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March 1, 2012

Dear friend in Christ,

“Moving Forward by Faith” is the theme of this year’s Fall Campaign from KLW Enterprises. Based on Hebrews 11:6, the Campaign emphasizes that all that we have belongs to God and how God desires for us to demonstrate our faith through our stewardship. The Campaign stresses that our time, talents and treasure are demonstrations of God’s grace in our lives. They are resources God entrusts to us for the sake of the Gospel and for God’s glory.

The Campaign concludes after four weeks by seeking a commitment for financial support in the coming year. Special emphasis is placed on first-fruits giving and on trusting God to provide, even when the source of the funds might not be known.

There is no deadline for returning the Fall Campaign Questionnaire, but the price increases on July 1 and the first of each month thereafter. The earlier you respond, the lower the cost for your church to utilize this year’s Fall Campaign. We are prepared to accept and process Fall Campaign Questionnaires right up through **mid-October for November Fall Campaigns**.

1. A Fall Campaign Questionnaire is available on our web site: www.klwenterprises.com. Please type or print clearly and be sure to answer all questions. You may also contact us via phone or e-mail to obtain this item.
2. A master set of materials is provided to each church. Each church determines how it will reproduce the materials, the quantity needed, etc.
3. Layouts (also known as “art boards”) of the response card and brochure are provided to each church. There is no additional charge for the layouts which are suitable for offset printing, photocopying or mimeographing.
4. Most of the churches which use a Fall Campaign do so in November. If your church desires a different timetable, that needs to be clearly communicated to us on the Questionnaire.

5. The Fall Campaign material consists of the following:

- A complete, detailed schedule.

- A bulletin outline “box” in which are included the theme of the campaign and the text of Hebrews 6:10. (Fall campaign materials are available in these versions of Scripture: NASV, NRSV, NIV, NKJV, and RSV.)
 - Four lay speaker presentations; one is used each Sunday for the four Sundays of the campaign.
 - Layouts for a brochure and a response card by whatever name it is known in your church, e.g., “Faith Promise,” “Estimate of Giving,” “Pledge,” etc.
 - Two newsletter articles.
 - An initial letter to your congregation.
 - Follow up materials, including letters, phone call script, etc., to contact those who do not turn in a response card.
 - A special discussion sheet for Sunday school classes and youth groups.
6. Please be as thorough and as clear as possible in your responses to the Questionnaire. Please contact us if you do not understand a question or need additional information.
7. Charges for the Fall Campaign are set forth in Question #9 of the Questionnaire.

If you have any questions about this letter or about any aspect of the Fall Campaign, please contact us. We look forward to being of service to your church through this year’s Fall Campaign.

Sincerely yours in Christ,

Kenneth L. Williams
President

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