

“It’s A Disaster!” book preparedness programs benefit Whole Communities



Fedhealth Services Corp can help your agency or organization coordinate the resources of public-private partners to do **community wide** custom book projects and benefit local communities’ emergency management and first responder agencies, nonprofits, businesses and the general public.

Up to **300** (or more) **extra full color glossy** pages can be added to Fedhealth’s 266-page [It’s A Disaster! manuals](#) so communities can personalize books with your own title, logos, maps, emergency plans, special needs data and more, and FSC can work with Chambers and other business groups encouraging members to place ads inside for pennies on the dollar. The money raised will purchase books **PLUS** allow you to share revenue with local first responders, Chambers, Rotarys and others.



For example...

- Partner with your city and county officials and Local Emergency Planning Committee to help decide what emergency data and messages should be added to books for public education;
- Partner with your Chambers, Rotary Clubs, Kiwanis and others and have their members advertise in books and share ad revenues as undedicated cash donations back with those groups (*see example below*);
- Encourage advertisers to give discounts, freebies, coupon and QR codes on day-to-day products and services to help incentivize the public and save them money on supplies and daily needs;
- Split ad revenues between various groups helping coordinate the project (*percentages can be whatever you want them to be and given to whatever groups & agencies you decide*).

Say your community wants **20,000 books with 250 pages of color ads @ \$0.16 full page**
(Total cost to advertisers: \$3,200 full page [4"x7"] color ad / \$1,600 1/2 pg / \$800 1/4 pg / \$400 1/8 pg)

Gross Revenue collected from ads	\$ 800,000	<i>(20,000 books x .16/pg x 250 pgs = \$40/bk)</i>
- cost of books delivered in US	- \$ 140,000	<i>(20,000 x \$7.00 dlvd in continental US)</i>
- 20% to chambers, Rotarys, etc.	- \$ 160,000	<i>(share a % of Gross Revenue)</i>
- 20% to FSC	<u>- \$ 160,000</u>	<i>(to manage project/ads with all partners, etc.)</i>
Amt for coordinator, responders, etc.	\$ 340,000	<i>(for project coordinator, EM, Fire, Police, etc.)</i>

Or say your community wants **5,000 books with 250 pages of color ads @ \$0.16 full page**
(Total cost to advertisers: \$800 full page [4"x7"] color ad / \$400 ½ pg / \$200 ¼ pg / \$100 1/8 pg)

Gross Revenue collected from ads	\$ 200,000	<i>(5,000 books x .16/pg x 250 pgs = \$40/bk)</i>
- cost of books delivered in US	- \$ 35,000	<i>(5,000 x \$7.00 dlvd in continental US)</i>
- 20% to chambers, Rotarys, etc.	- \$ 40,000	<i>(share a % of Gross Revenue)</i>
- 20% to FSC	<u>- \$ 40,000</u>	<i>(to manage project/ads with all partners, etc.)</i>
Amt for coordinator, responders, etc.	\$ 85,000	<i>(for project coordinator, EM, Fire, Police, etc.)</i>

- Give books to chambers, advertisers, schools, Scouts, EM, Fire, Police or Health Departments, volunteer groups, churches and others to help disseminate materials to your local communities.

Nothing is cast in stone so be creative with this customizable program and FSC can help manage your book project. The goal is to generate excitement so businesses line up year after year to be involved in something so beneficial to the community and something so affordable ~ especially since books and ads stay in front of people year-round. And, by offering extremely discounted ad rates as shown above, it allows all sizes of businesses to participate. The public will look forward to the latest book each year that helps them save money on day-to-day products and services.

It's a true **Whole Community Preparedness program** that generously funds nonprofits, agencies, volunteer groups, civic clubs and others while helping our nation become more prepared and resilient.

As FYI, we do need to print a minimum of 20,000 units at a time so if your community does a smaller project (e.g. 5,000 units and up), we'll just bundle it with other print jobs.

Please call FSC today at **520-907-2153** to plan out a book project for YOUR community and let's make a difference together!