

## "I'M DREAMING OF A CATHOLIC CHRISTMAS" BOOK AND FILM FAIR GUIDELINES

To help make your **IGNATIUS PRESS "I'M DREAMING OF A CATHOLIC CHRISTMAS" BOOK & FILM FAIR** event go smoothly, here are a few suggestions and guidelines:

### **Before the event**

1. Check with your parish priest, school principal, or organization president to find the best dates to set up your "**I'M DREAMING OF A CATHOLIC CHRISTMAS" BOOK & FILM FAIR** materials. Some ideas might be after Masses; during fellowship (coffee and donuts) gatherings; at special school or parish events; during parent/teacher conferences; science fairs; be creative – make it your own special event! **Please note: Other non-Ignatius Press products cannot be sold in conjunction with your Ignatius Press "I'm Dreaming of a Catholic Christmas" Book & Film Fair.**
2. Determine how many **Ignatius Press Catholic Book & Film Fair** catalogs you will need. Please be conservative with your estimates.  
**For Parishes:** About 20-30% of the number of families in your parish is a good estimate. If you have questions, feel free to contact me. We recommend that you distribute catalogs (after Masses, at parish meetings, etc.) approximately one to two weeks before you host the "**I'M DREAMING OF A CATHOLIC CHRISTMAS" BOOK & FILM FAIR**. Attach a Catalog Letter to each catalog with your parish's information about the event. There are sample Catalog Letters at the [www.ignatius.com/catholicchristmas](http://www.ignatius.com/catholicchristmas) website. Be sure to keep some catalogs to have available at the event. We will also supply you with additional order forms to have at the event.  
**For Schools:** Please plan on sending one catalog home with each child in your school; plus one for each staff member. Be sure to keep some catalogs to have available at the event. We will send additional order forms to have at the event. Attach a Catalog Letter to each catalog with your school's information about the event. There are sample Catalog Letters at the [www.ignatius.com/catholicchristmas](http://www.ignatius.com/catholicchristmas) website.  
**For Organizations:** Please figure one catalog for each member of your organization. Be sure to keep some catalogs to have available at the event. We will send additional order forms to have at the event. Attach a Catalog Letter to each catalog with your organization's information about the event. There are Catalog Letter templates at the [www.ignatius.com/catholicchristmas](http://www.ignatius.com/catholicchristmas) website. Just download, fill in your information, and print. Additional order forms and master order forms are also available at [www.ignatius.com/catholicchristmas](http://www.ignatius.com/catholicchristmas).
3. Fax your agreement form to us at least four weeks before the dates of your "**I'M DREAMING OF A CATHOLIC CHRISTMAS" BOOK & FILM FAIR** (8 weeks for our Canadian neighbors) so that we can ship your products, catalogs, order forms and promotional materials in time to distribute catalogs and display promotional materials.
4. **NEW!** You now have the option to purchase your display products **only** at a **45% discount from our retail prices if you opt to keep all display products, returning none for credit.** This option also allows you to customize your list of products. All subsequent orders will be at the usual 30% (20% for *Faith and Life* and *Image of God* series; no discount for the Didache books). See below. If you would like this option, you **must** fill out the **Agreement - 45** form and fax it to us. **This option is only available when placing your order for your display products and can result in hundreds of dollars of additional profit! Not to mention saved return shipping costs! Please see the Product Profit List on the website for details. If you would like to customize your product display, you MUST contact me (see contact information at end of these guidelines) before faxing your agreement.**
5. **You will have six weeks to conduct your Catholic Book & Film Fair.** On your agreement form you will see a place to put start date and end date. **Your end date must be within six weeks of your start date. All sales orders should be faxed or called in to Ignatius Press and any materials to be returned should be shipped back to Ignatius Press by the end date. Final payment should be made immediately after receiving the credit memo for any returned merchandise. This may be after the six-week deadline.**
6. Check on the sales tax laws in your state. If your church or school does not have a resale certificate from your local sales tax authority, please contact that authority about your plans well in advance.
7. In states which exempt churches and schools from sales tax, please supply a copy of the sales tax exemption certificate. If we do not receive one with your order, we will need to charge sales tax in the following states: **CA, CO, MI, MO, and ND.**
8. **When you receive your products from Ignatius Press, be sure to check the inventory with your invoice (the pink and yellow sheets) packed inside one of the cartons. Let us know immediately if there are any irregularities. Please be sure to check all subsequent orders and let us know immediately if anything is missing!**
9. Be sure you have enough volunteers to cover the times you would like to offer the materials for sale.
10. Advertise your event in bulletins and newsletters; display posters in your church, school, and area businesses; run an ad in local newspapers; advertise on local Catholic radio stations; and don't forget to ask permission to put posters and

bulletin announcements at other area churches. Be sure to ask your parish priest to announce your **Catholic Book & Film Fair** at Mass.

### **at the event**

1. Have adequate table space to display the materials (we recommend at least four 8-foot rectangular tables – 3 for product display and 1 for order taking).
2. We recommend scheduling at least 4 people to work each time slot you have set for selling merchandise. Two people should be available to answer questions, encourage sales and assist customers in filling out order forms. Two should work at the order-taking table.
3. **NEW!** We will supply you with sign-up sheets for customers to fill in their e-mail addresses to receive our e-mail special announcements and/or names and mailing addresses to receive **FREE** catalogs from Ignatius Press. You can print additional sign-up sheets from the [www.ipbookfairs.com](http://www.ipbookfairs.com) website. As a thank you to you, our **Catholic Book & Film Fair** hosts, we will reward you with **free books**, so be sure to put the sign-up sheets in a prominent location! Look for your **SIGN-UP REWARDS** materials to arrive under separate cover.
4. If some of your books come wrapped, you may remove that wrapping. Do **NOT** remove the wrapping from CDs or DVDs. **You will receive one 4-minute CD Sampler for the Cat Chat CD series. Be sure to open that one and bring a portable CD player to play it for your customers. Please display the Cat Chat flyer next to the CD player.**
5. Provide those who are assisting with sales a copy of the product list (available at [www.ignatius.com/catholicchristmas](http://www.ignatius.com/catholicchristmas)) or a **Catholic Book & Film Fair** catalog with order form so they have easy reference to the Ignatius Press product names and list prices. **Please note: All prices are in U.S. currency.**
6. **Please do not put price stickers on the products since you may want to return unsold merchandise to Ignatius Press for credit.** You may, however, use small Post-it Notes to label products with prices. These come in a variety of bright colors and are easy to remove. Please be sure to remove them before returning any products to Ignatius Press. You can also print the name of the book, product code and price on a 3 x 5 card and place one inside each book like a bookmark so customers can easily see the necessary information to order.
7. If you would like a set of Table Signs that have product names and prices, you may download these from our website – [www.ignatius.com/catholicchristmas](http://www.ignatius.com/catholicchristmas) – to display with the materials. Please print them on sturdy card stock so they can be tented for easy display.
8. Have a cash box with change available.
9. Have calculators or adding machines, pens and pencils handy.
10. Remember: checks must be made payable to your church, school or organization.
11. Credit cards may not be used unless your church, school, or organization has a credit card merchant account at the church's, school's, or organization's bank.
12. If you take orders on products from other Ignatius Press catalogs or from the Ignatius Press website, be sure your customers write those items in on the order forms inside the **Catholic Book & Film Fair** catalogs sent to you. They should **NOT** use the order forms from other Ignatius Press catalogs. All orders must be turned in to you and placed through your group in order for your church, school or organization to receive credit.
13. Additional **Catholic Book & Film Fair** order forms have been sent to you. If customers have removed the order form from the catalog to place their order, you can replace it with a new order form for new customers. If customers wish to order additional items not listed on the order form and need additional space, a supplemental order form and supplemental master order form as well as the main order form and master order form can be downloaded from our website – [www.ignatius.com/catholicchristmas](http://www.ignatius.com/catholicchristmas).
14. **Please Note: Special incentive offers in other Ignatius Press catalogs or on the website do not apply to this event.**
15. Some have found it helpful to use a 3-sheet sales order book, available at most office supply stores, in order to give receipts to the customers. You can give one copy to the customer at the sale, keep one copy for your records, and use the third copy to assemble the customer's merchandise for pick up.
16. The products you receive are to be used for display and to sell. You can take orders on those items and use them to fill orders when your event is completed. Have the customer pay at the time of ordering and be sure you have the customer's name and contact information. Let the customers know you will call them to pick up their orders (all orders will be sent to the address the original shipment was sent to) or set a date for customers to pick their orders up, leaving enough time for the shipment to arrive and for you to divide it into individual orders.
17. Encourage attendees to look through and take the **Ignatius Press Catholic Book & Film Fair** catalogs home for additional orders. Again – be sure they use the special event order forms so your school or church will receive the 30% (or 20% for *Faith and Life* and *Image of God* series; 0% for Didache books) profit, based on our retail price, on any orders you submit. Individuals sending in their own orders will not receive a discount and the order will not be considered part of the fundraiser.

### **completing your sale**

1. You will have six weeks to conduct your **Catholic Book & Film Fair**. You must place your orders and return any materials that have not sold, if you are not taking the 45% offer, within six weeks of your starting date listed on the Agreement Form.
2. When you are ready to fill your orders, complete the Master Order form included. ***Please do not forget to subtract one from the Qty column if you are using a display item to fill an order.*** You can call orders in to 1-970-493-3793 or e-mail to Neil McCaffrey - [neil@intrepidgroup.com](mailto:neil@intrepidgroup.com) or Nadine – [nadine@intrepidgroup.com](mailto:nadine@intrepidgroup.com) – or fax your completed Master Order Form to 1-800-278-3566 and we will promptly send you whatever product you need to fill the orders.
3. The invoice you received with your initial package of products reflects a 30% {or 45% if you opted not to return any display products (20% for *Faith and Life* and *Image of God* series)} discount from our retail price.
4. If you have additional orders that you have called, faxed or e-mailed in, you will receive new invoices reflecting a 30% (20% for *Faith and Life* and *Image of God* series; 0% for Didache books) discount and will need to add those amounts to your original invoice.
5. If you have merchandise you wish to return, please follow the instructions below and wait to receive your return credit memo before sending your final check to Ignatius Press. **Final payment may be sent shortly after the six-week deadline when the credit memo has been received.**
6. When you receive the products ordered from Ignatius Press, you will be responsible for separating the orders for each individual, distributing products to the customers or contacting them to pick them up.
7. **Please be sure to keep all individual order forms until you have received all products ordered and distributed them to all your customers.**
8. **BACKORDERS: If a product is backordered, please be sure to check on the status of that product if you have not received it within 3 weeks.**
9. **SPECIAL NOTE:** You may receive “Past Due” notices that are automatically generated by our computers every 30 days. Please do not be concerned about these notices if you receive them during the specified time of your sale since we have allotted six weeks for the completion of your transactions.
10. When you receive the merchandise, it is your property and you have risk of loss in the event of fire, theft or other casualty.

#### **returning merchandise**

**(Only for those who have *not* taken the 45% option)**

1. If you have unsold merchandise you wish to return, pack the product **carefully** along with a copy of the original invoice, noting on the invoice what product is being returned. You will ship the product back to us **at your expense** (we strongly suggest via UPS or some other **traceable** method), along with a copy of the invoice back to **Ignatius Press, 1331 Red Cedar Circle, Fort Collins, CO 80524.**
2. **Please do not send final payment until you receive back from our fulfillment center a credit memo covering the items you returned. Please Note: Materials returned in a damaged condition (including items that have price stickers or the evidence of stickers on them) will not be credited to your account. If you have used Post-it notes for price tags, please be sure to remove them before returning product.**
3. Upon receipt of the credit memo, simply deduct the amount on the credit memo from the amount of the original invoice or the original plus any additional invoices and mail a check in the total net amount made payable to **Ignatius Press**, along with copies of all invoices and the credit memo.
4. Please mail the check (**all payments must be in U.S. funds**) to **Ignatius Press, P.O. Box 1339, Fort Collins, CO 80522.**

**If you have any questions, please call Neil or Nadine at 970-493-3793 or e-mail: [neil@intrepidgroup.com](mailto:neil@intrepidgroup.com), or [nadine@intrepidgroup.com](mailto:nadine@intrepidgroup.com); or contact me.**

**We thank you for partnering with Ignatius Press and wish you much success with your “I’M DREAMING OF A CATHOLIC CHRISTMAS” BOOK & FILM FAIR.**

Most sincerely,



Diane Hanson

Ignatius Press Special Events Coordinator

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