



Reaching by Teaching

Linda Ku, director and chief editor of the Publication Department of the China Sunday School Association, describes her organization's long-standing ministry.

The China Sunday School Association (CSSA) serves churches in Taiwan, Southeast Asia, and all over the world. CSSA is a professional organization for expanding Christian education in China. It has been in operation for 92 years, and its area of service from Taiwan has expanded to Southeast Asia, the South Pacific, and even Europe and North America.

Background

In 1907, the China Sunday School Union (CSSU) was founded. Its general committee included representation from major denominations throughout China. It published its first Sunday School lessons in 1910. CSSA was started by Dr. and Mrs. James N. Montgomery in 1949 in Taipei, as a branch office of CSSU. The organization has five departments, including the curriculum group.

Mission

The CSSU motto, based on Mark 10:45 "not to be ministered unto, but to minister," demonstrated its view of serving the Chinese Church. CSSA, in

Taiwan, continued this tradition with its motto, "Reaching by teaching," emphasizing the opportunity in Sunday school to reach out into society with the message of hope and grace. Christians in Taiwan make up only two to three percent of the population. Therefore, Christian publishers in Taiwan must have good relationships with the Church, and work as partners with pastors. CSSA offers workshops and consultation for Sunday school leaders and Bible teachers in Taiwan, Hong Kong and Southeast Asia.

Publications

CSSA employs 26 full-time workers to publish Sunday school material, teacher training books, and Christian education helps. Its magazine, *Good Shepherd*, has a 10,000 print-run each month and is distributed free. CSSA publishes Sunday school curriculum each quarter, including: three teacher's manuals, teacher resources, five student workbooks, and a children's hymn cassette. A full set of vacation Bible school materials is published each year. Though

expensive to produce, demonstration videos have allowed teachers to evaluate CSSA materials and led to steady growth in curriculum sales.

Recently, CSSA worked to update its children's material. It publishes material in traditional Chinese and in simplified Chinese. Some material previously available only in black and white is now available in color. The children's tapes include new songs with a variety of instruments and not just piano.

In addition to Sunday school material, CSSA seeks to provide spiritual growth resources for people of all ages. It aims to publish material on a wide range of subjects, including family life, spirituality, personal growth, parenting, evangelism, doctrine, and Bible themes. The association currently has 700 titles available and publishes 12 to 14 each year. It reprints approximately 50 titles each year. Titles are usually reprinted every three months, though some sell more quickly. Dr. James Dobson's *When God Doesn't Make Sense*, released in June 1998, had been

reprinted eight times a year and a half later. CSSA seeks recommendations from pastors but also prints material that can cross over to a secular audience. Return from *Death* has sold 44,000 copies, in both Christian and secular markets.

CSSA operates a bookstore that sells devotional and gift items. Contrary to what is found in other countries, in Taiwan the cost of Christian publications is usually higher than the cost of secular products. Therefore, Christian publishers must provide and use alternative retail outlets. ♦

