



Arson... Theft... Floods... Tornadoes... In today's world, your risk is real.  
**You need a partner who can help make a difference.**

Dear Business Administrator:

Twenty years ago, churches rarely experienced the risks faced by secular businesses.

But times have changed. According to Christian Security Newswire, burglary, theft, robbery, arson and vandalism cost churches more than \$6.3 million in property loss in the first six months of 2009.

Reducing risk is now a critical part of your administrative duties. Yet even with secular crimes interrupting your ministry, you don't need P&C protection designed for secular businesses. It's important that you work with a property and casualty insurance program that understands the unique needs of a ministry.

Fortunately, you've got a partner who knows your world and understands your risks. **The GuideStone Property and Casualty Program® was designed BY an SBC ministry specifically FOR SBC ministries.**

We offer REAL solutions for SBC ministries just like yours.

In fact, we're so sure you'll agree that we offer the best possible protection for your church, we'll give you a FREE, no-obligation enrollment in our *Ministry Protection Plan*™ risk management tool just for allowing us to give you a quote.

## **At last! A P&C insurance company that puts YOUR needs first**

Our mission is simple: to "serve those who serve the Lord." In fact, putting you first is why we exist. It's something we like to call "**the GuideStone Difference.**"

As a GuideStone P&C client, you get more than church insurance. You get:

- Experts who understand insurance and ministry to answer your questions.

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- Friendly, supportive customer service to help keep your ministry up and running.
- No-hassles 24/7 claims service.
- Tips and resources to help you minimize your church's risk.

And since GuideStone is a non-profit organization, you can be sure you're getting information you can trust. Our agents don't work on commissions. So they can focus on what's best for your ministry rather than what's best for them.

## Full lines of coverage provide the protection you need.

The truth is, P&C is complicated. And unfortunately, that's a fact we can't change. But we can *de-mystify* and *de-complicate* risk management for you. As your trusted guide:

- We'll help you navigate your difficult church insurance decisions.
- We'll walk with you to help you determine your best solutions.
- We'll work with you to expose any coverage gaps that leave your church unprotected — as well as areas where you're paying for coverages you don't need.

And we offer **full lines of coverage + extended church coverage** so you can get all the protection you need, customized for your church.

## Your risk management job just got easier

You see, we understand how challenging it can be to insure your church properly. As a church you work to provide "much more" to your employees and congregation. At GuideStone, we think you need a P&C program that provides "much more."

That's why we make sure "much more" is part of the **GuideStone Difference**:

- We know you want a provider who's "just around the corner." So we stay in touch and make it easy for you to contact us. We also utilize risk experts who specialize in church risks. They're there for you whenever you need them.
- GuideStone is experienced in risk management. We know which policies give you the protection you need. We'll give you the right information so you can make the right P&C decisions for your church. That way, when the unexpected occurs and you have a claim, you'll be covered.
- And we do our best to give you the highest value possible. We work hard to help you select the right coverages — so you only pay for the protection you need..

With GuideStone, you get **Performance + Values**. Our program offers more than church insurance. Our difference is peace of mind, confidence and the help you want and need.

## Reducing your stress, even at the most stressful times

You'll appreciate the day-to-day service you get from GuideStone. But it's during your most stressful times that you'll understand the GuideStone Difference. When you're having problems, we give you:

- **Friendly, supportive customer service.** From the customer relations specialist who answers the phone to the service representatives assigned to your account, you'll get the help you need when you need it. That's our promise. And we stand by it.
- **Streamlined claims service.** When the unexpected occurs, 24/7 claims service will help you get back to "business as usual" as quickly as possible.

## Trusted by churches and ministries across the nation

Churches and ministry organizations across the nation — including the Executive Committee of the Southern Baptist Convention — already trust GuideStone. They know the value of working with an organization that specializes in SBC ministries.

Just listen to what they're saying about the GuideStone Property and Casualty Program:

*"My loyalty to GuideStone as an SBC entity makes me interested in considering a switch, and I feel very strongly that we made the right decision. I wanted a P&C provider that would have the best interests of the SBC at heart and saved a few dollars while I was at it. I could not have been more pleased with the entire process of conversion to GuideStone."*

Donald Magee  
Associate Vice President for Finance  
Executive committee of the SBC

*"After more than 20 years with our previous provider, we were very careful before making a change. GuideStone was able to provide us with similar coverage and more options at a reduced rate. We expect to be with GuideStone for the next 20 years."*

Lowell Addy  
Minister of Business Administration  
First Baptist Church, Wichita Falls, TX

*"GuideStone offers more than just a product. It's obvious they have insight into what a church needs. So you aren't paying for things you don't need and you're getting coverage where you need it most. GuideStone knows where we're coming from, so their product is more customized for our environment."*

Rupert Robbins  
Associate Pastor  
First Baptist Church, Duncanville, TX

At GuideStone, our goal is to **Do well. Do right.**™ And we strive to live up to that standard in everything we do. That's why we offer a one-of-a-kind triple guarantee:

**WE'LL BE THERE FOR YOU EVERY STEP OF THE WAY.** When you're making your coverage decisions, when you have risk management questions in your day-to-day operations, and when the unthinkable happens and you have a claim, we're there for you.

**WE'LL GIVE YOU THE INFORMATION YOU NEED.** The right information will help you make the right choices for your ministry. So you can focus on what matters most to you — your calling.

**WE'LL GIVE YOU OUR VERY BEST EVERY DAY.** If you aren't happy with the service you receive or the value we provide, give us a call. We'll do our best to make it right.

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## Call TODAY and get your two FREE bonuses

Call now so you can learn more about this wonderful program. Allow us to provide you a FREE, no-obligation quote on your church insurance, and we'll give you two gifts that will help you in your administrative duties.

### **GIFT #1 – FREE enrollment in GuideStone's Ministry Protection Plan.™**

This easy-to-use tool will help you create a professional-quality risk management plan that's personalized for your ministry's risk tolerance and mission goals. Even if you have no previous risk management experience, developing a real plan for your church can be simple. Some even call it fun.

All you have to do is call for your GuideStone P&C quote, and this useful tool will be yours.

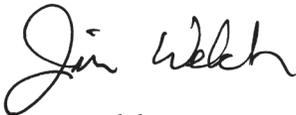
### **GIFT #2 – FREE subscription to our quarterly risk management e-newsletter, *re:assure*.**

You'll get the tips and resources you need when you need them. So you can know more about the risk management issues that affect you most.

Call **1-888-98-GUIDE** (1-888-984-8433) today. Tell our customer relations specialist that you want your FREE P&C Information Kit and quote.

It'll change your ministry. It's yours for the asking. And it's free. So what are you waiting for?

Protecting your ministry,



Jim Welch  
Director  
GuideStone Property and Casualty Program

P.S. Join the SBC churches who choose to be served by the ONLY P&C program created for SBC churches. They already know the GuideStone Difference. Shouldn't you?

And remember, you aren't just asking about church insurance. You're inviting a trusted partner to walk with your ministry. ***Call now.***