

A comprehensive guide for a personal or small group Bible study ministry

M ail inistry annual



By
Merlin Beerman

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This manual has one purpose, to provide a method of bringing precious souls knowledge of the truth. Please photocopy and share this manual with others. It is my prayer it will inspire many to this type of ministry. It may not be stored in any type of retrieval system or reproduced in any form for the purpose of commercial gain. All subsequent copies must contain this copyright notice.

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FOREWORD

Providing Bible studies and other spiritually related material by mail is an effective, convenient, and rewarding method of community outreach. It is also an excellent way to minister to prison inmates with whom you would otherwise have no contact. This approach to ministry can be done from your home as a personal ministry, or as a group in conjunction with a religious organization.

This manual provides all the concepts, instructions, and materials (except the Bible study lessons) necessary for the inexperienced to begin and continue a mail ministry. The ideas presented can be utilized with any Bible study series. This manual can serve as a valuable resource of new concepts that existing ministries can incorporate into their programs. It also contains master templates to incorporate the concepts presented. These may be freely copied and used as presented or ideas gleaned from them to design your own.

The materials and concepts presented in this manual are quite comprehensive. They have been derived from years of experience. As you consider starting your own mail ministry don't be overwhelmed. The ideas presented can be employed in part or whole based on your particular application. You can begin your ministry in a very basic format. Then, as you are led by the Holy Spirit, develop it further. This guide is meant to be a training manual, a resource for supportive materials, and a reference during this growth process.

May the Lord grant you a tremendous blessing as you share your love for Him with others.

The Author

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CHAPTER 1

Ministry Introduction

WHAT THIS MINISTRY IS ABOUT

Do you love the Lord and have a desire to share with others? We would like to introduce you to an exciting method of outreach that will provide this opportunity. This concept can be used by average people like you and me to reach out to our local prisons and community. The concept that we are proposing is for you to start your personal or small group Bible study ministry by mail.

The concepts introduced in this manual are the basic details that will help those without experience start their own personal mail ministry. We are excited to make available instruction and materials so that you may gain the blessing and spiritual growth that result from sharing with others. My prayer is the Holy Spirit will inspire you to get involved. If you have questions that have not been answered in this manual you may contact us for more information.

Many find that Bible study through, correspondence fits their needs and life-style. By sharing the gospel using this method you are making your support and Bible study materials available at a pace that is determined by them. You are using Christ's method of evangelism, being a friend and sharing your best Friend with them.

Are you intrigued with this idea but feel you are to timid? Are you hesitant because you wouldn't know where to begin? Do you feel you don't have the extra time? Are you wondering what the financial considerations are? Do you have a desire to get involved, but you feel unqualified? If these are your concerns this ministry is perfect for you!

WHO CAN DO IT?

This method can be used by almost anyone as a personal or group ministry. It is great for the average person, the homemaker, the young, the elderly, and the handicapped who may be confined to home.

This ministry can also be done as a group.

Some examples are youth, home-school, weekly prayer and church groups. This is a great method that allows everyone to take part in winning souls for Christ.

Do you want to share God's Word but the thought of giving someone a Bible study in person terrifies you? With this alternative you can gain the blessing of giving Bible studies without this fear. With this method, those with whom you are studying are not looking you in the eye and asking questions you are concerned you may not be able to answer. If any questions are asked that are not addressed in the lesson, you have time to prayerfully find an answer.

WHEN CAN IT BE DONE?

Many typical ministries would require time on a schedule that may not coincide with yours. A positive feature about applying this concept as a personal ministry is that it can be done at your convenience.

WHERE CAN IT BE DONE?

Another attractive feature to this ministry is that it can be done at your home or any convenient location. If you have limited space at home or want to be able to take it with you, a portable filing case can be used.

If you are applying this concept with a group you may meet at your church, an individual's home, or any designated place of convenience for those involved.

HOW MUCH TIME IS INVOLVED?

There are two major influences on time you will ultimately devote to this ministry. The time spent is proportional to the number of students you elect to study with and the method you use in sending the materials.

The first factor, the number of students you correspond with, will depend upon the Holy Spirit and the efforts you put forth in recruiting.

The second major influencing factor is your approach in sending the lessons. This choice strongly influences the time you will ultimately spend in contact with each student. See “Deciding what method to use” located in chapter two.

WHAT ARE THE COSTS INVOLVED?

The cost involved in participating in mail ministry depends on the number of students you elect to study with, the method you utilize, and the materials you send. The greatest expenses typically are the costs of the lessons, postage, and incentive offers if you elect to make these available.

The cost of the lessons is a major influence to the overall expense in running a mail ministry. The ministry that produced this manual and the *Steps to Christ Bible Study Guide* has put forth much effort in self-publishing and distribution so the savings can be passed on to you.

All of the expenses are predictable so you may calculate the approximate cost per student. This information will help you decide what number to try to regulate your enrollment to. This will influence the effort you need to put forth in recruiting.

INSTRUCTOR’S TESTIMONIES

“About two years ago I was introduced to this idea and have used it as a prisons ministry. It has been my privilege and pleasure to be able to experience such a spiritual blessing. It is very rewarding to see the changes take place in the lives of those I am corresponding with. I see their faith strengthened and I can tell that they are being blessed with a new found peace. I highly recommend this ministry to everyone.”

Kathy - Arkansas

“I am a 58 year old man disabled due to a back injury. I prayed for the Lord to show me how I could share my love for Him with others. By providence He led me to start my own correspondence ministry that I can do from my home. It has changed my life. I have

never been more blessed as I see Him use me as a tool to lead others to Him.”

Mike - Indiana

“Those who I am writing to are so appreciative of the lessons and the personal notes they receive. It is wonderful to see the transformation that takes place in their letters as they study and find a friendship with Jesus. I look forward to my trip to the mailbox each day. I feel like a kid on Christmas morning. I am overwhelmed and amazed God can use me.”

Helen - Colorado

STUDENT’S TESTIMONIES

The greatest blessing is to receive testimonies of a changed lives. It will change your life as you see the Lord using you as a tool to help others.

The amount of feedback you receive will be proportional to the amount of effort you put forth in writing your students. Our experience has revealed that when a brief note is sent you will get the same response back, or possibly none at all. But, when effort is put forth and a genuine interest shown, they will respond in the same way. Here are a few paragraphs from some letters we have received. This is not meant to uplift us but rather to give glory to God and give you an indication of the great blessings you may receive.

“Let me take the opportunity to let you know how much I appreciate you for sharing the Bible studies. I enjoy them very much. Several of the inmates here are especially excited about the way you take the time to send a handwritten letter with the lessons. Such a personal act has really made quite an impression on each of us here taking your studies. I consider you a friend in Christ and a Godsend. Thank you for your kindness.”

“I wanted to say thank you so much for all that you have done for me. When it seemed like everyone and everything had failed me you were there and showed me the One that is always there for me. Thank you for showing me the true meaning of life.”

"...your ministry has been a great inspiration to me and I know it is touching the lives of many others also. You have helped me so much and I will never forget it either. I want to know everything I can about Jesus and you are helping me so much."

"...my friend told me about how I could get into your Bible Study course. I need to study. God bless you for letting me have a chance to give my life to God."

"Dear Friends I just wanted to drop you a note to thank you so very much for being there for me. Even though we have never met I feel I have known you and your family for a very long time. I have no family and all my friends have forgotten me since I have been in prison. Thanks again for just being there. You are the only family I have."

"...I attend a nondenominational church and am searching for the truth. Thank you so much, I am anxious for the next lesson."

"...I received your letter and Bible study. It really came at the right time. A big smile came across my face. You lifted me up at that time of need, and I praise God for you..."

"...I thank God that I received your letter, Bible studies and the books, "Steps to Christ" and "The Desire of Ages." I thank you and God for them. I have just started reading Steps to Christ and I have been reading Desire of Ages for a long time. It is so good that I read the stories over and over..."

"...I was very happy to here from you all I thank you for the experience of allowing me to study the Word of God with you all. This is the first time in my life that I finally made a decision to let go and let God. By these studies I know I can grow..."

"...my wife and I thank you and God for the chance to do these lessons. It is a blessing to be able to take part in them, our whole family including my four daughters are going to study them together. We thank God you were guided to do this type of ministry. I have enclosed the name of another family that would like to receive these lessons to. Thank

you and your family for reaching out to others and may God bless you all..."

"...It's good to hear from you. I am enjoying these lessons very much. They are giving me much needed insights to the love God has for me. I have been reading these materials, and see they are backed up with the Word of God. As a result I have found truth and direction in my life for the first time. I have decided to get baptized..."

"...I just wanted to tell you again how much I really appreciate and enjoy your Bible studies. Four years ago I found out that I was infected with the H.I.V. Virus. Therefore I thought my life was over. But since I have found Jesus Christ, my life has just begun. And I know that Jesus died for me and that with His stripes I am healed..."

"Thank you again for the Bible studies. I can't tell you enough how much I really enjoy them. I am 25 years old and for the first time I really feel I am getting closer to the Lord every day. Hopefully, by the time I get home, will be able to answer the questions my children have about Jesus. God bless you"

"I want to thank you for these lessons that you send me and for your letters. It means so much to someone in here to get letters from people on the outside. To get a letter is everything. Thank you so much for praying for me and everyone else, at least I have friends like you"

"...Because of what you have done I am redirecting my will, my life, and my all to God..."

CHAPTER 2

Organization and Preparation

NAMING YOUR MINISTRY

Before you begin your recruitment for students you must decide on a name for your ministry. If you are branching from an existing ministry and elect to accept names of potential study partners from them, you may choose to use the same ministry name.

If you choose to give your ministry a unique name but are accepting names from another ministry, you need to explain this in your opening letter. It is important to give the assurance that despite the different ministry title, the same materials will be received. The student needs to understand you are sister ministries and that your ministries are associated with each other.

If you are starting your own ministry from the beginning and recruiting your own prospective students you may name your ministry any name you choose.

DECIDING WHAT METHOD TO USE

There are three approaches that can be taken in mailing your materials in this type of ministry. You may elect to send a few lessons at a time, send an entire series, or combine the two methods.

Instructors with a nurturing personality generally send a smaller number of lessons. This gives a greater opportunity for interaction. It also gives the opportunity to prompt the student with “discussion” questions about the subject matter being presented. By doing this the instructor can monitor the spiritual pulse of his student. This approach tends to build stronger friendships with those whom you have contact with.

The second approach is to send a larger amount of study materials with each mailing. With this method you have the advantage of having more free time to handle a greater number of students. This is possible because your interaction with each is less frequent. In the utilization of our materials

this would involve sending the whole mini-series in booklet form at the same time. When the student completes it and mails it back, you can send another set of lessons. Be sure to let your student know they may write you at any time with questions.

The third alternative is to mix the two methods depending on the type of material you are offering. For example you may choose to give the student the option to receive the entire *Steps to Christ Bible Study Guide* all at once due to the non-doctrinal content. The second series may contain more doctrinal material that, by nature, needs to be studied by the student in sequence. In this case you would use your discretion and send the lessons in a logical order and in a quantity that would keep the student from potentially jumping to far ahead.

When the lesson sequence is not an issue we recommend leaving the decision of how many lessons to receive at a time up to the student. Every student is different so by giving them the choice you will see the highest number of them finish. The way you can do this is in your first letter of interaction with them ask them which method they prefer. The copy master of first lesson to the *Steps to Christ Bible Study Guide* has a place where they may indicate their choice.

With all methods we recommend that you send a personal note of encouragement each time you send materials. How sincere your personal letters are will greatly influence the success of your ministry to them.

SETTING UP YOUR WORK SPACE

There are several approaches to setting up the area you will minister from. The ideal situation is to have access to a desk and file cabinet where your materials can be kept in a well organized fashion. This may be at home, at your office, at school, or at your church.

If you are limited by space or need the convenience, you may create a portable ministry work space. This may be done using

an accordion type file case. These may be purchased at most office supply or department stores. This approach allows you to keep your materials and records organized in a limited amount of space. You may take it with you wherever you go. If you have limited space at home this is also a great option! With this it can be done on the kitchen table. When you are done it can be stored out of the way in the closet.

Your objective will be to find the method that works best in your particular situation. Organization will allow you the most efficient use of your time.

SELECTION OF MATERIALS TO USE

The concepts outlined in this manual can be applied to any Bible study series. See the section call "Available Resources" for a list of some of the most prominent materials available. We highly recommend making several different series of lessons available to your students. Even if some of the same subject matter is presented it is usually done in a unique way. Redundancy for your students is beneficial because it reinforces the truths they are learning.

COPYING MINISTRY MATERIALS

Located in the back of this booklet are photocopy masters of various ministry enhancement materials.

To keep the expense in this area as low as possible I recommend approaching your pastor or church board to see if you can utilize the copy machine. For an outreach of this type they are usually willing to let you use the churches equipment, often at no charge, or for the basic cost. The other alternative is going to the local copy shop.

TIME SAVING SUGGESTIONS

The following are some time saving measures that I highly recommend. These ideas will save time but are not mandatory.

Self-inking Stamper = You can have a self-inking stamper made with your

ministries name at any local printing center. This small expense is money well spent for two reasons. The first is the time it will save you from having to handwrite your ministries name and address over and over! The second, if you are involved with mailing materials into the prisons you get more respect from the mailing department. The professional appearance shows you are a legitimate ministry. Your materials are less likely to be rejected then the materials shipped in hand addressed envelopes.

Well stocked supply of copied materials

= Another secrets to efficiently using your time is to start with an organized and complete stock of materials. Your copies can be made from the applicable masters located in the back of this booklet. It is inconvenient and frustrating to not have the copies you need at the time you need them. I recommend that you take the time to make adequate copies prior to making your first effort to contact your potential students. This is time well spent.

Computer database for student records

= In some circumstances access to a computer can help the efficiency of your ministry. If you don't have access to a computer you can still use conventional methods.

If you are corresponding with less than 25 students it is easy to keep track of their records in a conventional three ring binder. If your instructing more than 25 students a computer database could possibly be more efficient.

The advantage to a database is that it can be customized to fit your needs. We call the database a "Records" database and it can track their: last name, first name, address, last date materials were sent, department of corrections number if applicable, name of the lesson series, a list of all the individual lesson, the date each lesson was sent and received back, and a place for comments and personal information.

The information in these fields can be accessed very quickly. An example is you

may quickly identify people you have not recently had contact with. You may instantly have a list by doing a search under the field of "Last date sent" over the period of time you specify. From this list you can easily print out envelopes with their names and addresses. You may then print out a personalized "Final Appeal" letter that will hopefully prompt them to study. This is just one example of how you can use a database, but it can be applicable to many different situations.

Stock needed supplies = Keep a supply of ministry materials in stock. These items may include: Bible lessons, different size envelopes, stamps, and book or gift items if applicable.

Get your own personal postal scale = A desktop postal scale is very convenient for mailing from home. These are available at office supply and department stores.

If your ministry is mailing in large quantities a mail metering device can be obtained. The advantage in having a meter is you can very quickly "stamp" large quantities mail. The disadvantage is a monthly rental fee added to the cost of your postage. Information on where you may obtain a metering device is available at you local post office.

File system for your copies = Using a file cabinet to keep your copied materials organized is convenient. These may be purchased at office supply or department stores. There are full size metal versions which are generally ideal for an office environment. For portability you may choose an accordion suitcase version. This also is convenient for use in homes with limited space.

File system for your copying masters = It is necessary to preserve the integrity of your copying templates. The method I recommend is storage in a three ring notebook. Each master can be placed for protection in a plastic cover. For quick indexing a labeled tab can be placed on the corner.

Handy size envelopes = For efficiency use envelopes and mailing containers that are compatible to your needs. This will save time and give a more professional appearance.

METHODS OF RECRUITING STUDY PARTNERS

Intercessory prayer = The most important step is to PRAY! PRAY! PRAY! Pray each day that the Lord will lead souls for you to minister to and richly bless them as they study His Word. Pray for the Holy Spirit to impress them to send the names of friends and family to study with you also.

Share the first lesson of the series = Keep on hand several of the first lessons of your opening series the Lord will provide opportunities for you to share them with friends, co-workers, neighbors, etc.. In the front of the guide is a brief letter that invites them to study God's Word with you, and explains how. These may be left anywhere to be picked up by whoever comes along.

Distribute enrollment cards or the first lesson = Another option is to place either the enrollment cards, the first copied lesson, or the lesson booklet in small plastic brochure holders around town. Approach friends or acquaintances that have business and ask if you can leave a rack in their lobby. Also sending a couple of these pre-stamped cards along with the return lessons of an active student is very effective in expanding your ministry. Add a sentence at the close of your letter asking them to share them with a friend.

Send the witnessing form = In the master copies we have included a "Witnessing Form" that can be copied and share with your active students. The letter on this form lets them know how much you are being blessed by sharing with them. It then gives them the opportunity to be blessed also by sending five or more names for you to send invitations to. The letter offers them a "*Certificate of Witnessing*" for their effort. Praise be to the Lord, this method has tremendous success!

Over a period of time you will finish some students and, unfortunately, many will discontinue. Sending this form periodically will allow you to build or maintain the number you study with. The number of these you send out will be influenced by the time you choose to dedicate to your ministry.

Mass mail first lesson or invitation = You may elect to mail an invitation in the form of the first lesson or enrollment cards to individuals in your community.

A very good source is to get names if from the ministries listed in the “Ministries Resource” section of this guide. Contact them and ask for a list of “Interest Names.” This is a list of all the individuals that have contacted them requesting materials as a result of their television and radio programs.

Check with the pastors of your area churches. See if they have names of people who have attended crusades and filled out response cards.

You may also use your area phone book as a source to get names and addresses.

Newspaper display advertisement = You may elect to run a display advertisement in a newspaper. You will have the most success when you pick a newspaper with the largest circulation. Since this is a mail ministry it doesn't matter if it is local or not. We have included a sample display advertisement that you may use in the Appendix D located in the back.

Contact prisons = Try to get your ministry started in the correctional system. If you have knowledge of a particular facility you can contact the Chaplain and ask if you may visit inmates. While you are there use the opportunity to share some enrollment cards, booklets or just the first lesson. You will be amazed at the response you get! If you need a list of the facilities you may call the Department of Corrections in the state you have interest in and request a list of all the facilities.

Religious surveys = You may elect to copy the “Community Survey Form” and use it

in your local community door to door or by phone. It can be utilized elsewhere by mail. The survey asks your potential student some questions about their religious background and beliefs. It closes by asking the key question, “Are you interested in taking a Bible study course.”

Use your imagination! = Most importantly, allow the Holy Spirit to guide you to other new methods that will be the most effective for you.

GUIDELINES FOR SUCCESS

Always write a personal note = The single most important factor is be their friend. It will be your responsibility to make the first move toward developing this friendship. Always send a personal note with your lessons even when they haven't responded. Whether in the free world or a prison inmate this will have a life-changing effect. Be their friend and they will be very receptive to what you have to offer them spiritually.

If you decide to become involved in prison ministry this effort is even more important. Often you will be the only person from the outside world who has shown any concern for these individuals. Most have been totally deserted by family and friends. Your note of encouragement will mean a lot.

The method Christ ministered on this earth was first to mingle among them. He show compassion by ministering to their needs and because of this won their confidence then He bid them, “follow me.” He gave this method of evangelism as an example for us.

Provide a stamped envelope = In prison ministries providing a stamped envelope is critical in the community is usually is not. If in your correspondence you discover they are on a fixed income or suffering from financial problems you may want to make the offer.

If you are applying the mail ministry concept in prison ministries I recommend sending a stamped, self-addressed return envelope. To these individuals who have little or no

financial resources the price of a stamp is a major financial hardship. A prison ministry without providing return postage will not last long in the correctional system.

From our experience we have found that the majority of the time there is not a problem with sending a self-addressed stamped envelope to inmates. Occasionally you may encounter a facility that will not allow stamps to be sent in. The reason is the possibility of drugs being applying on the back. Some of these facilities will let you send envelopes if they are metered by the post office. If there is a rule against this practice the facility they usually will mail

your materials back with a note telling you the reason it has been rejected.

Respond in a week or less = Quick response to correspondence is essential to keeping the attention of your students. I recommend trying to stay caught up on a daily basis. If your schedule won't allow, or you fall behind, I recommend appointing a certain day of the week to catch up. This practice will assure that the maximum time of returning lessons would be a week or less. Exceptions to the rule would be vacations, sickness, and emergencies. In these situations send an explanation in your next letter and they generally will understand. If your response is not routinely in a timely manner the students will loose interest.

CHAPTER 3

Day to Day Operation

You are now ready to mail out your first set of materials to your prospective students. The following are suggestions of what to send. Remember that these are only suggestions that you may elect to use in part or in whole. As your ministry goes forward you will soon see what works best for you.

FILLING OUT THEIR RECORD SHEET

=At this point you have in some manner received “interest names.” They may have been obtained by using the recruitment ideas from this manual or given by an existing mail ministry.

Interest names fall into one of two categories. The first is “Requests” the second is “Referrals.” “Requests” are individuals who have heard about your ministry and directly requested your materials. “Referrals” are names of individuals received from active students.

The response rate of the individuals who have requested is much higher than those referred. It is my recommendation, when you send out your invitation letter and first set of materials, to make out a “student record sheet” for each person that has “requested.” To the individuals that have been “referred” I recommend waiting until you get your first response. It is appropriate to contact them once with an invitation but if they don’t accept don’t continue to ask. By waiting to hear from them before filling out a record sheet helps to keep from having a binder full of records of inactive students.

The record sheet contains a place to log the “Date Sent,” and then “Date Received,” and other information. The comment section can be used to note any extra materials you may have sent. You can also utilize this area to make personal notes such as names of family members, ages, birth dates, etc..

A convenient way to keep your records organized is in a three ring binder. I also recommend purchasing some clear plastic slip covers for each student record. This gives

more protection than if they are held in place by punched holes.

An alternative is to use a computer database to track your students progress. You can create a database that looks just like the record sheet by creating a “field” for each parameter. This allows quick access and sorting of large numbers of records.

WHAT TO MAIL THE FIRST TIME

=In your first correspondence with your student I recommend sending the first lesson of the series (or booklet), the introduction letter, coupons for extra items (if you elect to use this option), a self-addressed stamped envelope, and your personal invitation letter.

Your personalized invitation letter will usually be similar to all your students because at this point you haven’t had any interaction with them. It would be exhaustive to compose a totally unique letter for each student. An exception to this practice is if you are writing several individuals from the same address. In this instance I recommend taking time to make each letter different in case they compare notes!

In your first personal letter you can ask them if they have a family and what their interests are. When they write back with a reply make a note of it on their record sheet. This gives you information for conversation in future letters.

The approach to your personal letter needs to vary slightly in content depending on what type of prospective student you are writing. If you have received a direct request from the individual tell them, “I am excited that you have requested our studies.” When writing a potential student that has been referred tell them, “I hope you will accept our invitation to study.”

SAMPLE OF PERSONAL LETTERS

=Here are two sample letters, one for each of the above scenarios. You will want to compose your own but this can be a foundation to build on.

TO THOSE WHO “REQUESTED”

TO THOSE WHO WERE “REFERRED”

Dear _____!

I hope this letter finds you in good health and all things going well for you. It sure was great to receive your request for our Bible study series! I praise the Lord for the opportunity to be your friend and share His Word with you. I also praise Him for your the desire to spend time getting to know Him better by study of His Word.

I have enclosed with the first lesson an introduction letter which explains how the series works. Also enclosed is a set of coupons for some free books that have been a blessing to me and I believe will be to you also!

I will be praying each day for the Lord's richest blessing on you as you seek to know Him better. I will be praying He will fill you with peace, courage and strength to endure the trials you may be going through.

Be sure and let me know if you have any additional questions that have not been addressed in the lessons. I will be glad to prayerfully answer them the best I can. May the Lord richly bless you as you seek to know Him better! I hope you have a really great week and I am looking forward to hear from you soon!

*Your Friends,
Your name and your spouses name.*

Dear _____!

I hope this letter finds you in good health and all things going well for you. I received a letter from _____ who is taking our study series by mail correspondence. He or She gave me your name and thought you might be interested in taking them also. I would consider it an honor to be able to correspond with you and at the same time share the lessons. I praise the Lord for every opportunity to make a friend and to share His Word.

Enclosed is an introduction letter along with the first lesson. This letter explains how to take the series. Enclosed is also a set of coupons for some free books that are really great!! I hope they will bless you as they have me!

I will be praying that you will choose to study with us and the Lord will fill you with peace, courage, and strength to endure the trials you may be going through. He is the only way to find true peace in this world of turmoil.

Have a great week and I hope to hear from you soon! Please feel free to write with any additional questions you may have about the lessons. I will be glad to do my best to prayerfully answer them for you. I hope you have a really great week and am looking forward to hear from you soon!

*Your Friends,
Your name and your spouses name.*

CONTINUED CORRESPONDENCE

=There are five basic steps to take in response to your student which are: filling out their record sheet; writing a personal letter; answering any additional questions they may have asked; checking the completeness of their lessons; gathering and sending your personal letter, a stamped return envelope, the next lesson or lesson set, and books or materials that may have been requested by coupons.

The first step is to fill out the appropriate information on the students record sheet if not previously done. You may also include any personal comments you can glean from their letter if they have written.

The second step is to respond with a personal letter. The mail from your student may include a nice letter, a short note, or only the returned lessons. Whatever their response I recommend writing them back a letter anyway. This will help to nurture a friendship and give them a source of encouragement even though they may have chosen not to respond. You will discover later that it does make a difference in their lives even if they choose not to express it.

The third step is to respond to their questions. On rare occasions your students may ask you spiritual questions and they may or may not be related to the topic of study. Most of the time your students are still feeding on “milk” and not “meat” of the Word. In the event you receive a difficult question that you can’t answer here are some suggestions to find one. First, make the topic of their question a personal study of your own. In your quest for the answer first prayerfully ask for the aid of the Holy Spirit for wisdom. You may ask your pastor or other church leaders for assistance. You may reference your church Bible commentary series. Another great resource is Strong’s Concordance. Remember the Lord will reveal truth when we diligently seek it!

The fourth step is to check the returned lessons. This can be approached in two ways. The first option is to actually grade each blank of each lesson and giving them a

quantified result. The other alternative is to just verify it’s completeness. The decision is based on your personal conviction. In either case, if any blanks are empty look up the answer and fill it in. Then write “Great Job!” on the corner of the front page.

The study guides made available by Revelation Publications contain the answers to the question in the back of each booklet. The purpose of this is so that every person has the opportunity to complete the course even if they don’t have access to a Bible. If you, as their instructor, desire to “grade” the lessons of each student as opposed to verifying the completeness of the series you may choose to remove the answer sheets from the back.

The fifth and final step is to gather and send the following: the next set of lessons, your personal letter, a stamped return envelope, the returned lessons, and any coupon requested materials.

ORDER TO SEND LESSONS = The order you send the lessons is influenced by the method your student has chosen to receive the lessons. If they have chosen the option to receive the entire series at once you need to decide on the next logical series to send. This decision should be based on their spiritual maturity and your interaction with them. It is logical to send relationship building lessons before sending lessons containing heavy doctrinal issues. Doctrines are important, but without the relationship with Christ first, the information will not be taken to heart.

If they have chosen the option of “a few lessons at a time” send the lessons in numerical sequence.

FOLLOW-UP SUGGESTIONS = When your student finishes the first series send the first few lessons of the next. You can continue doing this from series to series until you have shared all the materials your ministry has to offer. Upon completion of the last set of lessons send the sheet containing enrollment forms to other ministries. These ministries may send

materials containing similar content. This redundancy is good, it reinforces the truths they are hearing and they are more likely to make lasting decisions for truth.

The second follow-up suggestion is to ask them if they would like a list of churches in their area that believe the truths they have been studying. In your letter emphasize the importance of having support from a church family as they continue to grow in the Lord.

You may obtain a book containing all the churches in North America from any ABC for a minimal price. This is a very valuable reference for your ministry.

The third method to follow-up is with personal visits. If this is not possible due to distance attempt to contact a local pastor. This visit is a great time to ask them if they are interested in personal studies and invite them to church.

Once you make contact with someone to follow-up pray that it will happen. It is not uncommon for one of two different problems to occur. At times those you have contacted don't follow through or they try and are not allowed to see them (in the prisons.) Pray these efforts of the devil will not succeed. In the event that the follow-up attempts are not successful all is not lost. There has been seeds planted that may one day grow to life.

INCENTIVE IDEAS = These ideas are to encourage and motivate your students during the time you have contact with them.

Incentive coupon offers = Coupons are a great way to give your students extra motivation to keep studying. It also is a great aid to help make all types of spiritually related materials available. These materials may include, but are not limited to: books, sermon tapes, music tapes and CD's, videos, book markers, etc. Your imagination is the limit!

An alternative is to mass mail these materials to your students. Unfortunately, a large portion will not be utilized. I recommend

making your extra materials available at their request by coupons. This approach gives the materials value in their eyes. If they go through the effort of sending a coupon requesting the materials they will most likely utilize them. This approach saves a lot of time and expense in wasted materials and postage.

Cards for special occasions = It is meaningful to your students to acknowledge special occasion such as birthdays and holidays. You will find that this small act of kindness is especially meaningful to prison inmates. Many of these individuals have been forsaken by their family and friends.

If the card expense is a concern you may have your children, or children from your church, make these special occasion cards. Our ministry has tried this over the last few years with great success.

To discharge any apprehension about the children having any involvement with prisoners. We recommend employing two basic precautions; first use the churches address and second have the children sign the cards "from a friend."

Surprise gifts = Another expression of care is to occasionally send your students a small token of friendship. A few examples are: book markers, Bible high-lighters, erasers, or any other inexpensive gifts. For prisoners you will need to get pre-approval or write and request their list of rules about incoming packages..

NONACTIVE CORRESPONDENCE = The devil is always working feverishly to discourage those you are studying with. Unfortunately it is not uncommon for a portion of your prospective students to not reply. There will also be a portion that will respond and latter quit writing. It is nice to send these individuals a note of encouragement to stimulate further interest. This note would be sent based on the pattern of activeness for that particular student. With a student who usually responds in a week you may want to drop a note after 3 weeks of not hearing from them. For someone who

typically takes a month to respond you may want to wait 2 months to write. Pray for guidance from the Holy Spirit to lead you in this matter, each on an individual basis.

If you are ministering to a large number of students limits on your time may prohibit sending notes to prod your students on. In this event I recommend going through your records every 3 months and send a "Final Appeal Letter" to all your inactive students. This letter tactfully prompts them to resume their study. It explains that if you don't receive a response from them you will assume they are not receiving your mail and your correspondence will be discontinued.

The record sheets should be transferred to a file or notebook apart from your active students. Then if you hear from them return the record into your active binder or database. If by your next "Last Appeal" mail out you haven't heard from them these records may be disposed.

KEEPING YOUR MINISTRY ACTIVE =

In an earlier section we discussed calculating the number of students you would like to maintain. This number was derived according to the time and finances you have available. For your ministry to maintain this number or continue to grow it is important to monitor enrollment on a consistent basis.

Enrollment will fluctuate due to several factors. It will increase periodically as you receive unsolicited names from active students. It will decrease due to graduations and drop outs. I recommend making a monthly assessment of your enrollment and recruit accordingly.

Any of the methods discussed previously can be employed. A very successful method is to periodically send a couple of your enrollment post cards with the return lessons

of your active students. To more dramatically affect you enrollment you may choose to send the "Witnessing Form." You can use your judgement on how many to send and how often. Asking a student to share a few enrollment cards can be done several time during your interaction with them. The "Witness Form" I would recommend only sending once over the course of enrollment.

Your ministry will at times be highly successful and other times appear to fail. In times of discouragement don't underestimate the power of the Holy Spirit. Whether your students complete your course or take only a few lessons, you have planted seeds that may produce latent fruit. Your efforts may lead a multitude to Christ or just one, either way it is worth it all! It is not your responsibility to worry about success or failure, you are only held responsible for our faithfulness in trying. Keep searching out and ministering to those who are spiritually hungry. In all situations praise Him and in success give Him the Glory!

WHAT IF I MOVE? = If you must periodically relocate you may still pursue a mail ministry. Your move will not effect your correspondence with inmates or other students you are sending return envelopes to. If the remaining students are given notice of when you will be moving, and what your new address will be you should be able to avoid potential problems.

WHAT IF I CAN'T CONTINUE = If personal reasons keep you from continuing your mail ministry you can transfer your students to another instructor. If you do not know any other instructors contact the Author and we will provide you with information to contact someone. It is of great importance not to let hungry souls go spiritually unfed.

CHAPTER 4

Prison Ministries

THE TREMENDOUS BLESSING OF PRISON MINISTRY = The harsh prison environment and a lack of heartfelt peace fosters spiritual polarization in the hearts of many inmates. When you offering friendship and spiritual food to these individuals you will see a responsiveness and gratitude rarely seen in the free world. You will be tremendously blessed as you see denominational barriers melt away and hearts won to Christ.

MAKING PRISON CONTACTS= The focus of this manual is mail ministry but in this section I will also present two other options. Involvement in these is not mandatory, but they do provide the possibility of greater effectiveness. The methods I will present are: cell visitation, routinely scheduled Bible study groups, mail ministry, or any combination of these.

The first two options would require becoming a Department of Corrections Volunteer. This involves a few hours of orientation and education. Contact the Chaplain at each facility for specific information. If you are interested in finding the closest facility to you may obtain the names and addresses of all the correctional facilities in your state by calling the “Department of Corrections.”

Individual cell visitation is an effective way to nurture friendships with the inmates. This also provides opportunities to invite them to study with you by mail. The opportunity for this type of witnessing depends on the Chaplain and the rules of that specific institution.

Some facilities provide a weekly time for representatives of different churches to present their message. I recommend a group discussion format presented by a team of 2 or more. The group setting is less intimidating to the presenters and allows the inmates to be involved. If one member of the team can’t make it the others can cover. This also provides the opportunity to invite them to enroll in your mail ministry. Contact the

Chaplain at your local facility to inquire about the possibility of ministering in this manner

If you are only interested in mail ministry your challenge is to get your first active student. Once you have achieved this your ministry will grow by: asking them to share enrollment cards, sending the “Witnessing Form,” asking them for referrals, or them sending names without your request.

You can contact the Chaplain and see if He/She is willing to distribute enrollment materials for you. The materials would explain how to contact you and enroll in the course.

Another option is to ask the Chaplain if there is anyone from your denomination going into his facility on a routine basis. You could then contact these individuals and see if they would be willing to share some enrollment materials with their group.

THE NATURE OF PRISON MINISTRY = Because you deal with convicted criminals there is inherent danger in prison ministry. With Involvement you accept the risks as well as the blessings. You would have interaction with (hopefully former) thieves, con-artists, murderers, and drug dealers, etc. Many are led by the Spirit and, from our human perspective, appear converted. It is important to leave matters of heart to the judgement of Christ. You are not to judge but rather inspect their “fruit.” Matthew 7:16. As you interact with them precaution must be exercised. Your instruction is to be “wise as serpents and harmless as doves.” Matthew 10:16. Wisdom is gained from education and experience.

You can gain an education and valuable guidance by the following methods: interviewing the experienced, reading research materials from you local library, and by attending volunteer training courses offered by the correctional system.

Experience can be obtained by spending time with those who are currently involved. If

you have the luxury of someone available to train you take advantage of this opportunity. If you can get guidance in the specific type of ministry you want to get involved with your learning curve will be easier to climb and risk be reduce. If you do not have this opportunity then proceed by prayer and faith. From our experience here are a some considerations in prison ministry.

GOD'S PROTECTION = Christ has given us a commission in Matthew 25:36 to remember those that are in prison. In Hebrews 13:3 He asks us to treat the prisoners as if we were one. This commission from Christ comes with His protection. It is logical that if you share the gospel with these people, you would be the last person they would desire to harm if they are released or escaped. The Lord would not commission us to spread the gospel and visit the prisoners if He wouldn't protect us in the process. We can claim His promises of protection as long as we use common sense and are led by the Holy Spirit in good judgement. Here are a few precautions that can be taken.

SIGNING CORRESPONDENCE = There are two approaches in signing your correspondence to consider. You may choose to use a "pen name" or use one of your given names. A "pen name" is a fictitious name derived by a writer so that his true identity may remain anonymous. I know of many prison ministries who use this approach.

The second alternative is to sign correspondence using your first or second given name, not revealing your last.

I have elected to implement the second choice to avoid two uncomfortable situations. The first is having to explain my "pen name" if given the opportunity to give personal follow-up visits. The second is meeting these souls in heaven and having to explain the use of a fictitious name.

Ask yourself "What would Jesus do?" You must base your approach on personal conviction.

A precaution to use when writing individuals of the opposite gender is to sign with your spouses name as well as your own. By including their name let's your student know that romantic involvement is not an option.

If you are not married you may want to include the name of a family member or friend of the opposite gender.

ROMANTIC INVOLVEMENT = The prisoners you interact with have been incarcerated for acts of deception, stealing, drug dealing, murder, etc. It is our prayer that every inmate has had a true conversion experience but this is not reality. Since our emotionally influenced human perceptions are imperfect, a prisoner is not the ideal candidate for courtship. If you are emotionally vulnerable we recommend that you only correspond with prisoners of the same gender.

The risk of problems is higher then in a typical dating situation. First, because of the danger they may be still involved in the negative actions that caused their incarceration. Secondly, many of these individuals have been deserted by spouses and family. As a result they have very little financial or emotional support. They may seize any opportunity to pursue a relationship with someone in the free world with less then pure motives. Therefore I must reiterate - if you are emotionally vulnerable only correspond with prisoners of the same gender.

If you adopt this policy you may occasionally receive name of prospective students of the opposite sex sent to you by active students. We recommend passing the names to an instructor of the same gender. If you do not know any other instructors you may contact us.

PRISON MINISTRY ADDRESS = Some options to consider for receiving your mail include: a post office box, your church address, or your street address. For security you may elect to acquire a post office box. If you are participating as part of a group you may consider using your church address.

Other instructors trade the security of a post office box for the convenience of using their street address. The choice is based on personal conviction.

The conservative approach we recommend for prison mail ministry is to use a post office box and sign your correspondence with your first or second name. Depending on how you recruit or receive names, you may choose the option of writing individuals out of state. These two approaches to prison ministry greatly reduce the chance of uninvited inmate contact.

UNUSUAL REQUESTS BY INMATES = Occasionally you may receive requests from inmates for items such as clothes and money. Prayerfully approach this situation asking the Lord for wisdom.

There are several situations that may occur. The first is that they are out to take advantage of you. Many of these individuals are in prison for being con-artists and they are very good at it. They ask for money to be used for toiletry items, shoes, or clothes and in reality you may be the source to fund their next drug deal.

It is also possible that they are at the other end of the spectrum and have a sincere need. It is unfortunate that even though they may have asked with good intentions, once they

receive the money the temptation to spend it on drugs, cigarettes, or other coveted luxuries exists.

The approach I recommend is if you haven't had much correspondence with them explain that your ministry is self-funded. You can't afford to provide financial support for every student and it wouldn't be fair to do it for just one.

You may know an inmate well and you feel led by the Holy Spirit to help meet their need there is an approach you may choose to take. If they asked for money for a particular item tell them you can't send the money but you will send them the item they need if their facility will allow. Then wait for their response. If they are just after the money they most likely will not respond, but if a true need exists they probably will. In this event you may package up a few items and mail them. A source to consider for these is your local second hand store. Another option is to contact a local church member to meet their need.

A word of caution - once the word spreads that you have given one inmate financial help you may soon be overwhelmed with more requests! That's why if you do choose to respond try to meet their particular need but not in monetary form.

CHAPTER 5

Ministry Resources

STUDY MATERIAL SOURCES = The following ministries offer Bible studies and other spiritual materials you may purchase to share with your students. For information on specific items call or write them requesting a list of materials and prices.

Revelation Publications

P.O. Box 700, Tontitown, AR 72770
1-479-659-3429
(see order form in back of this guide)

Seminars Unlimited

P.O. Box 66, Keen, TX 76059
1-800-982-3344

Adventist Book Centers

1-800-765-6955

Amazing Facts

P.O. Box 909, Roseville, CA 95678
1-916-434-3880

The Quiet Hour

P.O. Box 3000, Redlands, CA 92373
1-800-900-9021

It is Written

P.O. Box 0, Thousand Oaks, CA 91360
1-800-253-3000

The Voice of Prophecy

P.O. Box 55, Los Angeles, CA 90053

FREE BIBLES FOR PRISON INMATES=

Occasionally you will receive a request from a student for a Bible. You may choose to keep some inexpensive paperback Bibles on hand but it isn't mandatory. Your most probable requests for Bibles will be from inmates. If you do not have Bibles to share tell them they can receive a free Bible from the Chaplain at most institutions.

A second source of free Bibles for inmates is from the following ministries. Let them know as an inmate they may write and receive a free Bible from either of the two Bible

societies. Their request must contain their name, address, Department of Corrections number, the version and type of Bible they would like. Unfortunately their requests may take weeks to months to process depending on their backlog of requests.

If you elect to keep some Bibles on hand you may purchase a wide variety of versions very reasonably from the same two sources. Call and request their current product catalog.

American Bible Society

(Inmates write: Atten. Grant Department)
1865 Broadway
New York, NY 10023
1-800-322-4253

International Bible Society

P.O. Box 35700,
Colorado Springs, CO 80835-3570
1-800-524-1588

FREE SPIRITUAL MATERIALS FOR

INMATES = United Prison Ministries International (UPMI) is a large international prison ministry who offers an extensive list of free spiritual materials. Included are a variety of *E.G. White* books and a series of Bible study lessons. As an instructor you may write them at the following address and request their latest "materials list." You may use the list you receive as a master to copy and send to your students who are inmates.

United Prison Ministries International

P.O. Box 8, Verbena, AL 36091

SPIRIT OF PROPHECY BOOKS = For

community mail ministry you may choose to utilize the coupon template located in Appendix E. This is a great way to make the Spirit of Prophecy books available to your students. The paperback Spirit of Prophecy books can be obtained at discounted prices by contacting your Adventist Book Center (ABC.) These books are affordable for everyone to share because of generous donations from ASI. (Adventist Services of

Appendix A

STUDENT RECORD SHEET

There are two masters in appendix A for tracking the study history of your students. The first is designed for use with the *Steps to Christ Bible Study Guide* (see order form located in the back.) The second is a generic record sheet for any lesson series.

The record sheets have a place to record specific information gleaned from your correspondence with each student. A few of

the details you may include are names of family members, birthdays, hobbies, etc. This provides information for future personal correspondence with them. There is also a place to keep track of the “Date sent,” the “Date received,” and “Comments” regarding that each time you have corresponded with them. This prevents duplication in sending the same cards or supplemental materials.



Record Sheet

Steps to Christ Bible Study Guide



Name/#: _____ DOC#: _____

Address: _____

City: _____

State: _____ Zip: _____

Location: _____

Personal Information and comments:

Lesson	Study Title	Sent	Rec.	Comments
1	God's Love For Us			
2	Our Need For Jesus			
3	Feeling Sorry For Our Mistakes			
4	Admitting We Have Done Wrong			
5	Giving Ourselves to God			
6	Finding Peace Growing In Faith			
7	Choosing Our Master			
8	Growing Up As A Christian			
9	Sharing Jesus With Others			
10	Learning More About God			
11	The Power of Prayer			
12	Overcoming Doubt			
13	Showing Happiness in Jesus			

Bible Study Record Sheet

Name: _____ DOC#: _____

Address: _____

City: _____ State: _____ Zip: _____

Comments: _____

#	Study Title	Sent	Rec.	Comments
1				
2				
3				
4				
5				
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Appendix B

INTRODUCTION LETTER

This letter contains details on how your correspondence ministry works. It explains details such as: which version of Bible to use, how to find the answers, how to return the lessons, what our response will be, and a picture of a course completion certificate. Sending this saves you the time of having to rewrite this information for every student. This does not replace your personal letter, it is a supplement to it.

The use of this letter will depend on the materials you choose to utilize as your opening series. If you use the *Steps to Christ Bible Study Guide*, either as a unit or cut apart as individual lessons a condensed version of this letter is located in the front. In this case it won't be necessary to send this letter. If you are using lessons available from another ministry this letter can be copied and sent.

Information for Course Enrollment

We are excited to share the Word of God with you by these lessons they are Bible based, Christ-centered and easy to do. The King James Version is the most distributed and accepted version of scripture so was used to base these lessons on. If you prefer another translation or don't have access to a KJV you may do the series using any version you have even though the blanks may not fit perfectly. Start by praying for an open mind and enlightenment of the Holy Spirit. Read the question then find the answer up by looking up the first text that is underlined following the verse that is in quotes. Find the answers to the questions and fill in the blanks. Sometimes extra texts will be listed for a more in depth study, to look these up is your option. It is good to reread the question again and the answer you have just written to reinforce the point of the question. Then with help from the Holy Spirit try to understand what the Lord wants you to gain from it. For those of you who are not familiar with where to find the verses in the Bible. Every Bible has a "Table of Contents" located on one of the first few pages of your Bible. Here the books of the Bible are listed and the page where you can find them. Once you have found the book then proceed on to the chapter and finally the text. Every verse in the Bible has a important meaning and was inspired from God. As you go through each study we encourage any comments and questions you may have about them. If you have any questions on that particular topic that have not been answered please jot them down and send them in and we will prayerfully search out the answer.

When you complete a study just drop it in the mail to us and we will look it over to see your answers, questions, and comments. Then we will mail it back to you with the next study of the series. At the completion of each of the series of lessons we will send you a Certificate of Achievement similar to

the one at the bottom of this page, signed by a qualified instructor.

We are anxious and look forward to corresponding with you and **WE WILL ALWAYS REPLY TO YOU WHEN YOU SEND IN YOUR LESSONS.** Unfortunately, sometimes the studies will be lost in the mailing process, they either never make it to us or our response never makes it back to you. We will typically respond within a week of when we received your mail, but occasionally if for some reason we are out of town it may take a little longer. If you mail some studies back and don't hear from us within three weeks please drop us a note and tell us you have not heard from us, then we will resend the lessons. You are important to us and we don't want to loose contact with you.

Upon completion of the course your instructor will send you a beautiful certificate similar to the one pictured below. This acknowledges your efforts in completing the course and spending this special time with the Lord each day. It also is a token of our appreciation to you for your corresponding with us.

You are in our prayers each day for God's richest blessings of peace as you seek to know Him better!



Appendix C

ENROLLEMENT POST CARDS

We have included a sample enrollment card for recruiting of study partners. It can be taken to your local print shop and used as a template to create a printing plate. The other option is to glean ideas from this sample and create your own. These cards can be utilized in several ways. One is to purchase some plastic holders, fill them with the cards and

place them in businesses, offices, laundry mats, etc. They also can be sent with your return mail to your active students with a note asking them to “share with a friend.” This is a convenient way to keep your enrollment stable or growing depending on the number you send.

Do You Ever Wonder...

- * How to find true peace and happiness?
- * Why innocent people go through suffering?
- * If I can trust God's Word and promises?
- * How can I raise my children properly?
- * Are the dead in heaven, hell or the grave?
- * What will happen at God's judgment?
- * How the Bible describes Christ's return?
- * About the principles of good health?
- * What will heaven really be like?
- * What is the character of God like?
- * Can God forgive my terrible dark past?
- * What does the Bible say about marriage?
- * Will the wicked burn in hell forever?
- * Are God's ten commandments still in effect?
- * According to the Bible what day is Holy?
- * How the Bible describes God's true church?

We invite you to enroll in our free Bible study course and find the answers to these questions and many more directly from the Bible. You may proceed at your own pace from the privacy of your own home. You may have never opened the Bible before or have extensive knowledge of it, in either case, you will find the time you spend in this Bible study to be a blessing. He has promised, "...if ye continue in my word, then ye are my disciples indeed: And ye shall know the truth, and the truth shall make you free." 1 John 8:31,32.

PLEASE ENROLL ME IN YOUR BIBLE STUDY COURSE BY MAIL:

Name/# : _____

Address : _____

City/State/Zip : _____

- * *Bible based!*
- * *Christ centered!*
- * *Easy to do lessons!*
- * *All materials free!*

Do You Ever Wonder...

- * How can I find true peace and happiness?
- * Can I trust the promises of God's Word?
- * How can I talk with Jesus Him as a friend?
- * How can I get rid of the guilt for my past?
- * How to break away from bad habits?
- * How to live a rewarding and meaningful life?
- * How I can bring hope to those I love?
- * What does becoming a Christian mean?
- * How to grow up into and abide in Christ?
- * How to handle doubt and discouragement?
- * How to handle feelings of grief and worry?
- * What it means to rejoice in the Lord?

We invite you to enroll in our free Bible study course and find the answers to these questions and many more directly from the Bible. You may proceed at your own pace from the privacy of your own home. You may have never opened the Bible before or have extensive knowledge of it, in either case, you will find the time you spend in this Bible study to be a blessing. He has promised, "...if ye continue in my word, then ye are my disciples indeed: And ye shall know the truth, and the truth shall make you free." 1 John 8:31,32.

PLEASE ENROLL ME IN YOUR BIBLE STUDY COURSE BY MAIL:

Name/# : _____
Address : _____
City/State/Zip : _____

** Bible based!*
** Christ centered!*
** Easy to do lessons!*
** All materials free!*

Appendix D

NEWSPAPER DISPLAY ADVERTISEMENT

This newspaper advertisement can be mailed to any newspaper for the purpose of recruiting students. It is scaled to a usable size. You can cut and paste your ministries name and address then photocopy it and send it in as it is. The other option is to glean ideas from it and create your own.

The results of this approach is fairly predictable. For example our ministry ran this advertisement one time in the Sunday

edition of the Tulsa Oklahoma paper and the initial response was approximately 30 people. From these individuals approximately 20 more enrolled for a total enrollment of 50. We have ran it in a local paper and received just a few responses. Typically responses will be proportional to the investment. A larger paper will have a larger cost, a larger distribution, and also a greater response.

UNDERSTAND THE BIBLE!

Free by Mail Correspondence

A structured, *Biblical*, easy to do Bible study course you can do in the privacy of your own home at your own pace. Learn about God's love for you, the gift of eternal life, where the dead are, prophecy and much more! This course, like eternal life, is free!

Your Ministries Name & Address

Name: _____

Address: _____

Dear Sirs,

Please run this display add in the General Section of your paper on _____ it measures 2 columns by 2" or about 4"x 2". I have enclosed a check to cover the expense. Please contact me at the address on the add if you have any questions or problems.

Appendix E

INCENTIVE COUPON OFFERS

Coupons are a great way to make a wide variety of spiritual materials available to your students. This method of letting them request materials is a cost effective alternative to mass mailing. If your student goes through the trouble of sending a coupon back it is likely the materials will be utilized. This

concept can be used to make the following available: books, music tapes, sermon tapes, videos, book markers, etc. Your imagination is the only limit! The first includes the book Steps to Christ and can be used if you are not offering The Steps to Christ Bible Series as an option.

FREE BOOKS AND CERTIFICATE OFFER!

Steps to Christ

This life-changing book, printed in more than 140 languages, has inspired millions worldwide. It points the reader to Jesus Christ, the only One who can satisfy the soul. It directs the feet of the doubting to the path of "peace that passeth all understanding." It simplistically unfolds the saving grace and the keeping power of the great Friend and Savior of all mankind.

The Desire of Ages

This book presents the love of God revealed in the earthly life of His Son. With the turn of each page it brings the reader face to face and heart to heart with their Saviour and redeemer. It reveals how Christ left the glory of heaven, dwelt among us, compassionately ministered to our needs, and ultimately bids us all to follow Him.

The Great Controversy

The purpose of this book is not to reveal the obvious fact that sin exists. The purpose of this book is to give enlightenment about how and why. Have you ever questioned "How did the controversy begin?," "Has it always existed?," "How does it effect me?," "How long will it continue?," "How will it end?," "Is there hope for a better future?" It answers these questions and many more by explaining the origin of sin, the history of Christianity, the persecution of God's church, and events during the closing of earth's history.

Certificate of Achievement

It is our privilege to send you a beautiful Certificate of Achievement after you have successfully completed the Bible study course. This may be displayed as a reminder of your commitment to spend time in God's Word everyday and continue to abide in Him.

FREE BOOKS AND CERTIFICATE OFFER!

The Desire of Ages

This book presents the love of God revealed in the earthly life of His Son. With the turn of each page it brings the reader face to face and heart to heart with their Saviour and redeemer. It reveals how Christ left the glory of heaven, dwelt among us, compassionately ministered to our needs, and ultimately bids us all to follow Him.

The Great Controversy

The purpose of this book is not to reveal the obvious fact that sin exists. The purpose of this book is to give enlightenment about how and why. Have you ever questioned “How did the controversy begin?,” “Has it always existed?,” “How does it effect me?,” “How long will it continue?,” “How will it end?,” “Is there hope for a better future?” It answers these questions and many more by explaining the origin of sin, the history of Christianity, the persecution of God’s church, and events during the closing of earth’s history.

Certificate of Achievement

It is our privilege to send you a beautiful Certificate of Achievement after you have successfully completed the Bible study course. This may be displayed as a reminder of your commitment to spend time in God’s Word everyday and continue to abide in Him.

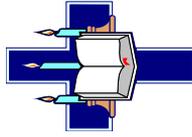
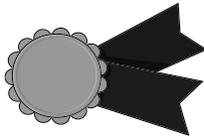
Appendix F

CERTIFICATE OF ACHEIVEMENT

At the completion of the course you may elect to send your student this *Certificate of Excellence*. Receiving this award gives the student a sense of achievement and satisfaction. It is especially important source of accomplishment in the lives of incarcerated individuals who need all the encouragement they can get. This sample certificate can be

photocopied on to blank certificates, heavy paper, or card stock. These items are available at office supply stores. It can be copied at the size presented or enlarged to a standard 8.5" x 11" format. For an added look of credibility you may apply an actual gold seal or ribbon over the location of the printed ones.

Certificate of Excellence



_____ has shown excellence in completion of the

Steps To Christ Bible Study Course

This certificate acknowledges that the above named has successfully completed the course listed with high standards. The providers of this course admire your dedication to this accomplishment. You have been a blessing to associate with and an inspiration to all. Our prayer is that you will continue to study God's Word and be richly blessed by Him.

_____ God

Certified Course Graduate

Date

Witness

Certified Course Instructor

Date

Certificate of Excellence



has shown excellence in completion of the



This certificate acknowledges that the above named has successfully completed the course listed with high standards. The providers of this course admire your dedication to this accomplishment. You have been a blessing to associate with and an inspiration to all. Our prayer is that you will continue to study God's Word and be richly blessed by Him.

God

Certified Course Graduate

Date

Witness

Certified Course Instructor

Date

Appendix G

WITNESSING ENROLLMENT FORM

This is a great method of sustaining or bringing growth to your ministry. You may copy and send this form with return correspondence during your interaction with active students. This letter lets the student know you have been blessed by being able to share with them. It gives them the

opportunity to share in the same blessing by being part of your ministry. The letter asks them to send 5 names and they will get a “Witnessing Certificate” for their efforts. This is a very tremendous and economical source for recruiting potential souls for the kingdom.



Dear Friend,

Just a note to say how much I have enjoyed corresponding with you! It is such a privilege to be able to share my love for Jesus through my notes and Bible study materials. Many write to say how they are growing spiritually and being richly blessed but to be honest with you I believed I am the one who receives the greatest blessing! God has promised in His Word that those who share with others will be rewarded by His blessings. Jn.4:35,36; Prov.11:25,30; Isa.58:10,11; Jn.15:16; Gal.6:9; Isa.32:20.

It is my prayer that as you have come to know Jesus better you have a growing desire in your heart to lead others to Him. The purpose of this note is to give your family and friends the opportunity to enroll in our mail study series. These may be people from the community or incarcerated individuals. If you send the names and addresses of at least five individuals (or more) I will send you a *Certificate of Witnessing*. I praise the Lord for your willingness to witness for Him. I am looking forward to hearing from you soon!

Sincerely,
Your Bible Study Partner

PLEASE CHECK ONE:
PSI = Please send invitation
HAA = Have already asked

Name	DOC#	Address	PSI	HAA

Appendix H

CERTIFICATE OF WITNESSING

This is the certificate you send your student when they return the witnessing form. It can be photocopied on blank certificates, heavy paper, or card stock. These items are available at office supply stores. It can be

copied at the size presented or enlarged to a standard 8.5" x 11" format. For an added look of credibility you may apply an actual gold seal or ribbon over the location of the printed ones.

Certificate of Witnessing

acknowledges that



*has received the Correspondence
Bible Study Ministry Witnessing Award*

This certificate demonstrates that the named above has been responsible for the enrollment of five people in study of the Bible. This is to show our appreciation that you have let God use you as a tool by the power of the Holy Spirit. May the display of this honor bring glory of God. May the Lord bless you as your witnessing continues to touch the lives of others for Him.

God

Award Recipient

Date

Witness

Director of Outreach Ministries

Date

Appendix I

COMMUNITY INTEREST SURVEY FORM

Copies of this form can be used for recruiting by mail or approaching people from door to door. It is desirable to do door to door surveys with the support a friend, but may be done alone. Knock on their door and tell them you would be grateful if they would take a few minutes to complete a community survey. If they are in agreement then proceed by asking them the questions on the form. The last question asks them if they would be interested in taking Bible studies. Mention there are no obligations and all the

materials are free. If their response is yes leave either the first lesson or the booklet based on their preference. You may choose to periodically visit them to exchange lessons and answer any questions or continue by mail.

If their reply is “no” be courteous and let them know you understand. Offer them a gift of some form of literature and then bid them a good day.

Community Interest Survey

I am doing a short Community Survey to understand and get to know people better and perhaps help in anyway there may be a need. I was hoping you would consider taking a few moments to answer a few survey questions.

1. What do you see the greatest needs in you life to be? _____

2. Do you believe in God? YES NO
3. Do you believe the Bible is God's inspired Word?..... YES NO
4. Do you believe all truth is based on the Bible?..... YES NO
5. Do you believe Jesus was and is the Son of God?..... YES NO
6. Do you believe Jesus Christ is the Savior of the world?..... YES NO
7. Do you believe in heaven or hell?..... YES NO
8. Do you believe there is life after death?..... YES NO
9. As a child did your parents take you to attend church ?..... YES NO
10. Do you have a religious preference?
() Protestant () Moslem () Jewish () Catholic () None () Other
12. How often would you estimate you attend church?
() Always () Occasionally () Half of the time () Never attend
13. Do you have a bible?..... YES NO
14. Have you ever seriously studied the Bible?..... YES NO
15. If Jesus came tonight do you know if you would be saved?..... YES NO
16. Would you be interested in receiving a free Bible study course?.. YES NO
17. If so, would you prefer to take it by mail or with a teacher?..... YES NO

Your name: _____
Address: _____
City: _____ State: _____ Zip: _____

Appendix J

FIRST LESSON *STEPS TO CHRIST BIBLE STUDY GUIDE*

You may or may not use this master depending on the approach to mail ministry you choose (see page 9.) If you are sending or sharing the entire *Steps to Christ* study guide as a unit then this master won't be utilized. If you are giving studies by the option of lesson by lesson this master is sent as part of the first lesson.

If you are utilizing the lessons individually you may copy the first lesson from one of the *Steps to Christ Bible Study Guide* booklets and staple these two pages as the front. The first page is to give the first lesson the same appearance as the book cover. The second page is the "credits" page. It is required that this page be included with the pictures that are photocopied to protect the artist's work from being illegally used in the production unrelated materials.

There are two master "credit" pages. At the bottom one of them gives the student the options of how many lessons he/she would prefer at a time. The second version does not. The one you send is based on the

approach of ministry you have taken.

After sending your first mailing a student becomes "active" by responding with the first lesson. At this point you have two options: to disassemble the *Steps to Christ Bible Study Guide* and send them a few at a time, or photocopy each lesson from the booklet (this is permitted as long as the copyright page is included and no profit is made.) If you can photocopying somewhere free this is a great option. If you don't have this luxury you may order guides from us and disassemble them at approximately 1/3 the typical cost to copy (see order form at the back of this booklet.)

If you elect to use the booklets from us you may pull the staples, cutting the seam, and then restapling each lesson back together individually.

The unresponse rate of referred students is unfortunately high. This approach saves wasting a large number of the booklets.

Steps to Christ



Bible Study Guide

Steps to Christ Bible Study Guide

Text from
Steps to Christ
by Ellen G. White

Simplified and adapted
by Merlin Beerman

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Illustrations Copyright (C) Justinen Creative Group, Inc., Nampa ID

This series may be photo copied and shared for the purpose of a non-profit personal ministry. It may not be stored electronically in any way or distributed for the purpose of commercial gain.

Your Name / #: _____

Your Address: _____

City / State / Zip: _____

Please check which method you prefer to receive your lessons

**Please send the lessons
in a mini-series booklet**

**Please send a few
lessons at a time**

Steps to Christ

Bible Study Guide

Text from
Steps to Christ
by Ellen G. White

Simplified and adapted
by Merlin Beerman

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Illustrations Copyright (C) Justinen Creative Group, Inc., Nampa ID

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Your Name / #: _____

Your Address: _____

City / State / Zip: _____

Appendix K

SELF-INKING STAMP TEMPLATES

These are samples that may be used to create self-inking stamping devices for you ministry. The use of these is not mandatory but, if used, will save you a tremendous

amount of time! You may cut and past your specific information to these samples or glean ideas and create your own. These may be made at a local print shop.

*Sharing
the gospel of
Jesus Christ by mail!*



Your Ministries Name
Address
City, State, Zip

*FREE!
Bible Study
course by mail!*



*Easy to do!
Christ centered!
All materials free!
Bible based lessons!*

To enroll send request to: Your Ministries Name
Your Ministries Address

Don't Forget Your Address!

Name: _____ doc#: _____

Address: _____

City: _____ State: _____ Zip: _____

Appendix L

OTHER COURSE ENROLLMENT FORMS

This form contains the names and addresses of several major ministries who offer great Bible study materials. Share this form at the completion of all the materials you have to offer. These course will offer some of the same subject matter but it will be presented in a unique way. This redundancy is good for your student because it reinforces the

truths in their mind and keeps them study scripture.

After you student finishes be sure and contact a pastor from a church located close. Hopefully he or one of his members will follow-up visit.

BIBLE STUDY COURSES FREE BY MAIL!

To receive the following courses fill out the information and mail each coupon to the address listed on each one

Please send me your free Bible study course and any other books or materials that will help my spiritual growth.

Amazing Facts
P.O. Box 909, Roseville, CA 95678

Name: _____ #: _____

Address: _____

City: _____ State: _____ Zip: _____

Please send me your free Bible study course and any other books or materials that will help my spiritual growth.

The Quiet Hour
P.O. Box 3000, Redlands, CA 92373-1500

Name: _____ #: _____

Address: _____

City: _____ State: _____ Zip: _____

Please send me your free Bible study course and any other books or materials that will help my spiritual growth.

It is Written
P.O. Box 0, Thousand Oaks, CA 91360

Name: _____ #: _____

Address: _____

City: _____ State: _____ Zip: _____

Please send me your free Bible study course and any other books or materials that will help my spiritual growth.

The Voice of Prophecy - Discover
P.O. Box 55, Los Angeles, CA 90053

Name: _____ #: _____

Address: _____

City: _____ State: _____ Zip: _____

Please send me your free Bible study course and any other books or materials that will help my spiritual growth.

United Prison Ministries International
P.O. Box 8, Verbena, AL 36091

Name: _____ #: _____

Address: _____

City: _____ State: _____ Zip: _____

Appendix M

FINAL APPEAL LETTER

The devil is often successful in causing those that study God's Word to become distracted with the cares of this world. Unfortunately many turn from the very source of strength they need. It is necessary to periodically review your student records and determine those who are active and inactive. "Active" or "Inactive" are relative terms that depend on the aggressiveness of your students and the number of lessons you send.

At the onset they were given the option to study "at their own pace." Some will do the lesson immediately with a prompt return. In their case the only limiting factor is the speed of the mail. For others the time lapse may be several months. In this event you need to make an individual assessment of each student to determine their typical response time and base your appeal for them

to continue on this. You may make this assessment by checking the "Date Sent" and "Date Received" on the record sheet.

If you have a small number of students you will be more likely to be able to monitor the progress of each and deal with this issue in this way on an individual basis. In this case the ideal scenario would be to write a personal with the same message.

If you are running a large number of students and your time prohibits personalize writing to each, an alternative is to do a periodic (1-3 months) search of your records. From the results of this assessment you may choose to send this generic letter. It is more effective to take the personal approach but this is better than no attempt at all.

Dear Study Partner,

We hope everything is going well for you. We wanted to drop you a note to let you know you are in our thoughts and we miss hearing from you. You are in our prayers each day for the Holy Spirit will bless you and keep a desire kindled in your heart to spend time with the Lord each day. Spiritual food each day is the only way to have a heart filled with peace and contentment in this world turmoil.



We haven't heard from you for a while and wanted to send you a note of encouragement and try to re-establish communication. We don't know if you received the last set of lessons we sent. We know that most people lead very busy lives and fully understand if you haven't found the time to complete them or mail them to us. We want to encourage you to continue to study and gain the blessing it brings. If you have a desire to get started again with the studies please take a moment to check the following boxes that may apply and drop it in the mail to us. If we don't hear back from you we will assume you aren't receiving our mailings.

Instead of lesson by lesson I would prefer to have the remaining lessons of the series sent all at once. This would make it more convenient.

I would like to do the lessons by mail but just have had to many interruptions in my life. I have lost or misplaced them and would like to try taking them again. Please re-send any lessons I have not mailed back and I will try to spend a few minutes each day with doing them.

I am enjoying them but the postage is a burden financially. I would go through them if I could receive a stamped and addressed envelope with each set of lessons.

We hope to hear from you soon! May the Lord bless you and be the focus of your life.

Your Friend,