

**Hug
or be
Hugged**
www.prisms.org



PRISMS FUNDRAISER

BOOK SALE

A Book Sale is an easy and quick fundraiser to add to just about any other fundraiser event you are planning. Or simply have do this on its own during a community event.

Approximate Planning Time: 1 month in advance

Approximate Volunteers Needed – 10 (3 for set up, 1 for register, 1 for bagging, 2 for offering assistance to guests, 3 for cleanup) You may need to adjust according to the size of your sale.

Step 1:

Determine if you are adding this to one of your current fundraisers or find a local community event that is being held. If you would like to do this at a community event, be sure to check with the event planner to make sure that you can participate in this way.

Step 2:

Request friends to donate unwanted books for the sale or have a local collection point (for this you would need to get approval and provide a large container).

Step 3:

Price your books reasonably and set up using a collapsible table. It would be great to possibly have a banner at your table to let people know that the proceeds will support PRISMS. Provide some awareness material about SMS.

Suggested price:

\$.50 for paper back

\$1.00 for hard back

If you have several books at the end of the day you could have the patrons fill a bag for \$5.00 per bag.

Step 4:

After the event, donate any leftover books to a local shelter or senior center.

Here are some ideas on how to promote your Book Sale:

E-Mail a flyer	E-mail a flyer to your distribution list. Try to include anyone in the area that may be able to attend your event
Post on Social Media	Post the flyer on your Facebook, Twitter and Instagram and even local Facebook community sites and request that it be posted on the PRISMS Facebook page. Encourage friends to share the information
Share on your Website	Request that PRISMS share information about your fundraiser on the PRISMS website.
Print, Post and Pass Out Flyers	Post flyers on community boards in common and community areas.
Questions	Contact Casey Gorman at cgorman@prisms.org

Here is a sample invitation letter to share on via email or social media:

Hello _____,

In an effort to raise awareness for PRISMS (Parents and Researchers interested in Smith-Magenis Syndrome) we are planning a Book Sale!

Here are the details:

Location: _____

Date: _____

Time: _____

Price: \$.50 for paperback and \$1.00 for hardback

We hope that you are able to attend! If you aren't and would simply like to make a donation, you can do so by going to our website www.prisms.org and clicking on the tab "Donate Now" at the bottom of the home page.

PRISMS is a non-profit organization dedicated to providing information and support to families of persons with Smith-Magenis Syndrome (SMS), sponsoring research and fostering partnerships with professionals to increase awareness and understanding of SMS. Our Federal Tax Identification Number is 54-1652029.

Thank you for your time and we hope to see you there!

Here is a sample letter to share with local new and used book stores:

Dear _____,

We are in the process of planning a Book Sale to raise awareness for PRISMS (Parents and Researchers interested in Smith-Magenis Syndrome). I'm writing you this letter to request book donations. We would greatly appreciate anything you are willing to share and would be happy to coordinate a date and time to pick up the donations.

Here are the details:

Location: _____

Date: _____

Time: _____

For more information about PRISMS, please see our website at www.prisms.org. In addition, if you would like to donate to PRISMS, you can do so by going to our website www.prisms.org and clicking on the tab "Donate Now" at the bottom of the home page.

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Thank you for your time and we hope to hear back from you.

Sincerely,

**Here is a sample of a thank you letter to send to bookstores or volunteers
for their help in making the book sale a success:**

Dear _____

I wanted to personally thank you for your time and effort to assist us with the PRISMS Book Sale. We appreciated your help and wanted to let you know that we raised \$_____. Those funds will assist PRISMS in ongoing research of Smith-Magenis Syndrome. Without your help, this wouldn't have been possible!

Thanks again for your time and assistance!

Sincerely,
