How Pat Rothfuss & Friends Raised \$300,000 for Heifer International (the first two years, on the way to more than \$1 million) Actress Anne Bobby donates an animal in Neil Gaiman's honor. Neil Gaiman receives gift from Anne Bobby the same time he reads Zoe, daughter of mystery writer Something Awful Blog. Laurie King, sees Gaiman blog. Mentions Heifer on his Her mom honors new book and 150th anniversary of Sir Arthur Thorpe's Conon Doyle with fund raiser Something Awful for Heifer. Raises \$15,000. Blog highlights Fundraiser Sherlock Holmes held 2010. Chris notices Neil Gaiman From Thorpe's Blog mention of Heifer on Gaiman's blog, Gaiman posts Laurie King tells Tom. Rothfus email, fans In Thanksgiving join the effort conversation, Tom's Tom tells friend brother says, "Read Chris, who then Neil Gaiman." Tom also reads some reads his novels Tom calls Pat Creed donates Rothfuss to say signed guitar for Cindy McLachlan, Wow! We're Rothfuss raffle. Sara's aunt, watching your fund introduces niece to raiser, and thanks Heifer. In second call, Tom Tom Peterson tells Rothfuss that Gaiman supports Heifer on his blog. Pat Rothfus challenges Pat Rothfuss sees video, blog readers: I'll match likes message, shows it to 2010 Second Fundraiser Rothfuss emails everything you donate Sara McLachlan his college class, then to offers signed books from up to \$5,000 by Dec. 11. In final two days, Gaiman asking him makes music his mother who is already Fantasy authors, chance Amount goes over \$14,000 more comes a Heifer supporter. to mention the fund video that to name character in \$10.000. Rothfus in, totalling \$58,000. highlights, among second book and "favor" ups match. Rothfus matches for a others, Heifer. Funds continue to from Rothfus. Raises total of \$116,000. arrive: \$30,000 from \$130,000. fantasy/sci-fi literature network Fantasy literature network Sanderson, writing the 12th blogs get behind Rothfus and final Wheel of Time book fundraiser, donating watches Rothfus's effort, signed books, etc. decides to offer two ways for fans to get name as character Wheel of Time series, with over 44 in book: auction and lottery. million books. Raises \$60,000. Author Robert Jordon had died after writing 11th book. Author Brandon Sanderson was chosen to pen final book By Tom Peterson www.thunderheadworks.com

Pat Rothfuss

Wheel of Time