

Pocket Poster Information Packet

"There are many different ways for you to serve ECK. But whatever way you serve, choose something that you feel comfortable doing. Something that puts a light on inside you. Something that you like to do more than just about anything else. Whatever it is, use this particular means of telling others about ECK." Sri Harold Klemp, *Wisdom of the Heart*, Book 2

Welcome to all pocket poster adventurers! It is important for both new and veteran pocket poster enthusiasts alike to remember what our mission is: We are planting seeds for ECK. When the seeker is ready, he or she will begin to search for the most direct path home to God. Pocket postering is one of the simplest ways of creating signposts for Soul, giving the seeker an opportunity to link up with the Light and Sound of the Sugmad.

Many chelas would like to serve the Mahanta through pocket postering but feel awkward making first contact with businesses. Here are three simple ways that everyone can become part of the pocket postering adventure!

1. Make up pocket poster packets and leave them at their local ECK Center.
2. Adopt an established pocket poster location from a local chela and refill reply cards as needed.
3. Donate pocket postering supplies to their local ECKANKAR Center.

There is something for everyone to do! All they need is a willing heart to help get the Mahanta's message out.

Even if a poster is removed, the seeds of ECK are still being planted for Soul's growth. Pocket postering can become part of your daily life, as an alternative to finding time in your busy schedule. For example, the next time you go to the grocery store, take notice of the other businesses in the same shopping center. Make a mental note of places you could place a pocket poster. Locations will present themselves all over town once you become aware of your surroundings. If you frequent a business center two or three times a month, then that location is a great place to start! Below are five categories that have contributed to our pocket poster success.

1. Getting Started:

Check with your local ECKANKAR Center to see if they have already purchased pocket posters for you to use. If they do not have posters available, you can call ECKANKAR Membership Services directly at (952) 380-2222 to place an order.

HU Card Poster
Item #516089 \$4.00
10 posters with 50 HU cards
Plus Tax & 4 shipping points

Extra HU Cards
Item #510049 \$3.00
Pack of 50 yellow HU cards
Plus Tax & 1 shipping point

Small "Soul Travel" pocket poster
Item #516069 \$4.00
20 posters with 100 reply cards
Plus Tax & 6 shipping points

"Past Lives, Dreams, and Soul Travel"
Pocket Poster
Item #515139 \$4.00
Plus Tax & 4 shipping points
20 posters with 100 cards

Standard Reply Card
Item #516069 \$1.00 100 pack
Plus Tax & 3 shipping points

ECKANKAR—Your Greatest Spiritual
Adventure
Item #517019 \$5.00
24 half-size posters with 100 cards
Plus Tax & 5 shipping points

DREAMS Are Your Window to Heaven
Item #517029 \$5.00
24 half-size posters with 100 cards
Plus Tax & 5 shipping points

SOUL TRAVEL—Experience Heaven Here
and Now
Item #517039 \$5.00
24 half-size posters with 100 cards
Plus Tax & 5 shipping points

THE LIGHT AND SOUND OF
GOD...Experience It firsthand!
Item #517049 \$5.00
24 half-size posters with 100 cards
Plus Tax & 5 shipping points

SPIRITUAL EXERCISES—Your Key to a
Brighter You
Item #517059 \$5.00
24 half-size posters with 100 cards
Plus Tax & 5 shipping points

WANT MORE FROM LIFE? Find out who
you truly are
Item #517069 \$5.00
24 half-size posters with 100 cards
Plus Tax & 5 shipping points

PAST LIVES, DREAMS, and SOUL
TRAVEL—Experience them!
Item #517079 \$5.00
24 half-size posters with 100 cards
Plus Tax & 5 shipping points

HOW TO SURVIVE SPIRITUALLY IN OUR
TIMES—Discover ECKANKAR!
Item #517089 \$5.00
24 half-size posters with 100 cards
Plus Tax & 5 shipping points

Multi-Pack Poster Kit
Item #517099 \$5.00
24 assorted half-size posters with 100 cards
Plus Tax & 5 shipping points

Other Items:

Push pins
Double-stick tape

Self-adhesive easel backs work great for those locations where the pocket poster needs to stand up by itself on a counter top or book shelf.

Little golf-style pencils placed in the poster pocket give the seeker added convenience when selecting a reply card. The seeker then simply drops the reply card in the nearest mail box on his way to his next adventure.

The items mentioned above can be found at most office supply stores. By keeping a small supply of postering items in a card board box in the trunk or other out of the way area in your vehicle, whenever you are out shopping, or driving to and from work, you will be prepared to put up a pocket poster in your community when the opportunity presents itself. Since most seekers write their phone numbers on the reply cards it is recommended that you use the newer reply cards with the phone number space provided.

Selecting a Location:

Select high-traffic locations with good visibility. If you can check the pocket poster once a week to see if it needs more reply cards, this is really great! By making a commitment to service one pocket poster, you have given the Light and Sound one more vehicle in your community to share the gift of Sugmad's Love for Soul.

Suggestions for Locations, with Permission from the Manager or Owner:

Appliance Repair Shops	College Campuses	Hair Salons
Auto Dealers	Donut Shops	Hardware Stores
Bakeries	Dry Cleaners	Herb Shops
Barber Shops	Electronic Stores	Home & Garden Shops
Candy Shops	Fabric Stores	Insurance Offices
Cellular Phone Outlets	Furniture Stores	Laundromats
Chiropractic Offices	Gourmet Eateries	Nail Parlors
Coffee Shops	Grocery Stores	Natural Food Stores

New Age Book Stores
Pet Stores
Pizza Parlors
Pool Supply Stores
Printing Shops

Restaurants
Shoe Stores
Tailor/Alteration Shops
Thrift Stores
Travel Agencies

Used Book Stores
Vehicle Service Stations
Video Rental Outlets
Waiting Rooms
Weight Control Clinics

Where to Place Posters:

Bulletin boards
Above water coolers
Display tables
Employee break areas

Front windows
Glass counter tops
Near other
announcements

Order pick-up windows
Store designated areas
Waiting area coffee tables

Places you would not poster:

Bus stop benches
Bus stop waiting areas
Chain link fences at public
tennis courts

Park benches
Phone booths
Telephone poles

Trees at a park
Vehicles at shopping
centers

Or any other place where you cannot obtain permission directly from the property manager or owner. Additionally, please use the approved pocket posters that ECKANKAR has produced for us instead of making them yourself. **This is very important.**

2. How to approach merchants:

"Do you have a place for community announcements?"

"Would it be alright to place a poster on your bulletin board?"

What approach works well for you? Whatever you say, keep it simple. The pocket posters are designed so well you can just show the merchant a poster and let them read it! If they ask "What is ECKANKAR," say something simple like, "Learning to live in harmony with the spiritual laws of life." Very few merchants will say "No," so just go out in your local community and have fun putting up little signposts for Soul!

For those merchants who do not allow any religious publicity, be neighborly and simply get to know them. Eventually, they may be more willing to put up a pocket poster as they become more familiar with this unknown word, ECKANKAR, through your life's example.

3. Why Do Pocket Posters Need to be Rotated?

On average, pocket posters that stay in the same location after ninety days begin to lose their attraction to seekers. If at any time fewer reply cards are removed from your posters, move the location of the poster to a different spot on the bulletin board, window, and/or counter top, or simply change the poster topic. You will find that reply cards start moving again.

4. Building Local Pocket Poster Teams:

The easiest way to build a team is to simply duplicate your success—one person at a time. Call anyone you know and ask them if they have thought about pocket poster in their area. By keeping a tracking sheet of your pocket poster sites you can share with prospective team members what works and what doesn't work in your area.

New team members usually start with one (1) pocket poster location. This template for their Vahana service area lets them expand at their own pace when the opportunity presents itself. Vahana teams have enjoyed meeting at coffee shops on Sunday morning before servicing their pocket poster routes. Many are calling this their morning walk with Wah Z! Each pocket poster team member is unique and will contribute new ideas which will inspire the entire team.

5. The Inner Side of Postering:

Here is what one active posterer reported: "I've learned that the inner side of any project is the most important. I had a really inspiring dream with Fubbi Quantz that I shared with an ECKist. It turned out that someone else had the same experience, and it was included in 'The ECK Researchers,' in *The Living Word*, Book 2! I grabbed the book and read the article with tears in my eyes. I too had seen the holograms used to find the best places to contact people who are ready for ECK! That's when I got this voracious desire to serve."

Here is a key. In contemplation, sing HU or your secret word, then ask, "How may I be of service to the Mahanta today?" Every night before you go to sleep, give the Mahanta permission to enter your dream state to teach you and bring you to your next level of unfoldment. Ask, "How can I serve the Mahanta's mission?"

6. Postering Insights:

Where do posters do well? Places where people have to stand in line or wait for service: dry cleaners, donut shops, and waiting areas. Which posters work best? You can track the trends in your area. Find out from the RESA where inquirers live who have sent in reply cards. Note the city and the type of poster, and share this data with local Vahanas so they can plan presentations in areas with inquirers.

You can make an A-frame poster stand out of poster board that works very well in places that don't have bulletin boards. These stands look great on shelves, tables, and counters.

7. Overcoming fear:

If you feel you are being rejected, remember that some merchants might not want the pocket poster in their space. It's their choice. Other times, people just need more information. They might reject the poster, but not the messenger.

8. Check on your posters weekly:

Make sure they are still there, and also keep a careful count of the number of cards taken from posters the previous week. A good number to start with is three reply cards in each poster. Later, if the demand increases you can try keeping five reply cards in each poster.

There is a poster log included on the last page in this information packet, and many find that it helps point out successful pocket poster locations, as well as indicate when the pocket poster needs to be shifted to an alternate location.

9. Other Tips:

Go out with a friend. Bounce ideas off one another and have fun! California's statewide postering conference call has worked well. It's held the first Tuesday of each month at 9:00 p.m. PST. Call 1-918-222-7103, extension 1627, then press # to join in. Each caller is charged for a long-distance call.

We start the call by greeting all attendees, then we sing HU together. Chelas share success stories that break common myths about postering. We also have a nuts-and-bolts segment on each call. New ideas have been presented that have made postering so simple. We cordially invite you to join us. The enthusiasm of the call alone might inspire you to start postering in your area.

10. Planting seeds.

Our purpose is to plant seeds. It doesn't matter how many cards are taken or whether a poster comes down. Just keep putting them up. As Sri Harold wrote in *The Book of ECK Parables*, Volume 3, "Your final destiny as Soul is to become the best in your life today that you can be."

(Use the poster log on the next page to keep track of your pocket poster reply cards.)

ECK Pocket Poster Route Log

Vahana's Name _____

Location Name and Address	Date(s) Serviced / Number of Cards Replaced										Comments / Notes
SAMPLE ENTRY: La Jolla Laundromat	1/9/02										Posters must be dated! All materials removed after 30 days.
	5 cards										

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Use this form to keep track of your pocket poster reply cards.