



"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 **Catholic Book & Film Fair** materials. Some ideas might be after Masses; during Catholic Schools Week; 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 Catholic Book & Film Fair.**
2. In order to achieve the greatest success with your **Ignatius Press Catholic Book & Film Fair**, it is highly recommended that you hold your Fair for more than one day. Many of our most successful schools offer week-long events and parishes offer the display for at least two or more weekends.
3. 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 **Catholic Book & Film Fair**. Attach a Catalog Letter to each catalog with your parish's information about the event. There are Catalog Letter templates at the www.ignatius.com/promotions/catholicchristmas/ website. Be sure to order enough catalogs to have some 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 the oldest or youngest child in each family in your school; plus one for each staff member. Be sure to order enough catalogs to have some available at the event. We will send additional order forms to have at the event. These are also downloadable from the website. Attach a Catalog Letter to each catalog with your school's information about the event. There are Catalog Letter templates at the www.ignatius.com/promotions/catholicchristmas/ website.

For Organizations: Please figure one catalog for each member of your organization. Be sure to order enough catalogs to have some 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/promotions/catholicchristmas/ website. Just download, fill in your information, and print. Additional order forms and master order forms are also available at the website.

4. Fax your agreement form to us at least three to four weeks before the start date of your **Catholic 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.
5. **BUILD YOUR OWN FAIR**

We offer several program options to choose from for your "BUILD YOUR OWN" Catholic Book & Film Fair. You must decide which option you would like before faxing your agreement. These will NOT be changed after we receive your agreement.

THE FORTY-FIVE PERCENT NON-RETURNABLE OPTION

This option offers the largest number of products with the highest percentage of profit. To qualify for this option and receive a 45% discount on your initial order, your school, parish or organization must agree to purchase products totaling \$2,000 or more at regular retail costs (\$1,100 or more at the 45% discounted cost). They must also agree they will not return any products for credit.

Be sure to fill out the 45% NON-RETURNABLE agreement form. Ignatius Press has created a recommended list of our best-selling DVDs, books, CDs, and other religious materials. You will be able to go through the list and decide on the number of each product you would like to have at your Fair. Simply place that number in the quantity column of each item you want and the retail price will automatically be calculated for you in the Total column.

You must reach a total of at least \$2,000 retail from the recommended list to qualify for the 45% discount option. Once you have reached that total, if there are other Ignatius Press products not on the list that you would like to have at your Fair, you may purchase as many as you wish at a 35% discount. Just add the appropriate information, including quantity, code, and regular retail cost to the **ADDITIONAL PRODUCTS LIST**.

Once you have completed your selections, print and fax your customized list and any products on the Additional Products List along with your completed and signed agreement form to 1-800-278-3566, or attach the scanned agreement form and customized list to an e-mail addressed to dhanson@ignatius.com.

All products in your initial shipment selected from the recommended list will be sold to you at 55% of the standard retail cost (a 45% profit!) with the exceptions noted below. All products in your initial shipment selected from other sources and added to your Additional Products List will be sold to you at 65% of their standard retail cost (a 35% discount!) with the exceptions noted below. You can also take orders at your Fair for additional products customers wish to order from the *Catholic Book & Film Fair* catalog, other Ignatius Press catalogs and from the website. Orders must be placed through your Fair in order to be credited to your school, parish or organization.

All additional products ordered during your Fair will be at 70% of the regular retail cost (a 30% profit!) with the exceptions noted below.

*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!*

Payment for products must be received no later than six weeks after the START date of your FAIR as noted on your agreement form.

THE FORTY PERCENT NON-RETURNABLE OPTION

This option works the same as above, but applies to a lower total regular retail cost of products selected from the recommended list for your Fair.

To qualify for this option your school, parish or organization must agree to purchase products from the recommended list totaling from \$1,500 to \$1,999.99 at regular retail costs. They must also agree they will not return any products for credit.

Be sure to fill out the 40 % NON-RETURNABLE agreement form. Ignatius Press has created a recommended list of our best-selling DVDs, books, CDs, and other religious materials. You will be able to go through the list and decide on the number of each product you would like to have at your Fair. Simply place that number in the quantity column of each item you want and the retail price will automatically be calculated for you in the Total column.

You must reach a total of at least \$1,500 retail from the recommended list to qualify for the 40% discount option. Once you have reached that total, if there are other Ignatius Press products not on the list that you would like to have at your Fair, just add the appropriate information, including quantity, code, and regular retail cost to the **ADDITIONAL PRODUCTS LIST**.

Once you have completed your selections, print and fax your customized list and any products on the Additional Products List along with your completed and signed agreement form to 1-800-278-3566, or attach the scanned agreement form and customized list to an e-mail addressed to dhanson@ignatius.com.

All products in your initial shipment selected from the recommended list will be sold to you at 60% of their standard retail cost (a 40% profit!) with the exceptions noted below. All products in your initial shipment selected from other sources and added to your Additional Products List will be sold to you at 65% of their standard retail cost (a 35% discount!) with the exceptions noted below. You can also take orders at your Fair for additional products customers wish to order from the *Catholic Book & Film Fair* catalog, other Ignatius Press catalogs and from the website. Orders must be placed through your Fair in order to be credited to your school, parish or organization.

All additional products ordered during your Fair will be at 70% of their regular retail cost (a 30% profit!) with the exceptions noted below.

*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!*

Payment for products must be received no later than six weeks after the START date of your FAIR as noted on your agreement form.

THE THIRTY PERCENT RETURNABLE OPTION

This option allows you to host a Catholic Book & Film Fair with the option to return any unsold products at your expense.

To qualify for this option your school, parish or organization must agree to purchase products totaling from \$1,000 to a \$1,499.99 at regular retail costs. Unsold products may be returned for credit. The host school, parish or organization is responsible for shipping costs only to return products to Ignatius Press. All products shipped to you will include free shipping.

Ignatius Press has created a recommended list of our best-selling DVDs, books, CDs, and other religious materials. You must make all your selections from the RETURNABLE OPTION list only. You will be able to go through the list and decide which products you would like to have at your Fair and select up to two (2) of each product from the recommended list only. Simply place that number in the quantity column of each item you want and the retail price will automatically be calculated for you in the Total column. For the items you do not want, just leave the "0" in the quantity column.

All products in your initial shipment will be sold to you at 70% of their standard retail cost (a 30% profit!) with the exceptions noted below. You can also take orders at your Fair for additional products customers wish to order from the *Catholic Book & Film Fair* catalog, other Ignatius Press catalogs and from the website. Orders must be placed through your Fair in order to be credited to your school, parish or organization. All additional products ordered will be at 70% of their regular retail cost (a 30% profit) with the exceptions noted below.

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!

6. 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 (only for those with the 30% Option) 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.**
7. 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.
8. 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, and ND.
9. **When you receive your products from Ignatius Press, be sure to check the inventory right away 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 there are any concerns!**
10. Be sure you have enough volunteers to cover the times you would like to offer the materials for sale.
11. 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). Be sure to have your display in a prominent location that is easily accessible.
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. Our **SIGN-UP REWARDS** program is a way for your customers to receive **FREE** catalogs and e-mails from us and for your school or parish to receive **FREE** books. The **SIGN-UP REWARDS** materials are available on the website. Simply download and print as many as you need. Be sure to put the sign-up sheets in a prominent location and encourage 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. Just send your sheets to the address on the **REWARDS** form. As a thank you to you, our **Catholic Book & Film Fair** hosts, we will reward you with **FREE books and/or DVDs**,

4. If some of your books come wrapped, you may remove that wrapping. Do **NOT** remove the wrapping from the *St. Joseph Book Sets*, or any 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/promotions/catholicchristmas/) and 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. **For those who select the 30% Option: 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. Have a cash box with change available.
8. You can use the **CATEGORY** product list to group your products on display, making it easier for customers to find products and age groups they are looking for.
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 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/.
14. **Please Note: Special incentive offers in other Ignatius Press catalogs or on the website do not apply to this event. You can remind your customers they are receiving free shipping and supporting a great cause!**
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 regular retail prices, on any additional orders you submit. Individuals sending in their own orders will not receive free shipping 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, **only if you have selected the 30% Option**, 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 from the Qty column those items that you are using from your inventory to fill orders.** You can call orders in to **1-888-615-3186** – be sure to ask for Neil or Nadine and indicate the order is for a Book & Film Fair – or e-mail to Neil McCaffrey -

- neil@intrepidgroup.com or Nadine – nadine@intrepidgroup.com – or fax your completed Master Order Form to **1-800-278-3566** and we will promptly send you whatever products you need to fill the orders.
3. The invoice you received with your initial package of products reflects a 30% {45% or 40% if you opted not to return any display products (20% for *Faith and Life* and *Image of God* series)} discount from our regular retail prices.
 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. **For those who selected the 30% Option: If you have merchandise you wish to return, please follow the instructions in the next section 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
(for the 30% Option Fair ONLY)

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 total amount of your invoice(s) 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 1- 888-615-3186 or e-mail: neil@intrepidgroup.com, or 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.*

Most sincerely,



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