



WATCH TOWER

BIBLE AND TRACT SOCIETY OF BRITAIN

THE RIDGEWAY LONDON NW7 1RN

TELEPHONE 020 8906 2211

August 1, 2011

TO ALL BODIES OF ELDERS

Re: 2012 Memorial and special talk

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 Thursday evening, April 5, 2012. 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, March 17, 2012, and extend through Thursday, April 5, 2012.** Additionally, the special talk will be held at the first Public Meeting following the Memorial. **For most congregations this will be on Sunday, April 8, 2012.** Congregations that have their Public Meeting on Saturday will have the special talk on April 7, 2012. Please note that in conjunction with the invitation campaign, the elders will be provided with further direction in the future on inviting all inactive ones to the Memorial and special talk.

Requesting Memorial invitations:

- **Immediately**, 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 and the potential for an increased number of auxiliary pioneers. As is announced in the September 2011 issue of *Our Kingdom Ministry*, **for the month of March 2012 only, auxiliary pioneers will be allowed to choose an hour requirement of either 30 hours or 50 hours.**

PLEASE NOTE: We have consigned to **each congregation** a minimum quantity of 30 copies per publisher (this includes pioneers) in the language of the congregation. You can add to, or reduce, the quantity for your congregation (see postscript for explanation). All changes should be submitted on the jw.org website **by October 14.**

- **Use item number 7682 for requesting invitations.** Use item number 7692 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 “**mi12.**” 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 and the special talk are added to the invitations. Some congregations may choose to affix pre-printed self-adhesive labels for this purpose, but other appropriate methods may also be used to insert such information. If the Memorial talk and/or the special talk will be presented in sign language, this should also be noted.

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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.

Special talk: The circuit overseer will deliver the special talk if he is scheduled to visit a congregation that week. The title of the special talk is "Is It Later Than You Think?" The talk will highlight the nearness of the end as evidenced by the fulfilment of Bible prophecies. While the talk is designed to appeal to newly interested persons and to encourage our brothers to keep alert, the concluding section will include a direct appeal to those who are inactive.

After the Congregation Service Committee has met and reviewed these instructions, please circulate this letter to the other elders for their information. 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.