**INSTRUCTIONS**

How to Use Bible School Letters

**Benefits**

1. It will build confidence in your team members because they aren’t going in unannounced—this eases the fear of knocking on a stranger’s door.
2. It will lessen the fear and surprise of the interests from having a stranger show up at their door unannounced.
3. Once you do a mailing, the letters will buy you some time if you do not have enough manpower, in that it will be about 2-4 weeks before your first door visit.
4. It will build confidence in your team because they aren’t going in cold.
	1. By the time they get to the door, 2-4 weeks will have gone by where communication was done through correspondence.
	2. By then, the students will have completed 2-4 studies.
	3. If DVDs or streaming are coupled with the studies, then students will have gone through 2-4 DVD or video presentations as well.
5. It will provide an out for those who are “green” fruit not ready for the picking (we need to focus on the ripe fruit).

**How It Works**

1. Mail the first study with the first letter and introduce yourself as the local representative for the *Discover* *Bible Study Guides*.
2. In that letter, explain that they are being assigned to a Bible worker who will be in contact with them shortly.
3. About a week—and definitely no more than two weeks—later, mail out the second letter.

• Here you will introduce yourself and inform the interest that you will be stopping by in a week or so.

1. In each letter, you provide a way for them to contact you; if they are not serious, they can cancel their Bible study request and you can focus on the ripe fruit.

• I have found that using this method yields much more success than going straight to the door, although we have left the decision to use the letters or to go to the doors up to the Bible worker teams.

**Contact Info**

It’s important to mail these letters using a P.O. Box instead of the church address. If you don’t have a P.O. Box, we highly recommend that you open up one at the Post Office or a UPS Store. All correspondence should go through the P.O. Box (we do this so that we won’t prejudice potential students who might be turned off when they see the church name without first giving the studies a try, and it also protects our Bible workers so they don’t have to give their home addresses).

We also suggest that the church open up an e-mail address that can be used for *Discover Bible School* activities. It would also be a good idea for each Bible worker to have his or her own Bible worker e-mail address and to get a free Google phone number so they don’t have to give out their personal phone number and e-mail address.