



CALIFORNIA
NATIVE PLANT SOCIETY

California Native Plant Society Press // **Book Proposal**

Publishing Your Book with CNPS

The California Native Plant Society (CNPS) publishes books that align with the CNPS mission as a way to further educate the public on the topic of native plants. CNPS does not publish books to make money, but rather to help authors realize their dream of publishing their work. Book proposals are reviewed by the CNPS Publications Committee to determine if the work is a good fit for CNPS.

General Funding Information

CNPS publishes books in a fiscally-sustainable manner that allows our nonprofit to continue to fund future works. This means we factor in all associated overhead costs into the base cost of the book. These costs may include (but are not limited to) printing, designing, and editing the book, CNPS staff coordination time, publicity, storage, and distribution. These costs, along with market value, determine the retail and wholesale prices of the book that are set by CNPS. Funding comes from various sources, including tax-deductible donations through the author or affiliates, fundraising, and/or CNPS general funding (when available).

Author Agreements & Royalties

Most authors donate their works to CNPS, thus receiving no royalties. In return, the CNPS Publications Committee and staff provide professional services and support to ensure a quality end product. Services include professional editing, review, publishing and printing coordination, publicity, and other support throughout the process. Donations may be tax deductible, and CNPS is happy to work with the author and/or their tax advisor on this matter.

An author agreement will be drafted and signed by both the author and CNPS, to clearly outline all expectations, rights, and benefits for the project.

Benefits to the Author

The author receives complimentary copies of their work, equaling 10 for every 1,000 books printed (if there are multiple authors, an agreement is made between CNPS and the group of authors for number of complimentary copies, factoring in the number of authors and costs associated with publishing the work).

Wholesale price (25-40% below retail, depending on costs noted above) is also available to the authors for an unlimited number of copies to keep, distribute or sell.

For more information, contact publications@cnps.org.

Instructions for Submitting Your Proposal & Next Steps

Please submit this form to publications@cnps.org, with the following attachments:

1. Table of contents
2. 2-3 sample chapters (please include word count)
3. Sample illustrations (if applicable)

Note: Please **download this form and complete it in Adobe Reader/Acrobat**, as opposed to filling in the fields in your web browser. Then, when saving the completed PDF form, be sure to "Save As" and rename the file. This will ensure that all the information you have filled in is saved properly in the form.

Once your full proposal has been submitted, it will be reviewed by the CNPS Publications Committee. The committee reviews the proposal against criteria relating to standards, priorities of the organization, how closely the book aligns with the CNPS mission, and available funding.

Though we work to respond to your inquiry quickly, response may be delayed due to the amount of proposals we receive, and dependent on the publication committee's meeting schedule. Please contact publications@cnps.org if you have any questions about the status of your proposal.

Book and Author Information

Book Title: _____

Primary Author: _____

Additional Authors (if applicable):

Author Background and Credentials:

Main Contact Name: _____

Main Contact Phone: _____

Main Contact E-mail: _____

Book Subject (check all that apply):

- Children's book on native plants, horticulture and/or ethnobotany
- Coffee table book on native plants, horticulture and/or ethnobotany
- Conference proceedings
- How-to guide
- Local field guide
- Local floras and checklists
- Re-issue of out-of-print book
- Standardized flora
- State-wide focus
- Treatments of botanical subjects
- Other:

Executive Summary of Book – in 1-2 paragraphs, describe your book subject. Include details on the type of book, specific plants, region, audience, and age range the book caters to:

What stage is the publication in?

- Idea stage
- Partially done – some chapters/illustrations complete
- Complete – including all text, illustrations/photos, table of contents, and index
- Other:

Book Specifications

Total number of pages (can be an estimate): _____

Anticipated book dimensions: _____

Desired print quantity: _____

Is full color printing desired for this book?

- No, black and white is fine
- No, only the cover needs to be in color
- Yes, full color for cover and all pages
- Other:

While generally flexible, CNPS maintains design standards and uses templates for certain types of books. Would you agree to have CNPS choose/approve the design and layout for this book?

- Yes, and I have a designer in mind
- Yes, and I need help finding a designer
- No
- Other:

Is an editor needed to edit/review the book (for grammar, punctuation and formatting as well as nomenclature and scientific standards)?

- Yes, and I have one chosen
- Yes, and I need help finding one
- No, all technical and grammatical editing has been completed by an outside party
- Other:

Funding & Distribution

Funding Sources – describe any funding sources you have to help publish this book. Please include the source name and amount:

Distribution Plan – describe any plans/ideas you have for selling and distributing this book: