

**HolyLand Marketplace Launch Kit
MASTER LIST**

GROUP LEADER: _____

Thank you for joining HolyLand Marketplace's efforts to support our believing Jewish brothers and sisters living under difficult conditions in Israel.

Please obtain permission to place HolyLand Marketplace brochures in 5 churches or Messianic Synagogues. These places of worship can be anywhere. The more spread out across the U.S., the better. We encourage you to contact family or friends, and ask them to help by placing these brochures in their churches.

Participant 1

NAME

TEL:

<i># OF BROCHURES NEEDED</i>	
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MAILING ADDRESS

CITY

STATE

ZIP

Participant 2

NAME

TEL:

<i># OF BROCHURES NEEDED</i>	
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MAILING ADDRESS

CITY

STATE

ZIP

Participant 3

NAME

TEL:

<i># OF BROCHURES NEEDED</i>	
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MAILING ADDRESS

CITY

STATE

ZIP

Participant 4

NAME

TEL:

<i># OF BROCHURES NEEDED</i>	
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MAILING ADDRESS

CITY

STATE

ZIP

Participant 5

NAME

TEL:

<i># OF BROCHURES NEEDED</i>	
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MAILING ADDRESS

CITY

STATE

ZIP

SCRIPT

Did you know that there are thousands of Jewish Believers in Jesus living in Israel?

As prophesied, Israel is coming to Jesus in droves! We in the Western Church weren't aware because most of these Jewish Believers were "Stealth Believers", keeping their allegiance to Christ secret. This is because exposing their faith usually means loss of their jobs and sometimes their friends and families. Now, however, more and more Jewish Believers are openly declaring their loyalty to Messiah.....and it has proved costly for them.

Those Jews who announce their trust in Yeshua (the Hebrew name of Jesus), suddenly find themselves without jobs; for those who produce goods, crafts and services, their offerings are shunned by every level of Israeli society. Unfortunately, mainstream Israelis still consider Jews who turn to Christ as traitors to Judaism.

Our Jewish brothers and sisters in Christ need our help!

I would like to tell you about a practical and exciting way for the Church to stand with hurting Israeli Believers; and that way is HolyLand Marketplace.com.

HolyLand Marketplace.com is an Internet Web Store that sells goods of all kinds produced *exclusively* by Israeli disciples of Christ! The Web Store is staffed by volunteers, and our warehouse and shipping facilities are donated. Holyland Marketplace buys these goods outright from the many Jewish Believers who are talented artists and craftsmen. Every purchase of the wide variety of products made by Israeli Believers directly aides these Believing families and their congregations. Even the small profit generated by product sales is returned to Israel to help other Believers.

We are asking you to help get the word out about HolyLand Marketplace.com!

Please ask your Pastor, priest, minister, Rabbi, or worship leader if a FREE supply of these small color brochures could be made available to their congregation. Perhaps they could be "stuffed" in your Sunday worship guide, handed out to each congregation member, or simply made available at an information table. **WE WILL NOT BE FOLLOWING UP WITH REQUESTS FOR DONATIONS!**

Once you receive permission, simply ascertain the number of brochures that you will need, and they'll be mailed to you.

You can check us out at www.holylandmarketplace.com

If you have questions or suggestions, please call HolyLand Marketplace at (800) 567-5995.

FREQUENTLY ASKED QUESTIONS

- 1) **Does HolyLand Marketplace sell products only over the Internet?**
 - A) **Yes. In order to reach the largest number of possible customers at the least cost of operation, a retail storefront is not feasible.**
- 2) **Does HolyLand Marketplace attempt to purchase products from these Believing Israeli vendors at the lowest possible cost?**
 - A) **Not always. Our goal is to help these Believing Israeli vendors as best we can, so we insist on giving them a good price for their merchandise. We purchase these products outright (not on consignment), and pay for them immediately so that the vendor can have the money to support his family.**
- 3) **Do you mark-up the price above what you pay for it?**
 - A) **Yes. Even though currently all workers are unpaid volunteers, we still have expenses for marketing, phone, printing, etc. just like any business. We also need a small profit in order to expand our inventory and to help other Believing Israeli vendors in a number of ways.**
- 4) **Where is HolyLand Marketplace located?**
 - A) **We are physically located in Merritt Island, Florida. Only about 10 miles from Cape Canaveral, it is here that we accept shipments from Israel, and have our warehouse, shipping, and operations.**
- 5) **How can I contact HolyLand Marketplace if I have questions?**
 - A) **You can write to us at : HolyLand Marketplace, 890 N. Banana River Drive, Merritt Island, Florida 32952. Or you can call 321 453-0054. You can email us at service@holylandmarketplace.com**
- 6) **Are ALL products made by Israeli Believers, or are they just purchased from Israeli Believers?**
 - A) **The requirement for a product to be sold through HolyLand Marketplace is that the vendor must certify that Israeli Believers actually manufactured the product. In most cases these products are made by Jewish Believers, but in some cases it is Arab Believers. All must live in the Holy Land.**

7) Who profits from the sale of these products?

A) The only people who profit are the Believing Israeli vendors. The HolyLand Marketplace personnel do this as a labor of love, with no monetary gain. No money is transferred outside of this direct ministry to any person or company or even to our umbrella corporation, Seed of Abraham Ministries.

8) Why are only Jewish Believers helped, and not other Israeli Jews?

A) We love all the Jewish people and are attempting to obey God's command to comfort ALL of His people. To that end, HolyLand Marketplace is focused towards helping the most neglected and needy segment of the Jewish population: Believers in Christ. This segment is also among the more challenging to help, as Jewish Believers living in Israeli are often recent immigrants and speak neither Hebrew nor English, and are quite fearful of losing their jobs, friends, family, and support systems when their faith is made public. So they walk a fine line, and we have to be very careful and patient in dealing with them.

Our umbrella corporation , Seed of Abraham Ministries, donates regular financial support to an Orthodox Jewish community in the West Bank: the village of Ofra.

9) Is HolyLand Marketplace a registered charitable organization? Can I get a legal deduction by contributing?

A) HolyLand Marketplace is a ministry of Seed of Abraham Ministries, which is a 501 (c) 3 non-profit corporation. Donations are tax deductible. However, purchases of merchandise are NOT, by law, considered donations and are therefore NOT tax deductible under any circumstance.

10) Who is the head of HolyLand Marketplace?

A) Our current director is Paul Tully. The President of Seed of Abraham Ministries is Thomas Bradford. Neither is paid for their services.

HOLYLAND MARKETPLACE

Dear _____

Thank you for agreeing to help the Believing Jews in Israel to support their families by the labor of their hands.

Here's what we're asking of you:

- 1) Go to the leader of your local place of worship, and explain to him/her the HolyLand Marketplace ministry and purpose.
- 2) Ask permission and co-operation to hand out HolyLand Marketplace brochures. There are a number of ways this could happen: by having the brochures "stuffed" in the Sunday worship guide, by handing them out at the door, even by putting them on an information table. Whatever is acceptable at your church is fine.
- 3) The support of your Pastor, Minister, or Rabbi is crucial. If he/she would make mention of HolyLand Marketplace from the pulpit, it is a big help.
- 4) Once the method of distribution of the brochure has been decided, contact your Group Leader, and let them know how many brochures will be needed. They will be promptly mailed to you.

Rest assured we will NOT be following up by asking for donations. It is best if the brochures are mailed directly to you, and you take them to your church.

We are aware that sometimes it is not easy to explain a ministry that has embarked on a new concept. Therefore, we are including with this letter a "script". You can read it and use it's information and present HolyLand Marketplace in your own words; or you can present it verbatim. It's according to whatever you are most comfortable with.

We have also included a Frequently Asked Questions page, to answer questions that might come up. And, contact numbers for HolyLand Marketplace have also been provided in case someone would like to speak with us directly.

Once again, may the Lord bless you for your efforts on behalf of our Israeli brothers and sisters in Christ, who are so in need of friendship and comfort.

Blessings,

Paul Tully, Director

PARTICIPANT SCRIPT

I have been recently made aware of an exciting new opportunity for the Church to stand with Israel. More specifically, to comfort our Israeli brothers and sisters in Messiah....Believers....in real and tangible ways.

Pastor (minister, Rabbi), were you aware that there are thousands of Jewish Believers in Christ, living in the Holy Land? There are, and their number is growing!

Sadly, the bulk of these Israeli Believers are in a difficult situation. Most mainstream Israelis are uninterested in products and services if provided by a Jewish Believer. And, due to the predisposition of the Jewish people against one of their own accepting Jesus as Messiah, work is doubly difficult for Believers to find and maintain.

Many of these Believers are recent immigrants to Israel who don't know Hebrew or English. Many are artists, jewelry makers, and talented craftsmen of all kinds; but they have no place to sell their products. The majority comes from formerly Communist nations, so they don't understand the free-market concept. The result is that these Believers are barely surviving. And, they need our help!

HolyLand Marketplace believes it is "better to teach a man to fish, than to give him a fish". So, they have set up a market place for these Believers to sell their goods. It is an Internet Web Store named HolyLand Marketplace.com

Staffed by volunteers, and operated as a labor of love, the concept is to purchase goods produced exclusively by Israeli Believers in Jesus. These goods are shipped to the US, warehoused in Florida, and sold from the web store. The hope is that the Western Church will help by simply purchasing these modestly and fairly priced goods that they might otherwise have purchased from another source. And, every time they buy, they are directly helping a Believer living in the Holy Land to support their family, their congregation, and to spread the Good News.

What is being asked of you is to tell your congregation about HolyLand Marketplace, and to encourage them to visit the Web Store; and to hand out free brochures that will be provided. THERE WILL BE NO SOLICITING OF DONATIONS!

Can we do this?

HOLYLAND MARKETPLACE LAUNCH KIT

INSTRUCTIONS FOR GROUP LEADER

First, I want to thank you for agreeing to help with the launch of HolyLand Marketplace. This ministry, God willing, is one that could produce wonderful fruit for our Jewish brothers and sisters in Christ.

Your Launch Kit consists of : 1 Master List, 1 Script, 1 Frequently Asked Questions, 2 HolyLand Marketplace brochures, and 3 envelopes filled with materials for the Participants we are asking you to recruit.

- 1) Please contact friends and family until you have obtained up to 5 people (called Participants) who are willing to go to their own (or other) church or synagogue and introduce HolyLand Marketplace to the leadership. All we ask of each of these Participants is to launch HolyLand Marketplace in ONE (1) church. Certainly, we'd love it if they felt led to approach MORE places of worship!
- 2) After you have identified these people, fill out the "HOLYLAND MARKETPLACE LAUNCH KIT" master list. We will need the names, MAILING ADDRESSES, and number of brochures that each Participant has requested (the Participant will give you that information).
- 3) In your Launch Kit, you have received an envelope for each of the Participants. IF YOU NEED ADDITIONAL ENVELOPES and MATERIALS, PLEASE ASK A SECRETARY AT THE TORAH CLASS FRONT DESK. Inside that envelope are instructions for the Participant, a "script" to help them present HolyLand Marketplace, 10 Frequently Asked Questions (with answers!), and 2 brochures. Please address and mail those envelopes to each of the Participants that you have contacted. This is important, as it gives your Participants the materials they need to approach the church or synagogue they intend to recruit.
- 4) After each Participant has received their envelopes, and they have obtained permission to distribute the HolyLand Marketplace brochures, the Participant is to telephone you, and tell you HOW MANY brochures they need. Put that number in the appropriate box on your Master List.
- 5) When all the information on the Master List is entered, bring your Master List to Torah Class and leave it with a secretary. We'll do the rest!
- 6) HolyLand Marketplace volunteers will take the information you have provided and mail the brochures to each Participant.