



October 5, 2009

Dear Esteemed Reader,

Imagine that you are enjoying a sumptuous feast out on the town with your comrades. The bill arrives. You reach for your wallet to settle the account and there, prominently displayed for all to notice, is your **Open Books membership card**. "What is that stunning item?" your friends eagerly inquire. Suddenly, you are a person of great intrigue. A green tinge of envy manifests itself around the other patrons. Servers stop in their tracks to whisper. A general hush of awe fills the establishment, and then is interrupted by the buzz of admiration. **You appear literate. You appear witty. You appear culturally sensitive.** In short, you are the talk of the room, and everyone wants nothing more than to get to know you and share your elite member status. But once they learn that you can also convert that little plastic card into cheap books, a stylish t-shirt, admission to select sales and events at the **new Open Books retail bookstore**, and a virtually infinite array of other benefits, their admiration knows no bounds. Surely, your peers agree, **YOU** are a financial wizard! **There can be no better deal in town.**

"It is true!" you say to yourself, gazing raptly at the future. "I must become an Open Books member! But how shall I achieve it?" Rejoice! You can produce these amazing affects in 5 minutes or fewer! All you will require to transform yourself from a mere reader of this letter to an internationally renowned card-carrying member of Open Books is conveniently enclosed in this very envelope and available at www.open-books.org. Do not hesitate! Join today!

Our NEW BOOKSTORE
and literacy center at
213 W. Institute Pl.
will feature...

More than 40,000
used books for sale



Three full classrooms and a
mobile computer lab



Offices and community event
space



Space for book processing,
online book sales, and
rare/fine books

TO LITERACY!

Stacy Ratner

Founder & Executive Director

Stacy Shafer Peterson

Director of Development

Questions? Let us know!

ssp@open-books.org

312.492.4085



www.open-books.org

Amazing supporters like YOU
have already helped
OpenBooks...

Collect more than 250,000
books
for literacy



Provide more than
2,000 students
with vital and vibrant literacy
programming



Engage more than
2,300 volunteers
in programs and events

*** P.S.** Have you been seeking a way to properly convey your affection and admiration for the glorious people in your life? Go no further! Your special someones will be infinitely impressed by an **engraved bookshelf plate, hand-painted fireplace tile, or naming opportunity** honoring them or an event in their lives, and when they learn that these gestures of esteem all go to support the **crucial cause of literacy**, there will be no phrases sufficient to express their delight. Put your sentiments in words now via the handy form in this envelope or online at www.open-books.org!



PUT IT IN WORDS



FIREPLACE TILES

Lining the mantel in our new Fireplace Lounge will be 500 hand-painted ceramic tiles perfect for recognizing a special event or person. Each 2" square tile can be personalized with your short message by the Open Books artistic team.

BOOKSHELF PLATES

The Open Books store will have 40,000 books for sale, and they'll be displayed on over 500 bookshelves. Honor a friend, family member, or special occasion with a shelf plate! Each brass plate can be personalized with up to 2 lines of 23 characters each.



Order yours now on the other side of this page!



FIREPLACE TILES



_____ at \$50 each = \$ _____

What should your tile(s) say?
Short messages are best.

BOOKSHELF PLATES



_____ at \$100 each = \$ _____

What should your plate(s) say?
Up to 2 lines of 23 letters each will fit.

Name _____

Address _____

City _____ State _____ Zip _____

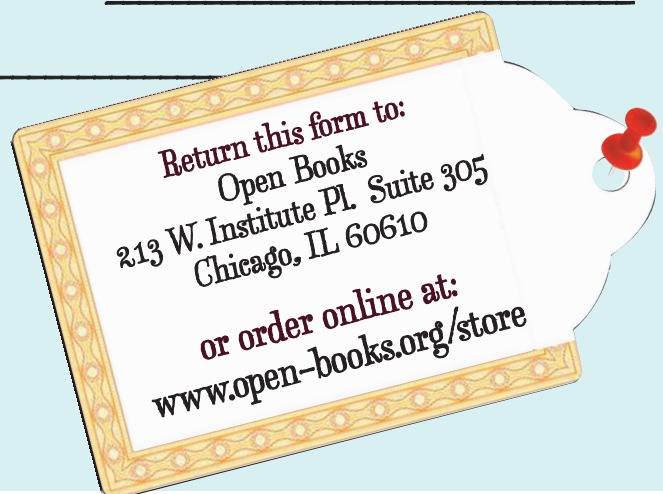
Email _____ Phone _____

Signature _____

How would you like to pay?

- Check (enclosed, payable to Open Books Ltd.)
 Visa MasterCard AmEx

_____ / _____
 exp. _____ / _____



Declare your love of reading! Become an... OPEN BOOKS MEMBER

All Members Receive...

- * Upgraded frequent buyer program
- * Admission to special warehouse sales
- * Recognition in Open Books Annual Report
- * Advance notice of volunteer opportunities
- * Annual members-only Open House invitation
- * Discount on store merchandise
- * Complimentary gift wrapping
- * Program and event email alerts
- * Open Books T-Shirt



FOUNDING MEMBERSHIP

All the benefits of membership PLUS a personalized tile in the Fireplace Lounge!

What short message should we paint on your tile?



_____ Founding Memberships	at \$100 = \$ _____
_____ Memberships	at \$75 = \$ _____
_____ Student/Senior/Teacher Memberships	at \$50 = \$ _____
	TOTAL \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Signature _____

How would you like to pay?

- Check (enclosed, payable to Open Books Ltd.)
- Visa MasterCard AmEx

exp. ____/____/____

