



Postal Evangelism

The Importance of Personal Follow-up

The Promise

“He that goeth forth and weepeth, bearing precious seed, shall come again with rejoicing, being 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 they stars for ever and ever.” Daniel 12:3

The success of your Saturation Mailing largely depends 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 meet the needs of 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, elders, or personal ministries leader. If you are unable to make these arrangements, please request on your order from to have PROJECT: Steps to Christ send the cards to your local conference office who can forward the cards to the appropriate individuals.

Making the first contact

REMEMBER that 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.

Personal follow-up after a *‘Finding Peace’* 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, and to identify yourself as working with the program.

This first contact should be made no sooner than three to five weeks after you have received their response cards from PSTC. The reason for this delay is that you may get their cards before they get their free materials from us. It also 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.



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 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 material, please contact PSTC and we will assist you in making certain they receive their requested material.

Future contacts

Future contact with your mailing interests should be made at your discretion. Some may be warm to your personal interest in them while you may sense others are 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, visit your church, or attend health and evangelistic meetings.

Discovering and meeting their needs

One special feature found in 'Finding Peace' is our offer for a variety of free booklets that appeal to the reader's needs. We offer reading in the following areas: grief recovery, addiction recovery, marriage, divorce, parenting, health, finance, stress, loneliness, suffering and death. The purpose in offering these booklets is to not only minister to these needs but also to alert you to the specific needs of the people in your community so you can more effectively reach out to them. These booklets are very popular, which tells us the majority of people out there are struggling in at least one or more of these areas in their lives. Your mailing respondents also have an opportunity to request special prayers on the response card. This is an opportunity for you to PRAY with and for them.

The importance of Faithfulness

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 follow-up 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 literatures and Bible studies. Upon request, we can send you an updated contact report or give you update by phone.

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

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

For questions & information about contacts generated from your saturation mailing call:
613-346-PSTC (7782)