**How to Set up an Effective Bookstall**

(1) Avail such opportunity whenever possible

(2) Plan at least three months in advance, involve Khuddam and Lajna and prepare a checklist.

(3) Prepare budget and submit to markaz for approval.

(4) Rent the booth in advance to qualify for discount and better location. Try to have same location every year.

(5) Advertise in local media.

(6) The presentation of the booth is likewise very important.

(7) If electricity and wireless internet is available, especially in indoor settings, live MTA and/or DVD can be played and Jamaat websites can be advertised.

(8) Display photo galleries like Mosques around the world on a monitor

(9) Other exhibition including display of translations of Holy Quran in different languages, pictures of Promised Messiah (as) and Khulafa, some banners and posters about Humanity First.

(10) After checking local inventory, books should be ordered from the markaz.

(11) The bookshelf interface provides an important outlook for the newcomer. We should organize our books on book shelves giving the reader an inviting perspective to come visit a bookstore at the book fair.

(12) Depending on local communities, books in English, Spanish, French, Arabic, etc should be displayed.

(13) Hazrat Khalifatul Masih V (aba) has directed to keep Chinese literature on every bookstall and contact information from Chinese guests.

(14) If more than one booth, books in English and other languages can be separated or Lajna can operate one booth.

(15) All volunteers can wear “Muslims for Peace” T-shirts and caps.

 (16) Bookmarks, pens, DVDs/CDs, T-shirts and special caps or other gift items for sale or distribution.

(17) Copies of ‘Review of Religions’ and ‘Muslim Sunrise’ for distribution with subscription offer.

(18) A missionary should be present with reference books to answer any question and if possible a sitting area for serious discussion.

(19) A nice sitting area to talk with interested guests should also be facilitated. The sitting area should encompass sofa chairs and a nice roomy feeling for guests.

 (20) Some book fairs have authors’ forum, exhibitors’ website link on their website or coupons for free advertisement.

(21) Guest book should be kept, Jamaat business cards, book price lists with online store address.

(22) Guests should be entertained with bottled water or coffee, candy for children.

(23) A documentary video should be prepared for future advertisement and reference.

(24) A follow up program like open house in local mosque or other facility.

(25) In addition to this, Hazrat Khalifatul Masih V (aba) has mentioned in a recent Friday Sermon that a separate hall should be rented and proper exhibitions should be held with posters and banners depicting the teachings of the Holy Qur’an and copies of the Holy Qur’an with translation should be beautifully displayed.

(26) Review every event for evaluation and future planning and record in Red book.