

Parent's letter



Puffin Book Club A/C No: <0001234567>
January 2012

Dear Parent,

With your help we can stock our shelves with brand new books!
Shop with Puffin Book Club and...

You will save money as every book is **half price or less!**

We receive **50% commission** on your order to spend with Puffin Book Club!

Spend £15 and you can choose a fantastic activity book **absolutely free** with your order!

You can order online or use the catalogue and your books will be delivered to school **free of charge!**

Please place your order by:

Remember to quote our school's Puffin Book Club number. You can pay by card, cheque or postal order made payable to Puffin Book Club. Please do not send cash.

Best wishes,

<Name & surname>

Puffin Book Club Coordinator

Visit www.puffinbookclub.co.uk to find out more!

Coordinator's Newsletter



Name
Address 1
Address 2
Address 3
Address 4
Address 5
Address 6

3 January 2012

Dear <UK Coordinator>,

2012... a new year and a new look for Puffin Book Club!

Welcome to 2012 and your new look Puffin Book Club magazine! As the year begins, we are as proud as ever to be able to bring you the best of children's books at amazingly affordable prices. In the new magazine little ones will love our Octonauts and Gruffalo books while young readers will be excited to get their hands on titles from LEGO and Horrid Henry. With half price books from favourites including David Walliams and Michael Morpurgo too, now's the time to encourage parents to buy top reads for their kids so that you can earn 50% commission to spend on valuable books for the whole school to enjoy!

Get the most for your school with the minimum effort!

Step one... Give each child a Puffin Book Club magazine with a copy of the Parent's Letter & pin up your posters for everyone to see

Step two... Visit your school's account at www.puffinbookclub.co.uk and open your group order online. Remember to add a 'return by' date

Step three... When your closing date arrives, go online and close your order. Place any order forms together with payments you receive in the prepaid envelope provided & post it to Puffin Book Club

Step four... The group order will be delivered within 7 working days of receipt. Orders will be individually bagged to make distributing them easy!

We know that the new year is a busy time at school, but our scheme is so easy to run that you'll have earned lots of commission before you know it!

With best wishes for a wonderful 2012,
The Puffin Book Club Team

Your school
commission
statement

January 2012

Puffin Book Club A/C No
0001234567

Current commission
£100

No. of group orders
placed in academic year
3



1



2



3



4



5