



## "I'm Dreaming of a Catholic Christmas" Book and Film Fair Catalog Sale Guidelines

### **Before the event**

1. Check with your parish priest, school principal or organization president to find the best dates to conduct your Ignatius Press Catholic Book & Film Fair catalog sale.
2. Determine how many *Catholic Book & Film Fair* catalogs you will need. Please be conservative with your estimates.

**For Parishes:** About 20% to 30% of the number of families in your parish is a good estimate. If you have questions, feel free to contact me. Please ask families to take one catalog and to return the catalog with their order so that you can give the catalogs out to other families. We will supply you with additional order forms to replace the ones in the catalogs when they have been used.

**For Schools:** Please plan on sending one catalog home with each child in your school; plus one for each staff member. We will send additional order forms.

**For Organizations:** One catalog for each member of your organization. We will send additional order forms.

Additional order forms and master order forms are also available at

[www.ignatius.com/promotions/catholicchristmas/](http://www.ignatius.com/promotions/catholicchristmas/).

3. Fax your agreement form to us as soon as you have your dates so that we can ship your catalogs, order forms and promotional materials right away.
4. 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.
5. 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 have to charge sales tax in the following states **CA, CO, MI, and ND**.
6. Advertise your catalog sale in parish bulletins, school announcements, newsletters and by placing posters in key locations.

### **tips for success**

1. Encourage those who take catalogs home to gather additional orders from family members and friends.
2. Include a letter with each catalog that explains what the money raised will be used for and the date the orders must be turned in to you. You will find a Catalog-Only sample letter on the [www.ignatius.com/promotions/catholicchristmas/](http://www.ignatius.com/promotions/catholicchristmas/) website that you can download and personalize with your information, make copies and attach to each catalog.
3. Remember: checks must be made payable to your church, school or organization.
4. Credit cards may not be used unless your church, school or organization has a credit card merchant account at their bank.
5. 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. Individuals sending in their own orders will not receive free shipping and the order will not be considered part of the fundraiser. Additional *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 another customer. If customers wish to order additional items 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/promotions/catholicchristmas/](http://www.ignatius.com/promotions/catholicchristmas/).

6. ***PLEASE NOTE: Special promotional prices in other catalogs and on the website DO NOT apply to the Catholic Book & Film Fair. Please remind customers they are receiving free shipping (Ignatius Press pays shipping on all products sent to you) as well as supporting a great cause!***
7. 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 contact them to pick up their orders (all orders will be sent to the address the catalogs were sent to) or set a date for people to pick their orders up, leaving enough time for the shipment to arrive. When the products arrive, you will be responsible for dividing them into the individual orders.

### **completing your sale**

1. When you are ready to place your orders, complete the Master Order form included. You can call orders in to **1- 888-615-3186** 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.
2. The invoice you receive with your shipment of materials will reflect a 30% discount (20% for *Faith and Life* and *Image of God* series; no discount on any of the Didache books) from our regular retail price. You will send one check for that amount along with a copy of your original invoice to Ignatius Press.
3. We will allow a total of six weeks from the date you plan to start for you to complete your catalog sale. If you have additional orders after you have sent in the first Master Order, you may send in additional Master Orders within that time frame and receive the same discount.
4. Please make your check payable to **Ignatius Press** and mail to: **Ignatius Press, P.O. Box 1339, Fort Collins, CO 80522.**

**If you have any questions, please call Neil or Nadine at 1- 888-615-3186 or e-mail: Neil - [neil@intrepidgroup.com](mailto:neil@intrepidgroup.com); Nadine - [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 *IGNATIUS PRESS CATHOLIC BOOK & FILM FAIR* catalog sale.**

Most sincerely,



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