

To my boyhood pastor who first enchanted me with Gospel magic and chalk art when I was just a lad - I am humbled to be wearing his mantle...

Stephen Kiplinger

"There is always one moment in childhood when the door opens and lets in the future." -Arnold H. Glasgow

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...and to **Gary Means** & **Ding Teuling** for sharing their chalk art wisdom with me.

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Ask the average person on the street, "When was the last time you saw a magician, ventriloquist, clown, juggler, puppets, or somebody making balloon animals?" They could probably give you a quick answer. Then ask, "When was the last time you saw a chalk artist perform?" and the likely answer will be "A what??"

Do an internet search for magicians, ventriloquists, clowns, jugglers, puppeteers, or balloonatics and you will find thousands of them in the secular entertainment world alone. This is not true of the chalk artist. Where chalk artists <u>do</u> exist is almost exclusively within the realm of the church. And, even there, I believe chalk art is perhaps the rarest sub-genre and best kept secret in the world of Christian performing arts. We are unique. We are like special ops forces: very small in numbers, highly specialized in what we do, largely unseen and unsung, but highly effective in completing our mission.

Yes, we chalk artists are a rare breed indeed. How unfortunate. I say "unfortunate" because many people within the Christian performing arts community could become chalk artists. The main requirement is the same as as it is for any craft of choice: practice. The stunning reason there are not more chalk artists is that very few people can muster up the courage to simply try. How many things are lost for want of trying! By reading this book, you have found that courage. Your motto should be, "Behold the turtle! He makes progress only when he sticks his neck out." You are willing to test these words of wisdom: "Don't be afraid to go out on a limb. That's where the fruit is."

Chalk art continues to amaze me with its abundant fruit-bearing, spiritual effectiveness and results. Alone, my preaching has not moved many to tears. Alone, my magic performances have not brought people to their feet in spontaneous applause. Alone, all of my theatrics have not brought many seekers to an alter. But, when these elements are linked with chalk art, all of this happen and more. I cannot explain the awesome power that the Holy Spirit gives to sanctified chalk art, but it unmistakably draws people to Jesus. The credit and glory belong to Him alone.

And so, I commend you for stepping into the world of gospel chalk art. There is a place of great joy and power waiting for you between the audience and the easel. For me, that place is as close to heaven-on-earth as it gets.

Hey, let's go get those hands dirty!

Back in 1996, Gary Means, master chalk artist, sent me a brochure advertising his two-day workshop in Mars, PA. Why he sent the flyer to me was a puzzling mystery, and I promptly threw it away! But it called to me from the trash can and I pulled it out several times with a wistful sigh. I had always wanted to try chalk, but never thought I could actually do it - I drew far too slowly. Besides, I had no chalk art easel or fancy lights. Nor did I have a dependable vehicle or money to make the eight hour drive to Mars, PA.

It's funny, though, when God has a path for us to follow, the roadblocks quickly melt away:

- My in-laws insisted that I use their car they paid for the gas.
- I learned that Jim Hicks (a chalk artist in Ohio) had a used chalk art easel he no longer needed and when I called he offered it to me freely - Jim even let me spend the night and then sent me on my way with my first easel, some paper and lots of encouragement.
- The workshops were being held in the basement of a church and Gary made arrangements for me to sleep in the pastor's study he even let me make payments on the workshop tuition.

All I brought to that workshop was a background in art, a set of chalks, some paper, a used chalk easel, and a willingness to learn.

But the workshop was just what I needed. I finally had a clear understanding of the mechanics of chalk art. During the long drive home through the autumn colors, the world never looked more magical. As one sage has said, "It was like a second spring in which every leaf had become a flower." I was deeply affected - changed really - and would never be the same again.

Since then I have learned a few more things and offer them here in these modest notes. The information here is not profound, original or exhaustive. It is very basic and reflects only my experience with chalk art. But perhaps there will be something here that will help you get the chalk flying.

Let's start with a look at the basic tools.

#### **REGULAR CHALK**

The main chalk that all chalk artists use is called lecturers'

chalk. The sticks are 3" long by 1" square. You won't find it in any store or catalog. It is a specialty item that is currently manufactured by only one company (EternityArts.com). As of this writing, there are around 40 regular (non-fluorescent) colors available for about \$1 a stick, depending on the reselling supplier. Every person who resells chalk buys wholesale from Matt Bowman at Eternity Arts.

Don't bother trying to make your own chalk. I have attempted to do so and it is much harder than you can imagine. The formulas, chemistry and manufacturing process is very complicated. Find a supplier you like (listed later in this section) and stick with them. It is a good way to help support the ministry of another chalk artist.

Lecturers' chalk is very soft and will melt away quickly while you draw, so rather than purchase one stick of each color, buy several sticks of highly used colors (blues, greens, browns, etc.) and pick up some of the more exotic colors later - after you know what you really need. You can always add more colors later.

#### FLUORESCENT CHALK

There are 7 fluorescent colors currently available (plus white) and cost about \$3.75 a stick. These colors glow brightly under a fluorescent black light (not incandescent bulb). These colors are great for highlights and other special effects. Using these colors is a bit more advanced and you will continually discover new and creative ways to use them.

#### INVISIBLE FLUORESCENT CHALK (a.k.a. BLACKLIGHT CHALK)

Currently, there are around 16 "colors" in this range and cost between \$5.00-\$9.70 a stick, depending on the manufacturer and color (the red range is much more costly to produce). Currently, both Matt Bowman and Ding Teuling manufacture this type of chalk. All invisibles appear pure white (Bowman's), or a slight off-white (Teuling's), under normal light and are used in more advanced techniques such as hidden drawings. If you want to learn more about this technique, look for the following books:

- <u>Visible Invisibles: Chalk Illustrator's Guide to Using Fluorescents</u> and Black Light by Gary Means
- Do It With Black Light by Wanda Vincent
- Creating Hidden Drawings the Sneaky, E-Z Way by Kerry Kistler

There are other teaching resources for this technique. Check with the suppliers listed at the end of this section. You can also produce some other amazing special effects with these chalks. Imagine a snow scene, in which white snow changes to green, spring-time grass under a black light. Or create a white pillar of cloud that changes to a yellow-orange pillar of fire, or change churning water into blood! Many such ideas are possible.

#### PAPER

I have read about all kinds of drawing surfaces being used with chalk - from bed sheets to sheet rock. Experiment and have some fun with this. The main requirement is a surface with a rough "tooth" which will hold the chalk after each stroke. Typically, chalk artists use a heavy, grayish, recycled paper (which resembles construction paper) called "bogus" paper. Many chalkers will roughen the surface even more with a sanding block. Most find newsprint paper too slick to grab the chalk well. For large sheets of paper, bogus is really your best buy. Again, suppliers are listed at the end of this section.

#### EASEL/LIGHTING

When you first begin playing with chalk art, any kind of simple easel will do, such as a piece of plywood hung from a garage or cellar wall by wire or hooks. You can begin practicing on this kind of arrangement while carefully researching what kind of portable easel will best suit your needs.

Currently there is only one easel design being built especially for chalk artists by ChalkMart.com. It includes a special light hood and control unit as part of an overall package. Do-it-yourself plans are also available from a few people. The Supplies Directory will point you in the right direction.

In my opinion, your money will be well spent buying a professionally built easel. All of the design problems have been worked out, and you will not have to endure the problems that nearly every homemade easel has. Chances are, you will spend nearly as much money trying to build your own easel, unless you are REALLY handy and have ample experience in electrical wiring and either metalworking/welding or woodworking.

#### TRAINING: BOOKS/VIDEOS/CLASSES/WEB

There are quite a few options for further study in chalk art as the Supplies Directory on page 9 shows. There are several books, DVD training series, and classes/workshops available for every level of chalk artist. There is also a free e-newsletter called Chalk Art News posted occasionally by David LeGrand on his website at www.ChalkMart.com. This newsletter features the latest in events, prices, personalities and training information.

Another resource for chalkers is the magazine Chalk **Illustrated**. This 32 page quarterly is designed for anyone who uses chalk art (or trick cartoons) in church work, school shows, parties, etc. Most of the content is aimed at those involved in Christian ministry. If you are interested in using chalk art for ministry, education and fun, subscribe for free at www.ChalkIllustrated.com.

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**Additional Notes** 

# **Chalk Art Supplies Directory**

Current as of May 2013

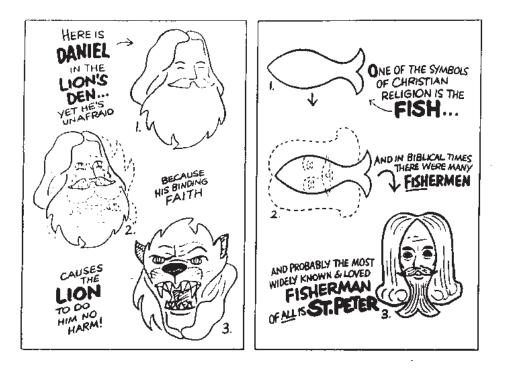
Artist Supplier	Phone Web Site	Black Light Chalk	Chalk	Paper	Picture Ideas	Chalk Easels	Books	Classes	Video/ DVD
Eternit y Arts Matt Bowman	231-536-9000 Eternit yArts.com	0	0	0	0		0	0	0
Teuling Enterprises	231-789-2444 teulingenterprises.com	0	0	0	0			0	0
Dan Ondra	443-207-1374 DanOndra.com						0		
David LeGrand	336-725-2041 ChalkMart.com				0	0	0	0	0
Kerry Kistler	417-894-3458 ChalkIllustrated.com				Wagathe		0		0
Gar y Means Inspirational Chalk Ser vice	724-869-9536 gmmeans@gmail.com	0	0	0	Prints	Basic Plans	0	0	
Gloria Kohlmann	407-880-4470 glor yinspirations.com	UN Crayon			stenicity				0
Ray Dombeck	601-544-0186 raydombeck.com				0		0	0	0
Wanda Cumings Vincent	209-599-0548 at: ChalkMart.com						0		0

Use this area to list other suppliers you discover!

I ou can take several different approaches with your chalk art program. Here are just a few ideas.

#### **CHALK TALKS & CARTOONS**

Even though I find this approach difficult, some chalk artists like to talk, preach, or sing while drawing. The only time I draw and talk at the same time is when I am using a "changing" or "turn over" cartoon lesson. The following examples are taken from the book **Chalk-Talkers Comic Trickartoons: Chalk-Talk Stunts** by Ed Harris.



There are a good number of books available with this type of "surprise ending" material. Here are some good picks:

- **Drawing Bible Stories with a Surprise for the Eyes** by Nathan Dorrell, available at http://www.crazytieguy.com/rttm/Store.html
- <u>Dewey's Gospel Cartoon Chalk Talks</u>, <u>Easy Gospel Chalk Talks</u>, and <u>Gospel Cartoon Fun</u> by Ralph Dewey, available at www.deweyballoons.com/dewey or www.clownantics.com
- **Easy Gospel Cartoons,** and **Cartoon Lessons** by Randy Christensen, available at www.randysinfo.com

#### LIVE MUSIC

This type of presentation takes a lot of thought, planning, and practice to coordinate with singers, a choir, band, pianist, or organist. Designing a drawing to match the theme of the live music, and timing things so that everything ends together can be challenging but also very effective.

#### DRAMATIZED BIBLE STORIES & BIBLES

There are many different audio Bible stories available on CD and mp3 downloads. These dramatized versions are great for children's events. They are usually produced with actors, sound effects and music, although quality does vary. Here are a few of my choice picks for this type of material:

- <u>Shepherd's Tales Dramatized Bible Stories</u> These stories run about 25 min. in length and are well done. Currently not available on CD, cassette copies can sometimes be found on Amazon.com or Ebay.com.
- <u>The Bible in Living Sound</u> 450 reenacted Bible stories on 75 CDs for kids of all ages! Sets and downloads are available. 800-634-0234 or www.BibleInLivingSound.org
- Wild & Wacky Totally True Bible Stories Frank Peretti as Mr. Henry. Many stories are still available on CD from Amazon.com.
- <u>Bible Alive!</u> on 61 CD's currently available from www.Tyndale.com.
- <u>Bible Stories My Kids Love</u> many stories available as free mp3 downloads from www.BibleStoriesMyKidsLove.net
- 6. <u>The Bible Stories</u> several Bible stories produced by Darryl Taylor. Available at www.Archive.org/details/TheBibleStories.
- 7. <u>The World's Greatest Stories from the World's Greatest Book</u> -Five volumes of Bible stories on CD from the NIV or KJV, artfully portrayed through the storytelling of George W. Sarris. 888-STORIES or www.WorldsGreatestStories.com.

Check with a Christian bookstore to see what is currently available. An internet search will turn up sites such as **www.FaithComesByHearing.com** or **www.AudioTreasure.com** which offer free audio Bible downloads in many versions and languages. Some have more bells and whistles in their production style while others are very simple. I think that sound effects, background music, and multiple voices keep things interesting to listen to especially for kids.

#### **CUSTOMIZED MUSIC TRACKS & MIXING**

This one topic is worthy of a book. But, since these notes are intended for the beginning chalk artist I will keep this overview short. When I started out in chalk art, my sound tracks were pretty humble. I used the recording equipment which I had at home: a dual cassette-deck boom box. This approach worked fine back then, but technology has made the process of recording sound tracks simple and affordable while producing very high quality sound.

I eventually replaced most of my best music library with CD versions - which is all I buy now - plus some material via internet mp3 downloads. The playback format I selected back in the late 90s was the Sony Mini Disc. For nearly a decade this system worked very well for my needs because of its flexibility. But, things change.

#### **IPOD & ITUNES**

Technology changes and so did I. Lured by great features the Mini Disc could not offer, I eventually transitioned to the iPod/ iTunes system for compiling and organizing my song library and program sound tracks. Depending on the model, an iPod can hold thousands of songs. Your entire sound track library can be loaded onto a device that fits into the palm of your hand - with room to spare.

Although the iPod does require a computer and iTunes (a free software download at www.Apple.com/itunes), the software makes copying your CD library onto your computer hard drive fast (a couple of minutes per CD) and easy. PLUS, it gives you an incredibly powerful way of organizing every song from your CD library, including your mp3 downloads from the internet. When copying each song, I use the optional "comment" field to tag important information, such as notating specific themes, thoughts, ideas, holidays, etc.

iTunes has a built-in search engine; type any word in the search box and the program looks at title, artist, album, length, genre, comments, etc., and viola! An instant list based on your search word(s). The songs in this list - perhaps from ten different CDs - are instantly available for listening and comparison. Just point and click. It really beats digging through stacks of CDs!

An entire chalk track can now be assembled in a matter of minutes using the iTunes Playlist feature. A Playlist is like a folder into which you drag and drop whatever songs you desire. These can then be rearranged easily. If you decide to add, delete, or replace a song later, no problem. The iPod connects to your computer's USB port via a special cable, and any Playlist you have assembled can be copied onto your iPod. The iPod is then ready to be connected to any sound system via a standard 1/8" stereo to RCA cable for playback in a program.

Neither the iPod nor iTunes can mix multiple tracks - they are meant to play a string of songs in the order you select. However, because I formerly worked in radio and TV, most of my chalk tracks are not quite that simple. I tend to assemble my tracks using cross-fades and multiple layers. I often mix multiple tracks - perhaps a music background with narration and sound effects. This is also done on my computer, using Sony's ACID Music Studio software. I then import these multi-track creations back into iTunes and place them within a Playlist for program use. Of course, multi-track mixing is not necessary, and for creating quick, last minute, no-frills soundtracks, nothing beats the iPod/iTunes system for ease of use and speed.

For more information on the iPod or iTunes, a link of simple tutorials & short movies explaining it all can be found at: www.Apple.com/support/ipod/tutorial/index.html

#### **MUSIC SELECTION**

Everyone has their own style and taste in music, so this part is tough to address. However, here is the basic process I use:

- 1. <u>Decide on a theme.</u> (i.e. Prayer, Heaven, Creation, etc.)
- 2. <u>Research your music library.</u> This is where iTunes has revolutionized the assembly of my chalk art tracks. In the past, thoughtfully searching my music library for the perfect songs meant leafing through page after page of music data sheets. I spent hours filling out these sheets one for each CD or tape I owned. Then I would dig out the relevant CDs and slog through the process of reviewing potential cuts.

With iTunes, I simply search on a word or theme - such as Prodigal Son - and viola, every song I have in my library dealing with the Prodigal Son is instantly listed. Then, by clicking on each song title, I can listen to each song with incredible convenience. Granted, there is a sizeable investment of time, initially, when copying (ripping) your CDs to a hard drive. But, it's still quicker than filling out data sheets or using any other database software. Of course, as I buy new CDs or mp3s, they immediately go into my computer's iTunes library.

**3.** <u>Expand your search on-line</u>. When trying to find and purchase just the right music, the internet is a great resource. For instance, when asked to perform at a commencement ceremony for GED graduates, I did a quick search using Google for "gradu-

ation music." I found a Christian site which had a "Top 10" list of graduation songs, and listened to on-line audio clips. Then, I took my short list to a local Christian bookstore and purchased a couple of CDs, adding three new songs to those I already had at home in my collection. This approach to purchasing music is now considered "old school." Today, I usually purchase relevant song tracks differently because of changes made within the music industry. More and more songs are now available individually via internet downloads.

As I develop new programs, I always expand my search for appropriate music to the internet. iTunes has a store where an ever-expanding library of music can be searched - literally hundreds of thousands of songs. After searching by title, artist, album, genre, etc. you can listen to 30-second clips and purchase the ones you like at for instant download into your iTunes library. It is no longer necessary to buy a whole CD to get that one song you really want. Many other "buy-by-the-song" sites are available with more popping up every year. This is an instant, infinite, and flexible way to build custom chalk art tracks. It's never been easier.

- **4.** <u>Select only what you can understand.</u> Be careful of selecting songs that have murky lyrics even if you like the songs. My rule of ear is, "If you can't understand the words what's the point?" Each song should build upon and reinforce the overall message and theme of your program. If people have to work hard at catching the lyrics of a song, they will soon quit listening. At that point, you have undercut your ministry potential and become merely entertainment.
- **5.** <u>Start with a bang.</u> The first piece of music on your track should be a high energy, dynamic selection. This will help grab the group's attention and hook them right out of the gate.
- 6. <u>Mix to the group.</u> My audience at the graduation program was mostly inner-city African-American and Hispanic, so I was careful to pick music that would "connect" with their tastes. In other words, and not to sound too obvious, you might present the same **drawing** for both a preschool group AND a prison, but your **sound track** should probably be different.
- 7. <u>Observe music copyrights.</u> As Christians, we should be concerned about observing all copyright laws. Purchasing a "music use" license is worth exploring. At the very least, seek permission from the musical artist to use their music. But NEVER duplicate and sell your sound tracks to people who request a copy following your program. That's just asking for trouble.

Some people chafe at the notion of "marketing" a chalk ministry. I respectfully disagree. I have known people who believe that if God wants them to minister He will bring them opportunities without having to advertise. Others will agree and add that they have never advertised and keep plenty busy. The choice is yours. I personally believe in promoting God's work by using modest advertising methods. I believe it is extremely important to send a clear and attractive promo packet to interested contacts.

So, I have included a few samples of our promotional pieces - both old and new in the Appendix section beginning on page 19. Some of these samples are pretty vintage - dating back to the beginning of our family ministry. (Note: The contact information found on the **Salvation Army** pieces is NOT current.)

#### **BROCHURES**

With computers, software, clip art, and scanners available, there is no reason <u>NOT</u> to have a brochure outlining who you are, what you do, and why. People will ask for your contact info after programs, and brochures will not be lost as easily as scraps of paper or business cards. My older brochure (**Appendix #1**) was designed as a self-mailer for quick response to phone inquires.

#### **BUSINESS CARDS**

Business cards are cheap and still good to have in your purse or wallet for times when a brochure isn't handy. One great vendor is www.vistaprint.com. You can design a full-color card on their site or upload your own design and pay very little for 1000 premium, full color business cards. Another vendor worth looking at is www.colorartgraphics.com. I have included a couple of samples of our cards (**Appendix #2**).

Of course, you can still create business cards yourself using a computer, printer, and sheets of microperfed cards, but I think you are losing quality and paying more in the long run.

#### **WEB SITES**

Web sites are a great way for people to learn more about your ministry, see pictures, check your schedule, etc. And there are lots of free hosting services. I built our first web site at www.ourchurch.com. They have many different templates to make building a site easy! Today, I have six different web sites, built for free, on Blogger.com templates. These are customized according to my needs. My only yearly cost is \$10 per site, per domain name.



#### **PROGRAM CONFIRMATION AGREEMENT**

This sheet is self-explanatory. It is sent to a booking contact as soon as a program is scheduled. The first sample is my older version (**Appendix #3**) and was designed to fold two ways so that I could mail it to the contact person in a window envelope (along with another stamped window envelope.) After they read, signed, and copied the form, they would refold it with my address out, seal in the enclosed envelope, and mail.

The second sample is called a Campaign Confirmation Agreement (**Appendix #4**). This is actually a form which I assembled in Microsoft Word and emailed as an attachment. It is a protected form, complete with fill-in blanks and drop down menus. Assuming the booking contact has email, it is very convenient, saves on envelopes and postage, and leaves an electronic "paper" trail.

If this form seems like overkill to you, believe me, it isn't. It helps everybody involved stay on the same page, and eliminates miscommunication. I developed this form after I received a call one night from a frantic pastor asking, "Where are you? I have a church full of people here waiting for a gospel chalk artist." I had the booking down for the following night! Fortunately, they were gracious and had a singspiration that night and chalk art the next. But, I wanted to avoid another crisis event - hence this form.

#### **NEWS RELEASE**

Some booking contacts may choose to advertise your program via local media outlets. Make this easy for them by providing a sample news release. The sample template shows a general outline of what should be included (**Appendix #5**). Currently, I encourage the booking contact to use media advertising for the event but point them to our web site to download information from the Resource Link page to create a customized press release. It gives them flexible control over content without having to retype copy.

#### **BLACK & WHITE GLOSSIES**

Traditionally, a glossy is a photographic reprint and preferred by newspapers for reproduction quality; they would be sent along with a press release. The need for traditional glossies has pretty much come and gone - replaced by the convenience of emailing promo pictures to those who request them. However, for a mass promo mailing, glossies are a nice item to include. We



used a company that specializes in <u>printing</u> glossies since photo prints are pretty much a thing of the past. Check out ABC Pictures at www.ABCPictures.com.

#### **BULLETIN INSERTS, HANDBILLS or MINI-POSTERS**

When we began our ministry, I would always include two different insert/handbill masters. They were simple black and white designs, printed 2 up, which the booking contact would fill in, copy, cut in half (to 5.5" x 8.5"), and distribute as needed (**Ap-pendix #6-7**). Later, we had a similar piece bulk-printed in full-color, and the requested quantities are shipped weeks in advance (**Appendix #8-9**). The contact person would then imprint their relevant information (date, time, place, etc.) in the space provided using a copier or computer printer. Others who need more space use the entire back side of the handbill for imprinting information.

#### **FULL-COLOR POSTERS**

I am including a couple of full-color poster samples (**Ap-pendix #10-12**). The original poster size is 11"x17".

Other good sources for custom posters and other promo pieces is www.ColorCopiesPlus.net and www.CopyCraft.com. Of course, you can produce posters on your home computer, but using that method can get pricey if a church decides to post them all over town. Although, we have found that most churches only make the effort to put up posters around their own church or facility.

#### PRE-PROGRAM BRIEF

This Brief is sent via email along with the Program Confirmation Agreement (**Appendix #13**). Every item listed found its way into this Brief for very good reasons. Customize your own version to suit specific needs and concerns.

#### VIDEO PROMO

P.T. Barnum talked about the "Three P's" of circus success. While we aren't bringing a circus, we can learn something from Mr. Barnum. The first "P" was Paper: circus posters and other printed advertising/publicity. Advance teams went out ahead of the circus and plastered every barn and fence with huge multisheet posters. Hopefully, this section has been helpful in giving you some ideas for the use of paper.

The second "P" was Parade. Barnum knew the importance of giving people a <u>visual</u> sample of what to expect under the Big

Top. So, he paraded his circus from the rail yards to the circus grounds to generate interest. A video promo serves this need in today's age. To make it really convenient for interested prospects, post your video on your web site and start your own free YouTube channel. You may view my video promo at www.PulpitPartners.org or www.ChalkShow.com. If you wish to mail a DVD, there are many duplicating services available online.

Oh, by the way, the third "P" is Performance. If you give your audience a powerful program - beyond their expectations and leave them wanting more, they will invite you back again and again.

#### **PROGRAM HANDOUTS & SOUVENIR BOOKLETS**

This nifty little gadget is really a great two-for-one item. Our youngest daughter used to hand these out to every person who came through the doors at a program. Now we recruit young people at the venue to do this for us.

First, it gives everyone something to look at and talk about during the come-in time. Second, people like to take them home to show friends and family the optical illusions, so it ALSO serves as a great promo item that rarely gets thrown away. If you are ministering in one location over several days, these items are a wonderful way to get others involved in inviting friends and family to come see the programs. We always encourage people to take a handful and "give them out to people you would like to see come to these programs." I've included samples of several versions - both vintage and current (**Appendix #14-18**).

#### **<u>"HOW-TO-CARE" SHEETS</u>**

Although this is not really a promo item, I couldn't think of a better place in these notes to put it. This handy tool is attached to each drawing I give away, and it saves me from having to repeat the same info again and again (**Appendix #19**). It really is a nice touch, and many people have expressed their appreciation for having a sheet listing this information.

That's it for this edition of **Chalk Art - Catching the Vision**. I hope you've caught yours along the way! Keep the chalk flying!!

# Gospel Chalk Art. . . & More!

#### I Can Still Remember Those Wonderful Chalk Drawings!

When I was a young boy growing up in a small country church in Indiana, Pastor Stephen touched my life forever. He was a small man with a big heart and the best artist in the county. He used his gift by delighting us all from time to time with his unique "Chalk Art" programs.

I honestly don't remember a lot about what pastor Stephen said in his sermons but I will always remember the dramatic, spiritual scenes he wove with his colored pastel chalk. Could I ever forget the beautiful scene he created one Easter Sunday? Three distant crosses were silhouetted against a blazing sunrise while white light streamed from a nearby, opened tomb.

Today, along with my family, I am privileged to be continuing Stephen's legacy as a Gospel Chalk Artist.

#### Just What Is a Chalk Artist?

A Gospel Chalk Artist combines several different communication techniques



such as colorful drawing, music, dramatized stories and special lighting, into a unique ministry experience. A picture truly is worth a thousand words but when it is combined with a specific gospel message, it becomes even more powerful. A Gospel Chalk Artist is more than just an entertainer. We create picture parables that are hard to ignore and harder to foraet.

#### Something <u>Really</u> Special For All Types of Events!

But, Kistler Family Ministries is more than just chalk art. Depending on your needs, our programs may also include puppets, gospel illusion, or drama. All types of thematic programs are available for whatever special event/aroup you might have and new programs are under con-

tinual development. Most programs last from 45 minutes to 1 hour and each large, finished drawing is left with your group as a gift. Often, these can be given as a special award, door prize or gift at the conclusion of your special event.

Also, a powerful element of each program

is the use of special lighting effects. However, the blacklights used to achieve glowing and invisible picture effects only work in a dark setting. We have witnessed what a tremendous difference this makes, not only in the effect of the picture, but even more so in the affect on hearts. Therefore, evening programs are usually better suited for this purpose unless you are able to adequately darken the program area.

#### What About Cost?

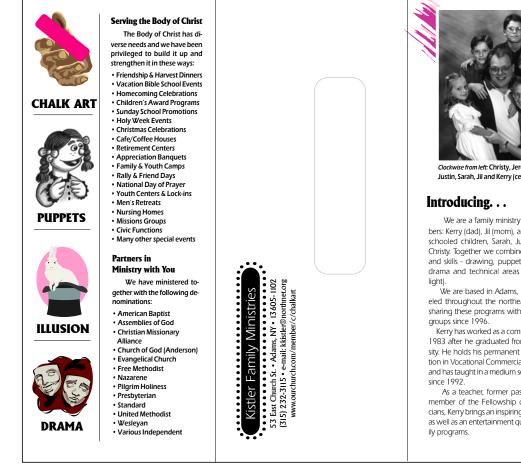
We are a faith ministry and normally operate on a love offering basis. If that is not suitable for your group, (children's groups, nursing home residents, banquet settings, etc.) we would suggest an honorarium of around \$300.00. This is based on a one program format. A multiprogram arrangement or very lengthy drive will be considered on a case-by-case basis. However, we are a ministry first and will work within your budget as we are able.

#### For More Information...

We would love to help make your next special event even more memorable. Contact us for available dates.

....... Kistler Family Ministries 53 East Church St. • Adams, NY • 13605-1102 (315) 232-3115 • e-mail: kkistler@northnet.org www.ourchurch.com/member/c/chalkart

#### OLD BROCHURE INSIDE PANEL (above - original printed size was 8.5" x 14") **OLD BROCHURE OUTSIDE PANEL (below)**



Clockwise from left: Christy, Jeremy Justin, Sarah, Jil and Kerry (center)

We are a family ministry team of six members: Kerry (dad), Jil (mom), and our four home schooled children, Sarah, Justin, Jeremy and Christy. Together we combine our various gifts and skills - drawing, puppets, gospel illusion, drama and technical areas (setup, sound &

We are based in Adams, NY but have traveled throughout the northeast and midwest, sharing these programs with a wide variety of

Kerry has worked as a commercial artist since 1983 after he graduated from Indiana University. He holds his permanent teacher's certification in Vocational Commercial Arts in New York and has taught in a medium security state prison

As a teacher, former pastor and longtime member of the Fellowship of Christian Magicians, Kerry brings an inspiring Biblical challenge as well as an entertainment quality to these fam-

#### Impressions. . .

. .I was mesmerized, inspired and amazed as I watched Kerry's chalk art presentation. God has given him the ability to blend his artistic skills with a powerful message. And continually, I sensed the presence and activity of the Holy Spirit. Kerry's chalk art is truly a ministry that will bless everyone. I highly recommend this unique ministry for churches, youth groups, camps, etc."

#### Rev. J. Douglas Gilmore Former Conf. Supt., Evangelical Church

"Kerry. . .is in a class all his own as a Gospel Chalk Artist. His mixture of inspirational music with his chalk art is awe inspiring-a must see experience. . .I believe vou will find, as we did, that Kerry's ministry will be a special blessing to your church as a fresh source of encouragement and inspiration.

Rev. Hubert Harriman Ligonier Evangelical Church, IN

"It was a wonderful, wonder filled, experience of color, light, music, motion and ministry all rolled into one!"

#### Rev. Mike Jansen Watertown Free Methodist, NY

". . .Kerry not only enjoys what he is doing but he is worshipping while he draws. His pictures and the background music really minister. Rev. Dave Wilson

#### Pulaski Wesleyan Church, NY

. .fascinating, excellent, inspiring." Jay Benson

President, World Missionary Press, IN

## Various business cards we have had over the years.

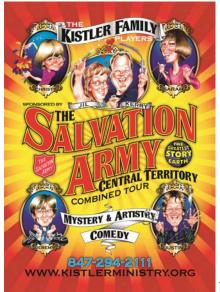




#### THE KISTLER FAMILY TERRITORIAL EVANGELISTS

The Salvation Army • USA Central Territory 10 West Algonquin Road • Des Plaines IL 60016 847.294.2111 • Kerry\_Kistler@usc.salvationarmy.org

(BACK)



PLAYING CARD DESIGN

APPENDIX #2 – Business Cards 20

# **Program Confirmation Agreement**

(Please make any necessary changes and return this form in the enclosed postage paid envelope)

1 Contact Person	<b>2</b> Church/Group
Name	Name
Address	Address
Phone email	Phone email
<b>3</b> You have made arrangements to use Kistler Family Ministries on:	<b>5</b> The following items are very important and your attention to them will assist us in our preprogram preparations:
The program should be designed for: full familychildrenteens	Enclosed is a map to the facility which will be unlocked when we arrive. Y N
	Enclosed is a sketch of the platform/per- forming area (with dimensions). Y N
We expect to attend.	If this is a daytime program, the area will be darkened to accommodate the black- light special effects. Y N
For multiple programs at the same location    at   date	Do you understand the love offering / honorarium arrangement? Y N
full family children teens seniors other length theme	May we set up a display table in your foyer to sell ministry related items (photos, color prints of drawings, gospel magic tricks, etc.) after the program? Y N
We expect to attend.	Details and Signatures
at full familychildrenteens seniorsother lengththeme We expectto attend.	A completed and signed copy of this Confirmation Agreement must be returned or this agreement is subject to cancellation. This agreement is also subject to cancellation due to sickness, accidents or other legitimate reason occurring beyond the control of either party. We will arrive 3 hours prior to the program for setup. Please have the doors unlocked and the performance area cleared at that time. We would welcome any assistance in unloading our equipment (about 20 min.)
(Please make sure return address shows in envelope window.)	These programs are not designed to be presented outdoors. If that i your intent, please contact us.
Thank you for using this ministry for your special event. We look forward to serving you soon.	Please sign, copy and return this form in the enclosed s.a.s.e. Thanks
Kistler Family Ministries 53 East Church Street	Signature of <b>person booking program</b> date
Adams, NY 13605-1102	Signature of <b>Senior Pastor</b> or authorizing person date

**APPENDIX** #3 - Program Confirmation Agreement

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# CAMPAIGN CONFIRMATION AGREEMENT

Since each campaign is different (based on the needs of the Corps/ARC/Camp, etc.), please take a moment to review the following information. It is based on our discussions via phone and email. Please follow these instructions.

- 1. Click or tab to any red field to add missing information or make necessary changes. Some of the fields have drop-down lists for easy selection.
- 2. Click the following box and email this entire form back to Kerry\_Kistler@usc.salvationarmy.org Thank you!

 $\boxtimes$  I have reviewed this form and made all necessary changes.

**Corps/Booking Location Information** 

Corps/Group Name: Branson Corps Community CenterOfficer/Administrator/Contact: Capts. Ronald and Laura KeyOffice: 417-339-4434Home: xxxxCell: xxx-xxxxLocation of Facility: 1114 Stanley Blvd.

You have requested 10 posters (11"x 17") and 500 handbills (5.5"x 8.5"), no dvd Additional Notes: No steps, platform 40' x 20', RVparks open. Kids on spring break.

Date & Time of FIRST Program	Type of Audience	Group Size	Length
Sunday, March 11 @ 10:45 am Morning Service	Full Family	50-75	1 hour
Note:			
Data & Time of SECOND Broomer	Turne of Audience	Crown Sizo	Longth
Date & Time of SECOND Program	Type of Audience	Group Size_	Length
Sunday, March 11 @ 6pm Evening Service	Full Family	50-75	1 hour
Note:			
Date & Time of THIRD Program	Type of Audience	Group Size	Length
Monday, March 12 @ 6pm	Full Family	50-75	1 hour
Note:	J. J. J.		
Date & Time of FOURTH Program	Type of Audience	Group Size	Length
Tueday, March 13 @ 6pm	Full Family	50-75	1 hour
Note:			
Date & Time of FIFTH Program	Type of Audience	Group Size	Length
Wednesday, March 14 @ 6pm	Full Family	50-75	1 hour
Note:			

#### **APPENDIX #4 – Campaign Confirmation Agreement**

# **NEWS BULLETIN**

[Officer's Names] [facility name and address] Phone: [number here] Fax: [number here]





# Kistler Family Inspires and Entertains at The Salvation Army – [location name]

On [date] thru [date] The Salvation Army is hosting the Kistler Family as they present a series of entertaining and inspiring variety programs.

The Kistler Family, which includes Territorial Evangelists Kerry and Jil, and two of their children, Jeremy and Christy, have traveled throughout the Midwest and Northeast sharing their unique blend of theatrical ministry since 1996.

The family has affected thousands as they entertain with their outstanding lifechanging and family-friendly programs of illusion, chalk art, ventriloquism, comedy, drama, music and more. The shows, which are all FREE to the public, promise a creative presentation of artistic skill combined with a powerful spiritual message.

The 5 different shows will be held:

[dates & times]

Location:

[facility name and address]

For further information please contact [name and phone number]

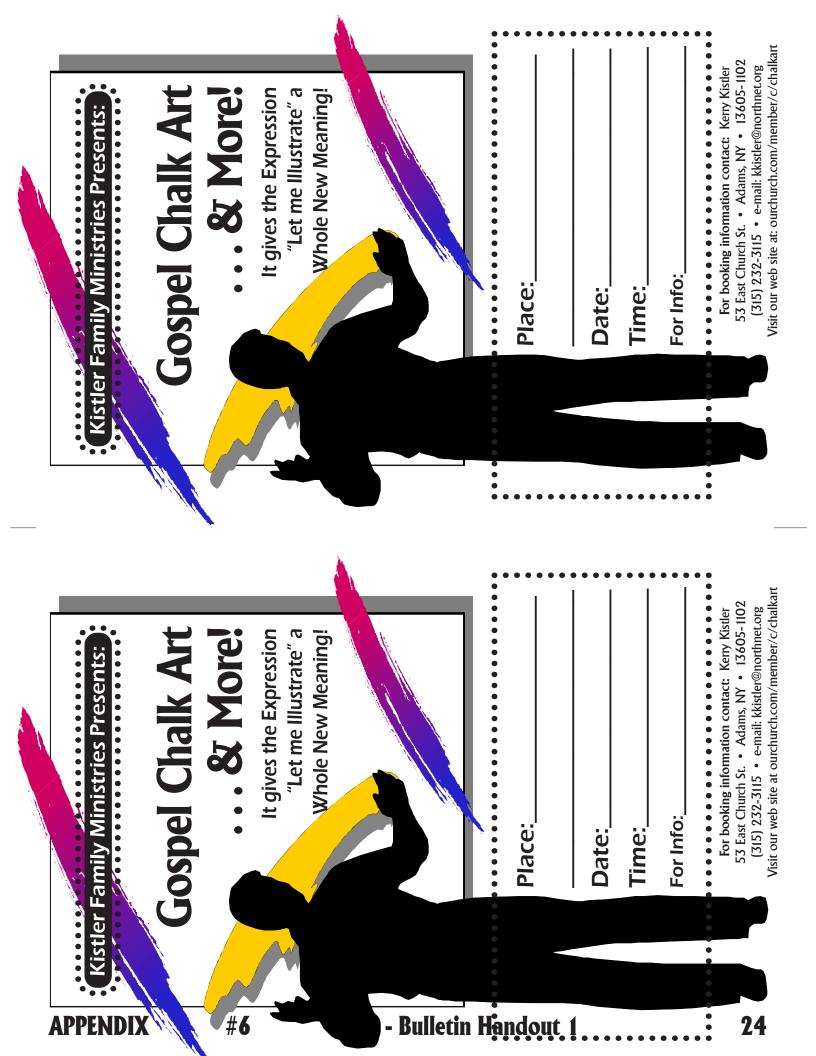
To set up media coverage or interviews please contact [name and phone number]

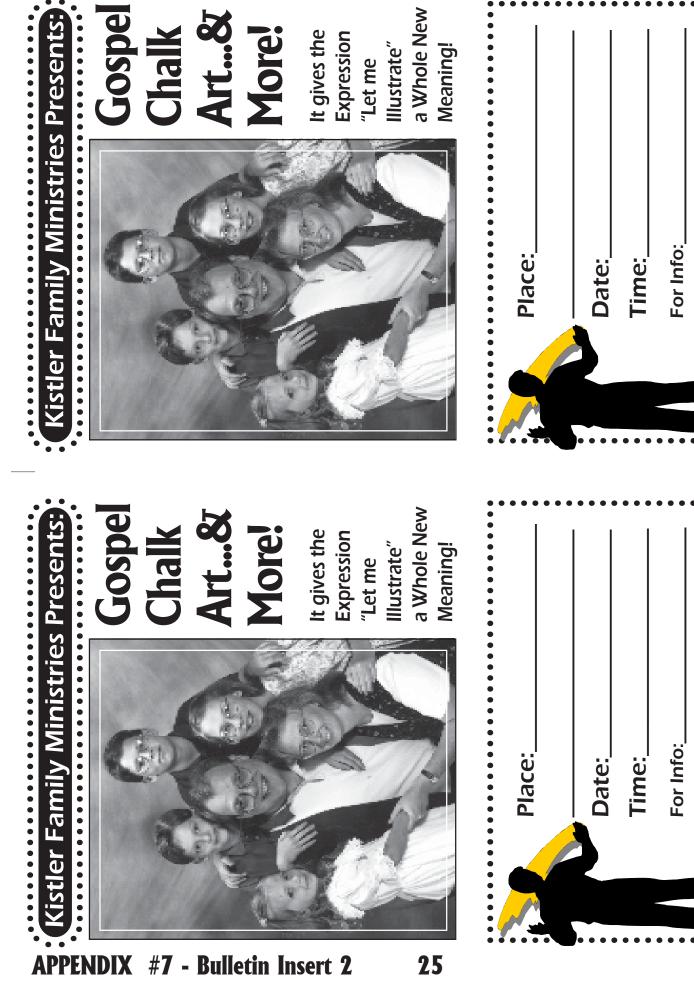
The Kistler's web site can be found at kistlerministry.org

END

#### **APPENDIX #5 – News Release Template**

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For booking information contact: Kerry Kistler 53 East Church St. • Adams, NY • 13605-1102 • (315) 232-3115 e-mail: kkistler@northnet.org • web site at: ourchurch.com/member/c/chalkart

53 East Church St. • Adams, NY • 13605-1102 • (315) 232-3115

For booking information contact: Kerry Kistler

•••••••••

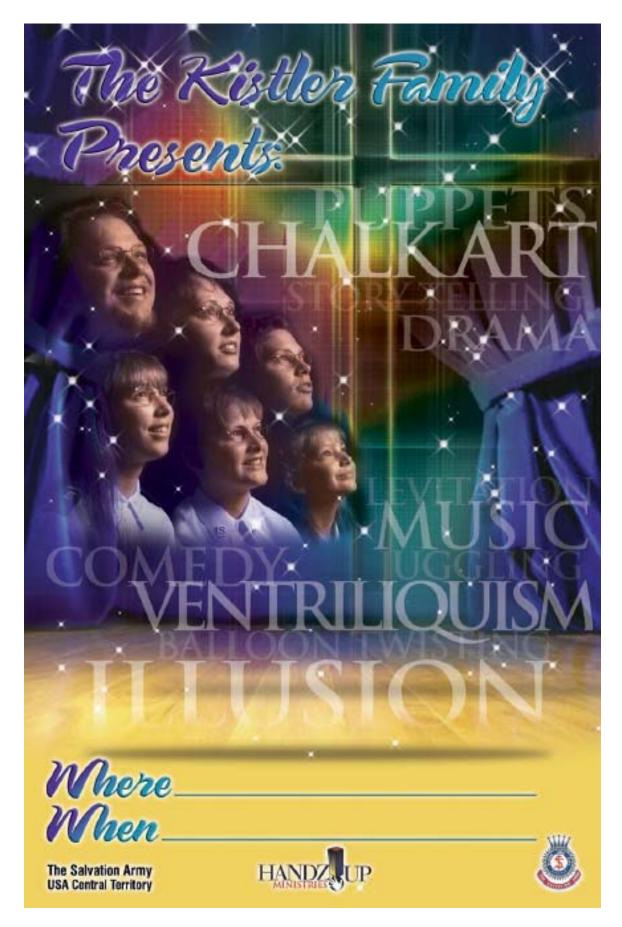
e-mail: kkistler@northnet.org • web site at: ourchurch.com/member/c/chalkart



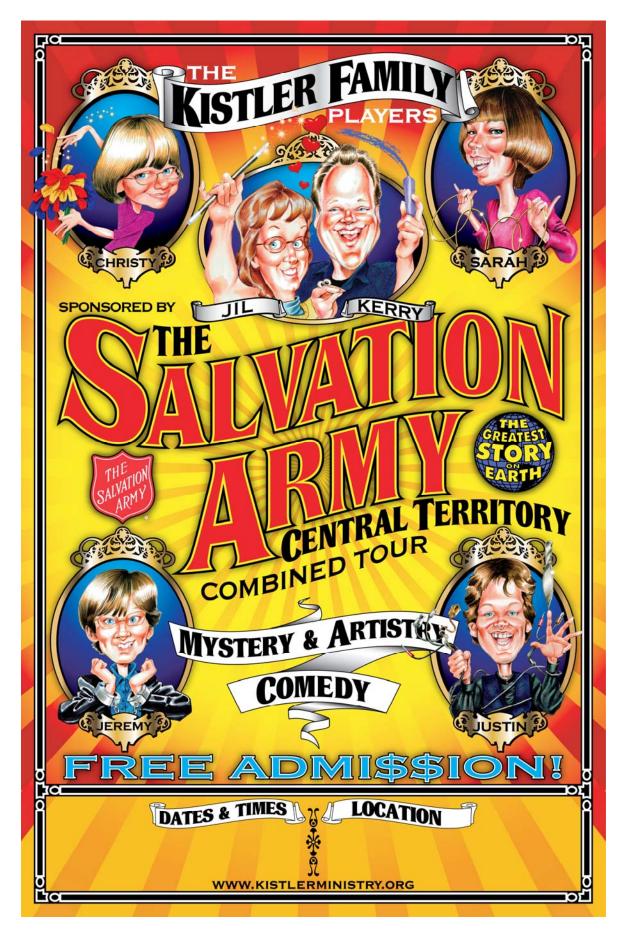
**APPENDIX #8 – Bulletin Insert 3 26** 



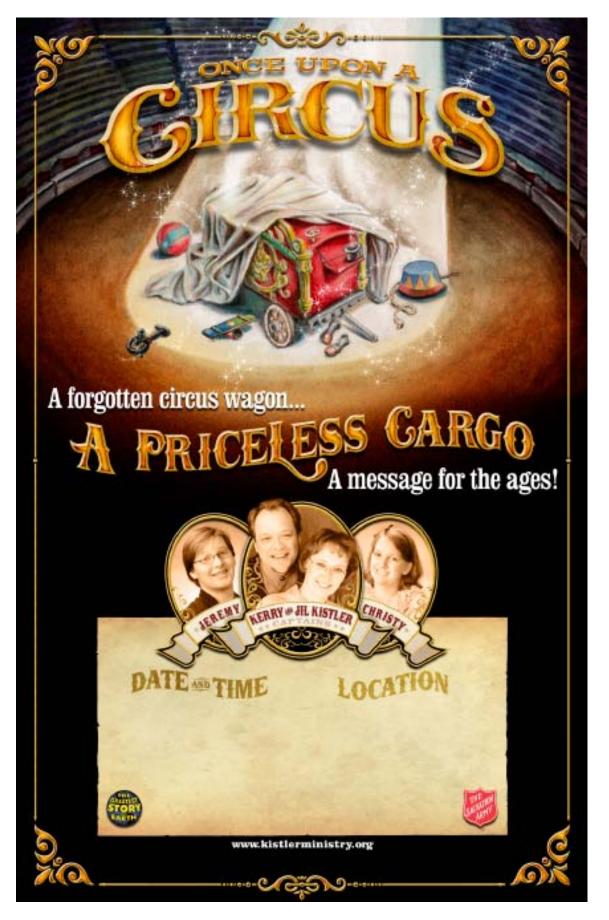
**APPENDIX #9 – Bulletin Insert 4** 



APPENDIX #10 – Poster 1 (original size 11"x17") 28



APPENDIX #11 – Poster 2 (original size 11"x17") 29



APPENDIX #12 – Poster 3 (original size 11"x17") 30

# **PRE-CAMPAIGN BRIEF**

We are delighted that you have booked us for this special event. Thank you! We look forward to being with you soon. Some of the items on this Brief are minor and some are very important so please read each item.

### PRAYER

Please be in special prayer for the effectiveness of this ministry. It is our desire to bring more than just entertainment to your people.

# PROMOTION

We will be sending you a quantity of promotional material per your request on the Campaign Confirmation Agreement. This is a free service but you will need to imprint the relevant information (time, location, etc.) using a copy machine, computer printer or labels. If you need a larger quantity, contact Maxine Williams in the THQ Evangelism Department via Notes or at 847-294-2226.

Statistics reveal the three most effective methods of reaching new people are:

1. Friends inviting friends

2. Direct promotion (mail, handbills)

3. Indirect ads (newspaper, radio)

Therefore, enlisting your people to promote the campaign is very important. Try these methods:

- Use handbills as bulletin stuffers on several Sunday mornings as well as distributing them at your various programs: feeding, day care, after school, food pantry, etc. Place them in local businesses and restaurants.

- Screen our promo DVD for your people and around your facility to generate excitement. We can provide broadcast quality versions for use in television advertising if desired.

#### **APPENDIX** #13 – Pre-Campaign Brief

- Post our colorful posters around your corps but also wherever people gather all around your community.

# PREARRIVAL PREPARATIONS

1. Because we travel and live in an RV we will locate an RV park in your area. If you have a specific recommendation, please let us know. The facility should have utility hookups (water, 50 amp electrical and septic).

2. We will need to borrow a van during our visit primarily for transport between your facility and our RV. If this is not possible, please alert us so that we may arrange to rent a van in your area.

3. We will be responsible for our own meals but also hope that we might share a meal or two with you during our visit.

4. We will call you from the road and inform you of our ETA. This will probably be the day before the campaign begins. Any people you can arrange to help unload equipment will be appreciated, especially if there are stairs to manage.

5. Before we arrive, please have the platform cleared of all items: pulpit, chairs, drums, altar railing, etc. Organs and pianos may remain. If the platform is small, a side/back room nearby would be very helpful for staging/storing equipment and road cases.

6. We will be using special black light effects throughout the campaign. The program area must be "theater dark" for these effects to work so please cover all windows as necessary (unless it will already be dark outside by the end of the program(s).

7. Since our stage setup and take-down takes several hours, please do not require us to move to different locations during the campaign.

Please contact us with ANY question you might have.

Home: 847-375-8830 Cell: 847-275-4529 or 5817 (Jil) Kerry\_Kistler@usc.salvationarmy.org www.kistlerministry.org

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# Serving the Body of Christ

**Kistler Family Ministries** 

Presents...

The Body of Christ has diverse needs and we have been privileged to build it up and strengthen it in these ways:

- Friendship & Harvest Dinners
- Vacation Bible School Events
- Homecoming Celebrations
- Children's Award Ceremonies
- Sunday School Promotions
- Holy Week & Christmas Events
- Cafe/Coffee Houses
- **Retirement Centers**
- Appreciation Banquets

- Family & Youth Camps Rally & Friend Days
- National Day of Prayer
- Youth Centers & Lock-ins
  - Men's Retreats
    - Nursing Homes
- **Missions Groups**
- **Civic Functions**
- Many other special events

# Partners in Ministry with You

We have ministered together with the following denominations:

Pilgrim Holiness

Presbyterian

• Standard

- **American Baptist**
- Assemblies of God
- **Christian Missionary Alliance** 
  - Church of God (Anderson)
    - **Evangelical Church** 
      - **Free Methodist**

Various Independent

United Methodist

Wesleyan

Nazarene

# **Special Thanks**

- Steven Kiplinger, for capturing the heart of a child with his gospel illusion and chalk art over 30 years ago
  - YOU! This faith ministry continues through the kind gifts of friends like you.

Note: We are building a Christian CD music library to use in recording our chalk art tracks. If you have any CD's which you would like to donate to this work, please let us know.

For booking information, available dates or current schedule contact: Kerry Kistler • 53 East Church St. • Adams, NY • 13605-1102 Visit our web site at www.ourchurch.com/member/c/chalkart (315) 232-3115 • e-mail: kkistler@northnet.org

# Gospel Chalk Art. . & More!

**APPENDIX** # 14 Program back covers Handout lfront

#### Jeremiah 31:13 Revelation 22:13 A donkey or a seal? Jesus can turn sadness... Jesus is the Alpha... .into beautiful joy! ..& the Omega! The Gift of God is Eternal. The Wages of ZZZ answer is written all over his face. God sees who we really are. honest? The ls this man Sin is. mother and daughter? Do you see the father, have 2 or 3 pillars? Does the archway Romans 6:23 7:81 Isume2 I



Justin, Sarah, Jil and Kerry (center) Clockwise from left: Christy, Jeremy,

# Introducing.

It is with great pleasure that Kistler Family Ministries oins you in this special time together.

Sarah, Justin, Jeremy and Christy. Together, we combine We are a family ministry team of six members: Kerry dad), Jil (mom), and our four homeschooled children, our various gifts and skills - drawing, puppets, gospel We are based in Adams, NY but have traveled llusion, drama and technical areas (setup, sound & light).

throughout the northeast and midwest, sharing these

May you find inspiration, encouragement and be programs with a wide variety of groups since 1996.

"drawn" closer to Christ during our time together. Thank you for coming!













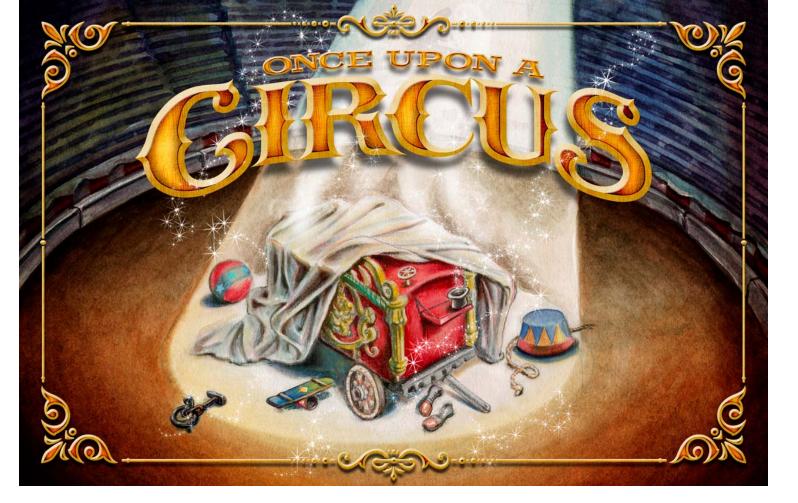


**Kistler Family Ministries** 



This is an older design—I no longer have files for the front & back covers.

### **APPENDIX** #16 – Program Handout (interior)



# for sharing your skill!

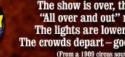
Dave Minter for working his amazing multi-media magic on the video segments Andy Grey for bringing our graphic concepts into full color reality Major Andy Miller for providing the voice of Brother Gilbert Mike Tyo for his original circus music arrangements and performance • Rick Vogeney for his superb printing of our promotional and display graphics • Script peer reviewers Bruce "Charlie" Johnson, Pat Glesener, Bob Zoerman, Doug Kornwolf, Randy Christensen and Jim Austin Script writing assistance from Randy Christensen, Sarah & Jil Kistler, and Beth Kinzie•Illusion builders Joe Fairchild, Jack Murray, Doug Malloy, Devin Knight plus Mark Cannon/IanMcColl • Cartoonists Keith

#### **CIRCUS RING TOSS SOLUTION**

W	в	s	т	A	в	٥	R	C	A	U	N	I	С	Y	C	L)	E	C
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M	R	0	F	R	E	P	(K	N	I	(F/	E	T	H	R	0	W	E	R

Alexander and Angel Contreras plus legendary magic cartoonist & chalk-talk artist Ed Harris for his inspiration•Dawn Glesener for her creative promotional photography.Webmaster Jonathan Bukiewicz for making unending changes with a smile • David LeGrand for building great chalk art easels • Gilbert Adams for his voice-over contributions • Tino Wallenda for his live interview • Ventriloquist figure builder Tim Selberg and Mary Ann Taylor• Moosebuger Originals • Circus World Museum, Baraboo, WI and Circus Hall of Fame, Peru, IN for inspiration and artifacts • The men and women of the circus for creating heroes, legends and amazing parables from under the Big Top-rich inspiration •Our four children: Sarah, Justin, Jeremy & Christy for being an integral part of this ministry over the years—love ya! Most importantly Jesus our Lord and ultimate Ring Master

#### Last Show



The show is over, the race is run "All over and out" rings the cry. The lights are lowered one by one The crowds depart - goodnight, goodbye. (From a 1909 circus souvenir program)



Visit us online www.KistlerMinistry.org ww.ChalkedAndAmazed.com All contents © COPYRIGHT 2009 ot be reproduced without written r

**APPENDIX** #17 – Souvenir Booklet (front & back covers) 35





#### LADIES TO GENTLEMEN ~ Hurry, hurry, hurry! a message from the center ring R CHILDREN OF ALL AGE & find them all!! 35 circus words and 15 bonus words are hidden in this puzzle. They are found horizontal, vertical diagonal and backwards. Can you find them all? w B STABORCAUNICYCLEC ARSESROHMLBDLOCARR 0 ETRAPEZEJOINAP G RIL т ACREATS - EARNIN - BICTOP- BRASS EAND CAGES - CARDOS - CHROUS - PARADE - CLOWNS COTTOM CANDT - ELEPHANTS - FIRE - FLAG HERO - BORSES - JUGGLER - NITHE - FRAMERE LION TAMER - MAGICLAS - MIDWAY - FERDERM PIG - POPOREN - NIDWAY - FERDERM PIG - POPOREN - NIDWAY - FERDERM PIG - POPOREN - NIDWAY - FERDERM THERE RINGS - TIGERS - TIGHTWIRE TRADECT - FUDDERS - TIGHTWIRE TRADECT - FUDDERS - TIGHTWIRE NBRELGGUJWGOLDN IT 0 M AATIGERSMENTESGSO A THREERINGSIRS OHM AN NP NNROCPOPEDI P w C т A EUTHGILTOPSWF S s DA C 0 ILMSIDESHOWIGAS UN т 1 G L E C I R C U S P A R A D E Y E S D TRAPEZE - TROUPE - UNICYCLE - WAGON GEM • GOLD • HARPO • JOIN • MAN • NUTS • SHOE YES • TIDE • TIN • SWAB • JIL • COLD • OPAL • APRIL DNABSSARBELEP U 0 A R т Y м RO F REPKNIFETHR 0 t Story on Earth!

**APPENDIX** #18 – Souvenir Booklet (interior pages)

# How To Care For Your New Gospel Chalk Art Drawing

The special chalk used in this drawing is fragile and smudges quite easily. To partially seal the drawing for temporary protection, use a pastel fixative (such as Grumbacher Tuffilm or Krylon Crystal Clear). Spray on several light coats rather than one or two heavy coats. Complete protection will require matting and framing the drawing under glass. If Plexiglass is used it should be treated with an anti-static spray.

In order to view the fluorescent & hidden drawing effects, you will need to use a fluorescent tube black light (not a bulb type). An inexpensive version that comes ready to plug in is usually available at most Wal-Marts.

Other suppliers for black lights include: www.americandj.com (323-582-2650); www.noveltylights.com/disco\_lights.htm (800-209-6122).

# Kistler Family Ministries

Captains Kerry & Jil Kistler, Territorial Evangelists, The Salvation Army, USC e-mail: Kerry\_Kistler@usc.salvationarmy.org

# How To Care For Your New Gospel Chalk Art Drawing

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Captains Kerry & Jil Kistler, Territorial Evangelists, The Salvation Army, USC e-mail: Kerry\_Kistler@usc.salvationarmy.org

**APPENDIX** #19 - How-to-Care Sheet