

# Christian Congregation of Jehovah's Witnesses



The Ridgeway, London, NW7 1RN Telephone: 020 8906 2211

February 3, 2014

TO ALL BODIES OF ELDERS

Re: Worldwide campaign planned for August 2014

Dear Brothers:

The Governing Body is organizing a worldwide campaign for August 2014 to give extensive distribution to a new tract entitled *Where Can We Find Answers to Life's Big Questions?* Please follow these instructions: **(1)** At the next two Service Meetings, the service overseer or another elder should read the announcement below to the congregation. **(2)** The Congregation Service Committee should immediately meet to determine the number of tracts to request from the branch office. **(3)** At the next quarterly elders' meeting, the body of elders should discuss the key points from this letter.—Prov. 20:18.

## SERVICE MEETING ANNOUNCEMENT

We are pleased to inform you that the Governing Body is arranging for a worldwide campaign in August 2014 to give extensive distribution to a new tract entitled *Where Can We Find Answers to Life's Big Questions?* A key objective of this global campaign is to widely advertise the [jw.org](http://jw.org) Web site. The Governing Body anticipates that our combined efforts in this special campaign could well make the month of August the greatest witnessing month ever! In the coming months, *Our Kingdom Ministry* will provide more details. For example, all qualified publishers will be able to serve as auxiliary pioneers in August with either a 30-hour or 50-hour requirement. All publishers and families are encouraged to begin making plans now to have a full share in the ministry during the month of August!

**Generate enthusiasm for the campaign:** Hebrews 13:7 encourages us: "Remember those who are taking the lead among you, who have spoken the word of God to you, and as you contemplate how their conduct turns out, imitate their faith." Literal sheep follow the voice and actions of their shepherd. In one land, an inexperienced shepherd reportedly tried to make the sheep cross the road by herding them, shouting at them, even striking them. They did not respond. However, when he walked across the road, he was surprised to see that the sheep were following him. In like manner, publishers will be more inclined to auxiliary pioneer in August if they know that the *elders, ministerial servants, and their families* are in the forefront of the work. Whether your circumstances permit you to auxiliary pioneer or not, all will want to give zealous support to this special campaign.—2 Cor. 9:7.

Field service group overseers should set an example that will encourage each publisher and pioneer in his group to have a zealous share. Group overseers should personally encourage Bible students who are well along in the *Bible Teach* book to consider approaching the coordinator of the body of elders to see if they qualify as unbaptized publishers. Young ones who go out in the ministry with their parents but who are not congregation publishers may also want to begin participating as unbaptized publishers. Elders could encourage dedicated individuals who have recently become inactive to begin publishing again by accompanying experienced publishers.

**Requesting *Where Can We Find Answers to Life's Big Questions?*:**

- **Each congregation** will automatically be consigned a quantity of 50 copies per publisher (this includes pioneers) in the language of the congregation. This quantity will appear on the jw.org website as “pending.”
- **Immediately**, the Congregation Service Committee should determine if the consigned quantity meets the need of the congregation, considering the number of pioneers, auxiliary pioneers, territory to cover and keeping in mind that the tract will be distributed both in the house-to-house ministry and in public places. You can add to, or reduce, the quantity for your congregation (see postscript for explanation).
- **All requests should be submitted by March 2, 2014.** Requests should not be submitted through the ship-to congregation, the language-coordinating congregation, or any other congregation. Because this tract will be a permanent stock item, language-coordinating congregations should include in their requested quantity a modest amount for use after the campaign.
- **Use item number 7137 for requesting the tract in the language(s) commonly used in your territory.** Use item number 1340 for requesting specialized tracts with artwork unique to the sign-language field.

**Receipt of *Where Can We Find Answers to Life's Big Questions?*:** Quantities for all congregations in the Kingdom Hall Literature Group will be combined and sent to the ship-to congregation along with the regular literature. The packing list will indicate the quantity designated for each congregation. The service overseer of the ship-to congregation should ensure the following steps are taken upon receipt:

- Ensure that the correct items and quantities were shipped.
- Immediately distribute the tracts to each congregation in the literature group.

**Distribution to publishers:** If the tract is available, one copy should be distributed to each person in attendance at the beginning of the Service Meeting part in June that will discuss the campaign. One week before the start of the campaign, each congregation should set out a supply of the tract. Publishers and pioneers should be encouraged to take only the amount that they need for one week. During the campaign, the congregation should be reminded to take only a week's supply.

**Territory coverage:** It is better to give the householder a copy of *Where Can We Find Answers to Life's Big Questions?* personally. However, publishers will be allowed to leave a copy 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. If your congregation works all of its territory or places its entire supply of the tract before the month is completed, you may feature the magazines or other appropriate publications.

If publishers will be attending the convention in August or in the beginning of September, the special campaign to distribute *Where Can We Find Answers to Life's Big Questions?* will overlap with the campaign to distribute the convention handbill. If so, the tract and the handbill may be offered at the same time. However, the tract should not be offered before August 1. This should

Re: Worldwide campaign planned for August 2014

February 3, 2014

Page 3

be clearly conveyed to the congregation, and good records should be kept to ensure that as much of the territory as possible receives the tract in August, even if that means returning to homes that were visited in July in conjunction with the convention handbill campaign.

We pray Jehovah's rich blessing upon this special campaign.

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

cc: Traveling overseers

PS: We will include the *Where Can We Find Answers to Life's Big Questions?* on the "Featured Items" page on jw.org. From this page you can **add to** the consigned quantity. Any quantity you enter will be added to the pending quantity already consigned. 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 *Where Can We Find Answers to Life's Big Questions?* which will take you to the page where you can cancel (reduce) a pending quantity.