

"I've watched with admiration and astonishment as they have turned an independent, nonprofit press with countercultural roots into a major literary institution and have watched them do so on a shoestring budget, and with a tiny staff into whom they have imbued a faith in the Graywolf idea as deep as their own."

Vijay Seshadri, winner of the Pulitzer Prize for 3 Sections



NEW
CHAPTER CAMPAIGN




GRAYWOLF
PRESS

Across the world, the most exciting, innovative, and risk-taking publishing is being driven not by the ever-larger conglomerates, but by **smaller, fiercely independent publishers.**

In the United States, Graywolf Press is leading the charge, with our award-winning list of fiction, poetry, nonfiction, and translated titles. Our books do not dominate the best-seller lists, but they have consistently garnered exceptional review coverage, won national awards, and been named to multiple annual “best books” lists.

Graywolf’s success begins with our dedicated and dynamic staff: our editors identify talent, then engage with authors to help early drafts become outstanding finished works. Our creative marketing team gets books into the hands of hungry readers—in 2020 we reached 700,000 people with our 650 titles in print and a million more through online events and media platforms.

Another secret to our success is our nonprofit status—and our extremely generous donor base. **About 35 to 40 percent of our revenue is contributed, which allows us to take on writers and manuscripts that are not obviously commercial, but that have great artistic and cultural potential.** With the support of this donor community, our writers have found compelling ways to explore some of the most challenging questions of our time. For example, Claudia Rankine’s *Citizen* looks at racial microaggressions and Kevin Young’s *Bunk* examines why our society falls for—and generates—fake news. These and other Graywolf titles are stimulating readers and generating thoughtful conversations around the country.

Our editors are always searching for fresh voices and new ways of exploring how we live now. Graywolf has advanced the careers of world-class writers such as Elizabeth Alexander, Eula Biss, Maggie Nelson, Vijay Seshadri, and Tracy K. Smith. In recent years, our books and authors have received significant national and international awards, including the **Nobel Prize for Literature, Pulitzer Prizes in Poetry, National Book Critics Circle Awards, National Book Awards, Booker Prizes, and the Nobel Peace Prize.** The creative and financial risks that made these achievements a reality would not

have been possible without the generous support of our donor community.

THE NEW CHAPTER CAMPAIGN

is a \$3 million funding initiative designed to strengthen our publishing efforts through investments in our editorial program, audience development and engagement, and infrastructure. Your support today will enable Graywolf to publish singular writers, expand our commitment to inclusivity, engage our readers, stimulate conversations, and strengthen our operations for the next five to seven years.



Your contribution to the
NEW CHAPTER CAMPAIGN
will support the following
new initiatives:

WRITER DISCOVERY

Publishing new writers and investing in talented, experimental, and underrepresented voices will remain our core mission. Funds will support the discovery, editing, and publication of **thirty-five books** per year.

GRAYWOLF PRESS AFRICA PRIZE

To respond to a new generation of writers coming from a continent that is growing in global influence, Graywolf has established a **biennial prize for the best first novel by an African writer**. We will publish inaugural winners Khadija Abdalla Bajaber and Noor Naga in 2021 and 2022.

EDITORIAL INVESTMENT

With the recent addition of a new executive editor and the promotion of two current staff, we will continue to build an increasingly dynamic, forward-looking editorial team who discover and nurture new writers. A strong Acquisition Fund will enable us to invest in outstanding manuscripts, and allow time for ongoing and rigorous dialogue with the authors and to support them over the course of their careers.

CITIZEN LITERARY INITIATIVE

Recognizing racial inequality as a defining issue of our time, the Citizen Literary Initiative aims to expand the astonishing impact of Claudia Rankine's *Citizen* through outreach, a new virtual Essential Conversations event series, a Critical Issues book series, a paid publishing fellowship, and community book donations.



INTERNATIONAL PUBLISHING

A robust International Fund will allow us to discover, publish, and share world literature with American readers and foster global conversations and understanding. Graywolf will publish international voices from Argentina, Brazil, Chile, Cuba, Egypt, Iran, Myanmar, Norway, Portugal, and Zimbabwe in the coming years.

NEW MARKETING STRATEGIES

Through publicity campaigns, virtual and live creative events, strategic partnerships, an updated website, and outreach to booksellers and librarians, we will expand our strategies to reach readers across the country in print, in person, and online.

STAFFING

Funds will bolster personnel resources to attract and mentor new staff and nurture our maturing team of talented editors and marketing professionals.

MISSION

Graywolf Press is a leading independent publisher committed to the discovery and energetic publication of twenty-first century American and international literature. We champion outstanding writers at all stages of their careers to ensure that adventurous readers can find underrepresented and diverse voices in a crowded marketplace. We believe works of literature nourish the reader's spirit and enrich the broader culture, and that they must be supported by attentive editing, compelling design, and creative promotion.

DIRECTOR AND PUBLISHER

Fiona McCrae

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