

Hello

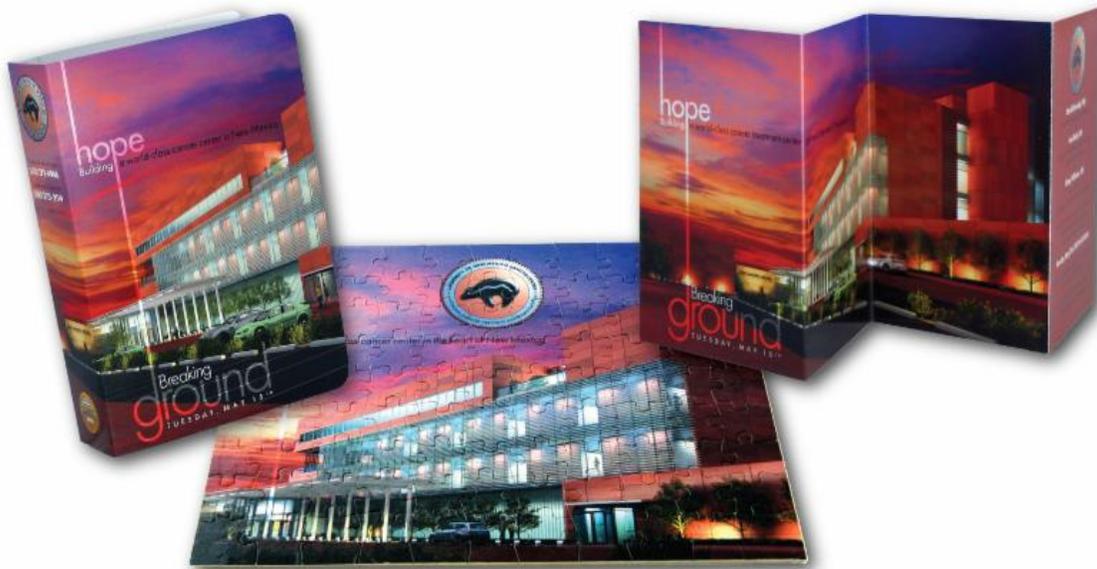
**"CONGRATULATIONS,  
You're A Dragon Now!"**



That's a great lead line for an accepted student to see. Printed on a little "book" with a surprise shirt inside it will raise the heart rate and enthusiasm of any prospective student. DigiPen Institute of Redmond, Washington has been using this form of recruiting for years. The text on the back of the book reads, "We're excited you've decided to continue your educational journey with all of us here at DigiPen! We wanted to give you something to show off your #DigiPenDragon pride to all of your friends and family while you count down the days to the beginning of the fall semester. In the meantime, here are a few things you can do before the start of classes: ..." It goes on to give details about joining the Facebook page, registering for the open house and other events. What a great ticket to the DigiPen life for a student of the Class of 2019!

***Design your own Prototype "book".***

**BookWear**  
TELL YOUR STORY



## ***Need Money?***

Of Course! Every nonprofit needs to raise money. This cancer center commenced a capital campaign to build a new facility with a goal of millions of dollars. They used BookWear® to tell their story and to appeal for donations. An image of their proposed building was on the book cover. It was initially mailed like a thick postcard to 2,800 potential donors, inviting them to the groundbreaking. It was so successful at raising enthusiasm and \$\$ that they placed rush orders for more "books" several times. Inside was a puzzle of the building plus a tri-fold card that gave more information about their services. It included a map to the groundbreaking. They raised millions of dollars.

An effective byline to any puzzle package is "You're the Missing Piece."

---

PPAI 233342 SAGE 69978 UPIC Book1122

STAY CONNECTED:

