



# Strong for a Moment Like This: The Daily Devotions of Hillary Rodham Clinton

by Rev. Dr. Bill Shillady  
with Foreword by Hillary Rodham Clinton

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Religion/Devotional/Devotional | Jacketed Hardcover with Ribbon

## *What keeps you strong?*

Few people know that during the 2016 presidential campaign, former Secretary of State Hillary Rodham Clinton received a devotion every day. Over the course of those 20 months, Rev. Dr. Bill Shillady—a pastoral friend of Clinton's—and a handful of other pastors provided the Democratic nominee with spiritual support to stay strong through arguably one of the more contentious elections in American history.

Now many of these devotions are being made public. *Strong for a Moment Like This—The Daily Devotions of Hillary Rodham Clinton* includes 365 of the more than 600 devotions written for Clinton, along with personal notes, portions of her speeches, and headlines that provide context for that day's devotion. Clinton is writing the foreword, the first time post-election readers will have a chance to hear directly from her about her faith during this time.

### The book will include:

- A foreword from Hillary Rodham Clinton
- 365 devotions
- Selected reflections on the writing by the author
- Selected responses from Secretary Clinton
- Additional material including a timeline of events, speech excerpts, press selections, quotes, and indexes
- Gorgeous gift-book packaging: a jacketed hardcover, ribbon, photographs, and a devotion-like interior design.

The book's devotions are organized into 12 themes, such as Forgiveness, Doing Good, Courage, and Women.

A portion of the proceeds from the book will go to the United Methodist City Society in New York.

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**Rev. Dr. Bill Shillady** has served as Executive Director of the United Methodist City Society since September 2008. Before taking this position, he served as a pastor for 29 years. Over the years, Shillady has served on a variety of United Methodist and community-based boards and committees. He is a member of the cabinet of the New York Annual Conference and has been a delegate to the last two UMC general conferences. Shillady serves on the Wespeth Benefits and Investments board of directors as well as the Mayor's Faith Leaders Advisory Council for the City of New York.

Shillady co-officiated with Rabbi James Ponet at the Chelsea Clinton-Marc Mesvinsky wedding in July 2010. He led the memorial service for Dorothy Rodham, the mother of Hillary Rodham Clinton. He maintains a pastoral relationship with the Clinton family.

### Key Selling Points

*Timeliness of Launch:* While other books dissecting the election will have already been published by the release of *Strong for a Moment Like This—The Daily Devotions of Hillary Rodham Clinton*, this will be the first opportunity for readers to hear directly from Secretary Clinton herself in book form. It is also the only book that provides a personal look at her faith.

*Mobilization of Women:* Through networks such as Pantsuit Nation and the Women's March on Washington, women are mobilizing as never before, many of them because of their admiration for Secretary Clinton. Religious and regional offshoots of these networks are also prime marketing audiences.

*Church at the Crossroads:* The cultural discords over issues of gender equality, racial justice, and questioning "who is our neighbor" also are playing out in churches across America. This team of clergy—led by Shillady—offers a template of reflection for all Christians looking for ways to process and positively add to the conversations and activism happening around them.

### Marketing Strategy Summary

National in scope, the marketing plan includes advertising, publicity, content marketing, and targeted events, all supported by comprehensive online promotions.

Key creative components include:

- A large launch event in New York City with online support
- National publicity outsourced to a top PR firm
- Online and traditional advertising campaign to multiple, targeted markets
- A multi-faceted social media campaign tied in to the theme of the book
- Content marketing to core audiences in both the church and culture at large.

