

IRSM Booth Ambassadors & Volunteer FAQ Guide

When someone is walking by the table/booth:

1. Offer a Brochure

Smile and extend a brochure (you can bundle it with a bookmark and pen, clipped together).

If they:

- Accept the brochure
- Make eye contact
- Look at the table

...then warmly ask:

“Would you like to hear about our ministry?”

2. Encourage Participation in the Giveaway

Invite them to fill out a contact form to enter the **drawing for a free book of their choice**. (The drawing is the last day or during the last class.)

- Use the yellow paper form (English).
- Or scan the QR code for the digital version.

FAQs You May Be Asked

Tell me about your ministry?

Our mission is to equip women to connect to God and one another more deeply in English, Spanish, Portuguese, and bilingual contexts. We offer Bible study books in all three languages. We participate in speaking events throughout the Americas.

What does your ministry offer?

- Bible study books for women
- Women speakers for in-person and virtual events
- A weekly blog post that many use as a devotional
- Newsletters via email or paper mail to stay connected with ministry updates and upcoming events
- Free online downloads and resources on our website, including resources for starting a small group

TIP: Have the website open on your phone to show and share our biblical resources.



Book-Related Questions

Description of a specific book(s) in general?

A description of each book is in the **brochure insert**. Let them know our books are useful for a ladies' Bible class, individual study, or small group studies. Our books are also available for purchase on our website.

What book(s) do you recommend?

Encourage them to browse the book descriptions in the **brochure insert**. Invite them to open a book and flip to the Table of Contents.

Let them know:

- Books are great for individual study, ladies' Bible classes, or small groups
- If you have read a specific book and can comment on it, for example the Lie/Truth Chart from *Who Has the Last Word?*, you can offer that information.

What book do you recommend for a mother, daughter, or friend?

Ask a few follow-up questions:

- General age? Is she single?
- Preference for a 6-week or 13-week study?
- Any particular life challenge she's facing that one of the titles speaks to?

Suggestions:

- **Called to Listen** and **Committed to Listen** – great for beginners (40 devotionals each)
- **One Single Reason** – great for a single or single-again woman, or for someone who wants to better support their single sisters

Utilize the brochure insert for book descriptions and length of study.

Event-Related Questions

How do I request Michelle to speak at my church?

We have several Speaker Ambassadors available. Consideration is made for the speaker requested, like Michelle, but there are multiple factors that contribute to her availability. We can make note on your contact form... (See additional steps below)

How do I request to have a speaker at my church or event?

- Note their interest "Plan an event" on their contact form and let them know we will reach out with more information.
If appropriate or it comes up in discussion, make note of the following:
 - Type of event (in-person or virtual)
 - Purpose and intended audience
 - Basic event details:
 - Proposed date(s)/time(s)
 - Location (for in-person)

- Contact information for point person for event (name, phone, and email)
- Or direct them to email info@ironrosesister.com directly or to visit the website (ironrosesister.com/resources/plan-an-event/seminars) listed on the back of the brochure where they can find an [Event Request Form](#).

Note: Soon after the event, the Operations Manager will reach out to any contact interested in working with IRSM for event coordination.

If You Don't Know the Answer to a Question

- Be honest and kind: "That's a great question – I'll connect you with someone who can help." Make note of their question on their contact form and ensure their contact info is present to have someone follow up later.
- At some events: Check the schedule for when someone knowledgeable will be at the booth and invite the person to return at that time.

Tips to Keep Visitors Engaged

- Look for clues: Check their name tag, observe who they're with or where they're from.
- Ask simple questions to make a connection:
 - If they already know about IRSM, "I love hearing what makes other people excited about what we're doing. What do you appreciate or know about IRSM?"
 - "Do you coordinate a ladies Bible class?"
 - "Are you involved in the women's ministry at your church?"
 - "Have you used one of our study books before?" If so, which one? Would you like to try another?
- Be attentive to body language and eye contact.
- If they seem disengaged, wrap up politely and make sure they leave with a brochure.

Note:

If the person is attending an IRSM event where one of our Speaker Ambassadors is presenting, they already have an interest, and you can be more overt by asking if they would like to buy a book or partner with us.