

Frequently Asked Questions

Why do Saturation Evangelism?

We are living in an age when it has become increasingly difficult to reach people in the United States with the Three Angels' message. Prejudice, fear, the shortness of time, the shortage of laborers, to mention just a few, are factors that call for methods of labor to help us reach the masses with God's final message of mercy. Through the providence of God, we've been given a golden opportunity to reach every home in the U.S. through the mass mailing of truth-filled literature. This is called *Saturation Evangelism*. We may not be able to reach everyone through television, radio, Internet, or personal contact, but **EVERYONE has a mailbox!**

Does Saturation Evangelism really work?

U.S. businesses spend billions on direct mail advertising every year (\$45.2 billion in 2010!). And why so great an expenditure? Because it works! And it's working for the business of evangelism! PROJECT: Steps to Christ receives thousands of responses to its mass mailings every year from people requesting additional truth-filled literature and Bible studies, not to mention the many thousands more who, unknown to us, have responded in faith to the message found in our books.

Saturation Evangelism is also about seeing the **BIGGER** picture.

PROJECT: Steps to Christ is sowing the seeds of eternal life now, which, according to promise, will bear fruit in the future harvest. *"They that sow in tears shall reap in joy. He that goeth forth and weepeth, bearing precious seed, shall doubtless come again with rejoicing, bringing his sheaves with him"* (Psalm 126:5,6).

We are told in *The Great Controversy*, page 612, that in the very end of time before probation closes, thousands of voices will be proclaiming the message, *"not so much by argument as by the deep conviction of the Spirit of God. The arguments have been presented. **The seed has been sown** [that's "now" for us], and **now it will spring up and bear fruit** [that's yet future for us]. 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 the rays of light penetrate everywhere, the truth is seen in its clearness."* It is then that we see *"a large number take their stand upon the Lord's side."* *"There will be **thousands converted** to the truth in a day, who **at the eleventh hour** see and acknowledge the truth and the movements of the Spirit of God."*¹ And most of these *"will trace their first convictions to the reading of our publications."*²

And *Saturation Evangelism* is also about seeing an even **BIGGER** picture!

*"Until the Judgment shall sit, it will not be known how much good has been done by this sowing of the gospel seed. Although for a time it may seem to have perished, if sown in faith and with earnest prayer, it will spring up and bear fruit."*³

Don't most people throw away the books they receive in the mail?

Yes, they do. But in the context of Christ's great sacrifice for the whole human race, this loss is to be expected. Christ paid a more infinite price for the salvation of all men, but most will spurn and throw away that gift. Yet for even one soul Christ would have died. The same principle applies in our soul-winning efforts. *"The gospel invitation is not to be narrowed down, and presented only to a select few, who, we suppose, will do us honor if they accept it. **The message is to be given to all.**"*⁴ *"In the morning sow thy*

seed, and in the evening withhold not thine hand: for thou knowest not whether shall prosper, either this or that, or whether they both shall be alike good" (Ecclesiastes 11:6).

What percentage of the people respond?

We average nationwide from three to ten responses per thousand books mailed, all depending on the book mailed, the demographics of the target area, and the spiritual condition of the people. Realizing the times in which we live, this small percentage is understandable—for ***"as the days of Noah were, so shall also the coming of the Son of man be"*** (Matthew 24:37). In Noah's day only eight souls were saved and that out of an entire race of men. By comparison, the response to our Saturation mailings is encouraging!

The prosperity, pace, and pressures of the American lifestyle are perilous to spirituality and make our work of soul-winning increasingly difficult. This is well illustrated in the parable of the sower: ***"He also that received seed among the thorns is he that heareth the word; and the care of this world, and the deceitfulness of riches, choke the word, and he becometh unfruitful"*** (Matthew 13:22). We are laboring for all, but we do so knowing that few will believe the gospel and be saved. Even so we continue our labor of love in the hope that those who ***"heareth the word, and understandeth"*** will bear fruit, ***"some an hundredfold, some sixty, some thirty"*** (verse 23). **And who can tell how far-reaching will be the influence of the message be there only one to hear it?** Remember the woman at Jacob's well. She brought her entire city to Christ! See *The Desire of Ages*, page 195.

Which book should I mail out?

Ellen White wrote, ***"The Great Controversy should be very widely circulated. It contains the story of the past, the present, and the future. In its outline of the closing scenes of this earth's history, it bears a powerful testimony in behalf of the truth. I am more anxious to see a wide circulation for this book than for any others I have written; for in The Great Controversy the last message of warning to the world is given more distinctly than in any of my other books."*** ⁵

PROJECT: Steps to Christ has responded to this counsel in five ways: 1) by publishing a mass mailing edition of *The Great Controversy*, entitled *On the Edge of Time*. This abridged edition contains 13 chapters covering the major themes and closing events of the great controversy between Christ and Satan; 2) by including a free offer for *The Great Controversy* (1911 edition) in *On the Edge of Time*; 3) by including a free offer for *On the Edge of Time* in *The Path to Peace* (Steps to Christ); 4) by offering a free copy with our new *Great Controversy Mailer*; and 5) by offering both books as downloadable e-pubs on our website at www.peacefinders.org.

We also believe the book *Steps to Christ* has a significant role to play in the final scenes of the great controversy surrounding the character of God and His law. We are told ***"the last rays of merciful light, the last message of mercy to be given to the world, is a revelation of His character of love."*** ⁶ What more appropriate book to mail than this one short volume that introduces the reader to the love of God for a world that loved Him not, the steps He has taken to save them, and the transformation of life they are sure to experience when they embrace His "agape" love. ***Steps to Christ* reveals "the gospel of Christ,"** which Scripture declares to be the only message ever given from Heaven to be the power of God unto salvation. This message of the gospel [justification by faith alone] is the third angel's message, which God commanded to be given to the world. ***"It is the third angel's message in verity.... It is the third angel's message, which is to be proclaimed with a loud voice, and attended with the outpouring of His Spirit in a large measure."*** ⁷ It is this message, the revelation of God's character of love, that Satan has been warring against ever since his rebellion in heaven. *The Great Controversy* delineates the final movements in this long, outstanding conflict between Christ and Satan, the principles involved, and the fatal deceptions Satan has engineered to eclipse God's true character from our view and undermine faith in the gospel. **Both books are desperately needed in this hour of earth's history.**

How can you charge so little when you offer so much?

It's a miracle we can mail our Saturation booklets for so little and still offer so much. Printing and mailing at the volume we do is one reason this is possible. The other reason is the current economic climate, as unstable as it is, still makes everything in this country affordable. But this window of opportunity will not last forever. Soon the present realities of freedom and the economic prosperity we now enjoy will be gone forever. God is still holding back the winds of strife so that His message can be quickly and inexpensively taken to every nation, kindred, tribe, tongue and people.

Can these books be purchased for distribution in other ways?

Yes, our Saturation booklets can be purchased for all your personal ministry needs. Please call for pricing.

What is your relationship to the Seventh-day Adventist Church?

PROJECT: Steps to Christ is a 501(c)(3) charitable organization and a supporting ministry of the Seventh-day Adventist Church. We are proud of our 43-year history of working together with the church, including thousands of Seventh-day Adventist congregations across the United States, and several conferences and unions. Our staff actively supports their local churches with their ministry gifts, tithes and offerings. We have also been a member of Adventist Laymen's Services and Industries (ASI) for over 25 years.

¹ The EGW 1888 Materials, p. 754

² Evangelism, p. 693

³ Review & Herald, February 5, 1884

⁴ The Desire of Ages, p. 194

⁵ Colporteur Ministry, p. 127

⁶ Christ's Object Lessons, p. 416

⁷ Evangelism, p. 190