



How to Host a Cookbook Fundraiser

Cookbook sales are a fantastic fundraiser because cookbooks are useful and last forever! This type of fundraiser is especially successful with community groups like social clubs, retirement centers, and church congregations.

Identify Your Cooks:

Reach out to your group members asking them for their favorite recipes. You may want to limit the number of recipes per person or limit them to a particular category such as appetizers, entrees, or desserts.

Create a Template:

You're going to want a uniform cookbook, so create a standard template for your cooks to fill in their recipes. Also have everyone submit their recipes electronically by a specific date for you to compile the final book.

Try Out the Recipes:

Host a potluck dinner at your home or community center. Have guests bring the dish they're contributing to the cookbook, so everyone can sample their recipe. You can also take pictures of each dish to include with their recipe. This party would be a great time to get group input concerning recipe order in the cookbook.

Timing of Your Cookbook:

Pick a good time such as around the holidays to market your cookbook. Encourage people to purchase them as gifts for friends, family, teachers, etc.

Advertise the Book:

Make regular announcements and post order forms in your community center or church. You can also send email reminders to spread the word. It's best to get orders in advance so you know the number of copies you need before you send it to print.

Printing the Cookbook:

Try to get a local copy center to donate or discount print services for your book. Offer them an ad on a prominent page in the book in exchange for printing services.

Contact your local Autism Speaks office for autism-related materials to display at your event, such as brochures and Walk Now for Autism Speaks banners.