

Program of Promotion to Fund Publications

The Council of Fourteen presents to our great GARBC Fellowship a Program of Promotion which we sincerely trust will be carried to a successful conclusion by November 30, 1954.

We present this program in view of several considerations:

FIRST we would call to the attention of all our Fellowship a fact often overlooked by many of us that the GARBC is a great missionary organization promoting true Baptist missions among our people.

SECONDLY we are now facing unprecedented opportunities, which will make possible a great advance in the work for which God raised us up, which we must not fail to both recognize and lay hold upon. In the very near future, in the promotion of our work, we must among other things present to our churches a complete scope of Sunday School lesson material, a complete line of helps for children's week-day Bible classes, a full line of programs for our Young People's Societies, and a full course of DVBS materials.

Since this necessary program of advance must be produced months prior to its actual use in order to secure on-time delivery and that means this material must be printed and paid for before the same is delivered to the churches, and since we have not been long in the publishing field and so do not have the capital to underwrite this advance program, it is therefore apparent we must have help to provide adequate working capital. When our publication program is sufficiently matured it will then carry on its own financial responsibility.

In the light of the above increasing Associational opportunities, the Council of Fourteen recommends the inauguration of an Association-wide program for the raising of \$20,000, by November 30, 1954. So urgent is the need and so great is the opportunity that your Council of Fourteen has pledged itself to attempt, with the help of God, to raise \$5,000, or one fourth of the amount for which we are appealing at this time.

For the implementation of this program we propose the following plan:

I. GOAL

1. \$20,000 by November 30, 1954
2. Gifts, large or small, from all churches
3. Gifts, large or small, from 500 individuals
4. Three-fourths of the goal attained by October 31

II. PROMOTION

1. Preparation of promotional literature
2. Promotional articles to be run in the *Baptist Bulletin*
3. Free copies of all such *Bulletins* to be sent to non-subscribing pastors
4. A general Associational Day shall be observed throughout our Fellowship on October 31 on a voluntary basis
5. A promotional church calendar shall be prepared for use in our churches for General Association Day
6. In addition to publicity in the *Baptist Bulletin*, the progress in attaining our goal shall be kept before our constituency by mail from September 15 to October 31

Promotional Committee
Robert L. Powell
Howard Keithley
Joseph M. Stowell

Chicago, Illinois
May 10-13, 1954