

# How to Promote and Renew Subscriptions to *The Illinois Baptist*

Thank you for helping us provide your church members with news and information that will help your church reach your community and our state with the Gospel. Following are suggestions on how to tell your members about *The Illinois Baptist*, and how to send new and renewal subscription information to us. Please contact us if you have any questions or need anything.

## Step 1 -- Communication

- Place *The Illinois Baptist* poster on your main bulletin board or in another prominent location.
- Insert the enclosed bulletin inserts into your church bulletins or distribute them to adult Sunday School classes. If you need more posters or bulletin inserts, contact us.
- Include an announcement similar to the one below in your church newsletter and/or bulletin along with the enclosed clip art. Also, provide the information to the person who makes announcements during your worship services.

“For more than 100 years *The Illinois Baptist* provided news and information for and about Illinois Baptists. You can keep up with the latest information in Southern Baptist life by subscribing to *The Illinois Baptist*. It’s only \$7.95 a year to renew your subscription or to start one. Contact the church office today to find out how to subscribe.”

## Step 2 -- List of Current Church Subscribers

The enclosed “Church List” is a printout of all current subscribers from your church and their addresses. Use this list to determine if current subscribers want to renew, and to check their mailing addresses.

- Please make any changes in names or addresses on the sheet, and please print legibly.
- If someone on the list no longer wishes to subscribe or is no longer at your church, simply draw a line through their name.
- If a list of church subscribers is not included in your packet, no one in your church has a current subscription. Add new subscribers to the New Subscriber form (see Step 3).

## Step 3 -- New Subscribers

Add the names and addresses of new subscribers on the New Subscriber form. Be sure addresses are complete and correct. If you need any additional forms, feel free to make copies.

## Step 4 -- The Bundle Plan

The Church Bundle Plan is an alternative to individual subscriptions. Your church can order a minimum of ten papers sent to the church address for distribution at church. The cost is only \$6.95 per paper.

## Step 5 -- Return the Forms

Return the updated Church List and the completed New Subscriber Form with one check for all subscriptions made payable to IBSA no later than **Friday, August 15, 2008**. Remember:

- There is no charge for the one courtesy subscription to each IBSA churches
- Enclose a check payable to IBSA for an amount equal to the number of church member subscriptions multiplied times \$7.95. For the Church Bundle Plan, include a check for \$6.95 per paper (a minimum of 10 papers for \$69.50 per year.) *Please do not send checks from individuals.*

If you have ANY questions or suggestions or need more materials, please call us (217) 391-3116 or send us an e-mail at [IllinoisBaptist@IBSA.org](mailto:IllinoisBaptist@IBSA.org).

And, again, THANK YOU for helping us provide news and information about our cooperative missions efforts to your members.