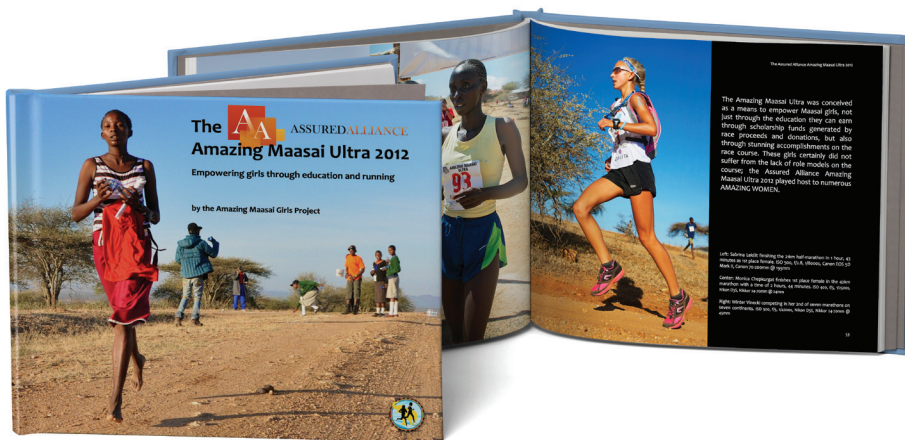


“ The ability to outsource the entire supply chain—print-on-demand, order fulfillment, shipping—was the critical decision factor for a group such as ours. Plus, Blurb ships to 70 countries and enables us to offer the book in various formats—including as an ebook. All of this was huge in helping us draft, promote, and sell the book.”

Paul Ark, Board Member



Amazing Maasai Girls Project & Blurb



Tool:

Blurb BookSmart®

Format:

Standard Landscape, Softcover

Size:

8x10 in (20x25 cm)

The people behind the Amazing Maasai Girls Project, a 501c3 nonprofit, are far flung—Nairobi, Shanghai, the U.S.—but their mission to help fund the education of Kenya’s young Maasai girls is central to all involved. So when it came to getting more mileage out of the project’s primary fundraising activity, an annual ultra-marathon through the Maasai countryside, the project team turned to Blurb.

Funding Scholarships and Raising Awareness with Blurb Books

Paul Ark, a board member and the official race photographer, said the initial purpose of their Blurb book was to create a memento of the 2011 Amazing Maasai Ultra Race for participants. “We felt a book commemorated the experience in a way that is more meaningful or enduring than a few digital snapshots,” he said. But what Ark didn’t foresee is the way the book took off. Racers and volunteers bought the book for themselves, families, and friends—with \$10 from every book sale going to the scholarship fund.

“Of the 20 four-year scholarships we awarded to Maasai girls after our 2011 race, one was funded almost entirely from proceeds from our first Blurb book.”

Paul Ark, Board Member



An Impressive Intro for Donors

Ark also reports that the book has served as an extremely effective marketing tool: “It shows sponsors that we’ve arrived; we have a track record of success and we’re sufficiently organized to publish our own book—one that looks professional and has the quality to match.” The book has been an effective way of visualizing the inspirational experience and expanding the footprint of the event. And after only a few months, their Blurb book commemorating the 2012 race had already raised enough money to fund a one-year scholarship.

An Easy, Cost-Effective Way to Publish

Ark says that he and the project’s founders chose Blurb after researching and rejecting other publishing options. “We looked into finding a publisher in China, and while that might have brought down unit costs, we discovered it would ultimately cost us more in time and efficiency.” The book has also been a great tool for garnering press for the upcoming race, which will take place in September. “We’ve been pleased with the Blurb experience and are looking forward to putting out our third edition after our 2013 race,” says Ark.

For more examples of business books made with Blurb, visit: Blurb.com/business

About Blurb®

Every company has a story to share with their customers. Blurb® is a creative publishing platform that unleashes the creative genius inside everyone. Blurb’s platform makes it easy to design, publish, market, and sell professional-quality books, catalogs, and magazines in both print and digital forms. Through its bookstore and online marketing tools, Blurb enables businesses to sell and share their work.

Founded by Eileen Gittins in 2005, Blurb includes a team of design, Internet, and software veterans who share a passion for helping businesses bring their stories to life. To date, Blurb has shipped over 6.5 million books to 70 countries. In 2010, Blurb was ranked the fastest growing media company on the Inc. 500. Blurb is based in San Francisco with an office in London.