



Financial illustration of a collaborative book project to raise donations of \$20,000.

Twenty contributors pay \$1995 to showcase their knowledge and expertise and their personal brand/business in a book representing the organization. This can be individuals or organizations that have contributed to success and growth of the organization. It is a way to leave a legacy by recording the story. It could be the stories of children or parents that have had their lives changed by the generosity of the donor. It could be a large organization that wants to sponsor a story like this.

$\$1995 \times 20 = \$39,900$ – all these funds must be collected by the organization manager before work commences and contracts must be signed.

My project fee including all writing coaches, editors, publishing and distribution and designers' costs = \$19,900

Funds raised from the book project - \$20,000.

Additional fund opportunities:

Contributing authors agree to donate all royalties from retail sales to the cause. The book will launch as an Amazon Best seller worldwide with a specific marketing strategy that has been used over the last 10 years to guarantee that books become a Best Seller on the launch day.

Authors can buy the book for their own use and promotional use at wholesale price from the organization. The organization buys the book at print cost and therefore makes approx. \$4 profit per book sale to the authors and the authors buy the books at 50% off retail. It is a win win as the authors make 50% profit when they sell the book themselves (i.e., a \$20 retail price book would cost \$10 at wholesale). This means they can also raise funds for their own causes from the book sale, or they could donate back that profit.

The organization can raise funds by selling books directly to their sponsors and supporters. If the book is sold for \$20 and the print cost is \$4 that is \$16 profit per book sale. This gives an easy way to make a small donation to the organization. Special editions in colour or bigger format could be published for special contributions. A book launch event is recommended (live if possible) to raise funds by selling books and having the contributors autograph their chapter (story) in the book.

Examples of projects that have used this model and raised funds this way:

[Diana Reyers - Influence Publishing](#)

Women's charity that helps women to feel a sense of worth by sharing their story of abuse. Most women who are featured in the book were sponsored by a Woman's shelter organization.

[Christine Awram - Influence Publishing](#)

Women's Empowerment organization called A Woman of Worth – raises funds through the books for Women's foundation. We are now working on book 9 of the series. Each book features 15 women. In the last three years WOW has raised over \$200,000 for charities just from author contributions.

[What is a collaborative book? - Influence Publishing](#)

For more information on how the model works to raise funds and more book projects.