

Christian Congregation of Jehovah's Witnesses



2821 Route 22, Patterson, NY 12563-2237 Phone: (845) 306-1100

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. Many congregations have found that 120 handbills per pioneer and 30 handbills per publisher is an appropriate formula to use when making these requests.

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

Please specify the total number of handbills needed for your congregation. 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.

As a result of the changes to the literature-coordinating arrangement described in the letter dated November 1, 2009, to all bodies of elders, **each** congregation is now responsible to submit the quantity of handbills needed using the jw.org Web site. **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 in the Kingdom Hall Literature Group will be combined and sent to the ship-to congregation in cartons marked "**CO-sf10.**" When the shipment is received, the cartons should be opened to confirm the correct items were shipped. To facilitate distribution to each congregation in the literature group, individual congregation quantities will be itemized on the packing list. 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

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quantity using the jw.org Web site beginning **December 16, 2009**. It is important that this information be received by the branch office from all congregations no later than **January 18, 2010**.

Labeling handbills: The service overseer and territory servant will be responsible to ensure that the location, dates, and program 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. (Instructions for obtaining labels and printing services will be available in the future in the *Supplier Arrangements* section of the jw.org Web site under the *Documents* tab. These instructions should be given to the service overseer and territory servant.) You may wish to list the location, dates, and program times following the pattern shown below.

Assembly Hall of Jehovah's Witnesses 23 Unity Place Newburgh, NY 12550	
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 3:40 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 Web site no later than **January 18, 2010**.

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

Your brothers,
*Christian Congregation
of Jehovah's Witnesses*

cc: Traveling overseers