

## PROJECT: Steps to Christ

# INTEREST CARD FOLLOW-UP PROGRAM

### ITS IMPORTANCE

*“Much can be done through the medium of the press, but still more can be accomplished if the influence of the labors of the living preacher goes with our publications.” ~ Testimonies for the Church, Vol. 3, p. 204.*

The success of your Saturation Mailing depends largely on the personal efforts made before and after the books are mailed. Plans should be made well in advance to insure that when the interest cards come back from your mailing, there is someone ready to follow-up personally on the individuals who have responded.

### CHOOSING A FOLLOW-UP COORDINATOR

**If you cannot personally follow-up on interests generated from your mailing,** we recommend that you arrange to have someone from your local church do this, such as your pastor or personal ministries leader. If you are unable to make these arrangements, please let PROJECT: *Steps to Christ* know and we will send the cards to your local conference office who can forward the cards to the appropriate person.

### WHERE TO BEGIN

Personal follow-up after a *Path to Peace, On the Edge of Time* or *Great Controversy Mailer* mailing can be done in several ways. The first contact with your mailing interests should be made to find out if they received their free books and/or Bible study lessons. You may identify yourself as a local

representative working with the PROJECT: *Steps to Christ* program.

This **first contact should be made no sooner than two to three weeks** after you have received their response cards from PROJECT: *Steps to Christ*. This gives the people a chance to get into their books and Bible studies where they might have questions which you can answer. Do not delay your first contact too long as the interest may grow cold, or they may forget they ordered the free materials. It can take up to five weeks for them to receive their Bible lessons. This has already been communicated to them.

The first contact can be done either by phone or by a personal visit. You may want to call before visiting if a phone number is given. **Keep in mind that many people may have responded to your mailing because there was apparently no risk of being personally contacted.** Contacting respondents who only have a PO Box and no phone number can be done through a note in the mail. **If you find a respondent has not received their free books or Bible study lessons,** please contact PROJECT: *Steps to Christ* so we can mail the materials out again if necessary.

Bring along some extra sharing materials, like *Signs of the Times*, sermon CDs or DVDs, or whatever is appropriate for their interest.

Remember **your first and most important work is to pray.** Pray before the mailing goes out. Pray for its safe delivery. Pray for the people as they receive it into their homes. Pray that the Holy Spirit will impress hearts to read it. Pray for the ones who respond. Pray for each and every contact. *“Only the work accomplished with much prayer, and sanctified by the merit of Christ, will in the end prove to have been efficient for good.”* ~ Desire of Ages, p. 362.

## **BUILDING RELATIONSHIPS**

Future contact with your mailing interests should be made at your discretion. Some may be warm to your personal visits while others may not. As you pray for each one, the Holy Spirit will teach you the best approach. The frequency of your visits should be decided on a case-by-case basis. Ultimately, you will want to develop such a trusting relationship with them that you can invite them to join you for personal Bible studies, a visit to your church, or other appropriate church functions.

## **MEETING FELT NEEDS**

One special feature on the response card found in *The Path to Peace* that you should especially note is the offer for several free booklets that appeal to the reader's felt needs, including grief recovery, addiction recovery, marriage, divorce, parenting, health, finance, stress, loneliness, depression, suffering, faith and healing, and death. The purpose in offering these booklets is to not only minister to these felt needs but also to help you, as the personal follow-up manager, to be aware of those felt needs so you can more effectively reach out to these contacts. A request for one of these booklets can tell you a great deal about where an individual may be struggling and where you and your support team can most successfully apply the healing balm of Christ's love. Your mailing respondents also have an opportunity to request special prayer on the response card. These prayer requests can also be very telling of where people are struggling and hurting. Pray for these specific requests and tell them you are doing so.

## **BE FAITHFUL**

*“Personal effort will accomplish far more than could be accomplished without it.” ~ Atlantic Union Gleaner, March 8, 1905.*

Remember your personal follow-up efforts are essential to the fruitfulness of your Saturation Mailing. Although much of

your work in using this type of ministry is in planting the seeds of truth, there may be immediate returns which will require careful cultivation to bring to harvest.

## **PROJECT: STEPS TO CHRIST SUPPORT**

You may call us at any time to get updated information on any of the contacts made through your mailings. We maintain a computer record of every contact and update it with every request for \*additional literature and Bible studies. Upon request, we can send you an updated contact report or give you an update by phone.

\*PROJECT: *Steps to Christ* offers every mailing respondent an additional opportunity to join our free book club, which offers readers a selection of seven free books from our *Bible Student Library*. This consists of the complete *Conflict of the Ages* series plus *Christ's Object Lessons*, *The Ministry of Healing*, and *The Mount of Blessing*. Participants can request one book at a time until they have all seven.

## **THE PROMISE**

*“He that goeth forth and weepeth, bearing precious seed, shall doubtless come again with rejoicing, bringing his sheaves with him.” ~ Psalm 126:6*

## **THE BLESSING**

*“And they that be wise shall shine as the brightness of the firmament; and they that turn many to righteousness as the stars for ever and ever.” ~ Daniel 12:3*

**God richly bless you as you unite with Him in seeking the lost and preparing them for eternity.**

For questions & information about contacts generated from your  
Saturation Mailing

**CALL 1-800-728-6872**