

IMPACT BOOKS

**FUNDRAISING BOOKS FOR
CHARITIES NO COST - JUST INCOME!**



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IMPACT Books: High-Value Fundraising Support for Charities

Welcome

You've been invited to explore Impact Books, a selective, high-value publishing opportunity for small to medium-sized UK charities. Each book we create represents approximately £2,500 worth of production and promotional work, gifted to qualifying organisations as a tool to raise funds, build awareness, and share your mission with the world.

With a maximum capacity of just 26 books per year, we can only work with charities that demonstrate public engagement, transparency, and a commitment to outreach. If accepted, you will receive a fully produced, published, and promoted fundraising book at no cost.

Before You Apply

This is not an automated service. Every application is reviewed manually. Selection is based on the clarity of your mission, your history of public support appeals, and your willingness to share your story in a compelling and public-facing way.

We are looking for causes that are: proactive, visible, and deserving of a platform. Please take time to read through this pack before completing your application at writepublish.co.uk/impact-books.

IMPACT books – Charity Book Content Checklist

Please use this checklist to gather and send everything needed for your fundraising book. The sooner we have your content, the sooner your book can start raising funds.

Your Story

- A short summary of your mission
- How your charity began
- What you do differently (your “why”)
- Challenges you’ve faced
- Recent success story or breakthrough

Real Voices

- Staff bios and reflections – they tell their stories – behind the scenes.
- Volunteer quotes or stories (e.g. “what moment has stayed with you?”)
- Beneficiary stories or quotes (who or what are you doing this for, etc.)
- For animal charities, feel free to playfully “voice” your animals

Photos

- High-quality images: animals, events, team, behind-the-scenes moments
- Label all images (e.g. “Jessie the dog with Sophie, Volunteer, 2022”)
- Include descriptions: Is the animal still with you? Was this a key event? What’s happening in the photo?
- Any disasters, recoveries, or moments that shaped your charity? Include those too
- Archive photos are welcome

Donation & Contact Links

- Donation page links (PayPal, JustGiving, etc.)
- Sponsor or Wishlist links
- Website and “Get Involved” page
- Any page where supporters can contact you directly

Social Media & Videos

- Facebook, Instagram, TikTok, X (Twitter), YouTube links
- YouTube or TikTok playlists are ideal
- Any video content, news coverage, or press mentions

Shop, Events & Merch

- Online shop URL (if you sell merch)
- Fundraising ideas or events coming up
- Any items, tokens, or thank-you gifts linked to donations

Tone & Direction

- Would you like the book to have a serious tone? Gentle humour? A bit of both? Let me know
- You provide the content, I take full creative lead (unless advised otherwise at the start)
- Once production starts, I work uninterrupted, back-and-forth edits slow down income generation

Important Note

Your book won't carry any big branding. No logos on the cover. This is **your** story. Write Publish Books appears only where legally required (in imprint and back page credit).

The faster you provide the content, the faster your book can start raising funds for your cause.

What You Receive:

- A custom-designed book to raise funds and awareness
- Fully published on Amazon KDP, at no cost to you
- Promotional support via podcast, blog, and social media
- QR-coded links to your website, donation pages, and videos

What You Provide:

- Compelling stories and photos
- Your donation/contact/social links
- A willingness to publicly promote your book

IMPACT books Participation Agreement

On the basis of your organisation being selected This document outlines the mutual understanding and responsibilities between Write Publish Books (hereafter referred to as 'Impact Books') and your organisation (the 'Participant') regarding the creation, publication, and promotion of your Impact fundraising book.

Information Sharing & Project Workflow

Upon acceptance into the Impact Books program, the Participant agrees to submit the necessary materials (stories, photographs, donation links, quotes, etc.) in a timely and organised manner. Where possible, all content should be submitted at once. If further material is expected later, this should be clearly communicated at the time of submission.

Impact Books will confirm a project start date based on current scheduling. This date may be up to four weeks from acceptance. Production typically takes 2–3 weeks, depending on the quality and completeness of submitted material.

Royalties & Payments

You will receive a guaranteed 10% of the cover price of each book sold. If Amazon's take is less than 70%, the remainder will be added to your royalty automatically.

Write Publish Books takes a flat 20% share per book to cover production and promotional labour. Amazon typically retains around 70%, but this can vary.

Royalties are paid monthly. Payments can be made via bank transfer or via our preferred method, PayPal.

Acceptance of Terms

No signature is required for this agreement. Acceptance of these terms is implied upon submission of materials for book creation. By sending content to Impact Books for the purpose of initiating production, you acknowledge and accept the terms outlined in this agreement.

Communication & Delays

A clear and ongoing flow of information is essential. Should communication cease without explanation for more than 14 days after your project start date, your book project may be paused or removed from the active schedule.

We understand charities are often stretched, if delays are expected, simply let us know, and your slot can be rescheduled where possible.

Frequently Asked Questions

You may have questions, or someone on your team might. These FAQs will help clarify the offer.

Is this really free?

Yes. Write Publish Books covers all production, publication, and promotional costs. We take on all risk so that you don't have to.

How much do we earn per book?

You receive a guaranteed 10% of the book's cover price, typically £1.00 to £1.50 per copy. This is paid monthly via royalty reports.

Why do you take 20%?

We are committed to producing 26 books per year. Each book costs us approximately £2,500 in time, tools, design, editing, formatting, and promotional labour. This equates to an annual investment of £65,000 from Write Publish Books. We take 20% of the cover price to gradually recover those costs, you earn profit from the first copy.

Each book takes around 50 hours to produce and promote, equivalent to £2,500 in commercial service value. You earn from the very first copy. We don't break even until 1,250+ copies are sold.

Can we negotiate the royalty rate?

No. The 10% minimum royalty is fixed. However, if you'd prefer to pay the £2,500 upfront, we can reverse the share, you keep 20%, we keep 10%.

How do you promote the book?

Your book gets a landing page, blog post, SEO listing, podcast feature, TikTok and social media promotion, all free of charge.

What if we're not selected?

Don't take it personally. Our time and capacity is limited. If you are not selected, it may be due to timing or capacity, not a reflection of your worth.

How to Strengthen Your Application

There are 150,000 UK charities and only 26 IMPACT books produced each year, that might seem like poor odds, however, with a few very easy steps, you can exponentially increase your odd of success

Increase the chances of acceptance by:

Link to recent fundraising appeals

We only work with active organisations who have a qualified need for this service, if you have a history of being proactive, this drives your application forwards.

Show active public engagement (social media, events)

If you attract comments, shares, and healthy interaction, and those interaction are positive, and free of divisive politics etc, your likelihood of acceptance increases further.

You will be active on a spread of platforms, and you should be willing to establish and maintain a YouTube, and populate with content over time, ie, funding appeals, behind the scenes, etc.

Tell your story clearly and openly

If you are passionate about your own cause, and share your story freely, and inform your patrons about your activities with openness and transparency, which significantly strengthens your application. It will be expected that you inform people via newsletter and your own social activity about your book, if you accept that, your odds increase.

Positive Feedback

We perform our due diligence to ensure your social and public image is overall positive, if it proves to be, then your odds of acceptance are further heightened.

I wish you the best of luck.

writepublish.co.uk/impact-books

Disclaimer

Impact Books is a project of Write Publish Books. Inclusion is by application only.

Ready to Apply?

Visit : **writepublish.co.uk/impact-books**

Prefer to Do It Yourself?

If you love the *Impact Books* concept but would rather create your book independently, we fully respect that, and we want to help you do it without getting scammed.

There are a lot of services that will charge you thousands of pounds (cumulatively) or outright overcharge from day one, only to underdeliver, impacting your cause, so if you've decided to not avail of the free Impact books service, we would like you to stand the best possible chance of achieving your fundraising goals should you want to do this yourself.

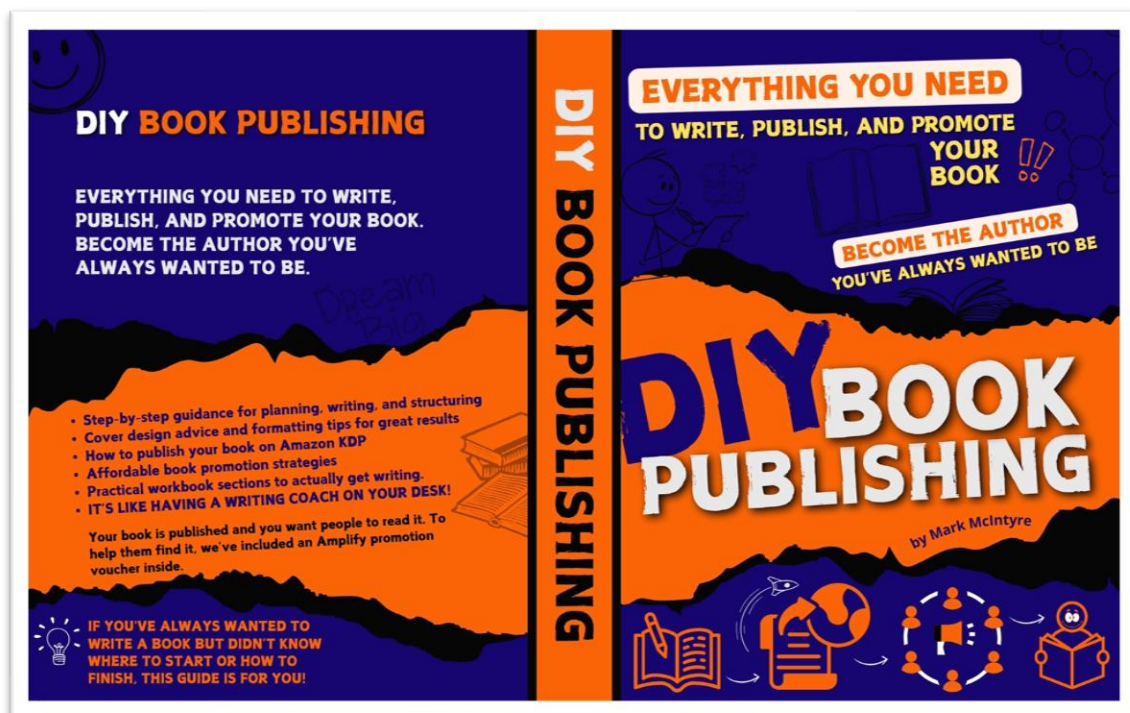
To support your inhouse efforts we've created the DIY Book Publishing Guide

A step-by-step workbook covering:

- How to write, format, and publish via Amazon KDP
- The hidden traps of “done-for-you” publishers
- How to price, promote, and protect your book's income
- Real charity and grassroots examples — not just theory

You can find it at: ➡ writepublish.co.uk/diy-book-publishing-guide

Or search “DIY Book Publishing Guide” on Amazon : Image below to help you identify it.



Impact Books

Your Story. In Print. Forever.

Cover, title, branding and story: I've seen your appeals for funding, and I created Impact Books to provide you with funding. I only invite charities that actively ask for funding. With 150,000 charities UK-Wide, if you're approached, embrace it!

✓ **Free to create.**

There are no costs, no subscription, and no invoices.

✓ **Built for visibility.**

Raise awareness, engagement and funds (via smart features).

✓ **Ready for grants.**

You can use your book to prove the impact of your work.

✓ **Published on Amazon.**

You earn money for every copy of your book sold.

Only 26 books are produced per year.

Selected charities are invited based on merit, mission, and readiness to share their story.

Visit www.impactbooks.co.uk to learn more or apply.

Impact Books is a project of WritePublish.co.uk