

## Judson Press Book Table Ministry

### Helpful Tips

#### Initial Order

You'll need to order a minimum of twelve books (any combination of titles and quantities). The size of your church membership will help determine the quantity that's most appropriate for you. Remember, the more books you order, the greater the discount.

To decide which titles to order consider what topics are currently of interest in your church. Is discipleship a focus? Is there an emphasis on small group Bible studies? Women's issues? Have members been asking for devotional and prayer resources? Would self-help titles be a good addition?

After considering what's going on in the church, look through the Judson Press book catalog and the list of special theme packages, and decide what meets your needs.

Remember, we're only a phone call away if you need recommendations!

#### Display Location

Just as in real estate the key for a successful book table ministry is location, location, location. Place the display where it will be visible and accessible. Where does your church see the most "traffic?"

#### Publicity

Once you decide where to locate your book table ministry, the key will be to let people know about it. Be sure to announce this new ministry through notices in your bulletin, announcements, e-mail, and newsletters. Remember to explain that these resources can help them grow spiritually and that proceeds will support a specific church ministry.

Judson Press will provide you with a free full-color poster to help spread the word. We've left space at the bottom for you to add the location and hours for your book table ministry. We can also offer pre-designed ads for your use in newsletters and the church bulletin.

If you would like additional help and promotional ideas call us at 1-800-ABC-3USA, extension 2458.

(see other side for more information...)

JUDSON PRESS BOOK TABLE MINISTRY

*Encouraging*  
**Words**  
**FOR LIFE!**

### **Volunteers**

Finding the right volunteer for any ministry in the church is important. This is also true with your display. It is recommended that if the proceeds will be used to fund a particular ministry, a representative of that ministry should take responsibility for it. This is a great opportunity to support a women's ministry, men's ministry, youth group, a missionary, community project, or other ministry.

### **Selling**

The ideal way to operate your book display is to have a volunteer staff it during set hours. For example, you might wish to be "open" on Sundays, before and after services, mid-week during one of your evening programs, and during any special events going on at the church. The volunteer should be available during those times to receive payment.

### **Re-Order**

As the books sell, you will want to order additional copies to keep your book table ministry well-stocked and current. Naturally, you should replace those books that have been selling well. Having the latest release is also a good way to draw interest and create enthusiasm for your display. Judson Press will send you a press release for new titles so you're always up-to-date on what's available. Note that there is no minimum quantity re-order requirement. However you will need to re-order at least once a year to maintain your status in the program.

### **Finally...**

Remember that you are providing a wonderful service to your church. These are inspired and relevant resources. Since they can be difficult to find at the local bookstore, this is a great way to make them readily accessible to your church members. And unlike buying online, there is no waiting or shipping charges to add to the purchase.

It is also important to remember that the book table ministry is being used to help fund a ministry in your church. That is something that the local bookstore is not doing. This is a great way to offer superb spiritual resources and support church ministry at the same time.

Help is only a toll-free phone call away!  
If you have questions or concerns, please call us at 800-458-3766.