WATCHTOWER
BIBLE AND TRACT SOCIETY OF NEW YORK, INC.

CABLE WATCHTOWER

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February 21, 1990

TO ALL CONGREGATIONS IN THE UNITED STATES
AND ITS TERRITORIES

Dear Brothers:

This is a follow-up of our letter to you of February 9, 1990, in which we informed you that, starting on March 1, 1990, the Society will be distributing all of its literature on a complete donation basis. That letter also informed you that, starting on March 1, 1990, publishers using the Society's literature in the field will do so on a complete donation basis. By adopting a method of literature distribution based completely on donations, Jehovah's people are able to greatly simplify our Bible education work and separate ourselves from those who commercialize religion.

While the overwhelming response to this adjustment has been very positive, concern has been expressed for the termination of subscription service to *The Watchtower* and *Awake!* magazines and cassettes. Due to the keen desire expressed for subscription service, the Society has determined to continue this service on a donation basis.

Accordingly, as with all other publications, it will now be possible to obtain new subscriptions and renewals on this basis. When current subscriptions are due for renewal, the subscriber will simply need to fill out a renewal slip and turn this in to the brother handling subscriptions for sending to the Society. The subscriber may put a contribution for this service in the contribution box marked "Contributions for the Society's Worldwide Work.—Matthew 24:14."

When slips for expiring subscriptions are received in the congregation, publishers will call on the subscriber and ascertain if he is interested in having the subscription continued. If the subscriber wishes to renew, the publisher will simply fill out the subscription slip and inform the individual that his subscription will be renewed. Additionally, <u>after</u> the subscription has been renewed by filling out the renewal subscription slip, the publisher may inform the subscriber that the subscription is being provided as part of a worldwide Bible educational work carried on by Jehovah's Witnesses. This work is supported entirely by voluntary donations. If the subscriber wishes to make a donation towards this work, the publisher would be happy to accept it. Thereafter, the publisher should place the donation in the contribution box designated for the Society's worldwide preaching work.

It may be that the subscriber will ask how much is expected. The publisher should inform the subscriber that the making of a donation or the amount of such is left entirely up to the subscriber. The publisher may inform the subscriber that some have donated $5 and others $10 or more, but the amount is left up to the subscriber. Whether or not a donation is made, the subscription will be renewed if the subscriber wishes it.

A similar procedure should be followed in obtaining new subscriptions from house to house, on return visits, and during future subscription campaigns. As you are aware, the months of April and May have been set aside for a subscription campaign. After offering a subscription, the publisher may inform the new subscriber of the means by which this service is provided. However, once again, whether a donation is received or not, an interested person will receive the subscription if he requests it. If it turns out that a subscriber does not make a donation, as Jehovah God's fellow workers we have the opportunity to support the work depending on our circumstances. (1 Cor. 3:9) We are confident that this method of subscription distribution will help all of us to trust in Jehovah. -Galatians 6:5.

Jehovah's people have long recognized the value of regularly receiving *The Watchtower* and *Awake!* in their homes, even if they are isolated. Subscriptions have given interested ones increased opportunities to be motivated favorably toward the path which leads to eternal life. (Prov. 9:10, 11; John 17:3) For all of us, the arrival of each issue by mail is as if 'wisdom is calling out' to us. (Prov. 1:20, 21) With each issue, we receive a fresh reminder to partake of spiritual nourishment which is conveniently served to us in our homes. For many, such as the elderly or invalid, subscriptions have been the primary spiritual sustenance they received—a lifeline and link to the theocratic organization. Similarly, cassettes have proven equally valuable to the visually impaired or to others with reading disabilities. Because so many appreciate the value of these methods of distribution, the Society will endeavor to continue to provide subscription services.

We pray that Jehovah will make it possible for a greater number of people to benefit from subscriptions to *The Watchtower* and *Awake!* magazines. Unquestionably, Jehovah has prospered the work until now and has provided for its continuance through the voluntary contributions of brothers and interested people. We are confident that this generous support will continue.

We take this opportunity to send all of you our warm Christian love.

Your brothers,

Watchtower B. & T. Society
OF NEW YORK, INC.

P.S. to the presiding overseer: This letter should be read at the first Service Meeting and *Watchtower* Study held after February 24, 1990. Please read all of the scriptures cited. If this letter is received before the Society's February 9, 1990, letter to all congregations has been read to the congregation, the paragraphs in that letter pertaining to subscriptions should be harmonized with the above information.

Please notice: This letter cancels the instructions for the March 26 Service Meeting contained in our letter of February 9, 1990, to all bodies of elders. This Service Meeting will be presented as outlined in *Our Kingdom Ministry* with subscriptions being offered on a donation basis. For the time being, continue to use the subscription slips you have on hand. Requests for cassette subscriptions should be verified by the secretary who will keep a list of those subscribers.