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October 1, 2011

Dear friend in Christ,

“Investing for Time and Eternity” is the theme of this year’s Spring Campaign from KLW Enterprises. Based on the Sermon on the Mount from Matthew 6:20-21, the Campaign emphasizes why we are to store up treasures in heaven, how we do that, and how much we should give for the sake of the Gospel and the outreach of the church. The Campaign also emphasizes using our time and talents as resources to benefit the ministry of the local church.

The Campaign concludes after four weeks by seeking a commitment for financial support in the coming months. 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 fixed deadline for returning the Spring Campaign Questionnaire. However, the price increases on December 1, 2011, and the first of each month thereafter. Please return the Questionnaire as soon as practical to obtain the lowest possible pricing.

1. A Spring Campaign Questionnaire is being sent with this letter. Please type or print clearly and be sure to answer all questions.
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 Spring Campaign do so in February or March. Please be sure to communicate the dates your church desires in your response to Question #4 on the Questionnaire. Easter is on April 8, 2012.
5. The Spring 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 Matthew 6:20-21. (Spring 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 Spring Campaign are set forth in Question #9 of the Questionnaire.

December 1 is the first deadline for returning the Spring Campaign Questionnaire, but it is not the final deadline. The earlier you respond, the lower the price for your church to utilize this year’s Spring Campaign. We are prepared and able to process Spring Campaign Questionnaires right up through mid-April for May Spring Campaigns.

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

Sincerely yours in Christ,

Kenneth L. Williams
President

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