



ignatius press

## catholic book and film fair catalog sale guidelines a.k.a. i'm dreaming of a catholic christmas

### 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. Compile a list of emails that you can send the pdf or the link for the *Catholic Book & Film Fair* catalogs and order forms. The catalogs and order forms are also available on the website: [www.ipbookfairs.com](http://www.ipbookfairs.com).
3. Fax your agreement form to us as soon as you have your dates so that we can send your posters to you 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, FL, MI, MO, NC, ND, TX, VA and WI**.
6. Advertise your catalog sale in parish bulletins, school announcements, newsletters and by placing posters in key locations.
7. **Please note: In order to receive the 30% profit on the retail sales of Ignatius Press products, your total retail order must be \$300.00 or more.**

### tips for success

1. Encourage participants to gather additional orders from family members and friends.
2. Attach 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.ipbookfairs.com](http://www.ipbookfairs.com) website that you can download and personalize with your information, make copies and attach to each email.
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 their own 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 **Book & Film Fair** order forms. 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. Order forms and master order forms can be downloaded from our website – [www.ipbookfairs.com](http://www.ipbookfairs.com).
6. **PLEASE NOTE: Special promotions and 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 your great cause! Also, there are some products that have limited or no discounts available, including certain religious education materials, DVD sets and other materials. If you have questions, please check with us before ordering.**
7. Have your customers 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 on your agreement form) 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 organizing 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. **Be sure to have your account number (on the top of the invoice sheets you received with your catalogs) handy.**
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 **as long as your retail purchase totals \$300.00 or more.** You will send one check from your parish, school or organization 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. **NOTE: If you are conducting a Fair at Christmastime, please check with us for deadlines to have your order to us in time to receive products before Christmas.**
5. 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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