



IDEAS FOR ENCOURAGING NEW READERS

Behind many of these ideas is the fact that *Tapestry* continues to be a very affordable ministry tool.

- Consider having individuals or your society sponsor subscriptions for other women in your congregation or neighbourhood. What a way to show care with this Gospel-centred publication!
- Consider sponsoring a one-year subscription for each woman who joins your congregation and, at the end of the year, invite her to order her own subscription. It's a great opening to invite her to LWMLC, too.
- Some societies purchase copies for their members. That should not be a barrier to inviting someone who is not active in the group to pay for a subscription and be part of the group order. It may take a little creativity to do it in a sensitive way but we know you can do that.
- Consider asking your members who, in their lives, could use some spiritually uplifting material – the shut-in next door, a young mother down the street, students away at school, an acquaintance dealing with cancer, your daughter-niece-granddaughter-mother, the list could go on. Perhaps some would like to order three copies and give the extras away each time to different people.
- Ask your pastor for those who might benefit or better yet, supply your pastor with a couple of extra copies to give away to those who might benefit. Remember to see your pastor's wife has a subscription.
- *Tapestry* includes excellent Bible studies in each issue – one for each month of the year. If you don't already, consider using these studies at your meetings and ordering enough copies for all to have access.
- Gather sample copies of the magazine (not necessarily the current issue) and attach a love note and subscription information. Place these in the mailboxes of any women who don't subscribe.
- If your church has any spring events coming up, consider setting up a display that includes *Tapestry*. Provide a number of different issues for people to browse through and information on how to subscribe.
- Be active in calling or talking directly to each member of your society to make sure no one misses out. Tell them about all the different versions. While most will want the regular print version it's surprising who wants to try a digital copy for a year or who might appreciate a large print or audio version but hesitates to say so.
- One society types all the information about renewing and attaches a small envelope with the person's name on it. It makes things easy for everyone. Those renewing simply tick off the version they want, put their payment in the envelope and return it. And follow-up requires calls only to those who haven't returned their envelope.
- And...after all that...use your own great ideas for encouraging returning and new readers. Everyone will benefit.

And a request: Please share the creative ideas you come up with with Data Manager Laura Goerz (datamanager@lutheranwomen.ca) so next year she can share them with everyone. Nothing beats a good, tested idea.