



Custom Branded Booklets and Newsletters for Your Organization

Set yourself apart from your competitors with our affordable, engaging education materials

We are excited to announce that we are now offering customization of our publication *Nature Gave Us Butterflies, Hospice Edition, Nature Gave Us Butterflies, Standard Edition, The Whisper of the Fallen Oak, The Nature of Grief, Nature Gave Us Dragonflies* and the *Tending Grief* newsletter series. A custom product adds to the professional image of your agency and sets your organization apart from the rest.

Custom Booklet Details:

Your booklet will have your organization's logo on the front cover, and all your desired contact information on the back cover, along a smaller version of your logo. We work with your company logo and our existing design to create a cover that complements your branding. This may involve changing the colors of the existing artwork to match or coordinate with your branding. We work with you until you are satisfied with your design. Customized booklets have the same inside pages as the non-custom versions. **Our minimum order is 500 for booklets.**

Newsletters:

The content of the custom newsletter is identical to the non-custom version. Customization of your newsletter includes: 1) adding your logo to the headliner on the front page of all 7 issues in the series, and 2) adding your logo to the return address panel on the back of the newsletter along with your address and any other demographics you would like to add in this area (Bereavement Coordinator name, phone number, email address, website address, etc.). **Newsletters have a minimum order of 700 (100 of each of the 7 issues).** Custom newsletters are delivered folded in half, then in thirds, so it is ready for mailing in an envelope or standalone mailer secured with clear wafer stickers..

Initial Set Up Fee:

Upon initial ordering, there is a graphic design set up fee. The fee for booklet cover design and set up is \$100.00, and the fee for newsletter design and set up is \$175.00. We do not upcharge this fee—we charge you exactly what the graphic designer charges us. This is a one-time fee that will not be charged with subsequent orders, unless changes are necessary in future orders, or you have extensive changes and design requests.

Proof:

Email us your high-resolution logo and branding kit (if you have one) and our graphic designer will get to work customizing your booklet or newsletters. Upon finishing, we will send you an electronic proof for your approval. We pay close attention to detail and will work with you to create a beautiful publication that reflects your company image. Once approved, custom orders are not returnable due to their custom nature.

Our mission is to create tools that help the patient, families, caregivers, and the hospice professional. We want you to be proud of the booklets and newsletters that you distribute with your organization's name, and we will work diligently to create materials that represent you well. We will ask you to sign a custom order agreement prior to beginning the customization process. A down payment of 50% and a signed Customization Agreement is due prior to beginning the process.

Please contact us at 636-541-6336 to ask further questions or begin your customization process!