

APPROACHING LIBRARIANS

by Rick Warren ~ Texas, USA

This method for offering the *Urantia Book* to librarians was developed in contacts made with many hundreds of them in library placement activity within the Texas public library system. And with a broad spectrum of librarians at their International Convention in 2002 in Phoenix, Arizona.

No doubt there are an infinite number of possible approaches, but this one provides a tested formula with excellent results for those who have questions about rendering this kind of dissemination service. Whether they are approached in their home libraries, over the phone or at a convention, the following method had about a ninety percent success rate for placing one or more books in public libraries.

When approaching Librarians at their desks, it is usually best to call first and ask to speak to the person in charge of donations. Briefly introduce yourself and ask about the best time to visit the library to present the donation. Once the presenter/donor locates the right person in the library, he or she need only give a small introduction. What to say to Librarians once you have their attention is detailed below, at least it can serve as first step to learning *your* best method of approach.

Over five thousand Librarians attended their international convention in Phoenix in March, 2002. Our booth display introduced (or re-introduced) the word *Urantia* to many who passed by. If they looked in the least interested, the booth attendants would engage them with: "Do you have *The Urantia Book* in your collection?" Most respond with, "No, what is it?" The representative replied with:

"*The Urantia Book* is 2100 pages of cosmology, philosophy, spiritual insight, history, science, psychology, and religion." Hand them the book to thumb through. And that's it, brief and to the point. Librarians may be interested in reading the *Urantia Book*, but more likely they are looking for high quality books for their collections. It is obvious from its physical size and appearance that *The Urantia Book* meets that criteria.

The next thing is to mention that the book is donated, without conditions, to public, prison, university and college libraries. Most Librarians sign up then and there. They might take time to look over the text of the book and may even become reader/believers, but probably they are already overwhelmed with reading material. Librarians are inundated every year with free books by thousands of authors and publishers who are promoting their own products. So the Librarian usually does not have time for an in-depth look at the gargantuan *Urantia Book*. If they are sold on its looks, a short description with nothing off-putting (like Adam and Eve were eight feet tall) will suffice to win them over. That is of course, if they perceive the presenter as sincere, discerning and most of all, personally sold on *The Urantia Book*.

If copies of translations are available, ask the Librarians if they have enough non-English readers in the appropriate language(s) to warrant the donation of a translation. Offer to send it (them) along with the English version.

Record the Librarian's name, address and phone and send a copy to Urantia Foundation Reader Services and to the UAI's Dissemination Committee for inclusion in their Library Placement databases. By tracking our placement activities we can always know what we have accomplished and what we have yet to do.

Please find instructions below, on how to purchase discounted books through Urantia Foundation's Library Placement program. Below that are printable forms for sending your placement data to UF and UAI.

[Library Placement Policy](#) July 2002

[From Urantia Foundation Website](#)

Urantia Foundation is fully committed to help seed libraries all over the world with copies of *The Urantia Book*. Over the past forty-seven years we have placed thousands of books in public libraries at no cost to readers. The requests for library books are growing at a rate that is no longer feasible for Urantia Foundation to financially and logistically support without your help. We strongly believe that the revelation should be widely available across the globe in all appropriate libraries. Toward that end this policy is being created to provide guidance to those individuals inspired to support the costs and place books into libraries.

Because the Urantia Foundation loses money as a result of this library placement policy, we ask that you agree to use these books only for library placement and not for personal or commercial purposes. We are selling these books to you on the honor system and trust that you will use them for library placement only. **The costs you pay for the library books you donate may be tax deductible under U.S. law.**

Top priorities in library placements are:

- a. College and university libraries
- b. Public libraries including schools
- c. Religious libraries (seminaries, churches, ashrams, synagogues, etc.)
- d. Hotel, youth hostel, cruise ship, and other libraries provided for travelers.
- e. Hospital libraries
- f. Highly trafficked private libraries.

How to obtain your books:

Please contact Urantia Foundation with your order using this policy sheet with your signed agreement.

1. Urantia Foundation will sell small English hard cover books for library placement in quantities of five books for \$50.00 and ten books for \$100.00.
2. The large English hard cover books will be sold at \$25.00 each in quantity of five for \$125.00. *The prices of the English books include shipping.*
3. The small Spanish hard cover books will be sold for \$10.00 in boxes of five for \$50.00 and boxes of ten for \$100.00. *All shipping within the United States is included in the price.**
4. Large French hard cover books will be charged at \$20.00 each in boxes of five for \$100 and will be shipped directly from the French office.*
5. Once you have placed your book in a library, please send us the following information for reference.

- a. Name and address of the library.
- b. Brief description of the library and contact person if relevant

Agreement:

I, **(Please print.)** _____, agree that the library books I am

buying from Urantia Foundation will only be used in library placement and will not be sold or used for any other purpose.

I further agree to fill out the form below and return it to Urantia Foundation with all information pertaining to the books I have placed.

Address:

City: _____ State: _____ Zip: _____

Telephone—Home: (_____) _____ Work: (_____) _____

Fax: (_____) _____ E-mail:

Signature Date

**Additional shipping and handling charge for international orders. Please contact us for prices.*

*** Prices are subject to change without notice.*

Library Placement Information Sheet

This is your information sheet, which needs to be filled out as you place your five or ten library books. When all of your books are placed, please return this form to Urantia Foundation so that these can be entered into our database. When we receive this, you will be eligible for additional books. *(Note: We have the name and address of every library in the United States so if you need the addresses of libraries in your area, as a service we can provide these for you. We can also tell you if they already have a book in their collection.)*

Name of Library: _____

Address: _____

Telephone: _____

Name of Librarian: _____

[Regarding the [Global Seeding Project](#), there are two ways to assist: by becoming a local, regional, global seed planter, or supporting them with books and expenses---or both! This project needs more sponsors!! And there never was a more crucial time for this type of service. Please contact UAI Dissemination Committee's communications coordinator for more info, how to join in the teamwork now: rewar@swbell.net]