Questions and Answers about *The Great Hope* Project in the North American Division

An interview with Pastor J. Alfred Johnson, director of Adult Ministries

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**Question:** Pastor Johnson, could you tell readers about the NAD initiative to distribute *The Great Controversy* and *The Great Hope* throughout the Division?

**Pastor Johnson:** “NAD’s lead initiative is to distribute *The Great Hope* because it’s the 11-chapter abridged version of *The Great Controversy* that is designed to serve as an entry type of literature to individuals who have some spiritual interest, and particularly, interest in last day events. We recognize that the unabridged version of *The Great Controversy* outside of a relational context has the capacity to raise more questions than answers when distributed in a cold-contact process so we encourage distribution of *The Great Hope*. It will be available for everyone by May 15, through the local Adventist Book Centers.”

**Question:** Why the push to distribute both versions of the books?

**Pastor Johnson:** “We are emphasizing *The Great Hope* because it’s a less complex "entering wedge" compilation of literature than the unabridged version.”

**Question:** What is the numerical goal? What is the larger aim/outcome hoped for?

**Pastor Johnson:** “Our goal is to distribute three million copies in the NAD territory. A larger outcome would be as many beyond three million as possible.”

**Question:** What is the timeline for the NAD initiative?

**Pastor Johnson:** “The entire timeline is January-December, 2012. I should explain that that timeline is divided into two sections:

1) We’re asking members to read the unabridged version (*The Great Controversy*) from now through May. Read it prayerfully, asking the Lord to lead you to individuals to whom you should distribute *The Great Hope*, so you’ll find the people most receptive. That will take the leading and..."
grace of the Lord.
2) “Then, the relational distribution of The Great Hope to family, friends and acquaintances will be from June through December.”

**Question:** Will individual members be able to get the reduced prices to purchase The Great Hope (paperback), or must they coordinate their purchases through their pastor and conference? Can't they just purchase copies through their local Adventist Book Center?

**Pastor Johnson:** “Yes. The reduced pricing of 49 cents/copy (plus shipping) is a pre-publication price offered by the Review and Herald Publishing Association and the Pacific Press Publishing Association. That price is good for orders received from anyone - individuals, churches, and conferences - by April 15. We would assume that most conferences will coordinate their orders coming from the local church through the local conference and finally, to the local Adventist Book Centers.

“Following the April 15 deadline, the pricing at the local ABC will be closely aligned with the pre-publication price of 49 cents per copy.”

**Question:** What are the prices for various quantity cut-off points?

**Pastor Johnson:** “The 49 cents price represents the best quantity pricing. One conference is ordering 500,000 copies.”

**Question:** Tell us about The Great Hope edition. How is it different? What chapters are included, and why? Is it available in paperback only, or is hardback available?

**Pastor Johnson:** “Chapters are listed at the www.nadadventist.org/GreatHope on the NAD website. Hardcover copies are not available. The Great Hope comes in paperback only, and contains 94 pages.

**Question:** Is contact information included in the books if readers want to discuss them, have questions, or request Bible studies?

**Pastor Johnson:** Yes, at this time plans are for including contact information for Bible study organizations such as the Discover Bible School and BibleInfo.com.

**Question:** Will there be a study guide available if someone wanted to use The Great Hope for a small group study?

**Pastor Johnson:** “Yes. The Discover Bible School is preparing a study guide for The Great Hope, ready for publication time, on May 15. The study guides will be available online at www.nadadventist.org/greathope, and through the Adventist Book Centers.”

**Question:** How will The Great Hope initiative fit into the larger REACH America initiative? Will there be other "The Great Hope" tie-ins in 2012, such as a NET series?

**Pastor Johnson:** “It will fit all throughout the larger REACH initiative, particularly for evangelism and literature distribution. It will have tie-ins in 2012. We’re not aware of a NET series, but we are aware that the GC Communication Department has already completed two episodes of a Great Controversy video series, tied in with the larger unabridged version, and it is also designed to tie in with any evangelistic series that are themed toward The Great Controversy.”

**Question:** What is the NAD’s vision for the best way to distribute the books?
Pastor Johnson: “I love this question! The NAD’s vision for the best way to distribute these books is in a relational context, person-to-person, friend-to-friend!”

Question: How close are we to reaching our numerical goal? (3 million)

Pastor Johnson: “We are already two-thirds of the way. Two million copies of the unabridged version have been distributed in the U.S."

Question: Where can readers go for more information about the NAD initiative and the G.C. initiative? Websites?

Pastor Johnson: “We will flow information through the NAD website. You will find links to online and Kindle versions, audio, and plans for DVDs and a Great Controversy movie!

Question: Are there any marketing materials available to help promote this NAD initiative - bulletin inserts and announcements, posters, social media sites, etc.? If so, how can people get them?

Pastor Johnson: A bulletin insert and short 3-slide PowerPoint Presentation for churches is posted on the NAD website. More materials and information will be available there and announced through future NewsPoints, and the NAD Facebook page.

Question: How does someone donate to this initiative?

Answer: “Send check or money order made out to The North American Division of Seventh-day Adventists, Attention: NAD Treasury Department, 12501 Old Columbia Pike, Silver Spring, MD 20904-6600. Designate ‘For Great Hope Project.’”
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