

**Reach  
and Help  
More People  
(For FREE!)**

**An Appeal to  
Churches and  
Ministries to Use  
Affiliate Programs**

**Jan Blonk**

# Reach and Help More People (For FREE!)

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Reach and Help More People (For FREE!): An Appeal to Churches and Ministries to Use Affiliate Programs

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[Classic Christian Books for Your Spiritual Growth](#)

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# Introduction

What is the purpose of ministry, whether through a small, rural church or an internationally renowned ministry with a world-famous leader? Why do churches and ministries exist?

At times, we have to go back to the basics in order to realize afresh the *where do I come from, why am I here, and where am I going*. Unless we have clear, biblical convictions about these three fundamental questions, we will inevitably go astray from our original design, whether as a person or as a church and ministry.

Plain and simple: each church and ministry exist through Jesus' life, death, and resurrection, is to be fully devoted to Him as the head of His body, and it's all to the Father's glory.

That glory includes our good works: "In the same way, let your light shine before others, so that they may see your good works and give glory to your Father who is in heaven" (Matt. 5:16). Obviously, the more good works, the greater the praise.

When we consider the very basics of ministry, we have the spread of God's gospel, which includes all aspects of Christian living (Matt. 28:19-20; Mark 16:15), and meeting the needs of people.

For example, after the first church council in Jerusalem, when "the gospel of the grace of God" had been defended against legalistic intrusions (Acts 15:7-11), we also have the apostolic directive to "remember the poor," which Paul eagerly embraced as part of his ministry (Gal. 2:10).

Therefore, the basics of ministry are quite simple: to spread the gospel and to supply the needs of people. Obviously, when it comes to the needs of people, we're considering their basic, legitimate needs.

That brings us to the all-inclusive question of this book: if your church or ministry has an opportunity to reach more people with the gospel (Mark 16:15), or provide more relief to those who live in poverty (Gal. 2:10), should you do so? The answer is irrefutably clear, right?

I also want to add, "remember those who are in prison, as though in prison with them" (Heb. 13:3). The author of Hebrews instructs us to remember—to help—those who are persecuted for their faith in Jesus.

Oops, I forgot to mention that this opportunity doesn't require any cost or effort *at all*. Zero cost and zero effort! That demands a confronting and moral question: if your church

or ministry has a free, simple, and easy opportunity to reach and help more people, is it a “moral crime” to not do so? A firefighter would be severely reprimanded, put on leave, or even fired if he had an opportunity to rescue more people but ignored and neglected to do so.

The zero-cost, zero-effort opportunity is about using your God-given influence, assuming you agree that your email subscriber list and social media followers belong to Him and are *entirely* at His disposal.

If that isn't part of your policies and procedures, there's no point in reading any further. For all others, let's start at the beginning: *what* is this free, simple, and easy opportunity all about? And, *why* should churches and ministries make use of it?

## The What and Why?

While affiliate marketing may be the more proper term for the content of this book, I've elected to use affiliate programs in the subtitle. When it comes to churches and ministries, a "program" sounds way more applicable than "marketing."

Either way, though, it's the same thing. Affiliate marketing is the overarching term, while affiliate programs are separate parts of it, so to speak. We engage in affiliate marketing when we participate in an affiliate program.

So, what is affiliate marketing? Affiliate marketing is about promoting or sharing a third-party product that will give the affiliate a percentage of the sale, also referred to as a commission.

These percentages differ for each program and each product, ranging from a few percent to fifty percent. As such, the affiliate receives free money for simply sharing. This is automatically tracked by a unique affiliate link that the affiliate shares.

According to a quick Google search, the term affiliate marketing started in 1989. The concept of affiliate marketing, though, has been around for millennia. While I don't have any "physical proof," I've no doubt that the local fish market in biblical times would offer some incentive for others to promote their best catch. As such, it would be (and still is) mutually beneficial. Actually, depending on the product and price, the buyer will also benefit from the marketing.

As part of *why* churches and ministries should use affiliate programs as a means to gain additional funds—as a means to reach and help more people—I want to share two examples. Both examples are in relation to the world's largest retailer.

These two examples are so convincing that I don't see how any church or ministry wouldn't want to jump on the bandwagon of affiliate marketing, by way of participating in *relevant* affiliate programs.

From 2013 through February 20, 2023, Amazon had a program called *AmazonSmile*. This program was exclusively for nonprofits. Numerous churches and ministries throughout the U.S. participated in this program and received free money.

The process was quite simple: register and request others to select your nonprofit as the recipient of the 0.5% for each qualifying purchase. Apart from registering and requesting, there was nothing else to do.

During its ten-year existence, *AmazonSmile* generated over 400 million dollars for U.S. charities. That's \$400,000,000 of *free* money. Imagine if not a single nonprofit had made

use of Amazon's *Smile*. The registered nonprofits would've been without an additional 400 million dollars.

How much money has been left on the table during those ten years, though, by nonprofits that either didn't know or didn't take the time to register. For all I know, it could've been over 800 million dollars.

While *AmazonSmile* may have been more so about registering and letting others know—a more passive approach that automatically included each qualifying purchase—Amazon has a current program called *Amazon Associates*. With this program, you share products that will give you a percentage, ranging from one to twenty percent, depending on the product category.

Nonprofits can also participate in *Amazon Associates*, which is a more “traditional” affiliate program. In their [Frequently Asked Questions](#), we read: “Can a nonprofit join the Associates program?” The answer: “Yes, we encourage nonprofits to join our program.”

From a legal point of view, nonprofits can participate in affiliate programs without any drawback to their 501(c)(3) status. As [Charity Navigator](#) points out, affiliate programs will give nonprofits “additional, unrestricted revenue.”

So, why should churches and ministries make use of *relevant* affiliate programs? The answer is obvious, right? During its ten-year existence, *AmazonSmile* generated over 400 million dollars for U.S. charities, just by registering and requesting people to participate.

While other affiliate programs may not generate that kind of money, all additional funds will enable your church or ministry to reach and help more people, which brings us to the “bias” of this book.

## The “Bias” of This Book

While Amazon terminated their *Smile* on February 20, 2023, there are numerous affiliate programs available to churches and ministries, including *Amazon Associates*.

The key issue, though, is to find a *relevant* affiliate program, whereby “the product” matches “the audience.” I certainly don’t recommend—actually, warn against—spamming your audience with all kinds of products.

That’s not even the point of affiliate marketing. Rather, affiliate marketing addresses a need that the product fulfills. It’s about finding the right audience for a product. In that way, you’re not spamming your audience but helping them, which brings us to another moral question. If a church or ministry can share a product that will *genuinely* encourage their audience in their faith and walk with Jesus, should they do so?

So, what’s the “bias” of this book? As the founder of [The Cause of Christ](#), I use affiliate marketing for the spread of the gospel. In other words, the goal is to enable churches and ministries to reach and help more people, both by way of a relevant “product” that’s beneficial to the buyer *and* by way of gaining additional funds to do *more* of what God has called churches and ministries to do.

This affiliate program is about classic Christian books, available at [Christ-Centered Books](#). While there may be a wide variety of secondary positions, each author adheres to “the faith that was once for all delivered to the saints” (Jude 1:3). As such, we can learn from each book.

When a church or ministry registers as an affiliate, they will receive 50% for each purchase. Here’s the main question: will these books *truly* encourage Christians in their faith and walk with Jesus? If so, is there any reason why a church or ministry wouldn’t want to encourage their audience with such books? Personally, I’ve no doubt that these books will be a blessing to any Christian.

Ultimately, these books are part of the great commission, for these authors encourage believers to proper discipleship—to proper Christian living. Thus, *The Cause of Christ* offers churches and ministries an affiliate program that’s completely relevant for their audience.

Here’s the good news: a church or ministry can have their own classic Christian “bookstore page” at [Christ-Centered Books](#). That way, they can list the authors and books of their choice—the ones that they can stand behind with their theological convictions.

In that sense, this affiliate program is a combination of the former *AmazonSmile* and

the current *Amazon Associates*. You can have your own page, which covers all your listed products, or you can share specific products with your audience. Either way, you'll receive 50% for each purchase. That's 100% free money for recommending books that will benefit Christians. That's a no-brainer, right?

The process is quite simple: register as an affiliate, request your own page, and receive each payment. Through your affiliate dashboard, you can easily see how many have clicked your affiliate link, who has made a purchase, and how much your church or ministry will receive. There's complete open and automatic reporting. The additional funds will enable you to reach and help more people.

To be perfectly clear: the books of your choice will be listed at Christ-Centered Books and *not* at your website. You don't have to "compromise" the message of your website with third-party products.

In order to give you another compelling reason to employ *relevant* affiliate programs, we will consider "The 5% Potential." In other words, how much money is currently on the table, which can be easily gained by registering as an affiliate and recommending classic Christian books.

## The 5% Potential

This is my most favorite *and* most frustrating chapter. It's my most favorite chapter, because it highlights the incredible potential to reach and help more people. It's my most frustrating chapter, because it sees money on the table and very few seem interested. More about that in the next chapter.

This affiliate program has no pretension that it will come close to the 400 million dollars that *AmazonSmile* generated during a decade. But, as you will see, we're talking about millions, millions of dollars that are freely available.

While I don't want to put any church or ministry on the spot, the following fifteen churches and ministries are used as an illustration to highlight the incredible potential. I call it, "The 5% Potential." It's based on public information and simple math.

Even though I've selected larger churches and ministries, I don't want discourage smaller ones. Whatever your size, you have a God-given influence that you can easily use to gain additional funds.

Since I don't know the number of their email subscriber list, I've used 5% of their Facebook followers (as of 10/11/2023). The listed individuals represent their church or ministry.

Even though I understand that the total number of their Facebook followers includes those who aren't active on Facebook anymore, the number does represent Christians who have expressed an interest in that church or ministry.

The amounts are based on *one* purchase of a \$4.00 book deal. In order to give you a more concrete idea, I've included the number of Bibles they will be able to distribute to the persecuted church (\$6.00 for each Bible). I've also included the number of children they will be able to sponsor for one full year (\$516 for each child). Keep in mind, these amounts are without any cost or effort on their part. Just registering and recommending. They are listed in alphabetical order.

Aaron Tabor - \$3,200,000 (533,333 Bibles and 6,201 sponsored children)

Compassion International - \$92,200 (15,366 Bibles and 178 sponsored children)

Desiring God - \$110,000 (18,333 Bibles and 213 sponsored children)

Donnie McClurkin - \$220,000 (36,666 Bibles and 426 sponsored children)

Focus on the Family - \$280,000 (46,666 Bibles and 542 sponsored children)

Franklin Graham - \$1,000,000 (166,666 Bibles and 1,937 sponsored children)

Life Today - \$100,000 (16,666 Bibles and 193 sponsored children)  
Ligonier Ministries - \$38,900 (6,483 Bibles and 75 sponsored children)  
AskDrBrown - \$58,200 (9,700 Bibles and 112 sponsored children)  
Nick Vujicic - \$1,000,000 (166,666 Bibles and 1,937 sponsored children)  
Operation Blessing - \$180,000 (30,000 Bibles and 348 sponsored children)  
Ray Comfort - \$56,600 (9,433 Bibles and 109 sponsored children)  
Rick Warren - \$800,000 (133,333 Bibles and 1,550 sponsored children)  
Tim Tebow - \$430,000 (71,666 Bibles and 833 sponsored children)  
Tony Evans - \$160,000 (26,666 Bibles and 310 sponsored children)

The total is \$7,725,900 (1,287,650 Bibles and 14,972 sponsored children). Obviously, two book deal purchases would double the amount to \$15,451,800, which is 2,575,300 Bibles and 29,945 sponsored children. If only a tenth was true (0.5% of their Facebook followers), would that not still be more than worth it?

Jesus stressed the value of *one* lost sheep (Matt. 18:12). In other words, if this affiliate program would enable you to reach and help one extra person, would you do so? I hope your answer is yes, but I'm afraid that isn't the case.

Without trying to become redundant, this affiliate program doesn't require any cost or effort on their part. They only need to register and encourage their audience to buy *one* classic Christian book deal. Is there any reason why these churches and ministries wouldn't want to reach and help more people? That brings us to the next chapter.

## Are the Reasons Valid?

When I consider “The 5% Potential,” it’s hard for me to reconcile the reasons I’ve heard—to not participate in this affiliate program—with the potential that’s *clearly* and *readily* available.

To put things in proper perspective: we’re talking about the possibility of spreading God’s gospel to more people *and* the possibility of meeting the needs of more people. Isn’t that (supposed to be) the very heart of each church and ministry?

Ultimately, the use of this affiliate program is about loving God and loving our neighbor, which are the greatest and second greatest commandments, “on these two commandments depend all the Law and the Prophets” (Matt. 22:34-40).

Granted, most of the reasons I’ve heard have come from a receptionist or ministry worker and not from someone in leadership. That’s the reason for this book, making an appeal to pastors and ministry leaders to use this affiliate program, which will enable you to reach and help more people.

The most troubling reason to me has come from a ministry that has an email subscriber list to over 600,000 pastors. The founder has over 8,000,000 Facebook followers. Again, the reason didn’t come directly from him, but from the one who answered my phone call.

What was the reason she gave me? This ministry only shares the publications of its founder. Only once, she said, had they shared another book by another author. She even gave me the name. To be fair to her, she did mention that this affiliate program could do good, but their ministry wasn’t interested.

What if a persecuted Christian or a poverty-stricken Christian from a third-world country had answered the phone? Would he or she have also expressed a no-interest in this affiliate program?

There are various aspects that trouble me. First of all, does this ministry—or any other ministry—partly exist for its founder and his publications, or to reach and help more people when a legitimate opportunity comes their way?

While this ministry is in relation to pastors, when Paul wrote his letter to Titus, he stated that Christians are “to be ready for every good work” (Titus 3:1). How much good will this ministry be able to do through this affiliate program?

Secondly, are there no classic authors and books that this ministry can recommend, knowing that these books will *genuinely* encourage these 600,000 pastors or 8,000,000 Facebook followers?

Thirdly, the most troubling aspect is to see the potential, especially since these 600,000 pastors could easily share the books with their congregation. Only God knows how much money this ministry would be able to gain through *one* \$4.00 purchase.

To give you concrete numbers, let's consider "The 5% Potential." When it comes to the 600,000 pastors, this ministry would gain \$60,000, which is 10,000 Bibles and 116 sponsored children, not considering if he were to encourage these pastors to share the classic books with their congregation.

As to the 8,000,000 Facebook followers, we're talking about \$800,000, which is 133,333 Bibles and 1,550 sponsored children. Keep in mind, this is without any cost or effort on his part—just using his God-given influence for the good of others.

While this is just one reason, I've heard many more, including that our ministry is small and doesn't have the capacity to pursue other opportunities. While I can understand that the concept of affiliate marketing may be foreign to many, the time and effort to register and select the authors and books can be done in about 15 minutes. Apart from that, it's recommending books that you know will be a blessing to your audience.

There's one other reason I want to share: this is not part of our policy. While I can understand that you may not want to recommend all the available authors and books, there's no doubt that you can recommend at least some of the available authors and books. Actually, you can have your own classic Christian "bookstore page," listing the authors and books of your choice.

When it comes to the policies and procedures of churches and ministries, I can also understand that you don't want to share third-party products. However, the real questions are: will these books encourage Christians in their faith and walk with Jesus *and* will this enable us to reach more people with the gospel and help more people in need? If both answers are in the affirmative, I don't see any reason why a church or ministry wouldn't want to make use of such an opportunity.

Ultimately, if your policies and procedures prevent your church or ministry from reaching and helping more people through a legitimate opportunity, you may have to revisit and reconsider them. In the end, though, it's God who has the final say. Your church or ministry belongs to Him, right?

## What Does God Have to Say?

Whatever you and I believe about the use of affiliate programs by churches and ministries, God has the final say, right? While there's no *thou shalt use affiliate marketing* in the Bible, there are undeniable principles and clear directives that would encourage you to do so. For example, in Luke 10:30-37, we read:

A man was going down from Jerusalem to Jericho, and he fell among robbers, who stripped him and beat him and departed, leaving him half dead. Now by chance a priest was going down that road, and when he saw him he passed by on the other side. So likewise a Levite, when he came to the place and saw him, passed by on the other side. But a Samaritan, as he journeyed came to where he was, and when he saw him, he had compassion. He went to him and bound up his wounds, pouring on oil and wine. Then he set him on his own animal and brought him to an inn and took care of him. And the next day he took out two denarii and gave them to the innkeeper, saying, "Take care of him, and whatever more you spend, I will repay you when I come back." Which of these three, do you think, proved to be a neighbor to the man who fell among the robbers? He said, "The one who showed him mercy." And Jesus said to him, "You go, and do likewise."

In response to showing mercy to someone in need, Jesus said: "You go, and do likewise." No doubt, the priest and Levite did much good as those in a religious vocation. Yet, when they had an opportunity to help one extra person in need, they reasoned that opportunity away. In their case, the reason was ethnicity. Whatever someone's reason, though, it cannot withstand Jesus' words: "And do likewise."

In other words: if your church or ministry has a free, simple, and easy opportunity to gain additional funds, enabling you to show mercy to more people in need, you should do so.

Paul wrote: "And let us not grow weary of doing good, for in due season we will reap, if we do not give up. So then, as we have opportunity, let us do good to everyone, and especially to those who are of the household of faith" (Gal. 6:9-10).

"As we have opportunity." What if there's an opportunity that will give your church

or ministry additional funds, in order to do *more* good? Even if a church or ministry isn't interested in this affiliate program for themselves, how much good will they be able to do for their persecuted or poverty-stricken brothers and sisters in Christ, those "who are of the household of faith"?

John wrote: "But if anyone has the world's goods and sees his brother in need, yet closes his heart against him, how does God's love abide in him? Little children, let us not love in word or talk but in deed and in truth" (1 John 3:16-17).

The word "brother" is singular. John makes a divine case that if we are able to help one (extra) brother or sister in need, we should do so. In other words: if this affiliate program enabled you to help one extra person or distribute one extra Bible, should you do so? John's answer is quite clear. The alternative is to close our heart against a brother or sister in need, which is to close our heart against Jesus (Matt. 25:40, 45).

As Christians in the West, we must recognize that we've been largely conditioned by prosperity. That includes the dangers of self-sufficiency and a mindset of having arrived. Christians in third-world countries, on the other hand, have a far different perspective. To them, one extra thing would be a no-brainer.

Paul wrote: "Making the best use of the time, because the days are evil" (Eph. 5:16). Isn't the same true when it comes to the available opportunities. Something like: making the best use of all the available opportunities, "because the days are evil." As mentioned before, a firefighter would be severely reprimanded, put on leave, or even fired if he had an opportunity to rescue more people but ignored and neglected to do so.

While God's word has much more to say about reaching and helping more people—when we have an opportunity to do so—I believe these verses and passages are quite sufficient. The bottom line is rather simple: when you see someone in need and you have an opportunity to meet that need, "you go, and do likewise."

## Come and Help

Even though I believe that the previous chapter is quite sufficient to “do likewise,” I want to share two more passages. In Luke 5:4-7, we read:

And when he had finished speaking, he said to Simon, “Put out into the deep and let down your nets for a catch.” And Simon answered, “Master, we toiled all night and took nothing! But at your word I will let down the nets.” And when they had done this, they enclosed a large number of fish, and their nets were breaking. They signaled to their partners in the other boat to come and help them. And they came and filled both the boats, so that they began to sink.

Years ago, when I was still a teenager, someone explained that fishing in biblical times was quite different from what most of us do. We find a quiet spot—away from people—and use our fishing pole. In this passage, we’re reminded that fishing in biblical times required cooperation, using large nets that necessitated many hands.

Having followed Jesus’ directive, “they enclosed a large number of fish.” Their nets were about to break and needed help. “They signaled to their partners in the other boat to come and help them.” What if “their partners” had only thought about themselves and *their* catch? About half of the fish would’ve been lost.

In the West, we’ve been largely brought up with an individualistic mindset. In an article by the BBC, entitled [How East and West think in profoundly different ways](#), we read: “People in more individualistic, Western societies tend to value personal success over group achievement.”

Such individualism can also define the DNA of churches and ministries in the West, even though these churches and ministries consist of large numbers of people. What I mean is that churches and ministries can be prone to only think about *their* mission and *their* success, without considering how they could “come and help” another church or ministry when an opportunity avails itself.

Their policies and procedures can even prevent such help to other churches and ministries, as we saw with the ministry that has an email subscriber list to over 600,000 pastors. Yet, we rejoice in our “personal success.” Isn’t that somewhat ironic?

Ultimately, it’s not only what we’ve done but also what we could’ve done. When we

consider “The 5% Potential,” we see the possibility of doing much more, which brings us to our second passage. In 2 Corinthians 8:1-4, we read:

We want you to know, brothers, about the grace of God that has been given among the churches of Macedonia, for in a severe test of affliction, their abundance of joy and their extreme poverty have overflowed in a wealth of generosity on their part. For they gave according to their means, as I can testify, and beyond their means, of their own accord, begging us earnestly for the favor of taking part in the relief of the saints.

These churches in Macedonia became aware of a need and *begged* Paul “for the favor of taking part in the relief of the saints,” even though they were extremely poor themselves. Undoubtedly, they could’ve used that money for their own pressing needs; yet, they had an irresistible desire to use it for “the relief of the saints.”

That kind of desire reminds me of what the author of Hebrews wrote: “But recall the former days when, after you were enlightened, you endured a hard struggle with sufferings, sometimes being publicly exposed to reproach and affliction, and sometimes being partners with those so treated. For you had compassion on those in prison, and you joyfully accepted the plundering of your property” (Heb. 10:32-34).

The believers in Hebrews went to the “extreme” of showing compassion “on those in prison,” even to the point of joyfully accepting “the plundering of your property.” In light of these Christians, should we not show more compassion when we have a free, simple, and easy opportunity to do so?

When Paul mentioned the believers in Macedonia, “begging us earnestly for the favor of taking part in the relief of the saints,” he acknowledged “the grace of God” as the cause. He used them as an example to the Corinthian believers, urging them to “excel in this act of grace also,” which would prove that their “love was genuine” (2 Cor. 8:7-8).

To make it even more compelling, Paul used Jesus as the supreme example of doing as much as possible, humanly speaking, of course. He wrote: “For you know the grace of our Lord Jesus Christ, that though he was rich, yet for your sake he became poor, so that you by his poverty might become rich” (2 Cor. 8:9).

Can there be a stronger appeal to churches and ministries to use every legitimate means in order to reach and help more people? Through this book, I’m asking churches and ministries to “come and help” more people. The needs are just too great to not do so.

## One Last Thing...

While this book is in relation to churches and ministries, there are also tons of Christians who have 100,000+ and 1,000,000+ social media followers, especially Christian artists.

In 1985, about seventy secular artists came together in what is known as *Live Aid*. During that time, Ethiopia experienced a devastating famine. They raised anywhere between \$125,000,000 and \$140,000,000. What if Christian artists were to join hands for the distribution of God's word to the persecuted church, the sponsorship of children, or any other worthy cause?

Once again, the reason I bring this up is to highlight the incredible potential to do *more*. Don't get me wrong, every Christian, church, and ministry can always do more. For example, if there was such a thing as a "Christian Fund," whereby each Christian adult would deposit \$1.00 each year, we would be able to do much more. Let's say there are 30,000,000 Christian adults in the U.S. In one year, we would be able to raise \$30,000,000, which is 5,000,000 Bibles and 58,139 sponsored children.

While every Christian can always do more, when God has given someone a significant audience, he or she will also have significant opportunities, significant responsibility, *and* significant accountability. In other words: "And from the one who has been entrusted with much, much more will be asked" (Luke 12:48 NIV).

When we consider Jesus' parable about the talents (Matt. 25:14-30), can we not also apply that to the influence He has given us? To one He gave little influence, to another He gave some influence, and to the third one He gave a lot of influence, so to speak.

While I don't want to put any Christian artist on the spot, I want to use them as an illustration. The amounts are also based on *one* purchase of a \$4.00 book deal and 5% of their Facebook followers.

In order to make it more concrete, I will also add the number of Bibles (\$6.00 for each Bible), and the number of sponsored children for one year (\$516 for each child). Keep in mind, this is without any cost or effort on their part. Just registering and recommending. They are listed in alphabetical order.

Casting Crowns - \$610,000 (101,666 Bibles and 1,182 sponsored children)

CeCe Winans - \$260,000 (43,333 Bibles and 503 sponsored children)

Chris Tomlin - \$370,000 (61,666 Bibles and 717 sponsored children)

David Crowder - \$110,000 (18,333 Bibles and 213 sponsored children)

Don Moen - \$930,000 (155,000 Bibles and 1,802 sponsored children)  
Jeremy Camp - \$260,000 (43,333 Bibles and 503 sponsored children)  
Kari Jobe - \$260,000 (43,333 Bibles and 503 sponsored children)  
Kirk Franklin - \$450,000 (75,000 Bibles and 872 sponsored children)  
Lauren Daigle - \$250,000 (41,666 Bibles and 484 sponsored children)  
Lecrae - \$230,000 (38,333 Bibles and 445 sponsored children)  
Matthew West - \$160,000 (26,666 Bibles and 310 sponsored children)  
Michael W. Smith - \$280,000 (46,666 Bibles and 542 sponsored children)  
Phil Wickham - \$84,400 (14,066 Bibles and 163 sponsored children)  
Steven Curtis Chapman - \$150,000 (25,000 Bibles and 290 sponsored children)  
TobyMac - \$530,000 (88,333 Bibles and 1,027 sponsored children)

The total is \$4,934,400 (822,400 Bibles and 9,562 sponsored children). Obviously, two book deal purchases would double the amount to \$9,868,800, which is 1,644,800 Bibles and 19,125 sponsored children. As mentioned with the churches and ministries, if only a tenth was true (0.5% of their Facebook followers), would that not still be more than worth it?

Yes, I know that these are random numbers and many aren't active on Facebook anymore. Nevertheless, these numbers do represent Christians. While I've no doubt that these Christian artists are already doing a lot of good, how much more could they do through this affiliate program? The numbers speak for themselves, right?

## Conclusion

From 2013 through February 20, 2023, *AmazonSmile* generated over 400 million dollars for U.S. charities. That was 100% free money, just for registering and requesting others to participate.

While *AmazonSmile* has been terminated, The Cause of Christ offers your church or ministry 50% for each purchase. You can even have your own “bookstore page,” listing the authors and books of your choice.

Here’s the bottom line: if your church or ministry could reach and help one extra person through this affiliate program, would you do so? Or, if your church or ministry could distribute one extra Bible, would you do so? I’m convinced that Christians who live in countries where the Bible is banned wouldn’t have to think twice about their answer. What about you?

## About the Author

Born and raised in the Netherlands, Jan permanently moved to the United States in 2001. After finishing his PhD in Biblical Studies and six years of seminary teaching, he embarked on a twelve-year sales position. In 2007, he got married to Rachel and they have two children, Hannah and Isaiah.

In 2016, he laid the groundwork for what later would become The Cause of Christ—Affiliate Marketing for the Spread of His Gospel—which includes the publishing of classic Christian books. For more information, please visit [www.thecauseofchrist.com](http://www.thecauseofchrist.com).