Pastors around North America recognize the value of this counsel from Ellen G. White:

"Papers and books are the Lord’s means of keeping the message for this time continually before the people. In enlightening and confirming souls in the truth, the publications will do a far greater work than can be accomplished by the ministry of the word alone" (Christian Service, p. 145, emphasis supplied).

Recently, I asked several pastors three questions about how they use literature in their ministries. The questions and their responses are listed below. Read on to find out how successful pastors incorporate literature into their ministries—and encourage their church members to do the same:

How do you use literature for outreach and nurture in your pastoral ministry?

- We have two literature racks in our church narthex. The literature is a combination of outreach materials and literature designed for spiritual nurture.
- We distribute literature door-to-door. During the past year, we’ve given out thousands of copies of Steps to Christ and more than 30,000 copies of The Great Hope.
- I purchase specific books for specific situations. If I think a particular book or piece of literature will help someone, I’ll make sure our church provides it.
- To strengthen their walk with the Lord, we give newly baptized members copies of the Andrews University Study Bible with their names engraved on the cover.
- Our church committed to provide every home in our community with a copy of The Great Controversy—hand delivered, not mailed. This generated a lot of interest, both in the community and in our church.

We also have an active Bible study program because of community members asking for studies through our local Adventist hospital system.

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[Literature, continued from p. 1]

- We give a “literature packet” to all visitors who attend our church.
  - We use literature in the “English as a Second Language” classes our church offers—and in other specialized classes we offer to the community.
  - We give literature to those who take advantage of our community food program.
  - We use literature to augment the Bible studies we give, and as reference material in our evangelistic meetings.
  - Our Bible instructors utilize literature extensively in their work with individuals.

What types of literature do you find most useful/use most?
- Small booklets, pamphlets, Bible study guides.
- Anything and everything!
- Sharing books, tracts, Signs of the Times special editions.
- Spanish materials—the changing demographics in our community require us to use Spanish to reach individuals.

How do you inspire/encourage your members to use literature?
- I actively promote literature ministry, and encourage our members to share literature with others.
  - Our church recruits members to become involved in our Bible study program, and to use literature as they study with others.
  - We put copies of Steps to Christ in the pews, and encourage our members to share them with their neighbors and friends.
  - As the pastor, I set the tone by personal example. If I distribute literature door-to-door, my members will do the same.
  - I feature literature in the church—from the front—on a regular basis.
  - One Sabbath, our church spent the worship time passing out copies of The Great Hope in our neighborhood—instead of having a regular worship service. We distributed more than 10,000 copies. *

A special thank you to the following pastors for sharing how they use literature: Chris Holland, Elliot Smith, Chad Stuart, David L. Taylor

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GLOW Project Passes 40 Million Mark
by Nelson Ernst | GLOW Director, Central California Conference, Pacific Union, NAD

As of the beginning of November 2014, Giving Light to Our World (GLOW) passed the 40 million mark, with 40,101,600 tracts in print!

This great news reminds me of the following Ellen G. White quote: “When we view the rise and progress of the publishing work from the beginning to the present time, we thank God and take courage. Yet our responsibility toward the unwarned multitudes urges us on to still greater and more systematic efforts to set in operation many agencies for the circulation of our papers, tracts, and books” (The Publishing Ministry, p. 271, emphasis supplied).

May the Lord help us continue making literature He can bless, and help us to activate more and more of God’s people.*