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Missionary Evangelism and Outreach

A Workshop

by

Dr. Milton Martin

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Missionary Evangelism and Outreach

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HOW TO FAIL FORWARD

A Fact: Everybody is going to fail sometime.

Not a Fact: Everybody is going to profit from their failure.

Norman Vincent Peale had his book, *The Power of Positive Thinking*, rejected by publisher after publisher. Finally in much discouragement he threw the manuscript in the trash and forbade his wife to take it out. The next day she took the wastebasket with the manuscript in it to another publisher. The publisher took it out and printed the book. The result was 40 million copies.

Now heed a course in Failure 101.

"The increase of suicides, alcoholics, and even some forms of nervous breakdowns are evidence that many people are training for success when they should be training for failure. Failure is far more common than success; poverty is more prevalent than wealth; and disappointment more normal than arrival."

J. Wallace Hamilton

"Failing Forward" means

1. You will fail.
2. You can fail successfully.

How to Turn Deficits to Dividends!

The man of a happily married couple with great kids and a successful business gave this testimony one day.

DEFICITS

Born fatherless and had 3 abusive stepfathers.

Grew up on food stamps and went hungry many times.

Dyslexia robbed of the ability to read until 7th grade.

DIVIDENDS

Could choose own role models.

Strong motivation not to live in poverty.

Developed strong listening and speaking skills. Holds honorary doctorate.

Developed weight problem and gained up to 325 lbs.

Lost 100 lbs.

Backslid out of Bible College in his early 20's.

At age 30 personally apprenticed and restored to full time ministry.

Failed in every attempt of a healthy relationship.

Married at age 30 and just celebrated 10 years of marital bliss.

Failed in several businesses. Got rich and went broke 3 different times.

Took a church with 25 and led it to between 700 and 800 in 5 years.

In the game of life it's a good idea to have a few early losses, which relieves you of the pressure of trying to maintain an undefeated season.

WAYS TO FAIL FORWARD

Illustration: Prisoner in Australia. Prisoner in county jail escaped by crawling up under a truck and held on for dear life for about 20 minutes. Finally, the truck stopped and he could hold on no longer. He slowly crawled out and found himself now in the state prison. He did get out of county jail.

Illustration: Charlie Brown, after striking out, was consoled by Lucy. She said, "That's all right Charlie Brown, you win some and you lose some!" He replied, "Oh, that would be wonderful!"

I. Change Your Attitude.

- A. "The difference between greatness and mediocrity is often how an individual views a mistake." Nelson Boswell
- B. Losers dwell on the penalties of failure. Winners dwell on the rewards of success.

- C. The people who succeed are the ones that expect to succeed. The one immutable Law of Human Behavior is that sooner or later we all get just what we expect.
- D. "Failure is only a temporary inconvenience." John Maxwell
- E. Edison is an example, he tried.
- F. Failure is not fatal. Failure is merely an opinion! There is no way you will ever succeed with a negative attitude.

II. Change Your Vocabulary.

In his book, *Leaders on Leadership: Interviews With Top Executives*, Warren Bennis interviewed 70 of our nation's top performers in numerous fields. None of them used the word "failure" to describe their mistakes. Instead they referred to "learning experiences," "paid tuition," "debtors," or "opportunities for growth."

Illustration: A counselor talked once about the two saddest words that he constantly hears. They are "if only". He told of trying to focus the patients attention to changing their vocabulary to "the next time." Mind-set has to be changed.

III. Pay a Little Attention to the Odds.

You may have to quit listening to some experts. Several years ago *Fortune* magazine analyzed several hundred men. *Fortune* found these men had failed an average of seven times each before succeeding.

When we see successful people, we often assume that they got all the breaks, that they were always in the right place at the right time, that they've never failed, never been rejected. If the truth were known, very few people accomplish anything worth while the first time they attempt it. In fact, even the most successful people generally have a checkerboard career of both success and failure. When we fail forward, rather than backward, we are a little closer to our goal each time, even though it may appear we have failed.

Illustration: Louisa Mae Alcott, author of *Little Women*, was encouraged to find work as a servant or a seamstress.

Illustration: Beethoven handled the violin awkwardly and preferred to write new compositions rather than improve his technique. His music teacher called him, "hopeless as a composer."

Illustration: The parents of Enrico Caruso wanted him to be an engineer. His voice teacher said he had no voice at all and could not sing. He was fired by a newspaper editor for a lack of ideas.

Illustration: Thomas Edison's teacher said he was too stupid to learn anything.

Illustration: Albert Einstein did not learn to speak until he was 4 years of age. He did not learn to read until he was seven and his teacher said he was mentally slow, unsociable, and "forever in his foolish dreams." He was expelled and was refused reentrance to the Zurich Polytechnic Institute.

Illustration: Louis Pasteur was only a mediocre student and only ranked 15th out of 22 in Chemistry.

Illustration: F. W. Woolworth was relieved of employment in a dry-goods store. It was said that he did not have enough sense to wait on the customers.

Illustration: Henry Ford failed and went broke 5 times before he finally made a success with the Model T.

Illustration: Babe Ruth, considered by sports historians to be the greatest athlete of all time, held the home run record. He also held the record for the greatest strikeouts.

Illustration: Winston Churchill failed in the sixth grade. He did not become Prime Minister until he was 62 and only after a lifetime of defeats and setbacks. His greatest contributions came when he was a senior citizen.

Illustration: Eighteen publishers turned down Richard Bach's book about a soaring sea gull. McMillian published it in 1970 and by 1975 it had sold over 7 million copies.

These people defied the odds.

IV. Appreciate the Value of Failure.

"Many people dream of success. To me success can be achieved only through repeated failure and introspection. In fact, success represents only 1% of your work that results from 90% of that which is called failure. Very few unacquainted with failure will know the joy of true success." Soichiro Honda, founder of Honda Motors.

"It is defeat that turns bone to flint and gristle to muscle, and makes people invincible, and formed those heroic natures that are now in ascendancy in the world. Do not, then, be afraid of defeat. You are never so near to victory as when defeated in a good cause." Henry Ward Beecher

"You always pass failures on the road to success." John Maxwell

Failure may have the purpose of simply driving us to Christ. Without failure, we may not be convinced of our need to totally and completely depend on Christ. Failure may accomplish something in us and for us that cannot be done in any other way.

V. Let Failure Redirect You.

We may run into a wall but we must bounce off. Only then will we find the door that is somewhere in the wall.

Whenever we fail, we need to be reminded that some of the greatest accomplishments of life have come after a failure.

Illustration: A man by the name of John James Audubon, labored in a general store in Louisville, Kentucky from 1807 until 1819 with little success, and was jailed for debt and bankruptcy. His passion was drawing birds. He

moved to Louisiana in 1920 where he painted birds in their natural surroundings. He was unable to find an American publisher and finally went to England and Scotland in 1826 where he found a publisher. His pictures created a sensation, and he published *Birds of America*, a work containing 435 life-size, colored engravings made from his water colors. Later his paintings were appreciated in America and he became famous and successful. Because of his persistence, but after his death, the National Audubon Society was born, the oldest and largest national conservation organization in America.

Fail, but fail forward so that it may be a means of redirection. It may be that sometimes we fail because we do not really fit where we are. Many times when we fail we keep pounding on the door that just closed. It may be that God has another door somewhere for us. Maybe God closed the door for a good reason! Maybe we need to examine and discern our gifts. There are times when we keep trying to open a closed door (not a question of tenacity and perseverance) when it may be pure stupidity to keep trying.

VI. Keep a Sense of Humor.

Sometimes after salvation we take ourselves too seriously and lose the ability to laugh at ourselves and laugh with others.

Somebody once said to a pastor, "You might as well laugh at yourself, your people do." Salvation does not take all the stupidity out of us. No one has reached a place of "perfect sanctification." There are a lot of good, sincere Christians who truly love the Lord, but yet do stupid things. God loves us in spite of us. Here is a true picture of an unconditional love.

"To err is human - but when you wear the eraser out ahead of the pencil, you're overdoing it." J. Jenkins

VII. Determine Why the Failure, Not Who!

Our tendency is to look for someone to blame when something goes wrong. Instead of questioning others begin by asking the following questions.

1. What lessons have I learned?
2. Am I grateful for this experience?
3. How can I turn the failure into success?
4. Practically speaking, where do I go from here?
5. Who else has "failed" in this way before, and how can they help me?
6. How can my experience help others someday to keep from failing?
7. Did I fail because of another person, because of my situation, or because of myself?
8. Did I actually fail, or did I simply fall short of unrealistically high standards?
9. Where did I succeed as well as "fail"?

Bob Biehl

Insecure people always have to find someone to blame. May we realize that beneath the surface is "why" instead of "who".

VIII. Don't Take Failure Personally.

"Notice the difference between what happens when a man says to himself, 'I have failed three times,' and what happens when he says, 'I am a failure.'" S.I. Hayakawa

There is nothing wrong with failing and there is nothing wrong with admitting failure. It is a different thing when we turn it all inwardly in self-condemnation. It may be that when we take failure personally that we really are on an ego trip. When we think we are better than we really are, failure will devastate us and cause us to turn inward.

Be careful with expressions: "Why do I do nothing but fail?" "All I can do is fail." "I just can't do anything."

Some Observations About Failure

1. I took failure personally a lot more when I was younger.
2. I took failure personally a lot more when I was less successful.
3. I took failure personally a lot more when I was inexperienced.
4. I wasted a lot of energy trying to cover up failure.

IX. Separate Personal Failures From Team Failures.

On a team, very seldom are successes the result of only one person. The same is true of failure.

X. Make Failure a Learning Experience.

Failure Isn't Failure Unless You Don't Learn From it.

"What is important about a mistake is what you discover from it. You can't learn from mistakes you don't make. Jesus honored Peter's decision to walk on the water - knowing that he would sink, but He allowed Peter to fail because it was the key to learning and growth." John Maxwell

Illustration: Dale Carnegie grew up in very extreme poverty. The only way he could go to college was to live at home. He was the most destitute in the entire student body and had to ride his horse to school every day. He decided he could make a name for himself by winning a speaking contest at the college, Warrensburg, Missouri, State Teachers College. He entered a dozen contests and lost every one of them. He worked extremely hard to graduate but in his senior year he failed Latin. He then went to New York and used all his savings to enter acting school. In acting he was able to land a small bit part but was never able to land another part. As a last resort he applied for a job at a YMCA, teaching people to speak. Because of his lack of experience, he was hired but on a temporary basis and without a fixed salary. Instead of two dollars a night he was placed on a profit-sharing contract. He then went on to be one of the most successful trainers of public speakers in all times and an author of many successful books. There were two factors that enabled him to turn failure into success. First, his unwillingness to be stopped by failure. Secondly, his willingness to learn from failure.

XI. While You Are Down, Do Something.

It does not matter if you fall down as long as you pick up something from the floor while you get up.

We don't just learn when we are standing, we can learn while down. There is something that can be gleaned while down - if nothing else pick up some trash.

XII. Don't Give Up.

"History has demonstrated that the most notable winners usually encountered heartbreaking obstacles before they triumphed. They finally won because they refused to become discouraged by their defeats." B. C. Forbes

A. The Price of Success is Perseverance.

B. The Price of Failure Comes Cheaper, Than Success.

Our greatest glory lies not in never falling, but in rising every time we fall.

XIII. Make Failure a Gauge For Growth.

"Failure is the opportunity to begin again more intelligently." Henry Ford

Winning is coming in fourth, exhausted but excited, because you came in fifth last time.

XIV. Don't Become Too Familiar With Failure.

"The fact that you have been knocked down is interesting, but the length of time you remain down is important." Austin O'Malley

It is not that we have failed, but what happened to us when we failed. What are we going to do - fall down or wallow? Have we given up? Have we resigned ourselves now to live in defeat? How much time are we going to spend in licking our wounds? Could we somehow say, "I am never down; I am either up or getting up!"

Many people have become content and comfortable in their failure. Some people have been laying down so long that they are more comfortable laying down. It has become for them a way of life. Some have decided they are not going to get up, and while they are laying on the floor, are going to try

and trip up everybody else they can. Misery does love company. The goal for some is not to build up but to pull others down.

XV. See The Big Picture.

Question: Tom Landry, Chuck Noll, and Bill Walsh accounted for 9 of the Super Bowl victories from 1974 to 1984. What else do they have in common?

Answer: They also had the worst records of first season head coaches in NFL history.

Failure is not Final!

Life is not a snapshot but a moving picture.

How our greatest failures can become our closest friends.

Failure	Loss	Gain
Witnessing	Soul	Spirit filled life
Confrontation	Self respect	Confrontation game plan
Paying budget	Self respect	Commitment to change
Leadership	Congregational trust	Forgiveness and Bondedness

"I am not discouraged because every wrong attempt discarded is another step forward." Thomas A. Edison

The issue is not if we are going to fail but what are we going to do with it. The choice is ours - to become better or to become bitter! We can grow or we can just groan!

Facing the Facts in Missions The Need for Strategy

I. The Need for Strategy

Almost 50 generations have passed since the Great Commission was given to the church and 3 billion souls still have not heard the Gospel. Over 3 thousand languages still do not have a preacher of the Gospel or a verse of Scripture. Over 15,000 people groups do not have a church among them. The countries of Libya and Mauritania do not have even one indigenous believer in Jesus Christ. In Austria, only 160 of its 4,000 towns and villages have a group of believers that regularly meet together. Zaire, a former colony of Belgium, has nearly 200 times more believers than Belgium itself. The Mongolian People's Republic has been one of the least evangelized countries in the world. Since 1992, there are some believers and a few house groups meeting among its 1,800,000 population. The Kurds, the largest nation of people in the world without their own country and one of the most unreached peoples in the world (found in Turkey, Iran, Iraq, Syria and USSR) number 25 million - with less than 100 believers. There are no known national believers among the Maldivians and there are no Scripture available, no Gospel radio programs directed toward them and no resident missionaries in the Maldives Islands. India has 700,000 villages without a resident witness and only one evangelical church for every 2,000 villages. Andorra, a co-principality since 1278 A.D., does not have one known Andorrano believer. San Marino, an enclave in north central Italy, has no known believers. Of the 38,000 towns and villages in France, 36,000 have no resident witness of Jesus Christ. There are 66,438 villages in Iran and only about half a dozen have a resident Christian witness. St. Pierre and Miguelon, a department of France (eight rocky islands with 6,000 population south of Newfoundland at the mouth of the St. Lawrence River) does not have a witness or an evangelical church. In fact, there are no known believers. The great mega-cities of the world becoming non-christian at the rate of 29.5 million people every year - which is 80,700 every day, or one every second. There are 537 million Hindus who have never heard the Good News - and only 100 missionaries working among them - one to 5,370,000.

The standard approach in missions among Fundamentalists has been limited worldwide to a very traditional approach. A missionary goes, not with a view of a nation or of a state, but a town or a subdivision. Most do not go by invitation or to some receptive seed families, but cold-turkey to a very localized area. The missionary furnishes a place to meet, provides the seating, is responsible for musical instruments, leads the singing, teaches the Sunday School, does the preaching, and possibly hauls everyone to services and back to their home afterwards. At the end of 10 years it is not unusual to be setting somewhere pastoring 45 people. THIS IS NOT NEW TESTAMENT MISSIONS!

The average missionary only has an outreach to some 5,000 souls. Considering the world population, we would need one million more missionaries with this average rate of evangelism. This is probably not humanly possible.

There must be something better. God gives us a command to fulfill - to go into all the world and preach the Gospel to every creature. It is not an impossibility. It is possible to complete the Great Commission. However, some changes will be necessary if the job is to be done.

II. Definition of Strategy

- Strategy:*
1. The science of planning and directing large scale military operations, specifically (as distinguished from tactics) of maneuvering forces into the most advantageous position prior to actual engagement with the enemy.
 2. A plan or action based on this.
 3. Skill in managing or planning, especially by using stratagem.

"Strategy differs from tactics. One has to do with the general plan of a campaign and the principles on which it is based. The other deals with the carrying out of the plan in its details, the various instrumentality's, agencies and methods which are though necessary to arrive at the aim which has been chosen. Tactics must be the constant study of those responsible for the conduct of the missionary enterprise.

It is indispensable, but quite different from the study of the principles on which the world mission is built, the rationale of the enterprise as a whole." (Soper, *The Philosophy of the Christian World Mission*, 1943, p. 235)

In missions, strategy is an overall approach, plan or way of describing how we will go about reaching our goal or solving our problem. It may not necessarily be concerned with all the details.

Strategy has a much broader scope, however, than just long-range or major plans. Strategy is a way to reach an objective. It may mean everything, from deciding what country or language to serve in, to the overall approach to reaching a specific group of people.

Strategy will help to give us an overall sense of direction and an overall view of all elements needed to reach our objective. In the end, strategy becomes our statement of faith as to the project and objective in mind.

III. Types of Strategy

There are many different approaches to strategies. Several will be discussed.

Being-In-The-Way Strategy. At first consideration this appears to be no strategy at all. People who adopt this strategy believe that it is not necessary to plan. They assume that God will lead. The implications of this strategy are that long-range planning is not very important because that is God's problem. The evangelist Philip in the book of Acts who was led by the Lord into a new situation is a valid argument of this theory. This was the plan followed by early-day faith missions as they took the Gospel into unknown countries. They knew they had a goal. They usually did not know what they would encounter. We must recognize these earlier missionaries who laid the foundation for the modern-day missionary movement

Plan-So-Far Strategy. This strategy does not focus on outcomes but on beginnings. This assumes that we will plan to begin the work,

and God will do the rest. It assumes that "once we're there", God will do the rest.

Standard Solution Strategy. This strategy works out a specific way of doing things, and then using the same approach in every situation.

Door-to-door soul-winning would be an example. Some who have built "super churches" in the U.S. feel that this is the only approach to evangelism and that it will work anywhere in the world. In many cultures one does not knock on a door and expect to be heard as a stranger. In fact, the same ones who advocate this strategy solely, would probably not heed the message of a foreigner, speaking broken English, coming into their home with the declaration, that they have the answer to their sin problem.

Every Home Crusade attempts to put a Gospel Tract into every home in the world. They assume that everyone can read and that everyone can make a decision for Christ if they are exposed to the right literature. Many times little consideration is given to the relevancy of the message or to the cultural background of the people.

The use of the Campus Crusade booklet, "*Four Spiritual Laws*", is another example of the Standard Solution Strategy. The assumption is that what will be effective in one place will be effective in another.

Firstly, the Standard Solution Strategy assumes that all problems or obstacles to evangelism are the same. Secondly, it is usually assumed that everyone will participate and understand what the strategy is. Thirdly, a standard strategy usually grows out of one culture and has more and more difficulty as it moves into new contexts.

Unique Solution Strategy. This strategy recognizes that every situation we face is different. Here is the conviction that each undertaking requires its own special strategy. It assumes there is an answer and we can find a way. It is understood that standard solutions probably will not work. There are approaches to be used to discover God's strategy for each unique situation.

IV. Absolute Necessity Of A Strategy.

It has already been proven that we have failed. The Lord made available everything necessary for the completion of the Great Commission to His church. The job has not been done. Many times there has not been a clear goal in missions. "He that aims at nothing is sure to hit it."

"All over the world we have visited missionaries who seem to be in the business of doing, rather than getting things done. They appear not to have any strategy as to why they are there and what God intends to do because they are there. When asked for their goals and purposes, they give answers which sound fine, such as 'to bring the Word to this people'. One mission executive expressed his goal as 'laying Japan at the feet of Christ'. These are noble sentiments. But time and time again we found that these sentiments were not supported by well-thought-through ideas as to how this was to be accomplished or when it was to be accomplished." (Dayton and Fraser, *Planning Strategies For World Evangelization*, 1980, p. 20).

It is absolutely essential that each field have a strategy statement which covers both its long and short range plan of attack.

1. A strategy statement enables a church to evaluate the thrust of the mission's work periodically and determine the quality of work being accomplished.
2. A strategy statement enables the church to make evaluations of requests and activity changes which various personal endeavor to make.
3. A strategy statement enables the church to be assistance in terms of recruiting further personnel and financial support.
4. A strategy statement enables the church to answer responsibly to the constituency as to the progress of the work on any given field.
5. A strategy statement makes clear to any potential candidate the type of work being done, where he can fit into the picture, and the route he must follow to qualify as a senior missionary.
6. A strategy statement enables the missionary to know just how he fits into the overall picture of the field's objectives.
7. A strategy statement enables the missionary to follow a pre-planned series of actions and activities over a number of years

on the field. He or she is never without understanding as to how his or her work should be done.

8. A strategy statement brings the entire field conference together as a team. It helps avoid personality conflicts and the dominance of certain personalities when various activities are brought up for review. Like a constitution, the strategy becomes a final court of appeal for each activity a missionary hopes to engage in.
9. A strategy statement gives the conference a sense of meaning and purpose. It identifies each missionary according to his or her worth to the conference and his or her place in the overall structure. (Gordon McDonald, *Reflections on Mission Strategy*, 1974 Marc)

A strategy statement is a plan for the evangelization of a given area. It defines the activity to be done, the area in which it to be accomplished, how it will be done and the methods to be employed.

Conclusion

It is time we got on with the real job the Lord gave us to do. God does have a way. There is an answer. Each country, language, ethnic group and people's group requires its own special strategy. There is no "cut and dried" approach to every situation. There are no standard means and methods. Each situation is unique.

Our approach must assume that we do not know God's strategy for a particular people and that we do not have the answers. Strategy puts us into the position of recognizing need. It can cause us to begin where the people are in their own context. We can discover how the message can best reach them. When we plan, the Holy Spirit can move and act to help us to be in His will. Our emphasis then will be on people rather than methods.

Prepared by:

Milton Martin

TRACT DISTRIBUTION

TO REACH THE HARD TO REACH - THE LESS PROMINENT

To reach those with the inability to purchase newspapers or magazines, for whatever reason, the need for tract distribution is vital. But proper leadership must be involved in the preparing of such an overwhelming task. Our Lord gave His command to go preach and then teach - *Mark 16:15* and *Matthew 28:19,20*. Therefore the actual planning for the sowing of the seed must include the follow-up procedures and supplies. Without biblical follow-up procedures, the time and money put into tract distribution is of little consequence.

Every tract given out will have a card in it with an address that will give the person that received the tract an opportunity to continue on in studies, to eventually be visited by a missionary or national pastor. We believe that this is God's Mind - *winning men and women to Christ and then*

PRINTING NEEDS

7 million pictorial gospel tracts
 500 thousand assorted tracts
 7 million coupons for insertion
 100 thousand Gospel of Johns
 100 thousand 1st Bible courses
 50 thousand 2nd Bible courses
 10 thousand 3-8th Bible courses
 50 thousand *Spanish* NTs
Approximate cost for all - \$75,000

actively following up those decisions with Bible study materials.

Previous literature campaigns have given us a good vantage point of some interesting data. In **Mexico** one veteran missionary found a means of

delivering tracts with coupons to every post office box in the country. His results - *for every 50 tracts with coupons in them one was returned requesting a Bible correspondence course.* In **Honduras**, in little over a

year's time, there is one missionary that has over 7000 requests for courses. The greatest responses in **Honduras** come from ads in agricultural magazines and distribution of tracts in the **Nicaraguan** refugee camps. So far the response has been an eye-opening *one coupon returned for every 70 tracts handed out.*

Tract distribution in **Central America** will take place in the form of air drops by jungle planes, and the following sowers - **American** volunteers, national pastors, and national missionaries from **Mexico; Guatemala; Costa Rica; and Honduras.**

All shipping, printing, and mailing costs are included in the \$75,000 figure given in the middle box. □

ORGANIZED FOLLOW-UP

THE BINDING AGENT IN THIS PLAN OF ATTACK

Sowing

Ads, tracts, preaching - the need for American Christian laborers will be great.

Correspondence School

One is already established in Honduras and another school will be ready by the summer of 1989.

National Involvement

Once national leaders are found, 16mm projectors, generators, and effective Gospel films are to be available for their own evangelistic work.

Training Leaders

With the correspondence school bringing leaders to the forefront, Advanced TEE training will be provided for them as they train for the ministry.

Establishing Churches

The establishing of churches always follows the training of leaders. Our efforts will be towards assisting the nationals with their work of building churches.

Major Campaigns

With churches established and the correspondence schools in motion it may very well be possible to hold major evangelistic crusades knowing full well that **follow-up of the decisions made will be carried out.** □

The Five-Fold Plan

How to reach 20 million people

THOROUGH ADVERTISEMENT

TRACT DISTRIBUTION

**FOREIGN NATIONAL RECRUITMENT
AND INVOLVEMENT**

**AMERICAN CHRISTIAN INVESTMENT
IN LABOR**

ORGANIZED FOLLOW-UP

THE NEED FOR EVALUATION OF EVANGELISM METHODS

- FACT:** Since 1980, there has been no growth in the proportion of the adult population that can be classified as “born again” Christians. The proportion of “born again” Christians has remained constant (thirty-two percent) despite the fact that churches and parachurch organizations have spent several billion dollars on evangelism. More than 10,000 hours of evangelistic television programming have been broadcast, in excess of 5,000 new Christian books have been published, and more than 1,000 radio stations carry Christian broadcasting. And yet, despite such widespread opportunities for exposure to the Gospel, there has been no discernible growth in the number of Christians.
- FACT:** Since 1970, there has been no appreciable change in the proportion of adults who attend church services at any time during the week. This is true in spite of a growing number of Churches, increased Church spending for advertising and promotion, and the availability of more sophisticated techniques for informing people of a church’s existence.
- FACT:** The average congregation in this country has fifty to sixty adults who regularly attend Sunday morning worship services. Generally speaking that is not enough people for a church to prosper - emotionally, financially or in many cases, spiritually.
- FACT:** The fastest growing churches in America are not Christian. Among those that are expanding most rapidly are the Church of Jesus Christ of Latter-day Saints (Mormons), Jehovah’s Witnesses, and various cults. If you study their operations and the reasons for their growth, you will see that it is because they have effectively used contemporary marketing principles and techniques in order to build a larger, more participatory membership.
- FACT:** Attitudinal studies have shown that despite a public interest in religion, people’s confidence in the church as an institution is declining. Furthermore, only a minority of adults in this nation consider Christian

Churches to be “relevant for today.” Also be aware that levels of Biblical literacy and involvement are on a slow, but steady, decline.

FACT: Community studies conducted in various parts of the country have revealed that a growing number of adults are unfamiliar with the churches in their community. This lack of awareness is not measured by behavioral involvement, such as church attendance, or any kind of intellectual insight, such as doctrinal understanding. The adults referred to do not even know the names or denominations of the churches in their community, much less what they teach or otherwise offer.

FOUR P's OF MARKETING

Basic Marketing -- E. Jerome McCarthy

I. Product

The product is the entity offered to consumers to satisfy their need. At the same time the product will enable the producer to meet his goals and objectives.

- A. To successfully market a product, the prospective market will have to be identified.
 - 1. The key to market identification is to be as specific as possible in selecting the audience to whom you will market the product - "target marketing."
 - 2. By matching the appeal of the product to the interests and needs of specific population segments, concentration can be achieved on getting the product to the best prospects without wasting resources on people who have no need or interest in the product.

II. Place

This concerns distribution, getting the product to the right place for the right audience.

- A. Identification of where, when, and by whom the product will be transferred to the consumer.
 - 1. Where is the consumer?
 - 2. When is the consumer to be introduced to the product?
 - 3. By whom will the product be introduced and transferred?
- B. Specific responsibility will have to be on someone to develop a means of distribution that will provide easy, consistent, and cost efficient access to the product.

III. Promotion

Communicating the nature and availability of the product is essential for marketing success.

- A. There are many ways to promote products, and technological breakthroughs steadily create new options.
 - 1. Mass-media advertising. (Radio, television, newspaper, magazine)
 - 2. Direct marketing. (Mail, telephone)
 - 3. Personal recommendations. (Word-of-mouth)
 - 4. Coupons and trial offers

- B. Promotion is the way people are persuaded that the product is available, worthy, a good value, and the way explained how it may be acquired.
 - 1. Without effective promotion, the product does not stand a chance of succeeding.
 - 2. Without exposure, the target audience will either remain unaware of the product, or will not have a compelling reason to evaluate or try the product.

IV. Price

Determining the price of a product is a complex task.

- A. The decision incorporates an understanding of the actual production, distribution, and promotion costs.

- B. The decision includes determination of the profit margin needed to make the project worth time and effort.

- C. Market competition research is necessary to determine present product quantity and quality available already to the public.

- D. Next, the level of consumer demand for the product needs to be researched.

- E. Ultimately, the price charged should bring a fair and reasonable return on the investment and make the product financially accessible and equitably valued for the target market.

Successful products have blended the four aspects of marketing - product, place, promotion, and price - into an effective mix. If the proper balance is achieved between these elements, there stands a good prospect of having a successful marketing experience.

TRACT EVANGELISM

The Why Of Gospel Tracts

Tracts can go anywhere. Tracts know no fear. Tracts never tire. Tracts never die. Tracts can be multiplied without end by the printing press. Tracts can travel at little expense. They can run up and down like the angels of God, blessing all, giving to all, asking no gift in return. They can talk to one as well as to the multitude; and to the multitude as well as to the one. They require no public room to tell their story. They can tell it in the kitchen or the shop, the parlor or the closet, in the railway carriage or in the omnibus, on the broad highway or in the footpath through the fields. They take no note of scoffs, or jeers, or taunts. No one can betray them into hasty or random expression. Though they will not always answer questions, they will tell their story twice or thrice, or four times over, if you wish. And they can be made to speak on every subject, and on every subject they may be made to speak wisely and well. They can, in short, be made the vehicles of truth, the teachers of all classes, and the benefactors of all lands.

(American Tract Society)

Psalm 126:6; Isaiah 55:10; Eccl. 11:1; Matt. 13:3; Neh. 8:10; Psalm 68:11; I Chron. 16:15; Psalm 19:7-11; Psalm 102:18; Psalm 147:15; Isaiah 8:16; Hab. 2:2; Luke 8:11; Luke 24:32; John 2:22; John 5:24; John 20:31; Acts 20:32; I Cor. 15:3; II Cor 2:17; II Cor. 3:6; Gal. 1:8-9; Phil. 2:16; II Tim. 2:9; II Tim. 3:15; Heb. 4:12; James 1:18; James 1:21; James 1:25; I Peter 1:23; Rev. 1:2-3

What Exactly Do Tracts Accomplish?

“For more than 50 years I have prayerfully considered the problem, 'How can we evangelize the world in the space of one generation?' Long ago I was convinced that we could never send out enough missionaries. But there must be a way. After travel and study in 53 countries, I have come to the conclusion - the only way we are going to be able to carry out the Great Commission, 'Go ye into all the world and preach the Gospel to every creature,' will be by means of the printed page. By the systematic use of the printed page, we shall be able to enter every home and thus reach every individual with the Gospel message.”

(Late missionary statesman, Dr. Oswald J. Smith)

The message of salvation can be presented through means of the printed page. A Gospel tract never flinches; it never tires, never grows disheartened; it travels cheaply and requires no rented building; it works while we sleep; it never loses its temper; and it works long after we are dead. The printed page is a visitor which gets inside the home and stays there; it always catches a man in the right mood, for it speaks to him only when he is reading it; it always sticks to what it has said, and never answers back; and it is bait left permanently in the pool.

The printed page is deathless; you can destroy one, but the printing press can reproduce millions. As often as it is martyred, it is raised. The ripple started by a given tract can widen down the centuries until it beats upon the Great White Throne.

God's message in print can enter doors locked to the evangelist; it can be enclosed in every letter; its economy places it within reach of all; it preaches in the factory, the train, the kitchen; it visits the school and the jail, and whispers in the ear of the dying.

The printed message can reach those whose religions forbid them to go to church. The Gospel tract can reach the student who, proud of his intellectualism, refuses to "listen" to the Gospel or relate himself to it for fear of his fellow students or professors. Away from searching eyes, from the probing investigations of the state, away from the demand of superstitious religion, away from the critical intrusions of friends and family - the message of Salvation and Christ can be read and understood. Yes, a Gospel tract can be read over and over again until the message is understood and becomes a reality to the reader.

WHERE TO PUT TRACTS

1. In every bill or letter sent out.
2. In postpaid business reply junk mail envelopes.
3. In phone booths, rest rooms, all public places.
4. On cars everywhere (under windshield wipers or door handles).
5. On public bulletin boards, supermarkets, laundries, etc.
6. In the hands of everyone you meet, everywhere you go.
7. In unexpected places, beer six packs, alternately between napkins at a cafe, roadside picnic tables, shrines, etc.
8. In especially prepared bottles and balloons.

THINGS TO AVOID WITH TRACTS

1. Always pick up after yourself and team, as much as possible.
2. Avoid giving out poor quality printed tracts or wrinkled, dirty, soiled tracts.
3. Make the tracts apply to the individual, (as much as you can).

4. Never put tracts in private mailboxes! That is breaking a Federal Law.
5. Be careful not to break new type windshield wipers in lifting them up.
6. Tract distributing is always legal on public property but not always on private property. Never get arrested passing out tracts on private property. Leave private property courteously, if asked to.
7. Don't get upset if people refuse your tracts. Remember: "IF THEY REFUSE TO READ YOUR TRACT, THEY WILL CERTAINLY NOT FAIL TO READ YOU!"
8. Be thorough and extensive, but not fanatical. Be careful of carnal zeal!

TRACT POSSIBILITIES

1. Order or print enough tracts to supply and stimulate other tract users.
2. Beside your front door, install a rack, and keep a varied assortment for people that come to your door - postmen, Jehovah's Witnesses, cultists, salesmen, etc.
3. Write your own personal testimony tract. Consult the brochure "Writing Your Own Personal Testimony Tract".
4. Enclose a self-addressed card in every tract so that interested people may follow up.
(The response will be much greater, many times over, by using a generic name and P. O. Box instead of a church and local street address.)
5. Put a dozen or more tracts in your pocket each day as you dress and determine to give out that number EVERY day!
6. When tracting to large crowds, if a few start throwing down tracts, others will also!
THIS CAN BE REVERSED! Station several of your team in highly visible areas reading the tracts - absorbed in the message - even filling out the cards.
7. On airplanes, buses, trains, etc., give tracts to everyone on board from front to back.

GENERAL TYPES OF TRACTS

1. General purpose year round salvation tracts.
2. Special event tracts (designed for a specific crowd or a special event).
3. Special purpose tracts (doctrinal, false cults, devotional, issues, etc.).
4. Personal testimony tracts (consult special pamphlet on subject).

Winning Souls with Tracts

EVEN IN MY unsaved days, tracts interested me; and since the Lord saved me, tracts have intrigued me. It is my contention that anyone can witness of the Gospel of Christ by tract distribution. A Christian who does not habitually use *sound, Scriptural* tracts is constantly losing wonderful opportunities of increasing his usefulness toward man and his fruitfulness toward God.

Tracts can be tactfully given to fellow workers or travelers. They can be enclosed in letters and in bills in a most non-threatening manner. Tracts can become the third or neutral party through which one can witness. Tracts can be read to other people, and become a powerful witness in this manner.

Do you know a less threatening way to witness of the wonderful saving grace of Christ?

Do you know of a less expensive method of spreading the Gospel of Christ? Do you know of a surer way of "sowing bountifully" and "reaping bountifully" than tracts?

There are those who object to tract work because they have seen tracts on the sidewalks which were discarded by the recipients. True, some of the tracts may be thrown aside, or tossed into the waste basket, but there are many that are received and read and are the active means by which men receive the gospel. A man wrote from Newark, N.Y., saying he was walking to his work one rainy morning and noticed a piece of printed paper on the sidewalk which had been trampled upon. He was in a reading mood and although the paper was wet and dirty, he stooped, picked it up and perused it. He said: "The paper proved to be a tract entitled: \$35,000 Spurned For a Son." As I read it, I thought of ten persons to whom I should like to give a copy.

The tract bears your imprint, so would you please send me some extra copies of it?" The extra copies were cheerfully sent, so the discarded tract led to an increased circulation of itself.

Those who are hesitant to use tracts offer a wide range of excuses, but the fact remains that there are great numbers who will witness to the fact that they were influenced by a tract to return to the Lord and many have been saved of a clear gospel message given in a tract. The question remains: Do you use tracts? If you do, you are to be commended. If you do not determine before the Lord today that you will involve yourself in an extensive tract ministry. Remember, however, this is not a substitute for personal witnessing, both must be a part of the soul-winners practice presenting Jesus Christ as Saviour to lost men.

-- Tom M. Olson, Adapted

Christian literature ministry a page-turner in Costa Rica

By Deann Alford
Pulse correspondent

The young man came in to the Christian bookstore in downtown San José, Costa Rica. American missionary Howard Stroebel answered his questions about spiritual matters. The man returned some time later to browse the shelves and bought a book with an unlikely title, "God Doesn't Know I Exist," to take with him.

"He read it and got saved," said Stroebel, a missionary with Latin America Mission who for 20 years has managed Libreria Caribe (Caribbean Bookstore). The anonymous young man, the manager said, is typical of seekers who daily enter the approximately 90-square-meter shop. "Christian bookstores . . . are a neutral place," Stroebel said. "A person can come and browse, he can look and choose without a confrontation. We have many people who do that, and after buying a book or two are now believers."

"Our vision is to evangelize Costa Rica by means of Christian literature and to supply the evangelical church with the literature necessary for growth," Stroebel said, "so they may evangelize and disciple their own neighborhood."

Caribe operates a pair of stores in San José, but, through its book stands throughout the Central American republic, has not forgotten the 2 million of the country's 3.3 million inhabitants who don't live in or near the capital city. Its five-vehicle fleet and six full-time salespeople distribute Christian music and literature nationwide to 700 sales points. Those points include bicycle shops, beauty salons, meat markets, and grocery stores, as well as in over 500 churches, some of which are Catholic. Stroebel said that he would like to see this number reach 1,500 to better canvass the country.

Stroebel doesn't see a conflict in charging for the literature, saying, "If a person has to pay for something, he values it, and probably will read it."

Libreria Caribe's annual sales are \$1

million, placing it among Latin America's largest distributors of Christian books. As a nonprofit enterprise, proceeds go toward distribution expenses, as well as to expanding the stores' outreach. Additionally, Caribe donates approximately \$500 in books and other materials monthly to pastors.

Before joining Latin America Mission, the Oregon native worked in advertising and had additional business experience. In 1974 he and his wife, Marilyn, felt led to launch a book ministry in Costa Rica, which was approximately 6 percent evangelical. Since then, the Stroebels have witnessed revival in the country that has, according to some estimates, almost doubled that percentage. Stroebel believes Caribe has contributed to that growth.

"I feel that there is no ministry the church undertakes that is not nurtured by Christian literature," Stroebel said. "It is vital to the church for communication, information, direction, and growth."

Currently, Promise Keepers and Peter Wagner's books translated from En-

glish to Spanish are among Caribe resources impacting Costa Ricans. "We hear stories where people have taken Peter Wagner's stories on prayer and have seen a transformation in their churches as they pray. The impact of literature on discipleship is just huge."

Caribe has outgrown its small storefront headquarters and is seeking financing for property in an upscale area of the city, where Stroebel hopes to move the music distribution and production facilities. The expansion would help meet national demand, which

Stroebel feels Caribe must satisfy before enlarging the ministry to other Central American countries. Additionally, in conjunction with Evangelism-In-Depth, the Costa Rican Bible Society, and Libreria Caribe, the LAM-founded ESEPA seminary is planning to offer a class for training Christian writers.

Stroebel has no doubts about the efficacy of the printed page in reaching people for Christ.

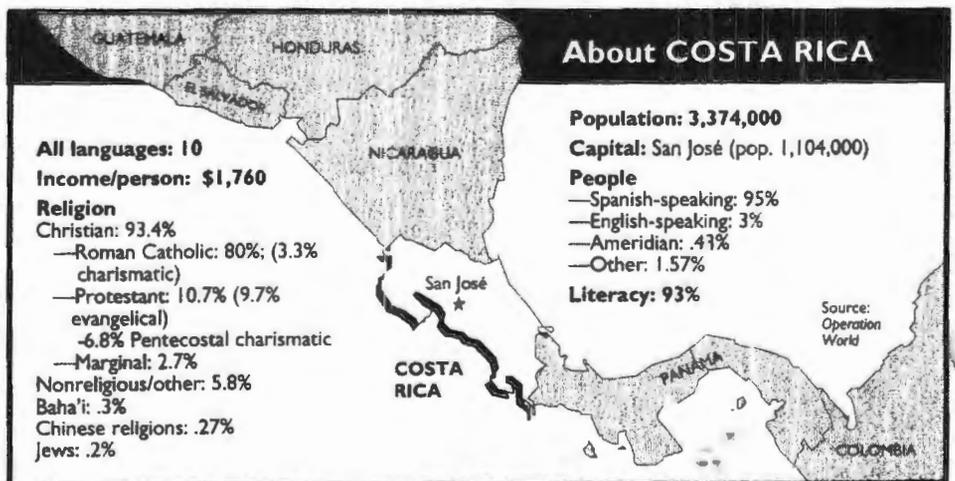
"I could tell of many people who

have come to Jesus because of the books they bought," Stroebel said. Citing just one example, he told of a man who recently became a Christian through a book bought in the store. "Then he began a Bible study in his home, and his family and some neighbors also came to the Lord," Stroebel said. "God is at work, and he uses Christian literature." ■



Howard and Marilyn Stroebel

"Our vision is to evangelize Costa Rica by means of Christian literature."



TRACTS AND HOW TO USE THEM

1. Never distribute tracts without praying.
2. Give tracts which are appropriate.
3. Talk with your subject if possible.
4. Always offer tracts with a smile.
5. Don't force tracts upon people.
6. Use only attractive tracts.
7. Keep your tracts in good condition.
8. Use only positive, constructive tracts.
9. Think up new ways to use tracts.
10. Begin now to use a tract a day.

(American Tract Society)

LITERATURE EVANGELISM: 12 REASONS WHY

- | | |
|---|---|
| 1. It is the most economical way of carrying out Christ's Great commission. | 7. It never needs a furlough. |
| 2. It lives after spoken words are lost. | 8. It never gets sick. |
| 3. It can be studied in secret. | 9. It always speaks the language of the people. |
| 4. It get undivided attention in quiet hours. | 10. It goes into homes and keeps repeating its message until they understand. |
| 5. It leaps across barriers and racial tensions. | 11. It is often more convincing than the spoken word. |
| 6. It goes where the missionary cannot go. | 12. Illiterates believe Scripture when read to them before believing the testimony of another illiterate. |

TRACTS

Tracts by their cheapness, their simplicity, point, variety, and brevity are adapted to an unlimited circulation, reaching the most secluded dwelling, arresting the most careless traveler by land or sea, with words of warning and of salvation, and acting as pioneers both to missionaries and the Bible.

(Dr. J. Newton Brown, the first book editor of the
American Baptist Publication)

SOWING GOSPEL SEED

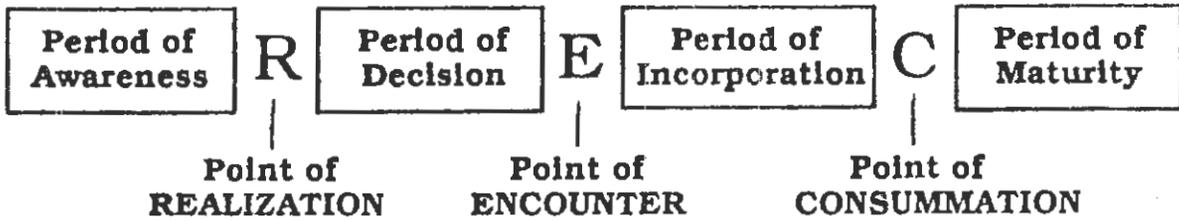
Oh, why not distribute some leaflets each day
To reach souls in darkness who've gone far astray?
They may find the Savior, the True Living Way.

Thou knowest not what seed shall prosper!
To believers, the tracts may bring comfort and cheer,
Or rouse a seared conscience, or soothe needless fear;
Then scatter these messages both far and near.
Thou knowest not what seed shall prosper!

The small Gospel tracts you may easily secure,
They'll bring blessings to you as you scatter them o'er.
They'll bring blessings to others, for God's Word is sure.
Thou knowest not what seed shall prosper.

(Author unknown)

Old Context: PAGAN -----> New Context: CHRISTIAN



D. The Engel Scale (Modified): The Spiritual-Decision Process.

GENERAL REVELATION		-8	Awareness of a Supreme Being, but no Effective Knowledge of the Gospel
CONVICTION	PROCLAMATION	-7	Initial Awareness of the Gospel
		-6	Awareness of Fundamentals of the Gospel
		-5	Grasp of implications of the Gospel
		-4	Positive Attitude Toward the Gospel
		-3	Personal Problem Recognition
	PERSUASION	-2	DECISION TO ACT (Acceptance or Rejection)
		-1	Repentance and Faith in Christ
REGENERATION			NEW CREATURE
SANTIFICATION	FOLLOW-UP	+1	Post-Decision Evaluation
	CULTIVATION	+2	Incorporation Into Body
		+3	Conceptual and Behavioral Growth
		+4	Communion With God
		+5	Stewardship
		+6	Reproduction
		+7	Internally (gifts, etc.)
		+8	Externally (witness, social action, etc.)

ADVERTISING YOUR CHURCH SERVICES

Using the Media to Reach Your Community

Written by C. Norman Noble
Cover by Designex, inside art by Dan Dunham

Chapter Four

Ready to Write

Writing an effective ad doesn't require a special talent. Most of us know what is appealing, what "sells," and it's simply a matter of applying that understanding to a given subject.

Presenting Your Message Provocatively

Be constantly on the lookout for provocative ways to present your message. Your job is to capture the attention of seasoned newspaper readers, and you must do something bold to stop

their page-turning! I don't mean that your ads should be provocative in the sense of being sexy, irritating, or annoying, but provocative in the sense of inducing action. There's a thin line between the two, so choose your words carefully, and then have some fun.

The next several ads contain headlines and messages that I consider to be provocative. As you read them, imagine how you might re-write them to fit the needs and personality of your church and community.

Interlake Christian Church:
**The Church of Jesus Christ
of Every Day Saints**
Interlake Christian Church
125 E 19th Avenue St., Bellevue, WA 98003
Bible School: 9:00 AM • Worship: 10:15 AM and 6:00 PM
Where the Bible is preached exclusively!

The Church of Jesus Christ of Every Day Saints

If there is any Mormon influence in your community, this headline can be a dynamic declaration. The first time it appeared in our local paper, there was an LDS stir that warmed my heart. They didn't know whether to be amused or abused, but we heard of their discomfort. This ad

accomplished another thing, it made an important point. As Christians, we are all members of a royal priesthood. There is no grade, or class, or difference between Christians. We're just "everyday saints." Whether or not you choose to be blunt in the ad's copy is up to you. Perhaps the headline could stand a few words of support. Perhaps it is able to stand alone.

APRIL 1st
National Atheist's Holiday
Read Psalm 14:1
*Commit no iniquity, this day shall be
 without success.*

Interlake Christian Church
 5225 119th Avenue SE, Bellevue, 641-6673
 Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM
Where the Bible is preached—exclusively!

April 1st, National Atheist's Holiday

The devil doesn't make me do it, but I love to run this ad once a year! I know that causing a person to read Psalms 14:1 will stimulate a thought process, because no one wants to be thought a fool.

Here is another treatment of this same message. This ad would work if you don't care to take the risk that your reader might not stop to look up the verse, or might not even have a Bible.

**NATIONAL ATHEIST'S DAY
 (APRIL 1)**

*"The fool says in his heart,
 'There is no God.'"*
 —Psalm 14:1

*"The way of a fool
 seems right to him,
 but a wise man
 listens to advice."*
 —Proverbs 12:15

*"Be very careful, then,
 how you live—
 not as unwise but as wise,
 making the most
 of every opportunity,
 because the days are evil."*
 —Ephesians 5:15, 16

*"But God said unto him,
 'You fool!
 This very night your life
 will be demanded from you.'"*
 —Luke 12:20

**Wise men and women
 seek Him still.**

Join us this Sunday.

Interlake Christian Church
 5225 119th Avenue SE, Bellevue, 641-6673
 Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM
Where the Bible is preached—exclusively!

DEATH IS A FACT OF LIFE —IF YOU ARE A CHRISTIAN

What does the headline mean? That death is inevitable? Or that death is the beginning of eternal life—for the Christian? If it means the latter (and it does), why does the Christian rate? Why should he alone have eternal life?

Because God set it up that way, that's why! And He means to exclude no one. His invitation was to all ... that all might be saved. "Whoever who believes and is baptized will be saved, but whoever does not believe will be condemned" (Mark 16:16).

At Interlake we take God at His Word. And we are His eternally. Please join us at His church tomorrow—and in Heaven eternally.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673

Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

Death Is a Fact of Life if You Are a Christian

Morbid? No, that's good news. Read the headline carefully. It says that death means life for Christians. Hey! That's not too shabby—tell me more. And so you do in your copy.

Remember that almost every human would like the hope of

eternal life. But few dare to hope, for where is the promise? It's a sweet message we have to share; richer than the finest chocolate, more ambrosial than the most fragrant rose. Consider the possibility of more than one body of copy; this headline should suggest two or three paragraphs.

U.O.U.

You Owe You. You no longer owe God.
That debt was paid
by Jesus on the cross.
So if there's anything separating
you from God, it's you.
Investigate His redemption plan
at your nearest saving institution:
that is, any church
where God's Word
is faithfully proclaimed.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, WA 98006

Bible School: 9:00 AM • Worship: 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

U.O.U.

The headline sounds selfish and inward-looking. It is. And in this case, it is perfectly permissible. Everyone needs to realize that Jesus paid it all, and there is no longer a debt owed to God, but there is a need for everyone to determine what is causing a gap (if any) between himself and God.

If you study the ad carefully, you may also see the makings of another ad. Did you notice the phrase, "your nearest saving institution"? The function of the Christian church is to show the way of salvation; in other words, the church is a "saving institution." Make of that what you will.



**Take Me,
I'm Yours.**

A long time ago, God made an offer to us. Basically he said, "Take Me. I'm yours." Since then, we've taken Him, all right, although not in the way He wanted us to. But God is steadfast. His love for us is eternal. He will forgive us, if we just ask. Two thousand years ago, He established a plan of salvation for all of us, for the duration of the world. It is THAT plan that we talk about at Interlake Christian Church. We don't add to the plan, we don't take away from it. It's God's plan ... and we gratefully accept it.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

Come to Life!

Easter is the traditional time when we celebrate Jesus' triumph over death, and praise God for the new life He has given us.

Please join us tomorrow for one (or more!) of our celebration services; 8:30 AM, 9:45 PM, 11:00 AM, and 6:30 PM which will be a service of all music and praise.

*And if you have not accepted God's gift of new, and eternal, life, let **this** be the day when you come to life!*

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

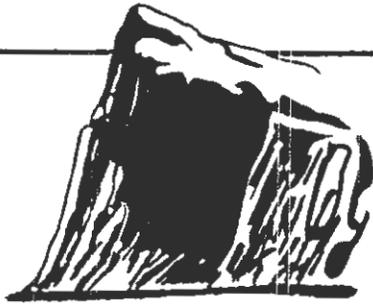
Finding a Clever Headline

The ad headline is all-important. A clever one will draw a potential reader into the copy, where an ill-conceived or boring headline will not. If you can come up with a clever headline, the body copy almost always follows easily. But as you begin your ad-writing adventure, it is often difficult to get started.

One technique to stimulate your creativity is to look at existing ad slogans and let them give birth to new ideas for your application. Be careful that you not cross into the boundaries of plagiarism and violations of copyright and trademark laws.

Short phrases and slogans are not generally subject to copyright laws, but individual words, names, symbols, and devices are. You can usually tell whether or not something is copyrighted by looking for the copyright © or trademark ™ symbol—but even this is not sure protection since these symbols are not always used, even when the item in question is registered with the copyright office.

Sometimes advertisers come up with slogans that in and of themselves are not subject to copyright because of their generic nature, but are nonetheless popular because of their frequent, advertised use. Some of these may serve your



Get the Peace of the Rock His Name Is Jesus!

You are invited to to worship Him with us at:

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

ACCEPT NO SUBSTITUTES!

"What fools they are they who carry around wooden idols and pray to gods that cannot save. Consult together, argue your case and state your proofs that idol-worship pays" (Isaiah 45:20-21*).

Oh yes, the folks 2,700 years ago had their gods too. We didn't invent them. Nor did we invent unbalanced allegiance to money, ambition, pleasure and so on. But those gods now, like then, still can't save. Yet we hunger after them as if they could. Strange, isn't it?

Being a Christian is not a sure-fire guarantee that your meaningless loyalties will cease—unless you want them to. But it's a beginning. The beginning of the rest of your life—if you have prayed to the God who can save. Please worship God. Now, and this Sunday, with His family.

THERE IS NO SUBSTITUTE!

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

*The Living Bible, copyright ©1971 by Tyndale House Publishers, Wheaton, Illinois 60187. Used with permission.

cause, gaining instant recognition because of their popularity, and good readership because of their out-of-context application. For example, a local bank (in Seattle) once advertised, "**Come to Life.**" That sounded to me more like an invitation from God than an appeal from a money lender so I converted it into such. The slogan itself was in public domain.

A public transportation slogan on the side panels of buses proclaimed, "**Take me, I'm yours.**" That's the message of the gospel, so I used that phrase as long as the transportation advertising campaign remained popular. Another advertiser said repeatedly, "**Accept no substitutes.**" The first chapter of Galatians makes the same warning and this headline worked very well for the message I wanted to share; a warning against the danger of cults and those who would lead people astray.

A national insurance company has, for years, suggested that people "Get a piece of the rock." I always considered Jesus to be the Rock and the source of my peace, so I modified the headline to read, "**Get the peace of the Rock,**" and re-drew the Rock of Gibraltar so that it differed from its familiar counterpart, but made the point all the same.

Alternate Treatments:

Accept No Substitutes

Every man needs a god. Every man has a god. Every man's god is not God. But every man's god is the choice of his own heart. The very personal subject of where you stand with your god, and with God is an important issue—more important than this life, because it concerns death. And if you trade God for a god, you've traded eternal life for death—which is a poor substitute.

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Where the Bible is preached—exclusively!

Take Me. I'm Yours.



A wiggly, warm puppy is a source of joy, but "puppy love" can't even compare to the love that God is waiting to give you. God's love defies description—or understanding.

"God demonstrates His own love for us in this: While we were still sinners, Christ died for us."
(Romans 5:6)

If you're ready to receive God's love, join us this Sunday—take the first step towards becoming a member of God's family.

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5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM
Where the Bible is preached—exclusively!

Come to Life!



"What is your life?" asked James, the half-brother of Jesus.

You are a mist that appears for a little while and then vanishes." (James 4:14)

"Everything is meaningless," said King Solomon. "What does a man gain from all his labor? Generations come and generations go, . . . and even those who are yet to come will not be remembered by those who follow." (Ecclesiastes 1:2, 3, 11)

"I am the way and the truth and the life," Jesus said. "No man comes to the Father except through me." (John 14:6)

Are you tired of the vanity of your life? Do your days drift away like a vapor—and have as much meaning?

Jesus came to life—twice. Once to show us the way, once to pave the way. Jesus came, that we might have abundant life.

Come to life—Jesus Christ, the author of life, the only one who can give it purpose.

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Where the Bible is preached—exclusively!

A favorite ad of mine used to be,
He was not of this world.
He was sent to earth as a child by His Father
and was raised in humble circumstances.
He was here for a purpose . . .
to bring truth and justice
to the meek, the oppressed, and the afflicted.
This was not Him.

A drawing of Superman was printed beside the copy. Then I learned that the image of Superman is owned by D.C. Comics, lock, stock, and colored cape! Whether or not anyone from D.C. Comics would have ever seen my ad, or cared, is not the issue. The issue is one of morality and obeying the law, and as Christians, we certainly do not want to suggest to the world that we are ignorant of the law, or think we are above it.

Then there was that familiar slogan that encouraged people to brush their teeth. I changed it to, "Prevent Truth Decay; Read Your Bible." An American Cancer Society anti-smoking ad used to urge people to "Perform A Death-Defying Act. Stop Smoking" I liked its cleverness and so changed it to read, "Preform A Death-Defying Act. Become a Christian!" What a truism that is. What a powerful, eye-catching statement!!

All of these slogans fit perfectly into church ad headlines. Your local and regional ads will no doubt provide the same resource and stimulation for your creativity. If there is any question as to whether or not a certain phrase is copyrighted, call the federal copyright office in Washington, D.C. (202-479-0700) to find out.

One more word about copyright protection; you may *never* reproduce a piece of art exactly as it appears in print. You may adapt a piece of art, or draw (not trace) your own version, but you may not even do that when the image is a copyrighted creation (Superman, Mickey Mouse, Ronald McDonald) or a real person (unless you receive permission). Please note that you *have* been given permission, by both the author and the publisher, to reproduce the artwork in this book. Everything has been redrawn and all rights purchased to make this possible.

The ads that I have discussed are pictured so that you can see how I used recognizable ad slogans as springboards for my ads. The same idea can be applied to familiar figures of speech.

Prevent Truth Decay, Read Your Bible.



The Bible is God's letter to His people. It is filled with truths that will have a profound effect on your life. Read it regularly. Study it with God's people.

If you haven't found a church home, we invite you to Interlake Christian Church where the name of God is mighty, where the Spirit of God is holy and where the Lamb of God is worthy.

Interlake Christian Church

5225 119th Avenue SE, Bellevue. 641-6673
 Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

Perform a death-defying act: BECOME A CHRISTIAN!



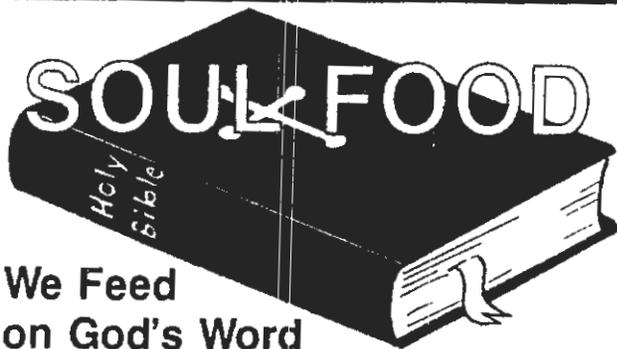
For Christians,
 death is merely the door to eternal life.
 That is what the Bible teaches,
 and what we believe.

If you'd like to learn more,
 come study God's Word with us.

Interlake Christian Church

5225 119th Avenue SE, Bellevue. 641-6673
 Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!



We Feed on God's Word

Interlake Christian Church believes that the Bible is God's holy and inspired Word. We teach it, we memorize it, we seek to fill our lives with it.

We also believe the warnings in Proverbs 30:6, Galatians 1:6-9, and Revelation 22:18 that *no one* is qualified to change God's Word, or claim to have a "new" message from Him.

If you are hungry for a relationship with God, if you are thirsty for eternal life, come feed on God's Word with us—it is food for the soul.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School: 9:00 AM • Worship: 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

Soul Food

Only those who have feasted on the Bread of Life and drunk of the Living Water may say, "It is well with my soul." Our world is starving to death for lack of food for the soul, and yet this food is abundant in supply. Your job is to let the hungry know of the availability, the nourishment, the fulfillment, the satisfaction, the sweetness of this food. They need to know where to find it. We may hunger and thirst after God's Word as much as we do after temporal food—in fact we should! The difference is that feeding on God's Word sustains eternal life.



Jesus left us two basic commandments to follow. They were both centered around love. We are to love our neighbors as ourselves and we are to love the Lord our God with all our might.

God is concerned about our love life. He wants it to be perfect in every way. But we are the only ones who can allow Him to bring about that perfection. He loves us first, and always, but we must respond to His love.

Get a jump on Valentine's Day; begin your love affair with God tomorrow.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School: 9:00 AM • Worship: 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

How's Your Love Life?

Most people *won't* tell you the truth if you ask. "Just fine," they'll say, while aching inside. So don't ask the question and expect a straight answer. Ask it, instead, to invoke silent responses from the readers. Share God's love and its availability. Tell them of His love affair with us and how their love life can change forever by just accepting Him: and His love.

You'll Never Walk Alone

Psychiatrists say that many of us are lonely, even when surrounded by people. Loneliness is a terrible malady. Jesus experienced it on the cross when He knew that His Father had forsaken Him because of the sins He was bearing for us. It caused Him to cry out in anguish. How much more, with us being weaker vessels, will loneliness take its toll? Yet God has always reached out to us, offering His love and His comfort so that we will never walk alone. That's precisely the hope that many people need, and your ad can give them that hope.



You'll Never Walk Alone.

Are you walking with God? Or are you walking alone? Are you following man? Or are you following God's footsteps? If you're out for a Sunday stroll tomorrow, and want someone to walk with, drop by God's house and ask to speak with Him. He'll walk with you. And you'll never walk alone again.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

We Go By the Book

Don't use this ad if you don't adhere to God's Word. But if you do, why not let your community know it? Here's a chance to use a popular expression to introduce a fact about your church. You may use the headline more than once to help explain many of the things in God's Word that you practice and follow.

We Go By the Book

In matters of doctrine and faith, we take the Bible, especially the New Testament, to be our only rule of faith and practice. We hold it to be an authoritative, reliable guide in matters of belief and practice. It is our desire "to speak where the Bible speaks and be silent where the Bible is silent." And so, we have no book but the Bible, no creed but Christ, and wear no name but Christian. By no means are we the only Christians. But we are Christians only, seeking to serve God as He intended, according to His Book.

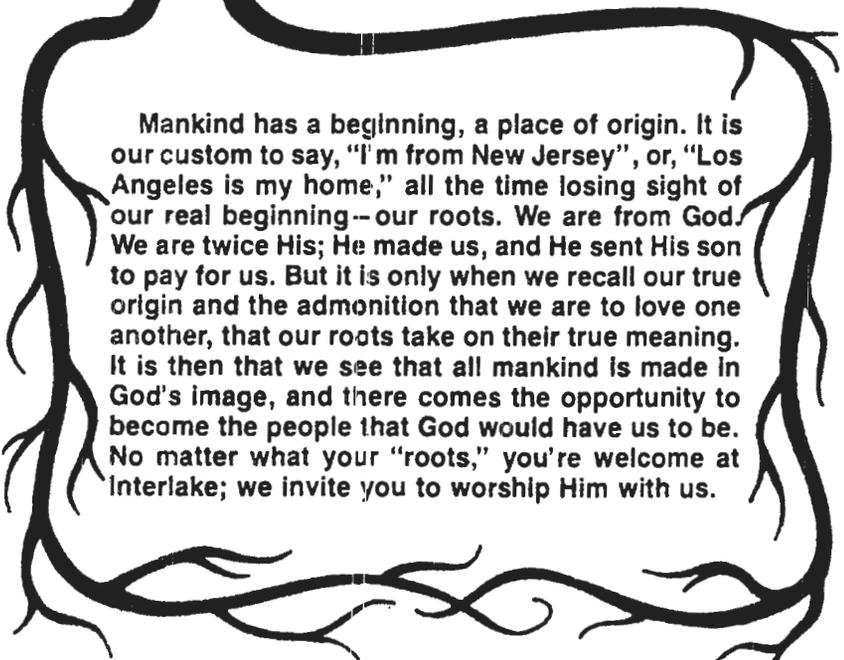
Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!



Where are your Roots?



Mankind has a beginning, a place of origin. It is our custom to say, "I'm from New Jersey", or, "Los Angeles is my home," all the time losing sight of our real beginning--our roots. We are from God. We are twice His; He made us, and He sent His son to pay for us. But it is only when we recall our true origin and the admonition that we are to love one another, that our roots take on their true meaning. It is then that we see that all mankind is made in God's image, and there comes the opportunity to become the people that God would have us to be. No matter what your "roots," you're welcome at Interlake; we invite you to worship Him with us.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673

Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

WHO IN HELL CARES?

No one.
But God in Heaven
cares.
Very much.

Think about it.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

Roots

Some of us care about our heritage and the things that shaped our lives, so looking back into history has meaning and impact. The problem is, most people don't go back far enough. And in seeking an individual ancestor, they miss the commonality that binds us all. It is important for all of us to realize just whose children we are. "In the beginning was the Word . . ." We started out linked to God. We were His because He made us. We are still His, but we must recognize His ownership. We do that by understanding His Word and our roots. This ad lets you get into this subject.

Who in Hell Cares?

I have no more favorite ad than this. It is dramatic, attention-getting, a real stopper. If you see the headline there's no way you won't take the time to read the ad. Even in today's world of crudeness and rudeness, where people talk whatever way "feels good" to them, this headline seems out of context. But now that you have their attention, don't make the mistake of trying to say too much. Let your message be short and pointed. Let its terseness support the shock-effect of its headline. The bigger you can make this ad, the better, for in a newspaper devoted to "white space," the starkness of a large black ad stands out dramatically.

**Approved.
How will you be found?**

The stamp of approval. From the beginning of our understanding of what was acceptable, we have always sought the approval of others. And the final approval, that big stamp in the sky, is the most important one of all. I don't care who the person is, or how rotten he is, he would like to be found acceptable by God. So asking the question merely stimulates the thought that buzzes around most heads from time to time, and it does give a person pause to think. Chalk up one more successful ad.



**How will you
be found
by God?**

Interlake Christian Church
5225 119th Avenue SE Bellevue 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM
Where the Bible is preached—exclusively!

Where There's a Will

Where there's a will, there's a way. You've heard that expression; almost everyone has. So use the opportunity to tell people about God's will and God's way. The truth is simple and easy to understand. Allow your ad to be the same.

**WHERE THERE'S A WILL,
THERE'S A WAY.**

*There is a will. It's the New Testament.
There is a way. It's Jesus.*

*"I am the way and the truth and the life.
No one comes to the Father except through me."
(John 14:6)*

*We all are heirs of the kingdom.
And the way has been provided in the will.*

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

You're SAFE!
... sort of.

DON'T BE HALF SAFE!

There is no such thing as a part-time Christian. You are either for Jesus or you are against Him. You are either following His teachings or you are not. You can't be "half safe." So come on home!

Interlake Christian Church
5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM
Where the Bible is preached—exclusively!

Don't Be Half Safe

This ties in with the hope most people have of going to Heaven based solely on the fact that they've been fairly decent people. This "loving God syndrome" ("If God is love, He'd never

condemn a person to Hell"), is wrong. Challenge the reader to be "safe," to establish a meaningful relationship with God now, before it's too late. Standing on third base when the final out is called means you didn't make it home safely.

P-S-S-S-T

**Open Sundays
for your
convenience.**

Interlake Christian Church
5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM
Where the Bible is preached—exclusively!

P-S-S-S-T

**We're Open
Between Easter
and Christmas
Too!**

Interlake Christian Church
5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM
Where the Bible is preached—exclusively!

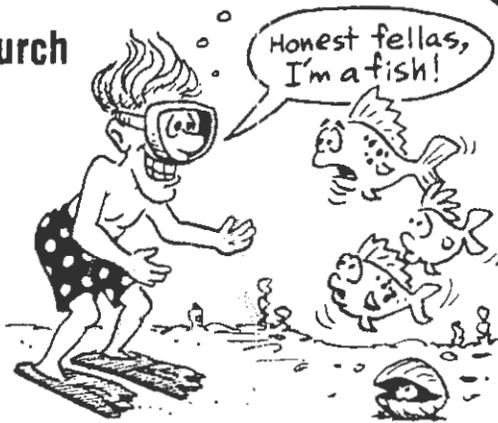
Psssst!

Most everyone enjoys being in on a secret. "Pssst!" suggests that something special is about to be revealed. What is revealed is up to you. Just remember that your job is to share what you know so that God's Word is *no* secret.

Hey! Neither one of these ads is news! The readers knew these facts, it's just that they've got

other things to do, and church isn't a priority. Is there a purpose to this ad, then? Yup. Mostly it's repetition; putting your church's name in front of your community in a non-traditional way. Its title will make a lot of church-oriented people smile. And people will remember you, which is the whole idea.

If just going to church
makes you
a Christian,
then just going
swimming
makes you a fish.



Join us in a great and mighty work for God.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673

Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

Honest Fellas, I'm a Fish!

This ad is designed to unsettle the bench warmer, the couch potato, and the pew lounge. However, it is doubtful that you will motivate them to come to your church. Things are too comfortable where they are. So why run the ad? First, it's attention-getting, which is in your best interests. Second, it has humor, which will make people smile. Third, it gives a clue to the person who is looking for a place where his/her talents can be utilized, that yours is a working (for the Kingdom) church.

Painfully, this ad makes the point that as "hearers" of the Word, we must be "doers" as well. Jesus was even more pointed and painful when He said what He would do with those who were lukewarm in the faith. ("I am about to spit you out of my mouth," Revelation 3:16.) It takes more than pew-sitting to make a Christian, and periodically, we need to remind each other of this fact. While this ad may bring a smile to most faces because of the silly, ludicrous statement, it should also bring to mind the absurdity of thinking you are a Christian just because you go to church.

I'M IMPRESSED

What has impressed me most about Interlake Christian Church is its caring nature. It's a fellowship built on God's love, where the well-being of the whole person, physical as well as spiritual, is ministered to. My needs are being met on a daily basis, not just on Sundays. Come to think of it, that's more than impressive; that's exciting!!



Interlake Christian Church
5225 119th Avenue SE, Bellevue, 641-6673
Bible School: 9:00 AM • Worship: 10:15 AM and 6:00 PM
Where the Bible is preached—exclusively!



A REAL TREAT

Sundays are a real treat for our preschoolers. They get excited about being with our church family at Interlake.

We enjoy the sharing and caring in Christ's name that has become a very important part of our walk with the Lord.

Interlake Christian Church
5225 119th Avenue SE, Bellevue, 641-6673
Bible School: 9:00 AM • Worship: 10:15 AM and 6:00 PM
Where the Bible is preached—exclusively!

Using Testimonials

I introduced testimonial ads in chapter one, and gave two examples. Review page fifteen, and the following to find out why they are effective.

I'm Excited!

A headline similar to this one, supported by a photo of a smiling person, can be a very powerful ad. Not too long ago, our church produced a direct-mail piece that had several close-up pictures of our people, all smiling. Accompanying those pictures were short testimonials written by the persons pictured. It was very easy to take each of those photos and testimonials and turn them into church ads. You could also group several testimonials under a general heading to create a larger ad. You could change faces and facts as many times as there are people (of every age!) in your congregation.

You wouldn't want these ads to "preach." They should be testimonies from people who have meaningful, positive, uplifting things to say. They

should give reasons (both heavenly and earthly) why others should consider attending your church. And they should be brief.

The field for testimonials is wide open. Just about anything that you want to say (that meets the above criteria) is acceptable to use in an ad. One way to go about this is to determine what you want to say, and then find people who will say it for you—in their words. Another way is to invite your congregation to say anything (positive) they want. You will discover that if you give a five-year-old a chance to say something, he'll do a surprisingly good job and will certainly sound more like a five-year-old than if you try to write it yourself. The same holds true for others in your congregation. There are some very effective ways of saying some very important truths, and these messages are not always written by communications majors. You have the right to edit, naturally, but their writing/speaking style and personality are the things to reflect, not yours.

You will note that none of these testimonial ads

CHRISTIANITY.

MAYBE YOU CAN
GET BY WITH
SOMETHING LESS.



MAYBE A CHICKEN
HAS LIPS.

Interlake Christian Church

5225 119th Avenue SE, Bellevue, 641-6673
Bible School, 9:00 AM • Worship, 10:15 AM and 6:00 PM

Where the Bible is preached—exclusively!

Maybe You Can Get By

Don't ask me what this headline means. I don't know—I just think it's funny! But seriously, let's be most observant of what it proclaims. There is no way that someone is going to "get by" without Jesus as Lord. "I am the way, the truth and the life. No one comes to the Father but by me." Wow! Hey, maybe there's a chance (through the theory of evolution) that chickens will some day have lips. Cling to that thought, citizen. But God says He will not be mocked. Don't you think that chickens with lips would be a mockery? I do. As far as the ad is concerned, there are many different ways that you can go with your copy. All you must do is figure out what works best for you.

Jesus Came That We Might Have Light

The beauty of an ad like this is found in its simplicity and subtlety. The visual makes the reader think, and with the words comes the light. Don't fall to the temptation of adding words to a message that is already clear.

Jesus
came
that
we
might
have
light

Tomorrow morning, we're celebrating God's gift of light—His illumination for the world—with songs, and praise, and uplifting good news from His Word. We hope you'll join with many of your neighbors at our 9:00 AM Bible school and our 10:15 AM worship service—where God's light will be shining brightly to welcome you.

Interlake Christian Church

Heads In Search of a Body

"Turn a phrase" to your advantage. You might invest in a book of expressions for some ideas, but if you'll just listen, most of the phrases and expressions you'll ever need are within earshot; you just have to recognize their potential—and then do something with them.

Over the years, I have collected many candidate-headlines. Whenever I see an idea that might work, I make note of it and file it for future

1. What They Don't Know *Can* Hurt Them!
2. What You Don't Know Can Kill You
3. You Asked For It— You Got It!!
4. Education Is the Apprenticeship of Life
5. Dedicated to the Future
6. You're in Good Hands
7. Is It Worth the Gamble?/Risk?
8. Basic Training
9. Plant a Seed and Watch It Grow
10. As the Twig Is Bent
11. Back to Basics
12. What are You Doing for the Rest of Your Life?
13. It's All in the Family
14. For the Love of God
15. We're Working to Beat Hell!
16. It's a Matter of Death and Life!
17. THE BIBLE: Bread for Daily Use, Not cake for special Occasions.
18. You Get What You Pray For
19. We Read Psalms
Psalm Reading Done Here
20. We're Here to Raze the Devil!
21. Soul Security
22. One Out of One Dies
23. Are You a Do-Gooder or a Good-Doer?
24. Do Not Immerse!
25. Let Go and Let God!
26. The Best Things in Life Are Free
27. Are You a Square Peg in a Round Hole?
28. We Preach Sin Black, Hell Hot, Judgement Sure, And Jesus Lord!
29. Act Now—Avoid the Rush
30. Somebody Lied! God Never Died!
Somebody's Lying to You (John 8:44)
31. The Road to God Is Not Paved!
The Road to God Is Prayed
The Road to God Is Not Paved—
It's Prayed.
32. It's in the Book
33. If You've Never Prayed for Patience, Don't!
34. Is That All There Is?
35. What Does the Fine Print Say?
36. Better Than Aspirin, God Takes the Pain Away!
37. Better Than Tide,
God Gets Out the Stains That Others Leave Behind.
38. Life Is What Happens to You While You're Making Other Plans.
39. Like Father, Like Son
40. Don't Make Up Your Mind
41. Think Only Thoughts of Success
42. Honor Your Father
43. The Closer You Look...
44. But God ... (Ephesians 2:4-9)
45. If You Don't Have Any Sins, Bring Someone Who Does.
46. Get Into the Acts—And See God Working Through Men.
47. Happy Hour
48. We're Wait-Watchers
49. The Good Stuff
50. Let Yourself Glow
51. Lord, Liar, or Lunatic???
52. It's the Real Thing!
53. Good Grief! (Easter)
54. He Knows When You've Been Bad or Good (Christmas)
55. This Is Living!
56. Read Any Good Books Lately?
57. It's Your Life—Now and Forever!
58. Forever Yours
59. "I Can Take Care of Myself!"
60. Reach for the Good Life
61. Have You Found Peace?
62. Want the Peace of the Good Life?
63. Missing Something?
64. How Will You Answer God?
65. Get Your Act Together
66. You Were Created in the Image of God—
Can Anyone Tell?
67. When You Stand Before God,
Who Will Come to Your Defense?
68. You Are Not Alone
69. Go for It!

In Summary: How to Write a Classified Ad That Works

Be Complete

Present only one thought at a time, but be complete in expressing that thought. Put yourself in the reader's place. If you were thinking of visiting a church, would the incompleteness of the ad you have prepared lead you to seek more information about this church—or would it frustrate you to the point of deciding you weren't interested? Don't leave your reader hanging—confused by your message and wondering, "What's wrong with the people at that church?"

Don't Exaggerate

Misleading information may bring potential members to your doors, but it won't help bring them back week after week. People have a right to know who you are. No one likes to be deceived, and if there is any organization that must be pure in its dealings with others, it's the church—the bride of Christ.

Avoid Abbreviations

Abbreviations can be confusing. Rather than trying to figure out what you have to say, confused readers will just go on to the next ad. "N.T." may clearly mean "New Testament" to you, but those letters could be the organist's initials for all most people know. Feel free to use "AM," "PM," "St.," "Blvd.," and other well-known abbreviations. But Christian abbreviations known only in religious circles are "ho ey," not "holy." For most people, there's too much missing and the meaning is lost.

Feel Free to Ask for Help

Help is free for the asking. Your local newspaper maintains a staff of professional "ad-visors" who write dozens of ads weekly. They are a resource that should be tapped, for they can provide counsel and suggestions that may tip the scale in the success or failure of your ad.

Know Your Marketplace

You must know who you're trying to reach with your ad: people looking for a church, people who used to attend church but don't anymore, people

who want their children to have some religious training, people who have no interest in church, people who are atheists. When you write your ad, picture a particular audience in your mind. You'll find it much easier to write to *them*.

Keep It Simple

Print a simple, uncomplicated message. Use a simple, uncrowded layout. Limit each ad to one point and make that point with clarity and succinctness. Design your ad to include lots of white space. Readers are not attracted to clutter, they mistake it for confusion.

Gain Quick Attention

In the highly-competitive newspaper advertising market, if your ad doesn't stand out from among the *hundreds* of others, you have wasted your money. You *must* get the reader's attention, and you can do that only with photographs, artwork, headlines, or layout. If *something* doesn't catch the readers' attention, they will never read your zippy copy, no matter how creative, no matter how sparkling.

Let the Newspaper Work for You

Most people look at newspaper advertising, virtually all of which is typeset, and say, "I can't afford it!" What they don't know is that the typesetting is included in the price of the ad. All they have to do is rough out the copy they want, rough out the ad layout, and give this information to the appropriate person in the newspaper display advertising department. They'll take it from there.

In Conclusion

A catchy advertising series will gather a continuing readership ("What are they going to say next?"). It can establish the image of the sponsoring church. It can proclaim the gospel and make valid, vital points about salvation, God's plan, and living a more joyful life here on earth. An advertisement can be the means by which a person first encounters the Christian message. Go for it!

LOOK AT THE BOOK

QUESTION

Why is sin such a problem?

ANSWER

Sin is a problem to each of us because of what it is and what it does. Briefly, we are each sinners because we were born that way and sinners because we make wrong choices. Sin is so bad because it separates us from God. The Bible says, "Your iniquities have separated you from your God; your sins have hidden his face from you, so that he will not hear." (Isaiah 59, v2).

When one first begins to seek God, he does so because he feels that he has a sin problem. You may have tried to reform your life and to some degree you have seen some improvement. You will, however, have no lasting peace until you find salvation through Christ. Sin separates. The cross is the bridge that reunites man to God. Have you experienced this? To help in your search for God ask Mr. Ecclestone for a helpful booklet called "The Reason Why."

Milton Baptist Church
MILLRISE ROAD,
MILTON, STOKE-ON-TRENT

LOOK AT THE BOOK

QUESTION

How does one become a child of God?

ANSWER

Let me clarify, not everyone is a child of God for a spiritual birth has to take place for one to become a child of God. The Bible says, "As many as received him, to them gave he the right to become the children of God, even to them that believe on his name." (John 1, v12).

Two words of action are seen here. First, "believe." To believe on Christ means to trust in and to rely on the Jesus of the Bible and the Saviour's work of redemption by His shed blood on Calvary's cross. Second, note the word "receive." God offered to us His Son and each of us personally must "receive" Him by faith alone apart from any works or our own merit. Want to know more? A free correspondence course will be sent if you request it. Write to Mr. Ecclestone.

Milton Baptist Church
MILLRISE RD,
MILTON, STOKE-ON-TRENT

LOOK AT THE BOOK

QUESTION

What did Jesus mean when He cried from the cross, "It is finished"?

ANSWER

Acceptance of Christ as my Saviour is all that is necessary to save me for all eternity. The simplicity of salvation seems to make it hard to grasp. But if I owe 100 and have nothing with which to pay, and a friend pays the debt for me and gives me the receipt, I don't worry about it any more. I can look my creditor in the face, for I hold his signed receipt. As Jesus Christ gave His life in place of mine, He said, "It is finished," meaning that the work of atonement was completed, and God gave me His receipt.

What to know more? Request a free booklet "The Life That Satisfies" from Bill Ecclestone:

Milton Baptist Church
MILLRISE ROAD
MILTON, STOKE-ON-TRENT

LOOK AT THE BOOK

QUESTION

How do I know that God loves me?

ANSWER

The Bible says, "While we were yet sinners, Christ died for us." (Romans 5, v8).

That "Christ died for us" is not easily understood, but it is essential to believe it and to feel the good of this great truth in our souls. Think back in time to the Lord's last hours on earth. Remember that it was for His own that Jesus prayed His Intercessory Prayer. And later with us on His heart, Jesus agonized in Gethsemane while the disciples slept. Can you see Him in Pilate's Judgment Hall? They are mocking the spotless Son of God and "for us" He remains silent. A crown of thorns is placed on His head. Soon they will be whipping Him with a long stick. Now they take Him to Calvary where long spikes are driven through His hands and feet. "For us" Jesus receives meekly this cruel treatment. After the cross is erected between two thieves and the crowd is crying out for His blood, His voice is heard saying, "Father, forgive them, for they know not what they do." Can any really wonder if God loves us after seeing Christ dying for our sins at Calvary? For a clearly written booklet on salvation you may write to Mr. Ecclestone at:

Milton Baptist Church
MILLRISE RD.
MILTON, STOKE-ON-TRENT

August 9, 1990

The Holladays placed these four articles in British newspapers this summer at a total cost of over \$600.

It is their fervent prayer that this work may continue in the months ahead as the Lord provides the funds.

RACE STREET BAPTIST CHURCH

610 RACE STREET
CATASAUQUA, PA 18032
Telephone (215) 266-9716
Pastor Gary L. Freeman

Ministries:
Fundamental Bible Preaching Mission
Director Paul L. Freeman
"Handfuls On Purpose" - Newsletter

June 28, 1990

Milton Martin
Box 3565
Temple, TX 76505

Dear Milton Martin,

Thank you for your recent letter and request for Gospel Ads. Thank you for the extra material you sent along. The following is from my typewriter's memory.

Please find enclosed the Newspaper articles that you requested. You may use them in any way you desire. We have not copyrighted them and only desire that they be used for the glory of God. It costs us about \$95.00 to run the ad one time in our paper. Of course our paper is a large circulation paper. You may find that a discount price is available with your newspaper if you agree to run articles on a regular basis. Sometimes they offer a church rate.

We have used the newspaper ministry and have seen it result in people coming to our church. Many of the people who attend now came as a result of the newspaper article.

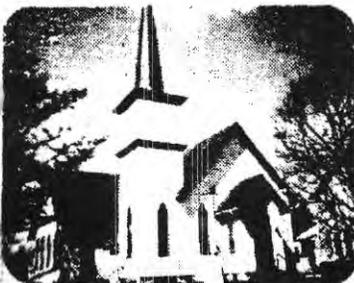
If you decide to use the newspaper ministry please let us know how it goes as it will be an encouragement to others as well.

May God richly bless and use you there in Temple, Tx.. Keep looking up for our Lord will be coming soon.

Sincerely in Christ,

Gary L. Freeman
Pastor Gary L. Freeman

GLF



HOME OF RACE STREET BAPTIST ACADEMY
Grades K-12 "A Beka Video School"
Fundamental - Independent - King James Bible - Evangelistic

IS EVERYONE A CHRISTIAN?

If one went down any street of Allentown and approached 20 people and asked everyone of them if they were a Christian, chances are that 80% or more would say they are. If you would then ask each one why they are a Christian, you would get as many different answers as people asked. Their answers would vary from, "I have been christened, baptized, catechized, become a church member, support the church, attend church, joined the lodge, done the best I can," and more. A great majority of the answers may sound all right, but one ingredient is sadly missing. That ingredient is Jesus Christ. What about Him? Why did He come? What about His Cross and empty Tomb? What about His words "Except a man be born again, he cannot see the Kingdom of God" John 3:3? How can people say they are a Christian, and never once own Him as their Saviour from sin and Hell? Instead, these "Christians" brag on their religious ritual, ceremony, and good works and think their sin will be overlooked by a Holy God. Dear Reader, God loves you and sent His Son to die and pay for your sin. Repent and believe in Him today and become a Christian. John 3:16. Sunday School 10 a.m., Morning Church 11 a.m., Sunday Evening 6:30 p.m., Wednesday Evening 7 p.m. Pastor Gary Freeman.

FUNDAMENTAL BIBLE CHURCH

610 Race St.
Catasauqua, PA 18032

Phone: 266-9716

RACE STREET BAPTIST BIBLE CONFERENCE

We invite you to attend a fundamental Bible Conference where God's Word will be preached concerning the topic of: "A Christian's Responsibility To The Home, Church and The World." Pastor J. Emory Bowker, Pastor of Gilead Baptist Church in Macon, Georgia will be speaking. If you have been thinking about coming to our fundamental Church to see what it is like, now is your opportunity. In a day of ERA, Abortion, Women's liberation, Divorce, Church Sex Scandals, Money Scandals, poverty, war and general chaos in our World, you need to hear what God's Word says from a fundamental, literal interpretation of the Bible. Why not come, bring a friend and your Bible. We will have good singing and Fellowship.

SUN. MORN. 11 A.M.
MONDAY THROUGH WEDNESDAY

SUN. EVE. 6:30 P.M.
7 P.M. NIGHTLY

Nursery provided. Sign Language for the Deaf.
Monday Morning 10 a.m. Christian Fellowship time and Lunch served. Please call to make lunch reservations.

RACE STREET BAPTIST CHURCH

610 RACE STREET
CATASAUQUA, PA.

Pastor Gary L. Freeman
Phone: (215) 266-9716

IS PETER THE ROCK?

"And I say also unto thee, that thou art Peter, and upon this rock I will build my Church; and the gates of Hell shall not prevail against it." Matthew 16:18. The Catholic Church quotes this verse and adds their own interpretation to establish their claim of Papal Authority. But in the Greek the word "Peter" is "Petros", a person, masculine, while the word for "rock" is "Petra", a feminine noun referring not to a person, but to the declaration to Christ's Deity that Peter had just uttered two verses previous in Matthew 16:16 which says, "Thou art the Christ, the Son of the Living God." The Bible teaches us plainly that the Church is built upon Christ Himself, and no mere man as Peter or his supposed successors. Eph. 2:20 says, "And are built upon the foundation of the apostles and prophets Jesus Christ Himself being the Chief corner stone." 1 Cor. 3:11 says also, "For other foundation can no man lay than that is laid, which is Jesus Christ." For any man to claim that he is the vicar or substitute for Jesus Christ on earth, and to accept the terms only worthy for the Godhead such as: "Holy Father" or "His Holiness" is to us blasphemy. Israel's King David said, "He only is my ROCK and my salvation" (Psa. 62:2). That surely wasn't Peter. That was Jesus. He is the ROCK! You must trust Him alone for salvation from sin and for a Home in Heaven. Read Acts 4:12. Sun. School 10 a.m., Morn. Ser. 11 a.m., Sun. Eve. 6:30 p.m., Wed. Eve. 7 p.m. Pastor Gary L. Freeman.

RACE STREET BAPTIST CHURCH

610 Race St.
Catasauqua, PA 18032

Phone: (215) 266-9716

SIN MUST BE JUDGED

The Bible teaches that the God who made us all is Holy, without sin. Man, who was originally created perfect, of his own will chose to rebel against God. God had warned Adam that the day he would sin he would also die. This warning of death does not only apply to physical death, but to spiritual death which ultimately results in man being eternally separated from God in a place called Hell (Rev. 20:11-15). But God in love for man sent His only son, Jesus Christ, to take the judgment of death for our sin (Rom. 5:8). At the Cross of Calvary Jesus paid the penalty for sin (Heb. 2:9). Now you can be forgiven and go to Heaven (Col. 1:14). But this forgiveness and salvation is not applied to you because of good works, infant baptism, church attendance, giving money, making confessions or reciting prayers (Eph. 2:8,9). Salvation from sin's judgment in Hell is received by a simple act of faith involving your admission of committing sin, repenting of it and trusting Christ as your Saviour (Rom. 3:23; 10:9-13). This is a "once for all" decision which saves you from sin and makes you a child of God forever (John 1:12). Have you been saved? Pastor Gary L. Freeman.

RACE STREET BAPTIST CHURCH

610 Race St.
Catasauqua, PA 18032

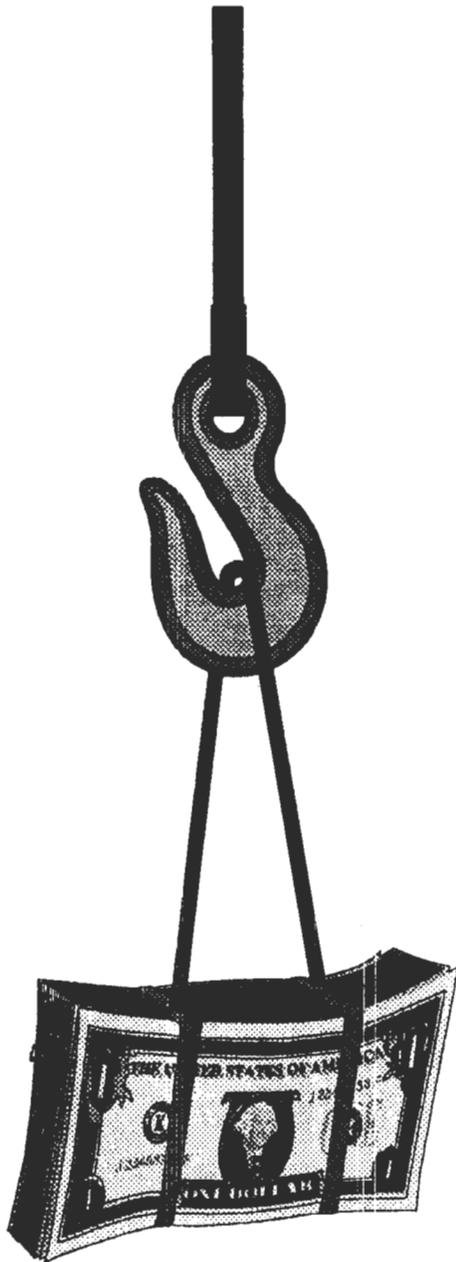
Phone: 266-9716

IS OUR CHURCH FOR YOU?

We want to invite you to visit an independent, Bible believing, fundamental Church. Our Church is composed of sinners who have been saved by God's grace through faith in the blood of Jesus Christ (Col. 1:14 KJV). If you are looking for sermons instead of ceremonies, this is your Church. If you want to hear the Bible explained verse by verse instead of poetry, tear jerking stories, political opinions, "psychology for living" or pleas for money, this is your Church. If you are yearning to hear good old Gospel singing instead of funeral dirges we invite you to our Church. We preach about and against sin which is the reason for all of man's troubles. We also preach about a blood stained cross and empty tomb which is the Gospel (Good News) which saves man from sin and Hell. Our Church is not formalistic or ritualistic. Please come and hear God's Word. "So then faith cometh by hearing, and hearing by the word of God." Romans 10:17. Sun. School 10 a.m., Morn. Ser. 11 a.m., Sun. Eve. 6:30 p.m., Wed. Eve. 7 p.m. Pastor Gary L. Freeman.

How to ask for money and still keep your congregation
Raising Money for Advertising

By Alton L. Gansky



There is no greater challenge to media outreach than finding sufficient funds. While some churches may have an abundance of money, most struggle to pay the mortgage and the preacher. Consequently, many churches have given up on the idea of advertising as a means of reaching the unchurched.

While it's true that advertising can be expensive (especially if your church ministers in a large metropolis where media rates can be astronomical), it is not necessarily true that advertising is out of reach.

The problem rests in the basic assumptions made by church leaders. When presented with the vision of advertising based outreach, many leaders immediately look at the most recent treasurer's report, scan down to the bottom line, and say, "We don't have the money."

This type of thinking, which is the norm in churches across the nation, can be called "administrative thinking." An administrator is one who manages present resources. This type of thinking is crucial in every organization, but can be limiting to long range vision and planning.

There is another type of mind set that is needed to bring about a balanced leadership: "entrepreneurial thinking."

Entrepreneurial thinking is a reasoning that doesn't dwell on what is, *but rather on what can be.*

The long distance carrier MCI started with a sketch on a restaurant napkin and a few hundred dollars. The ques-

tion that was asked by those ingenious entrepreneurs was not, "What do we have on hand?" but, "How much can we raise?"

Most churches have more resources available to them than they realize. This is especially true for advertising dollars. There are many regular attenders who would cheerfully give a little more each week to help their church touch the lives of others -- if someone would ask them.

The key to successful fund-raising is found in planning and presentation. Simply, asking for money may bring mild success, but fails to challenge the congregation to participate in an effort that will change the lives of others forever.

This issue of PERSUASION is dedicated to the task of raising money for advertising and spending it wisely. We are also doing more than printing a "how to" article, we are providing ready to use tools and techniques that are designed to save you time, involve your congregation, and help you raise those needed funds to touch your community.

The following suggestions can be used in most churches:

1. Relax.

There are three situations that raise the stress level of pastors: dealing with the dying and their families, funerals, and asking for money. For some ministers the first two are a walk in the park compared to that latter.

There's good reason for this. Most of us are not trained in the art of fund-raising and we, therefore, have experienced more failures than successes.

We are also keenly aware that many of the unchurched believe churches exist to pander money from their members.

While there is always a little apprehension in asking for money, it need not be a frightening experience. In fact, it can be fun.

So, relax. The best way to do this is to remember that you're not asking them

to sell their homes, hock their jewelry, or find an additional part time job.

What you are asking them to do, is to join you in a noble and worthwhile cause, and to do so by giving a little extra over a period of time. This leads to our next point . . .

2. To get a lot, ask for a little.

Many parts of the country are still struggling with the effects of our nation's economic problems. Couple that with the knowledge that many churches are filled with baby boomers who are the most financially stressed generation since the Great Depression and you can see the problem of asking for large contribu-

ASKING FOR LARGE GIFTS CAN CAUSE STRESS, GUILT, AND RESENTMENT IN THE GIVER. ASKING FOR SMALL AMOUNTS GIVEN OVER A PERIOD OF TIME INVOLVES MORE PEOPLE, AND ADDS UP QUICKLY.

tions.

Asking for large gifts can cause stress, guilt, and resentment in the giver. Asking for small amounts given over a period of time involves more people, and adds up quickly.

For example: Assume that you're pastoring a church of average size (about 200 people) and that one half of those are old enough to help support the church. If you could enlist fifty people to give \$10 extra a week for thirteen weeks, then your advertising fund would receive \$6,500.

OK., let's say that only twenty-five people actually respond, your advertising fund would still be a respectable \$3,200. That's not a huge budget, but it is enough to do a quality direct mail to your community, as well as placing a fair number of display ads in the newspaper, or buying a substantial amount of radio air time.

2. Have a clear vision.

Before you can challenge anyone to participate in an endeavor you must first have a vision that is clear. That is a vision that is clear to you, and one that can be easily communicated to others.

Your vision should have the clarity that comes from prayerful thought. The image should be concrete enough in your own mind that you can easily answer any questions that may come your way.

If someone wants to know what media you plan to use, then you should know the answer. Your people need to know that you know what you're doing, where you're leading them, and why you're doing it in the first place.

It's a good idea to write the vision down on paper. This forces you to focus on the vision while enabling you to communicate it in a clear and straightforward way.

A simple vision statement may be something like this:

"Since it is our desire to reach our community for Christ we at First Church of Anytown commit ourselves to reach people through a dignified advertising campaign. While our doors are open to anyone, we will focus on those most likely to come to our church: older baby boomers and pre-boomers. We will make the name of our church known through the use of quality direct mail, radio, and newspaper advertising.

"As a church, we will do our best to provide meaningful ministries to all who come to us."

3. Have a definitive goal.

But a vision is not enough. There

must also be clear goals. Where a vision is general, a goal is specific.

Your goals should touch on several key areas. First is the target group. Who should you specifically try to reach?

Many church leaders have difficulty with this concept, feeling that by focusing on a specific part of your community they are ignoring the rest of the population. This is not the case.

Focusing on a target group is good stewardship of God's resources. No single ad can appeal to everyone. For that matter, no single advertisement can appeal to everyone of a specific group.

Focusing on a target group doesn't automatically exclude others from responding. The makers of Twix candy bars have chosen to target teenagers. All of their ads are directed at adolescents - but adults eat Twix, too.

It's the same with your advertising. If your target is pre-retirement pre-boomers, then you will still reach a number of baby boomers.

In business there are exceptions to this. Mattel, who makes the Barbie doll, directs its advertising for that product at preadolescent girls. The product is so gender and age specific that it excludes teenage boys.

But your advertising is not likely to be that age and gender specific.

What group should you target? At first, aim for those who are most like your church. These will be the ones most comfortable when they first set foot in the worship center.

As your church grows and matures in its ministry you will want to target the largest segment in the community.

If your church is well established with functioning ministries, then you can target other groups in your community who might benefit from one of those ministries.

Your next goal should deal with the method of advertising. If your church has never advertised, then you may not know which advertising form will yield

THE PROCESS ALONE HAS GREAT BENEFIT TO THE CHURCH. IT ALLOWS YOU TO TEACH ABOUT THE IMPORTANCE OF OUTREACH AND CHURCH GROWTH WHILE INVOLVING THE CONGREGATION IN AN ORCHESTRATED OUTREACH EFFORT.

the best results. This means that your early efforts will be experimental. That's not unusual. Many large corporations test market their advertising in smaller markets. You can take a similar approach by trying a few different media.

If you want to try radio, then avoid any long contract (no matter how attractive the salesperson makes it sound) and try a short "flight" of ads.

If you're considering direct mail, then mail a limited number of pieces to test the market. Remember to be patient. Direct mail has a long "shelf life," and your response will be spread over a number of weeks.

What if you're not sure what to try? In that case, go with the direct mail. A clean, inviting, stand-alone piece is still one of the best church marketing tools available. But be sure you do it right. The piece should "stand-alone." That is, it should arrive in the mail box as an individual piece of mail, and not as part of a coupon mailer or insert. It should also arrive on a light mail day. Ask your postmaster which days are the heaviest for direct mail, and then avoid those days. Direct mail for churches yield only one to two percent. The yield is less if it arrives with a dozen other circulars and flyers.

Once you have applied specific numbers to these first two goals, you can then intelligently set a fund-raising goal. This goal must be tempered with reality. If your church has fifty in attendance, then your ability to raise large amounts of money is limited.

But don't loose heart. The process alone has great benefit to the church. It allows you to teach about the importance of outreach and church growth while involving the congregation in an orches-

trated effort.

Set a dollar goal that is reachable, but still a bit of a stretch. Make it a goal worthy of God and of your people.

To set your goal, ask yourself how many people in your congregation are capable of participating. Would fifty people give to the cause? Or one hundred? Or twenty? The first time you do this you will be, at best, making an educated guess. The next time you will have experience to help you.

After you've ascertained the likely number of participants, ask yourself how much this group can comfortably give on average. The key term here is "comfortably." Remember, it isn't your goal to empty their savings accounts, but to encourage them to give a little extra, above their regular tithes and offerings each week.

Could they give \$10 a week for thirteen weeks? How about a dollar a day? Each church faces different circumstances and, therefore, each per person goal will be different. Some churches minister in wealthy areas, and asking people to give \$10 per week may be insulting; others serve in areas of abject poverty and \$10 a week is exorbitant. Your goal must reflect your situation.

4. Have a theme.

Themes are frequently used in fund-raising. There's a reason for this: A theme provides your fund-raising an identity. A theme gives your effort a name, instead of being, "that thing the pastor was talking about."

A theme does something else: it conveys a consistent message. For example, for the materials we're providing in this issue we have chosen the theme "Share the Treasure." The theme, which is

elaborated on in the direct mail letters, doesn't ask people to merely give money, but to share the treasure of knowing Christ with others in their community.

Themes should be simple, meaningful, and memorable. Your theme sets the tone for the entire fund-raising effort.

Continuity is another benefit to using a theme. Since all good fund-raising efforts use a variety of communication devices such as letters, bulletin ads, public announcements and thank you notes, there is a need to tie all the pieces together into a cohesive mental package - a theme does just that.

5. Involve your congregation.

Here is the heart of the matter. Too many church leaders have asked the congregation for their money, but not for their participation. If your advertising fund-raising campaign is to have any success, then you must involve your people.

First, involve your leaders. That is, after all, what they're there for. When fund-raising campaigns are sprung on the people without the involvement of the leaders disastrous things can happen to the church's fellowship.

Some pastors don't consult their leaders because they fear the leaders will oppose the process. If this is so, the same leaders will oppose the process all the more because they were left out of the decision making.

By involving the leaders you will not only be short-circuiting a potential problem, but also achieving several positive accomplishments.

The first thing you achieve is information. Your leaders hear things that are important for you to know. They can help customize the fund-raising ap-

proach so that it is more effective.

Secondly, if the leaders agree that the process is worthwhile, then you will have respected people making supportive comments in the congregation.

Lastly, your leaders will become the first to contribute to the cause.

But how do you involve the congregation? There are three steps in congregational involvement: inspire their hearts; inform their minds; and enlist their help.

Since an advertising fund-raiser takes place over a period of time (we're recommending thirteen weeks) these three steps must be reiterated continually. People will become involved at different stages so you must continue inspiring, informing and enlisting. Failure to do so will cause the program to lose momentum.

One of the best ways to get things started is with a banquet. Most churches have at least one banquet a year. Church people are used to attending such functions, so they feel comfortable.

Banquets are also fun and help put people in a receptive mood. Banquets are ideal for mixing pleasure with church business.

If possible, have your banquet catered; not with an expensive catering company, but something simple and inexpensive. This takes the burden off everyone involved. And people like to come to catered meals.

When announcing your banquet, be clear that you plan to present a few ideas to the people. Let them know that you need their help about a direction the Lord has laid upon your heart (we're assuming here that the Lord has done just that).

Prepare a professional presentation. Your presentation should include a biblical basis for outreach, some basic demographics about your community, and some sample advertising that you would like to use.

After the people have finished the meal, but before they have finished the

dessert (make sure dessert is served to everyone at the same time) begin your presentation. Why? Most people consider a banquet over when they've finished eating. Since some people eat faster than others you will begin to lose the attention of some.

Share your vision with the people. Inform them of the research you've done, the prayers you have uttered, and the leaders to whom you've spoken. Talk to them about reaching the unchurched through advertising.

Allow time for questions and be prepared to give solid answers.

Let them see your commitment and your desire to reach your community. If your church has never advertised beyond the church page in the local newspaper, then ask for their *permission to try something new*.

Ask for a favor. People are quick to grant a favor to someone attempting something noble. What favor do you ask? The favor of trying something new. Something, that even if it fails, was worth attempting.

And then ask for a commitment. Let them know that this new effort cannot be achieved without their faithful support.

Pass out support cards. Don't frighten your people with these. Make sure they understand that these cards are for planning purposes only, and that there are no "commitment police" who are going to be checking their giving record. They should be able to sign these cards without guilt or fear.

Collect the cards and thank them for their time and help. Then pray with them that God would bless the new outreach effort.

6. Keep the goal before the people.

Unfortunately, goals and commitments are easily forgotten. It is important, therefore, to keep the matter before the people. This should be done without the appearance of nagging. To

do this, use the following:

Letters. The form letters in this issue can be used on most church letter-head. Follow the instructions that come with the letters.

Bulletin ads. This issue also contains bulletin ads. These small display ads are designed to be used in your weekly bulletin.

Support cards. Periodically distribute support cards in your bulletin. This allows new people to sign up.

Use special envelopes. These envelopes are as much a reminder as they are a way of holding a check.

Give reports. These reports should be given periodically. Not only will the reports remind the people of their commitment, but it will encourage them to know that others are participating.

7. Don't apologize.

Don't apologize for attempting to do a good work for God. It sets a lackluster tone for the program. Remember, people enjoy giving to worthwhile and godly enterprises.

8. Say thank you.

Say thank you frequently, and in as many different ways as you can think of.

By using the tools in this issue and following the steps outlined above, almost any church should be able to raise sufficient funds to mount a respectable advertising campaign, and in the process, change the lives of some of the unchurched forever.

The first step in fund-raising is making the first step easier.

Making it Easy -- The Support Card

Commitment cards have been used in churches for decades. Most churches have found them useful; a few, however, have abused the process creating a great deal of skepticism. Gather any number of clergy in a room and ask them their opinion of commitment cards and some will state their undying love for them while others will dismiss them as a tool of the devil.

Whatever your opinion, you will find this card useful in your fund-raising effort. There are a few things to keep in mind when using support cards.

Confront their fears. Many people immediately have a negative response to commitment cards. Some think that the moment they affix their name to the card that an unseen person will begin to monitor their giving and begin to apply pressure should their giving flag even a little.

Explain to your congregation that these are *support cards*, and that the purpose of the card is to help the church leaders in their planning. Help them understand that these cards merely show their desire to help the best they can, and these cards are not a contract. This will not hurt your fund-raising goals.

On the contrary, it will increase participation.

Be clear. Take enough time to plan what you're going to say when introducing the cards and how you're going to say it. The best way to have a successful fund-raising campaign is to be clear and consistent in all your communication. Explain what the card is and what it is not.

Don't abuse the information. In every fund-raising campaign there will be those moved to respond and, being somewhat idealistic, may indicate a contribution level they cannot maintain. These people are usually filled with guilt when they fail to provide the support they indicated on the card.

In such cases, understand their intent, love them, and never bring up the amount of money they indicated. Remember, the card is not a contract but a tool to involve the congregation in the process.

Use the card more than once. Provide the card in several services early in the campaign. This gives plenty of opportunity to those who may have missed the initial sign up and also serve as a tangible reminder of the campaign.

Share the Treasure

YES! I believe that we should **Share the Treasure** of knowing Christ with the people in our community. To help in this noble and Christian effort I am committing myself to . . .

- Pray daily for the church and my community,
- Support the efforts of the church and its leadership,
- Contribute money as God enables me,
- Give _____ per week for the next 13 weeks,
- Give \$10.00 a week above my regular giving for the next 13 weeks.

Name: _____

"So then, while we have opportunity, let us do good to all men . . ." Gal. 6:10

Here is an envelope that does more than hold a check -- it encourages giving.

Using a Campaign Envelope

For your fund-raising campaign to be successful it must be simple, professional, and, most of all, convenient. Below is a sample offering envelope that can be used throughout the campaign.

Why use a special envelope? Well, here are some reasons and pointers on using a campaign envelope:

1. It's a great reminder. A special envelope serves as a reminder to all potential contributors. In a sense, the envelope is an advertisement in itself.

It is best to insert these envelopes in your weekly bulletin. Do NOT place them in pew racks. Envelopes in pew racks are too easily overlooked, while envelopes placed in the bulletin demand attention because the user must do something with them, even if it's only to set them aside to read the bulletin. This means that they must handle the envelope, an act which causes each person in the congregation to at least look at it, and thereby become aware of the fund-raising effort.

2. It gives the campaign identity and dignity. Printed envelopes show that the campaign is serious and not a passing program. When members see the envelope they take a step closer to seeing the value of the effort.

3. It helps designate the funds. The campaign envelope helps distinguish those monies given to the general fund from those given to the **Share the Treasure** fund-raiser. Your money counters will love you for making the process easier.

4. Use the power of pink. The color pink has been demonstrated to increase response. (That's why "overdue" notices that occasionally come in the mail are pink.) If your regular offering envelopes are printed on pink stock, then use a colored ink on white. Use an ink color that is a little out of the ordinary, such as burgundy, green, or a bright blue.

5. Show the envelope from the pulpit. When promoting the fund-raising campaign be sure to hold the envelope up so that the congregation can see it. This will help associate the envelope with the campaign.

Share the Treasure

I want to share the treasure of knowing Christ and joy of this church. Here's my offering, *above my regular giving*, to **Share the Treasure**.

Name: _____

Address: _____

City: _____ State: _____

Zip: _____

This weeks contribution: _____

"So then, while we have opportunity, let us do good to all men . . ."
Galatians 6:10

Place
Church Name
Church Address
Here

Because We Have Something to Share

Not many of us would give up the treasure of knowing Christ. The richness of His blessings have made us comfortable in times of stress; held our heads up when we felt burdened; calmed our fears when we were uncertain; gave us confidence for

the future in both this life and the next; and a thousand other riches.

Yet there are many people who do not know what a treasure Christ is. They've not experienced the joy, peace and purpose that comes with knowing the Savior. These people are all around us. They walk up and down our streets, drive our freeways, and live in our community.

I think you'll agree with me when I say that these people need the life changing message of Christ -- and we need to share it with them. But how? There are so many of them and, by comparison, so few of us.

Well, we as a church have an opportunity to share the treasure of Christ with the unchurched in our community. We are doing so through our **SHARE THE TREASURE** effort. By combining our resources, we will touch the lives of others in a way they've become accustomed to: advertising.

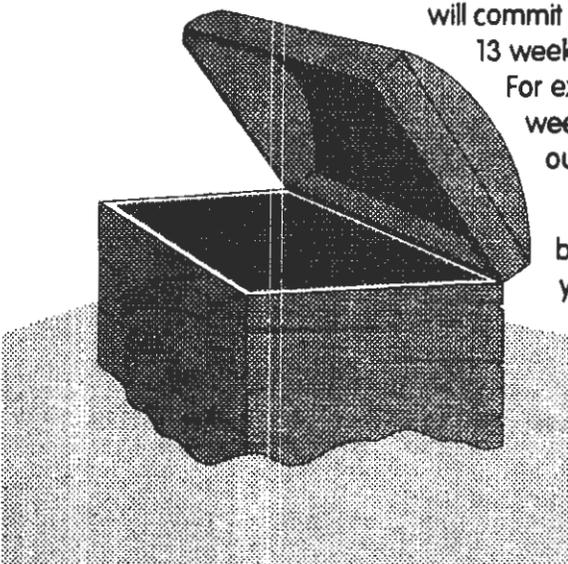
That's right, advertising. Oh, not the "my tooth paste is better than yours" kind of advertising. But advertising that is dignified and aimed at the unchurched who need to know about Christ and our church.

But to do this, we need your help. Let's face it, reaching out into the community requires the commitment of prayer and money.

Here's what we're asking. We are looking for people who will commit themselves to a few extra dollars each week for the next 13 weeks. A small amount given over this time quickly adds up. For example, 50 people giving just \$10 dollars a week for 13 weeks raises enough money to consistently reach out into our community for many months.

We need your help. Will you prayerfully consider being a part of sharing the treasure of Christ? If so, then you'll be making a difference in the lives of many people who need to know the treasure we have.

Your Pastor



Share the Treasure

How you ask for money is as important as asking

Ready to Use Form Letters

The challenge of any fund-raising campaign is keeping your people both informed and motivated.

Unfortunately, there are many things out there that compete for your congregation's attention. Consequently, standing in the pulpit on Sunday morning and announcing that you're attempting to raise funds for an advertising out-reach campaign is, at best, ineffectual.

If the truth be known, most announcements made in church are not heard. This isn't because the worshipers don't care, it's that there are dozens of things floating through their minds.

This means that getting and maintaining your people's attention requires forethought and planning. What is needed is a device that can rivet their attention for a few moments. One of the best ways to do this is through direct mail.

Most churches send items to their members through the mail. Many churches regularly send out a newsletter. This is good, and serves as a foundation to send out other pieces of mail.

During a fund-raising campaign such as *Share the Treasure* it is important to mail information to your congregation, not once, but several times. Mailing once is inadequate. Most direct mail experts agree that it takes three mailings to get the prospective buyer's (in this case, church members) attention.

Fortunately, church mailings to members is far more effective. This is because your church attenders view your mailing as mail from a friend and not a

business.

As your campaign proceeds, you will want to mail a number of letters to your members. To help you do that, we are providing three form letters that you can use to promote involvement in *Share the Treasure*.

The Letters

All three letters are designed to be used with your church letterhead. Letters that appear on your letterhead have more credibility with the reader and removes the stigma of being a "sales letter."

Each letter is simple in design, yet unique in appearance. The letters are designed to be attractive and interesting enough to be read. Consequently, all three letters contain a graphic, a headline, a theme, and a request for action.

Astute readers will ask, "Aren't those the same basic components of an advertisement?" The answer is, yes.

It is the goal of the letters to convey a good feeling, involve the reader, call them to a strong Christian commitment, and solicit a response. Nothing in the letters is manipulative. The motivation used is of a positive nature and does not use guilt or fear to obtain a response. Such techniques are unprofessional, ineffective, bring about resentment, and unworthy a Christian organization.

Instead, the letters ask the reader to respond to a great and noble task that will help others and please God.

The first letter is an introduction piece that reminds the congregation of

what they heard in church last Sunday (or informs those who were absent what they missed).

Its theme is the same as the campaign theme: *Share the Treasure*. The piece reminds the reader of the many benefits that they have in Christ, and then further reminds them that many people have yet to experience that joy.

This letter should be sent the week following the general announcement of the campaign to the church.

The second letter ("Turning Money Into People") is similar in nature, but equates giving with achieving the great task of evangelism that Christ gave to the church.

Send this letter out midway through the campaign.

The third letter is a note of thanks. The opportunity to say thank you should never be overlooked. Many of your people will be giving out of sacrifice and not out of abundance. Each should receive a word of appreciation.

This letter should be sent to everyone who contributes to *Share the Treasure*. Not only will you be blessing the contributor, but you will also be encouraging their further involvement.

Reproducing the Letters

There are several ways to reproduce the letters. If your church is small and operating on limited budget, then you can photocopy the pieces onto your letterhead, or cut-and-paste the piece into your letterhead and photocopy both.

If you have a little more room in your budget, then take the piece along with the original artwork for your letterhead to your printer and let him print the letters for you. This is the better approach because it yields a better looking product.

Be sure to use these letters, along with any personal notes you wish to send. They will dramatically help your advertising fund raising campaign.

How to Turn Money Into People.

It's simple really.

Recently, I announced in church that we, as a congregation, will be undertaking the noble task of sharing with our community the great wealth of joy and happiness that comes from Christ.

But the task is overwhelming. There are more people than we can ever hope to reach one-on-one. So how do we let the hundreds of unchurched people in our community know that we care about their relationship with God?

Well, we approach them in a way that they are accustomed to being approached: through advertising. By using the various media available to us, we can touch hundreds of lives.

But to do that we need your help. We are attempting to raise the funds necessary for this special task, but not in the usual fashion. We're not asking anyone for a large contribution. Instead we are asking the faithful to give a small amount each week over the next thirteen weeks.

For example, if 50 faithful people would give \$10 a week for the next 13 weeks, we would have enough funds to reach out into our community for the next year.

Can we count on your help? Enclosed is a participation card. It's designed to help us budget our outreach funds. Would you take a moment to fill it out and bring it to church this coming Sunday?

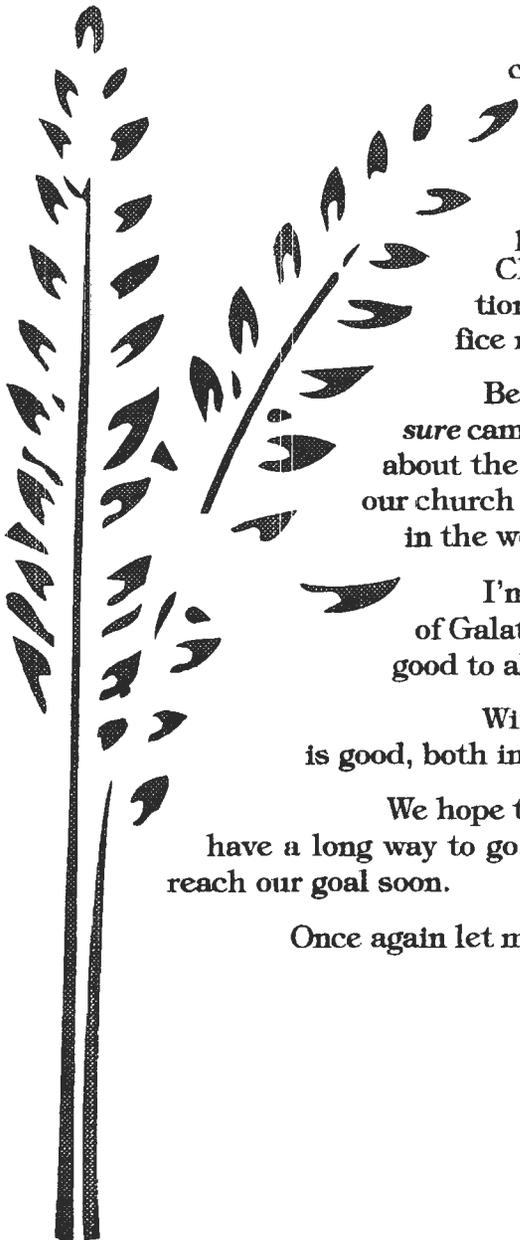
Thanks for helping us share the treasure of Christ's love.

Your Pastor



Share the Treasure

You've Made A Difference. Thank You!



Good work should never be overlooked. And your contribution to *Share the Treasure* is a work worthy of attention. On behalf of the church as well as myself, allow me to say "thank you."

Your contribution, when combined with the support of others, will help spread the good news about Christ and our church. In many ways your contribution is like seed planted in a field: the effort and sacrifice made planting will soon bring benefits at harvest.

Because of faithful people like you, our *Share the Treasure* campaign will help those outside our church walls know about the goodness of our God, change their lives, and help our church grow. What a great opportunity to make a difference in the world.

I'm reminded of what the Apostle Paul said in the book of Galatians: "So then, while we have opportunity, let us do good to all men, . . ."

With your contribution you have done something that is good, both in the sight of God and the world.

We hope that you'll continue the good work you've begun. We have a long way to go, but with faithful people like you helping we will reach our goal soon.

Once again let me say, "Thank you." You have made a difference.

Your Pastor

Share the Treasure



THE MCINTOSH
Church Growth Network

3630 Camellia Dr. San Bernardino, CA 92404

Volume 8 Issue 1

January 1996

Empowering Vision

Just because we develop a new vision for ministry isn't what gets it done. It gets done when we actually do something. Changing a church's culture takes commitment, persistence, and time. Writing a vision statement is just the beginning.

People have to change and so does the infrastructure and systems that support them. Here's a simple look in principle form of what it takes to keep vision alive in your church.

1. What gets pictured gets done.

My wife loves to put together jigsaw puzzles. At holidays we often retrieve a puzzle from our garage, spread it out on a table, and the entire family works to put it together. One thing I've noticed is that it's easier to put the puzzle together when we first look at the picture on the box. It takes us long enough to put the puzzle together with the picture. I hate to think how long the pieces would be spread out on our dining room table if we didn't have the picture.

If you hope to empower a new vision in your church, you must paint a verbal picture of what you want for your people. Find a story that illustrates the vision you want to build and then tell it over and over until it becomes legend. People will forget the vision within about four weeks, so talk about your vision for ministry every chance you get. Keep pointing people in the direction of God's vision for your church.

2. What gets modeled gets done.

To me, the most frightening verse in the Bible is found in First Corinthians 11:1. In this verse the apostle Paul commands us to, "Be imitators of me, just as I also am of Christ." People do imitate their leaders!

You can talk all you want about your new vision, but if people see you and other leaders behaving in ways that don't support your talk, you will find you are powerless. People are leader-watchers. They conclude what is really important from what you do. Empowering a new ministry gains momentum as people see you and other church leaders actually modeling your vision.

3. What gets praised gets done.

People learn quickly what gets applauded and what does not get applauded in a church. If praise is given for cooking in the kitchen, or driving students to camp or whatever, people will lean toward involvement in that area of ministry.

Empowering a vision happens as you catch people fulfilling some part of the vision and reward them for doing it. Praise the behavior you want to reinforce. The behavior that is reinforced is the behavior that is repeated. The behavior that is repeated becomes the prevailing attitude. The prevailing attitude becomes your church.

4. What gets trained gets done.

The growth of a church is really the aggregate growth of its individuals. People only do what they know how to do. Make certain they know your mission, values and philosophy. Adults want to learn the philosophy behind the vision as well as the skills to carry it out. When you think about it, designing a new ministry is as much attitude as it is mechanics.

Train people in key skills that will aid in the fulfillment of your vision. If you are unable to do the training yourself, at least take responsibility for bringing in trainers from outside your church to do it for you. But be sure of this: A church that ultimately reaches its vision is one that nurtures people in a learning environment.

5. What gets measured gets done.

The only way we can ever really know if we reach our goals is to try and measure our progress. An old saying tells us that, "What gets inspected gets done, not what is expected."

Empowering a vision requires the setting of standards and then measuring your results to see if you are matching up. Make sure your people know your goals and then measure your results each year to see if you're reaching them.

The key to long-term success is to keep setting your goals higher to keep your church moving forward. "Raise the bar," as high jumpers say. Constant improvement, even small improvements, is the only way to fulfill God's vision for your church.

6. What gets budgeted gets done.

For any plan to come to life, enough money must be designated to make it happen. Each year graph your budget by major categories and observe where the most money is designated. Note where the least amount of money is spent. What priorities does your expenditure reflect? What do you want it to say?

I estimate that most churches spend 15 percent of their money on things that they don't need to do. To find more money ask yourself three questions about every ministry in your church:

- 1) "Why do we do this?"
- 2) "Do we need to do it at all?"
- 3) "Could we make better use of the resources we spend on it somewhere else?"

What Are You Building?

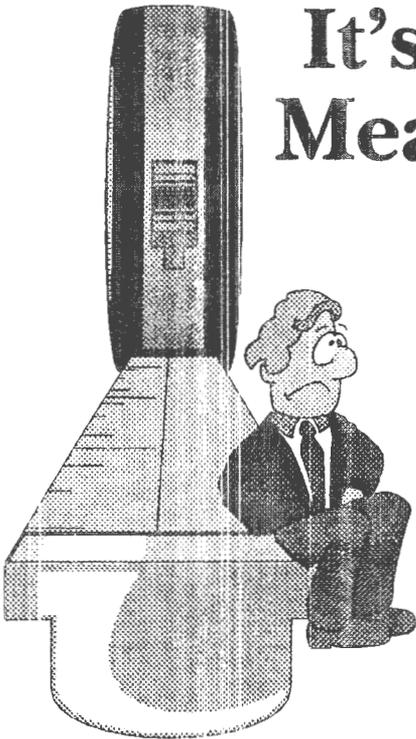
A popular story circulated among leaders tells of a young traveler who came upon a laborer fiercely pounding away at a stone with hammer and chisel. The traveler asked the worker, "What are you doing?" The laborer answered: "I'm trying to shape this stone, and it's backbreaking work."

The traveler soon came upon another man chipping away at a similar stone, who looked neither happy or angry. "What are you doing," he asked? "I'm shaping a stone for a building," came the quick reply.

The traveler went on and before long came to a third worker chipping away at a stone. "What are you doing?" The worker smiled and replied: "I'm building a cathedral."

It takes a great deal of work to engineer a new vision in a church. If you find yourself a pioneer, you will likely will be the one with the arrows in your back. Keeping the proper perspective is a must. We are not just carving a stone, we are building a cathedral where God's love will shine as Jesus intended it to.

Adapted from Dr. McIntosh's new book
***The Exodus Principle:
A Five Part Strategy to
Free Your People for Ministry***
available from your local
Christian book store.
Broadman & Holman Publishers



It's Hard to Measure Up.

Life comes with expectations that are often difficult to live up to. Sometimes it seems as if we just can't measure up to the expectations of others. That's why it's so good to know that God loves us just as we are and then helps us improve. You can learn more about it this Sunday.

Church name
Church address
One line of direction
Service times

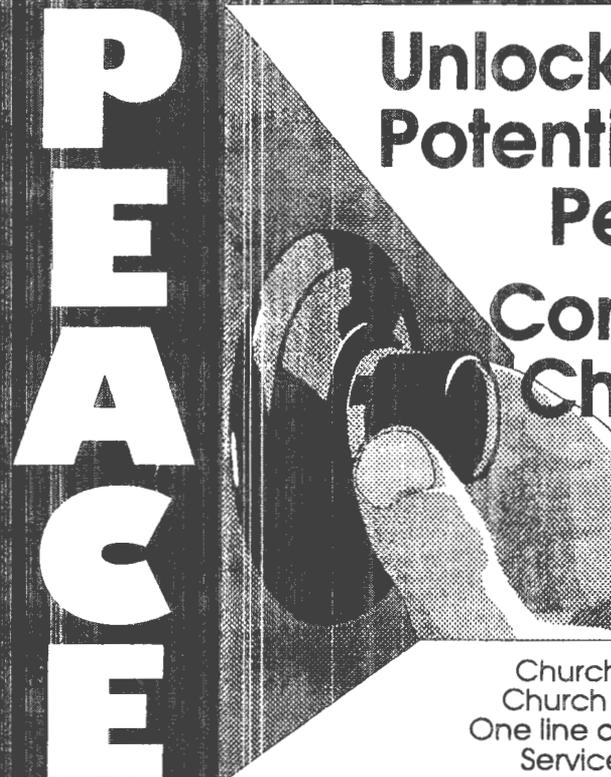


Everyone Has An Opinion

Everyone has an opinion, but not everyone has good advice to offer. God has been giving great advice for . . . well, centuries. And you can hear some of that advice this Sunday in church.

Church name
Church address
One line of direction
Service times

1 Col. x 5"



PEACE

Unlock Your Potential for Peace.

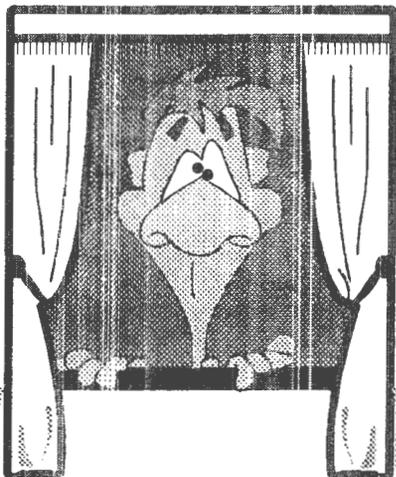
Come to Church.

Church name
Church address
One line of direction
Service times

2 Col. x 4"

Note: To calculate the cost of placing these ads in your local newspaper simply multiply the number of column inches (C.I.) for the ad by your newspaper's rate per column inch.

Peek-A-Boo!



Perhaps you haven't noticed us. That's O.K. Although we believe we have something worth noticing we haven't made a big fuss. We haven't been pounding on doors or sneaking up behind people. But nonetheless we are here and lives are being changed for the good. We are your local church. Join us this Sunday.

Because We Care.

Church name
Church address
Service times

2 Col. x 3"

This Sunday Make Our Church Your Church.

Because We Care.

Church name
Church address
Service times
Telephone

1 Col. x 3"

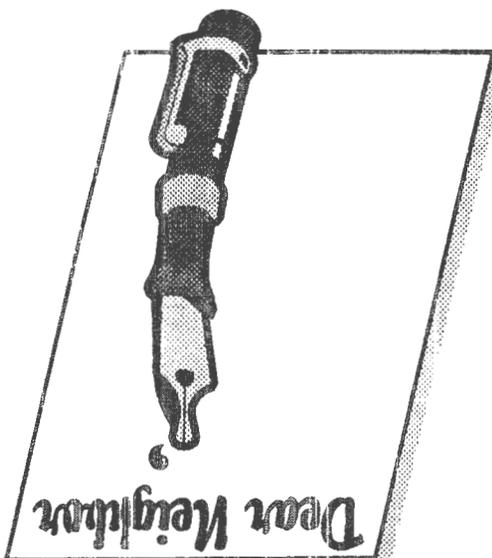
There's a place for you in our church.

Because We Care.

Church name
Church address
Service times
Telephone

1 Col. x 3"

Scribble! Scribble!



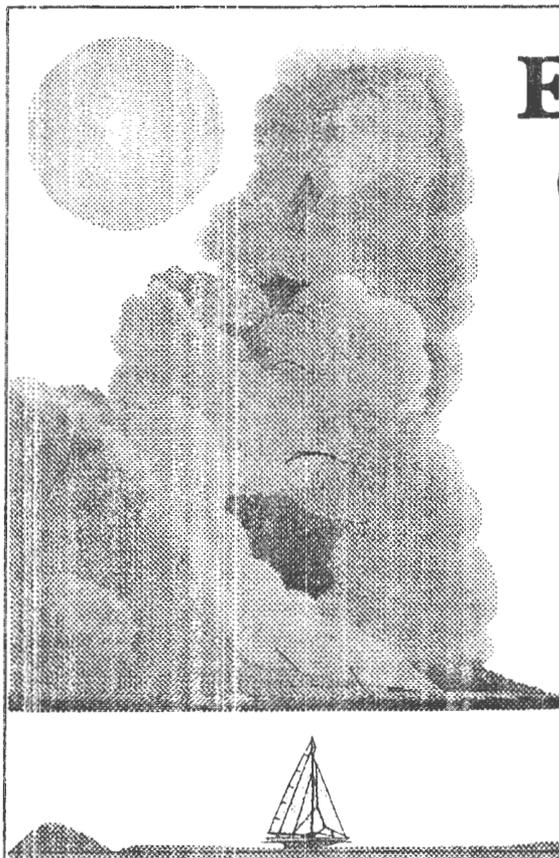
You probably get a lot of junk mail. Most of us do. So we haven't sent you much mail, but that doesn't mean that we don't care. The truth is, we do care. And we want you to know that you are more than welcome here. Come join us for church this Sunday. You'll be glad you did.

Because We Care.

Church name
Church address
Service times
Telephone

2 Col. x 3"

Note: To calculate the cost of placing these ads in your local newspaper simply multiply the number of column inches (C.I.) for the ad by your newspaper's rate per column inch.



Every Life Has Cloudy Days.

But the sun still shines.

No matter how dark and ominous the clouds it's good to know that the sun is still shining – even if we can't see it.

When life gets cloudy – and it often does – it's good to know that God is still there whether we see Him or not.

That's just one of the great truths we learn in church. If your life has become a little cloudy, then join us this Sunday and experience a better Sonshine.

Because We Care.

Church name
Church address
One line of direction
Service times

3 Col. x 3.5"

3 Col. x 5"

It Takes More Than a Peaceful Place to Make a Peaceful Life.

We all have moments in which we wish to escape to a distant shore -- a place without stress, family pressures, job tension and the problems of life. We all want peace even if it's just for a few moments. Unfortunately that kind of peace is temporary. But there is a lasting peace. And you can learn more about it in church. Why not join us this Sunday and see what we mean.



Because We Care.

Church name
Church address
Service times

RING! RING!

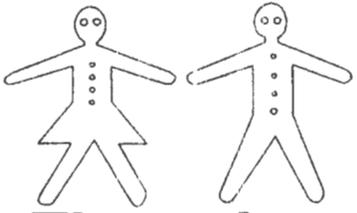


It's true. We haven't called. But we don't want you to think that it's because we don't care. We really do care. It's just that we know that you value your privacy. And we respect that. So we haven't pestered you on the phone. We do want you to know that you are always welcome at our church.

Why not join us this Sunday?

Church name
Church address
One line of direction
Service times

Because We Care.



There Are No "Cookie Cutter" People

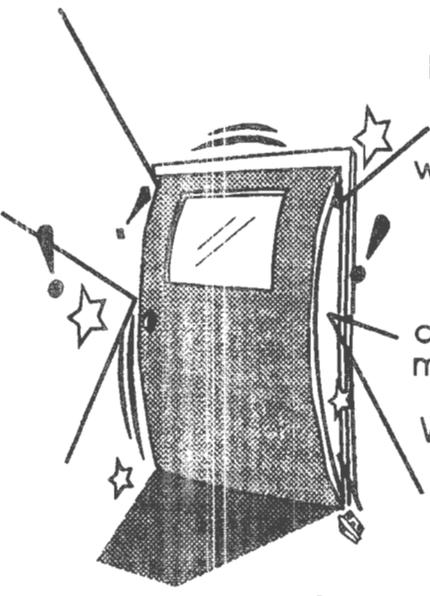
And we know it. It's not the goal of our church to crank out people who walk and talk alike. It is our goal to help individuals like you discover a richer and more meaningful spiritual life. Join us this Sunday.

Because We Care.

Church name
Church address
One line of direction
Service times

1 Col. x 5'

KNOCK! KNOCK!



We haven't been knocking on your door. That's because we know that you don't want people coming to your house unannounced. We understand. But just because we haven't come knocking doesn't mean we haven't been thinking about you. We'd love to see you in church this Sunday.

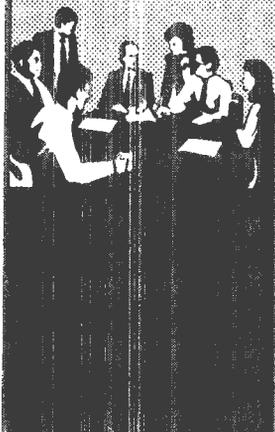
Church name
Church address
One line of direction
Service times

Because We Care.

2 Col. x 4'

Note: To calculate the cost of placing these ads in your local newspaper simply multiply the number of column inches (C.I.) for the ad by your newspaper's rate per column inch.

Some Things Are Best Done In Groups



Business, government, and many other things are conducted in groups. That's because some of the best things come from people who work and learn together. That's especially true in your spiritual life. God intended us to worship together in church. Why not join the group that helps bring meaning to your life? Join us this Sunday.

Church name
Church address
Service times

2 Col. x 3"

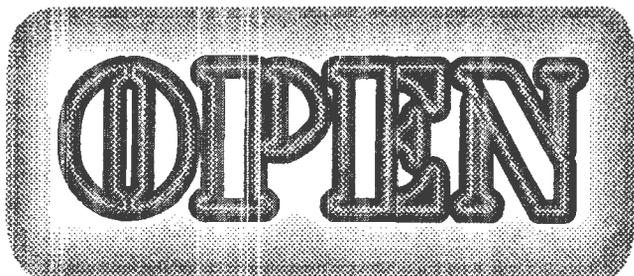
God Has Fingerprints!



And they're all over your life. Isn't it time you discovered all that God has already done for you? Come to church this Sunday.

Church name
Church address
Service times
Telephone

1 Col. x 3"



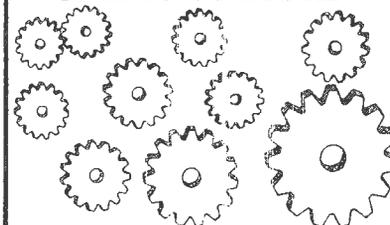
Yep! We're Still Open.

Just in case you were wondering we're still open and eager to meet you. Go ahead, stop by this Sunday. You'll be glad you did.

Church name -- Church address -- Service times
Telephone

2 Col. x 3"

Having Trouble Getting The Gears of Life to Mesh?



Then try church. You'll be surprised at the help you'll find.

Church name
Church address
Service times
Telephone

1 Col. x 3"

3 Col. x 2"

This Sunday Millions of People Will Be In Church. How About You?

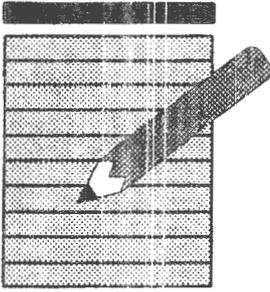


Church name -- Church address -- Service times

Note: To calculate the cost of placing these ads in your local newspaper simply multiply the number of column inches (C.I.) for the ad by your newspaper's rate per column inch.

memo

To all our friends!



If you haven't been in church for awhile, then you've been missing a lot. Why not join us this Sunday?

Church name
Church address
One line of direction
Service times



Take Time Out for Church.

Church name
Church address
One line of direction
Service times

1 Col. x 5"

Look Familiar?

It takes a lot to be a contemporary woman. Juggling family and career can not only be stressful, it can be overwhelming. It's not only hard to do what is right, sometimes it's hard just knowing what is right. We understand. In fact many of our people have been, or are in, the same situation as you. But they have found a source of strength and encouragement in church. You see, we believe that church should be an encouraging place. Join our friendly people this Sunday and take home a little strength for the week ahead.



Church name
Church address
One line of direction
Service times

2 Col. x 4"

Note: To calculate the cost of placing these ads in your local newspaper simply multiply the number of column inches (C.I.) for the ad by your newspaper's rate per column inch.

**BRICKS AND BARS DO
NOT A PRISON MAKE.**



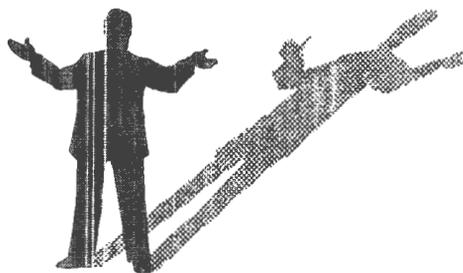
Some prisons are made with our decisions and emotions. But there is a way to freedom. Come to church and learn how the way.

Church name -- Church address -- One line of direction -- Service times

3 Col. x 3.5'

3 Col. x 5'

Alone! What a Lousy Feeling!



At
church
you
can
learn
how
to
never
be
alone.

**Church name -- Church address
Service times**

Everything's perfect

Well, maybe not everything.

Things couldn't be better

Except for my personal and family life.

I don't need anyone's help

It would be nice to have someone to talk to.

I'm a self made person

Except I don't like what I've made.

I have everything I need

Except happiness.

Maybe, just maybe, it's time to come back to church. Join us this Sunday. You'll be glad you did.

Church name -- Church address -- Service times

3 Col. x 3.5"

3 Col. x 5"

So, What's On Your Mind?



World events? Personal problems? Doubts? Fears? The future? Life gives us a lot to think about. And to be able to sort out all those thoughts requires wisdom. But where can you get wisdom? We have an idea -- the church. The church has been teaching a wisdom that has helped millions of people through the ages -- wisdom that can help you.

This Sunday come to church. You will find the wisdom you need to deal with all those thoughts that fill your mind.

**Church name -- Church address
Service times**

There's a Sea of People



In many ways our church is like an island. Instead of being surrounded by water, however, we are surrounded by people who don't know Christ as we do. They don't know the treasure of joy, happiness, purpose and comfort that Christ brings. We need to let them know that they can share in the treasure of knowing Jesus.

That's where you come in. By participating in **Share the Treasure** your extra weekly contributions will enable the church to reach out into the community and invite the unchurched to church. Join **Share the Treasure** and help people find Christ.

Share the Treasure

Bulletin ad

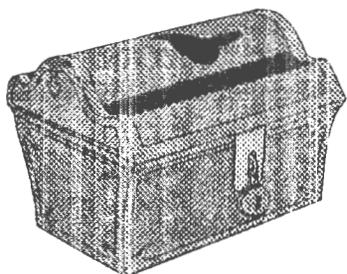
Doing Together What We Cannot Do Alone.

No individual can do it all. Let's face it -- we need each other. Together we can do things that would be impossible for one person. That's the way God meant it to be. That's why your participation in **Share the Treasure** is so important. With your faithful contributions we can share with our community the treasure of knowing Christ.

Share the Treasure

Bulletin ad

Some Treasures Shouldn't Be Hidden.



Pirates hid their treasure so that no one could steal it. Christians display their treasure so that others can share in it. That's what **Share the Treasure** is all about. Our church is committed to helping the unchurched find the treasure of knowing Christ.

Your participation makes all that possible. By faithfully giving a few dollars extra a week you can help other people find the treasure of Christ and this church.

Share the Treasure

Bulletin ad

Share the Love of Christ.

Help us reach our community with the message of Christ. Participate in **Share the Treasure**, a team effort that is raising funds to reach the unchurched in our community. It's your participation that makes it all possible.

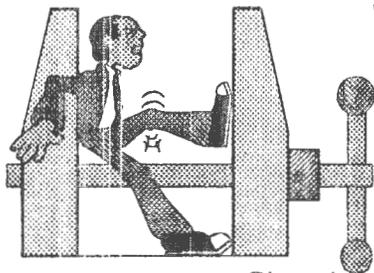
Share the Treasure

Bulletin ad

3 Col. x 2"

Note: To calculate the cost of placing these ads in your local newspaper simply multiply the number of column inches (C.I.) for the ad by your newspaper's rate per column inch.

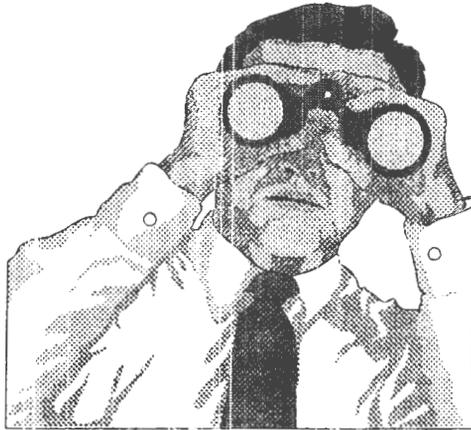
Feeling Life's Pressure?



It happens to all of us. Finances, career, family and a thousand other things can increase the stress in our lives. And let's face it: those are uncomfortable times. But there is a strength and comfort available to all of us. And it's nearby. If pressure is building up in your life, then you need the power and support found in church. Join us this Sunday.

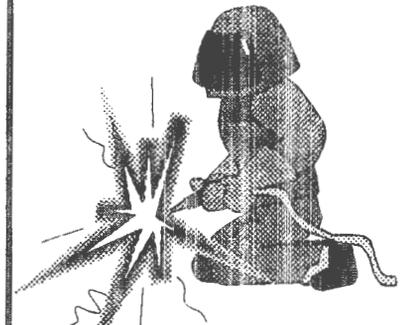
Church name -- Church address -- Service times

Like What You See?



Church name
Church address
One line of direction
Service times

When you look ahead -- toward your future -- do you like what you see? Or are you like many people: filled with concerns and doubts? We're all concerned with what will happen to us in the days ahead. Thankfully, there is a way to face the future with confidence. Learn how in church this Sunday.



To Construct a Fulfilling Life Requires the Right Tools.

And those tools aren't found in the garage. No, the tools necessary to construct a life that has meaning, purpose, comfort and happiness are found elsewhere -- in the church. Join us this Sunday and see what we mean.

Church name
Church address
One line of direction
Service times

1 Col. x 5'

Been Everywhere? Done Everything?



Church name
Church address
One line of direction
Service times

And still not happy? There's a lot to see and do in the world. There are many interesting things, but none of them can make us truly happy. That's because happiness comes from a source outside the world. But that doesn't mean that happiness is elusive. Actually, you can start down the road to happiness right away. Learn how this Sunday in church.

2 Col. x 4'

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Let Us Help You Get a Grip On Your World



Sometimes the world gets out of hand and you can be left feeling confused and alone. Sometimes it feels as if the whole world is on your shoulders.

We know what that's like. That's why we offer practical messages that help you get a grip on your world. Messages that deal with every day joys and every day problems.

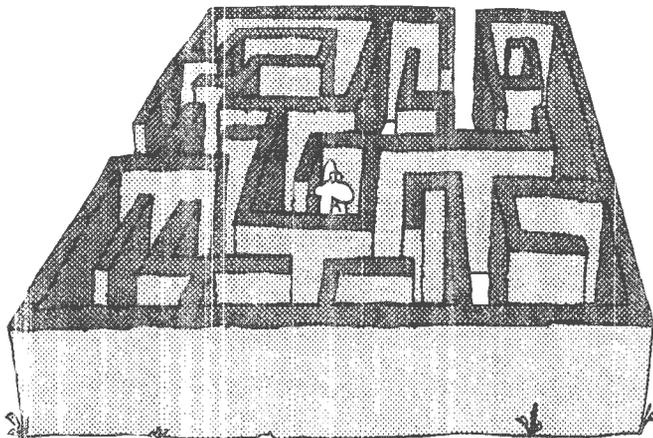
We invite you to come and experience the encouragement of church. You will meet warm and friendly people who have learned how to get a grip on the world.

Church Name
 Church Address
 One Line of Direction
 Service Times

3 Col. x 3.5"

3 Col. x 5"

Life Can Be A-Mazing



Starting off in life is easy. It's finding our way that's difficult. Let's face it, life can be confusing and filled with unexpected twists and turns. And, quite frankly, we can get lost.

That's where church comes in. At church you gain the directions you need. At church you will find instruction in life. We can show you how to have an amazing life.

Church name-- Church address -- Service times

The Facts of Life:

- Fact #1: We all need help.
 - Fact #2: The help we need is available.
 - Fact #3: That help is free.
 - Fact #4: That help is found in the church.
 - Fact #5: You can learn more this Sunday.
- Church name
Church address
One line of direction
Service times

Here are a Few Personal Notes

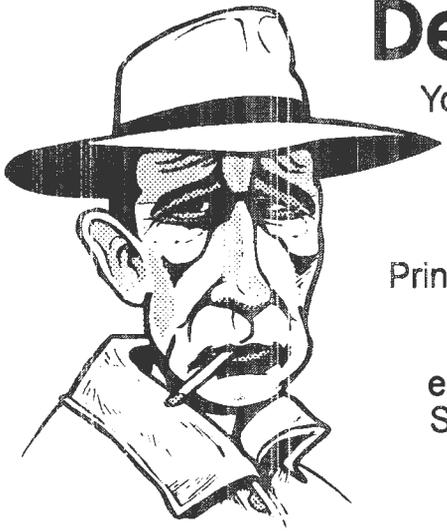


We love to sing. Oh, we don't always hit the right notes and sometimes we're a little off key. But we sing anyway. Why? Because we've found something that fills us with joy, peace and comfort. And that's worth singing about. We think you'll agree. Join us this Sunday and see what we mean.

Church name
Church address
One line of direction
Service times

1 Col. x 5"

You Don't Have to be a Great Detective



You don't have to be a great detective to discover the life changing principles taught in church. Principles that will return joy to living. These principles are free to everyone. Join us this Sunday and see what we mean.

Church name
Church address
One line of direction
Service times

2 Col. x 4"

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A a B b C c D d E e F f G g H h I i J j K k L l M m N n

There is a lot to learn at church. Join us and see what we mean. It may just change your life!

Church name
Church address
Service times

2 Col. x 3"

PAID IN FULL

One of the great things about church is that we are reminded that God has paid our debt in full -- that's right, paid in full. Learn more about it this Sunday.

Church name
Church address
Service times
Telephone

1 Col. x 3"

NO INTERROGATIONS



Have you been putting off going to church because you're afraid that you'll have to stand up and introduce yourself to the congregation? Or that a bunch of nosy people are going to ask you personal questions? Well, no need to worry, it's not going to happen with us. Promise! Join us this Sunday for a no pressure, comfortable time.

Church name
Church address
Service times
Telephone

2 Col. x 3"



WISH YOU WERE HERE!!

WE REALLY DO. SEE YOU THIS SUNDAY.

Church name
Church address
Service times
Telephone

1 Col. x 3"

3 Col. x 2"

Note: To calculate the cost of placing these ads in your local newspaper simply multiply the number of column inches (C.I.) for the ad by your newspaper's rate per column inch.



Picture Yourself in Church

Church name
Church address
Service times
Telephone

BE A WINNER!



It feels good to win. Especially when you win in life. Life is filled with challenges and obstacles that attempt to defeat us. That's why church is so important. Church helps us be winners in life. Join us and see what we mean.

Church name
Church address
Service times

2 Col. x 3'

FEEL
GOOD
AGAIN.

COME
HOME TO
CHURCH.

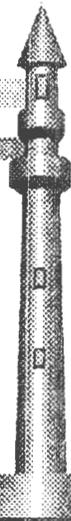
Church name
Church address
Service times
Telephone

1 Col. x 3'

We All Need a Little Direction In Life

It's not unusual to feel a little lost in life; to feel adrift without direction and purpose. Church can help. See what we mean this Sunday. You'll be glad you did.

Church name
Church address
Service times
Telephone



2 Col. x 3'

Recapture
the Joy.

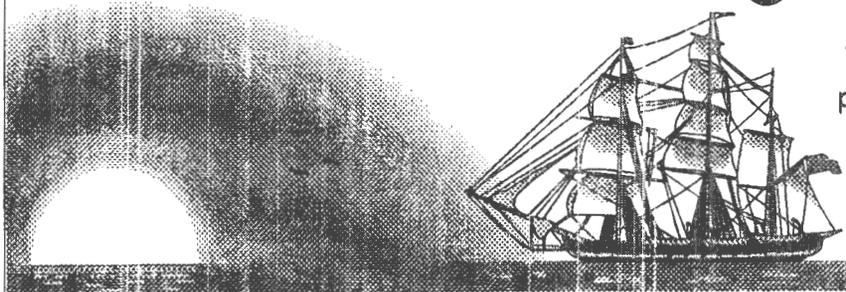
Come
Home to
Church.

Church name
Church address
Service times
Telephone

1 Col. x 3'

3 Col. x 2'

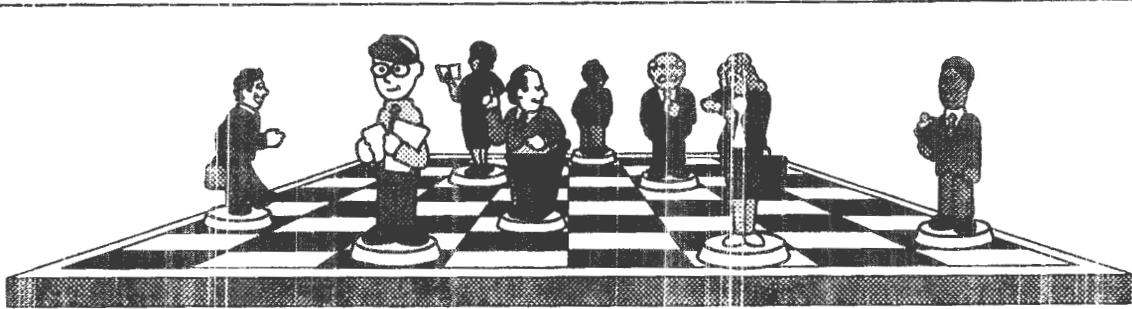
You Can Sail to a Brighter Future



All you need is the right direction and the proper wind in your sails. Let us show you what we mean.

Church name
Church address
Service times

Note: To calculate the cost of placing these ads in your local newspaper simply multiply the number of column inches (C.I.) for the ad by your newspaper's rate per column inch.



Shouldn't Life Be More Than Just a Game?

Sometimes life seems like a game – a game that someone else controls. But life should be more than that. Life should be filled with purpose, hope, achievement and joy.

Gaining control of your life can be difficult. Let's face it, there are a lot of people and situations that try to influence us.

That's why it's so important to get good advice and direction. Advice that helps you regain control of your life.

That advice is found in church. Find out what we mean. Join us this Sunday.

Church Name
Church Address
One Line of Direction
Service Times

3 Col. x 3.5"

3 Col. x 5"

Tired of Being In the Spotlight?

Have you ever felt that everyone was watching you? That they were aware of every mistake, problem, concern and sin? Being in the spotlight is great if you're an entertainer, but if you're just trying to make the best of life it can be intimidating.

Come to church this Sunday. We won't make you feel uncomfortable. We'll treat you like family.



Church name-- Church address -- Service times

A PICTURE IS WORTH A THOUSAND WORDS

The ancient Chinese had the saying, "A picture is worth a thousand words." Nowhere is that truth more evident than in the teaching of the Word of God. Christian communicators who want to be truly effective, must tap the resources inherent in visuals.

I. Visuals Capture Attention.

The first job of every communicator is to get attention. Without attention, it is impossible to really communicate.

II. Visuals Create A Mood.

A display of reference material, decorations or a picture projected on the screen with appropriate music helps to create the atmosphere for a particular lesson.

III. Visuals Can Provide Variety.

Teaching that bores a student can never accomplish its purpose, but carefully spaced visuals can eliminate monotony from teaching, continually providing a new, concrete focus for attention.

Clearly it is more interesting to study the gospels with a relief map at hand, to consider the Old Testament sacrifices when a model of the tabernacle is available, or to talk about missions when actual objects, tapes and / or pictures are used in class.

IV. Visuals Can Stretch Your Time.

In contrast with 30 - 40 hours per week provided for the school teachers, the Bible teacher normally has 2 - 3 hours at the most. Every moment with your student is precious.

Visuals have been known to double what a pupil can learn in any given period of time - thus actually giving you two hours of effectiveness in one hour.

V. Visuals Clarify Your Ideas.

There are many ideas which are difficult to express with word descriptions - colors, motions, relationships, etc. Visuals can help us make the abstract concrete, the misunderstood understood, and the memorized practical.

Truth can be visualized, and when it is, it is more easily understood. We tend to remember more easily when some association is made.

VI. Visuals Can Make Learning More Permanent.

- A. There are seven times as many nerve endings leading from the eyes to the brain as from the ear to the brain. God seems to have made people so that they receive their greatest impressions through the eyes. When we appeal to both ear and eye, we are directing our efforts toward the faculties through which 88% of all of a person's knowledge is gained.
- B. Not only do visuals help us learn more and faster, we retain more of what we learn through visuals.
- C. Facts show that the more mature the student, the more he gains through the use of visuals. The teacher of adults may reason that visuals are for kids; but TV, films, magazines, maps, cartoons, models, (to mention only a few) are of as great an interest and help for adults as for children.

VII. Visuals Help Make The Past Real.

Most of the things a Bible teacher talks about are thousands of years old and can seem remote and impractical to the average learner. Puppets, films, flannelgraph, flash cards, and the overhead projector can make the past live in more than an academic fashion. Visuals highlight the similarities and the differences between Bible people and people of today.

VIII. Visuals Can Motivate Action.

We can explain the truth so that God can use it to change lives. Visuals can help the student to clarify the issues as they relate to him. A chart may help a student to draw ideas together and get the united impact. A checklist may force him to see himself as God sees him. A puppet presentation or a skit may help him visualize what God wants him to do.

IX. Visuals Can Encourage Pupil Participation.

- A. Visuals can be used in such a way as to encourage passivity on the part of students (just a show) and be little more than "decorated lectures". But visuals can also involve students more deeply with issues and challenge their sense of responsibilities.
- B. A class creating a mural on the life of David will likely ask questions and draw parallels with their own lives.
- C. Students who are allowed to handle the flannelgraph figures or the puppets will feel more a part of the process.
- D. Students can list their own ideas on the chalk board.
- E. Student teams can prepare drawings or pose for photographs which can be used in review.

X. Visuals Provide An Excellent Summary For Review.

- A. You may build a bulletin board display for a month and then review it.
- B. Your class may construct a review-a-wheel with pictures previously use to teach a lesson.
- C. Merely pointing to visuals which were prominent in a lesson will often bring the whole association to mind.
- D. The commercial world knows the value of visuals. The military and civil service have pioneered in using visuals to educate quickly and

effectively. Public educators have exploited this approach of teaching and communicating. But it was God who made people so that they would learn in this way. Shouldn't we work with Him in reaching and training them for His glory?

Sources For Films and Videos

Distributor	Title	Languages	16mm Film	Video	Length	Cost
Association Hermano Pablo PO Box 100 Costa Mesa, CA 92626 714-645-0676	Barrabas	Eng., Span.	√	\$10		
	Prodigal Son	Eng., Span.	√	\$10		
	Matthcw	Eng., Span.	√	\$10		
	The Hanging of Mordecai	Eng., Span.	√	\$10		
	Leprosy	Eng., Span.	√	\$10		
	Elijah and Baal	Eng., Span.	√	\$10		
Cathedral Films PO Box 4029 Westlake Village, CA 91359 1-800-338-3456	The Greatest Tales From O.T. 5 series - 3 stories each series	English	Special order only for missinar- ies	\$29.95 ea. series	6-13 min. per story	\$29.95 ea.
	The Living Christ - 12 episodes	English		\$39.95 ea. epis.	30 min. per episode	\$39.39 ea. or \$399.95 set
	Day of Triumph	English		\$59.95	110 min.	\$59.95
	More Than a Carpenter	English		\$49.95	58 min.	
	The Prize	English		\$49.95	73 min.	
	The Sun Seekers	English		\$39.95	28 min.	
	The Weight	English		\$39.95	60 min.	
	Tough Love	English		\$39.95	30 min.	
	Good Questions	English		\$29.95	30 min.	
	Parables from Nature (Preschool through Elcmentary) 6 series-3parables ea. series	English		\$39.95 ea. series	10 min. per. story, 30 min. per.series	\$224.95 complete set
Esfus Pirkle Evangelistic Assoc. PO Box 80 Myrtle, MS 38650 601-988-2789 or 601-534-5555	The Burning Hell	Eng., Span.	Only 16mm			\$700 lease +\$40 per month
	The Believers Hell	Eng., Span.	Only 16mm			\$700 lease +\$40 per month
	If Footmen Tire You, What Will Horse Do?	English	Only 16mm			\$700 lease +\$40 per month
Harvest Productions PO Box 2225 Kokomo, IN 46904	See notebook insert	Many Languages	Inexpensive	Films and Videos		

Gospel Films
 PO Box 455
 Muskegon, MI 49443-0455
 1-800-253-0413
 Internet URL <http://www.gospel.com.net>

At least 16 English Evangelistic Films and Videos
 At least 15 English Biblical/Christian Heritage Films and Videos
 At least 12 English Christian Life/Christian Growth Films and Videos
 At least 12 English Missions Films and Videos
 At least 12 English Children's Films and Videos
 At least 12 Youth Films and Videos
 At least 12 Issues Films and Videos
 At least 8 English Family Films and Videos

Missionaries: Spanish

We recommend the Living Christ. 12 episode (Life of Christ) 30 min. each. Same as Cathedral Films, but cheaper \$149.95 from Gospel films.

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Title	Languages	Video	Length	Cost
I Beheld His Glory	Spanish	\$34.95	53 min.	\$34.95
Day of Triumph	Spanish	\$44.95	1 hr. 48 min.	\$49.95
Hudson Taylor	Spanish	\$29.95	1 hr. 25 min.	\$29.95
Peace Child	Spanish	\$24.95	30 min.	\$24.95
First Fruits	Spanish	\$19.95	1 hr. 10 min.	\$19.95
Through Gates of Splendor	Spanish	\$19.95	36 min.	\$19.95
Aids - One Way Street	Spanish	\$19.95	30 min.	\$19.95
Hiding Place	Spanish	\$19.95	2 hr. 25 min.	\$19.95

Ken Anderson Films
 Mail: PO Box 618
 Winona Lake, IN 46590
 1-800-458-1387

English and North America Usage

See Notebook Insert

UPS: 1520 E. Winona Ave.
 Warsaw, IN 46580

Other Languages Available

InterComm
 1520 E. Winona Ave.
 Warsaw, IN 46580
 219-167-5834

See Notebook Insert

Moody Institute of Science
820 North LaSalle Boulevard
Chicago, IL 60610
312-329-2190

See Notebook Insert for English and other Languages

Russ Doughton Films, Inc.
5907 Meridith Drive
Des Moines, IOWA 50322
1-800-247-3456

North American usage

Other Languages Available

Mustard Seed International
5907 Meredith Drive
Des Moines, IOWA 50322
515-270-8211

See Notebook Insert

∞ Unusual Films

North American Usage

Bob Jones University Press
Customer Services
Greenville, SC 29614-0601
1-800-845-5731

Printing

English

\$29.95

137 min.

Sheffey

English

\$29.95

135 min.

Red Runs The River

English

\$19.95

90 min.

Flame in the Wind

Eng., Span.

\$19.95

120 min.

Wine of Morning

English

\$19.95

120 min.

Calvary

Eng., Span.

\$19.95

28 min.

Unusual Films
Suite 205
1430 Wade Hampton Boulevard
Greenville, SC 29609
803-242-1598

Missionary Usage - See Notebook Insert

(((



Moody Institute of Science

GENERAL INFORMATION INTERNATIONAL DISTRIBUTION

Moody films and videos are currently used in 32 languages in more than 130 countries around the world. They have proven to be particularly effective in reaching students, business and professional people, and government leaders. They are being used in Church planting, on television, at military installations, to open up new areas for evangelism and to reinforce the faith of Christians.

Special Discounts

Moody's 16mm films are available for ministry outside the U.S. and Canada and certain other countries at a substantial discount to qualified missionaries and other full-time Christian workers. The prices stated inside reflect this 40% discount off our list price.

Rental Libraries

The special discount applies only when the films are shown without charge. If the films will be used in a rental library or if films you have previously ordered have subsequently been placed in a rental library, please notify us immediately. Fees for rental libraries are adjusted to the rental rates you charge. Please write for further information.

Ordering Films and Videos

Order films and videos directly from Moody Institute of Science. Foreign language versions are not kept in stock; they are printed upon receipt of order. Please allow 6-8 weeks for delivery.

Exchange Policy

Moody can not exchange films or videos unless there is a manufacturing defect. In such cases, notify MIS in writing before returning product.

Repair Footage for 16mm Film

Send a description of the damaged section. Repair footage is charged on a per-foot basis and will be supplied to the nearest scene change. Repair footage is not available for video.

Video Cassettes

Please check inside for specific information as to available video titles, languages, prices, standards, formats, etc. For languages and systems not available from our office please write directly to the national sources listed inside.

Payment

Payment must accompany all overseas orders. Credit terms are not available. Payment should be made by: 1/foreign draft drawn on any U.S. bank in U.S. dollars. 2/ If the total is less than \$500 U.S., an International Money Order in U.S. funds may be used. We also accept Visa, Mastercard, and Discover Card. Include card number, full name on card and expiration date.

Television

MIS retains worldwide television rights to all its materials. To use Moody materials on TV, you must request written permission and follow the procedures outlined in our Television Policy.

Pricing Policy

All prices are subject to change without notice.

Foreign Language Versions

Moody produces new language versions as financial resources allow. Languages in which the various films and videos are currently available are listed inside. It is possible for Moody to produce videos of any title/language combination for which there is an existing Moody film. The video can be produced in any of the four world standards in VHS format. We cannot, however, offer such custom videos for the prices listed on the chart. All costs for making the first video would be passed on to the customer. If you are interested, please write for details.

Moody Institute of Science • 820 North LaSalle Boulevard • Chicago, IL 60610
Phone 312-329-2190 • FAX 312-329-4350

Moody videos are protected by International Copyright laws and may not be duplicated without prior written permission.

	PAL/NTSC	Secam	English NTSC	Spanish NTSC	Czech NTSC	French NTSC	Hungarian NTSC	Indonesian PAL	Mandarin PAL	Mandarin NTSC	Polish NTSC	Russian Secam	Russian NTSC	Russian PAL
Salmire from Science														
City of the Bees														
Distinctively Human														
Dust or Destiny														
Empty Cities														
Facts of Faith														
God of the Atom														
Cod of Creation														
Hidden Holocaust														
Hidden Treasures														
In the Beginning God														
Journey of Life														
Mystery of the Three Clocks														
Prior Claim														
Professor and the Prophets														
Red River of Life														
Signposts Aloft														
Time and Eternity														
To the Unknown God														
Ultimate Adventure														
Voice of the Deep														
Where the Waters Run														
Windows of the Soul														
Wonders of God's Creation -NEW- 3Part														
Contemporary Series														
Building the Family of God (4 Part)														
The Family: God's Pattern for Living (6 Part)														
God's Blueprint for the Christian Family (6 Part)														
Help! Our Family is Unraveling (2 Part)														
Worship and Praise														
This is the Day														
Perfect Peace														
Let Heaven and Nature Sing														
Hymns: A Portrait of Christ (Steve Green)														
Children's Bible / Science Adventure														
Belshazzar's Feast														
Call of Samuel														
Elisha and the Syrian Army														
Joseph in Egypt														
Serpent of Brass														
Ten Commandments														
Wisdom of Solomon														
A Bat Named Benny														
Growing Like a Grasshopper														
Jewels From Heaven														
Living Temples														
Mystery in the Backyard														
A True Fish Story														
Water of Life														
Wonders Above														
Ahab, The Pouting King / Fiery Furnace														
Baby Moses / Elijah and the Prophets of Baal														
Daniel in the Lion's Den / Noah and the Ark														
Gideon / Jonah and the Big Fish														
Naaman the Leper / Samson														
Red Sea / David and Saul														
Science Adventures I														
Science Adventures II														
Science Adventures III														
Science Adventures IV														
Amazing Creation Room														
Exploring God's World														
Countdown to Adventure														

International Distributors of Moody Institute of Science Videos

<p>FRENCH PAL & SECAM A.V.A.E.H. 14 rue de Riedwiler 68320 Jebstein France</p>	<p>MANDARIN NTSC Baptist Media Communications Center P.O. Box 84, 135 Taipei 1004 Taiwan</p>
<p>BENGAU PAL Association of Baptists 7 Rashik Hazari Lane GPO Box 78 Chittagong 4000, Bangladesh</p>	<p>ENGLISH PAL The Gospel Film Ministry Ltd 142 Canterbury Road Kilsyth, VIC 3137 Australia</p>
<p>ENGLISH & AFRIKAANS PAL MEMA - Media P.O. Box 679 Wellingtton 7655 Republic of South Africa</p>	<p>KOREAN NTSC Korean A.V. Mission P.O. Box 48802 Niles, IL 60648</p>
<p>PORTUGUESE PAL-MNTSC COMEV Rua Com. Norberto Jorge, 40 06602 Sao Paulo, S.P. Brazil</p>	<p>MANDARIN PAL Tien Dao Christian Media Association Ltd. 9/F Oriental Daily News Bldg/6 Kwai Chow St. Tokuwawan Kowloon Hong Kong</p>
<p>SPANISH PAL SR Video M.T. De Alvar 1261-176 Buenos Aires (1058) Republic of Argentina</p>	<p>GERMAN PAL Christliche Medien Cooperation Herborner Strasse 25 D6334 Asslar Germany</p>
<p>JAPANESE NTSC Word of Life Press 6 Shihano Machi Shinjuku Ku Tokyo 160, Japan</p>	

MUSTARD SEED INTERNATIONAL

5907 Meredith Des Moines, Iowa U.S.A.

515-270-8211

TO: ALL MUSTARD SEED INTERNATIONAL OVERSEAS 16MM FILM
SUB-DISTRIBUTORS AND MISSIONARIES

FROM: RUSSELL S. DOUGHTEN, JR., PRESIDENT

SUBJECT: MUSTARD SEED INTL. FILM LEASE STOCK/PRICES AVAILABLE

We currently have available ESTAR 3/M base stock at no extra cost. The advantage of this ESTAR base is that there is a minimum chance of sprocket damage or tearing of the film in getting it in or out of projectors.

We also offer a 3/M PHOTOGARD treatment that reduces scratching by resisting the static attraction of dust and dirt on the film's surface. This should give you a clean, bright, undamaged print for many more showings. This treatment, however, should not be applied to any prints that will be subjected to the sub-titling process.

We are listing below, the 3-year lease prices (in U. S. dollars), of our Acetate or Estar based prints, and the 3-year lease prices of an Estar print that has the 3/M Photogard coating applied. (You cannot apply 3/M Photogard coating to an acetate print.)

FILM TITLE	ACETATE/ESTAR PRINTS	WITH 3/M TREATMENT
A DISTANT THUNDER (ENGLISH)	\$550.00	\$775.00
A DISTANT THUNDER (SPANISH)	675.00	910.00
BLOOD ON THE MOUNTAIN	500.00	705.00
BROTHER ENEMY	600.00	850.00
ALL THE KING'S HORSES	550.00	775.00
FACE IN THE MIRROR	675.00	910.00
HAPPINESS IS	500.00	705.00
THE HEALING	750.00	1025.00
HEAVEN'S HEROES	550.00	775.00
HOME SAFE	700.00	990.00
IMAGE OF THE BEAST	900.00	1270.00
NITE SONG	550.00	775.00
PARADISE TRAIL	550.00	775.00
THE PRODIGAL PLANET	1300.00	1820.00
RIDE THE WIND	500.00	705.00
SAMMY	500.00	705.00
THE SHEPHERD	805.00	1100.00
A STRANGER IN MY FOREST	500.00	705.00
SURVIVAL	500.00	705.00
A THIEF IN THE NIGHT (ENGLISH)	500.00	705.00
A THIEF IN THE NIGHT (SPANISH)	550.00	775.00
A THIEF IN THE NIGHT (KOREAN)	550.00	775.00
A THIEF IN THE NIGHT (Chinese)	550.00	775.00
WHITCOMB'S WAR	600.00	850.00

*prices subject to change

* plus shipping

Mustard Seed International

"If you have faith as small as a Mustard Seed...Nothing will be impossible for you." Matthew 17:20

5907 Meredith Drive
Des Moines, Iowa 50322
(515) 270-2080 • 1-800-247-FILM • FAX (515) 278-4738



Russell S. Doughten, Jr.
PRESIDENT

Rod Carsten
CONTROLLER
OFFICE MANAGER

Carey Pickett
EXECUTIVE SECRETARY

Manfred E. Kober, Th.D.
HOLY LAND TOUR

MUSTARD SEED MINISTRIES
INTERNATIONAL FILM, VIDEO
& TELEVISION DISTRIBUTION
THE SEED
TRANSLATIONS
PREMIERES
RADIO
FUNDING
VOLUNTEERS
PRISONS
OVERSEAS-TELEVISION
SHARE YOUR FAITH

INFORMATION SHEET for MUSTARD SEED INTERNATIONAL VIDEOS

SPANISH Video titles available:

A THIEF IN THE NIGHT
A DISTANT THUNDER
IMAGE OF THE BEAST
THE PRODIGAL PLANET
THE PARADISE TRAIL
TWICE GIVEN (Only available in U.S.)

ENGLISH VIDEO titles available:

ALL titles available (please see Brochure)

Note:

When a missionary is serving in a country where Mustard Seed International has an established Video Sub-Distributor, we recommend the missionary secure his videos from our Video Sub-Distributor.

Please contact Mustard Seed International for the name of our Video Sub-Distributor in a given country.

If we do not have an established Video Sub-Distributor in country in which the missionary is serving, we cannot yet supply videos.

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VOLUNTEERS
PRISONS
OVERSEAS-TELEVISION
SHARE YOUR FAITH

INFORMATION SHEET for MUSTARD SEED INTERNATIONAL 16MM
FILM PRINTS

SPANISH titles available:

A DISTANT THUNDER
A THIEF IN THE NIGHT

KOREAN title available:

A THIEF IN THE NIGHT

CHINESE title available:

A THIEF IN THE NIGHT

ENGLISH titles available:

ALL TITLES AVAILABLE (please see brochure)

Do you know a missionary who could use an evangelistic tool on the field?

All **HARVEST PRODUCTIONS'** films are available for sale. Films for missionaries can be purchased at a special discount price. The films are currently available in 16mm, and videotape. Please write for price lists.

LANGUAGES AVAILABLE

CAPTIVE FAITH - *English, Spanish, Romanian*

NO GREATER LOVE - *Original English, Original Spanish, Bengali, French, Korean, Portuguese, Hindi, Romanian, Vietnamese*

GOD'S WARRIOR: DUDLEY DUMPLING - *English*

TELLING KELLI - *Original English, Arabic, Cantonese, French, German, Hungarian, Italian, Japanese, Korean, Kirundi, Mandarin, Portuguese, Russian, Spanish, Tagalog, Vietnamese, Hindi, Bengali, Malayalam, Gujarati, Telugu, Kannada, Tamil, Romanian, Navajo*

THE SEARCH - *Original Japanese, English, Vietnamese*

THE RED BICYCLE - *Original Spanish, English, French, Romanian*

SOMETHING BETTER THAN SOCCER - *Original Spanish, English, Portuguese*

THE NEW KID - *Original Spanish, English, Romanian*

WE'VE A STORY TO TELL - *English*

YES & GOODBYE - *English*

A DREAM BEGUN - *English*

Razor's Edge - *English*

THE ONLY ANSWER - *Original French*

AMBUSHED - *English, Spanish, French*

LOST IN SILVER CANYON - *English, Spanish*

MAN FROM TARSUS - *Original Arabic, English, French, Spanish, Vietnamese*

FOR ALL MEN - *Original French, English*



HARVEST PRODUCTIONS

Film Ministry - Evangelical Baptist Missions

P. O. Box 2225 • Kokomo, IN 46904 • (317) 455-2112

HARVEST PRODUCTIONS produces audio-visuals to assist today's Christian workers as they evangelize and build the local church at home and around the world. A unique aspect of **HARVEST PRODUCTIONS'** films is that most are produced in a foreign language and culture and are designed to be used within that culture as an evangelistic tool. Each **HARVEST PRODUCTIONS'** film therefore is an effective means of presenting the Gospel of Jesus Christ. Currently, almost 1,700 prints of **HARVEST PRODUCTIONS'** films are found in 87 countries with 27 languages available, and plans for post-dubbing in additional languages are now underway. Write or call for details. Rental form on back.

Each major film will:

- give a clear presentation of the Gospel.
- show the use of the Bible.
- depict a conversion.
- show Christianity existing naturally in a local church context.
- be made with the assistance and advice of Christian nationals in the country where produced.

Film Rental Orders



HARVEST PRODUCTIONS
Film Ministry - Evangelical Baptist Missions

P. O. Box 2225
Kokomo, IN 46904

(317) 455-2112

* Please add \$5.00 for shipping and handling of series.
Video cassettes also available. Write for details.
Higher in Canada due to currency exchange and duties.

Yes, I want these films:	Rental	Showing Dates
<input type="checkbox"/> NO GREATER LOVE	\$57	
<input type="checkbox"/> GOD'S WARRIOR: DUDLEY DUMPLING*	\$98	
<input type="checkbox"/> THE SEARCH	\$26	
<input type="checkbox"/> TELLING KELLI	\$35	
<input type="checkbox"/> THE NEW KID	\$40	
<input type="checkbox"/> THE RED BICYCLE	\$40	
<input type="checkbox"/> YES AND GOODBYE	\$40	
<input type="checkbox"/> A DREAM BEGUN	\$30	
<input type="checkbox"/> MAN FROM TARSUS	\$48	
<input type="checkbox"/> SOMETHING BETTER THAN SOCCER	\$48	
<input type="checkbox"/> FOR ALL MEN	\$30	
<input type="checkbox"/> WE'VE A STORY TO TELL*	\$68	
<input type="checkbox"/> LOST IN SILVER CANYON*	\$75	
<input type="checkbox"/> AMBUSHED*	\$75	
<input type="checkbox"/> CAPTIVE FAITH	\$75	
RAZOR'S EDGE	\$75	

Name _____ Phone (____) _____
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Yes, I want these films:	Rental	Showing Dates
<input type="checkbox"/> NO GREATER LOVE	\$57	
<input type="checkbox"/> GOD'S WARRIOR: DUDLEY DUMPLING*	\$98	
<input type="checkbox"/> THE SEARCH	\$26	
<input type="checkbox"/> TELLING KELLI	\$35	
<input type="checkbox"/> THE NEW KID	\$40	
<input type="checkbox"/> THE RED BICYCLE	\$40	
<input type="checkbox"/> YES AND GOODBYE	\$40	
<input type="checkbox"/> A DREAM BEGUN	\$30	
<input type="checkbox"/> MAN FROM TARSUS	\$48	
<input type="checkbox"/> SOMETHING BETTER THAN SOCCER	\$48	
<input type="checkbox"/> FOR ALL MEN	\$30	
<input type="checkbox"/> WE'VE A STORY TO TELL*	\$68	
<input type="checkbox"/> LOST IN SILVER CANYON*	\$75	
<input type="checkbox"/> AMBUSHED*	\$75	
<input type="checkbox"/> CAPTIVE FAITH	\$75	
RAZOR'S EDGE	\$75	

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<input type="checkbox"/> CAPTIVE FAITH	\$75	
RAZOR'S EDGE	\$75	

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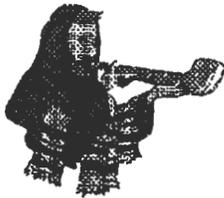
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| 1. GOLDEN DOLPHIN | \$24.95 |
| 2. MY SON, MY SON | 24.95 |
| 3. THE DECEIVER | 24.95 |
| 4. STRANGERS FROM GALILEE | 19.95 |
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|-----------------------------|---------|
| 1. PILGRIM'S PROGRESS | \$29.95 |
| 2. TOUCH/ MASTER'S HAND | 29.95 |
| 3. NOAH'S ARK/GENESIS FLOOD | 19.95 |
| 4. HUDSON TAYLOR | 29.95 |
| 5. FANNY CROSBY | 29.95 |
| 6. CHRISTIANA | 29.95 |
| 7. IN HIS STEPS | 19.95 |
| 8. PATMOS | 29.95 |



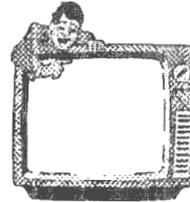
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| 1. THE ANSWER | \$19.95 |
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| 4. GOD OWNS MY BUSINESS | 19.95 |
| 5. THE ENEMY | 24.95 |
| 6. HELD FOR RANSOM | 24.95 |
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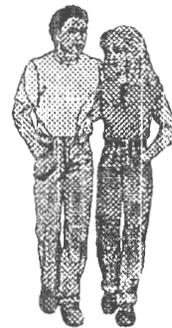
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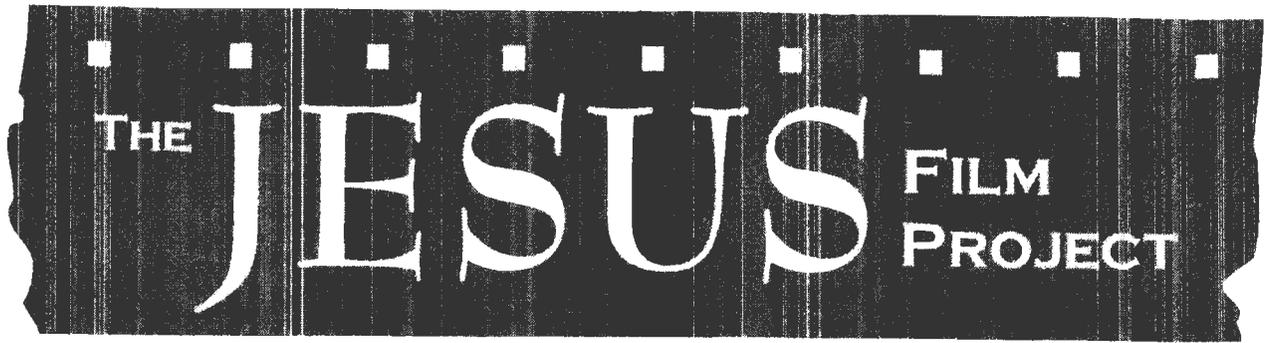
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10. SENIOR YEAR 24.95





Official Ministry Statistics (April 1, 1996)

Note: This replaces the January 1, 1996 statistics sheet.

Number of "JESUS" film languages available:	362 with 194 in process
Number of mission agencies using the film:	450
Number of people who have viewed the film:	More than 766 million
Number of indicated decisions as a result of the film (excluding TV, theater, video rentals):	46 million*
Number of countries in which the "JESUS" film has been shown:	218
Number of "JESUS" film prints in circulation (8mm,16mm,35mm):	7,836
Number of "JESUS" videos in circulation:	Over 1.6 million
Number of countries where the "JESUS" film has been seen on television:	64

"JESUS" Film Teams:

Number of JESUS Film Project teams:	1077
Number of volunteer film teams trained in former USSR and Eastern Europe:	700
Number of JESUS Film Project film team members:	2814
Number of countries where Jesus Film Project sponsored teams operate:	93

International School Project: This comprehensive strategy trains school teachers to use a biblically-based curriculum on ethics and morality which includes showing the "JESUS" film to their students. Goals call for 150 convocations to be completed by the end of 1996.

Number of teachers trained to date:	36,509
Number of teacher convocations held to date:	118
Number of countries in which teacher convocations have been held:	10

CoMission: An interagency effort working in the republics of the former Soviet Union and Eastern Europe, established to start thousands of Bible studies in schools and the community. Goals call for mobilizing 1,200 teams of trained Christians to:

1. Help local educators show the "JESUS" film in public schools.
2. Train teachers and administrators to teach a biblically-based curriculum on ethics and morality.
3. Start weekly Bible classes and discussion groups in schools and the community.

Number of participating agencies:	82	
Number of individuals sent to date:	1300 (Sent by CCC:	278)
Number of teams sent to date:	153 (Sent by CCC:	32)

*352 million people have seen the film by means of television and theater showings. We have not included estimates of the decisions for these two categories.

"JESUS" FILM LANGUAGE LIST

April 12, 1998

* - Video available in Standards: NTSC (U.S.) or PAL (European) Format. VHS only. * - completed redub. + = L is upgrade. A = Abbreviated. O = Open Caption.
 Each language listed only once, at "highest" translation level.

1) Lip Sync Completed (Count = 283)	+ (Redubs = 30)	(Upgrades = 31)	(Abbreviated = 2)	(Open Caption = 2 counted as subtitled)
Adhola/Dhopadhola	v ((Foochow))	v Kabye	Meithei/Manipuri/Meithe	v Sotho,Southern
v Adyge/Adygey	v ((ChaoShan/Teochew/Chao))	v Kadsazan,Coastal	Mende+	v Spanish+
v Afrikaans	v Chipewyan	v Kalengin+	v Minangkabau/Minang	v Spanish(Castilian)
v Akan(Asante/Ashante Twi)-	v Chuyash	v Kalengk-Ouat	v Miskito	v Sukuma
v Akan(Fante)	v Cree,Western	v Kamoa/Kgkamba+	v Mongolian,Halh	Sumba(Kambara)
v Albanian,Gheg(Ship/Kosova)	v Czech	v Kamzda	v Moore/More	v Sunda/Sundanese*
v Albanian,Tosk	v Dagbani	Kanuri,Yerwa+	v Mundari	Suryoyo/Assyrian Classic
v Amharic*	v Dinka,Northeastern/Padang	v Karac,Boy-Balkar(Balkar)	v Munukutuba	v Susu/Susoo/Soso
v Arabic,Egyptian Colloquial	Dinka,Southern(9dialects)	v Kareem,Pwo	v Mwaghavul	v Swahili
v Arabic,Standard	v Dogon	v Karesa,S'Gaw	v Nahuatl,Huasteca,E./Aztec	v Tachelhit/South Shilha
v Arabic,North African	v Dogri-Kangri(Dogri)	v Kasbaini	v Nahuatl,Huasteca,W./Aztec	v Tagalog*
v Arabic,Sudanese	v English A O	v Katabo/Katab(Tyap)	v Nandi/Kinandi+	v Tajiki/Tadzhik
v Armenian(Eastern)	v Erzya/Mordvin-Erzya	v Kazakh	v Nauruan	v Tami*
v Armenian(Western)	v Estonian*	v Khmer,Central/Cambodian	v Ndebele/Southern Ndebele	v Tarait/Rif
v Assamese	v Ewe	v Kirgiz	v Nepali	v Tatar
v Assyrian/Aisor	v Farsi,Eastern/Dari	v Kirbadi	v Nuer	v Telugu/Telegu*
Awadhi	v Farsi,Western/Persian	v Kituba/Kikongo Ya Leta+	Nupe	v Teso/Ateso+
v Aymara,Central	v Fijian	Komi-Permyak	v Nyanja(Chewa/Chichewa)+	v Thai*
v Azerbaijani,North	v Fon-Gbu/Fon	Komi-Zyrian	v Nyankole/Runyankole+	Themne/Temne+
v Bali/Balinese	v French	v Konga/Kikongo+	v Nyoro/Runyoro(Toro/Rutor)+	v Tigrinya
v Baluchi,Western	v Fulfulde,Adamawa/Fulani	v Konkani	v Oriya	v Tiv
v Bambara/Bamana*	v Fulfulde,Maasina/Macina	v Koresan	v Oromo,Borana-Arsi-Guji+	v Tok Pisin/Pidgin/New G.
v Bariba	Furta Jalon	Krip	v Osetin/Ossete	Tonga/Zambezi(Chitonga)
v Bashkir	v Ga-Adangme-Krobo(A/Dang.)	v Kufi	v Palauan	v Tongan
v Basque	v Gaelic,Irish	v Kumzoni	v Pampaagan	v Toucouleur/Pulaar
v Batak Karo	v Galician	v Kurdi,Southern Kurdish	v Pangasinan	v Truk/Trukese
v Baule/Baoule	v Ganda/Luganda+*	v Kurux/Oraon/Kurukh	v Panjabi,Western/W. Punjabi	v Tsonga/Shangaan
v Behdini/Bandinani	v Garhwali	v Lahue	v Pashto,Western/Pushtu	v Tswana
v Belorussian/Byelorussian	v Georgian	v Lamao/Lambadi	v Pidgin,Cameroon/Creole	v Tulu
v Bemba/Chibemba+	v German,Standard A	v Lao/Laotian	v Plautdietsch/MennoniteGrmn	v Tumbuka
Bengali*	v Gikuyu/Dikuyu	v Latvian*	v Polish*	v Turkish
v Bengali(Musselmani)	v Gondi,Northern	v Lingala+	v Portuguese	v Turkmen
v Berom	v Gourmanchema/Gulimancema	v Lithuania	v Quechua,Cuzco	v Udmurt
v Bhilli	v Greek	v Logole/Luragoli	v Quechua,South Bolivian	v Ukrainian
v Bhojpuri/Bihari	v Guarani,Paraguayan	Lozi	v Quiche,Central	v Urdu*
v Bicolano,Albay	v Gupurati*	v Lubu-Kasai/Tshiluba+	Quichua,High.,Chimborazo	v Uyghur/Uighur
v Bislama	v Gusi	v Lugbara,Low+	v Rumanian/Romanian*	v Uzbek,Northern
v Bomu/Bobo (?)	v Haitian Creole French	v Luba+	v Rundi/Kirundi+*	v Vai
v Brahui	v Harauti/Hadoti	v Luyia/Luhya(Wanga)	v Russian* O	v Venda
v Bugis/Buginese	v Hausa*	v Macedonian	v Rwanda/Kinyarwanda+*	v Vietnamese
v Bulgarian+	v Hebrew	v Madona/Madurese	v Samoan	v Vo/Wa
v Bundeli/Bundel Khandi	v Hilgaynon/Bonggo	Magahi	v Sango	v Waray-Waray/Waray
v Bura-Pabir/Bura	v Hindi*	Maibhili	v Santali	v Welsh
v Buriat,Russia/Buryat	v Hmong Daw/Njua(combined)	v Makhanwa/Makua	v Sena	v Western Carrib.Creole
v Burmese	v Hungarian	v Malagasy*	v Serbo-Croatian/Croatian	v Wolof
v Cakchiquel,Central	v Iban	v Malay	v Serbo-Croatian/Serbian+	v Xhosa
v Catalan	Ibibio	v Malayalam*	v Shan	v Yao
v Cebuano*	Igala	Malay,Pattani	Shikuk	v Yoruba*
v Chamorro	v Igbo/Ibo	v Mam, Northern	Shi/Mashi+	v Yucateco/Maya
v Chattisgarhi	v Ilocano*	v Mandinka	v Shona+	v Zande/Azande/Pazande
Chinese Languages	v Indonesian*	v Maninka	v Sindhi/Sindi*	v Zhuang,Northern
v Hakka	v Inuit_E.Canad.(Inuktitut)	v Mapudungun	v Sinhala/Singhalese*	v Zulu+
v Mandarin	v Italian	v Maranao	v Siraiki	
v Mandarin/Kuoyu	v Japanese	v Marathi	v Slovak*	
v Wu(Shanghai)	v Javanese*	v Marwari(So.Mar.(Mewari))	v Slovenian+	
v Yue/Cantonese	Jingpho/Kachin	v Masaba/Lumasaba	v Soga/Lusoga	
v (Hainanese)	v Kabardian	Mazahua	v Somali+	
v (Fujian/Taiwanese/Amoy)	v Kabiye	Medipa/Melpa	v Sotho,Northern/Pedi	
2) Narration Completed (Count = 69)	+ (Redubs = 1)	(Upgraded and Not Listed Here = 27)		
Amuzgo,Daxaca	Hindi,Caribbean/Sarnami H.	Kwangali	Nahuatl,Guerrero	Quiche',West Central
Carib,Black(Garifuna)	Huave,San Mateo del Mar IN	Kwasanyama/Ovambo	Nama/Damara	Rendille
Chinanteco,Quioatepec/High.	Huichol(Sn Andres Cohamiata)	v Masasi	v Navaho/Navajo	Saramaccan
Chinanteco,Tepetotutla	Huü	Masi,Low	v Otomi,Eastern	v Serere-Sine
Chiriguano/E.Boliv.Guarani	Ixil,Neabaj	v Mazateco,Huautlade Jimenez	v Otomi,Mezquital	Shipibo-Conibo
Chol,Tumbala	Jacalteco,Western	v Mixe,Coatlan	v Pame,Central	v Shuar
Cora	Kairi/Pumu	Mixe,Northern(Atitlan Mixe)	v Popoloca,Eastern	v Soninke
Cuicateco,Tepexutila	Kainano	Mixteco,Eastern(Peoles M.)	v Popoloca,Western	Sranan/Sranan Tong
Fanagolo/Fanakalo	Kavabi	Mixteco,Silacayoapan	Popoloca,Sierra/Highland P	Swahili,Zaire
	v Kichai	Mixteco,Santa In Puebla	v Quechua,Ayacucho	Tarshimara,Cntrl/S

Tarasco/Tarascan/Purepecha	Turkana	v Waskiañ	Yaqui	Zapoteco, West. Tlacolula
Tarok	Tzeltal, Bachajon/Lowland T.	Wayampai, Amapari	v Zapoteco, N.E. Pochutla	Zapoteco, Yalalag
Tojolabal	Tzeltal, Highland/Oxchuc T.	Xun/Black Bushman	Zapoteco, Sierra de Juarez	Zoque, Francisco Leon
Trique, San Juan Copala	Tzotzil, Chenula	Yanomama	v Zapoteco, Southern Rincon	

3) Subtitled Completed (Count = 9) + (Redubs = 4) (Abbreviated = 4) (Open Caption = 2) (Upgraded and Not Listed Here = 4)

v American Sign Language	v Danish* A	v Finnish* A	v Norwegian, Bokmal A	Swedish*
v Costa Rican Sign Language	v Dutch* A	Korean Sign Language	v Russian Sign Language	

4) In Production (Lip-Sync) (Count = 176) + (In Research = 15) + (Redubs & Upgrades = 14) = actually listed - 205

Abkhaz	Dendi/Dandawa	Khasi-H	Mambila, Nigeria	Senoufo, Cebaara M
Aceh/Achinese JK	Digo	Khmer, Central/Cambodia (re)	Maori (Res)	Sharchagpakha U
Afar U	Dimik U	Kissi, Northern	Marathi (redub)	Sidamo N
Aja-Gbe/Aja	Dogrib	Koli, Par-Kari U	Marghi Central	Slavay
Akanon	Dyemba/Zarma M	Komerizag	Marshallese	Swahili, Zaire (upgrade) U
Amharic (redub)	Dzongkha U	Konkomba	Marwari, Northern I	Swati/Siswati R (Pre-Res)
Arabic, Algerian/W. Colloq (R) P	Ebira/Agbasa JO	Kono	Marwari (Rajasthan)	Sylheti U
Arabic, Hassaniya P	Edo C	Korean (redub)	Mazanderani/Tabri P	Tabassaran
Arabic, Moroccan (Res) P	Eloyi	Kpelle, Guinea/Guere	Mbembe, Cross River	Tamajeq, Tahova
Arabic, Shuwa P	English (Aboriginal Eng L) (Res)	Krahn, Eastern (Tchien)	Mbosi/Mboshi	Tamazight, Central Atlas P
Arakanese	French, Cajun (Res)	Krahn, Western	Mbundu, Loanda (Res)	Tangale
Avar/Dagestani	Gade	Kumyk C	Meru/Kimeru N	Tausug U
Azerbaijani/North (redub)	Garo I	KuranKo	Mina	Teso (redub)
Bade	Ghagyi/Gwari Matayi C	Kurd/So. Kurdish (Sorani) (R)	Moksha	Tetela/Otetela U
Bagheli I	Gilaki IN	Kuriz	Mon	Tibetan (Dbus/Lhaso/Zang)
Bangaru IN	Gorontalo	Kurmanji (Diyarbakir?) (Res)	Mongo-Nkundu U	Tibetan (Gtsang)
Banjar	Gude	Kurmanji/No. Kurdish (upS) U	Mongolian, Peripheral U	Tibetan (Mngahria)
Bari	Gujarati (remix)	Kurumba I	Morisyen/Mauritius Creole Frn	Tibetan (Ngambo/Amo) (?)
Bassa C	Gurage	Kusaz, Eastern	Moro P	Tigre
Batak Toba	Gureme (Frafra)	Ladakhi	Moru	Tlapeneco
Bayezidi (?)	Guro	Lak	Motu, Hiril/Police Motu U	Toba
Beja	Hami/Hyarn	Lambya/Nchilambya	Mumuye	Tonga/Chitonga
Bete, Guiberoua M	Hindko, Northern	Lela	Mwani	Tonga/Gitonga
Bodo	Hmong, Eastern	Lezgi	Nahuatl, Orizaba	Tuvin C
Brahui (redub)	Huasteco, Veracruz	Limba, West-Central C	Nahuatl, Sierra De Pueb. C	Umbundu/South Mbun
Braj Bhasha I	Huba	Lisu IN	Nahuatl, Southeastern Puebla	Urhobo C
Chakma	Ibanag	Loko/Eandogo C	Nias	Uzbek, Southern
Chaldean U	Idoma	Lomvwe/Ygulu/W. Macau	Nyakyusa-Ngonde	Vietnamese (redub)
Chaovia U	Itawit	Luba-Shaba/Kiluba	Nyungwe	Wapan/Jukun Wakari
Chechen U	Izere	Luchazi	Obolo JO	Warji
Chilcotin	Jola-Fogny/Diola-Fogny M	Lunda	Dromo, West-Central	Wichi Lhamtes Vejoz C
Chinese, Gan/Kan IN	Kalanga	Luri P'	Panjabi, Eastern	Wolaytta/Wellamo
Chinese, Xinghua Min IN	Kamwe	Luvale	Papiamentu	Yakut C
Chinese (Fujian/Taiw./Am) (re)	Kankanaey/Kankanay IN (P-R)	Maasai (upgrade)	Ponapean/Pohnpeian	Yi, Sichuan/Northern Yi (R)
Chinese, Xiang	Kaonde	Macedonian (redub)	Reunion Creole French	Yi, Yunnan (Southern Yi) II
Chwabo	Karakalpak C	Mada	Romani, Balkan (Artija)	Yiddish (Res)
Comorian	Karekare/Karai Karai	Magindanaon U	Romani, Baltic	Zapoteco, Isthmus
Crioulo, Upper Guinea JC	Karelian	Malagasy (Antardroy)	Ronga	
Dagaari, Southern	Karen, Pac (Res)	Malagasy (Sakalava)	Rubasa/Rubassa	
Dan/Yacouba C	Kazakh (redub)	Malagasy (Tsimihety)	Sadani	
Dargwa/Dargin C	Kebuntarap	Maldivian/Divehi U	Samba Daka/Chamba Oaka	
Dayak, Land	Khakas C	Malvi	Sawu/Sabu	

5) In Production (Narration) (Count 10) + (In Research = 1) = actually listed - 11

Apinaye	Kadiweu	Mixteco, Santiago Yosondual IN	Urubu-Kapor
Apurina	Kuna, San Blas	Rikbaktsa	Xavante
Cuicateco, Teutila (Pre-Res)	Mam, Todos Santos Cuchm. IN	Tiwa, Northern	

6) In Production (Subtitled) (Count 7) + (Redubs & Upgrades = 0) + (Subs of Lip-Syncs = 8) + (Open Caption = 1) = actually listed - 16

Chinese Languages	Yue/Cantonese	(ChaoShan/Teochew/Ct'aoz)	Kurmanji/Northern Kurdish	Rumanian Sign Language
Hakka	(Hainanese)	Japanese	Mexican Sign Language	Rumanian (Open Caption)
Mandarin	(Fujian/Taiwanese/Amoy)	Jordanian Sign Language	Nepalese Sign Language	Turkish Sign Language
Wu (Shanghai)	(Foochow)			

TOTAL TRANSLATED: 361 languages
TOTAL IN PRODUCTION: 193 new languages
(Includes each translation only once, and new translations in Script Translation phase of production and beyond, only)

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English Gosp. John (Precious Prom.Edition)	\$ 100.00 per case (1200 in each case -. 08 ea) 27 lbs
English Tract - New Life for You	\$ 15.00 per case (3600 in each case) 15 lbs.
English Tract - The Big Question	\$ 15.00 per case (12000 in each case) 18 lbs.
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Russian Gospel John (w/Study Helps)	\$ 40.00 per case (240 in each case) 29 lbs.
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Spanish New Test.(Marked Edition)	\$ 32.50 per case (50 in each case) 14 lbs.
Sanish Gospel of John (Prec. Prom)	\$ 100.00 per case (1200 in each case) 27 lbs.
Spanish Tract (Una Nueva Vida)	\$ 15.00 per case (approx. 3600 in case) 15 lbs.
Korean Clean Heart	\$ 50.00 per case

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CULT EXPLOSION

"This is the most crucial decade in history. Designer, a la carte religion flourishes as traditional Christianity is undermined by counterfeits." Pollster George Gallop on religion in America.

"Prior to 1850, cultists were practically unheard of in America. Today there are tens of millions of Americans involved in the cults and the occult. A significant and ever increasing portion of our population is intimately involved in the culting of America." Walter Martin, *Martin Speaks Out on the Cults*

I. Mormonism - The Church of Jesus Christ of Latter-day Saints.

A. Mormonism Beliefs. Contrary to Biblical Christianity, the Mormons:

1. Deny the Scriptural doctrine of the Trinity and the Deity of Christ.
2. Believe in more than one God (they believe there are many).
3. Believe that God the Father is a literal man with a physical body of flesh and bones.
4. Believe that men can become gods ("As man is, God once was; as God is, Man may become.")
5. Believe that Jesus was born into the world out of the physical sexual union between God the Father and the virgin Mary.
6. Believe that salvation is attained by works and not by grace.

B. Mormon Wealth

"Without a doubt, the Mormon church is one of the wealthiest cults in the world. It takes in an estimated \$4.7 billion per year, controls at least 100 companies or businesses (including a \$300 million a year media conglomerate), and has an investment portfolio in excess of \$1 billion." *Arizona Republic, Magazine.*

"The Mormon church's annual income would place it about 110th on the *Fortune 500* list of industrial corporations. It would rank among companies such as *Gillette*, and *Chiquita Brands International.*" Ibid.

"The Mormon church's business subsidiaries generate an additional \$4 billion per year in sales, which, if counted in the total, would make it an \$8 billion a year corporation, comparable with *Union Carbide and Borden Products*." Ibid.

"The Mormon church is one of the nation's largest private landowners, with holdings in all 50 states." Ibid.

Such wealth is a key factor in the steady growth of the church. The Mormons spend roughly \$550 million per year on their worldwide missionary efforts. This breaks down to over \$10 million spent each week on their missionary program.

C. The Mormons - Growing Fast.

In 1950 there were only one million Mormons in the US. Today there are over 4 million. In terms of worldwide growth it is estimated that the Mormon church is growing at a rate of 1,500 new members per day.

D. Mormons and the Media.

The church spends roughly \$550 million per year, on media for its worldwide missionary efforts. It is estimated that church-owned radio and television outlets reach more than 2.3 million adults per day.

"Television and radio stations are just part of the church's media empire which includes a newspaper publishing company, an advertising agency, a book publishing and retail sales company, and television production companies." *LDS Media Empire: A Voice for Mormon Values*, Las Vegas Review Journal

1. Dealing with Image via the Media.

Researchers who have studied the Mormons' use of the media say the church responds to public relations problems as quickly

as any image-conscious corporation. It commands a powerful public relations apparatus that smoothly markets Mormonism to the world.

In a massive public-relations campaign including a series of television, radio, and magazine ads that began in 1971, the Mormon church has marketed itself as a bastion of domestic strength and middle class respectability.

For many years the Mormon church has also purchased advertisements in popular publications such as *Readers Digest* and *TV Guide*. These ads typically portray the church as a wholesome, all-American institution, focusing on their apparent virtuous lifestyles instead of setting forth their cultic doctrines. These ads offer a free copy of the Book of Mormon. Mormon publications report that the ads are bringing significant increases in missionary work.

2. Mormonism and Videos

Videos have been very effectively used by the Mormon church to attract new members.

"In all countries, videos introduce many more people to the (Mormon) gospel than traditional tracting and contacting do, and missionary work is reaping great benefits." *Media Messages Boost Missionary Work, The Ensign* May 1989

"The media support is really having an impact on people. Responses of viewers to the videos have been overwhelming, and this gives the missionaries great confidence and enthusiasm."
Dale Gardner - a Mormon leader

3. Mormonism and Television

An example of how the Mormons have used television would be the church produced program "Together Forever." At one time

this program was broadcast in every city in the United States that had a Mormon missionary headquarters. The result of the program, according to Mormon leaders, was "increasing success for missionaries."

Season Mormon television programming has included "*Mr. Kruger's Christmas*," "*The Other Wise Man*," and "*The Last Leaf*." LDS produced Christmas programs and public service announcements are claimed to be viewed by hundreds of millions of people in some 25 countries.

The Mormons have also made heavy use of television commercials. On various cable television stations, including TNT, CNN, Headline News, and Ted Turner's WTBS, the Mormons have purchased commercial time for what they consider to be "straight forward" messages.

Still another series of Mormon television ads are called "Home front." These ads show pointed and humorous clips of domestic life. "Encouraging patience and understanding between parents and children, they end with: 'A thought from the Church of Jesus Christ of Latter-day Saints - The Mormons.'"

4. Mormonism and Radio

At any given moment during the day, millions of adults across America are listening to Mormon owned radio stations. Major markets include New York City, Los Angeles, Dallas, Seattle, Chicago, Kansas City, San Francisco, Salt Lake City, and Phoenix.

Mormon leadership say radio announcements about the Book of Mormon aired on various stations across the country are bringing many, many responses.

Countless radio listeners from coast to coast are learning more about Mormon views and they don't even know it. This is done

by the airing of a series of in-depth public service announcements called "Times and Seasons." The tapes are labeled with a copyright from the church, but some make no mention that the production comes from the Mormons. One radio programmer liked the series so much that she decided to use it as "part of her station's Sunday Christian programming." Such receptivity delights the Mormon church to no end because it has been attempting for years to be accepted as a mainstream "Christian" body.

E. The Mormons Effective Use of the Media

An article in *The Salt Lake Tribune* reported that effective use and advertising has contributed to a sharp upsurge in Mormon converts and missionary effectiveness. According to the article, "In an address before 1,100 at BYU (Brigham Young University), Elder Russell M. Ballard of the Quorum of the Twelve Apostles said the Mormon church will step up its use of advertising as well as radio and television productions and community service programs throughout the United States as well as Communist countries in the next decade. Media activities have been instrumental in the growth experienced by the church's missionary program. Each year, the number of people reached by the media increases. Baptisms by LDS missionaries (now 40,000) have increased by 7% in the US and missionary productivity by 16% in LDS missions through radio and television." Ballard estimated that a total of 357.4 million are reached in a single year through public service programs.

II. Jehovah's Witnesses

A. Jehovah's Witnesses Beliefs. Contrary to Biblical Christianity, the Jehovah's Witnesses:

1. Believe that Jesus was created as an angelic being by the Father millions of years ago;
2. Believe that Jesus is "a god" but not God Almighty like the Father.
3. Believe that the Holy Spirit is neither a person nor God but is rather God's "active force."

4. Believe that the "satanic" doctrine of the Trinity is rooted in paganism.
5. Believe that there is no monosconscious existence of the soul after death.
6. Believe that there is no literal Hell for the unsaved.
7. Believe that the "spiritual" second coming of Christ took place in 1914.

B. Jehovah's Witnesses: Over One Billion Man-hours of Proselytizing Per Year.

Incredibly, almost 4.5 million Jehovah's Witnesses are presently devoting more than one billion man-hours each year spreading these false doctrines around the world. By comparison, in 1940 there were only 95,327 Jehovah's Witnesses in the world. These numbers indicate dramatic growth and the momentum is gaining every passing day.

Especially alarming is the phenomenal growth of the "peak" (active, baptized) Jehovah's Witnesses within the boundaries of the United States. In 1940, there were 58,009 "peak" members in this country. This figure jumped to 108,144 by 1950; 205,900 by 1960; 416,789 by 1970; 565,309 by 1980; 850,120 by 1990; 892,551 by 1991; and is now approaching one million.

It is also noteworthy that each year almost two million people in the United States attend Watchtower memorial conventions. These are people who, though not actively involved Witnesses like these previously mentioned, are nevertheless sympathetic supporters of the movement.

C. The Jehovah's Witnesses: Over Ten Billion Pieces of Literature.

Former Jehovah's Witness, David Reed, in his 1993 book *Jehovah's Witness Literature*, said, "At some point during the late 1980's, Jehovah's Witnesses published their 10 billionth (10,000,000,000th) piece of literature. It took more than one hundred years to produce all those books, booklets, magazines, and tracts since the first Watchtower magazine (Jehovah's Witnesses primary magazine) came off the press in the summer of 1879, but

the next ten billion pieces of literature may take a little more than a decade, if the sect continues to grow at its present rate."

Reed also points out that with a twice monthly printing in excess of 16 million copies per issue, the Watchtower magazine "now approaches the circulation of such all-time favorites as *Readers Digest* and *TV Guide* and easily outsells the combined total of *Time*, *Newsweek*, *U.S. News and World Report*." The Watchtower Society is a well-oiled machine that is cranking out cultic literature faster than Christian's can keep up.

The Watchtower Society's main "Bethel" plant in Brooklyn, New York, prints out almost 1,000 miles of paper - 61 million pages per day - and turns out more than three million New World Translation Bibles per month. To date, the Watchtower Society has produced some 47 million copies of the book *You Can Live Forever in Paradise on Earth* (in 94 languages).

The Watchtower's *1991 Yearbook of Jehovah's Witnesses* reports that there are "more than eleven thousand full-time factory and office workers (up from five thousand in 1980)." As well, the January 1, 1993, Watchtower reports "nearly 4.5 million active participants in the work of distributing literature from house to house worldwide. Some 11.5 million people can be found at kingdom halls studying watchtower literature."

D. The Watchtower Society: God's Voice to Mankind?

The Jehovah's Witnesses believe that God personally set up the Watchtower Society as His visible representative on earth. It is through this organization and no other that God allegedly teaches the Bible to human kind today.

Without the Watchtower Society and its vast literature, people are said to be utterly unable to discern the true meaning of Scripture. Jehovah's Witnesses are reminded of this over and over again in watchtower publications. For example, the watchtower magazine says:

1. "The Watchtower Bible and Tract Society is the greatest corporation in the world, because from the time of its organization until now the Lord has used it as his channel through which to make known the glad tidings."
2. "Is not the Watchtower Bible and Tract Society the one and only channel which the Lord has used in dispersing his truth continually since the beginning of the harvest period."
3. "Jehovah's organization as a visible part on earth which represents the Lord and is under his direct supervision."
4. "Jehovah's organization alone, in all the earth, is directed by God's Holy Spirit or active force."

E. The Authority of the Watchtower Society.

Jehovah's Witnesses believe that the watchtower society, as God's visible representative on earth, exercises authority over all true believers and Jehovah's Witnesses are expected to obey the Society - whose instructions are communicated via literature - as the voice of God.

If there is a conflict between what the Society says and what the government says, Jehovah's Witnesses are instructed to unquestioningly obey the Society. So, for example, if the government calls upon a young man to be drafted into the military, he must obey the Watchtower Society rather than the government and refuse to do military service.

Jehovah's Witnesses believe that the teachings of the Watchtower Society are all-encompassing and should affect every area of life. One issue of the Watchtower Magazine refers to the society as "an organization to direct the minds of God's people." Another issue says that "Jehovah's Organization should influence our every decision." In fact, the Watchtower goes so far as to say that, "we must recognize not only Jehovah God as our Father but this organization as our Mother."

Even reading the Bible is considered insufficient in and of itself in learning the things of God. The Watchtower tells us, "Unless we are in touch with the channel of communication that God is using, we will not progress along the road to life, no matter how much Bible reading we do."

F. The New World Translation.

The New World Translation is an incredibly biased translation of Scripture. An examination of this translation makes it utterly clear that a primary goal of its translating committee was to strip from the Bible any vestige of Jesus Christ's identification with Yahweh.

Dr. Robert Countess, who wrote a doctoral dissertation on the Greek "scholarship" of the New World Translation, concluded that the translation "has been sharply unsuccessful in keeping doctrinal considerations from influencing the actual translation. It must be viewed as a radically biased piece of work. At some points it is actually dishonest. At others it is neither modern nor scholarly." No wonder British Scholar H. H. Rowley asserted, "From beginning to end this volume is a shining example of how the Bible should not be translated." Indeed, Rowley said, "this translation is an insult to the Word of God."

III. The New Age Movement: Cosmic Cancer Eroding the West.

The New Age movement has been called "the fastest growing alternative belief system in the country." It is actually more of a fast-growing spiritual cancer. Just as an aggressive cancer relentlessly eats away at the human body, so does the rapidly growing New Age movement eat away at the West, eroding its spiritual foundations.

The movement is so broad in nature, strictly speaking, it cannot be categorized as a single cult, rather, the New Age movement is an "umbrella" term that encompasses various individuals and organizations who share a common vision of a new age of enlightenment and harmony as well as a common world view (common way of viewing or interpreting all of reality). This broad definition allows for both unity and diversity within the New Age Movement.

In terms of diversity, the New Age Movement includes a wide spectrum of individuals, such as goddess worshipers, reincarnationists, channelers, gurus, astrologers, human-potential advocates, UFO-nauts, holistic-health professionals, ecologists, political activists, and much more.

In terms of unity, New Agers are united by their particular world view, which is monistic ("all is one") and pantheistic ("all is God"). This common world view enables New Agers to cooperate and network together with a view toward accomplishing their common ends despite their distinctive interests within the movement.

A. New Agers Are Typically:

1. Eclectic (they draw from many and varied sources of "truth").
2. Syncretistic (they do not render exclusive devotion to any teacher or teaching).
3. Interested in various forms of occultism (such as channeling or spiritism, out-of-body experiences, astrology, and psychic phenomena).
4. Transformational (emphasizing both personal and planetary transformation).
5. Ecologically orientated (they are a part of what is called the "green movement").
6. Utopian-minded (they are desirous of a "new age" - often described as involving a one-world government, global socialism, and a New Age religion).

B. How Many New Agers Are There?

Because the New Age movement is so diverse and encompasses such a wide variety of people with distinctive interests, it is difficult to ascertain precisely how many New Agers there are in this country. Current statistics and religious polls reveal just how thoroughly this fast-moving, tidal wavelike movement has engulfed and penetrated American Society. For example:

1. A Gallop poll in 1987 indicated that ten million Americans were involved in Eastern Mysticism at that time. This number has steadily escalated in the past 15 years.
2. About 67 percent of American adults claim to have had a psychic experience such as extrasensory perception.
3. A 1993 Gallop poll indicated that about 43 percent of teens believe in extrasensory perception.
4. About 21 percent of teens believe in clairvoyance (the "seeing" of physical objects "at a distance").
5. Twenty-four percent of American adults believe in precognition - the psychic ability to predict the future.
6. One out of three American adults believe that fortune tellers can actually foresee the future.
7. Approximately 30 million American adults (one in four) believe in reincarnation.
8. One in four American adults believe that people's horoscopes "can affect the course of their future."
9. Twenty-five percent of Americans believe in a non-personal energy or life force which they roughly equate with God.
10. A survey by Northern Illinois University suggests that over half of all Americans believe extra terrestrials have visited planet earth (a belief common among New Ager.)
11. In a 1993 article in the Los Angeles Times, New Ager Marilyn Ferguson said that "sociologists at UC Santa Barbara estimate that as many as 12 million Americans could be considered active participants (in the New Age movement), and another 30 million are avidly interested. If all these people were brought together in a church-like organization, it would be the third-largest religious denomination in America."

New Ager Marilyn Ferguson also notes that an article in *American Demographics* defines New Ager as a well-educated, upscale "group." More than 90% of the subscribers to *New Age* magazine are college graduates, compared to less than half the general population. They are three times more likely than others to travel abroad and four times more likely to be active in politics or community affairs. The demographics conclude that

these individuals "are hungry for something mainstream society has not given them."

C. New Age Spiritism.

"Spiritism" may be defined as the practice of attempting communication with departed humans or extra human medium with the intent of receiving paranormal (beyond normal) information.

Today, spiritism has been renamed "channeling." Jane Roberts, who died in 1983, channeled an entity named "Seth." Roberts was largely responsible for the current rise of interest in channeling. Her books on Seth have attracted millions of readers.

Recent polls indicate that some 14% of Americans endorse the work of spirit mediums or channelers. Moreover, some 42% of American adults presently believe they have been in personal contact with someone who has died. Just ten years earlier, only 27% made this claim.

D. Defining "Good" In The New Age.

According to *The Barna Report 1992-93*, millions of Americans presently worship false gods: "Ten percent of the (American) public believe that "God is the total realization of personal, human potential."

Another 6% claim that "God represents a state of higher consciousness that a person may reach." As well, "smaller proportions of the public ascribe to the following definitions of God: 'everyone is God' (2%); 'there are many gods, each with different power and authority' (2%). One percent said, 'there is no such thing as God.' Another 5% did not know how to describe God."

Alarmingly, George Barna (who heads the Barna group, a polling and Christian consultant organization) tells us that in 1993 7% of the people claiming to be born again Christians, assumed a non-orthodox view of God. "Most of these adults claimed that God is the full realization of human potential (5%); 2% described Him as a state of higher consciousness that we

can reach." Three out of ten Catholics and three out of ten Methodists rejected the orthodox Christian view of God in favor of the New Age definition.

It is therefore clear that New Age prophets and gurus, many of whom are in the top echelons of the media industry, are making a substantial impact on Americans. Barna warns: "Make no mistake about it: the appeal of New Age ideas and practices is continuing to grow. Millions of Christians espouse New Age beliefs without realizing what they are doing. Many Christian leaders are poorly informed and unaware of this subtle threat to Christian orthodoxy."

E. The New Age Movement and the Media.

The New Age movement includes a wide spectrum of individuals such as reincarnationists, psychics, astrologers, goddess worshipers, holistic - health professionals, ecologists, political activists, educationists, and many more. All of these New Age practitioners utilize the media in one form or another to bring their ideas before the public.

1. The New Age Movement and Television

The New Age movement has penetrated both adult and children's television programming. Perhaps the best known adult New Age television event was Shirley McLaine's mini-series "*Out On A Limb*," which aired January of 1987. With blockbuster ratings, this series introduced people all over America to New Age occultism, including McLaine's experiences with reincarnation, UFO's, astral travel (out of body experiences) and channeling (spiritism). Following the broadcasts, sales of New Age books virtually sky rocketed all across the country.

Since then, New Age themes (and New Age guests) have regularly surfaced on some of today's most popular television shows including, *Star Trek: The Next Generation*, *Kung Fu: The Legend Continues*, and talk shows such as *Oprah Winfrey*, *Phil Donahue*, and *Geraldo*. New Agers have also been featured on major news programs such as ABC's *20/20* (channeler J. Z. Knight) and interview programs

such as *Bill Moyers*, on the Public Broadcasting System (Bill Moyers interviewed the late Joseph Campbell).

Many children's television shows are also permeated with New Age concepts including *Thunder Cats*, *She-Ra*, *He-Man* and *Masters of the Universe*. In these and other similar shows, children are introduced to psychic powers, communication with spirits from the other side, occultic symbols, yoga, and a variety of other Eastern ideas.

Cable station HBO (Home Box Office) featured episodes of *Fraggle Rock* created by the late *Muppet* master Jim Henson. Among the New Age ideas discernible in this series are Zen philosophy, an emphasis of the harmony and oneness of all things, and intuition over rationality. Such ideas are vintage New Age.

New Age ideas can also be found in television commercials designed for major manufacturers. For example, in 1993 *Mitsubishi* ran a series of ads for one of its new cars, the *Gallant*. It portrayed a stage at the center of a room with people on all sides of the stage. The people in the room are pictured imagining the best possible car, concentrating on every feature they ever wanted or hoped for in a car. And as they visualize this perfect car, it begins to take physical shape before their very eyes. This has definite New Age overtones, for New Agers believe that visualization with the human mind can bring about the things one desires in the physical world.

2. The New Age Movement and Telephone Hot Lines.

Television, magazines and local newspapers are presently featuring ads for "psychic hot lines" through which people can get in contact with "America's top professional psychics, now standing by to unlock the secrets of your inner self and forecast your future."

The ads ask, " Are you ready to seek the answers to your most pressing questions, the solutions to your greatest problems? Are you ready to receive real, practical advice that could make your life HAPPIER and HEALTHIER; to take the vital steps on your Spiritual

Journey leading at last to true PEACE, PROSPERITY, ROMANCE, and JOY? If so, then you're ready to call the Live Psychic Hot line. Now with a single phone call, you can choose for yourself from among the country's leading Master Psychics, including ASTROLOGERS, NUMEROLOGISTS, DREAM INTERPRETERS, TAROT READERS, CHANNELERS, PAST LIFE THERAPISTS, CLAIRVOYANTS, AURA READERS and HEALERS."

All of this is available for a mere \$3.95 per minute on a convenient 900 number. The world of New Age occultism is just a phone call away.

3. The New Age Movement and Videos.

Videos are another means used by New Agers to promote their mystical ideas. Again it is Shirley McLaine who helped give momentum to this form of media as a New Age educational tool. In an article entitled *Videos for a New Age*, published in *Video Business*, we are told that "Shirley McLaine's *Inner Workout* can be credited with giving the (New Age Video) genre a much welcome shot of star power."

McLaine's video publisher said that "The publicity has been all over the place, and the tape has been selling everywhere, from New Age Stores to Video Stores and mass merchants." This has opened the door for many other New Agers to promote New Age ideas through video.

Hot-selling New Age videos in recent years include "Lilas: Alive with Yoga," "Meeting With Remarkable Men: Life of Gurdjieff," "Joseph Campbell: The Power of Myth," "Tai Chi With Nancy Kwan," "An Evening With Bernie Siegel," "Louise Hay: You Can Heal Your Life," and "Relax With Dennis Weaver." The New Age Video market is alive and well in America.

4. The New Age Movement and Print Media.

In April 1982, a full-page ad appeared in 14 prominent newspapers around the world - from Rome to Jerusalem, from Kuwait to Karachi, from New York to Los Angeles - proclaiming that "The Christ Is Now Here." The ad sponsored by the (New Age) Tara Center in Los Angeles, California, affirmed that "within the next two months (the christ) will speak to humanity through a world wide television and radio broadcast. His message will be heard inwardly, telepathically, by all people in their own language."

The ad claimed this would take place by the end of spring 1982 on the "Day of Declaration," after which would commence a new era of peace and happiness. This Christ would not be a religious, political, economic, or social leader, but an "educationalist" who would solve all the world's problems in these areas and usher in a New Age of love, peace, and shared wealth. This information about the appearance of the Christ was alleged to have been revealed to a self-proclaimed prophet of the Christ, Benjamin Creme, founder of the Tara Center.

The Year 1982 came and went with no appearance by the christ. The most common explanation for the christ's no-show (at least ten explanations have been offered) is that the media prevented it. Since the media represents humanity at large, Creme says, it's apathy is indicative of the broader apathy of humanity. And since the christ's manifestation cannot occur against man's wishes (according to some cosmic law) his coming has been delayed.

From 1982 to 1990, Creme has continued to maintain that the christ will soon reveal himself to humanity. In April 1990, the Tara Center distributed a press release alleging that a man claiming to be Maitreya presented his credentials as the messiah before 200 media representatives and world leaders at a conference in London, England. The meeting was advertised in many prominent newspapers the month prior to the event.

It is not known precisely where this event took place or who the 200 conference participants were. Fifty of them were said to be reporters, though not a single article ever appeared in any publication documenting, mentioning, or even alluding to the meeting. Apparently, the media's apathy toward Creme's christ has not diminished.

Reminiscent of the 1982 ads in which Creme claimed that the christ would present his credentials to all humanity on the Day of Declaration "by the end of spring 1982," he is now saying that the April of 1990 conference was a prelude to the Day of Declaration, though the date of that "declaration" has not been revealed.

5. Transcendental Meditation and Its Deceptive Use of the Media.

Representatives of Transcendental Meditation have not only attempted to use the media but have made misleading public statements via the media to advance TM's cause. The cult observer repeated that "TM has made many incorrect or distorted public announcements to advance its programs." The article notes an example that "leading TM spokesman, Deepak Chopra, MD, claimed publicly that the Massachusetts Board of Education had virtually decided to accredit the Maharishi Vedic University's graduate degree programs. The state said it had merely received an application for such accreditation.

Ex-members say that TM teaches followers to use this type of deception to further Maharishi's cause. "I was taught to lie and to get around the petty rules of the 'unenlightened' in order to get favorable reports in the media," the *Cult Observer* article quotes one former TMer as saying, "We were taught how to exploit the reporters' gullibility and fascination with the exotic, especially that (which) comes from the East. We thought we weren't doing anything wrong because we were told it was often necessary to deceive the unenlightened to advance our guru's plan to save the world."

6. New Age Seminars and American Business.

The business community in America has also been thoroughly penetrated by the New Age Movement. A Wall Street Journal article reported that "business after business is putting its managers into "New Age Seminars - all promise 'consciousness-raising' and non religious conversion resulting in a 'changed person.'" Companies that have utilized the services of New Age Seminars include Ford, Proctor and Gambel, TRW, Polariod, and Pacific Telesis Group.

Richard Watering, personnel director of Budget Rent-a-Car, polled 780 personnel directors in 1984. He found that 45 percent of them had seen or used one or more "psycho technologies" of New Age consciousness-raising. This percentage has risen significantly since that time.

"One reason so many Fortune 500 Companies have been eager to use New Age Seminars is that they promise increased productivity, better employee relations, more creativity among workers and bottom line - more sales."

a. The goal of New Age Seminars

Attend a New Age Seminar, and you will hear that you are your own god, you can create your own reality and you have unlimited potential. These three concepts may be considered the hallmark of such seminars.

In terms of methodology, the seminar leaders typically first attempt to shred the attendees present world view (or way of looking at reality). Then they endeavor to trigger an altered state of consciousness in hopes of inducing a mystical experience so powerful that it will cause the participant to question his or her previous understanding of reality.

The participant is then exposed to a New Age explanation that makes sense of the mystical experience. He or she is

introduced to a new world view which says that you are your own god and you can create your own reality.

b. Est: Over 500,000 Attendees

One of the more popular New Age Seminars in years past has been Est, founded by the controversial Werner Erhard. Though Est is no longer around today (it has been repackaged with a new name), but over 500,000 people attended this seminar.

Est taught people that they were their own gods and could create their own realities and remake their world. They were told that they were totally responsible for their circumstances - both good and bad - and could control their future with godlike powers. Their potential was said to be unlimited.

Susanne Perkins, a former Est worker, said that during her Est training she was deprived of food and sleep as her world view was attacked. "They broke down my moral and emotional standards." Indeed, "they said it was all right to sleep with your friends husband because you can create the feeling of being guilty or feeling fine. You are your own god."

c. "The Forum" and "Transformational Technologies" - Est Repackaged.

Est was later repackaged as The Forum, and then Transformational Technologies (or Trans Tech). The new versions of the seminar are milder, more professional, and sleeker, making them all the more appealing to a broader base of companies and businesses.

The Forum emphasizes getting in touch with "being." "Being is that dimension of ourselves that shapes our

actions, our performance, and ultimately determines what we accomplish." By getting in touch with "being," people learn to take action and prove performance. This is one reason the seminar is so popular among businesses. After all, improved performance ultimately means more money for the company. Like Est, The Forum says you are your own god and you can create your own reality. Your potential is virtually unlimited.

Over the past decades, many companies have utilized the services of either Est, The Forum, or Trans Tech. Among the companies that have sponsored Est or The Forum are Allstate, Sears, General Dynamics, The Federal Aviation Administration, IBM, Boeing Aerospace, and Lockheed. Trans Tech has penetrated about 100 of the Fortune 500 group of companies, including Ford, TRW, General Electric, McDonald's and RCA.

d. Pacific Institute.

This institute is another human potential group that emphasizes self-actualization through visualization and affirmation (positive statements). This group stresses the intrinsic goodness and perfection of each person. Clients include many fortune 500 companies including, ABC-TV, NASA, Eastman Kodak, AT&T, and IBM.

New Kingdoms for the Cults

Aberrant and unorthodox groups join Christians in filling Eastern Europe's spiritual vacuum.

Kathleen Mickelsen's eyes panned the crowded music hall in Leningrad as her church choir performed. "Halfway through the concert, my eyes were drawn to a woman in the audience—and I noticed her eyes were drawn to me," recounts Mickelsen. "She just

melted at our singing of 'Love So Amazing, So Divine,' a song about Christ on the cross. We kept looking at each other through the rest of the concert—and I sang the songs as my testimony to her with all my heart."

Mickelsen's testimony? She's a Mor-

mon, a member of the famed Mormon Tabernacle Choir, which completed a highly successful tour through Eastern Europe and the Soviet Union last summer. The choir's appearances, according to the Mormon publication *The Ensign*, which told Mickelsen's story,

Who They Are, Where They Are

JW JEHOVAH'S WITNESSES

Altogether, more than 370,000 conventioners attended meetings in the summer of 1991 in Czechoslovakia, Hungary, Yugoslavia, Poland, Romania, and the Soviet Union. A total of 18,293 converts were baptized during 30 convention gatherings.

M MORMONS

As of October 1991, the Mormons reported 600 to 700 active members in the former Soviet Union. The Mormons had missionaries to Eastern European refugees in Vienna before the Berlin Wall fell.

U UNIFICATION CHURCH

Unification Church founder Sun Myung Moon, an avid opponent of communism, met privately with Mikhail Gorbachev on April 19, 1990, and promised to help finance the ailing Soviet economy. In exchange, Moon was allowed to fly an estimated 1,400 "elite

students' from Moscow, Leningrad, Kiev, and Tashkent to the U.S. for field trips that included Moon's teaching.

HK HARE KRISHNA

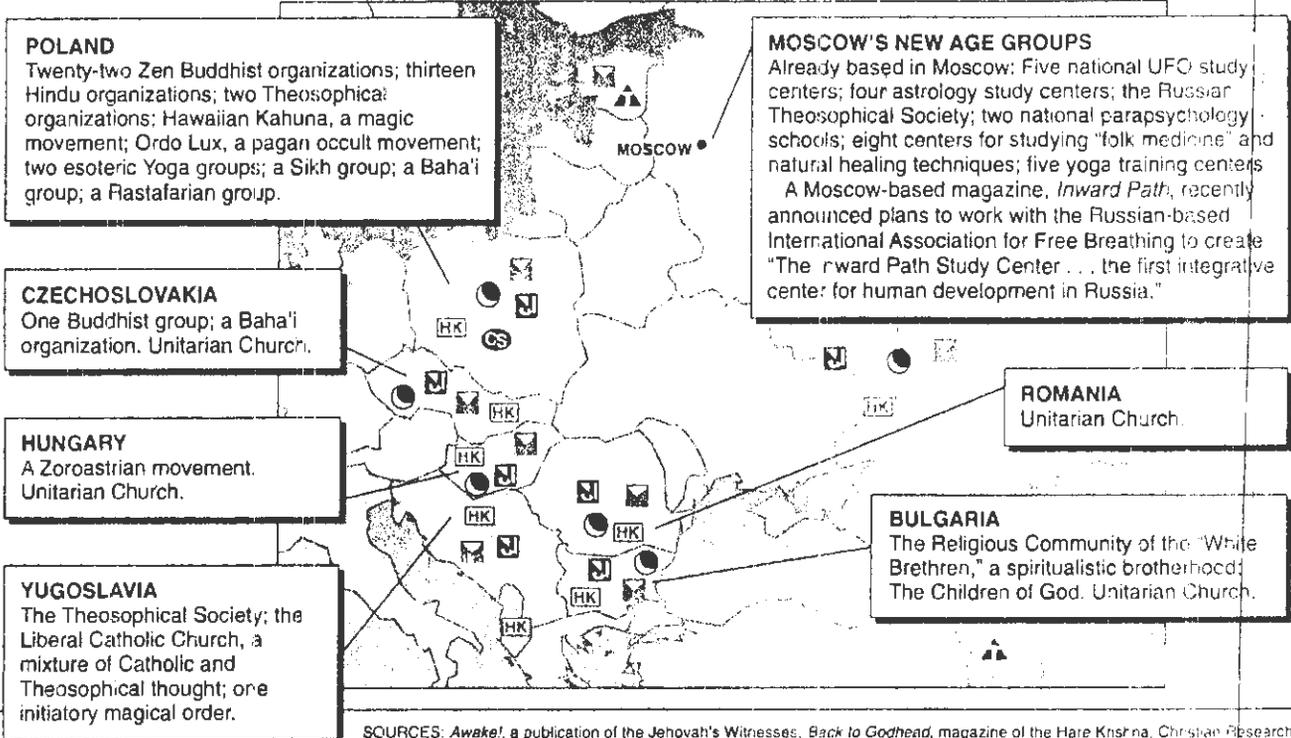
Full-color Krishna posters fill Moscow's subways, as do Krishna groups offering food blessed to their god. The Krishnas also are the largest of 12 Hindu movements in Poland.

CS CHRISTIAN SCIENCE

The Christian Scientists, as of February 1990, were seeking \$87 million to build a short-wave radio station in Poland to transmit throughout Eastern Europe.

TM TRANSCENDENTAL MEDITATION

Soviet Armenian psychiatrists now recommend transcendental meditation to their population for dealing with stress and pain. In February of 1990, a group of Western experts trained over 12,000 Armenians in TM. As of the end of 1990, there were more than 1,000 avid practitioners in Moscow.



SOURCES: *Awake!*, a publication of the Jehovah's Witnesses; *Back to Godhead*, magazine of the Hare Krishna; Christian Research Institute; *Inward Path* magazine; the *Los Angeles Times*; *Religious Directory International*; map represents a large, though not complete sampling; compiled by Joe Maxwell.

DIANE FLEISHER

revolved around a carefully planned, four-point strategy for spreading the Mormon message to formerly communist countries.

First, the choir "elicited waves of advance publicity." Second, its musical message drew people in. Third, national dignitaries were invited to receptions and dinners held in several countries; finally, top U.S. Mormon leaders offered more information about their church at eight informal gatherings, reportedly attended by thousands.

If the Mormon campaign sounds highly organized, it is. And like the Latter-day Saints, other aberrant Christian groups, sects, and Eastern religions have big plans for growth in former Eastern Bloc countries.

Spiritual vacuum

"Cults are everywhere," says Daryl McCarthy, executive director of the International Institute for Christian Studies, which sets up educational exchanges throughout Eastern Europe. "The peo-

ple are ready to accept some form of religion. The only question is, What religion will they follow? The Moonies or Hare Krishnas? Jehovah's Witnesses or Mormons?"

Virtually all of those groups are mounting organized campaigns to gain disciples in Eastern Europe and the Soviet Union. And as they return from the mission fields, the stories they tell sound much like those of many Western evangelicals.

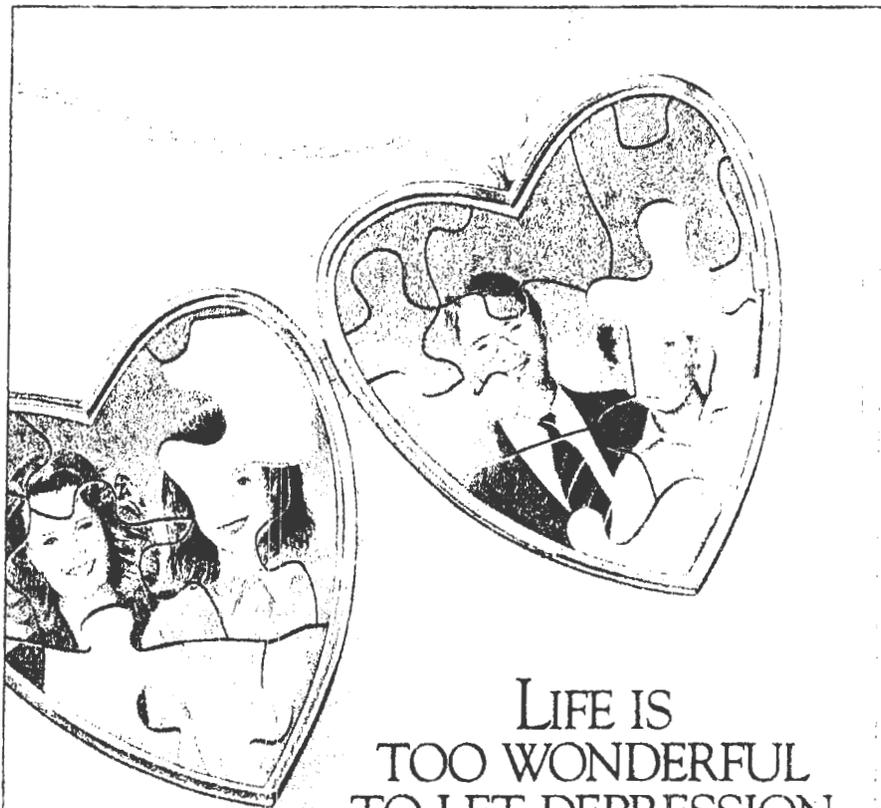
There is no doubt that Christian evangelists are experiencing real success in making converts. But so are others. Experts admit that success—at least in terms of numbers of responses—is not hard to achieve in countries where religion has been repressed for so long.

A massive "spiritual vacuum" exists throughout Eastern Europe and the Soviet Union, says Gordon Melton, who heads the Institute for the Study of American Religion, based in Santa Barbara, California. In the past 45 years, "a steady but growing stream of Eastern teachers and new Western esoteric teachers have opened their centers in Europe," Melton says. Now these groups are taking their message to their former communist neighbors via slick, Westernized promotional techniques. And naïve listeners often raise their hands or sign on the dotted line to join whatever new movement comes along.

Hare Krishnas now plaster Moscow's walls with full-color posters. A pop music band of Krishna followers tours Eastern Europe singing songs and passing out literature. In the summer of 1990, the band gave multi-projector slide shows to crowds in Romania, where more than 6,000 people showed up.

One Krishna missionary, writing in *Back to Godhead* magazine, recalled an experience: "During the chanting of Hare Krishna at the end [of one performance], many [Romanians] literally jumped out of their seats. They flooded the stage with flowers—a tradition for a performance appreciated. The holy name of Krishna had melted their hearts."

The Children of God are saturating the street corners of Sofia, Bulgaria, with posters and thousands of leaflets. Already the group claims more than 2,000 youthful adherents there (see "Fertile Ground for False Teaching," p. 40). A young man who finally left the Children of God expressed his concern in a letter to the Christian Research Institute (CRI) of San Juan Capistrano, California: "You'll be surprised to know that such cults are flooding now the ex-communist countries of East Europe. I left [the Children of God] five months



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ago. The problem with them now is that in Bulgaria they still haven't revealed their cultic nature. They seem still quite evangelical, and unfortunately many Christians join them."

Government approval

Other groups have campaigned for acceptance by newly established governments. The former U.S. ambassador to Poland, David Kennedy, a Latter-day Saint, helped gain official recognition for the Mormon church in that country. Among other efforts, Mormons are now helping Polish farmers learn skills for marketing their produce.

Kennedy apparently has also been influential in opening other areas of

"Cults are everywhere. The people are ready to accept some form of religion. The only question is, What religion will they follow? The Moonies or Hare Krishnas? Jehovah's Witnesses or Mormons?"

Eastern Europe to Mormonism. For instance, while East Germany was still under communist control, the Mormons received permission to build a temple there. And according to an evangelical missionary to Albania, 60 percent of the new recruits in the Albanian division of the U.S. State Department are Mormons.

Mormon influence has also extended to Soviet Armenia, where last year local officials gave the church a plot of land in Yerevan, near Mount Ararat, in gratitude for aid offered after the 1988 earthquake. A Mormon temple will be built there.

In the past year, Sun Myung Moon, leader of the Unification Church; Daisaku Ikeda, leader of a large Buddhist sect; and Sri Chinmoy, a popular New Age guru in the U.S.; have all met with Soviet leader Mikhail Gorbachev.

Moon promised Gorbachev he would pump money into the ailing Soviet economy. In exchange, he was allowed to fly more than 1,400 Soviet students for field trips in the U.S. More than 300 eventually committed to study full-time under Moon. Moon is also repor-

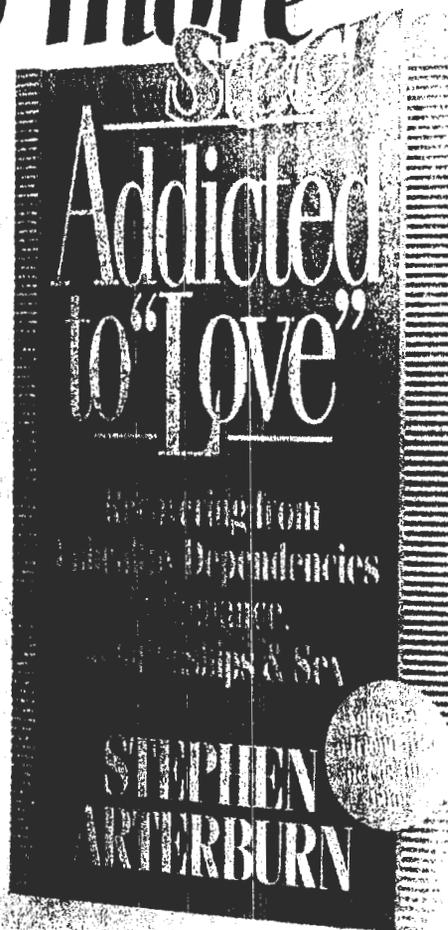
tedly offering \$100,000 to any Soviet university that will allow his scholars to teach there. Many are accepting his proposal.

Other groups are using recently unshackled media in their proselytizing efforts. L. Ron Hubbard's video, *An Introduction to Scientology*, has been translated into Czech, Polish, Serbo-Croatian, Hungarian, and Russian. More than 50,000 copies of the key works of theosophy are being produced for shipment to Russia.

Kind and smiling people

Beyond the strategies some groups are using, it appears many Eastern Europeans are being influenced most by what they deem to be the sincere, wholesome lifestyles of some religious groups. As the Jehovah's Witnesses held conventions throughout Eastern Europe last summer, they constantly received comments like one that appeared in an article in a Prague newspaper: "You are not likely to meet so many kind and smiling people in Prague at any other time than

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during the second week in August," which was the week of the Witnesses' convention. The Witnesses are one of the fastest-growing groups in the formerly communist countries, claiming 18,293 converts at 30 conventions last year alone.

Robert Johnson, a minister in charge of public relations at the Watchtower Society's Brooklyn headquarters, told CHRISTIANITY TODAY that most of their work is being done by indigenous Jehovah's Witnesses, who operated for years undercover. In 1946, there were over 4,000 Witnesses preaching in the Soviet Union. In the late 1930s, there were more than 2,000 in Romania, 1,000 in Poland, and hundreds in Czechoslovakia and Hungary.

"They've grown underground," Johnson says. "They are fully committed to spreading the good news. But they need help and they need equipment. We [in the U.S.] try to give them that."

A Hungarian policeman who observed a Jehovah's Witnesses convention in Budapest last summer was amazed at the group's commitment to meet even in torrential rains. "It is mindboggling!" he said, according to *Awake!*, a magazine published by the Jehovah's Witnesses. "They keep coming and

coming. Nothing can hold them back."

For some evangelical missionaries, the persistence of such groups is extremely frustrating. In a recent letter, Charles Spine, who works with Campus Crusade in the Soviet Union, wrote: "The weekly meeting of the New Life group has already been invaded by Jehovah's Witnesses claiming to be Christians and asking to 'say a few words.' Furthermore, Mormons have built several churches in the area and are deceiving many. . . . There are many Hare Krishnas—at least one in every metro station in Moscow [and] St. Petersburg [formerly Leningrad]."

Spine wrote to CRI, begging for materials to combat such non-Christian groups. Paul Carden, a CRI researcher, says evangelicals must respond by providing literature and audio-visual materials to educate and warn those in Eastern Europe and the Soviet Union. Many aberrant groups and cults have waited for years "to exploit any opening in East Bloc nations," he says. "Perhaps most disturbing of all, the Christian church and the general public in Eastern Europe are largely ignorant, and all but defenseless, in the face of this cult invasion."

By Joe Maxwell.

BULGARIA

Fertile Ground for False Teaching

"Bulgaria is a very delicious cake for the cults," says Ben Peevi, a Pentecostal pastor from the north-central town of Russe. For most Bulgarians, anything from the West deserves attention, especially if it is slickly packaged. And that notion has opened the door to an influx of primarily American-made religious groups. Mormons, Jehovah's Witnesses, the Children of God, and the Unification Church of Sun Myung Moon have found Bulgaria particularly receptive to their brands of belief. The Mormons have at least 14 centers throughout the country. Some 2,000 youth in the capital city of Sofia have joined the Children of God.

What is most disturbing to Peevi, however, is that evangelical Christians have not been immune to the message of such groups. "Most young Christians in our country are totally ignorant of our [church's] distinction from cults," he says. Denied biblical training under the Communists, today's generation of

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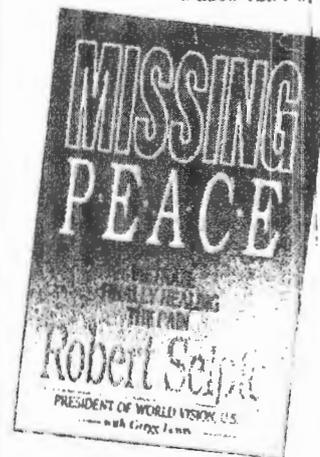


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SHARING WITH MORMONS

BY SANDRA TANNER

1. You are already witnessing to your LDS friends — one way or another.
2. Start with a positive witness for Christ.
3. If they say they believe like you, ask them to define their terms. Also ask for reference from Bible.
4. Be aware of LDS teaching & pet arguments so you won't get caught off guard. [Not to argue but to better understand & be prepared]
5. Make a list of scriptures that refute their claims [memorize even] & keep it in your Bible.
6. Stress Christ & need of committing life to Him. The Gospel is the good news of Christ's atoning work, not a church system.
7. Don't get side-tracked defending your denomination — their first need is Christ.
8. If they say the Bible has been changed to the point it no longer is reliable for doctrine, kindly ask them for documentation. Such claims should be challenged. [A good book on this is *The New Testament Documents: Are They Reliable?* by F.F. Bruce, Inter-Varsity Press]
9. Challenge them to study the Bible. If Mormonism is a "restoration" of Christ's church, it will agree with the Bible [Acts 17:11-12].
10. Pray for God's love & patience. You are to plant & water but God gives the increase [I Cor. 3:6]. Winning a Mormon takes TIME.
11. Challenge them to think for themselves — Truth can stand up to examination. [2 Tim. 2:15]
12. Sharing is not arguing! Don't raise your voice or argue [2 Tim. 2:23-26 & Titus 3:2-9]. Is your love showing?
13. Share with them how you saw yourself as a sinner, separated from God & your repentance & turning to Christ for salvation.
14. Keep Grace & Works in proper order. Explain how works are a result of Grace, not a way to earn it. [Gal. 5:22-23 & Eph. 2]
15. Mormons limit the result of the Fall [LDS say it brought mortality but not a sinful nature, as man is supposed to be a god in embryo] — thus they limit the need of atonement [they say Christ brought resurrection to all, but our place in heaven is based on our good works]. A Mormon doesn't usually understand he is a lost sinner in need of salvation. Salvation only means something to you when you are lost. Luke 7:35-47] They believe they commit sin but don't understand man's basic sin-nature.

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16. A Mormon quickly senses if you are talking from genuine concern & conviction or if you are just out to put down Mormons. Check your motives & attitude. You hinder the work of God if your motive is less than to share Christ's love.

**"Always be full of joy in the Lord; I say it again, rejoice! Let everyone see that you are unselfish and considerate in all you do."
[Phil. 4:4-5, LB]**

*For further information on Mormon beliefs see —
"The Bible and Mormon Doctrine" by Sandra Tanner.*

**Utah Lighthouse Ministry
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Each of the two annual New Age expositions and "esoteric" fairs draws around 10,000 visitors and 100 exhibitors.

two annual New Age expositions, as well as two annual "esoteric" fairs attracting around 10,000 visitors each and 100 booths for exhibitors.

Momentum for ministry was building. Forming a coalition to reach New Agers, YWAM, Operation Mobilization, and Christian Direction designed a booth for the fair in April, 1990. The backdrop was an enormous black banner with a boy staring into a starry sky,

with the caption "Christ the Mystery of the Nations."

Lebel wrote a pamphlet with the same title. A book table with catchy titles touching on health, spirituality, and other New Age themes was set up to draw onlookers. Volunteers from churches must attend two sessions of



training and have prayer backing in their churches.

As people stopped by, a trained volunteer from one of the local churches would lead them through a survey. That first year an average of 515 people filled out surveys at each fair, with 120 leaving their names and addresses for further discussion.

The information from 886 surveys at four different fairs is revealing. Women exhibited a stronger degree of New Age belief than did men. Respondents gave many conflicting answers, indicating that more and more people are torn between two conflicting world views they haven't fully sorted out. Almost half (43 percent) said they were willing to talk to someone later about spirituality and Jesus Christ.

Beliefs varied tremendously. There were more New Age explorers than New Age converts. The most common

Continued on page 2

Confronting the New Age

Quebec ministry targets growing occult movement

By Gene Wilson

The New Age movement is making strong inroads in the traditionally Roman Catholic, French-speaking community of Quebec. Perhaps 10,000 people in Montreal make their living from esoteric practices, and New Age fairs and gatherings are taking

for Raymond Taylor, an evangelist with Christian Direction in Montreal, when he received a phone call from a man whom he had led to the Lord. This man had landed a contract to put on a show three times a day at the "Occult Science Fair" in downtown Montreal. Taylor spoke for one minute at the end of each show, for 10 consecutive days. During the fair, the two distributed 424 New Testaments and Bibles, and hundreds heard the gospel.

"At first I wanted guidance, but now I just want to get rid of this spiritual guide. I'm scared."

place in most major cities. Undaunted, small but growing numbers of Christians are realizing that the movement is a mission field.

Interest in the subject began one day

Another Christian, Pierre Lebel, assistant director for Youth With A Mission Quebec, went with a group from his local church to pray and distribute tracts outside the fair, where they heard about

Continued from page 1

core beliefs were belief in a spiritual world (97 percent), in spiritual guides (42 percent), in God as a cosmic energy or force (57 percent). And yet 58 percent claimed that Jesus Christ is the Son of God, fully man and fully God (although some would claim the same for all people). Seventy-three percent believed that Jesus Christ could help them in their present spiritual pilgrimage. Many apparently have blended their core Catholic beliefs with New Age universalism and monism.

The constituency of the New Age



Number of New Religionists* throughout the world (1993)

Africa	22,000
Asia	121,693,000
Europe	50,000
Latin America	550,000
Northern America	1,439,000
Oceania	10,000
Former USSR	1,000
WORLD	123,765,000

*Followers of Asian 20th-century New Religions, New Religious movements, radical new crisis religions, and non-Christian syncretistic mass religions, all founded since 1800 and mostly since 1945.

Source: World Almanac

movement is still in flux. Those attending the fairs can be placed in four rough categories depending on their degree of involvement in occult practices: the curious, the seekers, the adepts, and the devotees.

The curious, who resemble the simple in Proverbs, are warned and asked if they have ever seriously considered what Christ came to accomplish. Often, their search is genuine, but they are turned off by traditional religion. This is why the umbrella organization for this effort is called "The Point of Reference: A Center for Christian Alternatives." Participants try to present Christ

as the reliable source for a genuine spiritual pilgrimage and later explain how the cross is the only point of entry.

Many adepts slide into the movement unwittingly through consulting a fortune teller at a time of crisis or through the influence of a friend. They are challenged about the practical implications of their world view. One such young lady, by the name of Linda, worked with a Christian in the ministry. After a couple of years, she ended her search by asking Christ to be her Savior and Lord. The following day, she woke up with an invisible force pushing her chest and holding her down in bed. She burned her New Age books and went through several sessions of prayer therapy for deliverance.

Many devotees profit from their involvement. Some are pursuing material gain. Others extract a psychological or social benefit. Freedom from the past is never easy. Those involved in teaching or promoting New Age practices are either aggressive toward what they see as an "exclusionist belief system," or else disarmingly inclusive.

Quality follow-up has been key, and volunteers sometimes face crisis interventions. At one point, a young man practically ran into the ministry booth seeking shelter from an abusive cult. A lady who had been practicing automatic writing whispered in my ear, "At first I wanted guidance, but now I just want to get rid of this spiritual guide. I'm scared."

A man in one church, who was a psychic and a healer, hung on to his crystals for almost a year, hoping that he could use his magnetic healing in Christ's service. When another young apprentice fortune teller came to Christ, he determined to make a clean break with the past but was harassed by physical attacks and unsolicited visions. He had to be taught and equipped to claim Christ's authority and walk according to his new position in Christ.

Since 1987 Gene Wilson has served with the church-planting team of the Evangelical Free Church Mission in Montreal, Quebec. He has worked with a ministry to New Agers called "The Point of Reference: A Center for Christian Alternatives" as a volunteer and coordinator of follow-up. For information, contact Tim Ernst, Christian Direction, 455 St. Antoine W., Office 602, Montreal, QC, H2Z 1J1 (fax: 514-878-8048). ■

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EDITORIAL STAFF

Jim Reapsome
Stan Guthrie
Jean Warren

GRAPHICS

Dotie Diehl

CIRCULATION

Karen Hummel

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Terminology Differences

By Sandra Tanner

PRE-EXISTENCE

LDS—teach that everyone pre-existed—we all exist eternally.

Bible—Only Christ pre-existed—not man. (John 8:58; Col. 1:17) We didn't have a spiritual existence prior to earth. (I Cor. 15:46)

FALL:

LDS—teach it brought mortality and physical death — not fallen nature—believe Adam was given two conflicting commandments and was supposed to fall.

Bible—God tempts no one. (James 1:13-14). Man is basically sinful—(Rom. 8:5-8; I Cor. 2:14)

SIN

LDS—Specific acts—not man's basic nature

Bible—We are in spiritual rebellion until conversion. (Eph. 2:3; Rom. 5:6). We do not just commit sins — we are basically sinful. (Matt. 1:21)

REPENTANCE

LDS—Repent of individual acts—not sinful nature.

Bible—Must repent of basic rebellion. (Jer. 17:9; Luke 5:32)

ATONEMENT—SALVATION BY GRACE

LDS—believe Christ's death brought release from grave and universal resurrection—Salvation by grace is universal resurrection—beyond this man must earn his place in heaven.

Bible—Salvation is not universal but based on belief of each individual. (Rom. 1:16; Heb. 9:28; Eph. 2:8-9)

REDEEMED

LDS—from mortal death only—not sinful rebellion or spiritual death.

Bible—Christ redeems from more than mortal death — redeems us from spiritual death. (Rom. 6:23; Eph. 2:1)

GOSPEL

LDS—Mormon Church system and doctrines.

Bible—Message of Christ's death and resurrection as atonement for our sins. (I Cor. 15:1-4; Gal. 1:8)

BORN AGAIN

LDS—Baptism into LDS Church.

Bible—We are spiritually dead until our spiritual rebirth. (I Pet. 1:23; 2 Cor. 5:17)

TRUE CHURCH

LDS—Only Mormon Church—true church taken from earth until Joseph Smith restored it.

Bible—As a born-again Christian we are part of God's Church. (I Cor. 12:12-14; Matt. 18:19-20; Matt. 16:18)

AUTHORITY—PRIESTHOOD

LDS—believe only LDS have authority to baptize, ordain, etc.—Have two-part system of priesthood — Melchizedek and Aaronic.

Bible—Christ brought end to Aaronic priesthood and is ONLY High Priest after manner of Melchizedek. (Heb. 5:9; II Tim. 2:2)

BAPTISM

LDS—Must be performed by LDS priesthood.

Bible—Emphasis is on Believer—not priesthood authority. (Mark 16:15-16)

SONS OF GOD

LDS—We are all literal spirit children of God.

Bible—We become a child of God at conversion. (John 1:12)

ETERNAL LIFE

LDS—Exaltation in Celestial Kingdom—ability to bear children in heaven—must have a Temple marriage.

Bible—Not limited to certain ones in heaven — no mention of parenthood or temple marriage but is given to ALL Christians. (I John 5:12-13)

IMMORTALITY

LDS—Universal gift—ability to live forever but not Eternal Life.

Bible—Makes no distinction between immortality and eternal life. (2 Tim. 1:10)

HEAVEN

LDS—Divided into three kingdoms—Celestial, Terrestrial and Telestial—place for almost everyone (misuse I Cor. 15:40-41)

Bible—Only mentions two conditions—everlasting punishment or life eternal. (Matt. 25: 31-46)

KINGDOM OF GOD

LDS—Means Celestial Kingdom—only those in Celestial Kingdom are in God's presence. Those in Terrestrial or Telestial Kingdoms aren't in presence of Father.

Bible—All redeemed will be in God's presence. (Rev. 21:1-3). All believers are part of Kingdom. (Matt. 13: 41-43)

HELL

LDS—Hell as an institution is eternal—inmates come and go as in jail—don't spend eternity there — stay until one has paid debt to God.

Bible—No mention of people getting out of Hell. (Rev. 21:8; Matt. 13:24-43 and 47-50; Luke 16:26)

GODHEAD

LDS—Father God is a resurrected man with physical body, Christ is a separate resurrected man with physical body, Holy Ghost is a separate man with a spiritual body—3 totally separate Gods.

Bible—God not a man. (num. 23:19). Only one God. (Isa. 43:10-11; 44:6; 45:21-22). Father is Spirit and Invisible. (John 4:24; I Tim. 1:17)

HOLY GHOST

LDS—Is a separate God from Father and Son—different from Holy Spirit—Holy Ghost is a person — Holy Spirit is influence from Father and not personal.

Bible—Same Greek word used for *Holy Ghost* and *Holy Spirit* (I Cor. 3:16 and 6:19)

VIRGIN BIRTH

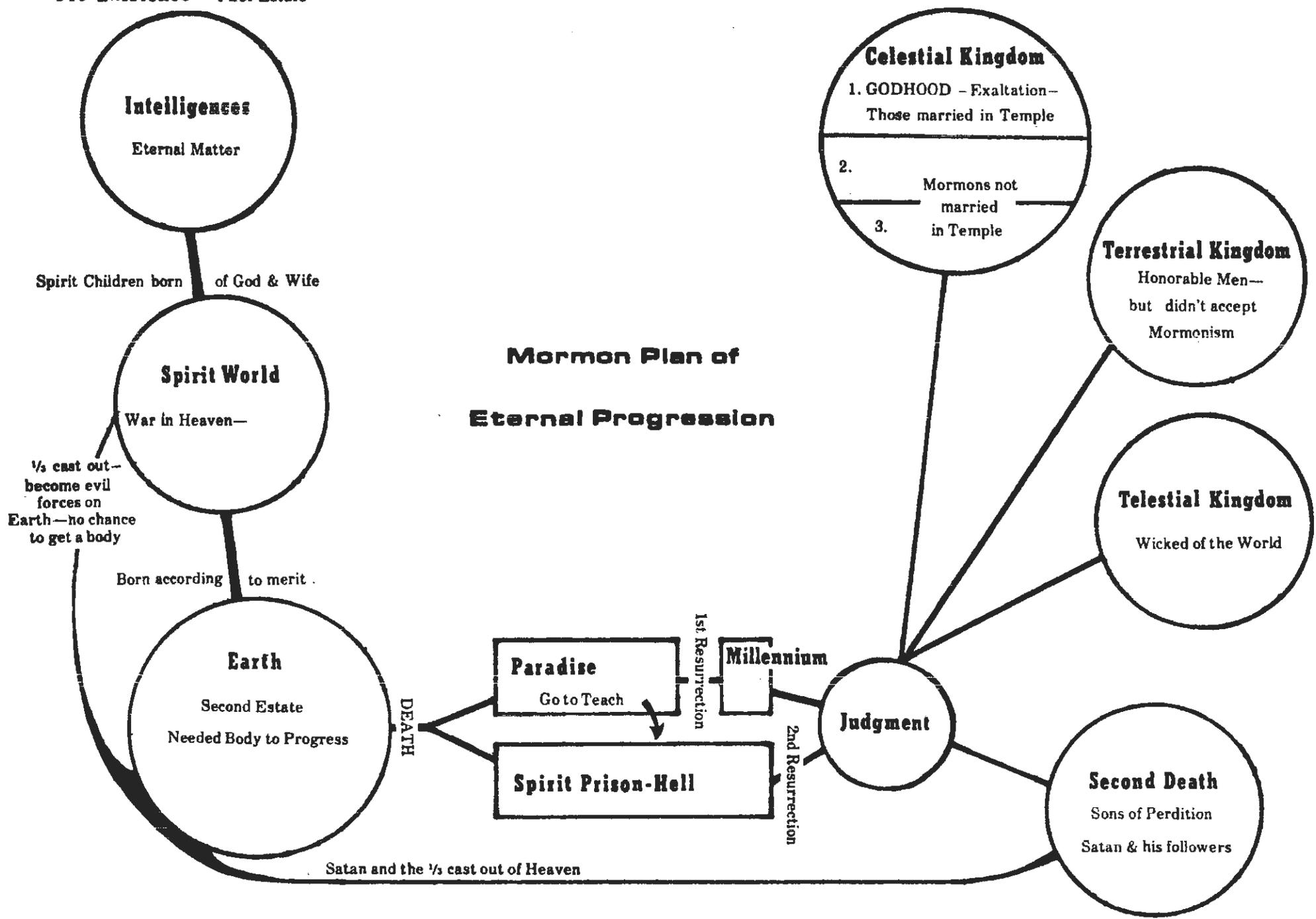
LDS—believe God, as a resurrected, physical man, is literal Father of Jesus—same manner in which men are conceived on earth—believe Matt. 1:18 in error.

Bible—says Mary was "with child of the Holy Ghost". (Matt. 1:18;).

For further information on Mormon beliefs see —
"The Bible and Mormon Doctrine" by Sandra Tanner.

Utah Lighthouse Ministry
P.O. Box 1884
Salt Lake City, Utah 84110

Pre-Existence —First Estate



TURNAROUNDS

Matt. 22:46, Luke 21:15, Acts 6:10, Matt. 10:20, John 7:46

WHAT IS A TURNAROUND?

A conversational turnaround is like a move in judo which is used to get the opponent off balance. It is using the opponent's very own momentum to turn the tables or to turnaround the disadvantage. It is said that Cassius Clay (Mahamad Ali) could stand all day and turnaround every blow that a boxer could throw at him, because he knew the art of self-defense. Turnarounds are defensive spiritual weapons. It is possible for a Christian to defend himself when witnessing and he can be unafraid of the Devil's darts.

DID CHRIST USE THE TURNAROUNDS?

Time after time Jesus' principal opponents, the Pharisees, Sadducees, and Herodians would try to conversationally pin Him or trap Him. Time after time Christ used turn-arounds. Mark 2:27, 11:29, 2:25, John 8:7, Matt. 19:30, Matt. 22:21

Proverbs 25:11

“You're sure a good actor” - “No, I'm a reactor, I'm reacting to God's love by sharing with you now.”

“All things work together” - “Yes, but only to those who are in Christ.”

“Don't bank on it” - “Don't worry, I'm banking at the only eternal bank in Heaven. Jesus will open you an account if you deposit your faith tonight.”

“I believe in God” - “The Bible says the devils believe in God, too; how come they are not going to Heaven?” James 2:19

“I believe in the Word of God” - “But have you received the God of the Word?”

“I don’t believe in God” - “God believed in you enough to send Jesus Christ to die for you two thousand years before you were born. Does anyone else you know believe in you that much?” Rom. 5:8

“I don’t believe in Heaven or Hell” - “Obviously, or you’d already be saved. You will sooner or later.”

“The Bible is just a book” - “No, it’s The Book, God’s Book, the Book of Life, the Book of God and the God of Books.”

“Bless my soul” - “God will if you let Him.”

“You’re a blooming idiot” - “I’d rather be a blooming idiot in man’s eyes, than a wilting ‘know-it-all’ in God’s eyes!”

“Bless you” - “He has, with every spiritual blessing in heavenly places.” Eph. 1:3

“I don’t believe in a bloody religion” - “Good, God doesn’t either; He doesn’t believe in bloody holy wars, crusades, or inquisitions. God shed all the blood necessary for man.”

“You’re bothering me” - “My guilty conscience did too, until one day I asked Christ to turn it off - and He did.”

“I don’t buy that religious business” - “You don’t buy it; it’s not for sale.”

“You’ve been brain washed” - “Yeah, it’s great! Jesus really did a super job! He’s washed away all of the stains and guilt from my sins!”

“You can’t please God” - “That’s funny, then why did Jesus say, ‘I always please my Father’ and ‘The things I have done, you shall do?’” John 8:29, 14:12

“You’re being childish” - “That’s right! Jesus said unless we become as little children we cannot enter God’s Kingdom.”

“Can’t you talk about anything else” - “Sure I can, but nothing else gives me such supreme joy as talking about my wonderful Lord Jesus.”

“I belong to the Church of Christ” - “I belong to the Christ of the Church.”

“You have a Christ complex” - “No, it’s not complex; it’s really very simple. It’s refusing Christ that gets complex, especially at the judgment.”

“You’re a real con man” - “You’re right, I’m trying to build your confidence in God.”

“I couldn’t care less” - “God couldn’t care more.”

“Why don’t you count me out” - “God will if you insist, but eternity’s a long count to be out for.”

“You’re really crazy” - “No, serving Jesus isn’t half as crazy as refusing to.”

“Jesus is a crutch” - “Jesus did not limp with the cripples; He healed them. Sin cripples everyone spiritually, and only Jesus can heal us from it.”

“You have delusions of grandeur” - “No, Jesus gives me revelations of His Glory.”

“You are disturbing the peace” - “I’d rather disturb your peace and see you saved than see you go to Hell in false peace and burn forever.”

“I don’t feel lead” - “Lead will be all you feel, if feelings are leading you.”

“I’m a doubting Thomas” - “I’d rather be a sprouting promise.”

“That doesn’t make sense” - “You’re right, it’s not sense but faith.”

“I’m doing all right like I am” - “Yes, but from God’s standpoint all right in your opinion is not enough! Are you saved or lost?” Prov. 14:12

“Do me a favor. Leave, please.” - “I’m doing you a favor by staying. Do yourself a favor, give in to Christ now!”

“I don’t discuss religion or politics” - “Neither do I. Thank God, Jesus is neither, but instead, He’s the precious Son of God.”

“I don’t give a damn” - “God doesn’t want to either, He doesn’t want to damn anyone, that’s why He sent Christ to suffer our damnation two thousand years ago.”

“I don’t understand it” - “I don’t either, but it works! I don’t understand air conditioning, but it feels good on a hot day.”

“I don’t want to hear it” - “That’s what God will say to all excuses when you stand before Him.”

“I do the best I can” - “God’s standard is perfection; only Christ meets that. You can’t buy His gift, but it’s great to receive His free gift of eternal life.”

“Why don’t you dry up” - “I can’t, Christ put a river of living water inside and it’s bubbling stronger every day.”

“I’m just not a fanatic” - “Neither am I. I am just a fan of Jesus and can’t delegate Him to an attic.”

“I’m not going to fall for that” - “Then you’ll fall without it; the bottomless pit is an awful long fall.”

“I don’t believe in fairy tales” - “I don’t either, that’s why atheism and evolution went out when Jesus came in.”

“I just don’t feel it” - “Feelings are peelings. Follow God’s Word and your feelings will follow. Feelings change; only God’s Word is dependable.”

“You’re a fruit” - “Right on! I’m a fruit of eternal life and Jesus is my tree.”

“Why don’t you get lost” - “I was, but I found getting 'found' was a whole lot more fun; why don’t you get found, too?”

“You’ll get over it” - “No, the wall to heaven is too high, the only way in is through the door; and Jesus is the only door.”

“You’re getting carried away” - “I wish I were, but I won’t be until Jesus comes back.”

“God is a good God” - “He’s too good to allow sinners into His perfect Heaven.”

“God loves me just like I am” - “Yeah, but too much to leave you like you are .”

“I’m basically a good person” - “Christ said that only one is good and that is God. (Matt. 19:17) Is that who you are saying you are?”

“Get off it” - “That’s what God’s telling you. Get off the road to Hell, and get with Jesus on the road to Heaven.”

“Get the Hell out of here” - “That’s what Jesus came to do; to get the Hell out of you and me and put Himself in.”

“Give me some slack” - “That’s what God’s giving you right now. The Bible says, ‘God is not slack concerning His promises, but He is patient, and not wanting any to perish.’”

“Good-bye” - “No, you can’t buy it, it’s a gift. It’s great to receive it though. Would you like to receive eternal life now?”

“God wouldn’t send me to Hell” - “No you send yourself by refusing God’s gift.”

“Good for you” - “Not just good for me, it’s good for everyone; are you saved?”

“I go to church” - “Walking into a barn doesn’t make someone a horse and walking into church doesn’t make someone a Christian either.”

“Have a nice day” - “Thank you, have a wonderful eternity; you can with Jesus Christ.”

“I’m a hopeless case” - “I was too. Everybody is without Jesus as Lord and Savior.”

"The church is full of hypocrites" - "Better to go to church once a week with some than to go to Hell with all of them forever."

"I'm just not a Jesus freak" - "There's no such thing, but the closest thing is a religious person that isn't born again."

"In my own way, I believe" - "Jesus is the only way. John 14:6 and Isaiah 55:8 say that our ways are not His ways."

"There are many ways" - "That's true but only one way ends in Heaven: Jesus! He is the only way." John 14:6

"Nobody really knows if they are saved" - "That's strange, in I John 5:13 it says, 'These things are written that ye might know.'"

"I'm a Mason" - "Only Jesus can make you acceptable to the heavenly architect. Only Jesus can turn you into a living stone."

"Why don't you mind your own business" - "This is my business, spreading the Gospel."

"I'm not interested" - "God doesn't want to say that to anyone but will in eternity when they offer excuses for not receiving Christ."

"Prove it" - "I don't have to; God will if you ask Him."

"See you again" - "Maybe not till judgment day, will I see you in Heaven?"

"I'm a Shriner" - "Is your heart a shrine where Jesus is worshipped?"

"It's for the birds" - "No, Jesus did not die for the birds, only for people with eternal souls like you and me. Birds can't go to Heaven, but you and I can."

"I'm Jewish" - "How Jewish are you? Are you one of the people of the book? Are you as Jewish as Abraham (John 8:58), David (Ps. 22:1), Micah (5:2), Zechariah(12:10), Isaiah (chap. 53)?"

"Keep it to yourself" - "I'd hate myself if I did! It's just not right to feel this good and go to heaven alone."

“Got a dollar” - “What I got is so good money can’t touch it!”

“I’m too smart for that” - “Then you’ll just have to be smart forever without it and regretting it every minute.”

“That’s what you say” - “No, that’s what God says- read it right here.” (Open New Testament and show them verses.)

“Where’s all this getting you” - “ Closer and closer to Heaven every day - a free gift from God! How about you, where is sin getting you?”

“Who asked you anyway” - “Jesus did! He asked me to share His Gospel and love. How can anyone refuse someone who died for them?”

“I lost it” - “I did too! I lost my guilty conscience and found eternal life when I gave myself to Christ. You can’t lose the real thing.”

“I’m gonna join all my friends in Hell” - “Hell has no friends. They’re screaming at you to make the right choice now and not come to that place.”

“I’m not ready yet” - “ That’s true! No unsaved person is ready to face God. God can make you ready in a minute.”

“Who’s paying you to do this” - “Jesus paid it all on the cross two thousand years ago.”

“I’m not worried about it” - “Millions now in Hell wish they had been.”

WHAT IS YOUR EXCUSE?

YOU MAY SAY	BUT	GOD'S WORD SAYS
I just can't do it		I can do all things through Christ. Phil. 4:13
I don't have the funds		God shall supply your needs. Phil. 4:19
I'm just too young		Let no man despise thy youth but be thou an example. I Tim. 4:12
I'm not bold enough		The righteous are as bold as a lion. Prov. 28:1
I'm just plain afraid.		God hath not given us the spirit of fear. II Tim. 1:7
I have no education.		But we have the mind of Christ. I Cor. 2:16
I'm nobody.		God hath chosen the things which are not to bring to nought things that are. I Cor. 1:28
I'm too weak.		God's strength is made perfect in weakness. II Cor. 12:9
There'd be too many battles.		The battle is not yours, but God's. II Chron. 20:15

THAT EVERYONE MAY HEAR

Strategy to Reach the Czech People

As missionaries of the Lehigh Valley Baptist Church, Emmaus, Pa., USA, We are presently living in Prague, Czech Republic. Our goal is to establish and then leave an ongoing process of reproduction of New Testament Baptist churches among the Czech Peoples. (2 Tim. 2:2; Acts 16:5). How can they be reached? *What strategy would be the key to see the door of this, "unreached" people group swing wide open to the Gospel and the will of God?*

1 We Must Identify The People

The Czech Republic is a nation of 10.5 million people which was established on Jan. 1, 1993 when the former Czechoslovakia separated into the Czech Republic and Slovakia. This land, which has been known in the past as the Heart of Europe, is comprised of two regions: Bohemia in the west, Moravia to the east. Neighboring countries include Germany, Poland, Slovakia, and Austria. In the 14th century Prague became the center of European culture when Charles IV made it the capital of the Holy Roman Empire. Today the Czech Republic is a developed country with the majority of its population involved in commerce and only 10 percent involved in agriculture. According to a recent CNN report it is the most successful developing nation of the former eastern block.

The people here have known oppression for many years. The land was taken over by Germany under Adolf Hitler in 1938 and liberated in 1945. In February 1948 the Communist Party seized power and held control until December 1989 when the "Velvet Revolution" ended 41 years of communist rule.

Who The People Are

<u>GROUP</u>	<u>POPULATION</u>
Czechs	8,363,768
Moravians	1,362,313
Slovaks	314,877
Poles	59,383
Germans	48,556
Silesians	44,446
Romanies	32,903
Hungarians	19,232
Ukrainians	8,220
Russians	5,062
Others	42,755

Chart 1

Where The People Are Found

<u>CITY</u>	<u>POPULATION</u>
Prague	1,260,000
(capital of Czech Republic and region of Bohemia)	
Brno	393,000
(capital of region of Moravia)	
Plzen	179,000
Ostrava	332,000
Ceské Budějovice	95,000
Ústí nad Labem	91,000

The remaining people are scattered among 6000 smaller towns and villages.

Chart 2

2

We Must Understand The Spiritual Battle

Approximately 50% of the Czech people claim a religious affiliation. There are 15 denominations represented which includes Jehovah Witness and Mormon. The total number of Catholics in the country is 4 million. This is about 40% of the population. The Baptist Union has 2500 members nationwide and tends toward armenianism, uses alcoholic wine, and open communion. We do not work with them.

But in contrast to these government figures, a newspaper survey indicates that 4 out of 5 do not even believe in the existence of God. This discrepancy is because religious sentiment tends to be stronger in Moravia than in Bohemia and among older people who were adults prior to the communist era. Among those under 50 years old the atheistic view is definitely dominant.

The people raised under the system accepted the evolutionary atheism which is it's foundation and they are still captive.

Because of the successful economic development of the nation there is none of the "nostalgia" that is increasing communist party power in other areas of the former eastern block. Though it might appear on the surface that communism was soundly routed from this nation, a more discerning view will see that it is simply not true. Communism lost politically, but won a tremendous victory philosophically. The people raised under the system accepted the evolutionary atheism which is it's foundation and they are still captive.

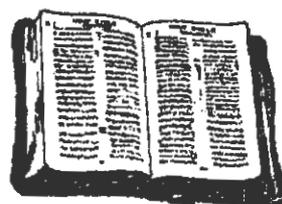
But a window of opportunity has been afforded this nation. There is religious freedom today and the truth can be proclaimed. But time is critical. This culture is basically an atheistic vacuum which demands to be filled. A sobering assessment of where this nation is headed spiritually can be gleaned from the lips of their president, Vaclav Havel, whom they highly respect.

In a speech given at Independence Hall in Philadelphia on July 4, 1994 he said; "*... the only real hope of people today is probably a renewal of our certainty that we are rooted in the Earth and, at the same time, the cosmos. This awareness endows us with the capacity for self-transcendence.*"

This is New Age belief. Much of the intellectual atheism here is drifting toward that kind of a view. That is not surprising

When the unclean spirit is gone out of a man, he walketh through dry places, seeking rest; and finding none he saith, I will return unto my house whence I came out. [25] And when he cometh, he findeth it swept and garnished. [26] Then goeth he, and taketh to him seven other spirits more wicked than himself; and they enter in, and dwell there; and the last state of that man is worse than the first. Luke 11:24-2

In summary, we must approach this nation as a basically atheistic people in a state of philosophical change. Our goal is to make sure that at this crucial juncture in its history the gospel be proclaimed to every creature; that they might have opportunity, as did Ninevah of old, to repent and turn to the One True God.



3

We Must Have A Man On The Field

I know that God definitely called me to this work. After following the events during and after the fall of communism, it was clear that God had opened a mission field. I went to the altar at Lehigh Valley Baptist Church, where I was the assistant pastor, and prayed ...

"Here am I; send me." Isaiah 6:8

Our church had been praying that God would call out a man to go to the Czech Republic (at that time Czechoslovakia). God prepared us and sent us through our church. There is no doubt in my heart that God wants to use me as His instrument here for evangelization and church planting. I count this as a great honor and privilege and I am acutely aware of the fact that this work is ...

Not by might, nor by power, but by my spirit, saith the LORD of hosts.

Zech. 4:6

4

We Must Have A Plan To Reach Them

During our first two years on the field we have endeavored to become proficient in the language and to make inroads with people through the utilization of correspondence courses and by developing personal relationships. This phase is nearing completion and has been successful. We have many contacts already and on June 14 I will be completing studies at the university. We have held several services in Czech already and feel that we will be ready to institute a full scale outreach at the conclusion of university. The overall plan and strategy for this outreach is what we wish to present in this report.

Phase 1: Finding Listeners

A. Newspaper Advertisement

We have utilized this method to offer evangelistic Bible study courses. Response to this method comes primarily from those who believe in God and have some knowledge of the Gospel. That is a small number in this country.

B. John/Roman booklets and response card

We will be targeting particular areas of Prague this summer with a distribution of 30,000 John/Romans. This project has been funded by one of our supporting churches who are also sending helpers to do the distribution. The printing of follow up material etc. is being done by a church which has taken it upon themselves to provide this service for the ministry here. This is Biblical voluntary cooperation of churches. Praise God we don't have to have a man made denomination to do God's work!

C. Customized Publication

This publication will be on newsprint and will contain several Biblical articles which will target this culture. Included is a coupon for requesting Bible study by correspondence and/or further information etc. This type of publication is particularly valuable because:

- a. It is easy to read.
- b. It includes a variety of topics.
- c. It tends to not get discarded as quickly.

Through a firm in Prague we can have a publication delivered to every mailbox in Prague or in designated regions.

<u>REGION</u>	<u>POPULATION</u>
Prague 1	17,700
Prague 2	25,800
Prague 3	37,700
Prague 4	121,000
Prague 5	52,500
Prague 6	56,000
Prague 7	21,000
Prague 8	47,300
Prague 9	47,000
Prague 10	69,000

Chart 3

We can have this publication printed and delivered at a cost of only \$0.06 / household. This same method can be used not only in Prague but in other major cities as well such as those in chart 1. There is no better method available to reach the multitudes here for such a cost. We intend to implement this in the fall of this year by targeting the Prague 5 region. The total cost will be \$3,000.

Phase 2 - Teaching Learners

Phase 2 of this strategy involves personal and correspondence evangelism and Bible study. The outreaches of Phase 1 are the key to finding these LEARNERS. From these come the converts of whom churches will be established.

Phase 3 - Utilizing Laborers

Phase 3 is the actual holding of services both here in Prague as well as in various areas where we have students. We have begun already to hold occasional services in Prague and will be expanding on this in the fall. We will work somewhat in a circuit concept concentrating on the areas that hold the most potential for finding leaders to train.

Phase 4 - Training Leaders

Our goal is to have national pastors in the churches which are established in the Czech Republic. Phase 4 will implement materials we already have in process of translation for training pastors which we use at Lehigh Valley Baptist Church in our Pastoral Institute.

This process is not a man made concept, but is based on a divinely written and demonstrated process. Our Lord Jesus Christ established the first church and trained the leaders. From that church was started the church in Antioch out of which God called Paul and Barnabas. This Biblical pattern of church planting is what we are endeavoring to follow.

5

We Must Keep The End Goal In Mind

The end result of all N.T. mission work should be the establishing of congregations that adhere to three principles:

- self-governing
- self-financing
- self-reproducing.

I would consider this group to be reached when they can, under the Spirit's leadership, be autonomous. When they can, without interference from the outside, continue evangelizing, discipling, and reproducing other churches with the same doctrines, missionary burden, and scriptural practices.

By God's grace, we are setting out to make this plan a reality in the Czech Republic. Please pray for the supernatural work of the Holy Spirit in us and in the lives of the people of this nation. (Romans 10:1-3).



R Jon Rettig
Devonska 1
15200 Prana 5
Geska Republika

Follow-up is the key to converting visitors into members

Turning Visitors Into Members

By Steve Davis

After a visitor attends your church for the first time, he expects that you, like most other pastors, will send him the usual computerized "welcome" letter: a form letter with his name slugged in here and there. Visitors are used to it.

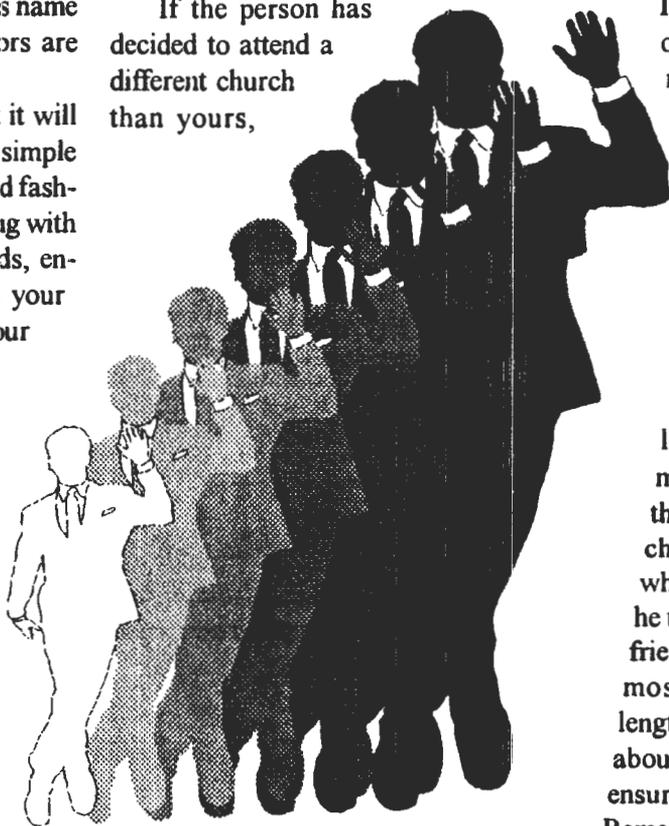
Can you imagine the impact it will make when you send the visitor a simple handwritten letter? Just a plain old fashioned note thanking him for visiting with you. If you carry thank-you cards, envelopes and stamps with you in your brief case, you can easily invest your otherwise "down" times in sending a powerful, personal marketing document that tells your visitor, "I'm different. I notice you, appreciate you and I care."

After the visitor again returns to your church, you have the opportunity to demonstrate how he will be treated when he actually becomes a member of your congregation. You find a reason to acknowledge him from the pulpit, mentioning him by name.

During the week, you phone him. You ask him how things are going. You let him know that you're interested in him as a person, not just as another number to add to your roll. Ask if he

has any questions about your church, or its services. Let him know that he can phone you any time and that you're a pastor who is capable of being his friend.

If the person has decided to attend a different church than yours,



or chooses to stick with his original church, then still occasionally spend time with him on the phone. This lets him know that you care. Plus, it gives him another opportunity to experience the

personal care that is available to people who have you for a pastor.

No matter what the outcome of the call, send him a follow-up questionnaire.

This will enable you to judge the overall impression your ministry is making on visitors. How do you get the person to fill it out? With the questionnaire, you offer a thank you gift for returning the completed survey. It could be an audiocassette of one of your messages, a free book, or a coupon he can redeem the next time he visits your church.

The questionnaire shouldn't be long. It's simply a ten question multiple choice document in which they rate different aspects of your church. It includes questions on what the person felt, as well as what he thought. You should ask about the friendliness of the people, worship atmosphere, message content, and length of service. Ask for suggestions about what you can do in the future to ensure a positive worship experience. Remember, you're asking an expert. Every visitor is an expert in what he wants and what he likes.

All responses should be reviewed by you personally, and brought to your next

Continued on page 6

leadership meeting. Important observations should be shared with the departments involved. After reviewing the completed questionnaire, send a "thank-you-for-your-comments" letter along with the gift you promised. In the letter be sure you mention how much you appreciate the person's level of insight.

Schedule yourself to phone the person on a monthly basis, for at least three months. This costs you nothing, and the calls don't have to take long; just "hello" calls. At least quarterly, mail a newsletter to *all* visitors. Every individual who has visited your church over the last

_____ Church compared to other churches you've attended?)

When you make personal visits, always work by appointment. Never just pop in because you were in the area and had a few minutes to kill. Dropping in unannounced sends the message that your time has little value and that you don't think the other person has anything to do, either. The roving pastor who spends his days in visitation belongs to a bygone era. He disappeared along with the door-to-door vacuum cleaner salesman and the doctor running the roads making house calls to any and all who

vide a response form, where the person can order your audiocassette, send in prayer requests, and the names and addresses of acquaintances who could benefit from contact with your ministry. You might want to offer a premium, say, the audiocassette of the month free, with five names of people who could benefit from your ministry. Caring and courting people will draw them to your ministry. This type of caring is almost unheard of today, especially since most pastors are seen as detached and aloof.

When you express your care and willingness to be involved in a visitor's life, you'll have earned the right to be called "Pastor." And that's the edge that makes the difference between an effective, fruitful ministry and an awkward one with a wide open back door. P

**AT LEAST QUARTERLY, MAIL A NEWSLETTER TO ALL VISITORS.
EVERY INDIVIDUAL WHO HAS VISITED YOUR CHURCH OVER THE
LAST TWO YEARS SHOULD BE ON YOUR MAILING LIST.**

two years should be on your mailing list. Your newsletter doesn't need to be a major literary work. It should however, do more than just disseminate information.

There's one reason and one reason only to mail out a newsletter, or any document for that matter: to get a person involved with your ministry and to take some sort of action. What kind of action? To come to church; to bring friends and family to your church; to get involved in a specific project of the church; to give financially; to buy audiocassettes; to send in his prayer requests; to send you the names of friends and acquaintances who would benefit from your ministry. Each and every item in your newsletter should reflect one of these desired actions.

Be sure you include some testimonials from people who are pleased to be in your church, and who compare it favorably to other churches they've been to. (How do you get these? They come from your questionnaire, where your last question is, "How would you rate

"felt bad."

Visiting people by phone and by mail helps you to find the people who honestly need the pastor's physical presence. What you learn during your phone conversations will tell you when it's the right time for a personal visit.

If, during a visit you sense your time is being less than maximized, you should excuse yourself and offer to return at a later time when you can just chat. This demonstrates that you value your time and other people's time as well. In all your contacts with people, be sure to ask for referrals. Don't be shy about it, either. Each person who visits your church will know approximately two hundred people. You can be sure that at least two or three of those people aren't getting the kind of help that you can provide. Failure to ask for referrals places you in a "ye have not because ye ask not" situation.

You can ask for them through your newsletter, in your visitor's letters, during phone calls and when you make personal visits. In your newsletters pro-

Steve Davis is a Maryland pastor and frequent contributor to **PER-SUASION**.

Here are some pointers on creating an effective newsletter
Notes on Newsletters *(Article appears on page 16)*

Make your banner large and interesting. If you don't have a computer and appropriate software, then ask your printer or local desk top publisher to help you. Once you have a banner designed you can use it unchanged for years. If possible print the banner in another color for that professional look.

The back page is ideal for "ads." Place promos for upcoming events on the back page where they are easy to see.

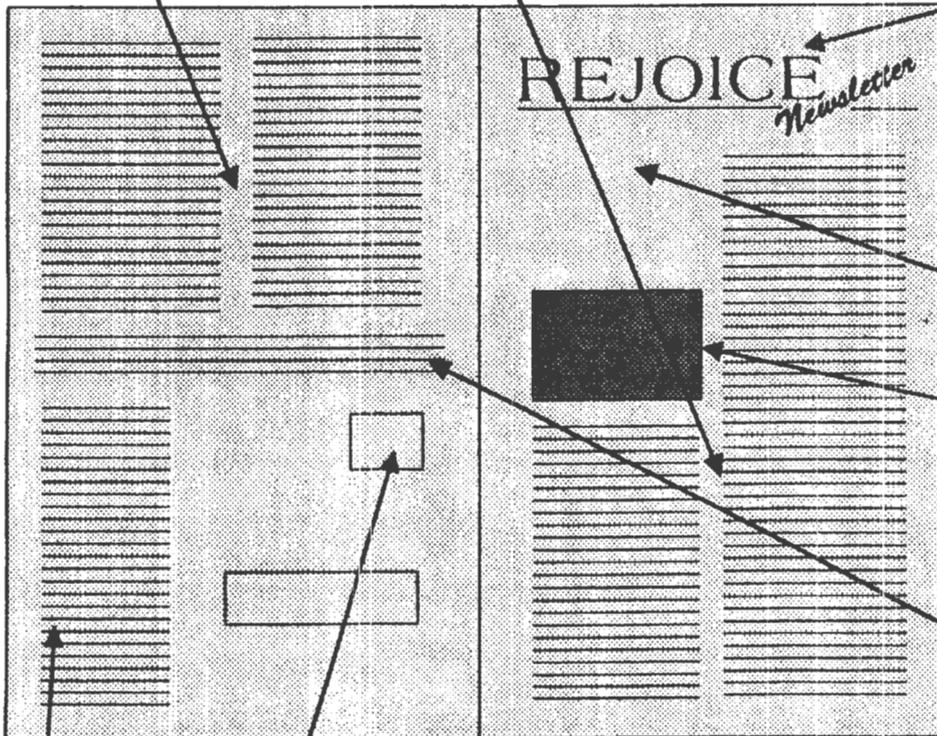
If you plan to use your newsletter for outreach (and why not?) then make your lead article something that would interest the unchurched.

If you plan to mail monthly you can save money by having a years worth of newsletter stock printed at one time. You can then run these "blank" pages through your copier to save printing costs (although printing is often cheaper).

Don't be afraid of white space. Leaving some of the page blank gives your newsletter a clean look and is much easier to read.

Use a few photographs of church members, the youth group, etc. if possible. If you plan to reproduce your newsletter through your copy machine then limit yourself to line art. Photos do not photo copy well.

Be sure to include an area for the publications name, church name and address and frequency of publication.



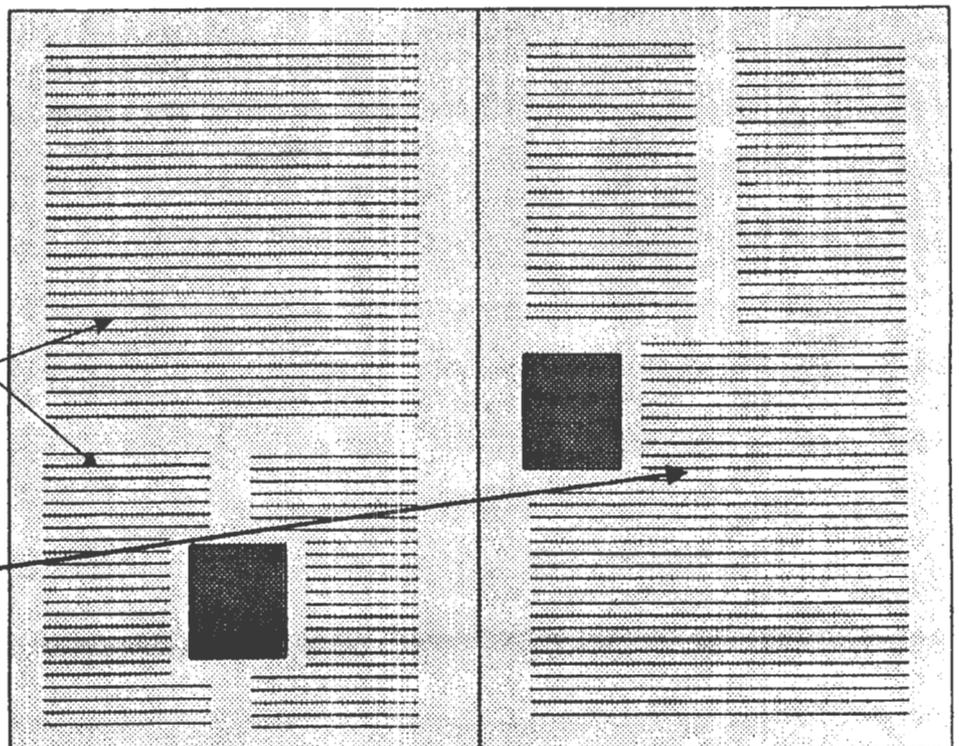
You will want to use your bulk rate permit to save money. Be sure the indicia is clear and in compliance with postal regulations. If you do not have a non-profit bulk mailing permit then start the process now. The process can be long and tedious; be patient.

Always list your church's service times and ministries.

Feel free to change the number of columns that appear on a page for eye pleasing variety. The goal is to have an interesting page that is clean and uncluttered.

The pastor's article should be short and uplifting. Use a picture if possible.

Keep the newsletter people oriented instead of just event oriented.



Newsletters are one of the most overlooked tools available to the church. Even the business world has discovered the promotional value of a well crafted newsletters. Dentists send them, as do investment counselors and plumbers. Churches have been sending out newsletters for decades, but only a few have taken the time and invested the effort to create a quality publication that can not only inform of upcoming events, but also entice the unchurched to attend.

Here are ten pointers to help you optimize your newsletter.

1. Use your newsletter for outreach. While this seems simple at first there are certain actions that need to be taken to make your newsletter effective. First, write all your copy with the unchurched in mind. This includes not only the articles but even the announcements. Secondly, design the layout to look as professional as possible, getting professional advice if necessary.

2. Avoid church terms. The unchurched don't understand terms like advent, Eucharist, eschatology and missions.

If you write for the church the unchurched will feel lost. If you write for the unchurched, the church will still understand.

3. Write in a light and friendly style. This is especially true of the pastor's article. Church newsletters should read like a letter from a friend rather than graduate school thesis.

4. Always be upbeat. Do not use your newsletter to pontificate against social ills. Use it instead to attract the lost and encourage the faithful.

5. Use 11" x 17" paper. This size paper folds into four 8.5" x 11" pages. This is sufficient room to allow for a dynamic design, ample room for articles and announcements, and looks more like a magazine than junk mail. It also requires only one fold prior to mailing.

6. Insert a calendar. The calendar should be inserted on a separate piece of paper. This allows the recipients to remove the calendar and refer to it long after the newsletter is gone.

7. Keep the copy people rather

than event oriented. Use pictures and artwork of people instead of objects.

8. Use photos and clip art. Photos give a professional appearance and cost only a few dollars more to have them screened prior to printing. If you use a photocopier to reproduce your newsletter then avoid photos. Photos "muddy" when photocopied. Clip art is available on computer disk, CD-ROM disks and in books. Study magazines and other newsletters to see how photos and clip art are used.

9. Purchase a mail list for your community and mail to the unchurched in your area. Unless you have a large advertising budget you will probably only be able to mail to a few at a time. But 100 newsletters to the unchurched is 100 more contacts than doing nothing at all.

10. Raise money. If funds are tight, then ask five people to give \$10 a month for this special outreach. You can also "sell" business card ads to a few business people in the church. They are often glad to have an inexpensive means of advertising their business. P

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