

## Our Most Frequently Asked Questions about Fund Raising with Christian Booksellers®

- Will Christian Booksellers be as successful as gift-wrap, chocolate, or other products we have been selling for years?

There are so many factors that contribute to a successful fundraiser it would be impossible to guarantee success regardless of the product. However, based on past experience, fund raising with Christian Booksellers® can be as successful as any other product campaign, if not more so, because there are thousands and thousands of women in America who love to read!

- Will our organization have a successful fund-raiser with only a few members?

The amount of members in your organization does not determine a successful fundraiser. For example, there are cases where scout groups of three that had a \$1,300 sale, and an elementary school of 160 that had sale and sold over \$17,000 in cookies!

- There are bookstores nearby. Will we sell fewer books because of this?

No, exactly the opposite! Our books will not be offered in any bookstore locally or nationally during our Fund Raising Campaigns. The purpose of our program is to help organizations assisting women and children and churches. Our purpose is to strengthen the church and the family.

- Aren't Christian Booksellers® too expensive to use in fund raising?

Our Christian Booksellers® fundraising program offers a variety of books for your customers not available in local bookstores.

- Will our Christian Booksellers fundraiser be as successful a second year?

You can expect your second year to be MORE successful as your customers began discussing their reading experience with family and friends.

- Are Christian Booksellers® books priced higher than comparable books found in the local books store?

Our books are priced competitively. The books are not priced higher than comparable books of the same subject matter and volume. In fact to assist our non-profit organizations in their fundraising efforts we pay shipping and handling causing more and more people to purchase our books.

- Are all Christian Booksellers ® books available in fund raising?

Yes! But each season Touched By The Light marketing selects the books they believe would be most successful in a fundraiser campaign. The selection is based on e-mails and searching out men and women who are self-published.

Contact Minister Melvin Redwine at [melvinredwine@yahoo.com](mailto:melvinredwine@yahoo.com) or 313 974 4073. He will be happy to discuss a Christian Bookseller with you.