

# Advice for Heralds



## Selling *War Cry* and *Kids Alive!* - 14 Useful Tips

1. Ask your officer and existing heralds how, where and when they sell their papers
2. Ensure you are selling in a public space and are clearly visible
3. Make yourself easily identifiable as 'Salvation Army'. If you are a uniformed Salvationist wear your uniform. If not, opt for a fluorescent bib with the red shield or a clearly visible volunteer badge
4. If you are selling on private property, such as a shopping mall, supermarket, pub or club, always obtain permission beforehand
5. Read the papers before you sell them, so that you are familiar with their contents
6. If someone comes towards you to buy a paper give them a 'hello', 'good morning', or another appropriate greeting
7. Encourage people to take the papers but don't be forceful as some just want to make a donation
8. Always smile and thank your customers
9. Let the magazine pages do the communication – they contain the message, so don't worry if you're not confident speaking about faith
10. Don't get involved in unnecessary debate – if someone wants to argue, be polite, listen, acknowledge their concerns and move on
11. Pray for the people you meet – you can do this with your eyes open as you are selling
12. Take a notebook and pen with you – there may be occasions when it is helpful to jot down information
13. Afterwards talk with your corps leaders about how it went
14. Enjoy yourself!