

Christian Congregation of Jehovah's Witnesses



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

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:

- **Immediately**, 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** should enter their request using the jw.org Web site. All requests should be submitted **by January 10, 2011**. PLEASE NOTE: If a request is not received from your congregation by the due date, a ratio of 30 handbills per publisher and 120 per pioneer will be sent to your congregation. Since this ratio *may not* meet the specific needs of your congregation, all congregations are encouraged to submit a request **by January 10, 2011**.
- **Use item number 7581 for requesting handbills in the languages listed below**. Use item number **7481** for requesting specialized handbills with unique artwork highlighting that the convention will be presented in sign language.
- A supply of handbills may be requested in other languages if your congregation is sponsoring a foreign-language group that will attend a convention or convention sessions in the group's language.

Available languages: In addition to English and Spanish, handbills will be available in Arabic, Armenian, Chinese (Simplified), Chinese (Traditional), Chuukese, French, Greek, Hindi, Hmong, Iloko, Italian, Japanese, Korean, Marshallese, Persian, Polish, Portuguese, Romanian, Russian, Samoan, Tagalog, and Vietnamese.

Check-in of handbills: Quantities for all congregations in the Kingdom Hall Literature Group will be combined and sent to the ship-to congregation in cartons marked "**CO-sf11**." 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 handbills to each congregation in the literature group.

Labeling handbills: The service overseer and territory servant will be responsible to ensure that the location, dates, and program 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. (Instructions for obtaining labels and printing services are available in the *Supplier Arrangements* section of the jw.org Web site under the *Documents* tab. Those instructions should be given to the service overseer and territory servant.) You may wish to list the location, dates, and program times following the pattern shown below.

Assembly Hall of Jehovah's Witnesses 23 Unity Place Newburgh, NY 12550	
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 3:40 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. 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,
*Christian Congregation
of Jehovah's Witnesses*

cc: Traveling overseers