

“ Blurb BookSmart is easy to use. I was able to customize the layouts, which made working with all the art submissions much easier. And having Blurb collect payments, then print and ship the books as they're ordered means that I can spend my time creating and managing the project.”

Sara Harley, Paws For Charity Volunteer



Paws for Charity & Blurb



Tool:

Blurb BookSmart®

Format:

Standard Landscape, Softcover

Size:

8x10 in (20x25 cm)

What do you get when you combine a good cause with a great book and the power of social media? Great fundraising results. Just ask Sara Harley, a Blurb book maker since 2008. In 2009, Harley began using her book making skills for good causes, creating books as fundraisers for designated charities. For the past few years, Harley has recruited artists and photographers from around the world to donate their images of animals for use in “Paws for Charity,” a bestselling Blurb book that raises funds for an animal shelter in Nova Scotia.

Non-Profit Uses Social Media and Blurb Book to Successfully Raise Funds

Both the scope of the project and the amount of money raised for the charity have grown every year. The 2013 “Paws for Charity” book is on track to be the most successful yet. “In the three months since it’s been published, the book has already raised nearly \$1500 for the animal shelter,” says Harley. The year is not over yet and neither are the sales. Harley says that “Paws for Charity” continues to get airplay on social media and the artists themselves are finding inventive ways to promote and sell the book.

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

“ With the book preview tool, people can view and flip through the book’s pages online, anywhere, anytime. It builds a prospective buyer’s confidence—they can see what they’re getting; they know it’s a quality book.”

Sara Harley, Paws For Charity Volunteer



Blurb's Embeddable Promotion Tools Spur Sales

Harley says that one hundred percent of the book's marketing was done with social media using Blurb's free digital promotion tools, which include an embeddable online book preview and Blurb badges. Harley embedded both on the Paws for Charity Facebook page and her blog—and she encouraged all artists participating in the project to post and share the badges and the online preview on their social network accounts. Harley believes Blurb's online book preview tool made all the difference in the world when it came to sales.

A Smart Choice for a Small Non-Profit

Recruiting, reviewing, and organizing submissions from artists in such far-flung locations as New Zealand, Canada, England, and the United States is a big job. Harley says she couldn't have produced and sold the book without a platform such as Blurb. The book is even inspiring incremental fundraising efforts. "A shelter where one of the contributing artists volunteers will be pairing the book and the artist's photo as an auction item in their upcoming gala event," says Harley. The event, she adds, is appropriately themed as "Catsino Night."

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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.