

FOCUS ON RETAIL

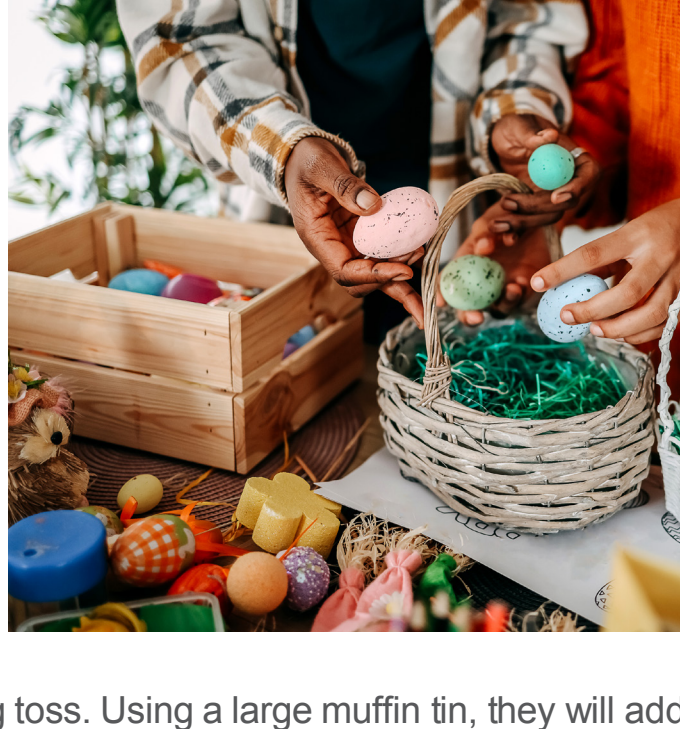
Easter's on Its Way!

As you prepare for Easter, an in-store experience is an easy, low-cost way to give new customers a reason to hop on into your store. There are many benefits to hosting a special event, including increasing foot traffic, building community and boosting sales. But as a Christian retailer, it also provides an opportunity for outreach. By bringing people into your store, you can help them discover that the reason we truly celebrate this season is because our Savior lives.

If you're looking for some new ideas this Easter, here are three fun and simple activities your fellow retailers have planned:

Easter Egg Toss

"We usually try to come up with something fun for the holidays," says Tami Sarver from The Galilean in Leesville, LA. This year, they plan to try an Easter egg toss. Using a large muffin tin, they will add colors to the bottom of the cups and have customers toss a ping pong ball into the tin. Whatever color it lands on will correspond to the same color egg they get to open. Tami plans to include prizes like candy, small amounts of cash, coupons or small gift items. "Our customers really enjoy the opportunity to have fun while shopping in the store," she shares.



Easter Basket Bar

Twila Shreves from Hidden Treasures in Altoona, IA, is planning to set up an Easter basket bar. Customers can build a basket with a selection of products in her store. "I have found that offering a table full of Easter basket ideas (novelty items, candy, stickers, activity books, wristbands, etc.) has been the best for my customers," Twila says. You could also use the Easter basket bar to promote a contest for the prettiest, funniest or most creative basket. Participants can receive a discount to purchase their basket and take them home when the event is over. And for the kids, Twila will have a FREE box of crayons with the purchase of an Easter activity book.

Easter Egg Hunt

At Central Christian College Bookstore in Moberly, MO, Tracey Williamson says they do an Easter egg hunt throughout the store. They hide eggs with slips of paper that have the prize written on it. The prizes vary, including offers like 20% off one item, 20% off the entire purchase, 30% off one item, and some that have a "prize basket" slip. The prizes are usually candy or freebies she's collected from shows. She also hides one egg with a special discount in it (40-50% off one item), but she makes it really difficult to find. Tracey says it's not unusual for customers to search for 30-45 minutes for an egg. Tracey shares, "They always find something that they didn't know we carried or a gift they would like to purchase that they had never seen before, even if they are a regular that has shopped with us for years!"

Munce Group Sales & Customer Service Representative Karen Bilbrey says that a story time with the Resurrection Eggs and reading *Benjamin's Box* or another Easter story are still popular events. Plus, they teach children about the true meaning of Easter, and that the bookstore is a great place to come!

And for an opportunity to reach new customers outside of an in-store event, she adds, "Don't forget to contact your local small to medium-sized churches to see if you can be their source for Easter service supplies."

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 March.

1. *Don't Let Doubt Take You Out* by Todd Mullins (9781636414348) Charisma House
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. *Jesus Calling* by Sarah Young (9781591451884) Thomas Nelson Publishers
5. *Loved to Life* by Ann Voskamp (9781496436344) Tyndale Momentum

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 Summer 2025 Show Theme Announced



Since its inception over 20 years ago, CPE's mission has been to encourage, equip and engage. At CPE Summer 2025, we will be celebrating one of the core values of that mission. We are excited to announce that the theme for this show will be "encourage." The theme verse to accompany this is 1 Thessalonians 5:11, which says, "Therefore encourage one another and build one another up, just as you are doing."

Throughout its history, CPE has encouraged attendees by starting each day with a morning devotion and time of fellowship, sharing challenges and victories with colleagues, networking in a Christ-centered environment—and will continue to do so.

"CPE is a 'must' attend event for Christian retailers. The fellowship with other stores and retailers and the encouragement it brings makes this event a win-win for us." -Joy Christian Bookstore, Wabash, IN

Be a part of the largest Christian retail community on August 10-12, for CPE Summer 2025 at Gas South Convention Center in Duluth, GA!

Just 30 miles north of Atlanta, Gas South District is a 118-acre campus that includes an amazing 13,000-seat arena, meeting rooms, a 90,000-square-foot exhibit hall space and a 21,600-square-foot grand ballroom.

Attendees can stay at the all-new, award-winning Westin Atlanta Gwinnett, which is connected to the convention center. The link to reserve your discounted group rate will be available soon.

To learn more about CPE Summer 2025, visit www.cpeshow.com.

[REGISTER FOR CPE SUMMER](#)

MEMBER BENEFITS

Free Magazine Subscription

As a CRA member, you have access to an array of benefits. One of those benefits includes a complimentary subscription to our industry trade magazine, *CRA Today*.

CRA Today magazine provides encouraging and informative features about current trends, new products and best practices from retailers and industry professionals to help you thrive in your business and ministry.

As a member, you can expect to receive the next edition of *CRA Today* this month. Highlights from this issue include:

- Keys to effective cross merchandising
- Benefits of catalog marketing to engage customers and boost sales
- Ideas to drive traffic during the summer
- Advice for launching a new store or location
- Tips to reach younger customers

To preview the upcoming Spring issue, click [here](#).

Don't miss out on your free subscription to *CRA Today*. Become a CRA member today!

[JOIN TODAY](#)



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 associate members.

RETAIL MEMBERS
Simply Blessed Children's Boutique

ASSOCIATE MEMBERS
Transpac Brands
The Tuttle Twins

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.