial@drtpress.com.

Sincerely,

Adrienne

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Publisher, DRT Press