

# THE FRP JUNIOR LEAGUE COOKBOOK AWARD

**Purpose of the Award: To enhance awareness and recognition of the success of Junior League cookbooks and the contributions provided to their communities.**

Cookbooks have played an important role in the Junior League for more than fifty years, providing a stable source of funding for countless community service projects and an ongoing training opportunity for volunteers through leadership, business and community development. In the publishing industry, the Junior League is credited with launching community cookbooks into the major leagues of cookbook publishing and preserving a genre of publishing that began with women during the Civil War. Millions of copies of Junior League cookbooks have been sold, generating millions of dollars for communities all across America. As a committed partner in the community cookbook publishing industry, FRP salutes the Junior League cookbook program and would like to honor the Junior League that conducts the most successful cookbook program with an annual award. Each League can submit one cookbook. FRP will present the winner with a cash award of \$5,000 to help the League fund continuing cookbook marketing programs and production. The award will be presented May 14, 2005 at the AJLI Awards Banquet during the AJLI Annual Conference in New Orleans, Louisiana.

FRP has appointed a panel of judges that will execute the judging process and determine the winner of the 2004 award. The Judging Panel consists of five members appointed by FRP and each serving a predetermined term. Members will possess past cookbook and/or Junior League cookbook experience and a working knowledge of the cookbook development and marketing processes. The panel will be asked to evaluate the entry forms and participate in discussion via conference calls and e-mail to determine the winner. Judging will be based on the quality of the cookbook, sales generated, marketing campaign, and how the proceeds were used to benefit the community.

## **Judging Panel – Credentials**

The 2004-2005 Judging Panel is comprised of five women who exemplify not only extreme levels of community service, but a varied knowledge of the business world, including sales, marketing, multimedia television, book packaging, and publishing, in addition to their Junior League experience. Over 50 years of Junior League experience is represented in this Judging Panel spanning from New York to California. Some of the officer positions held by these judges include board of directors, cookbook chairman, communications vice president, ways and means council, public policy committee, project development chair, decorator's show house co-chair, and past president. Other leadership, volunteer activities, and related experience includes American Cancer Society, Leadership program, buyer for Bloomingdales-New York, middle school volunteer coordinator, School for Deaf Children, and United Way. In addition to these credentials, one judge on the panel is a nationally recognized expert on community cookbooks published by nonprofit organizations. FRP welcomes this initial Judging Panel and will rely heavily on its expertise and vast knowledge of community cookbooks and volunteers. Each judge is returning to serve a second term in 2004-2005.

## **Award Criteria:**

Open to **ALL** Junior Leagues with an active (not out of print) cookbook. Only one cookbook may be entered per League. Must provide six (6) complete sets of entry materials. (One per judge and one for FRP)

Complete set includes:

- \* 6 sample copies of the cookbook.
- \* 6 copies of completed Entry Form.
- \* 6 copies of completed Treasurer's Statement/Auditor's Report Form.
- \* 6 copies of completed Marketing Plan Form.

**Award:** \$5,000 cash award

**All award entries are due to FRP by January 28, 2005\*.**

Mail six (6) complete sets of entry materials to:

FRP Junior League Cookbook Award

Attn: Julee Hicks

2451 Atrium Way

Nashville, TN 37214

\* No late entries will be accepted.

# The FRP Junior League Cookbook Award

## 2004 Entry Form

All elements must be completed to be considered for the award. (Please print or type.)

Junior League: \_\_\_\_\_

League Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

League Phone: (\_\_\_\_) \_\_\_\_\_ League Fax: (\_\_\_\_) \_\_\_\_\_

Junior League E-Mail: \_\_\_\_\_ Junior League Website: \_\_\_\_\_

Cookbook Title: \_\_\_\_\_

Original Copyright Date: \_\_\_\_\_ # of Years in Print: \_\_\_\_\_

Total # of Books Printed: \_\_\_\_\_ Manufacturer: \_\_\_\_\_

Number of Members in League: \_\_\_\_\_

Previous Cookbook Awards Won: \_\_\_\_\_

In case we need to contact you regarding the entry, please provide the following information:

Your Name: \_\_\_\_\_ Junior League Position: \_\_\_\_\_

Your Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: (\_\_\_\_) \_\_\_\_\_ Work Phone: (\_\_\_\_) \_\_\_\_\_

Cell Phone: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Essay Questions** - Attach additional sheet of paper, if necessary. (500 word maximum for each essay question):

**What is the Mission Statement and/or purpose of the cookbook?**

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**List one community project you feel has benefited the most as a result of sales and profits from the cookbook. How were the proceeds used in 2004? (example: scholarships, small grants, seed money for new project, signature program, etc.)**

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**How has your League benefited from the cookbook business experience?**

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**Why should your cookbook be selected as the 2004 FRP Junior League Cookbook Award recipient?**

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# The FRP Junior League Cookbook Award

## 2004 Treasurer's Statement/Auditor's Report\*\*\*

Verification of the following items must be completed regarding the award submission. (Please print or type.)

League Name: \_\_\_\_\_

Cookbook Title: \_\_\_\_\_

Original Copyright Date: \_\_\_\_\_

Date of Last Reprint (if applicable): \_\_\_\_\_

2004 Cookbook Goal (can be listed in units or dollars): \_\_\_\_\_

Total Net Sales\* Generated in 2004: \$ \_\_\_\_\_

\* Net sales are revenues generated after discounts, tax, and freight.

Total Net Profits\*\* Generated in 2004: \$ \_\_\_\_\_

\*\* Net profits are calculated by subtracting all selling expenses (book costs, marketing, shipping, office supplies, etc.) from net sales.

Starting Inventory - January 1, 2004: \_\_\_\_\_

Ending Inventory - December 31, 2004: \_\_\_\_\_

Total Books Sold During 2004: \_\_\_\_\_

(January 1, 2004 - December 31, 2004)

Verified by: \_\_\_\_\_ (signature)

\_\_\_\_\_ (printed name)

\_\_\_\_\_ (title)

\_\_\_\_\_ (date)

\*\*\* (This report can be verified by your treasurer, organization president, board member, etc.)