

Need Money?!



Of course!

Every nonprofit is looking to raise money. This cancer center had a capital campaign with a goal to raise millions of dollars for a new facility. They used BookWear® to tell their story, plus an appeal for donations. An image of their proposed building was on the "book" cover. It was mailed like a thick postcard to 2,800 potential donors, inviting them to the groundbreaking. It was so successful at bringing people in that they placed rush orders for more "books" right through the end of the campaign. Inside was a puzzle of the building plus a tri-fold card that gave more information about their services and a map to the groundbreaking. They raised millions of dollars and gave a testimonial praising BookWear®'s effectiveness at getting people's attention and bringing in donations. **SUCCESS!!** This building is complete and beautiful!

An effective book title for a fundraiser with puzzle inside is
"You're the Missing Piece!"

BookWear! tell your story

February 2017 Newsletter

"Adventure is worthwhile in itself."

Amelia Earhart

"Commit to Greatness" 12 Years of UGA Recruiting



The University of Georgia ordered 11,500 "books" in January, for the 12 year in a row! They've ordered as many as 22,000 per year. We hear they're setting enrollment records. They love this little package. It gets mailed out like a postcard to accepted students. It's a surprise that lands on their desk and gets their attention. They read it and open it. The back of this cover says "Commit to Greatness". Inside are Georgia sunglasses and a card titled "Commit to Your Future" with a list of dates and actions the student needs to take. It makes **Fun and Effective** marketing/recruiting! It works! We want to help you get customers like this!

UGA Law

In addition to their general admissions "book" (above) The University of Georgia School of Law also uses BookWear® for recruiting. This cover has a big "Welcome" to new students on the back along with dates and addresses for application. Like UGA, the University of Southern California admissions department has also used BookWear® for 12 years, and their Gould School of Law does too. Great minds think alike, because BookWear® works so well.

