The #1 Best Seller: Mindbender Books
A Unique (and Effective) Fundraiser for Your Organization!

The Mindbender Book, Volumes 1 and 2
2012 Mindbender Fundraiser Big Brain Club • PO Box 370567 • Denver, CO 80237
www.bigbrainclub.com
I would like to share a fun, entertaining and educational product with your organization. The Mindbender Book, Volumes 1 and 2, were created by top-rated radio host Dom Testa of the Dom and Jane Show on Denver’s Mix 100 morning radio. A mindbender is neither trivia nor a puzzle - it’s a daily question that requires critical thinking, a little guesswork, and maybe some good, old-fashioned luck, with the goal of making education fun and interesting. The Mindbender Book series provides good, clean entertainment for people of all ages.

Dom’s strong desire to share his philosophy of ‘Smart is Cool’ led to the formation of The Big Brain Club in 2004. This independent, non-profit foundation helps young people by providing free educational writing programs and resources to students, teachers, youth leaders and parents. Your organization will get a portion of the proceeds by selling these books as a fundraiser and a percentage of the proceeds will be contributed to The Big Brain Club. To find out more about this positive and inspirational club, please visit our web site at BigBrainClub.com.

The Mindbender Book, Volume 1, was Denver’s #1 bestselling, non-fiction paperback book in December 2011! Readers of all ages and backgrounds enjoy these books and they make great birthday gifts and stocking-stuffers.
Dom Testa is an award-winning author, speaker, and broadcaster. For the past decade he has captained The Dom and Jane Show on Denver’s Mix100, and with an audience of nearly a quarter-million people per day, he’s become an extended family member to generations of listeners. The Dom and Jane Show twice has been named Best Morning Show by the Colorado Broadcasters Association.

At an early age Dom recognized a love of writing. In his teens and twenties he wrote both fiction and nonfiction that ranged from articles and essays to short stories and (sadly, unfinished) novels. In 1999, inspired by volunteer work with local schools, he began writing what would become the beloved Galahad series. The first novel in the series, The Comet’s Curse, burst onto the scene by winning an international grand prize from Writer’s Digest Magazine and an EVVY Award for Best Young Adult Book. Published by the popular imprint Tor Teen, the Galahad series continues to garner critical acclaim and an adoring fan base of all ages.

His love of writing led Dom to work with students, and to the creation of his foundation, The Big Brain Club. What began with writing workshops and assemblies has grown into a national online community, a powerful in-school program that helps publish teenage authors, and a year-round schedule of professional presentations to student bodies and educators alike. Working in conjunction with The Big Brain Club, Dom helps teachers and parents learn how to better reach a generation that is increasingly ambivalent about the importance of reading and writing. It’s a timely message, and one that is making a difference in the lives of kids all across the U.S.

Dom Testa continues to live in, and love, Colorado, where he leads an active outdoor lifestyle and is active in the community. He has a grown son, and a Ficus tree that’s been with him for more than 20 years.
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A Mindbender Fundraiser Leader should be a teacher, parent, or other individual affiliated with the organization.

Principle duties and responsibilities of this volunteer position follow:

1. Read and review all Mindbender fundraising materials.
2. Determine incentives for the participants.
3. Train the participants in the selling points of the Mindbender books, setting goals, taking orders and collecting monies, sales techniques, and safety guidelines.
4. Place permission slips in the Friday folders, and include a “return by” date. Please ensure that each participating youth has a signed permission slip before he/she sells any Mindbender books.
5. Distribute Mindbender book order forms when signed permission slips are received.
6. Remind participants of the due date for all orders.
7. Collect completed order forms, compile the organization’s total order, and determine the allocation of incentives.
8. Collect checks and cash from each youth for all ordered books.
9. Pay for your organization’s Mindbender books by bank check or money order to the Big Brain Club.
10. The Big Brain Club will deliver the books to your location and drop them off with the Mindbender Fundraiser Leader.
11. Distribute the books to the participants.
12. Award incentives to the appropriate participants.
CALENDAR AND CHECKLIST

DATE: ____________________________

1. The organization’s Mindbender Fundraiser Leader receives training.

START SELLING MINDBENDER BOOKS

1. Remember: A participant must turn in a signed permission slip before he/she can take book orders. Please ask parents to completely fill out the permission slips. NO MONEY IS COLLECTED AT THIS TIME.

DATE: ____________________________

1. Initial order taking ends. As you place your order, please remember that your organization is responsible for all of the books that are ordered.

2. Books may not be returned or exchanged.

3. All monies collected from the book orders are due to the Big Brain Club no later than this date.
MINDBENDER TRAINING FOR PARTICIPANTS

By the end of this training, participants should understand:

1. All about the Mindbender books – introduce who publishes the book and how the Big Brain Club helps our community.
   a. Review the books with the participants, and talk about the selling points and why a potential buyer would be interested in purchasing the books.
   b. Review the students’ incentives – exciting options this year!

2. Personal goal setting for sales.
   a. Goal setting is the key to success with the Mindbender Fundraiser.
   b. Brainstorm ideas about goal setting.
   c. Ask each participant to set goals and share them with family members.

3. Order taking.
   a. Before a participant receives an order form, make sure you have a permission slip signed by the youth’s parent/guardian.
   b. The selling price is __________. The organization keeps __________ per book, depending on the volume. Make sure the participants understand that the more books the participants sell, the more money the organization can make.
   c. Explain how participants will take book orders using the order form.
   d. Ask the participants to fill out the front of their order forms, using only their first names.
   e. Remind the participants that they may begin taking orders on __________ (date) and can continue throughout the fundraiser.

4. Preparation for selling.
   a. Ask the participants to practice selling the books, by rehearsing what they will say to potential customers. They can do this with one another and with family members.
   b. Suggest that the youths introduce themselves, state that they are selling books for a fundraiser, and explain what their organization will do with the proceeds from the sale of the books.
   c. Participants should be familiar with the books and make suggestions on how the books can be enjoyed. For example, the books make great stocking-stuffers, party ice breakers, entertainment during family get-togethers, etc.
   d. Suggest buying books for gifts and parties.
MINDBENDER TRAINING FOR PARTICIPANTS

5. Selling techniques and guidelines.
   a. Suggest door-to-door selling in neighborhoods with which the participant is familiar.
   b. Reach out to family and friends.
   c. Encourage participants to accompany family members to work with their order forms.

6. Payment collection guidelines.
   a. Participants will sell each book for $_______. No more, no less.
   b. At the time of a sale, the participant must collect the appropriate amount of cash or a check for the books the customer orders.
   c. When a customer gives a check to a participant for payment, the check should be written/paid to the organization.
   d. It should be absolutely clear that the monies collected from the book sales belong to the organization and not to the individual participant.

7. Safety rules.
   a. Participants should identify themselves as members of the Big Brain Club.
   b. Youths should be familiar with the neighborhoods where they sell.
   c. Participants should only sell during daylight hours.
   d. An adult must accompany a youth when selling the books.
   e. Participants should never enter a customer’s home.
   f. Participants should never give out their name, address or phone number. Only the Mindbender Fundraiser Leader’s name and phone number can be given out.
   g. Youths should not carry large sums of money when they are taking orders and collecting monies for the books

8. Delivery.
   a. Let the participants know when and where they will pick up their books.
   b. Remind the participants of their obligation to deliver all of their books to their customers.
IMPORTANT DATES TO REMEMBER

Please observe our key deadlines.

DATE: __________________________

The organization’s Mindbender Fundraiser Leader receives training.

DATE: __________________________

The Mindbender Fundraiser begins!
Remember: A participant must turn in a signed permission slip before he/she can take book orders. Please ask parents/guardians to completely fill out the permission slips.

DATE: __________________________

Orders and the collection of monies are completed.

1. Before you place your order with the Big Brain Club, make sure the amount of monies collected agree with the number of books ordered.

2. Books may not be returned or exchanged.

DATE: __________________________

Ordered books are delivered to the organization.

1. Books will be delivered to the organization, which will then distribute them to each homeroom.
PAYMENT PROCEDURES

Please observe the following payment procedures.

1. Payment by bank check or money order should be made by your organization only, to Big Brain Club.

2. All monies collected from the book orders are due to the Big Brain Club before the books are delivered to your organization.

ORGANIZATION PROCEEDS

Based on a minimum of 100 books sold

<table>
<thead>
<tr>
<th>Number of Books</th>
<th>Proceeds per book</th>
</tr>
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<tbody>
<tr>
<td>100-499</td>
<td>$4.00</td>
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<tr>
<td>500+</td>
<td>$5.00</td>
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CALENDAR AND CHECKLIST

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td></td>
<td>Train the organization’s Mindbender Fundraiser Leader.</td>
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<td></td>
<td>Establish sales incentives.</td>
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<td></td>
<td>Train the participants.</td>
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<td></td>
<td>Place permission slips in Friday folders.</td>
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<td></td>
<td>Collect signed permission slips, and distribute order forms.</td>
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<tr>
<td></td>
<td>Participants begin selling.</td>
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<td></td>
<td>Finalize sales, and collect all order forms, cash and checks.</td>
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<tr>
<td></td>
<td>Place the order with the Big Brain Club for all books sold. Payment is due before the book delivery.</td>
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<tr>
<td></td>
<td>The Big Brain Club delivers the books to the Fundraiser Leader.</td>
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<td>Distribute the books to the participants.</td>
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<td></td>
<td>Award incentives to the appropriate participants.</td>
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PERMISSION SLIP

__________________ requests permission for your minor child _________________________ to participate in The Mindbender Book Fundraiser:

___________________________________________________________________________

Date:__________________________

Location________________________________ Phone Number:_______________________

Organization Information:

Leader name:______________________________________________

Phone number:______________________________________________

Contact Address______________________________________________

Participant Information:

Name:______________________________________________________

Address:_____________________________________________________

Phone number:________________________________________________

Date of Birth:________________________________________________

Parental Information:

Name of Parent or Guardian:________________________________________

Address:______________________________________________________

Home Phone:_____________________Work Phone:____________________

Relationship to child:___________________________________________

Permission Notice:

My son/daughter ______________________________ has permission to participate in The Mindbender Fundraiser on___________________________.

____________________________________________ ___________
(Parent’s Signature) (Date)

By signing this form, I declare that I am the legal parent/guardian of the minor child listed above and authorized to grant such permission.
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<tr>
<td>$ Money Received</td>
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<tr>
<td>Student Name</td>
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<td>Cash</td>
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<td>Check</td>
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THE MINDBENDER BOOKS!
VOLUMES 1 AND 2

A FUN-DRAISER TO BENEFIT DENVER ACADEMY!

Fun for you, help for our school.
The Mindbender Books are a collection of hundreds of the best questions from the most popular radio contest in the world.

Here's an example:

*On an average day, this mode of transportation carries more people in the world than any other.*

Did you guess cars? Planes? Bicycles? Well, the answer is: *elevators.*

Now you see the beauty of the Mindbender. The answer can be most anything, and the fun can be had by all.

Buy a copy of this #1 bestseller and support Denver Academy!

Written by award-winning author (and local radio legend) Dom Testa, a portion of the proceeds also benefit The Big Brain Club, Dom’s non-profit foundation that provides free programs and resources to Colorado schools.

Denver Academy

Denver Academy is one of the leading schools for students with learning differences in the United States.

We now serve approximately 370 students in grades 1-12. With small class sizes (14 students or fewer), students thrive and experience academic success.

Our beautiful 22-acre campus is located in suburban Denver and provides an idyllic setting for academic and extra-curricular pursuits.

But that doesn’t happen by itself! We rely on fundraisers like this to help support the wide array of programs available to our students. Join the movement!

The Mindbender Book Volume 1
Price: $10.00
Quantity __________
Total Cost __________

The Mindbender Book Volume 2
Price: $10.00
Quantity __________
Total Cost __________

Name ____________________________________________
Address __________________________________________
Contact Information (phone or email) ________________________

Please Make All Checks Out To: BIG BRAIN CLUB. Thank You.