



**ROR MICHIGAN
& SLEEPING BEAR PRESS CATALOG
BOOK FAIR /HOUSE PARTY /
LOBBY SALE GUIDELINES**



This September, ROR Michigan is the beneficiary of a very generous catalog book fair sponsored by Sleeping Bear Press (SBP). The only way for it to be successful is for ROR-Michigan sites to get involved! A easy way to boost your site's sales for the **ROR Michigan & Sleeping Bear Press Catalog Book Fair** is to hold a house party... even if it's in your office or building lobby! Here are some suggestions for how to make this work for you.

What: ROR Michigan is partnering with SBP for a Catalog Book Fair. The publisher is generously offering customers 20% off the retail price of the books. Of the remaining sale, 50% will come back to ROR Michigan. This money will then be distributed as grants to local sites and for infrastructure needs in the Coalition. For every \$275 in book sales, the site or sale coordinator will be shipped a free hardcover of SBP's choice.

Who: You or your site can host a house party or lobby sale for this book fair. The more people you involve in the sale, the better the fundraiser!

When: The drive runs from September 1-21. Book will be shipped directly to you from SBP by the second week of October. There will not be an extension of the closing date on this book fair.

Why: Your involvement in the promotion of a book sale will benefit your site and the Coalition. Our net goal for this fundraiser is \$20,000. **With 71 sites, that is an average of \$550 in sales per site.** The 20% discount on the books, as well as the free shipping, will help your friends, patients, colleagues, and neighbors save money at the same time as raise money for our nonprofit.

Where: Your home, your office, the lobby of your building, the cafeteria, and so on! Try to schedule this during a lunch hour if in an office building. Two hours should be plenty of time for an office, 90 minutes for a home.

Materials: You should prepare and/or bring the following materials:

- **Sleeping Bear Press order forms and catalogs** (see the SBP Instructions on how to process orders, please.)
- **Table, table covering, chairs, cashbox, receipts** – please contact us.
- **Pens, paperclips, tape**
- **Display of books** – If you don't have any, you may need to borrow from a friend or well-read child!
- **ROR Michigan Friends Network Brochures** – Let us know in advance how many you'll need
- **Extras of everything:** pens, markers, nametags, guest list so you can tell when almost everyone has arrived, event flow schedule.
- **Don't forget some treats to eat!**

Any questions? Please contact Wendy at 586-913-5690
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GOOD LUCK WITH YOUR BOOK FAIR!