



# WATCH TOWER

BIBLE AND TRACT SOCIETY OF BRITAIN

THE RIDGEWAY LONDON NW7 1RN

TELEPHONE 020 8906 2211

December 12, 2009

TO ALL BODIES OF ELDERS

Re: 2010 district convention handbills

Dear Brothers:

We are pleased to inform you that there will be a concerted global effort to advertise the 2010 district conventions. In this connection, publishers will again have opportunity to distribute a special handbill in the territory. This campaign will begin three weeks before your assigned district convention. Elders are encouraged to review the following information in an effort to plan for this campaign.

**Requesting handbills:** You should request enough handbills to cover your congregation territory for the campaign. Throughout the entire campaign, publishers will be allowed to leave the handbills where no one is at home if the elders deem this to be practical. No doubt the results of previous campaigns will assist you in determining the number of handbills to request.

The handbills will be available for distribution in a number of different languages. In addition to English they will be available in Chinese (Simplified), Chinese (Traditional), French, Greek, Italian, Lingala, Persian, Polish, Portuguese, Punjabi, Russian, and Spanish. A specialized handbill with unique artwork highlighting that the convention will be presented in sign language is also being prepared.

Each congregation will automatically be consigned a quantity of 30 copies per publisher in the language of the congregation. This will then appear on the [jw.org](http://jw.org) website as a pending quantity. Based on the need of the congregation (the number of pioneers, auxiliary pioneers and territory to cover), you can change the quantity for your congregation, making sure that the new quantity is in multiples of 16. If your congregation is sponsoring a foreign-language group that will attend a convention or convention sessions in the group's language, you may wish to request a supply of handbills in that language. **Use item number 7580 for requesting handbills in the languages listed above.** Use item number 7480 for requesting specialized handbills with sign-language artwork.

Quantities for all congregations will be sent to the ship-to congregation in shrink-wrap packages marked "**CO-sf10.**" When the shipment is received, the packages should be opened to confirm the correct items were shipped. Copies for distribution to the field can be handed out to the publishers a week or two before the campaign is to begin. Any who have more than they can distribute may share their surplus with others who run out. No additional quantities will be sent if the congregation runs out before the campaign concludes.

We greatly appreciate your immediate action in determining the number of handbills needed. This quantity should reflect the needs of your congregation only. Congregations should submit this quantity using the [jw.org](http://jw.org) website beginning **February 1, 2010**. It is important that this information be received by the branch office from all congregations no later than **February 19, 2010**.

**Labelling handbills:** The service overseer and territory servant will be responsible to ensure that the location, dates, and programme times are added to the handbill. Some congregations may choose to affix pre-printed self-adhesive labels for this purpose. Other appropriate methods may also be used to insert such information. You may wish to list the location, dates, and programme times following the pattern shown below.

North London Assembly Hall of Jehovah's Witnesses 174 Bowes Road LONDON N11	
Friday, July 9, 2010	9:20 a.m. to 4:55 p.m.
Saturday, July 10, 2010	9:20 a.m. to 4:55 p.m.
Sunday, July 11, 2010	9:20 a.m. to 4:00 p.m.

**Territory coverage:** It is better to give the householder a handbill personally. However, as previously noted, publishers will be allowed to leave the handbills where no one is at home if the elders deem this to be practical. You may feel that it will not be possible for your congregation to cover all of its assigned territory in the time allowed. The elders may therefore decide to give priority to working the most productive territory. A nearby congregation may also offer to assist you with territory coverage. The objective is to do as much as possible within the designated time period. After the campaign is completed, publishers are to begin using the regular literature offer for the month. If your congregation works all of its territory or places its entire supply of handbills before the campaign is completed, you may begin using the regular literature offer for the month.

This letter should be circulated to the elders. However, the Congregation Service Committee should meet and review these instructions as soon as this letter is received. They should determine the number of handbills needed and if copies should be requested in additional languages. Thereafter, they should ensure that these requests are submitted using the [jw.org](http://jw.org) website no later than **February 19, 2010**.

We are pleased to share this advance information with you, and we pray Jehovah's rich blessing upon this special campaign.

Your brothers,

*Watch Tower B. & J. Society*  
OF BRITAIN

cc: Travelling overseers