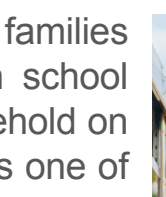




FOCUS ON RETAIL



The ABCs of Back-to-School Success

According to the National Retail Federation, families with children in kindergarten through high school are expected to spend over \$850 per household on back-to-school shopping.¹ Historically, this is one of the top three selling seasons of the year. As a retailer, how can you ensure your store is ready to meet this demand?

It can be as easy as **A-B-C: Advertise, Be Prepared and Connect.**

A – ADVERTISE

Catch customers when they're ready to spend. Strategic advertising can drive shoppers to your store. Tailor your messaging to your audience by pairing traditional promotions like catalogs and mailers with digital ads that appeal to both parents and kids. Aim to spark emotion or highlight the excitement of a new school year.



Here's an example of a creative radio ad from Alyssa Fabik at Bible Supplies in North Platte, NE: *"Get ready to hit the ground running this school year with a little help from Bible Supplies in the Westfield Shopping Center! Whether you're juggling kids, classes, or chaos, stay organized with our fresh stock of planners and calendars. Stock up on Bibles, journals, devotionals, highlighters, pens, and all the gear your family needs to stay on track. And don't forget a faith-inspired wardrobe with T-shirts that look great and uplift! Back-to-school isn't complete without a stop at Bible Supplies!"*

B – BE PREPARED

Convenience is key. Display kids' apparel, totes, notebooks, highlighters and other stationery in a prominent location. These small add-on items can boost your sales significantly.

In Knoxville, TN, Vicki Geist at Cedar Springs Christian Store takes advantage of the state's Tax-Free Weekend by creating a display at the front of the store with Bibles for kids and teens, highlighters, pens and other school essentials.

According to Vicki, their back-to-school sales held steady last year. She credits their consistent performance to the store's "claim to fame": the Bible. For most Christian schools, a Bible is required for students each school year.

C – CONNECT

Building relationships with your community helps create a loyal customer base—especially during busy seasons.

This year, Alyssa Fabik is bringing Clifford the Big Red Dog to her town's Storytime in the Park, while also partnering with the local library and a neighboring children's retail store.

At New Life Christian Bookstore in Murray, KY, Karen Welch is hosting a back-to-school book signing that includes coloring sheets and other family-friendly activities.

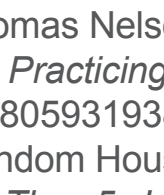
Other ways your store can connect to your community include:

- Starting a Bible study for moms
- Collaborating with churches to host a product preview lunch
- Hosting a book club or storytime event in your store

By focusing on advertising, merchandising and building community connections, you'll be well on your way to making this back-to-school season one of your strongest yet.

¹ National Retail Federation. (n.d.) Holiday and seasonal trends: Back-to-School Data Center. Retrieved July 24, 2025, from <https://nrf.com/research-insights/holiday-data-and-trends/back-to-school/back-class-data-center>

BESTSELLER LIST



Monthly Bestsellers List

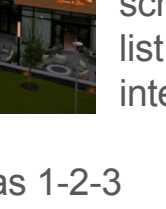
Each month, the Evangelical Christian Publishers Association (ECPA) publishes a list of the top 50 bestselling titles in Christian retail. To help retailers boost sales, CRA has provided a link to this on our website. The link and portion of that list are also included in our monthly newsletter.

Below are the top 5 Christian bestsellers for July.

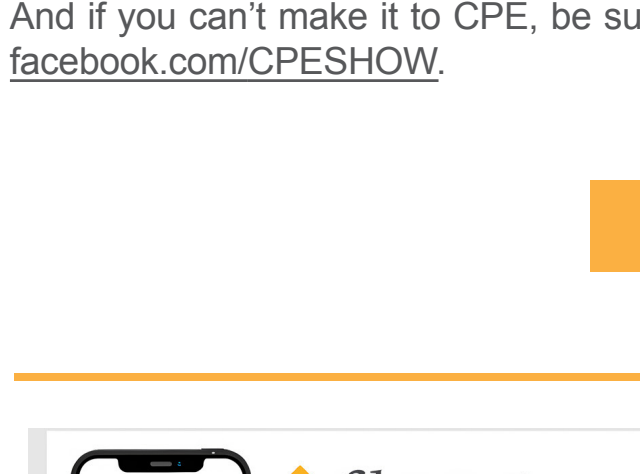
1. *Jesus Calling* by Sarah Young (9781591451884) Thomas Nelson Publishers
2. *Practicing the Way* by John Mark Comer (9780593193822) Waterbrook, an imprint of Penguin Random House
3. *The 5 Love Languages* by Gary Chapman (9780802412706) Moody Publishers
4. *Forgiving What You Can't Forget* by Lysa TerKeurst (9780718039875) Thomas Nelson Publishers
5. *Living Fearless* by Jamie Winship (9780800740290) Revell (Baker Publishing Group)

The ECPA Bestsellers Lists rank the bestselling books published by ECPA members from the previous month, as reported to NPD BookScan. For the full list of titles appearing on the Christian Bestsellers Lists, visit www.christianbookexpo.com/bestseller or www.christianretailassociation.org.

CPE UPDATE



CPE Is Just Days Away!



CPE Summer 2025 is gearing up to be one of the largest shows to date! The show floor is already sold out and there are over 260 storefronts registered to be represented. Plus attendees can enjoy an incredible lineup of special guests—all happening on August 10-12, at Gas South Convention Center in Duluth, GA!

While you're at the show, stay "in the know" with the CPE app. The CPE app enables you to see the schedule by day, connect with other attendees, see the list of exhibitors, and locate events and exhibitors with interactive maps.

Downloading the app is as easy as 1-2-3

1. Open the app store on your phone
2. Search for "CrowdComms" and download app
3. Open app and type in "CPESHOW" in the event code

And if you can't make it to CPE, be sure to follow us online during the show at facebook.com/CPESHOW.

LEARN MORE



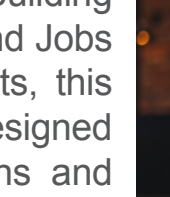
filament
BIBLE COLLECTION

DISCOVER MORE WAYS TO
INTERACT WITH GOD'S WORD
WITH THE **SPANISH FILAMENT**
BIBLE COLLECTION

LEARN MORE

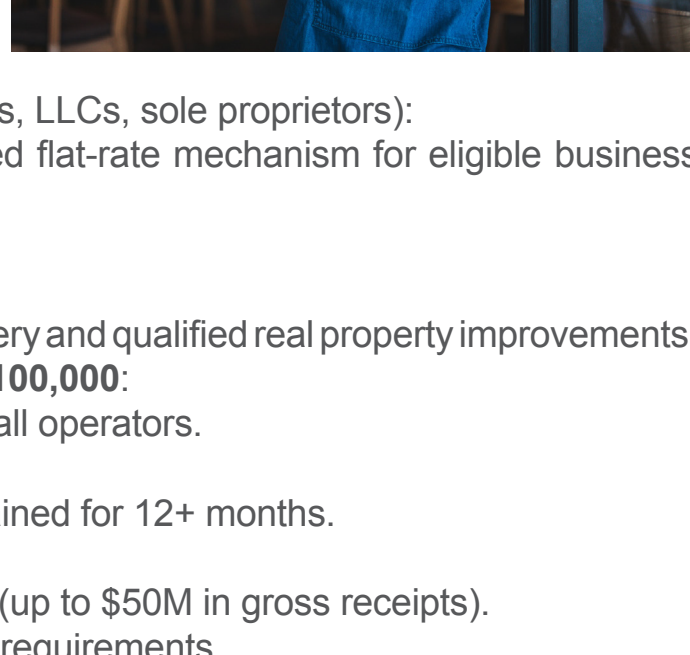


INDUSTRY NEWS



New Legislation to Empower Small Business

On July 4, 2025, President Donald J. Trump officially signed The One Big Beautiful Bill into law. Building on many of the provisions of the Tax Cuts and Jobs Act of 2017 and making key enhancements, this once-in-a-generation piece of legislation is designed to simplify the tax code, lower tax burdens and stimulate economic growth for families, individuals and small business owners.

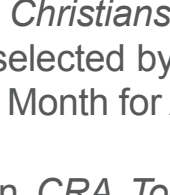


What does Trump's "Big Beautiful Bill" mean for small business owners?

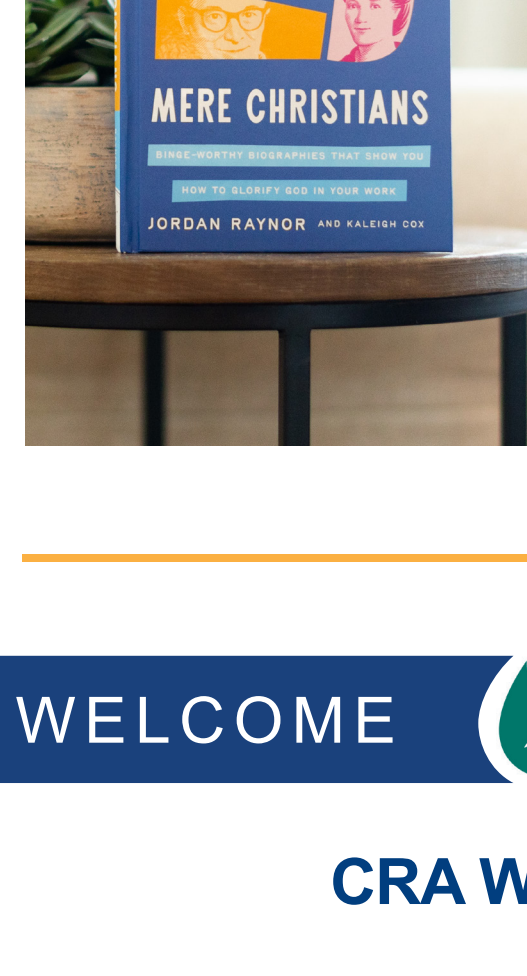
- Flat 20% Tax on Pass-Through Income** (S Corps, LLCs, sole proprietors):
 - Replaces QBI deduction with a more streamlined flat-rate mechanism for eligible business income.
 - Simplifies compliance.
- Full Expensing Made Permanent:**
 - Immediate 100% write-off for equipment, machinery and qualified real property improvements.
- Elimination of Self-Employment Tax on First \$100,000:**
 - Reduces burden on solo entrepreneurs and small operators.
- Payroll Tax Credit for New Hires:**
 - Up to \$10,000 per new employee hired and retained for 12+ months.
- Simplified Accounting Rules:**
 - Higher thresholds for cash accounting eligibility (up to \$50M in gross receipts).
 - Less burdensome recordkeeping and inventory requirements.
- Health Reimbursement Arrangements (HRAs):**
 - Expanded to allow business owners to reimburse employees tax-free for individual market health insurance premiums.
- Elimination of Obamacare Penalties and Certain ACA Mandates:**
 - Reduces compliance costs for small businesses under 50 employees.

The information provided above is for general informational purposes only and should not be construed as legal, accounting or tax advice.

INDUSTRY NEWS



Five Mere Christians Chosen by Circle 31



Five Mere Christians (9780736991704) from Harvest House has been selected by Circle 31 Book Club as their Book Club Pick of the Month for August.

Featured in *CRA Today* Spring 2025, *Five Mere Christians* shows readers how to glorify God in their work by following the examples of five notable believers, including Fred Rogers and C.S. Lewis.

Circle 31 Book Club is a free, online book club hosted by Proverbs 31 Ministries. Proverbs 31 Ministries has over 4 million followers, and the book club itself has over 400K followers. Through these outlets and others, there is already significant visibility for this title. Harvest House expects to see a strong ripple effect throughout the market with a boost in book sales for *Five Mere Christians*. Retailers are encouraged to be prepared, as the local Christian bookstore would be an excellent place for participants to purchase a copy.

WELCOME



CRA Welcomes New Members!



As a community within the Christian retail industry, Christian Retail Association (CRA) would like to recognize and welcome our newest retail and associate members.

RETAIL MEMBERS

A BookSmith | Gainesville, FL
Gifts From Above | LaFollette, TN
Golden Apples Bookstore | Mifflinburg, PA
The Vineyard | Evansville, IN
Truth and Grace | Port Saint Joe, FL

ASSOCIATE MEMBERS

Elizabeth Hause Publishing
In the Fire Apparel
Mighty Bright
Positive Hope Designs
Windowsill Worship
Zoey BJ, Inc.

CRA is a non-profit ministry founded by the Munce Group to help retailers, publishers, authors and industry service providers grow their businesses. Membership benefits include discount programs, networking, training and education, industry information, best practices and a place to exchange ideas.

To learn more about becoming a CRA member, visit www.christianretailassociation.org.