

WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS
PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG
PRESIDENT and PASTOR

November 15, 1973

OFFICE OF
ALBERT J. PORTUNE, Minister

Dear Fellow Ministers:

Greetings from "PAD" -- the Personal Appearance Department! We know the initials are as yet unfamiliar to most of you, but as a department, we hope to become a household word in the coming months!

At the fall Festival, both Mr. H.W. Armstrong and Mr. G.T. Armstrong outlined the heavy campaign schedule planned for this year. Hopefully, fifty campaigns in twelve months.

As some of you know (and have helped with) we are well under way in scheduling this series. With the cities all arranged on our recent trip we now have the following cities "locked-in."

1973

<u>City</u>	<u>Speaker</u>	<u>Date</u>
Indianapolis	C.S. McMichael	November 17, 18
Tulsa	D.L. Antion	November 18, 19
Bakersfield	G.T. Armstrong	November 30, Dec. 1, 2
Spokane	C.W. Cole	December 1, 2
Memphis	D.J. Hill	December 2, 3
Orlando	C. Zimmerman	December 8, 9
Portland	A.J. Portune	December 9, 10
Seattle	G.T. Armstrong	December 14, 15, 16
Kansas City	C.S. McMichael	December 14, 15
Pittsburgh	R.L. Dart	December 15, 16

1974

St. Louis	G.T. Armstrong	January 18, 19, 20
Raleigh	To be selected	January 27, 28
Kingsport	" " "	February 1, 2
Columbus	" " "	February 2, 3
Dayton	" " "	February 22, 23
Knoxville	" " "	February 22, 23

1974 (Cont'd.)

Cincinnati	G.T. Armstrong	March 1, 2, 3
Wichita	To be selected	March 10, 11
Houston	G.T. Armstrong	March 30, 31, April 1
Atlanta	To be selected	July 27, 28
Birmingham	" " "	September 7, 8

Of these campaigns, Mr. G.T. Armstrong is taking the lead and setting the pace with five: Bakersfield, Seattle, St. Louis, Cincinnati, and Houston. At least three of these will be taped and prepared for another series of Summer Specials -- which have not only been a strong witness but have brought mail responses at a rate lower than daily TV.

What I'm saying is, "we are busy" and "work is being done" -- but, we also know a general letter explaining our procedures and what all of you may do to help is long overdue!

Please accept our apologies and here goes!

First, we would like to thank all of you with whom we have been working, for your patience and cooperation as we struggle to get all the letters, advertising, brochures, hall dates, choirs, soloists, emcees, etc., etc., etc., arranged for the campaigns. We know we have thrown you a few "curves" during this growing period and appreciate the way you have helped us and borne with the situation. Please understand, we are trying to do a year's work in three months and that necessitates some unusual emergency measures -- extra work -- shortstopping and a lot of understanding all around. Be assured, we do appreciate your consideration, cooperation and patience.

Wherever we go, people ask, "What are the Personal Appearance Campaigns?"

Actually, personal evangelistic campaigns are as old as this era of the Work itself! How many of you have heard of the St. Helens or Umapine campaigns? Read chapter 25, entitled "Evangelistic Campaigns in Full Swing" in Mr. H.W. Armstrong's autobiography. Such a series of campaigns is not new and, in fact, closely parallel those Mr. Herbert Armstrong conducted 40 years ago.

To start at the beginning, the overall purpose of God's Work is two-fold, and may be defined as: 1) Preaching

the gospel as a witness to the world, and 2) "feeding the flock." All campaigns are a part of both commissions.

The spearhead of the first commission is the broadcasting and telecasting done by Mr. Ted Armstrong. Closely following this effort the world is reached successively by The PLAIN TRUTH, the new GOOD NEWS, and CORRESPONDENCE COURSE. After this initial contact, followed by a thorough exposure to the Work through the various booklets, many multiple thousands of families need to progress further.

It is at this point the personal appearances by Mr. Armstrong and the evangelistic campaigns should have their greatest impact. Although the campaigns will undoubtedly reach a number of totally new people, they also should be a strong force in helping to reap the harvest the primary thrust of the first commission has already done.

Therefore, the OBJECTIVES of the campaigns are: To provide a strong witness to the cities we reach and to further motivate the many thousands already on our mailing list. Hopefully, these campaigns and the follow-up Bible studies you will have in your areas will be the shot in the arm needed to stimulate them to act upon the truth while there is yet time!

In order to accomplish these objectives in the United States and abroad, we must have a strong program, sound organization and wholehearted support from the whole Body of Christ.

At Pasadena, we know we cannot produce a successful series of campaigns by ourselves -- and don't want to try. To be truly successful -- we need your help. Each congregation must, proverbially, "take the campaign under its wing," nourish its growth in anticipation of the results and feel personally involved.

Again, both Mr. Ted Armstrong and his father have designated the campaigns as one of the most important activities presently in this worldwide Work. Members have wanted a more direct part. This is their opportunity to dig in and have the enthusiasm that only God's people can.

Now to some information. Once a city is designated as a campaign site, there are many opportunities for service.

LOCAL FINANCING

Unfortunately, unfounded rumors about local financing

have reached some areas. Let us put those to rest once and for all.

The campaigns are not dependent on local funds for survival. As a direct function of the Work, the campaigns will be financed out of tithes and offerings. Mr. Ted Armstrong realizes people have already sacrificed greatly to support the Work. Recognizing this zeal and wholehearted support, he publically earmarked \$90,000 out of the final offering at the Poconos to support campaigns.

The main idea behind local help is to give members and teen-agers an opportunity to further participate in the campaigns, if they wish, and to feel, perhaps, a little more personal and direct involvement in doing so, by partially supporting the program from monies earned by the Church out of the local area.

We do not encourage donations as such to the local campaign fund -- we know the brethren have given deeply already. But if members wish to donate funds to the campaign, ask them to send this to Pasadena as a regular donation. We somewhat discourage garage sales and bake sales because this takes materially from the brethren in many cases. However, if a congregation feels such a sale will not be a burden, then fine!

There are many service oriented activities which offer ways to earn money. For example, the Minneapolis teen-agers had a unique opportunity to arrange a basketball game with several players from the Minnesota Vikings NFL team -- the proceeds to go to charity. I believe they earned nearly \$2,000 -- and you can imagine what a thrill in the process. Others have contracted for Sunday labor on a construction site. Some are organizing work parties to cut and sell cordwood in one area. A little imagination will produce a host of such ideas. These rewards gained from this additional effort multiplied by 50 campaigns, of course, is of no little significance.

I hope this clears up any rumors and dispels any fears or worries about financial pressure from the campaigns.

USHERS AND SECURITY

Where not precluded by union regulations, we wish to use our local people. We have found that most auditoriums and halls only require union stage hands. In some rare cases

our people may have to work with one or two people provided by the auditorium.

It is easy for our ushers and security people to develop a humdrum attitude working mostly with our people from year to year. Therefore, it is important to instill in them renewed dedication to be friendly, alert and a good example.

We do not know when persecution will swing to physical violence. We can only try to be ready when it comes.

However, we cannot frisk the crowd for weapons -- even the best security the President could assemble could not keep him from being shot, but we can stop people from creating noisy disturbances by seeing to it that certain dependable men are placed in strategic locations.

In Minneapolis, there was a man claiming to be Jesus Christ. When disturbances like this occur, be sure to assign a man to watch him. As it turned out, he remained calm and even took notes, but you can't afford to relax your vigilance. Ushers should also be instructed to watch for unusual attitudes and disturbances.

Ushers are not policemen, but in an effort to serve the public, it may become necessary to deal with some unpleasant people.

The "unit manager" from P.A.D., in charge of the campaign performance in each area, will contact you ahead of time to work out details .

LITERATURE DISPLAY

At each campaign there are literature displays and lit tables. Prior to the coming campaign you need to prepare three of these literature displays with several of the booklets and PT's nicely mounted on boards and set on easels or stands to left and right of the main auditorium entrance.

Possibly you have a creative, artistic person in the local church who could put together a very nice display which would be of Ambassador College quality. We suggest that you use only about fifteen to twenty of the more basic booklets such as the ones offered on the "Literature Request Card." Please use the wording "Free -- Worth Writing For" in the

display. When your city is selected, you will receive color photographs of a sample board to assist in construction.

To the side of each display board should be a literature table. On the table place samples of the booklets we offer. This gives interested persons samples to leaf through and look at without taking the booklets off of the display board. Have two or three copies of each booklet displayed on the board plus others available at each table. Several hundred "Literature Request Cards" will be sent to you, along with the brochures to be used at the literature display table.

We will send you a shipment of booklets to use for the display and literature table.

This is a good opportunity to enlist your teen-agers. Mr. Armstrong has suggested you allow them to man the lit display tables. With proper instruction and encouragement, the teens can do a good job in this important facet of the program.

LOCAL CHOIRS

In all but Mr. Ted Armstrong's campaigns, we hope that the local chorales will support the program musically. To help you prepare your chorale to produce campaign quality numbers, John Schroeder, Campaign Music Director, will schedule a visit to audition and work with them.

As you all know, John has long been the Director of the Headquarters Church Choir. Many of you have heard some of the music he has produced. That introduction in itself is probably enough to give you confidence in the work he will do with your choir.

We feel the type of CLOTHING worn by the chorale is integral to their ultimate audience impact. In order to maintain a consistently high standard, we would like to ask all chorales to wear black tuxedos for the men and floor length formals for the women. If the financial burden of rentals is too great for those not possessing this clothing, the PAD will assume the expense.

PROGRAM FORMAT

The basic program format is quite simple, but, we feel, effective. Presently, we plan to use the same format for all campaigns.

The doors open at 7:00 p.m. each evening and the

lights dim to begin the program at 8:00 p.m. The audience is warmly, but briefly welcomed by the emcee. At that time he also introduces the chorale and the opening two songs. Following these musical numbers, the emcee makes any pertinent announcements and introduces the speaker. The speaker then makes a few informal remarks and introduces a third song. The speaker then delivers a sermon of about one hour duration followed by the closing chorale number. The entire program lasts a crisp one and one-half hours.

Following the two or three evenings of the campaign, we (in conjunction with CAD) have scheduled a follow-up Bible study series of eight weekly meetings. In most cases, this series would replace the present bi-weekly study.

We plan for the campaign speaker to stay over for the first of these studies. This promises to provide the new prospective members a smooth transition from the campaign to the local congregation. For campaigns ending on a Sunday night, the first study should be on the following Tuesday -- for campaigns ending on a Monday, on the following Wednesday.

The Sabbath of the campaign, we would like to plan a 1:00 p.m. combined service if possible. This will enable the campaign speaker and any guests to speak to the entire congregation and seems to deliver a beneficial emotional impact the day of the campaign. It also enables the entire chorale to meet at 4:00 p.m. in the campaign auditorium for a very important rehearsal. It is at this time that all the lighting and audio facilities are set for the program.

Part of our preparation also includes a Sabbath visit by the campaign speaker a month prior to the campaign week-end. Hopefully, this visit from Headquarters will add a measure of "campaign flavor." It will enable the local congregation to become much better acquainted with the speaker and will afford him the opportunity to further explain the purpose and importance of the campaigns.

We will notify you of this date well ahead of time. Again, if it can be arranged to meet with as many of the local people as possible, we will appreciate it.

ADVERTISING

The mass media advertising campaign consists of newspaper ads exclusively. They are designed to serve a twofold purpose; one, to announce the campaign to the general public,

and secondly, to establish a community awareness of the Worldwide Church of God and its local involvement. The ads are scheduled to run one each day, beginning two weeks prior to the campaign and ending the first day of the personal appearance.

In cities where we have radio and/or TV coverage, cross plug announcements are sent to the stations to be run at the end of the program. In radio over the closing theme, and on TV over the closing credits. This precedes the campaign by two weeks for radio and three weeks for TV.

Other promotion is encouraged, i.e., radio and TV interview programs and, where we know the local personality is friendly to us, call-in talk shows could be considered. If you have contacts in the local radio or TV stations, let us know the vital statistics -- name, type of program, air time, type of audience, etc.

Contacts in the press, e.g., religious editors, city editors, events editors, whom you may know should be considered to receive a publicity release form or package along with a picture or two of the speaker. Colleges or universities in your city often are anxious to have releases of events. Let us know the status on this as soon as possible as lead time requirements are sometimes lengthy.

HALL SELECTION

To date we both have been personally making all hall selections in order to have a firsthand look at the halls. This is done, of course, together with the local minister's advice. At present we have 21 sites scheduled before the next Feast of Tabernacles.

We have over 20 cities yet to be selected. So, we will be in touch with a number of you in the coming weeks. Any help you can give us in the tough business of hammering out sites for these campaigns will be most appreciated.

Before we bring this to a close -- here is the latest news from Mr. Hill's campaigns in Australia:

The first Australian campaign was held on October 20 and 21, in Perth. David Jon Hill was the speaker, and Steve Martin served as emcee. Attendance the first night was 650 with 350 being non-church members, and the second night found 500 in attendance, with 220 of those being non-members. A total of 480 new people attended both evenings.

The second Australian campaign was held in Melbourne on October 29 and 30. Again, Messrs. Hill and Martin were in charge. First night attendance was 1,165 (825 new people), while the next night's attendance was 1,030 (717 new people), for a total of 1,200 new people attending both nights.

The third campaign of this series was held in Auckland on November 11 and 12. Attendance the first night was 736 of which 400 were new. The second night crowd was 600 of which 300 were new people.

Again, we sincerely want to thank all of you for your patience and enthusiastic cooperation. Mr. Armstrong's Personal Appearances and the evangelistic campaigns are serving a unique and important purpose in God's Work. To be successful we must blend all our efforts unitedly. In PAD we are looking forward to working with you in the coming months.

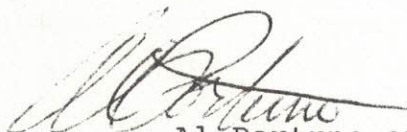
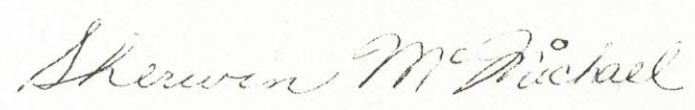
We sincerely feel God is showing us that these campaigns are a vital dimension He wants all of us to get behind. In the crucial days ahead for us all there can be no doubt that our Father is going to bring to pass a powerful and mighty witness -- not only to the leaders of world governments and nations through the open doors being provided for Mr. H. W. Armstrong, but through Mr. G.T. Armstrong's campaigns and the other campaigns we will be doing. Surely on this people-to-people level we will some day soon begin to see a manifestation of God's Spirit and power. There simply has to be room in our Work and future for "Stephens" and "Philips" and for a powerful verification of God's word through signs and wonders -- perhaps healings, etc.

When this comes, we will all be caught up in fulfilling God's purpose and commission -- and the people will then come and hear in numbers we don't now conceive.

So, let's humbly do our parts -- whatever they are -- and remain available for use by the Master in whatever He calls us to do. Remember, He said, "Blessed is that servant whom His master finds so doing (both in attitude and in service) when He returns."

We all need each other's prayers. If you have any questions don't hesitate to call us.

With love, and warm personal regards,

 
Al Portune and Sherwin McMichael

