

COALITION to utilize the new book—

“WHAT WILL HAPPEN TO ME?”

by Howard Zehr and Lorraine Stutzman Amstutz
Portraits by Howard Zehr

Summary

Nationally-recognized experts Howard Zehr and Lorraine Stutzman Amstutz have authored a new book entitled *“What Will Happen to Me?”*

The book includes wonderful portraits of a number of children of the incarcerated, along with their thoughts and reflections, in their own words (see description sheet).

The publisher (Good Books) is offering to make this new book available to various agencies and organizations for their projects/work/ministries, at progressively attractive discounts (as listed below). Dee Ann Newell is acting as consultant for this Coalition.

These books may:

- A) be re-sold by the agencies to their constituencies at full price;
- B) be re-sold at a reduced price (even a greatly reduced price) to their constituents;
- C) be distributed free of charge to persons in their constituency; or
- D) a combination of A, B, and/or C above.

If “profits” (margins) are generated by any of this, the organization may keep that margin for use by their organization’s visions and projects.

These books may NOT be re-sold by any of the organizations in the Coalition to bookstores or to any other retail outlet not affiliated with that specific organization.

A. Rates for Individual Partners

If an individual agency or organization orders the new book *“What Will Happen to Me?”* (\$14.95, 96 pages, quality paperback, full-color throughout, 8½" × 9½") from Good Books, discounts are as follows (with free freight to U.S. addresses):

- 10 copies or more – 20% off the standard retail price – (\$11.96 per copy)
- 50 or more – 30% discount – (\$10.47 per copy)
- 100 or more – 35% discount – (\$9.72 per copy)
- 300 or more – 40% discount – (\$8.97 per copy)

- 600 or more – 45% discount – (\$8.22 per copy)
- 1,000 or more – 50% discount – (\$7.48 per copy)
- 5,000 or more – 55% discount – (\$6.73 per copy)

B. Special Combined Rates for the Coalition

• If the cumulative initial orders from all Coalition participants equals 50,000 or more copies of *“What Will Happen to Me?”*, all firmly ordered in advance of January 31, 2010, **then ALL participants will be able to buy this new book for the very low price of \$4.49 each (with free shipping to U.S. addresses).**

Under this scenario, all participants of the Coalition will be eligible to continue to order the book on an ongoing basis for \$4.90 each, regardless of the quantity of each order (minimum of 10 copies per order) and free freight for any orders of 100 copies or more to U.S. addresses.

• If the cumulative initial orders from all Coalition participants equals 100,000 or more copies of *“What Will Happen to Me?”*, all firmly ordered in advance of January 31, 2010, **then ALL participants will be able to buy this new book for the even lower price of \$3.99 each (with free shipping to U.S. addresses).**

Under this scenario, all participants of the Coalition will be eligible to continue to order the book on an ongoing basis for \$4.40 each, regardless of the quantity of each order (minimum of 10 copies per order) and free freight for any orders of 100 copies or more to U.S. addresses.

If these cumulative orders are not achieved, then Coalition participants may continue to order at the Individual Rates listed under Section A above.

C. Additionally—

1. For all participants in the Coalition who place firm advance orders of 1,000 or more copies of this new book before January 31, 2010, they will be thanked and listed in the book itself (participants may clarify the wording of their identification for the listing).

2. The book will be designed in such a way that each copy can be stickered on the back cover with a sticker identifying the participating agency or organization. Good Books will make available to all concerned the template of a sticker which can be printed and applied to the back cover of the book, if the agency or organization finds this option helpful.

If you have any additional questions, contact Dee Ann Newell at deeannlr@aol.com or by calling 501/366-3647.