GIDEONCARD PROGRAM
TABLE OF CONTENTS

Introduction 3

Section 1 – Basics of the GideonCard Program 4
  1-1 Great Potential  
  1-2 Areas of Promotion  
  1-3 Ways to Promote  
  1-4 Three Lines of Gideon Expressions

Section 2 – Four Primary Areas To Promote the GideonCard Program 9
  2-1 Areas of Promotion  
    2-1a Calendar for Promoting Gideon Expressions Cards  
    2-1b Tribute Card Donations

  2-2 Through Churches  
    2-2a Annual Pastors Event Bulletin [Form 208]  
    2-2b Church Presentation Bulletin Insert  
    2-2c Key Information to Share in Churches  
    2-2d Letters to Pastors  
    2-2e What You Want to Share at Annual Pastors Events  
    2-2f Gideon Expressions Message  
    2-2g Pastors Response Card  
    2-2h Gideon Expressions Tribute Card Collection [Form 825]  
    2-2i Gideon Expressions Bulletin Inserts [Form 221]  
    2-2j Information Brochure  
    2-2k Primary Resources for Gideon Expressions Cards in Churches

  2-3 Inside Funeral Homes  
    2-3a Suggested Outline for Calling on Funeral Home Directors

  2-4 At Retirement and Assisted Living Facilities  
    2-4a Suggested Outline for Calling on Retirement and Assisted Living

  2-5 Through Other Key Opportunities

Section 3 – Your Opportunities in the GideonCard Program 32
  3-1 All Gideons  
  3-2 Camp Chairman  
  3-3 Camp Committee  
  3-4 Auxiliary Liaison  
   3-4a Suggested Comments When the Gideon Expressions Video/DVD is Shown

Section 4 – Resources 38
INTRODUCTION

BILLIONS OF PEOPLE ARE LOST WITHOUT CHRIST!
This could be the headline of any major newspaper in the world today. Christians in your community are willing to send the Gospel found in God’s Word to these lost people…if they only knew a way to do it. The GideonCard Program is one way to help meet this need.

The GideonCard Program is one of the ways The Gideons International secures funds to purchase and place Scriptures in the USA and around the world. Christian donors contribute because they understand our mission is to win others for the Lord Jesus Christ and they know that Gideons and Auxiliary members are diligent to provide people with access to the Scriptures. Christians in your community need to know they can…Give A Card, Send The Word, Change A Life!

HOW CAN I GET INVOLVED IN THE GIDEON CARD PROGRAM?
The purpose of this manual is to help you as Gideons and Auxiliary members determine your level of involvement in the program. Here are just a few ideas:

- Personally send the cards and provide Scriptures in memory, in recognition, or to say “I’m thinking of you.”
- Give the Tribute Card Packets to your friends so they can donate to the Gideons
- Help your camp promote the program by serving as a GideonCard team member
- Be responsible for placing a stocked GideonCard display in your home church
- Adopt a GideonCard display to be placed in another church in your community
- Schedule and make GideonCard presentations in churches and other approved facilities
- Promote the program to pastors and church leaders during scheduled Church Relations Days
- Pray that God will continue to bless and use the program to help win the lost to Christ

As you can see there are many ways to promote the GideonCard program, however it starts with our members.

First- use the plan ourselves
Second- inform other Christians in every eligible church in your camp territory
Third- be diligent and efficient in administering the program in your camp area

Let us be thankful that God is using the GideonCard Program to provide millions of copies of His Word. Gideon Expressions cards provide a service to your community, connecting Christians to the singular objective of The Gideons International of “winning others to the Lord Jesus Christ.”
SECTION 1: BASICS OF THE GIDEONCARD PROGRAM

It is obvious that God is blessing this program. Donations through the GideonCard Program have gone from $1 million per year in its early years to over $20 million worldwide in 2008–2009. The potential of this program is great as more and more Christians in our communities become aware of its purpose.

SECTION 1-1: GREAT POTENTIAL
The GideonCard Program raises millions of dollars each year. However, it has not yet reached its full potential. Here are some facts to keep in mind as your camp seeks to increase the use of Gideon Expressions cards this year:

- There are an estimated 239,037 churches in the USA.
- The average GideonCard donation is $39.
- If just five donors per church gave $39 to provide Scriptures, the GideonCard Program would produce $46,612,215 in Scripture receipts.
- More than 90% of all US households buy greeting cards, with the average household purchasing 30 individual cards in a year. (American Greeting Card Association)

SECTION 1-2: AREAS OF PROMOTION
With great potential come great opportunities. However, it is a proven fact that 100% of people will not use the program if they do not know about it. Gideons and Auxiliary members give Christians an opportunity to reach out with a copy of God’s Word by providing Scriptures through the GideonCard Program. There are four primary areas where you can promote the GideonCard Program:

1. Camp Members, Friends and Family
2. Churches
3. Funeral Homes
4. Retirement and Assisted Living Facilities

THE GIDEONCARD PROGRAM AND GIDEON EXPRESSIONS
There are now three distinct lines of Gideon cards, all offered under one meaningful name: Gideon Expressions. Regarding the use of the names “GideonCard” and “Gideon Expressions” please note the following:

- Within your camp, and all of The Gideons International organization, this should be called the GideonCard Program. That is the internal name for referencing the program.
- Outside your camp—when speaking to non-Gideons (churches, friends or family)—do not talk about the GideonCard Program. Always refer to these cards as Gideon Expressions. This name is a softer way to promote the cards, and Gideon Expressions is more in line with other greeting card names. After all, people are expressing their heartfelt sentiments to family and friends through Gideon Expressions cards.

The three unique lines of Gideon Expressions Cards are:

1. Tribute Cards
2. Occasion Cards
3. Holiday Cards
SECTION 1-3: WAYS TO PROMOTE

TRIBUTE CARD COLLECTION (FORM 825)
The Tribute Card Collection (Form 825) includes all of the following:

- 9 assorted Tribute cards (In Memory, In Recognition, Thinking of You)
- 9 white card envelopes
- 9 Bible donation envelopes
- 1 informational brochure (Form 824)

The goal is for every member in every camp in the USA to give away one Tribute Card Collection each month or twelve per year. In the United States, this would be just over 1 million Tribute Card Collections per year.

Make an intentional effort...order the Tribute Card Collections and give them away. The best advertisement is word of mouth by enthusiastic believers in the program. If all Christian families in our communities had card collections in their homes...they would never lack for the opportunity to give a card...send the Word . . . and change a life.

Note: The camp is responsible to properly assemble the Tribute Card Collection, which includes stamping the 802 envelopes with the camp address. This should be done under the direction of the GideonCard Program chairman and with help of the camp program committee.

Be sensitive to each person's preferences regarding Scripture translations—King James Version or Modern English Version. Tribute Card Collections are available in both (Form 825K or 825M).

GIDEON EXPRESSIONS BROCHURE (FORM 824)
This promotional brochure is a self-contained advertisement for Gideon Expressions cards. Here are some ways you can use this brochure:

- Give to family and friends at your church or over the holidays.
- Give to pastors and church leaders on Church Relations Days visits.
- Send one to every inactive Gideon.
- Make them available at all GideonCard presentations (church groups and retirement/assisted living facilities).

Each of the three types of Gideon Expressions cards, Tribute cards, Occasion cards and Holiday cards, are described in the brochure, and it directs people to order cards in three ways:

1. On our website at gideons.org
2. By calling the new Gideon Expressions toll free number 1-866-382-4253
3. Mailing a request to headquarters for cards

GIDEON EXPRESSIONS DVD PRESENTATIONS
Goal: Schedule and make GideonCard presentations in two eligible churches/month

Two DVD presentations are available to Gideon and Auxiliary members:

- Gideon Expressions Video, “Change a Life” (Item 781D08) – 2:30 min.

NOTE: Both available on item 783D09.
Many people today are not aware of the scope of The Gideons International ministry. These DVD presentations will help them gain a complete picture of how we share the Word of God around the world…and the impact being made as people turn to Christ.

Each camp should promote and qualify a team of GideonCard presenters to make presentations in churches and other approved facilities. Gideons are encouraged to show either of these DVD’s to church groups and residents of Retirement and Assisted Living Facilities. Auxiliary members are also encouraged to show either of these DVD’s to all-women church groups.

**GIDEON EXPRESSIONS VIDEO, “CHANGE A LIFE” (ITEM 781D08)**
This inspirational video is a powerful introduction to Gideon Expressions cards. The DVD is only two and a half minutes long and is a compelling attention-getter when used in a church or small group presentation. Please use the “Outline For Presenting The Gideon Expressions Video” found in Section 2-2 of this manual. Also, use it as a door-opener when initiating and expanding a relationship with pastors, funeral home directors, and directors of retirement/assisting living facilities.

**GIDEON EXPRESSIONS PRESENTATION DVD (ITEM 783D09)**
This new video gives Gideons and Auxiliary members another quality multimedia tool for GideonCard presentations. At just under six minutes in length, this DVD demonstrates the practical steps to using Tribute Cards and inspires viewers to send Bibles and New Testaments around the World. When using this DVD, all Gideon or Auxiliary presenters have to do is make our cards available using the Tribute Card Collections (Form 825) or direct people where to locate cards in their church or facility.

**GIDEON EXPRESSIONS: “CHURCH DISPLAY” (ITEM 830)**
Goal: Place stocked GideonCard Displays in every eligible church. Form a GideonCard team for the placement of GideonCard Displays in two (2) churches/month.

The Gideon Expressions: “Church Display” (Item 830) is the primary means of offering and promoting Gideon Expressions cards in churches…on an ongoing basis. The four-pocket display holds all three versions of Tribute cards plus the Gideon Expressions brochure (Form 824). These displays need to be regularly maintained and replenished with cards and promotional brochures. Also, change out the headers (as new ones are available from the International Headquarters) to give the display a fresh appearance.

Each 4-pocket display should be stocked as follows (separate items for each pocket):

- In Memory Tribute cards
- In Recognition Tribute cards
- Thinking of You Tribute cards
- Gideon Expressions brochures

Note: The camp is responsible to properly assemble the Church Display which includes stamping the 802 envelopes with the camp address. This should be done under the direction of the GideonCard Program chairman and with help of the camp program committee members. Be sensitive to each church’s preferences regarding Scripture translations—King James Version or Modern English Version.
SECTION 1-4: THREE LINES OF GI
DEON EXPRESSIONS

I. TRIBUTE CARDS
Tribute cards enable the card sender to express tribute to a specific person…and to choose the amount of the Scripture donation he or she wants to make. These cards are provided through Gideons, in cooperation with local evangelical and protestant church congregations, retirement and assisted living facility directors and funeral home directors. Tribute cards allow a person to express tribute to a friend or loved one through the dedication of Scriptures. There are three kinds of Tribute cards:

**In Memory Cards**
Dedicating Scriptures as an expression of love and sympathy upon the death or remembrance of a family member or friend.

**In Recognition Cards**
Honoring someone by dedicating Scriptures for special occasions of any kind: anniversaries, birthdays, births, graduations, retirements, weddings, etc. (NOTE: Gideon Expressions Occasion Cards also recognize special occasions in a slightly different way.)

**Thinking of You Cards**
Letting someone know he or she is on your mind, and in your prayers, by sending a personal note and dedicating Scriptures. Times of illness, life changes (moving, work promotion, etc.), and personal crises—are ideal moments in life for sending these cards.

II. OCCASION CARDS
Occasion cards are offered in packets with an established card price that includes a modest Scripture donation. Introduced in 2008, these popularly priced cards can be purchased at any time on the gideons.org website. (Click on Gideon Expressions.) Or, they can be ordered directly from The Gideons International Headquarters, using the Gideon Expressions toll-free phone number: 1-866-382-4253.

NOTE: International Headquarters establishes a price for these packets of cards that is comparable to the price of other nicer greeting cards—while still enabling the giver to provide Scriptures to be placed through their card purchase. The unit price of every Occasion card (and Holiday card) is based on the cost to print and send Scriptures around the world.

Occasion cards are the most appropriate way to acknowledge specific occasions with beautiful and uniquely designed cards that also share God’s Word. There are six Occasion cards:

**Thank You Cards**
A memorable way to show your appreciation.

**Birthday Cards**
Suitable for people of all ages.

**Anniversary Cards**
Beautiful designs appropriate for a variety of anniversaries.

**Birth Cards**
Acknowledging the gift of a new life with the gift of Scriptures.
Wedding Cards  
A wonderful occasion to recognize through a card that also provides God’s Word.

Graduation Cards  
Commemorating this accomplishment with a Scripture donation card.

Get Well Cards  
Express your care and concern, and send God’s Word around the world.

III. HOLIDAY CARDS  
Holiday cards are also offered in packets with an established card price that includes a modest Scripture donation. Available in the same manner as Occasion Cards, these Christian Holiday Cards can also be purchased on the gideons.org website (during each special season) or ordered directly from The Gideons International Headquarters. Again, International Headquarters establishes a price for these packets of cards that is comparable to the price of other nicer greeting cards—while still enabling the giver to provide Scriptures to be distributed through each card purchased. Holiday cards are available seasonally for both Christmas and Easter.

GUIDELINES FOR PROMOTING OCCASION AND HOLIDAY CARDS

- Occasion and Holiday card packs can be ordered at www.gideons.org (Click on: Gideon Expressions) or by calling toll-free: (866) 382-4253.

- Please encourage friends and family members to order card packs directly from headquarters via the website or toll-free number. The Gideon Expressions Brochure (Form 824) is a great advertisement and promotion tool for Occasion and Holiday cards.

- Download the “mail-in donation form” for Occasion and Holiday cards found on our website. Print full color copies of this form for distribution to friends and family members for ordering card packs.

- Individual cards can be purchased by Gideon and Auxiliary members at camp meetings as they are made available. Gideon and Auxiliary members should also be encouraged to order card packs directly from headquarters.

- Occasion and Holiday cards should not be sold to friends and family members by local Gideon and Auxiliary members nor should they be sold in churches, funeral homes, or assisted living facilities when Gideon Expressions are being promoted.

- When promoting Occasion and Holiday Cards always encourage people to order cards by visiting our website or by calling us toll-free.
SECTION 2: FOUR PRIMARY AREAS TO PROMOTE THE GIDEONCARD PROGRAM

SECTION 2-1: CAMP MEMBERS, FRIENDS, AND FAMILY

PROMOTE GIDEON EXPRESSIONS WITHIN YOUR OWN CAMP

1. Encourage your fellow camp members to use Gideon Expressions cards and to tell their friends and family about them. Make sure everyone you know is aware of these unique cards that touch lives for Christ.

2. Display Gideon Expressions cards at every camp meeting. Your camp should be using your GideonCard Camp Display at all monthly meetings. Purchase a quantity of all Gideon Expressions cards to keep on hand, and allow Gideon and Auxiliary members to choose the individual cards they want. When your camp provides this service, you will enable members to better address their immediate needs for sending cards. They can then purchase their card choices directly from the camp, which will reimburse the camp outlay for these cards. See the following pages for hints on preparing a camp card display.

3. As part of his camp meeting report, the Gideon camp president should refer to Gideon Expressions cards at least three times per year:
   - Feb/Mar: Prior to the Easter season
   - May: Before the emphasis on graduations and weddings
   - November: Preparing for the Christmas season

4. Remind your camp members of key times to talk to others about these cards, such as Christmas, Easter, graduations, etc. (See the calendar in Section 2-1a for more ideas.)

5. Talk specifically about the Tribute Card Collection (Form 825) at the fellowship time in your camp meetings. Keep these card collections handy at home for your own card sending needs, too. (The best way to promote Gideon Expressions cards is to use them yourself.)

6. Give away one Tribute Card Collection each month of the year. Each time you do, you should average a $39 donation through these cards.
HELPFUL WAYS TO INSPIRE YOUR CAMP

Gideon Expressions Promotional Calendar
This calendar can be found in Section 2-1a and may be photocopied for your personal use.

Display Options

- Poster Board: less expensive but not as sturdy as the other two choices.
- Project Display Board (3 panels): sturdy and can stand up on its own.
- Foam Core Board: most expensive option, but provides the greatest durability.

Whichever board you choose (and you may find other options), select white or black colors when possible. (Black will help the cards stand out better when viewed.) Simply glue the cards to the board, using school glue, rubber cement, or spray adhesive. Carefully arrange the cards by card line for easy identification. Tribute cards should be mounted together. Occasion cards should be displayed together, and holiday cards for Easter or Christmas should be mounted, too (when available). Consider using stick-on letters or other lettering as headings for each line of cards.

Purchase poster board, project display boards or foam core board from a mass merchandiser store (such as Wal-Mart or Target), from a drug store, office supply store, or from an arts and crafts/school supplies store. Camps should reimburse members for the purchase of materials and cards used to make the camp display.
SECTION 2-1A: CALENDAR FOR PROMOTING GIDEON EXPRESSIONS CARDS

Keep handy the calendar below so that you can promote Gideon Expressions cards at the most appropriate times.

<table>
<thead>
<tr>
<th>Gideon Expressions – 3 Card Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tribute Cards</td>
</tr>
<tr>
<td>- In Memory</td>
</tr>
<tr>
<td>- In Recognition</td>
</tr>
<tr>
<td>- Thinking of You</td>
</tr>
<tr>
<td>Occasion Cards</td>
</tr>
<tr>
<td>- Thank You</td>
</tr>
<tr>
<td>- Birthday</td>
</tr>
<tr>
<td>- Anniversary</td>
</tr>
<tr>
<td>- Birth</td>
</tr>
<tr>
<td>- Wedding</td>
</tr>
<tr>
<td>- Graduation</td>
</tr>
<tr>
<td>- Get Well</td>
</tr>
<tr>
<td>Holiday Cards</td>
</tr>
<tr>
<td>- Christmas</td>
</tr>
<tr>
<td>- Easter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MONTH</th>
<th>CARD TO EMPHASIZE</th>
<th>WHAT TO SAY AND PROMOTE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Easter</td>
<td>Order early for timely delivery.</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Easter</td>
<td>Order early for timely delivery.</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Easter</td>
<td>Order now.</td>
<td>Important: Send an Easter card to every pastor in your area.</td>
</tr>
<tr>
<td>Late March/Early April</td>
<td>Easter</td>
<td>Last chance to order.</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Wedding, Graduation, In Recognition &amp; Anniversary</td>
<td>Start ordering them now.</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Wedding, Graduation, In Recognition &amp; Anniversary</td>
<td>Start ordering them now.</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Wedding, Graduation, In Recognition &amp; Anniversary</td>
<td>This is the key month.</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Wedding, Graduation, In Recognition &amp; Anniversary</td>
<td>Keep them handy and stocked.</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>Thinking of You</td>
<td>Back to school (college students).</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Thinking of You</td>
<td>Back to school (college students).</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Christmas</td>
<td>Order early for timely delivery.</td>
<td></td>
</tr>
</tbody>
</table>
November | Christmas | Order early for timely delivery. |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>Christmas (first week) Thinking of You</td>
<td>Important: Send a Christmas card to every pastor in your area.</td>
</tr>
</tbody>
</table>

NOTE: In Recognition cards should also be highlighted in the spring and summer for school graduations.

SECTION 2-1B: TRIBUTE CARD DONATIONS

MAKE SURE THAT TRIBUTE CARD DONATIONS ARE HANDLED EFFECTIVELY AT THE CAMP LEVEL

Over the years, The Gideons International has established a good name and reputation based on integrity and business expertise. This reputation is at stake in the way we manage and process Tribute Card gifts in our camps. Unfortunately, one “mistake” has the potential to cause irreparable harm. Therefore, we need to be very thorough and timely in handling gifts, issuing receipts and properly handling Tribute Card donations, plus the presentation of Gideon Blue-Covered “In Memoriam” Bibles.

PROCESSING TRIBUTE CARD FORMS

Tribute Card Donation Envelope (Form 802)
The Tribute Card Donation Envelope is inserted in the In Memory card (Form 806), the In Recognition card (Form 807), and the Thinking of You card (Form 810). There are a number of checkboxes in the Form 802 that require one or more of the following actions:

1. Sending of an appropriate card (Forms 806, 807 or 810) by the camp GideonCard Program chairman to the designated individual.
2. Sending a Thank You Card (Form 808) and a new Tribute card (In Memory, In Recognition, Thinking of You) that matches the one sent by the donor.

The procedures outlined in Steps 1 and 2 should also be followed if a request is received by telephone, letter, or through the use of tear-off flap from a brochure or church bulletin insert.
In Memory Card (Form 806)
One of these cards should be used when a friend or loved one is taken into the Lord’s presence. These cards are also very appropriate to be used as a memorial on the anniversary of one’s death, Mother’s Day, Father’s Day, etc. Cards should be placed in a Church Display (Item 830), in the Funeral Home Table Display (Item 819), and distributed to Gideons and Auxiliary members for personal use. The cards may be mailed or presented personally to the bereaved at the funeral home as appropriate. When donors use this program through the church bulletin insert (Form 209), by telephone, or as shown on the Tribute Card Bible Donation Envelope (Form 802), the camp GideonCard Program chairman mails to the bereaved an In Memory card on behalf of the donor. He also sends a Thank You card (Form 808) to the donor.

In Recognition Card (Form 807)
These cards are used to recognize—or honor friends or loved ones—at such occasions as anniversaries, birthdays, graduations, retirements, weddings, and other special times. The cards are placed in a Church Display (Item 830) and distributed to Gideons and Auxiliary members for personal use. These cards are mailed to those being honored. When donors use the program through the Tribute Card Donation Envelope (Form 802), church bulletin insert (Form 209), or by telephone, the camp GideonCard Program chairman mails to the honoree an In Recognition card on behalf of the donor. He also sends a Thank You Card (Form 808) to the donor.

Thinking Of You Card (Form 810)
These cards are used for personal messages to friends or loved ones at special times of thinking of and/or praying for them. The cards are placed in a Church Display (Item 830) and distributed to Gideons and Auxiliary members for personal use. These cards are mailed to the honoree. When donors use the program through the Tribute Card Donation Envelope (Form 802), church bulletin insert (Form 209), or telephone, the camp GideonCard Program chairman mails to the honoree a Thinking Of You card on behalf of the donor. He also sends a Thank You Card (Form 808) to the donor.

Be Timely
We need to be very thorough and timely in handling gifts, issuing receipts, and handling Tribute card donations, plus the presentation of Gideon Blue-Covered “In Memoriam” Presentation Bibles.

PROCESSING TRIBUTE CARD FUNDS AND RESPONSES

Money Received at a Church Service
At the time of a church service, all monies actually received (even when a Gideon Expressions card is to be sent) are counted as church service offerings and not as GideonCard Program gifts.

NOTE: GideonCard donor contributions are allocated the same as church service offerings: 40 percent to the camp, 40 percent to the International Outreach Fund, 10 percent to the Emergency Scripture Fund, 6 percent to the Service Testament Fund, and 4 percent to the Scripture Distribution Fund.

This is helpful when donors inquire how their donations will be used.
What to Do When Someone Checks the Response Box
When an insert is returned to the camp and the box has been checked indicating that the addressee is interested in receiving additional information about the Gideon ministry, the following procedure should be followed:

The camp church ministry chairman should send a brief cover letter together with additional literature selected from the following list:

- Unto the Uttermost—Russia (Form 326)
- The Worldwide Ministry (Form 320)
- The International Outreach Ministry (Form 309)
- A Unique Ministry (Form 301)

As a follow-up to this letter, a camp representative may then proceed with a future contact—or even a personal visit. Always commit this opportunity to prayer…that God would use it to encourage concerned Christians through The Gideons International.

Maintaining Records
An accurate list of all serviceable locations for GideonCard Program materials is essential for administration and promotion of the GideonCard Program. As a minimum, the list should include:

- Church or facility name (including funeral homes and retirement/assisted living facilities)
- Mailing address
- Physical address
- Phone number
- E-mail address
- Contact name (pastor or director)
- Contact’s home address
- Contact’s home phone
- Contact’s e-mail address

Physical Card System
The GideonCard Program Record Cards (Forms 820, 821 and 822) provide a permanent record of the camp’s history with each location of GideonCard Program materials. This manual system may be used as a supplement to online records if the camp chooses. These cards contain the same information as the list of serviceable locations; however, they also include information on past activities. Each location should be assigned a permanent number, or code, which is listed at the top of the card. These cards are then kept in a binder as a permanent record.

Online Recordkeeping
GideonCard record keeping and maintenance are part of the Gideon online system. Card activity can be better tracked for each location—and updates are more easily made and maintained. The site administrator should designate the Camp GideonCard Program chairman as a content contributor. This access should also be provided to other members of the camp GideonCard Committee. Doing so allows location details and activity information to be maintained in the GideonCard Program section of the website. There is the ability to print customized reports from the website. As the camp utilizes the online system, the physical card system is replaced.
NOTE: As we continually move to maintain all records online, each camp should maintain their GideonCard Program records accordingly. See Section 3 for duties and descriptions of GideonCard Program leadership.

SECTION 2-2: THROUGH CHURCHES

TELL YOUR CHURCH FAMILY
Share the advantages of Gideon Expressions in your own church—and all of the churches you visit. Be an ambassador for the GideonCard Program in your church. The ideal prospects for using Gideon Expressions cards are other Christians. They will readily recognize the spiritual impact of these cards that also send Scriptures to those in need of Christ. They will be excited about them and want to order them. So let them know about them every way you can.

- Send Gideon Expressions cards to people in your church. Remind them that they can order and use these unique cards, too.
- Talk to Sunday School and Bible study classes whenever possible and appropriate. Share one of the Gideon Expression DVD presentations whenever possible.
- Prior to Christmas and Easter (and other special events), mention the availability of special Gideon Expressions cards to acknowledge these special Christian holidays—and Send the Word. (See the Gideon Expressions Promotional Calendar for Cards in Section 2.)
- Ask an Auxiliary member of the church to share a brief presentation and one of the Gideon Expression DVD presentations at all-women church group meetings.

NOTE: Working through the Camp GideonCard Committee, Auxiliary members can make Gideon Expressions presentations to all-women church group meetings at any eligible church.

TALK TO PASTORS
- Make a personal call on your pastor and other pastors—following the prepared presentation in “Extend Your Church’s Ministry” (Form 817).
- Use this brochure in your pastor visits to better explain Gideon Expressions cards. (Remember your objective is to place displays and schedule video presentations. There may also be the opportunity to replenish supplies, for displays that are already placed.) Make sure you leave the “Extend Your Church’s Ministry” (Form 817) brochure with the pastor.
- Have a clear cut objective and use the following four point outline when talking with pastors:
  o “Thank you pastor for your ministry in the community and support for ministries like the Gideons.”
  o “Perhaps you have attended one of our Annual Pastors Events, it’s one way of saying thanks to the pastors and church leaders in the area.
  o “Your church is a key church in the area and the Gideons could not reach the vast numbers of people in 190 countries without churches like yours. Your church is vital to reaching more people for Christ!”
  o “We need your help today. Many churches are blessed to have our free Gideon Expressions cards displayed in their foyers or allow a video presentation about our cards.” Show the pastor the cards and explain usage. Offer to show the Gideon Expressions video to a Sunday School class or senior adult meeting.
- Schedule a specific time for showing one of the Gideon Expression DVD presentations to adult Sunday school classes, assemblies, mid-week or Sunday night services.

NOTE: When there is sufficient time granted for your Sunday morning worship presentation, you may also show a DVD presentation. However, be certain that the pastor has seen the DVD and
approved a Sunday morning worship presentation. Make sure, too, that the church has the equipment needed to show the DVD to the full congregation.

IMPORTANT: A DVD should never replace your Gideon church presentation; it is only a supplement when time is available, and granted by the pastor, to show it.

- Send a confirmation letter to the pastor or group leader (See Section 2-2d). Confirm the day and time of your scheduled presentation, the event or class, the contact person when you arrive, and the need, if any, for video equipment.

NOTE: Unlike Gideon church presentations, you may bring your own equipment to play a DVD for small group meetings. The same is true for Auxiliary members making eligible all-women church group presentations.

- During your call on the pastor, seek to place one or more Church Displays (Form 830) on a table or fasten them to the wall in a prominent place in the church building(s). It is best to secure it to the wall using double sided tape on the back of the display. Remember; obtain the pastor's permission first. This display holds the three Gideon Expressions Tribute cards: In Memory cards, (Form 806), In Recognition cards (Form 807) and Thinking of You cards (Form 810). It also has a pocket for the Gideon Expressions Brochure (Form 824) that highlights all three lines of cards: Tribute, Occasion and Holiday.
- Present to the pastor a sample of Tribute cards in the special Tribute Card Collection (Form 825) as you are explaining the program to him.
- Provide the church all the designs of each of the Tribute Cards.

NOTE: Be sensitive to each church's preferences regarding Scripture translations—King James Version or Modern English Version.

OUTLINE FOR PRESENTING GIDEON EXPRESSIONS DVD'S, ―CHANGE A LIFE‖ (ITEM 781D08) OR GIDEON EXPRESSIONS PRESENTATION

IMPORTANT: These inspirational DVD's encourage church members to support the Gideons by using Gideon Expressions cards. You will still need to give an overview of the card program to the group after the video presentation.

Small Groups (Gideon and Auxiliary Presentations)

1. Coordinate your presentation with the pastor or appropriate contact person.
2. Arrive early to set up the equipment and check that the video plays as desired.
3. Prepare your brief overview of Gideon Expressions cards, highlighting the following:
   - Each time you send a Gideon Expressions card, someone receives God’s Word.
   - Occasion and Holiday cards are comparably priced to other quality cards, but they also send the Word.
   - Tribute cards enable you to donate any amount of Scriptures you choose in memory, in recognition, or simply when you are thinking of someone. All donations from Tribute cards are used entirely to purchase and ship Scriptures.
   - Each card also shares a brief testimony on the back of someone saved after receiving a copy of God’s Word through the Gideons.
   - You can order Gideon Expressions any time via the website: gideons.org or through the Gideon Expressions toll-free number: 866.382.4253.
4. Bring sufficient quantities of leave behind promotional materials:
   - For groups of 25 people or less, give each person a Tribute Card Collection (Form 825).
   - For groups larger than 25 people, give each person a Gideon Expressions brochure (Form 824).
5. Thank the group leader and group for allowing you to present and ask if there are any questions.
6. Encourage people to…Give a Card. Send the Word. Change a Life!

Gideon Church Presentations

1. When you are granted permission by the pastor to show a DVD as part of your Gideon church presentation, meet ahead of time with the pastor and/or production person at the church to go over the timing of the video within your presentation.
2. Prepare your brief overview of Gideon Expressions cards, highlighting the following:
   - Each time you send a Gideon Expressions card, someone receives God’s Word.
   - Occasion and Holiday cards are comparably priced to other quality cards, but they also send the Word.
   - Tribute cards enable you to donate any amount of Bibles you choose in memory, in recognition, or simply when you are thinking of someone.
   - Each card also shares a brief testimony on the back of someone saved after receiving a copy of God’s Word through the Gideons.
   - You can order Gideon Expressions any time via the website: gideons.org or through the Gideon Expressions toll-free number: 866.382.4253.
3. Bring sufficient quantities of Gideon Expressions brochures (Form 824).
4. Thank the pastor and congregation for allowing you to make a presentation.
5. Encourage people to…Give a Card. Send the Word. Change a Life! During all Gideon church presentations where Gideon Expressions cards are available in the church (even when there is not time to show the video), every Gideon speaker should include Gideon Expressions cards in his presentation. Tell the congregation the wonderful opportunity made available to share love and concern by sending a Gideon Expressions card.
6. Make certain that Church Presentation Bulletin Inserts (Form 209) are distributed at each Gideon church presentation. These contain brief descriptions of all Gideon Expressions cards. They also provide ongoing promotion of this card program after you have left the church.
7. In addition, make available to churches—either six months before, or six months after your visit—the new Gideon Expressions Bulletin Insert (Form 221) to further promote these cards and the Gideon ministry.
8. Always follow-up your visit with a pastor by sending a Thank You letter that includes a testimony (See section 2-2d). This letter will help solidify your relationship and shows that we are not simply asking the pastor for something…we appreciate what the pastor does and wish to work with him in a common cause.
9. Local Gideons, under the direction of the camp Gideon Card Program chairman, must ensure that up-to-date materials are available in each church. Conduct regular church checks and schedule Church Relations Days to keep Gideon Expressions items up to date.
10. It is imperative that a regular schedule be established for replacing Gideon Expressions supplies at churches. Only approved materials should be placed in these displays.
11. Conducting a Church Relations Day is an excellent way to kick-start church activity and interest in Gideon Expressions cards.

NOTE: Find out more about the Church Relations Day in the Church Ministry Program manual, Form 223.
NOTE: The most effective times to update church displays is on Sunday mornings during the Sunday School/Bible Study hour, on Sunday nights (where churches have Sunday evening worship) and on Wednesday nights at churches. Whenever possible, try to attend early morning worship at your own church so you can then update displays at other churches in your area during Bible study time. On Sunday mornings, Sunday evenings, and Wednesday evenings, you may also have the opportunity to meet with a pastor and enhance Gideon relations.

HELPs FOR CALLING ON CHURCHES

- “What to Say About Gideon Expressions at Annual Pastors Events”
- Annual Pastors Event Bulletin—with inside message on Gideon Expressions (Form 208)
- Pastor’s Response Cards
- Tribute Card Collections (Form 825)
- Church Presentation Bulletin Inserts (Form 209)
- Gideon Expressions: Bulletin Inserts (Form 221)
- What to Include in Church Presentations (Form 816)
- “Extend Your Church’s Ministry” (Form 817)
- Gideon Expressions Video, “Change a Life” (Item 781D08)
- Church Display (Item 830)
- Church Ministry Program Manual (Form 223)

SECTION 2-2A: ANNUAL PASTORS EVENT BULLETIN (FORM 208)—WITH INSIDE MESSAGE ON GIDEON EXPRESSIONS
SECTION 2-2B: CHURCH PRESENTATION BULLETIN INSERT (FORM 209)

TRIBUTE CARD COLLECTION (FORM 825)
SECTION 2-2C: KEY INFORMATION TO SHARE IN CHURCHES ABOUT GIDEON EXPRESSIONS

NOTE: Adapt the following to fit the length of time you are allocated for your presentation.

Gideon Expressions cards enable you to dedicate Scriptures in memory, or in recognition, of a friend or loved one. You can also use these unique cards to acknowledge a special event or occasion in someone’s life, or simply to say, “I’m thinking of you.”

Each Gideon Expressions card provides a brief testimony—just like the ones I’ve shared here today—of how God has worked in someone’s life as a result of receiving a Scripture from the Gideons.

These Scriptures, placed in areas around the world served by The Gideons, provide a lasting memorial.

Tribute Cards
When you want to express tribute to someone, just complete a Tribute card (hold up just one of these three kinds of cards)…and send it to the loved one or friend advising them of your donation of Scriptures. Complete the envelope inside the card (show inside of cards) and mail it to The Gideons. For your convenience, these cards and envelopes are available free of charge in a display located here in your church.

Also, consider using In Memory cards at the death of a loved one. Bibles placed in memory of a loved one enable the witness of the believer, who is with the Lord, to continue. Also, some relatives and friends like to memorialize loved ones every year in order to continue the witness.

Or, if you simply want to make a smaller donation that can still send God’s Word to someone in need, consider ordering our Occasion and Holiday cards.

Occasion and Holiday Cards
These special cards are similar to any nicer greeting card you might send to recognize a birthday, anniversary, wedding or other important occasion…But there is one life-changing difference…For about the same price as a quality greeting card, you’ll also be sending Scriptures somewhere in the world to people in need of knowing God.

Gideon Expressions enable you and your church members to minister where you can’t go—around the world. These cards serve as another arm of your ministry and missions activity, helping fulfill The Great Commission.

Occasion and Holiday cards may be ordered through the Gideon website, www.gideons.org or by calling our toll free number. This information is available in the brochure in your church display.

Your investment in Gideon Expressions cards will be used of God to transform the lives of many for the Lord Jesus Christ.

Important Notes
If you speak at a church when Christmas or Easter cards are currently available, be sure to mention them in your presentation.
You may want to give a short testimony, too, related to Gideon Expressions—if time permits and it seems appropriate.

**SECTION 2-2D: LETTERS TO PASTORS**

**Thank You Letter to Pastor**
The camp GideonCard program chairman should send an annual Thank You letter, using camp stationery, to each pastor of churches in the camp territory where Gideon Expressions cards are displayed. To download the Thank You Letter to Pastors from the member website, [click here](#).

**Presentation Confirmation Model Letter**
Every Gideon who arranges a church group presentation of the GideonCard program with a pastor should send a confirmation letter, using camp stationery, to cover all details of the presentation. To download the Presentation Confirmation Letter, [click here](#).

**SECTION 2-2E: WHAT YOU WANT TO SHARE ABOUT GIDEON EXPRESSIONS AT ANNUAL PASTORS EVENTS**

**[OPENING REMARKS BEFORE SHOWING VIDEO]**
Pastors, Here's something you might enjoy pondering for a few moments...How would you like to extend the ministry and mission efforts of your church to 190 countries around the world—without having to add another dime to your church budget?

It may sound impossible, but it's actually very easy to do. We are going to see a short video, and then I'll share with you how you can touch lives for Christ all over the globe...and never alter one aspect of what your church is now doing.

**[FOLLOW-UP REMARKS AFTER SHOWING VIDEO]**
So, how do you extend your church's ministry without adding to your budget? The answer is simple. You just saw it. *Give a Card. Send the Word. Change a Life!*

If you and your church members are like most families today, you average sending 30 cards each year to friends and loved ones. Think about it—30 cards...for birthdays, weddings, anniversaries, graduations and more.

Well now you can send Gideon Expressions cards for these special occasions. But there's one important difference; actually a life-changing difference! Every time you give a Gideon Expressions card, you also send God's Word to someone else who desperately needs it—perhaps in your own neighborhood or somewhere else around the world.

Just order Gideon Expressions cards. Then let these cards serve as another arm of your church's mission activities, helping fulfill The Great Commission.

You are probably more familiar with our Tribute cards that enable you to donate a specific number of Bibles to express tribute to a loved one. These cards were previously called Memorial Bible cards, but now the name has changed. Tribute cards continue to be the most popular cards we offer.
At your seat is a Tribute Card Collection just like this one (hold one up). In the left pocket, you’ll find a brochure that tells you about all of the new Gideon Expressions cards available and how you can order them.

In the right side of your Tribute Card Collection, you’ll find nine new Tribute cards and envelopes—plus donation envelopes. Please use these as you have a need to express tribute to a friend or loved one. Last year, millions of copies of God’s Word were distributed as a direct result of Gideon Expressions cards.

Pastors: when we collect tonight’s offering, all we ask that you place in the offering plate is one of the Pastor’s Response Cards at your table. Please fill it out and allow us to share, in your church, the inspirational video you’ve just seen. Give your church members the opportunity to: Give a Card…Send the Word…and Change a Life. Also, let us know on your response card if we can set up a small Gideon Expressions display in your church. The display is free, and we will keep it stocked in cards and brochures to assist your church in impacting lives for Christ.

Thank you so much, pastors! We appreciate your joining us tonight and for the many ways you have partnered with us in sharing God’s Word around the world.

Give a Card…Send the Word…Change a Life.

Special Note: A Tribute Card Collection (Form 825) should be placed at every other place setting.

SECTION 2-2F: GIDEON EXPRESSIONS MESSAGE (FOR PLACEMENT INSIDE THE ANNUAL PASTORS EVENT PROGRAM (FORM 208)

GIDEON EXPRESSIONS CARDS
Gideon Expressions cards enable you to dedicate Scriptures in memory, or in recognition, of a friend or loved one. You can also use these unique cards to acknowledge a special event or occasion in someone’s life, or simply to say, “I’m thinking of you.”

Each Gideon Expressions card provides a brief testimony of how God has worked in a person’s life as a result of receiving a Scripture through donations like yours.

TRIBUTE CARDS
When you want to express tribute to someone, just complete a Tribute card and send it to the loved one or friend advising them of your donation of Scriptures. Complete the envelope inside the card and mail it to The Gideons. Tribute cards and envelopes are free of charge. You make a donation only when you send a card.

Consider using In Memory Cards at the passing of a loved one. Bibles placed in memory of a loved one enable the witness of the believer, who is with the Lord, to continue. Also, some relatives and friends like to memorialize loved ones every year in order to continue the witness.

Or, if you simply want to make a smaller donation that can still send God’s Word to someone in need, consider ordering our Occasion and Holiday cards.

OCCASION AND HOLIDAY CARDS
These special cards are similar to any nicer greeting card you might send to recognize a birthday, anniversary, wedding or other important occasion…But there is one life-changing difference. For about the same price as a quality greeting card, you’ll also be sending God’s Word somewhere in
the world to a person in need of knowing Him. Occasion and Holiday cards are a unique and easy-to-use way to spread God’s Word.

EXTEND YOUR CHURCH’S MINISTRY
Gideon Expressions cards enable you and your church members to minister where you can’t go—around the world. These cards serve as another arm of your missions activities, helping fulfill The Great Commission.

Your investment in Gideon Expressions cards will be used of God to transform the lives of many for the Lord Jesus Christ.

SECTION 2-2G: PASTOR’S RESPONSE CARD (FORM 222)

This card should be printed locally and provided at the place setting of each pastor at the event. This will afford pastors an opportunity to take advantage of the GideonCard Program for their churches.

NOTE: Form 222 can be ordered as a merchandise item or downloaded for printing on blank cards. To download the Pastor’s Response Card, Form 222, click here.

SECTION 2-2H: GIDEON EXPRESSIONS TRIBUTE CARD COLLECTION (FORM 825)

The Tribute Card Collection (Form 825) includes all of the following:

- 9 assorted Tribute cards (In Memory, In Recognition, Thinking of You)
- 9 white card envelopes
- 9 Bible donation envelopes
- 1 informational brochure (Form 824)

Please make it your goal to distribute one Tribute Card Collection each month, twelve months a year. If all Gideons do so, we can double the impact of this card ministry.

NOTE: The camp is responsible for properly assembling the Tribute Card Collection, which includes stamping the 802 envelopes. This should be done under the direction of the GideonCard Program chairman and with help of the camp program committee members.

Steps to Prepare Tribute Card Collection (Form 825):

1. Camp establishes annual 825 distribution goal and breaks it down monthly
2. GCP chairman orders monthly based on goals
3. Camp GCP Committee properly assembles and labels the 825’s
4. Camp GCP Committee distributes 825’s to camp members (Gideons and Auxiliary) at meetings
5. Members distribute 825’s to friends and family
Tribute card collection (Form 825)

Extend your church ministry (Form 817)

SECTION 2-2I: GIDEON EXPRESSIONS BULLETIN INSERTS (FORM 221)

Gideon Expressions Bulletin Inserts (Form 221) are a convenient way to provide everyone in the church congregation a clear and concise description of The Gideons International ministry—and particularly Gideon Expressions cards. Ask churches where you make presentations to use these bulletin inserts six months before, or six months after your presentation. They should be delighted to receive these free since they share God’s Word to the lost, too.

These full-color inserts highlight the accomplishments of the Gideon ministry and inspire people to join us in sharing God’s Word with the world.
SECTION 2-2J: INFORMATION BROCHURE (FORM 824)

This brochure includes a tear-off order form for people to request a free Tribute Card Collection. The tear-off form must be labeled with the camp address.

SECTION 2-2K: PRIMARY RESOURCES FOR PROMOTING GIDEON EXPRESSIONS CARDS IN CHURCHES

“EXTEND YOUR CHURCH’S MINISTRY” (FORM 817)

“Extend Your Church’s Ministry” (Form 817) is a handy-size booklet that summarizes the GideonCard Program and the three lines of Gideon Expressions cards. It is the ideal leave-behind piece after you have made a Gideon Expressions presentation to a pastor. It also includes an area on the back cover where you can stamp or print your name as a contact person for the pastor.

GIDEON EXPRESSIONS VIDEO, “CHANGE A LIFE” (ITEM 781D08)

This inspirational video is a powerful introduction to Gideon Expressions cards. The DVD is only two and a half minutes long and is a compelling attention-getter when used in a church or small group presentation. Please use the “Outline For Presenting The Gideon Expressions Video” found in Section 2-2 of this manual. Also, use it as door-opener when initiating and expanding a relationship with pastors, funeral home directors, and directors of retirement/assisting living facilities.

GIDEON EXPRESSIONS PRESENTATION DVD (NEW 2009)

This new video gives Gideons and Auxiliary members another quality multimedia tool for GideonCard presentations. At just under six minutes in length, this DVD demonstrates the practical steps to using Tribute Cards and inspires viewers to send Bibles and New Testaments
around the World. When using this DVD, all Gideon or Auxiliary presenters have to do is make our cards available using the Tribute Card Collections (Form 825) or direct people where to locate cards in their church or facility.

**GIDEON EXPRESSIONS CHURCH DISPLAY (ITEM 830)**

Redesigned in 2008, the Gideon Expressions Church Display (Item 830) is the primary means of offering and promoting Gideon Expressions cards in churches...on an ongoing basis. The four-pocket display holds all three versions of Tribute cards plus the Gideon Expressions brochure (Form 824). These displays need to be regularly maintained and replenished with cards and promotional brochures. Also, change out the headers annually to give the display a fresh appearance.

You can mount a Gideon Expressions Church Display on a wall with self-adhesive strips included, or simply place it on a table in an area of the church that receives consistent foot traffic.

**NOTE:** Only with special permission from the pastor, should you permanently affix it to a wall.

Interchangeable headers (Form 830H) are provided so you can keep a fresh picture and message in the display. These headers are simple to replace. Each 4-pocket display should be stocked as follows (separate items for each pocket):

- In Memory Tribute cards
- In Recognition Tribute cards
- Thinking of You Tribute cards
- Gideon Expressions brochures

**CHURCH MINISTRY PROGRAM MANUAL (FORM 223)**

The Church Ministry Program Manual (Form 223) provides details, planning sheets and everything you need to know to conduct a highly successful Church Relations Day that emphasizes the value and benefits of Gideon Expressions cards. To download the Church Ministry Program Manual, click [here](#).

**SECTION 2-3: INSIDE FUNERAL HOMES**

Funeral homes offer our ministry a most appropriate way to provide a valuable service to the community at a critical time of need. Consider these trends in the funeral service industry from the National Funeral Directors Association (NFDA):

- There are 21,080 funeral homes in the United States
- Eighty-nine percent of funeral homes in the US are owned by individuals, families, or closely held corporations
- The average NFDA home handles 112 funerals per year
- Seventy percent of funerals have some form of ritual or ceremony

Funeral home owners and directors are accessible and have a vested interest in their local communities. By providing and explaining Gideon Expressions, and Gideon our Expressions cards, to funeral directors, we are also adding value to their business and our ministry...because this is a no-charge program that enhances the quality of service they provide to the bereaved in their time of loss.
The following is a proven procedure to maximize the effectiveness of introducing Gideon Expressions cards into funeral homes:

1. Arrange an appointment with the funeral director, or one of the key management staff, and explain the benefits of the Gideon Card Program.
2. Make available to the funeral home an appropriate number of Table Displays (Item 819) containing Gideon Expressions In Memory Tribute cards.
3. Offer all three In Memory designs for the promotional top part of the display.
4. Seek permission to place one or more displays in each viewing room. Include an adequate supply of cards.
5. Take time to visit with the funeral director. Build a working relationship on the basis that we are offering a service that will enhance his or her business and our ministry. Spend some time explaining the benefits of Gideon Expressions cards and the Gideon ministry. Remember; your objective is to make a friend and to place one or more Funeral Home Displays. NOTE: The brochure, “Information for Funeral Directors” (Form 801) should be left with the funeral director. Also, give extra copies to any key administrative employees. Mention that they can use the brochure to explain In Memory cards to families they are assisting with making funeral arrangements.
6. Leave an adequate supply of In Memory Tribute cards (Form 806) with the funeral director.
7. Local Gideons, under the direction of the camp Gideon Card Program chairman, must ensure that up-to-date materials are always well stocked in every funeral home. It is imperative that a regular schedule be established—on a 90-day basis—for replacing supplies at these facilities. Only approved materials should be placed in the displays. It is best to visit the funeral home on a consistent basis.

NOTE: You can also show the Gideon Expressions video, “Change a Life” (Item 781D08), to funeral home directors. Emphasize that you will be supplying them only with In Memory cards and a display for this one card. The video has an emotional impact that makes it a worthwhile addition to your presentation.

REMEMBER...
We are offering a valuable service to the funeral director. Please make sure that your promotion and explanation of Gideon Expressions cards and the card display will inspire the director to take advantage of this unique way to better serve the people that visit the funeral home.

Gideon Blue-Covered “In Memoriam” Presentation Bible.
When the Gideon Expressions display is used in connection with a funeral, the camp Gideon Card Program chairman—or another camp member—together with a member of the Auxiliary (if appropriate), may arrange to personally visit the bereaved following the funeral and present a token Blue-Covered “In Memoriam” Presentation Bible (Form 5000 KJV or Form 4300 MEV). This will be representative of the Bibles placed in memory of the deceased. An “In Memoriam” Presentation Label (Form 823) should be carefully affixed (and centered) on the inside front cover of the Bible.

NOTE: Keep a supply of “In Memoriam” Blue-Covered Presentation Bibles on hand for presentation to the bereaved and to pastors. These Bibles are charged to the Camp Scripture Fund.
SECTION 2-3A: SUGGESTED OUTLINE FOR CALLING ON FUNERAL HOME DIRECTORS

1. Compliment the funeral director
   a. Facility
   b. Service to the community
   Note: You will find a model of the Thank You Letter to Pastors and Directors that you can download on the member website.

2. Share who the Gideons are and what we do
   a. Local Christian Business and Professional men
   b. Show a Blue-Covered “In Memoriam” Presentation Bible

3. Show the “In Memory” cards and the Funeral Home Table display (Form 819)
   a. Explain that Bibles are an appropriate memorial
   b. People will express sympathy with these cards

4. Christians in the community will be requesting these cards as a result of:
   a. Gideons speaking in churches
   b. Gideons making the cards available to every church
   c. Gideons and Auxiliary members sharing the cards with local Retirement & Assisted Living Facilities

5. Share the two simple requests we make of the director:
   a. Permit one or more of these beautiful displays to be prominently placed in the facility.
      Remind the director that we provide these displays free of charge.
   b. When the display is empty, call The Gideons for more cards, and we will be pleased to service the display.

6. Tour the funeral home with the director
   a. Ask the director for the most appropriate locations for these displays.
   b. Suggest that one be placed in each of the viewing rooms.

7. Also, confirm with the director how many displays are needed—or will be allowed.

Remember, by providing and explaining the Gideon Expressions display, and Gideon Expressions cards, to funeral directors, we are also adding value to their business and our ministry.

Always follow-up your visit with a funeral home director by sending a Thank You letter that includes a testimony. This letter will help solidify your relationship and show that we are not simply asking the director for something...we appreciate what the director does and wish to work with this person in a common cause. To download a copy of the Thank You Letter to Pastors and Directors, click here.

SECTION 2-4: AT RETIREMENT AND ASSISTED LIVING FACILITIES

Now considered a residential alternative to nursing home care, people who chose to live at Retirement and Assisted Living Facilities are active, financially secure (86% pay from personal resources), and appreciate the availability of Gideon Expressions Cards at their facilities. There are more than 36,000 retirement and assisted living facilities in the USA of which 79% of occupants are women. Many are Christian communities and have monthly meetings or Bible studies for their residents. Others are private entities however they might welcome a Gideon Expressions presentation and a card display. Promoting the GideonCard Program at Retirement and Assisted Living Facilities is beneficial at many levels:

- Expand your camp’s witness for Christ in the community
- Develop new GideonCard Program donors
- Increase GideonCard Scripture receipts
- Provide witnessing opportunities to residents
- Provide Scriptures for the world

**First**, locate the Retirement and Assisted Living Facilities in your camp area. Research the internet or your local yellow pages for address and contact information. Also ask local Gideon and Auxiliary members who may know of locations in your camp area.

**Second**, update the GideonCard program online. Add these to your list of GideonCard facilities even if you haven’t developed a relationship with them yet. The goal is to have Gideon Expressions Cards in every eligible facility in your area.

**Third**, contact and schedule a meeting with the director or manager of the facility. Share with the director the benefits of Gideon Expressions cards for the residents.

Seek support of Gideon Expressions in retirement and assisted living facilities (in your camp area)

1. Schedule a meeting with every retirement and assisted living facility director you can.
2. When you meet with the director of a facility, share with him or her the benefits of Gideon Expressions cards for the residents (particularly the Tribute line).
3. Make available to the director an appropriate number of Church Displays (Item 830) containing the three different Tribute cards: In Memory, In Recognition and Thinking of You…plus the promotional brochure that highlights all three lines of Gideon Expressions cards: Tribute, Occasion and Holiday.
4. Some directors may prefer the smaller Table Display (Item 819) stocked with the three different Tribute Cards. Offer a combination of both displays depending on the suggested locations of the cards in the facility. Also offer a number of Tribute Card Collections (Form 825).
5. Offer an assortment of all Tribute card designs.
6. Offer to place the displays in prominent positions within the retirement or assisted living facility.
7. Suggested locations are as follows:
   - Chapel
   - Near the Registration Desk or Reception Area (possibility for multiple displays)
   - Day Room (for easy access by the residents)

**NOTE:** Consider placing a display in the most appropriate location where it can be seen depending upon the activities in the facility. It is best to use double-sided tape to secure the display to a wall. Always obtain the director’s permission to do so.

8. Provide a complimentary copy of “Information for Retirement/Assisted Living Facility Directors” (Form 800).
9. Supply a Tribute Card Collection, Form 825, for the director or appropriate employee.
10. Remember, your objective is to develop a relationship, to place one or more displays, and to make a presentation.
11. Always follow-up your visit with a director by sending a Thank You letter that includes a testimony (sample letter is available online). This letter will help solidify your relationship and shows that we are not simply asking the director for something…we appreciate what the director does and wish to work with this person in a common cause.
12. It is imperative that a regular schedule be established—on a 90-day basis—for replacing supplies at these facilities. Only approved materials should be placed in the displays.

Also, as with displays in churches, change the display header as new ones are provided by the International Headquarters to give the display a fresh look.

NOTE: You can also show one of the DVD presentations to retirement/assisted living directors. The video has an emotional impact that makes it a worthwhile addition to your presentation.

SECTION 2-4A: SUGGESTED OUTLINE FOR CALLING ON RETIREMENT AND ASSISTED LIVING FACILITY DIRECTORS

1. Compliment the director
   a. Facility
   b. Service they render to the community
   Note: You will find a model of the Thank You Letter to Pastors and Directors that you can download on the member website.
2. Share who the Gideons are and what we do
   a. Local Christian business and professional men
   b. We provide access to the Bible for people in time of need (show a Gideon Hotel Bible)
3. Show the Gideon Expressions Cards, and the displays (Form 830 and Form 819)
   a. Many people in their facility seek an alternative manner for expressing sympathy, recognition or loving thoughts and desire to contribute to the ministry of the Gideons.
   b. The cards are available free
4. Christians in the facility may be requesting these cards as a result of:
   a. Gideons speaking in churches
   b. Gideons making the cards available to every church
   c. Gideons making the cards available to local funeral homes
5. Share the two simple requests we make of the director:
   a. Permit one or more of these beautiful displays to be prominently placed in the facility.
   b. Ask if the Gideons can make a brief presentation to explain the cards and how to use them.
6. Tour the facility with the director ask the director for the most appropriate locations for these displays
7. When the display is empty, the director should call The Gideons for more cards, and we will be pleased to service the display.

Note: To download a Thank You Letter to Pastors and Directors, click here.

SECTION 2-5: THROUGH OTHER KEY OPPORTUNITIES

In addition to the four major avenues of promoting the GideonCard Program (Camps, Churches, Retirement and Assisted Living Facilities, and Funeral Homes), there are other opportunities that present themselves from time to time. The following is a list of suggestions that your camp may wish to pursue. You may think of other possibilities, too.

- **Tribute Card Collection.** Utilize the special Tribute Card Collection (Form 825). These special card collections are the perfect gift to give to frequent and continuing supporters, friends, pastors and others. Each collection contains a selection of Gideon Expressions Tribute cards,
and the Tribute Card Collection can be used as a special acknowledgement of support and use of the program.

- **The Gideon Website (gideons.org).** Encourage donations through the Gideon website...when talking to friends or family, and particularly when the Gideon Expressions video is shown in a church presentation—or a specific letter is written to a donor. Remind your camp members that the web address can be highlighted in all Gideon Expressions materials. The approved web page is found at www.gideons.org. Click on Gideon Expressions Cards.

- **Gideon Expressions Toll-Free Phone Number.** Tell friends and family, and other potential donors, about the toll-free number for ordering Gideon Expressions cards: 866-382-4253.

- **Promotional Materials.** Whenever possible and appropriate, distribute the Gideon Expressions Brochure (Form 824).

- **Annual Pastors Event.** These events are always an ideal opportunity to reinforce and promote the value of the GideonCard Program. Have available at each pastor's place setting a Tribute Card Collection (Form 825), together with a response card so that pastors may request the Gideon Expressions video to be shown in their church. See “What to Say About Gideon Expressions at Annual Pastors Events (Section 2-2e) and the Pastor’s Response Card (Section 2-2g).

- **Telephone Listing.** Maintain a Gideon telephone listing, in the white pages, of each telephone directory in your camp’s territory. Make certain that each listing appears under the “G” header in the directory as follows: “Gideons International, The.” Doing so, you allow potential and existing Gideon Expressions card users to contact you directly in the event they have a question, need additional cards, or know of an opportunity for you to share the program. This is a highly effective way to share the Gideon ministry with God’s people.

- **Advertising.** Follow the specific guidelines below for advertising the GideonCard Program. We never send unsolicited mail to people we know in churches, nor do we actively promote the GideonCard Program in a manner similar to fundraising. We do highly recommend the following:
  
  o Maintain your camp’s telephone directory listing.
  o Advertise in your local telephone directory.
  o Regularly distribute the Gideon Expressions Brochure (Form 824) on a personal basis.
  o Distribute the Tribute Card Collection (Form 825) generously.
SECTION 3: YOUR OPPORTUNITIES IN THE GIDEONCARD PROGRAM

SECTION 3-1: ALL GIDEONS AND AUXILIARY MEMBERS

1. Use Gideon Expressions for every occasion you have to send a card. The more Gideon Expressions cards are circulated, the more they will be recognized and requested by others. Now that there are three lines of Gideon Expressions cards, you should be able to choose a card for almost any need. See the descriptions of each card in Section 1 of this manual.

2. Tell others about Gideon Expressions cards: friends, family, church family. The calendar in Section 2 of this manual is an excellent reminder of when to promote particular lines of cards.

3. Keep a wide selection of Gideon Expressions cards with you at all times to offer to friends and family who need them.

4. Direct people to the Gideon website (www.gideons.org) for card ordering, too. Remind them to click on Gideon Expressions Cards.

5. Give away at least one Tribute Card Collection (Form 825) each month. If every Gideon does this, we can easily double card donations each year.

NOTE: Whenever you tell people about Gideon Expressions cards, be sure to share that these cards do more than acknowledge occasions, they also Send the Word. Explain how unique Gideon Expressions are. Every Gideon Expressions card sent helps put God’s Word in the hands of an unsaved person. And God’s Word changes lives…every time. Then share a brief Gideon testimony.

SECTION 3-2: CAMP GIDEONCARD CHAIRMAN

The GideonCard Program should be a continuing focus of every Gideon camp. The camp GideonCard Program chairman should encourage the use of Gideon Expressions cards in his camp by suggesting specific occasions, events, etc. He should also make available In Memory, In Recognition and Thinking of You Tribute cards at each Gideon meeting and through mailings to camp members.

The camp GideonCard Program chairman needs to use the calendar (Section 2-1a) to remind Gideons in his camp of the ideal times to promote and use Occasion and Seasonal cards. He should use the camp card display (see Section 2) to promote these other card lines, too.

The GideonCard Program is not to be viewed in isolation. It is complimentary to the church ministry program.

The camp president, with the approval of the elected cabinet, appoints the camp GideonCard Program chairman.

As chairman, you should promote all efforts to attain the camp’s GideonCard Program goal (as part of the area goal), and in cooperation with the state GideonCard Program coordinator and the State GideonCard Program Committee. The GideonCard Program chairman is also a member of the camp cabinet. The GideonCard Program chairman should make a regular presentation on the GideonCard Program at camp cabinet meetings, reporting on:

- Progress of the program
- Distribution of cards
• Distribution of the Gideon Expressions brochure (Form 824) and the Tribute Card Collection (Form 825)

The GideonCard Program chairman also promotes the camp GideonCard Program goal through:

• Personal prayer and goal setting
• Camp newsletter
• Camp prayer meetings (bringing card display to meetings and encouraging use by members. Also, referencing the calendar (Section 2-1a) for promoting cards in different seasons.)
• As part of his camp meeting report, the Gideon camp president should refer to Gideon Expressions cards at least three times per year:
  - Feb/Mar: Prior to the Easter season
  - May: Before the emphasis on graduations and weddings
  - November: Preparing for the Christmas season
• The GideonCard Program chairman should work with other camp members, and the Auxiliary, to create a camp display of cards. He should also order a small supply of all card lines to offer to Gideon and Auxiliary members at camp meetings. He will handle the sales of these cards to members at meetings to reimburse the outlay for camp cards.

The GideonCard Program chairman should participate in holding Church Relations Day each year as outlined in the Church Ministry Program manual (Form 223). The GideonCard Program is an integral part of the Church Relations Day and receives strong promotion at the event. The chairman should also make sure that each Gideon member is actively promoting Gideon Expressions cards in each church to which he is assigned. Be sure each team visiting churches on the Church Relations Day is properly equipped with GideonCard materials.

Duties
The GideonCard Program Chairman’s areas of responsibility are:

1. Overall operation of the GideonCard Program;
2. Supervision of the Camp GideonCard Program Committee;
3. Execution of all phases of the GideonCard Program. This includes sending Thank You cards (Form 808), and appropriate Tribute cards: In Memory, In Recognition and Thinking of You.

The GideonCard Program Chairman’s specific duties are to:

1. Prepare and execute all GideonCard program activities involved in a Church Relations Day;
2. Utilize the online headquarters monthly camp report to determine progress and to monitor results;
3. Work with the camp webmaster to maintain GideonCard Program portion of the online listings and reports.
4. Implement special programs and state objectives;
5. Report at camp cabinet meetings;
6. Report to the state area director and state GideonCard Program coordinator when scheduled or requested;
7. Utilize GideonCard Regional Program Leader as a resource;
8. Arrange for Gideons—and where appropriate, Auxiliary—to personally visit and present a Blue-Covered “In Memoriam” Presentation Bible (Form 5000 KJV or 4300 MEV) to the bereaved when the GideonCard Program is used in connection with a funeral.
SECTION 3-3: CAMP GIDEONCARD COMMITTEE

The camp should have a GideonCard Program Committee led by the Camp GideonCard Program chairman, with the support of the Auxiliary liaison, and others as needed for:

- Materials and Displays Management
- Church Video/DVD Scheduling
- Program Record Keeping
- In Memoriam Bible Presentations

THE CAMP GIDEONCARD PROGRAM CHAIRMAN

He is appointed by the camp president—with the approval of the elected cabinet. The camp GideonCard Program chairman serves as a member of the camp cabinet and is chairman of the Camp GideonCard Program Committee. (His responsibilities and specific duties are detailed in the previous section.)

MATERIALS AND DISPLAYS MANAGEMENT

- Placing Church Displays and related materials in churches
- Retirement/assisted living facilities
- Placing Table Displays and related materials in funeral homes
- Maintaining an up-to-date list of churches, retirement/assisted living facilities, and funeral homes using the GideonCard Program online listing.
  NOTE: GideonCard records (Forms 820, 821 & 822) are available for those camps unable to maintain records online.
- Ordering all GideonCard Program supplies (through camp secretary)
- Stamping or printing camp name, address (and telephone number) on GideonCard Program materials
- Assigning camp members to place and service displays in churches, retirement/assisted living facilities and funeral homes
- Working closely with church ministry chairman to ensure that GideonCard Program materials are available and used in all church presentations

CHURCH VIDEO PRESENTATIONS

- Scheduling and showing the Gideon Expressions small-group promotional DVD’s
- Assigning camp members to contact pastors and retirement and assisted living facilities to secure permission to show the Gideon Expressions promotional DVD’s
- Arranging for camp members to show the Gideon Expressions DVD’s in churches and retirement/assisted living facilities
- Maintaining inventory of two or three Gideon Expressions DVDs to be used by camp members to show in churches and retirement/assisted living facilities
- Having video/DVD equipment available for camp members to use when showing videos

SHOWING THE GIDEON EXPRESSIONS PROMOTIONAL DVD’S

1. Make sure you have arranged for the proper equipment to show the video…or bring the necessary equipment with you.
2. Bring a Tribute Card Collection (Form 825) for each person attending.
3. Distribute the Tribute Card Collection after showing the video. Discuss the contents of the Tribute Card Collection and the other cards available (Occasion & Holiday cards). Emphasize that each Occasion or Holiday card sends God's Word to a lost world.

4. Be prepared to answer questions related to Gideon Expressions.

5. Try to attend worship before or after your presentation.

6. Thank the pastor for allowing you to make the presentation.

**PROGRAM RECORD KEEPING**

1. Accounting of donations received 
2. Maintenance of donor records 
3. Regularly check the camp mailbox 
4. Sending “Thank You” cards (Form 808) to donors 

**GIDEON BLUE-COVERED “IN MEMORIAM” BIBLES**

1. Presentation of, or arranging for the presentation of, Gideon Blue-Covered “In Memoriam” Bibles (Form 4300 MEV or Form 5000 KJV) 
2. Communication and coordination with Auxiliary for presentation of Gideon Blue-Covered “In Memoriam” Bibles

**AUXILIARY LIAISON MEMBER FOR THE GIDEONCARD COMMITTEE**

The camp Auxiliary liaison member is responsible for communication with the camp Auxiliary regarding Auxiliary participation in the GideonCard Program. The Auxiliary camp cabinet shall appoint her. She shall serve as the link between the Gideon cabinet and the Auxiliary, and in so doing:

1. Assists the GideonCard Chairman (or his designee) in coordinating church contacts regarding all-women church groups. 
2. Coordinates with the Auxiliary when a Gideon Expressions Promotional DVD, showing is requested in all-women church groups. 
3. Provides necessary training for Auxiliary members to present the GideonCard Program to all-women church groups. 
4. In cooperation with the GideonCard Program chairman or church DVD committee member, arranges and schedules an Auxiliary representative to present the GideonCard Program to all-women church groups. 
5. Coordinates the reporting and handling of any funds to the camp GideonCard Program chairman. 
6. Helps prepare internal Gideon Expressions card displays for promotional use only in the camp.

**SECTION 3-4: AUXILIARY LIAISON**

The Auxiliary has the special opportunity to help promote and present the GideonCard Program to all-women church groups, such as Sunday school classes and women’s missionary groups. The Auxiliary Liaison coordinates these activities.

Auxiliary members may schedule a GideonCard presentation to all-women church groups in any eligible church in the camp territory. This presentation must be carefully coordinated with the camp GideonCard Program chairman.
The Auxiliary liaison may also be asked by the GideonCard Program chairman to help in creating a promotional display of all cards for camp use (see Section 2-1). The primary responsibility for the camp GideonCard Program falls under the camp GideonCard Program chairman.

**HOW DOES THE AUXILIARY PARTICIPATE?**

- Use the card program personally
- Assist in presentation of Gideon Blue-Covered “In Memoriam” Bibles
- Share the Tribute Card Collection with others
- Show the DVD’s to all-women groups in eligible churches

**FOR EFFECTIVE SHOWING OF THE PROMOTIONAL DVD’S TO ALL-WOMEN CHURCH GROUPS**

- Be familiar with the GideonCard program
- Be familiar with this GideonCard Program Manual (Form 814)
- Know the allocation of the GideonCard Program funds in the event she gets questions
- Be familiar with the equipment and have an adequate supply of materials for demonstration
- Pray about this important function and program

**SECTION 3-4A: SUGGESTED COMMENTS FOR AUXILIARY TO USE WHEN SHOWING THE GIDEON EXPRESSIONS VIDEO**

The following are suggested comments to use while making a presentation.

Good morning. It is a pleasure for me to be with you today. I am ________________, a member of the Auxiliary of The Gideons International and I am here to share a very meaningful part of the Gideon ministry with you, one in which you can actively participate: Gideon Expressions.

The Gideons are Christian business and professional men who place Bibles in hotels, motels, hospitals, nursing homes—-and who present Scriptures to college and school students. The Auxiliary are wives and widows of Gideons. We present Scriptures to all medical personnel, to female inmates in correctional facilities, to residents of domestic violence shelters, in crisis pregnancy centers, and we place Bibles in waiting rooms of medical and dental offices.

The objective of both Gideons and Auxiliary is to win men, women, boys and girls to a saving knowledge of Jesus Christ.

Gideon Expressions cards help us accomplish our objective in a way that touches lives and sends the Word of God around the world. It is one of the easiest, but most effective ways, you and your church can extend your ministry and help fulfill the Great Commission. It’s so simple. You “Give a Card. You “Send the Word.” And, you “Change a Life.”

Through Gideon Expressions Tribute cards, Bibles can be placed “In Memory” of those you cherish who are now with the Lord. You can also place Bibles “In Recognition” of a special occasion in someone’s life, like a birthday, an anniversary and so forth. Or, you can send a “Thinking of You” card to let someone close to you know you care. For these special Tribute cards, you can choose any number of Scriptures you want to donate, or any amount you want to donate, to honor someone and have Gideons distribute the appropriate number of Scriptures in areas of greatest need.
In addition, Gideon Expressions cards can now be sent for almost any occasion. And we also offer Holiday cards for Christmas and Easter. These unique and special cards have beautiful designs—and cost about the same as many nicer greeting cards. But there is one big difference...a life-changing difference. Every time you buy and send a Gideon Expressions Occasion or Holiday card, you send God’s Word, too. For the small price of these new cards, Gideons are able to provide God’s Word somewhere in the world.

The comments that we receive from people who have been sent Gideon Expressions cards let us know the ministry is well received by friends and family members. More importantly, the testimonies we receive regularly from people who received God’s Word as a result of these cards, let us know that many lives have been changed for Christ.

I would like to show you a very short video and then I will be happy to answer any questions you may have about Gideon Expressions cards.
SECTION 4: RESOURCES

GIDEON CARD PROGRAM RESOURCES

- Information for Retirement/Assisted Living Facility Dir. (800)
- Information for Funeral Directors (801)
- Donation Envelope (802)
- In Memory Tribute Cards (806)
- In Recognition Tribute Cards (807)
- Donor Thank You cards/envelopes (808)
- Thinking of You Tribute Cards (810)
- Gideon Card Program Manual (814)
- “What to Include in Church Presentations” (816)
- “Extend Your Church’s Ministry” (817)
- Funeral Home Single-holder Table Display: “Gideon Expressions” (819)
- Funeral Home Header(s) for Single-holder Table Display: “Gideon Expressions” (819H)
- Funeral Home Instructions for Single-holder Table Display: “Gideon Expressions” (819Hi)
- Gideon Card Program Church Record Card (820)
- Funeral Home Record (821)
- Retirement/Assisted Living Facility Record (822)
- “In Memoriam” Presentation Label (823)
- Gideon Expressions Brochure (824)
- Tribute Card Collection (825)
- Instruction Sheet (825i)
- Easter Cards (828A, 828B and 828C)
- Letter for Easter Card Donations—sent with card packs (828L)
- Christmas Cards (829A, 829B and 829C)
- Letter for Christmas Card Donations—sent with card packs (829L)
- Church 4-pocket Display (also for assisted living/retirement facilities): “Gideon Expressions” (830)
- Church 4-pocket Display Header (also for assisted living/retirement facilities): “Gideon Expressions” (830H)
- Church 4-pocket Display Instructions (also for assisted living/retirement facilities): “Gideon Expressions” (830Hi)
- Anniversary Occasion Cards (831A)
- Birth Occasion Cards (831B)
- Birthday Occasion Cards (831C)
- Graduation Occasion Cards (831G)
- Thank You Occasion Cards (831T)
- Wedding Occasion Cards (831W)
- Get Well Occasion Cards (831D)
- Pastor’s Response Card (222)
- Gideon Expressions Video, “Change a Life” (Item 781D08)
- Gideon Expressions Presentation (Item 783D09)
OTHER RELATED GIDEON RESOURCES

- Annual Pastors Event Bulletin (208)
- Church Presentation Bulletin Inserts (209)
- Church Ministry Program Manual (223)
- Gideon Expressions Bulletin Inserts (Form 221)
- “Unto the Uttermost—Russia” (Form 326)
- The Worldwide Ministry (Form 320)
- The International Outreach Ministry (Form 309)
- A Unique Ministry (Form 301)
- Blue-Covered “In Memoriam” Presentation Bibles: KJV (5000) and MEV (4300)
<table>
<thead>
<tr>
<th>DATE</th>
<th>PAGE</th>
<th>REVISION DESCRIPTION</th>
</tr>
</thead>
</table>

GIDEONCARD PROGRAM MANUAL REVISIONS