

BOOKSTALL CO-ORDINATOR

It is becoming increasingly more difficult to get people to read, we are so busy and have more interactive ways of engaging with material through the internet. In all this you as literature promoter are trying to get individuals to read good Christian books.

MAIN RESPONSIBILITIES

1. Promoting the use of books in CU

Being convinced of the value of Christian books, part of your job is to promote the idea that reading is important in our Christian lives. It will be much easier to promote Christian reading if you yourself have a love for books. It is also helpful if you have knowledge of the most relevant, appropriate books for students (ask others to recommend titles); this will help you to choose books which will encourage and challenge readers.

2. Obtaining books

You need to stock a range of books for the CU bookstall. Ask speakers to recommend books (ask the secretary to mention this in the letter of invitation) or if this does not happen try to find books which are relevant to main meeting talks, as well as a range of general titles. Some Christian bookshops will allow you to take books on Sale or Return, so you can return any you don't sell. You could also consider having a 'Book of the Year/Term' which links in with your vision or programme.

It's a good idea to stock a mixture of modern and older books; and to try to have a range of authors and styles as well.

For houseparties, pre-term, evangelistic events etc., you will also need to organise a bookstall. Again, ask speakers to recommend books.

3. Marketing and selling books

Having bought the books for the bookstall, it is your job to sell them to CU! A good way to do this is by organising book reviews in CU and at houseparties and so on. Regular reviews will promote the value of Christian books to CU. Keep them fairly short and snappy. Find people who are excited about books to review them.

Other CU members may ask you to recommend books on specific topics, so it is useful to have a fairly wide knowledge of the books you're selling - you don't need to have read them all, but do have an awareness of what they're about!

4. Accounting

Keep an accurate record of which books have been sold, especially if you have a Sale or Return agreement. Sometimes the bookshop will give you a discount on the books, so you can pass this on to the CU. Don't offer discounts you can't afford; in general, you should not need to use money from the main CU account to support the bookstall.

5. Evangelistic bookstalls

Evangelistic bookstalls are a good way to provide Christian literature to non-Christians who are interested in finding out more. Make sure the bookstall is accessible, and that it is easy to browse without feeling pressured to buy. Ensure that prices are clearly marked - people may not want to ask the price in case they feel obliged to buy the book!

If money is available, you may decide to give away books, but if this is not possible at least try to have some free leaflets or literature as well as the books you're selling.

Have a few people around to chat to people and to help them to choose books. Make the stall itself look interesting. It is more eye-catching to have lots of copies of one or two titles than to have a couple of copies of lots of different titles.

Promoting books

Doing a book “review” or “plug”.

Action

For the next 10-15mins, choose two books of different styles / themes from the bookstall outside and read through the cover and back page, content and chapter outlines(it can be a book you have read). Then prepare the plug for following time
Then present the two books for 2-3 minutes each to the group.

Here are **some guidelines** for

You can do this as creatively as you want through song, dance silence or verbally!!

What is the name of the book

Who is the book aimed at?

What is the main theme of the book?

Who is the author and is there anything about him?

Has the author written other books that may commended this book

What is the price? Good value or not?

Is it part of a combination of books?

Why buy this book?

Reflect

What are you hopes and plans with regard to your position?

What ways have books / articles been promoted in the past?

Are there changes that you are hoping to make?

What creative ways have you thought of promoting books and generally reading?
