

# Lead Like Jesus Celebration Bookstore in a Box Handbook

This Handbook contains all of the information you will need to host a successful “Bookstore in a Box” table for a Lead Like Jesus Celebration.

- Section 1. Volunteers
- Section 2. Training
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- Section 4. Set-up
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## **Section 1: VOLUNTEERS**

People who help attendees with their purchases can have an enormous influence on making the Celebration a positive experience. Recruit people who are energetic, friendly and outgoing, who work well under pressure and who have a true desire to help people.

### **Coordinator**

The coordinator will oversee all the details related to the “Bookstore in a Box” and will be responsible for reporting and returns.

### **Volunteers**

Select 3 personable volunteers who have experience and skill in handling cash transactions.

## **Section 2: TRAINING**

Schedule a 30-minute training/orientation session before the Celebration. The following information will need to be covered at that time:

- Product
- Pricing
- Sales Tax
- Credit Cards
- Checks
- Cash
- Order forms
- Schedule

## **Section 3: RECEIPT OF PRODUCT AND MATERIALS**

The product will arrive several days before the Celebration. Upon receipt, the Coordinator should fill out the **Book Table Audit Report** form (included with the shipment). Complete the "Received Qty" column. *If there is a discrepancy, fax the form to 205-665-7422.*

Along with product, you will receive the following Bookstore in a Box materials:

- Price List
- 30 Credit Card/Order Forms
- Return FedEx Ground Label (for returning unsold product)
- FedEx Express Envelope for returning checks and Credit Card/Order Form

#### **Section 4: SET-UP**

##### **Location**

The location of your table will be important in making the resources available to all attendees without creating a traffic flow problem.

- Set up your book table in a well-trafficked visible area with easy access.
- A location in the path of the doors will allow your audience to see the books and window shop in the way in and purchase on the way out.
- Though you'll want to be in the trafficked area, set up where no bottlenecks will form as people purchase their books.

You'll need to provide:

One 8 foot table  
Table skirt  
\$200 start up cash (\$100/ones; \$100/fives; PLUS 1 roll of each coin)  
Pens  
Calculator  
Money pouch/bag

##### **Product Presentation**

Arrange the products on your table so that they look full and neat. Arrange the books in equal, orderly stacks.

#### **Section 5: SELLING PRODUCT**

##### **Bookstore Schedule**

Tables are open:

- 1 hour before the start of the conference
- During breaks and lunch
- For 30 minutes after the conference ends (or until there is no more traffic)

Money pouches should be secured by the coordinator.

Accept cash, checks (**make payable to The Center for FaithWalk Leadership**) and credit cards (MasterCard, Visa, American Express and Discover).

### **Pricing and Sales Tax**

Prices are listed on the Credit Card/Order Form. Sales tax is not included in the prices. Please charge the appropriate sales tax for your area.

### **Credit Card Charges**

Please use the Credit Card/Order Form for each purchase to be charged to a credit card. Use one form for each transaction. All charges will need the following information included legibly:

- Card number
- Name on card
- Expiration date
- Customer's name, address, and phone number
- Items purchased
- Subtotal
- Tax
- Total amount
- SIGNATURE

Make sure you give the customer the perforated section at the bottom of the form as a receipt. Please indicate whether the form is for a purchase or an order.

### **Checks**

All checks need a pre-printed name and address. Please ask the purchaser to include a daytime phone number as well.

### **Cash**

After the event, deposit cash receipts into the church checking account and write one check to **The Center for FaithWalk Leadership** for that amount. (Be sure to subtract the amount of start up cash that the Church provided). Confirm this procedure with your church staff and/or treasurer.

### **Order Form**

Please use the Credit Card/Order Form for attendees who wish to purchase sold-out books. Please mark the "Ordered Item" box on the Credit Card/Order Form so we know which items to ship. Have customers fill out all of the information, and pay in advance by check, cash or credit card.

Note: If a customer wants to purchase from the table **and** place an order, please use separate forms.

**Include the order forms in the FedEx Express Envelope when you send your checks and credit card forms to us.**

## **Section 6: BREAKDOWN / RECONCILIATION**

**At the end of the Celebration, the Coordinator will need to do the following:**

- Count all remaining product and fill out the “Return Qty” column in the **Book Table Audit Report** (Be sure to count items on the table and any items that might still be in boxes.)
- Complete the Book Table Audit Report and reconcile the sales with the monies collected. **Make two copies of the Book Table Audit Report.** (One for the FedEx Express envelope, and one for the return box.) **Also, fax the report to 706-863-9372.**
- Count and deposit the cash into your Church bank account.
- Issue a check to **The Center for FaithWalk Leadership** for the cash amount (Be sure to subtract the amount of start up cash that the Church provided).
- Ship Credit Card/Order Forms, checks and the Church check for the cash in the FedEx Express envelope provided. Be sure to include a hard copy of the Book Table Audit Report with this package. This must be shipped **no later than Thursday, May 6, 2004.**

*IMPORTANT NOTE: Make copies of all checks and Credit Card/Order forms before sending them off in the FedEx Express envelope. Keep the copies on hand at your church in case shipment is lost in transit.*

- Pack product for shipment. Be sure boxes are FULL, with no spaces. Use original packing material to fill in spaces. (Please do not use Styrofoam, printed newspaper, or shredded paper.)
- Label Boxes ( example 1 of 1, 2 of 4, etc.) AND include your return address. Include a copy of the Book Table Audit Report in Box #1.
- Use the FedEx return labels that have been provided.
- Ship all boxes via FedEx Ground – no later than **Friday, May 7, 2004.** If you do not have a regular FedEx pick up or delivery at your facility, please contact FedEx at 800-463-3339 for drop-off locations. If you have any question, call us at 866-488-8664.

## **Section 7: FREQUENTLY ASKED QUESTIONS**

### **1. What should be included in my shipment?**

Your shipment will include a predetermined resource package of selected books by the conference speakers, along with materials you will need on the day of the event, including a price list, Credit Card/ Order Forms, a Book Table Audit Report, and return mailers.

**2. What do I do if I receive damaged product?**

Should you receive any damaged product, please note the item and quantity on the Book Table Audit sheet and fax it immediately to 205-665-7422. Please return the damaged items with the unsold product after the conference.

**3. Is sales tax included in the prices?**

No, sales tax is not included in the prices. Please add the appropriate sales tax for your area and indicate on the Book Table Audit Form what your sales tax rate is.

**4. If a customer places an order, when will they receive it?**

For all orders, please allow 2-4 weeks to receive.

**5. Why must I make copies of checks and charges before shipping?**

FedEx will not insure the contents unless there are copies of checks and charges. Make copies of all checks and charge slips before sending them off in the FedEx Express envelope. Keep the copies on hand at your church in case shipment is lost in transit.

**6. Who should I contact if I have questions?**

If you have questions, contact us at 866-488-8664.

Fax your Book Table Audit Report to: **706-863-9372** upon **completion of the event at your location.**