The Great Controversy Project (GCP) is perhaps the greatest evangelistic thrust that the Seventh-day Adventist Church has undertaken since its organization. This General Conference initiative hopes to involve all of the 17 million church members around the globe. The goal is to bring *The Great Controversy* into every home.

In harmony with the Publishing Ministries Department’s quinquennial theme, “Bringing Hope Into Every Home,” we are committed to participate and contribute to the GCP in the following areas:

**Publishing Houses** – Our publishing houses are now in the process of printing the book in local languages at the lowest possible price, resulting in millions of books at a very low cost to the church. Many publishing house employees are donating a month’s worth of labor to further lower the cost of the book.

**Publishing Leaders** - Publishing leaders at every level are giving total support to administrators in planning for the project; sharing their marketing and advertising expertise with church leaders.

**Literature Evangelists** – Our literature evangelists (LEs) will participate as “mail-carriers.” They will give a book to every household they visit in the course of their work, thus bringing hope into every home.

What if our 25,000 full-time and part-time LEs distributed a minimum of one book each working day, totaling 20 books each month? That would amount to 500,000 copies a month, and 6 million books a year. Praise the Lord!

About 18,000 student LEs work for at least two months every year. They will also share this book with every customer they meet.

Furthermore, during the LE Congresses in 2012 and 2013, the divisions/unions will schedule a half-day to distribute this book in the city where the congress is held.
ECD Identifies Top Four Goals

by Philip Gai | ECD Publishing Director

Top four goals for the East-Central Africa Division (ECD) were identified during our publishing advisory:

1. **Enhanced Literature Evangelism Awareness** - We intend to conduct intensive promotion about literature evangelism awareness in all conferences and fields within ECD. This will ensure that all church leaders and members have a correct understanding of the role and importance of the Publishing Ministry and how it relates to the overall mission of the church. We hope that as a result, all churches will elect local publishing leaders they can train for service.

2. **Aggressive Recruitment of Literature Evangelists** - We intend to conduct intensive recruitment efforts, doubling the number of existing literature evangelists (LEs) by 2015.

As we recruit LEs, we will also create new incentives to retain them and reduce the rate of dropouts.

3. **Quality Product Development** - We intend to produce high-quality books and magazines to meet the needs of literature evangelists and church members.

We hope to strengthen the operations of our publishing houses by incorporating prudent management, avoiding debt, and enhancing coordination and cooperation among local publishing houses and sister organizations from other divisions.

4. **Leadership Training and Development** - We plan to conduct academic and professional training, workshops, and seminars for union and local conference/mission officers and publishing leaders.

We will conduct periodic evaluations based on set targets and objectives. Then we will make relevant commendations for appropriate actions.

Adventist Gives 8,000 Books to Neighbors

by Mark Thomas | R&H President

A church member who owns a hotel near the Seventh-day Adventist Church World Headquarters felt the burden of reaching out for Jesus.

Recently, he decided to send out 8,000 copies of *The Great Controversy* to his neighbors with the help of the Review & Herald Publishing Association (R&H).

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GCP: A Discipleship Process

by Miroslav Pujic | TED Publishing Director

I am currently working on the Great Controversy Project strategic plan for the Trans-European Division (TED).

Our goal is to distribute 2 million copies of *The Great Controversy*, which will give us a tremendous ratio of books per member.

We are very excited to make this project a full discipleship process, and not just a method to give away books.
Recently, I attended a Sabbath service at the Ankatafahely Church in Ambanja city, north of Madagascar, in the Southern Africa-Indian Ocean Division (SID).

On that specific day, about 200 people were present at the church. When I made an appeal for church members to serve God through the literature ministry, more than half of them came forward. A total of 101 members committed themselves as literature evangelists!

We praise the Lord for the Holy Spirit’s power.

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The Great Controversy Into 12 Million Homes

*by Domingos Jose de Sousa | Central Brazil Union President*

The Central Brazil Union Conference is located in the state of Sao Paulo. This is also the location of several important Brazilian industries. There are seven conferences and 212,000 Adventists in this state; in the capital city of Sao Paulo alone, there are more than 100,000 Adventists.

When we started thinking about the Great Controversy Project, the initial goal was set to distribute 5 million books. However, in a recent meeting with conference administrators and publishing leaders, it was brought to our attention that church members and leaders aim to distribute even more. They want to give a book to every home in the state of Sao Paulo. With about 12 million homes in this state, the goal is to distribute 12 million copies of *The Great Controversy* before the end of 2013, fulfilling the goal of “a book into every home”. With this addition, the total number of books to be distributed by the South American Division has increased to 44 million.

Jesus is coming very soon. Pastors and elders in our union are preaching more about Jesus, the Second Coming, and the battle between good and evil. No other book better supports these themes than *The Great Controversy*.

We praise the Lord for how the Holy Spirit is leading this project.

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Half a Congregation Joins Literature Ministry

*by Satiouda Perumal | Indian Ocean Union Mission Publishing Director*

Recently, while camping at a park in Halls Creek, Australia, I became acquainted with Nic, a man who was staying in a tent next to mine. Nic lived in another town but was, for a short time, working in Halls Creek as a helicopter pilot.

Nic was also a Christian, and we shared with each other our spiritual journey with God and the wonderful experiences we have had.

One morning, as he was about to leave, I offered him the paperback edition of *The Great Controversy* with my business card in it. I prayed that God would use Nic to share the gospel.

A few days later I received a text message from a man named Des. Nic was so impressed by *The Great Controversy* that he told Des to contact me and obtain a copy of the book for himself.

I mailed the book to Des. A few weeks later, Des called asking for the *Conflict of the Ages* series that he saw advertised on the back of *The Great Controversy*.

I found out that Des had been raised a Seventh-day Adventist but had left the church. However, after meeting Nic, he was convinced to follow the Lord.

Praise God for using a pilot to spread His Word.

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Pilot Helps Distribute Book

*by Brian Curson | SPD Literature Evangelist*

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