



WATCH TOWER

BIBLE AND TRACT SOCIETY OF BRITAIN

THE RIDGEWAY LONDON NW7 1RN

TELEPHONE 020 8906 2211

August 1, 2010

TO ALL BODIES OF ELDERS

Re: 2011 Memorial invitations

Dear Brothers:

“Keep doing this in remembrance of me.” (Luke 22:19) In harmony with Jesus’ command, true Christians will gather to observe the Lord’s Evening Meal on Sunday evening, April 17, 2011. A new Memorial invitation has been prepared, and there will be a worldwide effort to invite as many as possible to attend. This special campaign will begin Saturday, April 2, and extend to Sunday, April 17. We encourage you to review the following information in an effort to plan for this campaign.

Requesting invitations: So as to ensure that enough invitations are requested for your congregation’s territory, please do the following:

- **The Congregation Service Committee** should determine how many invitations are needed for the congregation. It should be considered whether the quantity used in previous campaigns was sufficient.
- **Each congregation** will automatically be consigned a quantity of 30 copies per publisher (this includes pioneers) in the language of the congregation. This quantity will appear on the jw.org website as “pending.” Based on the need of the congregation (the number of pioneers, auxiliary pioneers and territory to cover), you can add to, or reduce, the quantity for your congregation (see postscript for explanation). All requests should be submitted **by December 5**.
- **Use item number 7681 for requesting invitations.** Use item number 7691 for requesting specialized invitations with unique artwork highlighting that the talk will be given in sign language.
- **Other languages** may be requested if you are sponsoring a foreign-language group. Please check the website for available languages.

Receipt of invitations: Quantities for all congregations will be sent in packages marked “**mi11 Attn: Service Overseer.**” When the shipment is received, please check that the correct quantity was shipped.

Labelling invitations: The service overseer and territory servant will be responsible to ensure that the location and time of the Memorial are added to the invitations. Some congregations may choose to affix pre-printed self-adhesive labels showing the time and place of the Memorial. Other appropriate methods may also be used to insert such information.

The 2011 Memorial invitation includes an invitation to the special talk that will be given during the week of Monday, April 25, 2011. Those congregations having the visit of the

circuit overseer or an assembly that weekend will have the special talk the following week. No congregation should have the special talk before April 25. In the designated location on the invitation, please be sure to indicate the date, time, and place of the special talk. If the Memorial talk and/or the special talk will be presented in sign language, this should also be noted on the labels.

Distribution to publishers: 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.

Territory coverage: It is better to give the householder an invitation personally. However, publishers will be allowed to leave the invitations where no one is at home if the elders deem this to be practical. Please advise all in the congregation that they should exercise discretion in this regard. An invitation should not be put through the letterbox if there is a sign indicating that this is against the householder's wishes, though it might be appropriate to offer the invitation to the person. Also, where no one is at home it would be wise only to leave invitations when they can be out of sight.

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 invitations before the campaign is completed, you may begin using the regular literature offer for the month.

We encourage you to make sure that the place where the Memorial is to be held, whether a Kingdom Hall or some other facility, is large enough to accommodate an anticipated peak attendance. This would also be an excellent opportunity for the elders to encourage new ones to consider sharing in the ministry as publishers.—*od* pp. 79-81.

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. 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

PS: We will include the *Memorial Invitation* on the "Featured Items" page on jw.org. From this page you can add to the consigned quantity. To reduce the quantity consigned, please go to "Request History," tick the box "Show Only Open Items" and Search. Then click on the Request Number for the *Memorial Invitation*, which will take you to the page where you can cancel (reduce) a pending quantity.