



WATCH TOWER

BIBLE AND TRACT SOCIETY OF BRITAIN

THE RIDGEWAY LONDON NW7 1RN

TELEPHONE 020 8906 2211

December 4, 2010

TO ALL BODIES OF ELDERS

Re: 2011 district convention handbills

Dear Brothers:

We are pleased to inform you that there will be a concerted global effort to advertise the 2011 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: So as to ensure that enough handbills are requested for your congregation's territory, please do the following:

- **The Congregation Service Committee** should determine how many handbills 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 February 11, 2011**.
- **Use item number 7581 for requesting handbills.** Use item number 7481 for requesting specialized handbills 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 handbills: Quantities for all congregations will be sent in packages marked "CO-sf11 Attn: Service Overseer." When the shipment is received, please check that the correct quantity was shipped.

Labelling handbills: The service overseer and territory servant will be responsible to ensure that the location, dates, and programme 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. You may wish to list the location, dates, and programme times following the pattern shown below.

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North London Assembly Hall of Jehovah's Witnesses
174 Bowes Road
LONDON N11

Friday, July 8, 2011 9:20 a.m. to 4:55 p.m.

Saturday, July 9, 2011 9:20 a.m. to 4:55 p.m.

Sunday, July 10, 2011 9:20 a.m. to 4:00 p.m.

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 a handbill personally. However, publishers will be allowed to leave the handbills 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. A handbill 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 handbill to the person. Also, where no one is at home it would be wise only to leave handbills 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 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. 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 *District Convention Handbill* 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 *District Convention Handbill*, which will take you to the page where you can cancel (reduce) a pending quantity.