

LIGHT PUBLICATIONS
BOOK SALE LETTER TO SCHOOL



Thank you for helping to support the arts, as well as raise some funds for your school and/or PTO

We've tried to make it as simple as possible for you.

Basically, your school will be inviting parents to order books and audio books.

Your organization will receive 30% to 40% of all sales of books and audio books (minimum order of 12).

Simple, right?

Here's how it works.

- 1) You photocopy the enclosed order form. (If you've lost the form, please visit <http://www.lightpublications.com/groups/> for additional copies)
Be sure to set a deadline two weeks from distribution and fill out the deadlines in the form before copying!
- 2) Meet with teachers and explain the program. Give them the handouts.
Teachers are welcome to order copies as well.
- 3) Teachers tell students and send home order forms.
- 4) Collect checks and forms from parents, deposit checks and send **copies of order forms** with check to
Light Publications, PO Box 2462, Providence, RI 02906.
- 5) If we receive the orders in advance of the program, we'll be sure that the books and cds are delivered on the day of the performance. A signing can be arranged, or you distribute them. If they arrive late or on the day of performance, then books and CDs will be shipped directly to the school or student.
- 6) Let us know what organization to make the check out to, and we'll send off your school's share.

Email is often the best form of communication. Drop a note to Beth Hellman beth@lightpublications.com

If you have any questions, please don't hesitate to call us at 401-272-8707.

Thanks and enjoy!

Light Publications School Fund Raiser Checklist and Timeline

Fill this out to help the process along
Total time from start to finish - 6 weeks

Date Packet Received _____

- Letter to school
- Letter to teachers
- Order Form For Parents
- PA Announcements

Choose whether order forms will go out prior to visit or on day of/after visit _____

Set Return Order Form Deadline Date _____

Write **deadline and school name** on original order form _____

(Extra copies at <http://www.lightpublications.com/groups/>)

Then Photocopy Forms _____

Give Teacher's handouts and order forms _____

(Encourage teachers to buy books and audio too!)

Make PA Announcement #1 _____

Send forms home with youngsters _____

Make PA Announcement #2 _____

Collect Checks and Forms (1 week later) _____

Receive Books and CDs (Approx 2-3 weeks later) _____

Distribute Books and CDS (ASAP) _____

Receive check and accounting from Light Publications _____

When done: Throw out all the extra stuff. (ASAP) _____

NOTE: Copies of all information and forms at <http://www.lightpublications.com/>

HANDOUT LETTER TO TEACHERS

We're doing a simple and educational fundraiser. No candy, no wrapping paper. In the near future, author and storyteller Mark Binder will be coming to our school. We think that the students and parents will enjoy sharing his work – and a portion of the sales goes back to the school.

What do you do?

- 1) Listen to one of the cds. Read stories from the books.
- 2) Tell your students about the fundraiser.
- 3) Pass out order forms for the parents
- 4) Collect the checks and forms from the parents
- 5) Distribute the books CDs when they arrive.

(Mark will be signing copies on the day of the event.)

NOTE: Please feel free to order copies for your own library, and as gifts for friends and family.

About Mark Binder

Mark Binder is an author, a storyteller, and a nice guy.

His first novel **The Brothers Schlemiel** tells the story of Abraham and Adam, identical twins confused from birth. His classic collection, **The Bed Time Story Book** has just been reissued. His book, **A Hanukkah Present**, was the finalist for the National Jewish Book Award for Family Literature. His recent autobiography is entitled, **It Ate My Sister** (and other family stories).

Mark is a former newspaper and magazine editor as well as an award-winning author, recording artist and storyteller. He performs at festivals, theaters and other venues around the United States for adults, families and young people. He is the founder of the American Story Theater, and has taught a college course in "Telling Lies" at the Rhode Island School of Design.

He holds a third degree black belt and teaches and practices Aikido, the martial art for peace. In his spare time he bakes bread and makes pizza.

He lives in Providence, RI with his sweetheart and three children.

More information as well as audio and written samples at
<http://www.markbinder.com/>

PA ANNOUNCEMENTS

IF handouts are done before Mark Binder's appearance:

ANNOUNCEMENT 1

Today you will be receiving information about buying books and audio books by Author and Storyteller Mark Binder. Mr. Binder will be visiting our school soon, and would like to share his work with you and your family.

ANNOUNCEMENT 2 (Day before forms are due)

Remember to bring in your order forms for Mark Binder's books and CDs tomorrow. Mr. Binder will be visiting our school soon, and will be happy to sign copies.

IF handouts are done after or on day of Mark Binder's appearance:

ANNOUNCEMENT 1

We hope you enjoyed the visit with author and storyteller Mark Binder. Today you will be receiving information about buying his books and audio books. Please tell your parents how much you enjoyed the event, and let them know which books you would like to share with them.

ANNOUNCEMENT 2 (Day before forms are due)

Remember to bring in your order forms for Mark Binder's books and CDs tomorrow. Mr. Binder will be mailing back signed copies as soon as the order is complete.