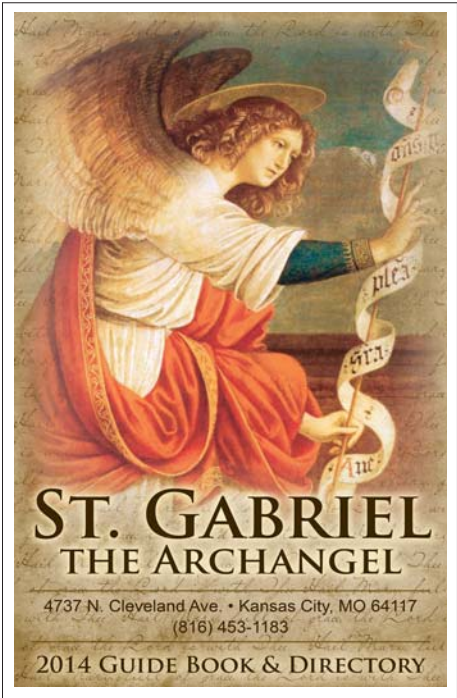


We've been connecting congregations to their members since 1991.



GBP prints and publishes Guide Book & Directories for congregations throughout the United States. Currently we are publishing books in over half the states. GBP is the only company in the industry that provides this service for free to all denominations and faiths, as well as guaranteed direct-mail delivery to your members' homes. In the past year just under 1.6 million books have been printed and direct-mailed.



**Communication made simple & easy! Did we mention it is free too?**

# Ask Yourself These Questions

- Does every family in our congregation, even the ones who attend regularly, know everything we have to offer?
- Do we have the involvement we would like to have in our ministries, organizations, committees, activities, etc.?
- Do we have a means whereby the congregation can easily and readily contact one another to get to know one another, and find out how to participate more?

*If you answered no, then keep reading!*

## What Our Publication Offers

- GBP's Publications are called Guide Book & Directories.
- It helps bring the whole congregation together.
- It allows every member to know all the various ministries, organizations, committees and activities at work in your congregation.
- It encourages increased participation.
- It is an excellent vehicle to enhance time and talents as part of stewardship.
- It is updated annually.
- It serves as an excellent introductory book to pass out to new members.
- It is direct-mailed into every member family's home.
- Did we forget to mention it is FREE?! It is provided at no cost to your congregation. Costs are underwritten by interested businesses in the community who also drive benefit from this form of advertising. Our company sells the advertisements.

*We would love to visit your congregation in person to meet with you, answer your questions and show you sample publications!*

**Communication made simple & easy!**

# How the **Free** **Guide Book & Directory** Program Works

## Guide Book Publishing Will:

- Typeset, print, collate, and direct-mail your publication to the members' homes, all at no cost (including postage) to your congregation.
- Print an extra supply of the Guide Book & Directory so you can pass them out to all new members throughout the year.
- Update all information and make necessary changes on an annual basis.
- Secure sufficient advertisers to cover all the costs involved.

## Your Congregation Will:

- Provide GBP with a computer generated copy of information desired for the Guide Book section.
- Provide GBP with any special photographs or clip-art you wish to have included in the Guide Book section.
- Provide GBP with any special artwork (line drawings or photographs for the cover). GBP will design your cover for approval.
- Provide GBP with a computer generated list of families for typesetting and mailing.

*Spread the Word  
and  
Strengthen  
Your Community*

# A Guide Book & Directory Is

- The WHO, WHAT, WHERE, WHEN, WHY and HOW of a congregation.
- In one book, the congregation can have a vehicle for describing everything pertinent: the various ministries, organizations, committees, activities, functions and events! PLUS a complete directory of all members.
- An annual publication.
- A Resource Book members continually use throughout the year– an average of 42 times annually per household.
- A book your members are proud to have and use.
- An excellent advertising medium for advertisers who want to reach high profile, affluent readers through guaranteed direct-mail to target market areas.
- An excellent advertising medium for advertisers who want a full year of advertising exposure, with a deep penetration into the homes at a very low cost.

## What to Include in Your Publication

### Guide Section

- Staff Information (Pictures, Phone & Email)
- Descriptions of Organizations and Contacts
- Organizational Chart
- Contact Persons for Activities
- Stewardship Information
- Calendar of Events
- History of the Congregation
- Schedule of Services
- Adult and Youth Education Services
- Map, Use and Care of Facilities
- Baptism Information
- Wedding Information
- Funeral Information
- Athletic Association Information
- School Information
- Mission and Outreach Programs
- What to do if...
- Etc.

### Directory Section

- Listing Mr. and Mrs.
- Listing Husband and Wife
- Listing Families

*If you would like to see printed examples of a Guide Book & Directory, please contact us.*

*We would be happy to mail you some samples.*

# Engaged & Responsive

**98.4%** of families **enjoy receiving** their books.

**92.1%** of families **would rather patronize one of our advertisers over a non-advertiser.**

**74.0%** of families **regularly patronize advertisers in their book.**

**70.9%** of families report that they **consciously look** to see who is advertising in their book.

**97.4%** of families **still have** the previous year's book in their home after one year.

**80.6%** of families **go out to eat** before or after services.

**50.0%** of families report that they selected a business **specifically because that business advertised** in their book.

**70.5%** of families find the **Index of Advertisers** in the front of each book useful.

**46.6%** of families report that they have **used the Index** to locate a particular advertiser.

**42** times per year on the average the **book is used** in each household.

# Q&A

## Frequently Asked Questions

### What does *free* mean?

**Just that!** Everything is completely done at no charge to the congregation including the preparation and the cost of mailing the books to the families! This is and will be your congregation's Guide Book & Directory! Costs are underwritten by family-oriented businesses in your community who are happy to participate in this form of advertising. This is a beneficial opportunity for businesses in your congregation and in your community.

### Why do we need a Guide Book & Directory?

A Guide Book & Directory:

- Is a book which is uniquely designed for your congregation.
- Is designed to keep **all** of your congregation members **informed** as well as **involved**.
- Provides **essential ministry information** to congregation members in a format that each household will keep and use all year long.
- Includes a **complete directory** of all members of the congregation that will be referred to and used all year long.
- Is professionally produced to meet your congregation's specific wants and needs.
- Is **direct-mailed** to each household in your congregation.
- Provides **extra books** for you to distribute to new members throughout the year.
- Is **updated annually** to keep all the information current.
- Is accomplished in a **turn-key manner** for your congregation...with minimum work for your staff and/or volunteers unlike other communication tools you may now use.
- Is provided at **NO COST** to your congregation.

### Who gets the advertisers? Who collects?

Guide Book Publishing handles all of this for you!

### Will this conflict with other congregation projects?

It will not. The Guide Book & Directory serves a completely different need than the photo directory. These are both useful, but serve a different communication function. Normally, when our congregations plan to produce a pictorial in the same year, they space it out six (6) months so that one does not interfere with the other. This does not put any undo work load on the staff who works with these projects.

### Why an annual Guide Book & Directory?

Like the community you live in, our research shows us that most congregations have an average of seventeen (17) percent turnover each year (people moving in and out of the congregation). In addition, committees, organizations and activities usually change to some degree each year, so an annual Guide Book & Directory keeps the information current.

### Does it require a lot of work?

The congregations with whom we currently serve all say NO. Most are genuinely surprised that our company makes it so easy. Remember, we do all the work of putting it together for you. The name and phone numbers for the directory can be retrieved from your computer in a matter of minutes. We will be most happy to supply you with references who will attest to this. We believe it is worth the small amount of work necessary on your part to do it.

### How much space do we get for our congregation information?

We provide up to twenty (20) pages of information about your congregation, then as many pages as needed for the directory. However, our experience tells us that if it gets too big, many members will not read it all.

### Is the membership list kept confidential?

**Yes it is!** This is your congregation's book and your congregation's book alone. We are not in the business of selling mailing lists. Understanding your concern, we have put our guarantee in writing - see section 7 of the Guide Book Publishing Agreement.

On Average, The Guide Book & Directory is used 42 Time Annually In Each Household.

# Choose The Best

## GBP vs. Competitors

### Quality Graphic Design

- ✓ Full-color custom-designed cover
- ✓ Degreed graphic designers on staff
- ✓ Graphic designers can do custom illustrations for the cover
- ✓ Cover design and/or colors changeable every year
- ✓ Crisp, clean digital printing is used throughout the book
- ✓ Wide selection of cover paper stocks available made from recycled paper
- ✓ The books are ready in about 15 business days after proof is returned
- ✓ The congregation receives a proof for layout and cover design
- ✓ Clip-art or graphics can be included in Guide section
- ✓ Staff photos can be put into Guide section

### Distribution of Books

- ✓ Direct-mailed to every member's home
- ✓ Company pays to mail all books to homes
- ✓ Company employs handicapped work shelter for mail preparation
- ✓ Congregation supplies mailing list which we CASS certify
- ✓ Envelopes are custom designed to match cover designs
- ✓ Extra books provided for distribution throughout the year
- ✓ Company uses its own commercial bulk mail permit on envelopes
- NO Company uses congregations's non-profit bulk mail permit on envelopes (Illegal use for a commercial company)
- NO Distributed at church where anyone can pick up books
- NO Mailing list sold to other companies

### Advertisers

- ✓ Graphic Designers lay out the ads to the specifications of our customers
- ✓ Full-color available in prime locations
- ✓ Crisp, clean digital printing of ads
- ✓ Price discounts available for multiple book advertisers
- ✓ Price discounts available for larger ads
- ✓ To ensure exposure, ads are distributed throughout directory section
- NO Ads are all grouped in the back of the book
- ✓ Index of Advertisers is in the front of the book
- ✓ Advertisers receive guaranteed distribution to every family through direct-mail.

Did You Know The Guide Book & Directory Is Free...Including the Postage?

# Choose The Best

## Other Factors To Consider

### Other Factors

- ✓ Specialist in Guide Book & Directories
- ✓ Emphasis on the use of the book for publishing the Time & Talents of Stewardship
- ✓ All congregations consistently receive the same full-service program no matter what size or potential ad revenue that may be derived
- ✓ Company devotes 100% of time to Guide Book & Directories
- ✓ The owners of the company are actively involved in the day-to-day business
- ✓ The owners of the company talk directly with you
- ✓ Top Management reviews your book before printing
- ✓ The company uses local area employees whenever possible
- ✓ The company pays taxes to your local economy
- ✓ Custom-designed computer reports and help for the most popular census software
- ✓ Company keeps a copy of prior year's guide section copy (If church loses copy on their computer, it can save you hours of work)
- ✓ Provide their Guide Book & Directory services to hundreds of congregations

## Copyright Protection

We are aware of the protection and the privacy that each congregation wants for their congregation's mailing list. We state in our Publishing Agreement with your congregation that under no circumstances will we use the lists for anything other than what it is intended. We do NOT sell the mailing list of your members.

We print and supply your Guide Book & Directory to the congregation, those in your congregation that you choose to have a book mailed to and current advertisers. We also do not accept any advertisements from anyone where it is apparent that the sole purpose of their advertising is to attain the mailing/phone list for solicitation.

The Guide Book & Directory we publish for your congregation is very much your book. We know that and abide to the fullest with the agreement we have made.

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# Testimonials

## From Current Congregations

"I write this letter to you as a strong recommendation that you consider using Guide Book Publishing for your next church directory. In 40 years of ministry, I have never been so pleased with the quality of work and the politeness and efficiency of the sales personnel and workers who put together our Guide Book and Directory."

~Reverend Edward Everitt, O.P., Pastor at Holy Ghost Catholic Church

"It is rare that I recommend any particular vendor, but we have just finished an enjoyable experience with one. Normally, I would rather take a bullet in the gut than get involved with a church directory. Putting together the old pictorial directories, no matter what the vendor promised, was an exercise in frustration and even agony. We are moving our pictorial directory to secure online. However, we still wanted to have something that members could have in hand. We were contacted by Guide Book Publishing. Their Guide Book and Directories are free. They make money through advertising. The effort on our part consisted of dumping our member information into an excel file, writing about 10 short pages about our ministries, dumping a list of our vendors (for their advertising sales), and approving a proof. We also let our members in retail businesses know that they could advertise in the directory. Guide Book representatives were discrete and sensitive with their advertising sells. That was a big concern of mine– fleecing the flock. In short, I highly recommend that every church add the Guide Book & Directory to their offering to members and visitors."

~Mike Gibbs, Church Administrator for Asbury UMC in Alabama

"I just wanted to say that the new Guide Book & Directory developed for our parish has received nothing but praises. This is the first real practical directory our parish has acquired in over 30 years. We have had "pictorial" publications in the past, but these have only been distributed to about one fifth of the parish. This directory goes out to everyone, without cost, which is fantastic. We arranged to have these mailed out at the same time we were doing our stewardship drive. This only helps to establish that St. Mark is a parish that cares for its parishioners. I have already noticed a change in the phone calls being received at the front desk. The information printed in the first 20 pages answers many of the questions that we have been receiving in the past. This reference book is not only helpful to the staff, but also to our entire family of registered worshippers."

~Don Williams, Development Director, St. Mark the Evangelist Catholic Church in Texas

"The Guide Book & Directory has elicited many favorable comments from our parishioners and our ad partners. Previous parish directories left a lot to be desired and the formats used were often cumbersome and resulted in many delays before the finished product was delivered. The current Guide Book & Directory is user friendly and the format is simple to follow. The quality is upscale and the information is current for our parishioners to use. We look forward to next year when we will again produce our next booklet."

~Philip J. Frappaolo, General Manager of Sacred Heart Church in Alabama

"Our congregation has found this to be a very helpful publication. It has replaced many separate pieces that had been given to new members in the past. Pictorial directories are helpful and serve a different purpose. This Guide Book & Directory is most helpful on a yearly basis to keep your members current and information up to date."

~Gloria Scott from First UMC in Texas

"Recently Assumption Church had its first experience using Guide Book Publishing for our Ministry and Membership Directory and we were very pleased with the results. For several years Don Ketcherside had called to request our participation. On one occasion he came in to show us what Guide Book had to offer. They had an awesome product and brought in plenty of samples to see and compare from many of our neighboring parishes that were using Guide Book & Directories. Some had recently switched and others had been using them for years. Every parish I called to ask about their experience with Guide Book Publishing had nothing to say but praise. We would have signed with them sooner but we were under contract with another publishing company. However, immediately after discovering that we were no longer under contract, I contacted Don who by coincidence had just called checking in the week before. They were by far and away the most professional and helpful from the first contact to the finished product. We were on a time crunch and they met it in plenty of time. A staff member from Guide Book even came out to show us how to set up for the new book and did much of the layout and work for us. The book was awesome and we received many compliments from parishioners as well as staff on the change and how much better the directory was and easier to use. I would recommend any parish considering switching to Guide Book Publishing to give them a try."

~Rosemary Tubbs, Secretary at Assumption Church in Missouri

"With past publishers I had to do most of the work myself including cover design and print ready pages. This was time consuming mostly because I am not a graphic designer and I do so many jobs at the parish that I didn't have time to worry about appearance. It was nice to have our own personal graphic designer make our cover look nice and inviting to our parishioners. The feature I am most excited about is the fact that I can send additional materials to you to stuff into the envelopes with the Guide Book & Directory that you will mail out for us. This is an excellent way to get Stewardship materials in the hands of our parishioners with less expense and man hours on our end. We look forward to working towards even greater Guide Book & Directories for our parishioners in the years to come."

~Rhonda Taylor, Office Manager of St. Patrick Catholic Church in Kansas

"I am a secretary of a fairly large church that continues to grow, and the staff here is always looking for ways to "grow" the church. A Member Phone Directory was published annually along with other brochures briefly describing all our church ministries, the church staff and church leaders. I thought it would be helpful to our church members to have the information about our church handy in one place rather than in many places. The church members also may not be totally aware of all the ministries here, so this Guide Book & Directory from Guide Book Publishing was a terrific idea to keep in one place a listing of all our ministries and a phone directory of the church members. The folks at Guide Book did most of the work, and it didn't cost the church a dime!"

~Nancy Skirvin, Church Secretary at Church of the Saviour UMC in Ohio

"The book is beautifully produced. Your staff was a delight to work with. Your organization, your commitment to keeping yourselves and your clients to schedule, and your steady communication all made this a very pleasant experience. Thank you for opening this opportunity to serve our people more effectively. Your publication adds to the pride our people have in their parish."

~Father Bob Bonnot, Pastor at Christ Our Savior in Ohio

"The entire experience of collaborating with Guide Book Publishing has been most positive. The representative who came to our office to obtain ads for the Guide Book & Directory was most pleasant and very professional to work with during this process. I highly recommend the entire experience to other parishes."

~Reverend Monsignor Bennie J. Patillo, Pastor at St. Elizabeth Catholic Community in Texas

## Contact Us

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