“I can’t put it down. The more I read and learn, the more I want to learn more.”

Edge of Time reader, VA

“It has given me comfort and a sense of fellowship with others of similar beliefs and commitment, as I am alone and sometimes feel like Elijah in the wilderness.”

Steps to Christ reader, CA

“I’ve enjoyed reading On The Edge of Time once, and I am now beginning to read it again for the second time. Topics like the ‘Origin of Evil’ have helped me understand the Bible much better.... I know I will enjoy reading The Great Controversy, and I’ll probably read it more than once.”

Edge of Time reader, CA

“I was pleased to receive your booklet is behind your organization. The ‘Origin of Evil’ moved the spirit in me as yours has. Thank you for my blessing.”

Steps to Christ reader, CA

“I have bought several spiritual enlightenment materials, which none moved the spirit in me as yours has. Thank you for my blessing.”

Steps to Christ reader, PA

“Two of the most frequent questions I am asked by people inquiring about sponsoring a Saturation Mailing to their ZIP code area is, ‘Which book should I mail?’ and ‘Which book gets the best response?’

To the first I usually answer, ‘both.’ Which human being on earth today doesn’t need the messages contained in both Steps to Christ and The Great Controversy? Some people recognize the importance of sharing the gospel and bringing people to Christ first before introducing them to the other vital dimensions of the Three Angels’ messages, like the Sabbath, the state of the dead, the mark of the beast, etc. For them the choice is obvious. Steps to Christ is the best entry level book. However, upon a closer examination of The Great Controversy, I believe you will find just as much of Jesus and the gospel of His grace there as you will in Steps to Christ. And, upon a closer examination of Steps to Christ, I believe you will find the same underlying principles and principalities at work as seen in the struggles portrayed in The Great Controversy, albeit acted out in the individual human experience. What you will find in both books is the one great theme of “Christ and Him crucified.” And, this is what we want, for this is what the people need. “And I, if I be lifted up from the earth, will draw all men unto Me.” John 12:32.

Now for the answer to the second question: ‘Which book gets the best response?’ This is actually the most important question for most prospective mailing sponsors. So which book gets the best response? Steps to Christ or On The Edge of Time, our abridged version of The Great Controversy? By response we mean how many actual response cards we get back from readers requesting the other free books and Bible materials provided. Two books offered in each. That’s easy to measure as we keep track of every response from every mailing. Our average return rate is from three to five responses per thousand books mailed (That’s four to six times higher than acceptable industry standards!), with Steps to Christ being slightly higher than On The Edge of Time. Two of the key factors that affect this response rate are population demographics and the spiritual condition of the people. As far as demographics are concerned, we get our best response rates from low income vs. high income areas. Certain regions of the country generate a better response—the “Bible belt” being predictably higher and “inner city” being the best. African American communities respond better than those that are predominantly Anglo. However, the main factor affecting response rates I call the “Noah factor.” Matthew 24:37 tells us that “as the days of Noah were, so shall also the coming of the Son of man be.” If we believe we are living on the threshold of the second coming of Jesus, then we can expect the spiritual condition of the people today to be no different from that of those living in the days of Noah. We don’t know exactly how many people were living on earth during his day, but I think it’s safe to say there were millions. If you compare the response rates of Noah’s 120 years of preaching and that of a PROJECT: Steps to Christ mailing, you will see an enormous contrast. If you are only getting one response per thousand, you are doing better than Noah! And, he followed God’s instructions implicitly! But response rates in this line of work cannot be fairly represented by the return of a few request cards. I believe book readership is much higher and can only be measured by how much faith we have in the promises of God. We are not sending out phone books but the life-changing words of God Himself, attended by holy angels and the power of the Holy Spirit. If we can get the...
eternity.

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Psalm 126:6.

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Continued from page 1

The Gospel & The Great Controversy

Order Deadline Week of Mailing of Delivery*

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*Counts as of Jun 2012

Now you can get ZIP code mailing counts and costs online at www.projectstc.org under our “resources” link. Search by ZIP code, city or county. Includes carrier route breakdowns for mailing on a budget or targeting specific areas.

We are not sending out phone books but the life-changing words of God Himself, attended by holy angels and the power of the Holy Spirit.

One of my favorite quotes from The Great Controversy itself (page 612) is pregnant with promise, in particular for those who are now sowing the gospel seed by faith in literature ministry in anticipation of what will be:

“The publications distributed by missionary workers have exerted their influence, yet many whose minds were impressed have been prevented from fully comprehending the truth or from yielding obedience. Now [during the latter rain] the rays of light penetrate everywhere, the truth is seen in its clearness. . . . A large number take their position upon the Lord’s side.”

It’s sometimes hard to resist the temptation to doubt the effectiveness of our missionary labors when the response in the immediate looks so meager, but let this blessed promise keep you sowing despite the tears of disappointment:

“[The results of the circulation of this book [The Great Controversy] are not to be judged by what now appears. By reading it, some souls will be aroused, and will have courage to unite themselves at once with those who keep the commandments of God. But a much larger number who read it will not take their position until they see the very events taking place that are foretold in it. The fulfillment of some of the predictions will inspire faith that others also will come to pass, and when the earth is lightened with the glory of the Lord, in the closing work, many souls will take their position on the commandments of God as the result of this agency.” Manuscript 31, 1890.

Recognizing the fact that the Lord has given us two very powerful books for the preaching of the everlasting gospel in the context of the Three Angels’ messages and that we have been given such great and precious promises to know that our work in distributing them is not in vain, the only questions left to ask are: “Lord, where would you have me to work in sharing them?” and “Lord, how many will you have me to share?” And from our God whose resources know no limit and whose love knows no end, the answer comes unequivocally: “Go ye into all the world, and preach the gospel to every creature.” Mark 16:15. And to that we can only say, “Here am I. Send me.”

Are you interested in sponsoring a Saturation Mailing of Steps to Christ or The Great Controversy (abridged) to your church or community? Please call 1-800-728-6872 for more info or to place your order today.

Mailing Table Key: 
G = On the Edge of Time  
C = ZIP code completed  
P = Partial mailing  
H = PROJECT: Metro America  
A = Radiant Living

How You Can Help Achieve the Goal

• Pray daily for PROJECT: Steps to Christ.
• Call or write for more information on how your church can sponsor a Saturation Mailing to every home in your community.
• Become a project volunteer and help promote PROJECT: Steps to Christ in your local church and conference.
• Provide regular financial support so this soul-winning work may be accomplished quickly.

Homes reached to date: 21,377,151*
Homes to do: 106,903,613

Right now, you can get ZIP code mailing counts and costs online at www.projectstc.org, a great tool for your next mailing project.

*Counts as of Jun 2012