



[www.HousesOfWorshipDirectory.com](http://www.HousesOfWorshipDirectory.com)

## If you believe:

**Your organization can benefit from improved relationships with the local faith community;**

**Your clients can benefit from the resources and relationships available in the local faith community;**

**Your community can benefit as a result of improvement in those relationships;**

**These benefits should be translated into achievable objectives;**

## Then

consider adopting the *Houses of Worship Directory*<sup>™</sup> as a tool to help you achieve these objectives. The *Houses of Worship Directory*<sup>™</sup> provides:

**A proven method to conduct a community resources survey that also builds relationships among the faith community;**

**A proven database management system that also produces a useful and attractive new community resource for current residents as well as visitors and newcomers to the community.**

The *Houses of Worship Directory*<sup>™</sup> is a non-sectarian, inclusive, free service designed to bring families and faith groups together. It is available online nationwide at [www.HousesOfWorshipDirectory.com](http://www.HousesOfWorshipDirectory.com). More than a dozen local print editions have been published since 2005. Local print edition licenses are available to commercial or non-commercial entities, and may be supported by any combination of advertisers, sponsors, or through available grant-funding.



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**GOOD THINGS PUBLISHING LLC**  
P O Box 501, Davison, MI 48423  
Toll Free 866 444 1450

## How does doing a ***Houses of Worship Directory™*** project improve relationships with the local faith community?

- Using our Faith Group Survey System helps you learn specific information about each faith group's resources and capabilities.
- Making personal contact with faith groups demonstrates your interest, creates opportunity for more dialog, and increases the potential for discovering additional community needs and resources.
- The Database Management System allows you to maintain proprietary information for internal use only.
- The Database Management System allows the non-proprietary, general-interest information from each faith group to be published at NO CHARGE in the online searchable database edition of the ***Houses of Worship Directory™***, available at [www.HousesOfWorshipDirectory.com](http://www.HousesOfWorshipDirectory.com).
- Promote that publication, as well as sponsorship of a ***Houses of Worship Directory™*** print edition (if appropriate for your community and circumstances) as a way to thank the faith groups for providing you with the information you need in order to advance your programs.

## What other value does the ***Houses of Worship Directory™*** provide?

- You gain recognition in the community as the sponsor of a new online resource people can use and learn from.
- You have another means to publicly thank donors and supporters.
- Through the optional print edition sponsorship, you may include community resource information, program information, and other such editorial content that will provide more benefit to the community and get more of your message in front of a new audience.

## How much work is involved in the Faith Group Survey System?

- First, develop a list of questions to gather the proprietary data that you want to keep track of.
- We will integrate those questions into our standard Faith Group Survey form.
- We will provide forms, scripts, online database entry capabilities, and training to enable your volunteers to make telephone, email, postal service, or personal contact in order to gather the data.
- Our Database Management System includes an MSAccess database template formatted to include headings for data entry of your proprietary data categories.
- Basic faith group contact information may also be pre-programmed for an additional charge.
- Your volunteer team follows the process of contacting and surveying the faith groups in the community. We suggest you budget work hours approximately equal to the number of faith groups for this part of the project.

## How do we know if a print edition of the *Houses of Worship Directory*<sup>™</sup> is right for us?

- A *Houses of Worship Directory*<sup>™</sup> print edition would be practical for you if at least one of these items applies to your situation:
  - If your community contains fewer than 500 faith groups;
  - If you have access to grant funding or other support sufficient to cover costs of production;
  - If you are looking for a different kind of fund-raising opportunity;
  - If you see the value of a print resource that can contain additional program or community information along with the basic faith group listings;
  - If a number of faith groups want to have full-page listings that include photos, graphics, or other material that is not part of the basic listing information.

## What would we do with the print directories?

- Local Chambers of Commerce and Convention and Visitors Bureaus may provide distribution of the directory to businesses and individuals, as well as to their member organizations (hotels, visitors centers, etc). Membership may be required in order to utilize this capability.
- Christian bookstores, community action agencies, food banks, real estate offices, and hospitals, hotels, and public libraries typically welcome the opportunity to distribute the directory. We suggest you keep them well supplied.
- Local clergy appreciate receiving a copy of each year's edition in the mail. Some faith groups will request additional copies to use internally or for their own outreach.
- We will provide you with a system to track distribution and follow up as appropriate.

## How much money does all this cost?

- The basic Faith Group Survey System is \$49.95.
- Telephone and email support is \$19.95 per month for the duration of your project.
- The Basic Database Management System, preprogrammed to include your proprietary questions, is \$99.95.
- The Complete Database Management System, including the Faith Group Survey and three months of telephone/email support, is \$159.95.
- Additional charges will apply for programming of basic faith group contact information into the Database Management System.
- The *Houses of Worship Directory*<sup>™</sup> Print Edition package, including Complete Database Management System, twelve months of unlimited telephone/email support, distribution tracking system, exclusive territory license to provide the print edition to your community, production specifications, and permission to make appropriate use of the product logo in all promotional material, is \$1,995.00.
- Graphic artist design services for advertisements, expanded faith group listings, or other material you wish to include in your edition, are available at a rate of \$150 per page.
- The *Houses of Worship Directory*<sup>™</sup> Full Print Production package includes all directory layout and design services except advertisements, expanded faith group listings, or other material you wish to include in your edition, a first draft proof, a second draft proof, a final production proof, production of the print edition, and delivery to your location.
  - Print edition costs vary according to number of pages and pressrun. For example, as of July 1, 2008, a pressrun of 5,000 copies of a 96-page directory, FOB Destination, is approximately \$12,000.00
  - You must purchase the Print Edition package in order to purchase the Full Print Production package.

## What else should we know?

- The Full Print Production agreement specifies a firm price for a specific pressrun of a specific number of pages. There are no hidden or extra charges, and no automatic renewal clauses.
- We will provide a list of potential grant-funding resources that includes contact person name, address, phone, email when available, and a “warm-up” call to inform them to expect contact from you.
- We will provide you with presentation materials to use in the grant application process.
- On-site training and support are available at a cost of \$300 per day plus reasonable travel and accommodation costs. A day consists of all or any part of a day spent on your site or traveling to or from your site.

## What is the next step?

- We suggest you start using the Faith Group Survey System immediately.
- This will provide you with immediate access to basic tools and training that will help you decide how much additional benefit you can derive from additional services and products.
- If your use of the Faith Group Survey System includes making faith group listings available in the online edition of the **Houses of Worship Directory™**, you may immediately begin to promote your organization as an associate of Good Things Publishing LLC in bringing this resource to your community.



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## ***Houses of Worship Directory™*** Product Line

- Online listings for faith groups, including unlimited access to enter and/or revise them at any time: **No Charge.**
- ***Faith Group Survey System***, includes forms, scripts, online database entry capabilities, and telephone training in how to use the material in order to gather the data: **\$49.95.**
- ***Telephone and email support*** for the duration of your project: **\$19.95 per month.**
- ***Basic Database Management System*** includes an MSAccess database template formatted to include headings for data entry of standard items as well as headings for data entry of any proprietary data categories you may wish to gather: **\$99.95.**
- ***Complete Database Management System***, includes the Faith Group Survey, the Basic Database Management System, and three months of telephone/email support: **\$159.95.**
- ***Houses of Worship Directory™ Print Edition System***, includes Complete Database Management System, twelve months of unlimited telephone/email support, distribution tracking system, exclusive territory license to provide the print edition to your community, production specifications, and permission to make appropriate use of the product logo in all promotional material: **\$1,995.00.**
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## Optional Services:

- Faith Group Tele-Survey, whereby Good Things Publishing gathers information from the faith groups in the community for you. Minimum investment \$1,000, applied at \$25 per hour to time required for local survey
- Basic Database Management System may be upgraded to include preprogrammed local faith group contact information. Rates vary according to number of local faith groups to be programmed.
- Graphic artist design services for advertisements, expanded faith group listings, or other material you wish to include in your edition, are available through Good Things Publishing LLC at a rate of \$150 per page.
- On-site training and support are available at a cost of \$300.00 per day plus reasonable travel and accommodation costs. A day consists of all or any part of a day spent on your site or traveling to or from your site.

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