

Question: What does free mean?

Answer: Just that! Everything is completely done at no charge to the church including the preparation and the cost of mailing the books to the families! This is and will be your church's Guide Book & Directory! Costs are underwritten by interested advertisers in the community who are happy to participate in this form of advertising. They, too, benefit from it.

Question: Why do we need a Guide Book & Directory?

Answer: A Guide Book & Directory:

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

Question: Who gets the advertisers? Who collects?

Answer: Guide Book Publishing handles all of this for you!

Question: Will this conflict with other congregation projects?

Answer: It will not. The Guide Book & Directory serves a completely different need than a 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.

Question: Why an annual Guide Book & Directory?

Answer: 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.

Question: Does it require a lot of work?

Answer: 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 census, normally, can be retrieved from your computer in a matter of minutes. We will be most happy to supply you with references.

Question: How much space do we get for our congregation information?

Answer: We provide up to twenty (20) pages of information about the church, 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.

Question: Is the membership list kept confidential?

Answer: 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.

Question: Is our Guide Book accessible online?

Answer: Yes, an electronic version of your Guide Book, the information pages only, will be available for viewing 1-2 weeks after your Guide Book has published. The Directory of members is not included online.