

# Create a customer recipe collection



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Want to raise money for a club that you sponsor? Put together a cookbook with recipes from the PTA, neighborhood association, or other group and create an effective, collectible fundraising tool.

### What you need

All you need to create a professional-looking final product is a computer, a printer, a scanner, and basic desktop publishing software or a downloadable cookbook template. Then, follow the steps below to turn your recipes into a keepsake that will be treasured (and used!) for years to come.

### Choose a theme

Focus on a central idea rather than trying to create a master volume of every recipe in your group’s repertoire. This approach also sets the stage for additional recipe collections in the future. Consider themes such as these:

- ① A holiday or event: A “Company Name” Family Christmas or A Picnic in the Park with the “Company Name” Little League
- ① A type of food: Favorite Cocktails or 50 Quick Appetizers
- ① A favorite style of cuisine: Around the World or “Company Name” Cooks Italian

Your theme should be broad enough to generate plenty of contributions, but focused enough to give your recipe collection a distinct identity.

### Round up the recipes

Make it easy for everyone to submit recipes by creating a simple template you can send by e-mail. Explain your theme (if you’ve chosen one) and, for each recipe, be sure to ask everyone to include:



- 🕒 A personalized title that includes the contributor's name
- 🕒 A complete list of ingredients with measurements (even if they're approximate)
- 🕒 Step-by-step instructions for preparation
- 🕒 Approximate number of servings the recipe will make
- 🕒 Ideas for presentation or accompaniments
- 🕒 Stories or memories associated with the recipe
- 🕒 Photos of the finished dish or the person it came from

If you wish, use a recipe card template, which contributors can print and fill out by hand. When you receive the completed cards, you can scan them and add them to your cookbook pages for an old-fashioned, handwritten touch.

### Bring it all together

Once you've collected your recipes, cut-and-paste, scan, or type them into one document. And consider organizing them into chapters for easy reference.

You might follow the style of traditional cookbooks and organize by courses, or arrange them by categories within your chosen theme.

For each recipe, include an extra page for photos and any stories you've collected. It's also a good idea to include space for people to enter the new stories that are sure to come once people start using your cookbook.

### Print and bind your book

Once you have all of your cookbook pages ready to go, peruse each page to make sure everything is in order and in the right spot. Then follow these tips for printing:

- 🕒 Print your pages on high-quality, heavyweight paper to ensure a long-lasting cookbook.
- 🕒 Choose paper with a matte finish, which will be less likely to pick up fingerprints and smudges than those with a glossy finish.
- 🕒 Use a heavier paper stock for the front and back covers, or laminate these pages for durability.
- 🕒 If you want to go all out, consider laminating all pages to protect them from spills and stains.
- 🕒 To bind your pages together, a copy shop that offers spiral binding is your best bet. It's inexpensive, durable, and allows the reader to lay the book flat for hands-free reading while they're cooking. Or, try one of these ideas if you'd like to bind the book yourself:
  - 🕒 Use a hole punch to make three holes evenly spaced along the left-hand edge of your printed pages. Then, secure the pages together with metal binder rings.
  - 🕒 Use a hole punch to make six holes (grouped in three pairs) along the left-hand edge of your pages. Then, use three pieces of string or ribbon to tie the pages together from front cover to back cover (see illustration).



- 🕒 Use a store-bought three-ring binder to compile your cookbook. You can also use clear plastic sleeves to protect your recipe pages.

### Enjoy a feast!

Once you've completed your cookbook, take time to read through it and try out some of the recipes. Give copies away as gifts. And be sure to save your files so you can print more copies and add recipes for future editions. You'll be amazed how something so simple and inexpensive can turn into such a valuable piece of history.

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