

Christian Congregation of Jehovah's Witnesses



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

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 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?*:

- **Immediately, the Congregation Service Committee should determine how many copies of the tract are needed for the congregation.** It should be considered whether the quantity used in previous campaigns was sufficient, keeping in mind that the tract will be distributed both in the house-to-house ministry and in public places. 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.
- **Each congregation** should enter its request using jw.org. All requests should be submitted **by February 24, 2014**. If a request is not received from your congregation by the due date, a ratio of 30 per publisher and 120 per pioneer will be sent to your congregation. Since this ratio *may not* meet the specific needs of your congregation, it is preferred that **each congregation** submit a request **by February 24, 2014**. Requests should not be submitted through the ship-to congregation, the language-coordinating congregation, or any other congregation.
- **Use item number 7137 for requesting the tract in the language(s) commonly used in your territory.** Use item number **1340** for requesting specialized invitations with artwork unique to the sign-language field.

Check-in 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 in cartons marked "T-37." The carton label(s) 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:

- Open the cartons and confirm the correct items were shipped.
- Immediately distribute the tract 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

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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 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