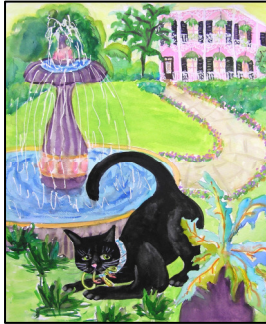


Gullah, The Nawleans Cat Meets Katrina

FUNDRAISING WITH GULLAH

ON THE OTHER SIDE OF THE ROOF



When “*She came to town*,” Katrina took the lives of over 1200 people. Thousands of animals perished and over one million Americans were displaced.

Valuable acres of wetlands were lost, 80 miles of the Mississippi coastland was totally wiped out; Mobile, Alabama was flooded.

In New Orleans alone, between 150,000 to 200,000 homes were completely destroyed and across the Gulf countless thousands have been left destitute. Little Gullah, knowing he was homeless, had almost lost hope when he made his discovery on the other side of the roof.

The shining moments of any storm are when friends help friends to survive. Your charitable organization, club, school, church or group can see that spirit live on by using our discount plan for the children’s book to help others.

Here are some tips that will help you understand how to use *Gullah, the Nawleans Cat Meets Katrina* as a fundraiser. (And we do mean “FUN” raiser!)

This information will help you and your committees make a decision about whether our book will work for you.

PLEASE READ THIS INFORMATION VERY CAREFULLY.

1. Before taking orders, notify me of your intent to use Gullah’s book as a fundraiser and I will check with our publisher, to make sure books are available.
2. You must place your order through me and I will forward it to the publisher for you. This will enable you to receive your appropriate fundraising discount.

FAX your order to: 1-800-518-0896

3. You receive a 40% discount on orders of 10 to 100 copies and 50% on orders over 101 copies.

Your cost per book is \$7.77 on orders of less than 100 copies and \$6.48 on orders of more than 101 books.

MINIMUM FUNDRAISING ORDER, 10 COPIES.

Gullah, The Nawleans Cat Meets Katrina

4. You may set your own price for the book. The recommended retail price is \$12.95, which is an excellent value for a unique children's picture book with 16 exquisite, full page watercolor illustrations.
5. We recommend you place a small order first, so you have books for your members to show their friends and family, and then place a larger order after you know how many you will need.
6. Shipping costs, which vary, will be added to your order. You can "guesstimate" approximately .50 to \$1 per book, depending on where you live. Obviously shipping costs will be more expensive for customers who are farther away from Florida, where the warehouse is located.
7. **BOOKS ARE NONRETURNABLE.**
8. Payments are made to the publisher, Hart Street Publishers and are due upon receipt of your shipment. A fee of 2% per month will be added for late payment. Enclose a copy of your invoice with your payment.
9. Your supporters will want their books well in advance of your fundraising campaign. Allow a short time period to order, 7 to 10 days is ample. Try to time your sales campaign close to a pay period. Ask your customers to prepay their order.
10. Whether or not you need to add sales tax to your customers' orders depends on the laws in your state.
11. Use the sample letter in the fundraising package to send home to your supporters. Run off as many copies as you need. Attach a sheet or two of the fundraising order form to each letter.
12. **START EARLY.** An Open House or seasonal fairs are ideal times to sell books or take orders. Put up a display about *Gullah, The Nawleans Cat Meets Katrina* where it can be viewed easily.
13. Send a press release to your local newspapers. (Sample enclosed in this kit.) Complimentary articles your newspaper may use are available at www.GullahMeetsKatrina.com. Ask your newspaper to take a picture of some of your members holding copies of the book.

GETTING MEDIA COVERAGE REALLY HELPS SELL BOOKS.

14. If some of your members have businesses, ask them to put a display up so customers may order books too.

IMPORTANT REMINDER: Children should NEVER go door-to-door to sell products.

Gullah, The Nawleans Cat Meets Katrina

When your books arrive:

1. Count your shipment and report shortages or damages to Hart Street Publishers immediately. Upon accepting your shipment, ask the delivery person to record any damages to boxes at that time. Make sure you have received the correct number of boxes indicated on your invoice.
2. Prepare your book orders for delivery by placing orders in ziplock bags along with the customer's order form.
3. Send your payment to **Hart Street Publishers**
P. O. Box 50055
Jacksonville Beach, FL 32240

After your campaign ends:

Include an update in your newsletter or the community newspaper about the fundraiser. Thank your volunteers and the community for their support. Let readers know how much money was raised and what it will be used for. Thank you for considering *Gullah, The Nawleans Cat Meets Katrina* as your fundraiser.

Please call me if you have any questions: **Nancy Murray 904-646-3746.**

Gullah, The Nawleans Cat Meets Katrina

Dear _____,

We are going to be selling the picture story book *Gullah, The Nawleans Cat Meets Katrina*.

And best of all, your support not only benefits our program but helps rebuild the Gulf Coast after the devastating Hurricane Katrina.

Although this charming story of the mischievous petite cat from the French Quarter, is essentially a children's story, the nostalgic inclusion of the musical, culinary and cultural heritage of New Orleans makes it a treasure for adults as well. The unique 32 page book contains sixteen lovely watercolor paintings by the celebrated Gulf coast artist Sandy Ford.

Storyteller author Nancy Murray, a native Floridian acquainted with hurricanes, wrote the book from her log cabin home in north Florida. Sandy created all the paintings in her FEMA travel trailer where she lived after losing her home and artist studio to Katrina's wrath. Author and artist are donating a portion of all sales to credible Katrina relief programs.

We are selling *Gullah* for \$_____.

You'll find an order form attached. Your order must be returned by

_____.

We hope you will ask family, friends, and co-workers if they would like to order too. If you would like to see our sample copy of the book, please ask

_____.

You can see a copy of the cover and the book's illustrations in Gullah's website:

www.GullahMeetsKatrina.com

Thanks for your help with our fundraiser!

Sincerely,

Gullah, The Nawleans Cat Meets Katrina

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Date _____

City _____

Gullah, The Nawleans Cat meets Katrina

A UNIQUE FUNDRAISER

_____ (Insert name of your organization) has an exciting new fundraiser. They are selling the book, Gullah, The Nawleans Cat Meets Katrina in order to raise money for _____.

_____ (Insert your spokesperson's name) says the children's picture story book is unique as a fundraiser because it has a double mission. Not only does it help raise funds for the projects of individual groups, but a percentage of the book's sales go to Katrina relief organizations that are rebuilding the Gulf Coast.

Author Nancy Murray says Gullah's story, the fictionalize account of a family pet lost in a storm, mirrors the actual life experiences of thousands of children, "grown-ups" and animals who lived through the worst natural disaster ever to hit the United States of America. "If history can be poured into a tea-cup, the better to know it, Gullah's story does just that."

Children aren't the only ones who fall in love with the little black cat who has the bad luck to be caught in Hurricane Katrina. Adults, captivated by the mischievous Gullah and the bighearted Kitchey-Gee are delighted to find New Orleans' musical, culinary and cultural heritage celebrated within the pages. A genuine nostalgia stirs.

The sixteen watercolor illustrations in the book were created in a FEMA travel trailer by Gulf Coast artist Sandy Ford who lost her home and studio in Katrina. Even without a connection to New Orleans or the Gulf Coast, readers are touched by this simple story where hope triumphs over calamity.

This 32 page picture story book is being sold for _____. (insert price here)

You may order a copy by calling _____ at _____. Books are also available at

_____.