

Christian Congregation of Jehovah's Witnesses



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

November 30, 2013

TO ALL BODIES OF ELDERS

Re: 2014 convention handbills

Dear Brothers:

We are pleased to inform you that there will be a concerted global effort to advertise the 2014 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 convention. Elders are encouraged to review the following information in an effort to plan for this campaign.

Please note the following:

- **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.”
- **Immediately**, the Congregation Service Committee should determine if the consigned quantity meets the need of the congregation, considering 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 changes should be made **by February 2, 2014**.
- 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.

Receipt of handbills: Quantities for all congregations in the Kingdom Hall Literature Group will be combined and sent to the ship-to congregation marked “**CO-sf14**.” The 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:

- Confirm the correct items were shipped.
- Immediately distribute handbills to each congregation in the literature group.

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 preprinted 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.

Twickenham Stadium Whitton Lane TWICKENHAM TW2 7BA	
Friday, August 22, 2014	9:20 a.m. to 4:55 p.m.
Saturday, August 23, 2014	9:20 a.m. to 4:55 p.m.
Sunday, August 24, 2014	9:20 a.m. to 3:50 p.m.

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Distribution to publishers: Each congregation should set out a supply of labelled handbills on the literature or magazine counter. Publishers and pioneers should be encouraged to take only the amount that they need for one week in their personal ministry. During the campaign, the congregation should be reminded to take only a week's supply. It is hoped that this will help with an even distribution of the handbills in the congregations.

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 letter box 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.

The Congregation Service Committee should meet and review these instructions. 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: 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. Any quantity you enter will be added to the pending 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.