

PROJECT ABSTRACT

Master of Arts in Leadership Project

Adventist University of Africa

Title: RECRUITMENT AND TRAINING OF LITERATURE EVANGELISTS IN
MPIKA MISSION DISTRICT, ZAMBIA

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Mpika mission district had only 2 full time literature evangelists, compared with other smaller districts in North Zambia field which had more than 3. The district is the largest in Zambia. The aim of this research project is to gain an understanding of the challenge in the recruitment and training of more literature evangelists in Mpika district, and propose a model for removing the challenge.

Out of multiple methods which could have been used in this research project program development, the major method which was used for data collection was making arrangements with the local elders of the 4 churches used as pilot churches for the district. The sample focus was 40 members from Central church, 40 members from Lwitikila church, 30 members from Chitulika and 30 members from Shangai church, a total of 140 members.

According to the findings of the research project many methods of recruitment and training of literature evangelists were used, but many of them left a negative impact on the recruitment and training of literature evangelists in Mpika

district. Church members, elders and other leaders developed a negative attitude towards the literature evangelism work.

After implementing the research project development program, it was concluded that it was possible to recruit literature evangelists by using the local church board members. By December 31st 2012 at the end of the research project the number of literature evangelists increased from 2 to 14 evangelists. The interest was created in the literature ministry among elders, church members and other leaders.

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EVANGELISTS IN MPIKA MISSION DISTRICT, ZAMBIA

A project
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This project is dedicated to my dear wife Alice and
our lovely children Trust, Blessings, Gershom, and Lawrence

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Thank you Doctor.

CHAPTER 1

INTRODUCTION

Background to the Problem

It is now over a century since Adventism came to Zambia, (then Northern Rhodesia). One could expect that leaders as well as members would by now understand and appreciate Literature work. Yet the Publishing Ministry is still facing challenges in recruiting workers. This can be observed in the few numbers of Literature Evangelists who are working in North Zambia Field.

For instance, North Zambia Field which has 12 political Districts has 25 full time literature Evangelists who work in a “population of 1,500,000 people.”¹ Worse still Mpika District which is the largest Political as well as Mission District with “a population of 219425 and an annual growth rate of 3.8%,”² as of 2010 census report, and covering “an area of 41000 square kilometers,”³ has only 2 full time Literature Evangelists. One wonders why such a vast area whose distance is half the area of Northern Province could have only 2 canvassers. It is the wish of the Church to increase the number of these workers from 2 to 14 by 2015.

¹ Ministry of Health Mpika District Medical Office – 2012 District Profile.

² Ibid.

³ Ibid.

Statement of the Problem

There are only 2 full time Literature Evangelists in Mpika Mission District compared with smaller districts which have more than 3, the area is too large to be covered by only 2 canvassers, and the population is bigger. The work of Literature Evangelism in this vast District started in the early 1970s. It is now over 40 years since Literature Evangelism began in Mpika. These 2 Literature Evangelists concentrate their canvassing work around Mpika Boma and Tazara Compounds, leaving out Rural Health Centre, Zambia Wildlife Authority camps, Tazama Pipeline, Mununga Quarry, Rural Schools, Chiefs' Palaces, and Zambia College of Agriculture. The 2 Evangelists failed to reach faraway places of the District like; Chinkobo Fishing Camp which is 223 kilometers from the Boma and Nabwalya Chiefdom that is 170 kilometers from the town centre.

Statement of Purpose

The purpose of the research is to investigate why such a large district can only have two Literature Evangelists. After establishing why there are only two Literature Evangelists in Mpika District, a program will be designed that will help church members and district leaders understand the importance of recruiting and training more Literature Evangelists in Mpika District. By December 2012 at the end of the program the number of Literature Evangelists will be increased from 2 to 14.

Significance of the Research

The research is significant because it will make a difference in Mpika District. Interest in the work will be created among leaders through seminars, Bible Studies in the Churches, rallies and promotions at camp meetings. Through these activities we hope to win the interest of those concerned to recruit and train evangelists who will

understand and appreciate the Publishing Ministry in Mpika District. The two current canvassers will also be motivated by more church members joining them in the colporteur ministry. The research will also contribute to the growth of the Publishing Ministry in the local field, and help to remove the challenges that are faced in recruitment and training of both part time and full time Literature Evangelists. Churches will be working as recruitment and training centre for these workers.

Delimitations of the Study

Since the program development project is for the District, the study will only concern itself with Mpika District and will not be exhaustive. The study will include all Seventh-day Adventist members and non Adventists who can provide information about Mpika District.

Although the survey will cover the 16 organized churches in Mpika Mission District, the program will be conducted only in 4 churches namely: Mpika Central Church, Chitulika Church, Lwitikila Church, and Shangai Church. These churches will act as pilot churches whose findings will be implemented in the entire district and also in North Zambia Field and eventually in Zambia Union Conference. The program will not only involve the recruitment but, also the training of Literature Evangelists.

Methodology

The researcher started with reviewing current Literature Ministry records on Mpika District's recruitment and training of Literature Evangelist strategies. He then presented the geographical features, climate, demographic growth, and social economic activities. After that the researcher reviewed related research literature including Bible passages that provided ideas on recruitment and training of workers, especially literature evangelists, and the importance of the written Word and how it

can be preserved. He also read the writings of Ellen G. White; and went through what she has written on the recruitment and training of colporteurs. The researcher equally studied other Adventist authors on how the Publishing work of recruiting and training began in Zambia, and then narrowed it to Mpika Mission District. The researcher also studied non-Adventist writings on recruitment and training methods. Then he conducted interviews on how leaders, Literature Evangelists and church members understood or viewed the literature work in Mpika District.

The researcher developed and used questionnaires in the study as instruments for data collection. The questionnaires were administered to get the information on the recruitment and training of canvassers. He then conducted interviews with his research sample. The researcher analyzed all collected data with the view of designing a program that was to help leaders and church members understand the importance of the Publishing work, aimed at recruiting and training. The running of recruitment and training program included conducting meetings with Elders and church board members at the four mentioned churches. After that he worked with District leaders and church Elders to identify men and women who could work as Literature Evangelists. The researcher then evaluated the program, wrote the report and made recommendations.

CHAPTER 2

THEORETICAL FOUNDATION

Old and New Testament

Throughout the history of the Jewish nation, and all the Patriarchs, Prophets and Kings, God spoke and wrote His messages for His people. God continually used the written ministry both for evangelism and nurture of His chosen people. The Bible gives examples of the importance of the written instructions from the Lord: “Now go, write it before them on a tablet, and note it on a scroll, that it may be for time to come forever and ever;” says Isaiah. (Isaiah 30:8, NKJV). God’s message through Isaiah was that he should write before the people on a tablet and copy it on a scroll, so that it may serve as testimony for the time to come. There were individual prophets who were given instructions by God and were told to write them down either in the books or stones or scrolls. Speaking for God Jeremiah says, “Thus speaks the Lord God of Israel, saying: ‘Write in a book for yourself all the words that I have spoken to you,’” (Jeremiah 30:2, NKJV).

The prophet Habakkuk was told to write the vision and make it plain on tablets, that everyone who reads should run. He says, “Then the Lord answered me, and said, write the vision, and make it plain on tablets, that he may run that reads it.” (Habakkuk 2:2, NKJV). Even during the early Christian church, when John was on the Isle of Patmos, the Lord gave him the same instruction to write in a book what he saw and send it to the seven churches which were in Asia. The Bible further states: “What you see, write in a book and send it to the seven churches:” (Revelation 1:11, NKJV). The other importance of the ministry of the written Word is for doctrine and

instruction in righteousness. The apostle Paul writes: “All scripture is given by inspiration of God, and is profitable for doctrine, and they were written for our admonition, upon which the ends of the ages have come,” (2 Timothy 3:16, NKJV).

Some of the Biblical ideas for recruiting Literature Evangelists can be taken from the book of Isaiah. In order to respond to the world’s need to take up the work that Christ left to His church which is the carrying of the gospel to all the world, God wants men and women who have consecrated all to God, and have heard the call of God as Isaiah did. In response to God’s call, the Prophet says: “Also I heard the voice of the Lord, saying; whom shall I send and who will go for us? Then said I, here am I: send me,” (Isaiah 6:8, NKJV).

The Divine Recruitment

The divine call today is: “and said to them, you also go into the vineyard, and whatever is right I will give you,” (Matthew 20:4, NKJV). Jesus, when emphasizing on working within time says, “I must work the works of Him who sent Me while it is day; the night is coming when no one can work,” (John 9:4, NKJV).

Biblical ideas on recruitment also include training. Scripture states: “Then He said to them, follow me, and I will make you fishers of men,” (Matthew 4:19, NKJV). The making of fishers of men seems to refer to training. In Revelation 22:17 the Bible seems to refer to recruitment when it states: “And the Spirit and the bride say, come. And let him who hears say, come,” (Revelation 22:17, NKJV). It appears that one who hears and responds to the call must in turn call others to also come. Recruitment seems to be an ongoing exercise. God calls men and women from all walks of life to enter this work. The purpose of calling others is that, those who are recruited should also recruit and train others.

Ellen G. White on Recruitment, Training and Selection of Colporteurs

One of the most solemn responsibilities resting upon the leaders in the publishing department is that of recruiting and training of colporteurs. Concerning this work Ellen White states: “God calls for workers from every church among us to enter His service as canvasser evangelists.”¹ Ellen White emphasizes that men and women who are at least doing something should be selected, recruited and trained to work as Literature Evangelists. She says: “In all parts of the field canvassers should be selected, not from the floating elements in society.”² She further advises: “This is a type of work that demands tact, divine wisdom, and good judgment.”³ Actually this work is for everyone Ellen White says; “Not only the educated should be recruited but, also men from common walks of life.”⁴ The key to recruitment is willingness to be used by God. Ellen White gives this counsel: “Let many give themselves willingly and unselfishly to the canvassing work . . .”⁵ Many times church members, after making a failure in other lines of work, decide to enter the colporteur work, and the fact that people from this unstable group have been permitted to enter the work, has made it very difficult to recruit workers of the highest quality. The publishing department director is definitely responsible for the type of Literature Evangelists that are in his/her field. The time has come for us to raise the standards and be more careful in selecting people to enter the book work. Ellen White says: “Lift up the

¹ White. *Colporteur Ministry*, 20.

² White. *The Publishing Ministry*, 272.

³ White. *Testimonies for the Church*, 389-390.

⁴ White. *Education*, 269-270.

⁵ White. *Christian Service*, 147.

standards let those come who can give a good report of our publications.”¹ Ellen White also gives this caution as we recruit and train: “It is not correct to think that everyone can be a canvasser.”² Just as the call has gone out to the ministers of the denomination to raise the standards in the churches, so the call is sounding through the Spirit of Prophecy for each Publishing Leader to raise the standards in recruiting. Usually the Publishing departmental directors read these timely statements and do nothing, but this is the time that these counsels should be put into practice. Ellen G. White’s writing on the importance of taking great care in recruiting and the selection of people to train should be taken seriously.

The History of Literature Evangelism in Mpika Mission District

Since 1972 when North Zambia Field was organized into the Field, Cornelius M. Matandiko recalls that: “the first Publishing director was Pastor W. Sampa.”³ Many young people were recruited to join the literature evangelism work. A book depository was opened in Mpika with Mboko as the first Literature Evangelist in Mpika. The importance of the work was promoted as second to none. It was regarded as the highest calling. Soon differences and misunderstanding began to sprout, not only in Mpika District, but throughout the country. According to Cornelius M. Matandiko: “Between 1974 - 1980, the Literature Evangelism work grew very rapidly.”⁴ Some people left their regular jobs to join the publishing force full time. Many who joined the work in Mpika at that time felt they could not

¹ White, *Testimonies for the Church*, 405-406.

² *Ibid.*, 317, 333-334.

³ Cornelius M. Matandiko, *Seventh-day Adventism in Zambia*. (Lusaka, Zambia: Zambia Adventist Press, 2001), 154.

⁴ *Ibid.*, 208-209.

continue wasting time by going to school while souls were perishing. The books were selling so fast that the problem was the unavailability of literature. The objectives as Vivian Munachanda Kanondo puts it were: “to prepare people to meet God, to exalt God and to call men’s attention to the living truths of His Word.”¹

The critical shortage of books hit the whole country resulting in the closure of many book depositories. Mpika Mission District was badly affected and all the recruited Literature Evangelists left the work, leaving not even one in the district. Towards the end of 2006, Sr. Maphango was assigned to the northern region as an Assistant Publishing Director. The work was revived in Mpika Mission District with two Literature Evangelists working for the entire region. The sub Adventist Book Centre which was closed was reopened.

Views of SDA and non SDA Writers on Recruitment and Training of Literature Evangelists

Howard F. Faigao states: “the Seventh-day Adventist Church as a whole has great potential in evangelism through the circulation of books.”² Training Literature Evangelists is a denomination program. Therefore it is necessary to enlist all church members, colporteurs, ministers and other workers in the plan of recruiting people into the colporteur work. According to the Seventh-day Adventist Church Manual: “The Church can do much in promoting, identifying and recommending church members who have special gifts to work as Literature Evangelists.”³ The motive in recruiting and increasing the working force should be that of winning souls and not

¹ Vivian Munachanda Kanondo, *The Story of Rusangu Mission* (Monze, Zambia: Nakambala Private School, 2005), 60.

² Howard F. Faigao, *The Publishing Ministry and the Church* (Silver Spring, MD: GC Publishing Ministries, 2005), 41.

³ General Conference of Seventh-day Adventists, *Church Manual*. 17th Edition. (Hagerstown, MD: Review and Herald, 2005) 144.

merely getting larger financial reports; therefore each prospective colporteur should be thoroughly instilled with the idea of soul winning above that of money making. When man or woman enters the book work with soul winning as the primary objective and motivation, such a person will, as a rule, develop into a substantial book evangelist.

Encouraging by Letter Writing and Visitations

P.D. Gerber, P.S. Nel and P.S. Van Dyk put it well when they say: “recruitment reflects the process of locating, identifying and attracting suitable applicants.”¹ Recruitment needs locating, attracting and identifying suitable candidates. That is why in Mpika Mission District we as leadership have decided to use the essence of encouraging by letter writing and visitations to those that are responding to work as literature evangelists. Once a quarter, letters of appreciation are sent to elders for the work they do in recruiting literature evangelists. D.A. Adams advises to, “Have heart to heart talks with them, pray with them and endeavor to lay upon their hearts a burden for souls.”² This kind of approach, Jeffrey Pfeffer states: “tends to avoid recruiting at conventional business schools.”³ This in most cases results in emotional responses. When sending letters we enclose the post cards with the Publishing Director’s name and address on them. Each elder is then requested to send the names of 2 or more people who he thinks would make good workers as colporteurs. This plan has been used with good results, and then with these names the

¹ P. D. Gerber, P. S. Nel and P. S. Van Dyk, *Human Resources Management*, 4th ed. (Cape Town; SA: National Book Printers, 1998), 90.

² Dave A. Adams, *Successful Leadership* (Washington, DC: Review and Herald, 1954), 97.

³ Jeffrey Pfeffer, *Managing People* (Boston, MA: Harvard Business School Press, 1999), 82.

publishing director begins to build up a list of prospective literature evangelists. The list is then placed in his/her notebook. John P. Kotter says: “Considerable time and effort should be spent in recruiting people who can help.”¹

Methods of Recruitment

The Local Church Board

Dr L. Masuku says: “Put the literature ministry into the hands of the church members.”² The work becomes their own program and that which becomes their own, they will value, develop and promote. The method of using local churches in recruitment and training is very effective. The plan of using the local Elders and Literature Evangelism leaders works well.

The Union Paper

This channel can be used to real advantage. Through this paper the Publishing Leader can appeal for recruits by citing thrilling colporteur experiences and some choice statements from the spirit of prophecy. Good reports of successful colporteurs in our Union paper are the best advertisement for our work and it is of paramount importance in our work of recruiting.

A Recruiting Card

The recruiting card is a piece of paper; it serves the purpose of recruiting. It can be passed out to interested people at the close of each meeting, on which they can place their names and addresses. The plan is not to recruit all who pass in their

¹ John P. Kotter, *The Leadership Factor* (New York: The Free Press, 1988), page xxx.

² Dr. Leonard Masuku, *Total Literature Evangelism* (Bulawayo, Zimbabwe: Zambezi Union Press, 1996), 21.

names, but merely to use this as a method of getting more names on the list of prospective workers. A letter to the isolated member once or twice a year will bring in more names.

After all the preliminary work is done and the program is climaxed by letters, the results are truly refreshing and encouraging. Many good literature Evangelists have been recruited in the afore-mentioned way. It takes hard work, saturated with earnest prayer. C.M. Willis mentions: “Regardless of your area of responsibility, leadership must be prepared, ready and willing to move ahead.”¹ God will bless in recruiting more and better literature evangelists if we do our work in a definite systematic way.

While T.J. Chimvala Phiri, emphasizes that: “the recruitment of workers should be done with extreme care and prudence,”² methods must be used in the work of recruiting, but after all, the best way to increase the working force in the field is to have a group of successful colporteurs demonstrating that books can be sold. Nothing succeeds like success. This is more important than any method that might be suggested on how to recruit colporteurs. The Publishing department secretary must go from house to house with his workers and demonstrate that it can be done.

Recruiting Tracts

It is the work of the publishing department of the General Conference to publish recruiting tracts from time to time. These tracts can be used in various ways. At the close of any public meeting where an appeal has been made for colporteur evangelists, the deacons of the church can be stationed at the doors of the church and place a recruiting tract in the hands of each adult as he leaves the church. When you

¹ C. M. Willis, *Leadership*, (Washington, DC: Review and Herald, 1985), 83.

² T.J. Chimvala Phiri, *How to Start and Run a Business Successfully* (Lusaka, Zambia: Teresianum Press, 1993), 81.

visit prospective colporteurs in their homes, it is well for you to leave with the interested person not only books concerning the Literature ministry, but also copies of colporteur recruiting tracts. It is rightly said by Bill Beckworth that: “a reading church member is usually strong.”¹ She/he will make a very strong literature evangelist.

Recruiting During Summer

Weekend rallies during the summer months have proved to be very successful from the standpoint of recruiting. These rallies not only bring strength and courage to the students and regular colporteurs but they help to arouse interest on the part of the church members in the literature ministry. Camp-meeting also affords a wonderful opportunity for recruiting during the early part of the meeting. It is good to have a well planned symposium. Arrangements for this meeting should be made before the camp meeting begins. Such a meeting conducted in the early part of the camp meeting arouses an interest in the work. Union and local conference officials should be given a few minutes on this program, even Publishing Leaders and best Colporteurs.

After the meeting the Publishing Leaders can visit those on camp ground who are interested in the literature work. Each day there should be a meeting for the Literature Evangelist and all others who may be interested in the colporteur work should be urged to be present. If a well-planned recruiting campaign is carried on during the summer months, usually there are enough new Literature Evangelists recruits to make it necessary to conduct a beginners institute in his/her field or conference each year. After this institute the new colporteurs can be given the

¹ Bill Beckworth, *Serving God's Purpose in our Generation* (Decatur, GA: Isaiah 55 Publishing, 1999), 120.

necessary field assistance and then the attention of the publishing department director can be turned to his winter program.

Literature Evangelists Training Program

Part of the leader's time must be devoted to recruiting colporteurs, but aside from this, every other thing he/she does should contribute in one way or another to the training of men and women to succeed in Colporteur Evangelism. Brig. General Dick Abel says: "Training is the development and forming of habits and behavior to make us proficient by repetition."¹ The primary responsibilities of the Publishing Department Leader are to teach and train colporteur evangelists. The letters written, the bulletins published, the institutes conducted and rallies held, the camp-meeting programs planned, the conventions attended all should be done with the objective in mind of lifting the colporteurs to a high plane of efficiency and inspiring them to greater activity. Guy S. Saffold, states: "The task of leadership is to ensure that the journey starts well and presses ahead consistently toward its objective."² Aubrey Malphurs and Will F. Mancini, mention that: "self-led venues are those in which a potential leader trains him or herself."³ Therefore he/she must be constantly improving in order to keep a few steps ahead of those whom he/she is leading. The primary tools for learning are: books, audio cassettes or CD's, and the Internet.

¹ Brig. General Dick Abel, *The DNA of Leadership* (Mustang, Oklahoma: Tate Publishing and Enterprises, LLC. 2008), 88.

² Guy S. Saffold. *Strategic Planning Leadership through Vision* (Nairobi, Kenya: Evangel Publishing House, 2008), 213.

³ Aubrey Malphurs and Will F. Mancini, *Blueprints for Developing Leadership at Every Level of leadership of Your Church* (Grand Rapids, MI: Baker Book House, 2004), 169.

Plans for Training

One of the great needs of our denominations' Colporteur training program is that of having a definite plan and procedure for the instruction of those who engage in the work. James A. O'Brien puts it this way: "the human resource management (HRM) function involves the recruitment, evaluation, compensation, and development of the employees of an organization."¹ When a colporteur that has been trained by one leader moves into another field and receives further training by another leader, he/she soon begins to wonder whether the leadership of the publishing work has a definite program for training. Naturally each leader puts his/her ideas and personality into the training, but the fundamental principles of our denominational training program should be the same. Ron Appenzeller advises: "Literature Evangelism, like every profession, requires careful preparation."² The manner in which the principles, objectives and purposes of the literature work are presented to the recruited has a great deal to do with his/her success.

The Literature Evangelist's prime objective is service. Rudi Henning states: "To make the work most effective, sound salesmanship principles must be applied."³ However he/she should be impressed with the fact that those who enter this work must believe that God has definitely called them. When a person understands this, his/her motives will be to give the message and win souls, and not merely to earn money. He/she will have a sacrificial spirit and be willing to spend and be spent in the service

¹ James A. O'Brien, *Introduction to Information Systems*, 12th ed. (New Dehli, India: Tata McGraw Hill, 2005), 242.

² Ron Appenzeller, *Basic Literature Evangelism: An Introduction to the Fundamentals of Literature Evangelism* (Silver Spring, MD: Publishing Dept. GC of Seventh-day Adventists, 1989), 32.

³ Rudi Henning, *Highways to Career Literature Evangelism: Closing the Sale* (Silver Spring, MD: Publishing Dept. GC of Seventh-day Adventists, 1993), 9.

of God. The leader should not over persuade a colporteur prospect. Those who enter the work of colporteur evangelism under pressure of argument will not, as a rule have those deep convictions that colporteurs need for their task. Usually the major challenge that is involved in training colporteur workers is the availability of money. Gary E. Clayton, says: “cost is one of the more difficult barriers to advancement,”¹ in the work of recruiting and training of Literature Evangelists. The Conference Mission Field should set aside the money for this important work. Starting a person in the colporteur work without first making sure that he /she receives a thorough preparation is doing him/her serious injustice and possibly contributing to his/her failure. The efficient publishing leader will prepare the recruits for the work and then train them in the work.

Remuneration of Literature Evangelists

A practical aspect of the work naturally involves a consideration of remuneration. This should be discussed with the colporteur in the light of the promise. Care should be taken in the beginning to impress the prospective colporteur with the wisdom of the commission plan as the most practical one for the colporteur work. Those who enter this work should realize that what they receive is directly related to the preparation they make and the way they apply themselves to their task.

The Agreement Contracts

As it is stated in other circles of work, John West-Burnham and Fergus O’Sullivan emphasizes: “The power of the contract.”² There are four agreement

¹ Gary E. Clayton, *Economic Principles and Practices*, Texas Edition (New York: Glencoe/McGraw Hill, 1995), 194.

² John West-Burnham and Fergus O’Sullivan, *Leadership and Professional Development in Schools* (Upper Saddle River, NJ: Pearson Education, 1998), 8-9.

contracts: Agreement to sell Denominational literature under the Budget Payment Plan, the agreement to sell Denominational literature under the Cash Order Delivery Plan, the agreement to sell Denominational literature under the Scholarship Plan and the agreement to sell Denominational literature under the Colporteur Internship Plan.

Two copies of the contract should be filled out; one to be left with the colporteur and the other to be filed at the Conference Office. The Publishing Leader should let the prospect know that his/her acceptance depends on the approval and vote of the Conference Publishing Committee. This lifts the importance of the Literature Ministry in the mind of the prospective colporteur, and it protects the Publishing Departmental Leader.

After the Colporteur fully understands the working agreement and has signed the contract, the following items should be explained to him: Ordering, reporting, damaged books, billing system, finance and time questions. “The publishing departmental leader should explain in details the method of ordering books from the Book and Bible House, and should help the colporteur fill out 2 or 3 sample orders,”¹ compiled by R. H. Henning.

He/she should also show the new worker how to fill out the weekly report blank as well as the customers guarantee receipt. The recruitee should be impressed with the fact that he/she is responsible for the books that he/she has on hand; therefore he/she should be instructed to take good care of his/her books and keep them in a place where they will not get damp, soiled or damaged. He or she should be informed that the Book and Bible House will not assume any responsibility whatsoever for books that are damaged while in his/her custody. The recruitee should understand this.

¹ R.H. Henning, *What Shall I Say?* (Beirut, Lebanon: Afro-Mid East Division of Seventh-day Adventists Church, 1978), 124.

The colporteur can usually dispose of damaged books by giving a small discount. However, if he/she receives a book that is not perfect from the standpoint of workmanship, he/she should return it to the Book and Bible House or the Adventist Book centre.

The colporteur should have a full understanding of the billing system used by the Book and Bible House. Sample copies of the forms that are used in connection with the billing system should be placed in the hands of the colporteur so that he/she can see just how his/her account is going to be handled. After the budget has been worked out, the leader should tell the recruitee how many hours he or she must work and how many exhibitions and sales he or she must make in order to have sufficient income to balance his or her weekly or monthly budget. John P. Kotter says: “when trust is present, he will usually be able to create team work,”¹ with the trainees and will not hurriedly pass over the details in connection with the training program, but will give proper attention to each of them.

Personal Appearance

The department and personal appearance of the colporteur have much to do with his or her success. According to Jon L. Shepard and Robert W. Green, “Nearly all the human social behavior we consider natural and normal is learned.”² Therefore the Publishing departmental leader may find it necessary to tactfully counsel the recruitee regarding his matter as it is part of the training process. W. LaVerne

¹ John P Kotter, *Leading Change*. (Boston, MA: Harvard Business Review Press, 1996), 61.

² Jon L. Shepard and Robert W, Greene, *Sociology and You* (Chicago; NTC: Contemporary Publishing Group, Inc. 2001), 110.

Thomas, states: “Specific trainings change at different rates and to different degrees.”¹ Some people are sensitive and do not welcome suggestions along this line. Therefore the leader with good judgment and much diplomacy must point out to colporteur that the way he or she acts and appears in the presence of people has much to do with the impression he/she makes on them. As Richard A. Kass Chau puts it, “People communicate nonverbally not only through facial expressions but also through their use of space and body language (posture/gestures).”² The alert recruitee will observe the mannerisms and dress of his/her leader, and if the leader deports himself/herself and dresses as he/she should, these same good qualities will as a rule be reflected in the colporteur.

Health Habits

The health of the worker has much to do with his or her success in the Literature Ministry. The Publishing departmental leader should observe the health habits of the colporteur and if he sees that the worker is not following good health principles, he should tactfully make helpful suggestions. Julius B. Richomond, Elenore T. Pounds and Charles B. Corbin suggest that, “Sometimes other factors might influence when and how much you eat.”³ The colporteur should be encouraged to eat a good nourishing breakfast. A good breakfast is more important than a heavy mid-day meal. If the literature evangelist eats too heavy a noon-day meal, especially in summer, it will make him listless and reduce his or her ability to present his proposition with energy and enthusiasm for the first 2 or 3 hours of the afternoon. His

¹ W. LaVerne Thomas, *Sociology: The study of Human Relationship*. 5th e.d. (New York: Holt, Rinehartand Winston., 1995), 100.

² Richard A. Kass Chau, *Understanding Psychology* (New York: Glencoe/McMillan/McGraw Hill, 1995), 435.

³ Julius B. Richomond, Elenore T. Pounds and Charles B, Corbin, *Health for Life* (Glenview; IL: Scolt Foresmand and Company, 1990), 182.

program of eating a hearty breakfast, a light lunch and a heavier meal in the evening will prove to be satisfactory. It is not the prerogative of the Publishing departmental director to dictate to the colporteur as to what he or she should not eat. This is a personal matter but he or she should place before the colporteur some of the fundamentals of healthful living concerning how much to eat, “When to eat less or when to eat more.”¹ Aileen Ludington and Hans Diehl Advise. Sometimes the Publishing departmental director has occasion to eat with the colporteur, and this gives him opportunity to talk with him/her about his or her eating habits.

In order for the colporteur evangelist to feel wide awake and fresh in the morning, he/she should get at least 8 hours of sleep. The canvasser who does not get sufficient sleep cannot put the energy into his work that he or she should. The type of territory should be considered when suggesting a daily work program for the colporteur. Some people are sensitive and feel they know better how to take care of themselves and manage their time than anyone else does, therefore the publishing departmental director should endeavor to carry forward his part of his training program without offending the colporteur or creating ill feelings.

Field Training

The first field training contact should be demonstration for a full days work with a good example of average number of exhibitions. The publishing department director can then give the recruitee a few final words of instruction and have him/her give a satisfactory demonstration. It may be necessary to spend some time drilling the beginner until his or her practical demonstration is satisfactory. Julian Melgosa

¹ Aileen Ludington and Hans Diehl, *Health Power, Health by Choice not Chance* (Hagerstown, MD: Review and Herald, 2000), 246.

suggests: “Exercise and memory,”¹ which is a printed canvass talk for the book or books he/she plans to sell. He/she should be impressed with the importance of memorizing and exercising this canvass talk word for word. Care should be taken by the director not to be too exacting but to let the beginner know that he or she expects him/her to give his or her demonstration word for word. He or she should be diplomatic and tactful in pointing out the parts of the demonstrations that appear weak.

Mentoring

If the colporteur receives the proper kind of training during the first year of his/her experience and applies to the task as he/she should, he/she will not need as much help from the publishing director during the second year as he/she did in the first. Bill Hybels puts it like this: “When we have built into them, then we must entrust these folks with real responsibilities,”² of leading others by working 2 by 2. The training of a colporteur is not a work that can be accomplished in a week, a month or even in 1 or 2 years; it is a program that must continue indefinitely. Although the colporteur has become a successful worker, the leader still has a responsibility toward him or her in his/her training program. The alert-minded leader will observe the weekly reports and personal correspondence from his colporteurs and develop the fine art of being able to discern when they need help.

¹ Julian Melgosa, *Developing a Healthy Mind* (Madrid, Spain: Editorial Safeliz, 2007), 324.

² Bill Hybels, *Courageous Leadership* (Grand Rapids, MI: Zondervan, 2002), 134.

Training in Business and Financial Management

In training a person to succeed as a Christian salesman it is not sufficient merely to teach him/her the science and art of Christian Salesmanship, although this is fundamental to the training program. Training to succeed has a much broader meaning when a person enters the colporteur work. Davison B. Mwanahiba states in detail: “the process of developing a budget,”¹ can help Literature Evangelists know how to manage their own business and personal finance. Some colporteurs let the kwacha manage them instead of managing the kwacha. The successful colporteur will appreciate the value of money and learn how to spend it wisely. If the colporteur has not had a proper background of managing his business and personal finance, the publishing director must endeavor to train him/her to do his/her work in a business like way.

The publishing departmental director should suggest a simple file system with one place for his reports, another for copies of his or her orders to the Book and Bible House, another for statements and bills from the Book and Bible House, and another for personal correspondence, et cetera. However, if in the beginning of the workers experience the publishing department gives little or no attention to this part of the training, the colporteur will not realize its importance. Therefore the leader should tactfully make suggestions as to how he/she can better manage his or her personal finances. It might be wise to suggest that the colporteur takes the correspondence course in elementary bookkeeping given by the Home Study Institute.

¹ Davison B. Mwanahiba, *Accounting for the Gospel Proclamation* (Bulawayo, Zimbabwe: Typocrafters, 2004), 124.

CHAPTER 3

MPIKA DISTRICT: LOCAL SETTING

Mpika district is in the newly created Muchinga Province in the north eastern part of Zambia. Mpika lies at the junction of the Great North Road and Kasama-Mbala high way. Mpika also has a railway station called Tazara railway about 5 kilometers away from the Boma. “Mpika covers an area of about 41000 square kilometers.”¹ It is the largest district in Zambia. Mpika district shares borders with other districts such as Lundazi, Mungwi, Kasama, Chilubi, Samfya, Chinsali, Mambwe and Serenje.

Generally road net work in Mpika is poor. There are 2 major tarmac roads that pass through Mpika namely: the Great North road from Lusaka via Mpika to Nakonde and Mpika-Kasama road. The district is too vast for the 2 Literature Evangelists to canvas and, evangelize Mpika successfully through the printed page.

Geographical Features

“Mpika district lies between 600 and 1500 meters above sea level.”² The land terrain consists mainly of the Luangwa Valley which is a continuation of the Great Rift Valley from which starts the plateau. The Muchinga Escarpment slopes gradually into the Bangweulu swamps and Chambeshi flood plains in the north and Luangwa river valley in the east. Mpika is endowed with many streams, rivers, dambos and

¹ Ministry of Health Mpika District Medical Office – 2012 District Profile.

² Ministry of Education Mpika District Resource Centre – 2012 District Profile.

swamps, which are mosquito breeding areas thus making malaria endemic in Mpika. Hence health literature circulation is of great help. The existence of these natural features like the valley, escarpment, plains and the swamps make accessibility to some parts of the district difficult. Literature Evangelists use paddling canoes to cross these plains, swamps, and rivers to reach people where they are, with the books.

Mpika is situated between the Muchinga Escarpment to the east and endless Miombo plains to the west. According to Wikipedia, the free encyclopedia; “the Great North Road is in steady state of repair.”¹ It takes 640 kilometers or 8 hours drive from Lusaka to Mpika. It is also 380 kilometers from Mpika to Nakonde (the Zambian boarder post to Tanzania), approximately 5 hours drive and 230 kilometers from Mpika to Kasama about 3 hours drive. Several bus operators offer coach services in all directions, but mostly operate at night. The estimated cost from Lusaka to Mpika is 110 kwacha equivalent to US\$26.

Various waterfalls are situated in the whole region. North and South Luangwa National Parks are just 5-8 hours away from Mpika Boma, but the roads are seasonal. Touristic highlights of the region are: “ShiwaNg’andu”, “Nachikufu caves” (rock paintings), “Kapisha Hot springs”, and “Mutinondo Wilderness Camp.”² The entire above make Mpika a better place for Literature Evangelism work.

¹ Wikipedia, the free encyclopaedia <http://en.wikipedia.org/wiki/Mpika>. 19/06/12

² Ibid.

Climate

There are three seasons; the cool dry winter, from May to September; the hot dry season from October to November and the wet rainy season from December to April. Occasionally Mpika experiences extreme weather conditions including hot dry spells with drought, cold windy spells and sometimes floods. During the rainy season Literature work is done in town, areas along the line of rail and main roads. In the rainy season, areas like the “Bangweulu” swamps and the “Chambeshi” plains are flooded with some bridges washed away making it impossible for literature evangelists to cross. “Nabwalya” area in particular, which is in the Luangwa Valley, is completely cut off from the main land. From December to April the roads to this area are flooded and some areas are turned into dambos, making it very difficult to pass through by road.

Demographic Profile

According to the 2010 census of population and housing (Mpika District Medical Office-2010 District Profile), “Mpika’s population was estimated at 219,425 with annual growth rate of 3.5 percent. Like any other rural district in Zambia, about 70 percent of the population live in rural areas and 30 percent in urban and peri-urban areas.”¹ “The population density is at 3.7 inhabitants per square kilometer.”² The majority of the populace lives along the Great North Road, Tazara Railway Line, Mpika Township, the “Luangwa” Valley, “Bangweulu” swamps, along “Chambeshi” River, near Palaces, small rivers and streams.

¹ Ministry of Health, Mpika District Medical – 2012 District Profile.

² Ibid.

Social Economic Activities

The district has abundant natural resources such as water, fertile land, good rainfall pattern, wild life and forestry. Though agricultural potential is high many inhabitants are subsistence farmers using “chitemene” system of agriculture. The word “Chitemene” according to M. R. Naidoo and T. M. Bwalya “is used by the “Bemba” speaking tribes of Zambia to describe a cut-over area.”¹ This is a form of shifting agriculture. From May or June the branches and tops of the larger trees are chopped down, leaving only the tree trunks standing. Smaller trees are chopped about a meter above the ground. Men do the cutting while women carry the branches and lay them in neat circular piles with the butts of the branches pointing inwards, towards the centre of the cleared circle. When the burning is completed, a thick seedbed of ash is left with a few half-burnt trunks standing in it. This area, with its cover of ash, is used for cultivation. They mainly grow maize, cassava, millet, sorghum, groundnuts and beans in these areas.

Other economic activities in Mpika District also include rearing goats, pigs, sheep, chicken, and cattle. Mpika town offers a good market for these local products. Recruiting and training more Literature Evangelists will help. Well trained Literature Evangelists can go into the remotest parts of Mpika and use barter system, by exchanging books with these local products. Later they can transport them to Mpika town and sell them in exchange for money. The Food Reserve Agency (FRA) can also provide recruited and trained Literature Evangelists with a ready market for maize. During harvest time maize can be exchanged with books and sold to the Food Reserve Agency.

¹ M. R. Naidoo and T. M. Bwalya, *A Secondary Geography of Zambia*, Third Edition (England: Longman Group UK Ltd, 1995), 32-33.

According to Mpika District Medical Office-2012 District Profile, “Mpika is a business town.”¹ It is a transit point for people going to Lusaka, Nakonde and Mpulungu. Because of this, “Mpika has the highest HIV positive rate at 10.4 percent.”² Hence a great need to increase the number of trained Literature Evangelists, to circulate health books to homes and institutions like schools and hospitals. People living along the river valleys catch fish which they sell locally and to other Districts. The formal sector employers in the district include; health, education, judiciary, agriculture and fisheries. Parastatal companies include: Tanzania-Zambia Railways Authority, Tanzania-Zambia Pipeline, Zambia Wildlife Authority, Nation Pensions Scheme Association, Chembeshi Water and Sewerage Company and Compensation Fund.

Non Governmental Organizations include; World Vision Zambia, Dope, Nascent Solutions, Africare, Bangweulu Wetlands and North Luangwa Conservation Project. The above proves the need to recruit and train more Literature Evangelists who can sell books to all the workers. The predominant religion is Christianity which mainly consists of the Catholics, United Church of Zambia, Pentecostals, Seventh-day Adventists, New Apostolic Church and Watch Tower. This provides a ready market for religious books as well. According to Mpika Education Resource Centre; “there are 11 high schools, 85 basic primary schools, 75 primary schools, 80 community schools and 7 private schools. There is only 1 College, 1 school of nursing and Tazara training school.”³

¹ Ministry of Health Mpika District Medical Office – 2012 District Profile.

² Ibid.,

³ Ministry of Education Mpika District Education Resource Centre – 2012 District Profile.

Mpika's literacy levels are very low. Many local schools are battling in bad infrastructure with over clouded classrooms and staff shortages. The government through the Ministry of Education has come up with many strategies to arrest the situation. Some of the strategies are; "Time to Learn community mobilization to support literacy,"¹ infrastructure development through renovating the existing schools and building new high schools in rural parts of Mpika. The training of many teachers is a nationwide program for the government. Generally, though literacy levels are low, many people in Mpika can manage to read the local language called icibemba. Thus recruited and trained Literature Evangelists are needed in Mpika. Literature Evangelists should be recruited and trained so that they work and specialize in selling local language books as well as those written in English.

Target Population

The subjects of the study were baptized church members who were drawn from 4 organized Seventh-day Adventist churches. This number was arrived at because in Mpika, there are only 4 organized churches within town. These churches are the most central churches where most of the people from the remotest parts of Mpika migrate to. These represent most of the areas in Mpika. 29 church Elders, both serving and non serving elders and 140 church members from 4 churches were targeted.

Population Sample

The population sample that was used in this study was 169 church members and elders. The number 169 was broken down as follows; 40 from Central church and

¹ Ministry of Education, Supplementary Readers. *A Guide for Community School Teachers* (Lusaka, Zambia: New Harizon Printing Press, 2012), 6.

Lwitikila church, while Shangai church and Chitulika church had each 30 members. In the case of elders, the actual number that was used in the sample was 29. These 29 elders were broken down as follows; 10 elders from Central church, 8 elders from Lwitikila church, 6 elders from Chitulika church and 5 elders from Shangai church.

Characteristics of the Sample

The target sample size was used for answering questionnaires and interviews. The 169 elders and local church members from the 4 churches were given the questionnaires. The researcher distributed 140 questionnaires and interviewed 29 elders. Out of the 169 elders and members 55 were women and 84 men.

Age Group Respondents

Table 1 shows the age groups of respondents. Out of the 169 respondents, 40.2 percent are from 15-30, 24.9 percent are from 31-40, and 20.7 percent are 41-50, while 14.2 percent are above 51 years. This shows that a higher number of our members are young.

Table 1. Age of respondents

Age	Frequencies	Percentages
15-30	68	40.2
31-40	42	24.9
41-50	35	20.7
51-70	24	14.2
Total	169	100

Education Levels of Respondents

Table 2 below shows the education levels of the respondents. From a total of 169, 7.1 percent primary level, 48.5 percent secondary level, 36.1 percent college level and 8.3 percent University level. This shows that majority of the respondents had secondary school level of education.

Table 2. Level of education

Education	Frequencies	Percentages
Primary	12	7.1
Secondary	82	48.5
College	61	36.1
University	14	8.3
Total	169	100

Marital Status of Respondents

Table 3 below shows the marital status of the 169 respondents. 26 percent single, 47.3 percent married, 15.4 percent divorced and 11.2 percent widows. This shows that majority of our church members are not married. Most of them are either divorced or widowed.

Table 3. Marital status of respondents

Marital Status	Frequencies	Percentages
Single	44	26.1
Married	80	47.3
Divorced	26	15.4
Widowed	19	11.2
Total	169	100

Sampling Procedure

The researcher adopted the simple random sampling. In order to determine the actual sample, the church members from the respective churches were asked to pick a card from the box. The total number of cards was 200, so to come up with 140 participants every fifth number of the church member-regardless of sex received a questionnaire. The 200 cards were used for Central church and the same 200 cards were also used for Lwitikila church, while 150 were used for Chitulika church and the same 150 were used for Shangai church.

Random sampling procedure used random figures, putting cards in the box as many as were available for each particular church shake it then ask one to pick, shake again, one picks and so on until everyone has picked. The sample was those who have picked the fifth number. Through this procedure, 40 members from Central church and 40 members from Lwitikila church was picked to be participants. Equally 30 members from Shangai church and 30 members from Chitulika church were also picked to be participants a total of 140 members. We used this approach because it was more representative.

The approach that was used to pick 29 elders was purposive sampling. The researcher purposively selected the elders who he believed had the required characteristics needed for the study. According to Jobbicks Kalumba, “Purposive sampling is a non-probability sampling procedure in which the respondents or units are selected purposely.”¹

¹ Jobbicks Kalumba, *The Impact of the New Breakthrough to Literacy* (Lusaka, Zambia: Zambia Open University, 2008), 32.

This sampling procedure has an advantage in that the purpose of the study can be fulfilled even with a small sample which is picked purposely and carefully. Elders were picked using this method because of their experience in leadership.

Data Collection Technique

In order to establish the suitability and conditions of the sites, arrangements with the local elders of all the 4 churches were made known through written and verbal contacts. The purpose of the study was made known to the elders as well as to the local church members, especially the participants who were picked from each church. The level of their involvement was equally disclosed to them. The frequency of the visits and the targets of the research were made known to the elders, especially administration elders. The district literature evangelism leader and the district vice chairman were all aware. A research program was made known to them, so as to make data collection much easier.

Instruments for Data Collection

Before designing my own instruments, strategies, and procedures for data collection, I had to read widely, both on the topic, situation to be studied and on possible methodologies to be used. Questionnaires and interviews were used in the study to get data. Questionnaires were used because they allowed respondents to express their views freely (refer to appendix 11). Interviews also allowed respondents to go deeper into the issues that were being researched. To determine the reliability and validity of both the questionnaires and interview items were structured, a pilot study was conducted, by using a small number of respondents. These were used to find out if the questions were well worded, clearly understandable and easy to answer. Because the interviews were structured (refers to appendix 11 items 6, 7, 8, 16, 17, 18

and 19), the questions were presented to the respondents systematically and no one was penalized.

Questionnaires

Questionnaires consisted of items which respondents responded to by ticking on the preferred choice (yes or no) and by providing brief written explanations as required (refer to appendix 11). Open-ended items were used in the study to obtain more data. Open-ended item allowed respondents to answer, without prompting them.. The tabulating of open answers is long and involves real freedom. In a close-ended item the respondent is not able to give a correct response or may skip the question. Usually the questions are easy to answer, easy to correct, but the answers may not be totally accurate. But both close-ended and open-ended items have both advantages and disadvantages depending on the education of respondents. The questionnaires were not sent by mail, but were administered by the researcher.

Interviews

Interviews permitted a deeper and fuller understanding of the attitudes of respondents. An interview can tell the researcher why he/she disagrees or agrees. Interviewing took time but provided information not available through the questionnaires. The interviewer explained clearly what information was needed and why. The interviewer went to the interview with a written outline of the questions to be asked. The conversation departed from this outline with a frame work for the interview. Interviews were superior to questionnaires, because of the depth and volume of information obtained in an interview. The number of persons interviewed was much smaller than the number of those that responded to the questionnaire

Data Analysis

Literature Evangelist Meetings

According to the study 31.4 percent attended literature evangelist meetings while, be 68.6 percent of the respondents did not attend any meeting. This is presented in Table 4.

Table 4. Attendance responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Yes	11	8	4.2	6	2.2	31.4
B No	17	14.3	15.2	14	8.1	68.6

Support for Colporteur Ministry

It is important to note that 56.5 percent of the respondents sometimes supported the colporteur ministry. It must also be observed that 23 percent always supported and 10.2 percent sometimes supported the publishing work. While 11.2 percent did not support the work at all as shown below. It pointed out that members and leaders were not in support of the colporteur ministry. Table 5 gives support responses for colporteur ministry in all the churches.

Table 5. Support responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Many times	1	2	0.2	2	5	10.2
B Always	3	6	4.1	1	9	23.1
C Sometimes	15	13	13.3	12.2	3	56.5
D Never	5	2	1	3	0.2	11.2

Prepared to Share a Book

From the results of the items below, it appears that 66.5 percent were not prepared to share a book. While 33.5 percent were willing to share a book. It indicated a negative attitude towards the publishing work. Table 6 gives preparation responses from the churches covered in the study.

Table 6. Preparation responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Yes	6	3.3	5.2	5	14	33.5
B No	17	15.2	15.1	16	3.2	66.5

Promoted Publishing Work at Local Church

A total of 52.7 percent of respondents showed that the Pastor promoted the publishing work at their local churches. For elders 30.2 percent and 12.4 percent of lay members were indicated to have promoted the work, while 4.7 percent could not. The results of the item below shows the churches' negative attitude towards the publishing work. Promotion responses are indicated in Table 7.

Table 7. Promotion responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Pastor	12	11	14.4	9.3	6	52.7
B Elders	4.2	6	7	5	6	30.2
C Lay members	2	3	1.1	1.1	5.2	12.4
D None	1.2	1.3	1	1	0.2	4.7

Encourage Colporteurs' Strengths in Local Church

A combined percentage of 49.1 percent of respondents agreed to have encouraged the colporteurs, while 60.9 percent did not. As it can be observed below, it appeared that church members were not encouraging and supporting Literature Evangelists at local churches. Table 8 gives data on encouraging Colporteurs.

Table 8. Encouragement responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Many times	2.2	3	5	2	6	18.2
B Always	5.2	3.3	1.2	3	8	20.7
C Sometimes	2	4	1.2	1	2	10.2
D Never	17	14.4	15.2	13.1	1.2	60.9

Colporteur Work and sharing of Faith with Neighbours

It is important to observe that 52.6 percent of respondents were never encouraged by the colporteur work. Only a combination of 47.4 percent was encouraged by the colporteur work to share their faith with their neighbours. This showed negative attitudes toward the colporteur work. Table 9 gives a summary of data on sharing of responses.

Table 9. Sharing responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Many times	3.1	3	4	1	5	16.1
B Always	2.1	1	2	2	7	14.1
C Sometimes	3	4	3.2	2	5	17.2
D Never	14.2	16	9.2	13	0.2	52.6

Times for Prayer for Literature Evangelism

It is important to note that a combination of 38.5 percent of the respondents indicated to have prayed for literature evangelism. That was against 61.5 percent who never prayed for the work. It showed that literature evangelism work was not supported by the churches as indicated in Table 10.

Table 10. Prayer responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Many times	1.1	1	2	3	2	9.1
B Always	2	0.1	1	1	4	8.1
C Sometimes	3	2	7	3	6.1	21.3
D Never	15	12.4	17.1	11	5	61.5

Method of Recruitment Recommendation

Responses to this question indicated 77.6 percent of the respondents recommending the method of using the local church board, 10.2 percent public appeals, 9.1 percent rallies and 3.1 percent other methods of recruitment as shown in Table 11. The recommendation was to use the local church board members.

Table 11. Method responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Public appeals	2	2.2	1.5	1.5	3	10.2
B Local church board	18	15.4	16.2	16	12	77.6
C Rallies	2	2	1.1	2	2	9.1
D Other	1	1	0.1	0.5	0.5	3.1

Advice for Increasing the Number of Literature Evangelists

In this case, 72.8 percent of the respondents advised visitations. While 11.1 percent advised preaching, 7.1 percent advised giving information and 9 percent gave other advices as shown in Table 12. This showed that many advised that visitations would increase the number of Literature Evangelists.

Table 12. Advice responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Visitations	14.3	16	14.4	15.1	13	72.8
B Preaching	2	4	3	1	1.1	11.1
C Information	1.5	2	1.5	1	1	7.1
D Other	2	2.5	1	1.5	2	9

On the selection of Colpouters, results below showed that 68.7 percent of the respondents believed that those who were doing nothing were the ones to be recruited. While 22.2 percent believed those doing something and 10.1 percent believed that school drop outs should be selected as literature evangelists as shown in Table 13. This clearly showed lack of understanding of the publishing ministry.

Table 13. Selection responses

Response Options	Central Church	Lwitikila Church	Chitulika Church	Shangai Church	Church Elders	Percentages
A Doing nothing	13.2	12	15.3	16	12.2	68.7
B Doing something	8	4	2.2	6	2	22.2
C School drop out	2.5	2.5	1	1.1	3	10.1

The interpretation and the meaning of results was that the levels of understanding the literature evangelism work were very low. The support and

attitudes towards the Publishing Ministry was negative. The researcher then analyzed all collected data with the view of designing a program that was to help leaders and church members understand the importance of the Publishing work, aimed at recruiting and training.

CHAPTER 4

PROGRAM DEVELOPMENT, IMPLEMENTATION AND EVALUATION

This chapter explains the application of this research to the recruitment and training of Literature Evangelists. The recruitment and training of Literature Evangelists aims at locating, identifying and attracting suitable men and women to the publishing work.

Design and Preparation

After analyzing the data received from questionnaires and the interviews, the researcher looked at the results to determine the meaning of what the results were saying to him and the meaning in the study. The interpretation and the meaning of results was that the level of understanding the literature evangelism work was not positive. The support and attitudes towards the Publishing Ministry was negative. The researcher then analyzed all collected data with the view of designing a program that was to help leaders and church members understand the importance of the Publishing work, aimed at recruiting and training literature evangelists.

The contents of the program were determined on the basis of the objectives chosen, the theoretical literature studied, and a clear understanding of the people for whom the intervention is intended. The design of the program included deciding on the length and frequency of the meetings. The quotations from the writings of the Spirit of Prophecy were prepared. Ellen G. White states, “The canvassing field is in

need of recruits.”¹ She further says, “If the members will do His will, if they will strive to impart the light to those in darkness, he will greatly bless their efforts.”² And “Let every believer scatter broad cast tracts and leaflets and books containing the message for this time.”³ (Refer to appendix 1).

The researcher determined the steps to be taken in the preparation for the meetings. The history of the Literature Evangelism in Mpika, indicate that many methods of recruitment and training of the Literature Evangelists were used. The interviews conducted showed that, many public promotional meetings have left a negative impact on both church members and the leaders. Of special interest are the Literature Evangelists who left their regular jobs to join the Publishing Ministry. Some of them stopped because of the critical shortage of the books, while others stopped because of the misunderstanding and differences that began to develop between the Pastors and the Literature Evangelists.

Others stopped going to school because they felt they could not continue wasting time going to school while souls were perishing. When these got discouraged along the way some of them had to go back to school again, but many could not. These two groups became a stumbling block to the Literature Ministry.

The researcher decided to pick on the 4 churches in Mpika District because of their centrality and because they had most of the frustrated Literature Evangelists. Many of them were in the leadership positions ranging from Elders, Deacons and Deaconesses, local church board members, local church departmental leaders and the District Leaders.

¹ White. *Colporteur Ministry*, 20.

² Ibid.

³ Ibid.

The study also discovered from the surveys and questionnaires (refer to appendix 11) carried out that for the project of recruiting and training of Literature Evangelists to be successful, the local church boards had to be used. The board members were to recommend names of those they felt could be Literature Evangelist. Then a list was compiled from each of the 4 churches chosen as pilot churches. Working with the two Literature Evangelists, the listed local church members had to be visited with the view of recruiting them into the Publishing Ministry. Visitations in their homes and presenting to them the canvassing work would be successful.

Permission from the Elders

The researcher obtained permission from the local church Elders to meet the local church board members (refers to appendix 11 letters A, B, C and D), and made physical arrangements for the meetings. Even the evaluation, which was to take place after the program was completed, was designed. Since elders were key in the program development of recruiting and training of Literature Evangelists, permission from them was required.

Where the elders seemed to resist permission, frequent meetings were made until permission was granted. Time to meet with elders was set especially the first elders' meetings. Contact phone numbers for the first elders were also obtained and phone calls were made when to meet with them, and where.

Elders for all the four churches were met and dates were set when to meet each respective church board member. After the names of those whom the churches felt could work as Literature Evangelists were submitted by church board members, the researcher then consulted with prospective candidates. Names of persons who were faithful, and loyal members of the local church were submitted, then researcher with an elder visited them and informed them of their nomination and, then secured

their consent to serve as Literature Evangelists. Those who accepted the proposal were given the application forms and let them fill the forms (refers to appendix 10). The forms then were collected and presented to the church business for the final approval.

Recruited Literature Evangelists

After the final approval of the church, the recruited church members were then recruited for the canvassing work. When all the preliminary work was done, the program reached a climax when these were now invited to the training meeting. The result was truly refreshing and encouraging. Many good colporteurs will be recruited with earnest prayer, but God will bless in recruiting more and better colporteurs if this will be done in a definite and systematic way.

The researcher worked with the District Literature Evangelism Leader who was appointed by the local conference executive committee. This leader was a well qualified colporteur. The leader had a deep love for the message, a desire to do missionary work and knowledge of selling literature. A District Literature Evangelism Leader should be selected by the conference publishing committee, and not with the group of literature evangelists in a district or the local church board.

The researcher also decided to have the series of the orientation programs. After the orientation programs, and the training session the researcher presented 2 names of the recruited literature evangelists to be sponsored for Literature Ministry Seminary (LMS) School for more training. These can now become career or professional Literature Evangelists. The recruits are to be trained in the 3 forms of selling, which are: a standardized sales talk, the standardized presentation, the standardized sales demonstration.

New recruits should not start the work until he or she can repeat word for word the printed, scientifically tried, tested, and proved sales talk. This procedure should be the rule, and there should be no exception to the rule. A trainer who does not train his or her colporteurs to succeed will not hurriedly pass over the details in connection with the training program, but will give proper attention to each of them. If proper consideration is not given to these things, the colporteurs may think they are unimportant and will not take some of these matters seriously.

Material and Resources

In the preparatory phase, the application forms were sourced from the conference Publishing department. (Refer to appendix 10). The standardized sales talk, standardized presentations, and sales demonstrations were also secured (refer to appendix 8, and 9). The Literature Evangelist application forms helped in the recruitment process. The standardized sales talk, standardized presentations and sale demonstrations were used for the training program. All the necessary arrangements for additional resources, both human and material were made. The human resource were the two already working Literature Evangelism. Amongst the two, one was the District Literature Evangelist Leader. These went side by side with the newly recruited Literature Evangelists.

Implementation

After going through all the preparatory steps, and obtaining permission from the elders of the 4 churches, the researcher went ahead to implement the program according to the plan. The program was carried out at all the 4 Churches in different months, days and dates.

Mpika Central Church of the Seventh-day Adventists

On the 5th of November 2011 on the Sabbath day between Sabbath school and the main service the researcher spoke to the head elder. He made clear to him what he would like to do, and how much he would appreciate the privilege of meeting his church board for just a few minutes after the church service.

Meeting the Church Board

At the end of the main service the church board meeting was held, the local elder announced to the church board that the researcher had asked for this special meeting. When he turned it over to him the first thing he emphasized, was that the meeting was only to be for a short time. As he knew that all were anxious to go home, and he expressed his sincere appreciation for their cooperation. He opened the meeting with the pointed statements from the Spirit of prophecy regarding the importance of the colporteur evangelism (refer to appendix 1). He also expressed a desire to cooperate with the church in finding suitable men and women to carry forward this phase of Evangelism in Mpika District, setting forth the type of worker needed.

The slips of paper were placed in the hands of each member and were requested to write down the name of at least 1 person he or she should recommend and would like to see take up colporteur Evangelism. But before any writing was done the heads were bowed for a word of prayer, and the first elder was asked to pray. The prayer was to ask the Lord to guide and give wisdom in suggesting names, making it clear that what was done may mean souls saved in God's kingdom. The researcher also mentioned the fact that probably the names of some of the church board members would be presented, and that they should feel free to suggest one another's names as prospective Literature Evangelist candidates.

Submission of the Names

After the names were written, the paper slips were quickly gathered up. When the explanation was made that the church board members were to feel free to discuss the fitness or availability of each one named, the local elder was invited to stand with the researcher and read the names. All were quickly presented, and those that were voted on unanimously were the ones the researcher and the elder picked. The District Literature Evangelism Leader could now visit their homes. We made it clear to the church board that those chosen would be visited in their homes so that we could pray with them, but also avoid using any high- pressure methods. The 4 names were selected and voted. The total church board attendance was 14.

Visitations

After visiting all the 4 homes, 2 of the 4 accepted to become Literature Evangelists. The Literature Evangelist application forms were filled in and later sent to the publishing committee for the final approval.

Lwitikila Seventh-day Adventist Church

For Lwitikila the program was in the afternoon on 17th December 2011, everything was made clear to the local first elder. The approach and the steps were similar to the one used at Mpika Central Church.

Church Board Meeting

The same procedure was used; there was also a prayer for guidance. The slips of paper were given to the 15 board members and 8 names were submitted. The meeting was opened with quotations from the Spirit of Prophecy (refer to appendix 1),

on the importance of the Colporteur Ministry. The researcher promised to work with the church in finding suitable men and women to carry out the canvassing work.

Names Selected

The same formula was used in the selection of names for the work. After the names were recommended, they were discussed and later voted for. Only those who were in good and regular standing were picked. Out of the 8 recommended names 5 were picked.

Visitation

The researcher made it clear to the church board that all the 5 proposed names would be visited in their homes. All the 4 who were visited accepted to join the Publishing Ministry as canvasser evangelists. Application forms were given to them and later sent to the conference for the final approval (refer to appendix 2).

Chitulika Seventh-day Adventist Church

Implementation of the recruitment program was on 3rd March 2012. The local elder was aware of everything that should happen on this Sabbath evening. After the entire Sabbath program a short time was spared for the special meeting.

Meeting the Church Board

It was only the meeting time which was different, but everything was done in the same way. The church board members were asked to propose at least a name. Slips of paper were given to them. The meeting composed of 10 members. The prayer was offered and Spirit of Prophecy quotations were also read (refer to appendix 1).

Submitted Names

The same program was implemented at Chitulika Church. 5 names were announced and after scrutinizing the names, 4 names remained and were voted. These names were the ones members felt were in good and regular standing.

Visitation Program

The 3 members were visited and prayers were offered in their homes. Then calls were made to them, but out of the 4 proposed names, 3 of them accepted to join the canvassing work. Application forms were given to them and after filling these forms they were also sent to the conference publishing department for approval.

Shangai Seventh-day Adventist Church

The same method that was used at Central, Lwitikila, and Chitulika Churches was also used here. The only difference was that it was done on a Sunday afternoon; on 8th April 2012 at 14:00 hours.

The Church Board

The same program was implemented with the first elder opening with a prayer. Then slips of paper were given to them for them to propose names of those they felt could make good colporteur. The church board members were 12 in number, and the Spirit of Prophecy was also quoted.

Names selection

The slips were given and read by one of the elders using the same method which was used at Central, Lwitikila, and Chitulika Seventh-day Adventist Churches. The 5 names were proposed but after discussing their names only 3 members were voted to work as a Literature Evangelist.

Visitation

These members were visited, prayed for and later given the application forms to fill and then signed by the elder, the church treasurer, and the pastor. The forms were then sent to the conference for the committee action.

Training Program

After the recruitment programs were implemented at all the 4 churches, the list of 12 recruited Literature Evangelists was made. The numbers were as follows: at Mpika Central Seventh-day Adventist Church 2, at Lwitikila Seventh-day Adventist Church 4, at Chitulika Seventh-day Adventist Church 3, at Shangai Seventh-day Adventist Church 3. These 12 names were approved by the conference publishing committee and later sent back through the District Literature Evangelism Leader. The copies of the approved names were given to the researcher (refer to appendix 13).

Arrangements were then made for the group to meet for training and on April 29th 2013 the first training session was held at Mpika Central Seventh-day Adventist Church for 2 hours and 30 minutes. At this meeting much of the time was spent on orienting the new Literature Evangelists by working with 2 experienced colporteurs. Later copies of the standardized sales talk, the standardized presentation, and the standardized demonstrations were given to them for them to memorize and prepare for the second meeting session (refer to appendix 8 and 9). The second training session was held on the Sunday 6th May 2012.

The whole session was spent on demonstrations and presentations of the memorized copies. After the 2 sessions the 12 Colporteurs were assigned to work with the 2 experienced Literature Evangelists. From the 12 Literature Evangelists 3 were picked by the conference publishing committee and were recommended for more

training at the Literature Ministry Seminary (LMS). Among the 3 Literature Evangelists who were recommended for further training 2 were sponsored by the churches in Mpika Mission District, while 1 sponsored himself. By the end of the project program, in December 2012, Mpika had 12 more Literature Evangelists recruited and trained making a total of 14 colporteurs

Program Evaluation

The district had only 2 colporteurs when the project development program started. To remove the problem of Mpika Mission District only having 2 Literature Evangelists, the 4 churches were picked as pilot churches and this is where the Literature Evangelists were recruited from.

Table 14. Gender of participants

Church	Male	Female
Chitulika	25	12
Lwitikila	33	15
Mpika Central	32	17
Shangai	24	11
Total	114	55

Table 14 shows that participants from Central Seventh-day Adventist Church were 32 men and 17 women, while 33 men and 15 women from Lwitikila Seventh-day Adventist Church participated. Chitulika Seventh-day Adventist Church had 25 men and 12 women, and then Shangai Seventh-day Adventist Church had 24 men and 11 women. This shows the total of 169 participants.

Table 15. Members and Elders

Church	Members	Elders	Total
Chitulika	30	6	36
Lwitikila	40	8	48
Mpika Central	40	10	50
Shangai	30	5	35
Total	140	29	169

Table 15 above shows that 40 members and 10 elders were picked from Central Seventh-day Adventist Church and 40 members with 8 elders from Lwitikila Seventh-day Adventist Church were also picked. Chitulika Seventh-day Adventist Church had 30 members and 6 elders were picked, while Shangai Seventh-day Adventist Church 30 members and 5 elders were also picked as participants. Total of 169 participants.

Table 16. Recruited Literature Evangelists

Church	Number	Total
Chitulika	3	3
Lwitikila	4	4
Mpika Central	2	2
Shangai	3	3
Total	12	12

Table 16 above shows Central Seventh-day Adventist Church 2, and Lwitikila Seventh-day Adventist Church 4, while Chitulika Seventh-day Adventist Church 3, and Shangai Seventh-day Adventist Church 3. A total of 12 Literature Evangelists were recruited as showed above.

After indicating on each question how people answered, it gave the researcher clue whether church members and elders have been helping literature evangelism

work or not. Then to change the picture the information that was collected from the questionnaires and interviews was used to design and implement the project program.

When the program was designed and all the materials and resources were prepared, after analyzing all the data that were collected from the questionnaires and interviews. By getting permission from elders of the 4 churches, elders were very much motivated. The interviews that were carried out among the elders yielded positive results.

Implementation of the Recruitment at the 4 Churches

We began at Mpika Central Seventh-day Adventist Church which is one of the biggest churches in Mpika and had one of the 2 Literature Evangelists who were working before the project began. By getting permission from the serving elders on itself was a clear recognition of their role in the recruitment process of the colporteur evangelists.

The program also changed the attitude of the elders towards the publishing work. The church board members also felt motivated and from their comments it was clear that the project program helped them increase their understanding and appreciation of the publishing ministry work. Even the 12 church members, whose names were recommended and voted from the 4 selected churches, could not object and also were encouraged by the fact that the church board had already voted for their names to work as Literature Evangelists.

Lwitikila Seventh-day Adventist Church, local elders were happy with the program and they promised to support it up to the end. The church board members appreciated when they were given an opportunity to choose the colporteurs. They also realized that the most solemn responsibility that rests upon them was that of recruiting Literature Evangelists.

The recruitment project program idea was welcomed at Chitulika Seventh-day Adventist Church. Elders went ahead to arrange for the meeting, all the local church board members felt very much honored. For most of them, it was their first time to have an opportunity to discuss the names from the publishing ministry work. As one of the church board members said; she thought that the work of recruiting Literature Evangelists was the work of the conference publishing committee only, and not for the local church board.

After the discussion of the proposed names and voting for them, the elders together with the church board members accepted that, they were definitely responsible for the type of colporteurs who should enter the publishing ministry work. Furthermore they said, the local church did not know that one of their roles was that of recruitment and the selection of faithful Literature Evangelists.

At Shangai Seventh-day Adventist Church, though we only managed to recruit 3 Literature Evangelists, the program was very educative, for most of the church board members were participating in it for the first time. The program was very interesting as many were thinking that such a process had also aroused interest in the publishing work.

Generally the program helped elders, District leaders, Church board members and local church members understand the importance of the publishing work, and the urgent need for recruiting and training more Literature Evangelists in Mpika District. Probably other known methods of recruitments could have not worked well, since leaders and church members had developed a negative attitude towards Literature Evangelism work. The recruitment program was successful in that we recruited even more than the 8 Literature Evangelists, we wanted.

The Training Sessions

Since there is a direct relationship between the income of the colporteur and the amount of time he/she works, the orientation consisted of explaining the above in full to the interns. The 2 experienced Literature Evangelists with the researcher worked out the budgets with the recruits (refer to appendix 6). This was done in a very diplomatic way, so that the Literature Evangelists should not feel that the trainers were trying to run into their personal affairs. After the budgets had been worked out, the trainers told the recruits how many hours they should work and how many exhibitions they should show.

They were told what sales they should make in order for them to have sufficient income to balance their weekly or monthly budgets. The orientation sessions built confidence in the new recruits. All the recruits appreciated the program and were ready for the second session. The second training session special emphasis was placed on gaining a hearing, how to place an order, and how to secure the deposits. The 2 vital spots in the demonstration were the beginning and the close of the sale. A special effort was put forth by the trainers to drill and train the recruits on those important parts of the demonstration.

The other emphasis was on gaining an entrance, meeting objections, and closing the order. The recruits were also given ideas on what to do at the door and when closing the demonstration, with some tried and proved methods of answering the objections (refer to appendix 8 and 9). After the recruits had memorized those tactics they found them very helpful.

When the beginner comes to the end of the printed canvass he / she often runs out of something to say, that is a problem. Even though he/she has created a desire in his/her prospect to purchase the books he/ she can fail to close the order. It is on these

crucial points that the recruits received helpful counsel and training. Everything that was done during this important training session was done in an efficient manner, all the basics were given to them. Nothing was left to guesswork or done in a haphazard way that would leave the recruits with questions as to how they should do certain things.

After the second session 3 Literature Evangelists were recommended for sponsorship, so that they go to school for more training to come and work as professionals. The project worked very well such that the local churches were more than willing to sponsor the 2 colporteurs for further studies starting 2012 and completing in 2013.

Furthermore, the recruited and trained Literature Evangelists were given dates when they planned to begin their work, after they had signed their contracts. On the other hand, the recruited and trained Literature Evangelists were encouraged to lay their plans and arrange their program, so that they could begin their work of colporteur evangelism at an early date. However, they were also advised not to be pressed in taking up their work before they thought it fit, practical and advisable to do so. They were advised not to postpone the date that was set. Because a recruitee who decides to enter the colporteur work and postpones the date of his/ her beginning for several weeks or months leaves the way open for many things to develop. That might keep him/her out of the work. The recruits were encouraged to plan to attend a rally, a beginner's institute, or annual institute organized by the local conference publishing department.

The emphasis was that they should start work immediately on the date that was set. The more time that elapses between the close of the training session and the time the recruits should actually begin their work, the more difficult it will be for

them to get started. During the training session the weekly, monthly, quarterly, annual goals, sales evaluation, and self checklist report forms were also explained to them (refer to appendixes 2, 3, 4, 5, 6, and 7).

The weekly reports were very important for them to qualify for the required status. At the end of the project program in December 2012, Mpika district had 14 Literature Evangelist. 8 of whom were full time, 4 were part time and the other 2 were student Literature Evangelists. By December 2012 there were 2 credentialed Literature Evangelists, 2 licensed, and the remaining 10 were interns, who are preparing themselves to qualify for their licenses in the first quarter of 2013.

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The project program started in April 2010 and ended on the 31st of December 2012. It covered the period of 2 years and 9 months. Before designing research instruments, strategies, and procedures for data collection, researcher read widely, both on the topic, situation to be studied and on possible methodologies to be used. The researcher had to consult with the professor who was guiding the study. Questionnaires and interviews were used in the study to get data.

Summary

The research project began by identifying the problem. The problem was that, there were only 2 full time Literature Evangelists in Mpika District, compared with other smaller districts which had more than 3. The district is not just too vast for the North Zambia Field only, but for the whole country and only having 2 full time literature evangelists was a big problem.

The program development project was to recruit and train more Literature Evangelists in Mpika District of Zambia. An acceptable basis for the project was established in the review of literature, which included a theoretical basis for the program. The theoretical foundation basis included the Bible, the Spirit of Prophecy books and other writings.

This was on the importance of the written word and some biblical ideas for recruiting and training of workers. The Spirit of Prophecy writing by Ellen G. White

on the recruitment, training and selection of Literature Evangelists was discussed in detail. The history of literature evangelism in Mpika District was also reviewed from the records and the interviews which were conducted for the project program.

The Seventh-day Adventists and other non Adventist writers on the methods of recruitment and training of the colporteur evangelists were reviewed. How Literature Evangelists can be encouraged by letter writing and the visitations that should be done were also reviewed. The different methods of recruiting and training of Literature Evangelists we also found

The methods that we discussed in details included: The union paper, a recruiting card, recruiting tracts, the summer recruiting and using the local church board members. The recruiting method number 5 is the one which was used in this project program. As Dr L. Masuku puts it, “the project program was put in the hands of the local church members.”¹

Other issues which we reviewed were the literature evangelist training program, the objective plans for training, the matter of remuneration, the agreement contracts, personal appearance, the health habits, the first field training contact, the experienced colporteurs, and training in business and personal finance.

The description of the local setting was done by studying Mpika District’s geographical features, the growth history and demographics, its climate and the social economic activities. The questionnaires and interviews were administered to get the information on how to recruit and train the Literature Evangelists. Questionnaires and interviews were used as data collection instruments. The qualitative methods were used in the analysis of data, with the view of designing a program that was to help

¹ Leonard Masuku Dr. *Total Literature Evangelism* (Bulawayo: Zambezi Union Press, 1996) p.21.

leaders and church members understand and appreciate the importance of the publishing work.

Purposive sampling method was used to select the sample. The program was aimed at recruiting and training the Literature Evangelists. The running or implementation of the recruitment and training program included conducting meetings with the elders and the church board members. This was done at the 4 selected churches. After this the researcher worked with the District Literature Evangelism Leader, local church elders and the local church board members to identify men and women who could work as Literature Evangelists. Then I evaluated the project research development program and I wrote the report.

Conclusion

The purpose of the program research project was to investigate why such a vast district had only 2 Literature Evangelists. After establishing why Mpika district had only 2 colporteurs in steady of many, a program was designed in which church members answered questions on the questionnaires that helped church members, elders and district leaders understand the importance of the recruitment and training of the Literature Evangelists in Mpika District.

This research was significant, because it made a difference in Mpika District. The interest was created in the work among elders, other church leaders and church board members and the 2 Literature Evangelists. These are the ones who understood and appreciated the publishing ministry in Mpika District. The 2 Literature Evangelists were also motivated and encouraged by a group of 12 recruited church members who joined them in Literature Evangelism. The research program also contributed to the growth of the publishing ministry not only in Mpika District, but in the local Field as a whole.

The project helped to remove the challenges that were faced in Mpika of recruiting and training both full time and part time Literature Evangelists. The 4 churches were used as pilot recruitment and training centers for the local church members. By December 31st 2012 at the end of the research program project the number of Literature Evangelists increased from 2 to 14 colporteurs.

Recommendations

In view of the findings from the project research and development program, the following recommendations have been proposed;

1. Since both members and elders suggested using the church board members for recruiting literature evangelists and it worked very well. I therefore recommend that the publishing ministry should use the church board to recruit Literature Evangelists. This plan helps in securing the right type of workers, and at the same time ties the church with the program. The church takes an earnest responsibility in encouraging, because they have had a definite part in recommending the names of the recruitee. Even the recruited or proposed members should be visited and let them know that the church board has recommended their names; it is naturally a matter of encouragement to them.
2. The study emphasized the importance of using experienced literature evangelists. I recommend that the experienced colporteurs be used in the training program of the newly recruited Literature Evangelists. Since the training of a colporteur is not a work that can be accomplished in a week or a month, it should be an ongoing process.
3. From the study, the literacy levels in Mpika District are very low and most of the people can only read local language well. I therefore recommend

that the Adventist Book Centre in Mpika should have more vernacular language books, since the majority of the rural populations are only able to read the local language which is icibemba.

4. From the literature review Ellen G. White emphasized the great need to train more literature evangelists. I recommend that the 6 remaining full time Literature Evangelists be sponsored to go to the Literature Ministry Seminary (LMS), so that they can improve their understanding of the work and work efficiently. This is not only for Mpika District, but for the whole North Zambia Field Union.

APPENDIX A

SPIRIT OF PROPHECY QUOTATIONS

Recruits Called for

Night after night I am standing before the people, bearing a very positive testimony, and pleading with them to be wide awake, and to take up the work of circulating our literature. Review and Herald April 20, 1905.

The canvassing field is in need of recruits. Those who engage in this work in the spirit of the master will find entrance to the homes of those who need the truth. To these they can tell the simple story of the cross, and God will strengthen and bless them as they lead others to the light. The righteousness of Christ goes before them, and the glory of God is their rearward. Review and Herald. June 16, 1905.

Workers from Every Church

God calls for workers from every church among us to enter his services as canvasser evangelists. God loves his church. If the members will do His will, if they will strive to impart the light to those in darkness, He will greatly bless their efforts. He represents the church as being the light of the world. Through its faithful ministrations, a multitude that no man cannot number will become children of God, fitted for the everlasting glory. Every part of God's dominion is to be filled with His glory. What, then, is the church doing to enlighten the world, that from all parts of the earth a tribute of praise and prayer and thanks giving may ascend to Him?-Letter 124, 1902.

Every Believer to Help

Let every believer scatter broad cast tracts and leaflets and books containing the message for this time. We need colporteurs, who will go forth to circulate our publications everywhere.-Review and Heralds, Nov, 12, 1903.

APPENDIX B
COLPORTEUR FORMS

Total Monthly Subscription Sales Form

SAMPLING COMPUTATION OF LE'S BUDGETING PROCESS		
TOTAL MONTHLY SUBSCRIPTION SALES	(Unit of Currency)	10,000.00
DISTRIBUTION OF SALES PROCESS		
HHES/ABC Price		5,000.00
LEs Gross Income (50%)		<u>5,000.00</u>
		10,000.00
DISTRIBUTION OF LE'S GROSS INCOME (50%)		
Gross Income		5,000.00
Capital Budget (10%)		500.00
Operational (Family) Budget (90%)		<u>4,500.00</u>
Total		5,000.00
DISTRIBUTION OF OPERATIONAL (FAMILY) BUDGET INCOME		
Operational (family) Budget Income	4,500.00	
Fixed Expenses		
Tithe	_____	
Offerings	_____	
Savings	_____	
Rentals	_____	
Others	_____	
Total Fixed Expenses	_____	
Flexible Expenses		
Food	_____	
Clothing	_____	
Utility	_____	
Medical/Education	_____	
Transport	_____	
Personal/Allowance	_____	
Recreation/Vacation	_____	
Household/Expenses	_____	
Miscellaneous	_____	
Total Flexible Expenses	_____	
Total Budget Expenses	<u>4,500.00</u>	
(See "SAMPLE COMPUTATION OF LE'S BUDGETING PROCESS" on previous page)		

Literature Evangelism Annual Goals Form

LITERATURE EVANGELISM ANNUAL GOALS

Year _____

Name _____
Conference/Mission _____

GOAL CATEGORIES	WEEKLY	MONTHLY	QUARTERLY	ANNUAL
1. Sales				
2. Hours				
3. Sales Demonstration				
4. Missionary Activities				
a. Free Tracts				
b. VOP Enrollments				
c. Prayers for Customers				
d. Bible Studies				
e. Baptism				

Monthly Sales Achievement Evaluation Form

MONTHLY SALES ACHIEVEMENT EVALUATION

Name _____
 Conference/Mission _____

VALUE OF SALES/ORDERS

Months	Monthly Goal	Performance This Month	Over (Under)	Cumulative Goal To Date	Cumulative Performance To Date	Over (Under)
January						
February						
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						
Total						

Date of Evaluation	Remarks

Sales Monthly Report Form

LE MONTHLY REPORT
Publishing Ministries Department

Name _____ Conference _____ For the Month of _____

Date	Date	No. of Hours Working	No. of Homes Visited	No. of Book or Magazines Sold	Total Value of Orders	Amount of Delivery Sales	Missionary Activities				
							1	2	3	4	5
Monday											
Tuesday											
Wednesday											
Thursday											
Friday											
Total											
Monday											
Tuesday											
Wednesday											
Thursday											
Friday											
Total											
Monday											
Tuesday											
Wednesday											
Thursday											
Friday											
Total											
Monday											
Tuesday											
Wednesday											
Thursday											
Friday											
Total											
Monday											
Tuesday											
Wednesday											
Thursday											
Friday											
Total											

Signed: Literature Evangelist _____

Quarterly Performance Appraisal Form

QUARTERLY PERFORMANCE APPRAISAL LITERATURE EVANGELIST

Name _____ Month _____ Year _____
 Conference/Mission _____

Goal Category	Monthly Goal	Performance This Month	Cumulative Goal To Date	Cumulative Performance To Date	Over (Under)
1. Hours					
2. Sales Demonstrations					
3. Missionary Activities					
a. Free Tracts					
b. VOP Enrollments					
c. Prayers					
d. Bible Studies					
e. Baptisms					

Self-Appraisal Checklist Form

SELF-APPRAISAL PERFORMANCE CHECKLIST Literature Evangelist

Year _____

Name	MY RATING		
	Poor	Good	Very Good
1. Door approach is successful.			
2. Establishing contact quickly.			
3. Usually use an introductory prospectus.			
4. Getting advance information.			
5. Awareness of the prospect's needs, wants, and desires.			
6. Highlight selling points by always giving a feature with a benefit.			
7. Listening to prospects.			
8. Use of colorful, specific adjectives, and action verbs.			
9. Emphasizing the value and benefits of the book.			
10. Overcoming my annoying mannerisms.			
11. Sincerity in canvass presentations.			
12. Alertness to buying signals.			
13. Holding the book so that the prospect can see properly.			
14. Conducting myself properly, for instance, the way I sit.			
15. Appeal to the eye by showing appealing pictures.			
16. Use of testimonials.			
17. Enthusiasm in my work.			
18. Overcoming my being nervous and tense in the presence of the prospect.			
19. Mastering objections.			
20. Asking for referrals.			
21. Asking for testimonials.			
22. Mastery of closing procedures.			
23. Product knowledge (facts and benefits) is well enough.			
24. Using my working time properly.			
25. Working hours is enough (eight hours/day).			
26. Enrollment of people to the VOP Course.			
27. Use of opportunity for praying in the customers' homes.			
28. Faithfulness in carrying out my responsibilities for missionary activities.			

Date _____

Signature _____

APPENDIX C

SALES TALK AND PRESENTATION

SALESTALK ON 'TO ADOLESCENTS AND PARENTS'

1 Good morning Mr. _____. I am _____ from the Home Health Education Service. My call has been made possible because of the serious and negative influence affecting our children and youth in our community today. You wouldn't like to be left uninformed, would you? May I step in while I explain briefly? Thank you. (Confidently move forward)
As I have told you before, HHES is an international organization dedicated to strengthening of our homes through health and character building education.

2 You might be wondering why I am here this morning Mr. _____. It is because of the many issues affecting our society like alcoholism, drug abuse, baby dumping and tobacco use to mention but a few.

3 Some of the major challenges we are faced with are issues of street kids, crime and immorality. Many people are concerned with these challenges. These bad influences disrupt the peace and stability of our homes. That is why all concerned parents are worried about the future of their children.

You will be glad to know that the HHES has come up with some preventive solutions to these problems through this volume entitled, 'TO ADOLESCENTS AND PARENTS.'

To Adolescents and Parents was written by DR. JULIAN MELGOSA- a professional Doctor of Psychology. You will agree with me that there is possibly no stage in life as more complex and troubled than the teenage years.

It is a transition period, where all the human doubts, hesitations and uncertainties appear. If these doubts are not correctly treated important signs of immaturity in the adult person will remain.

This volume brings out relevant information on how to overcome the generation gap between the young people and the older. It contains 191 pages with 8 chapters. The author presents what should be known about adolescents and the family, friends, studies, and search for work, drugs, sexuality, and ethical and moral values.

He presents to us the information on how to create and maintain an atmosphere of friendship between adults and young people.

On page 37, he explains study techniques and how parents can help their children in their studies especially preparing them for examinations. And on page 124 he explains why people fall into drug addictions as he gives psychological advice on addiction problems.

It's a book loved by both parents and adolescents, and I am sure Mr. _____ you wouldn't want to miss this timely privilege, would you?

You might be wondering as to how much you need to part with for such an important volume. Many think that such a volume could cost K200, 000, but it comes to you at a reasonable amount of K100, 000 only.

We have two modes of payments; you can either pay by cheque or cash. Which one would you prefer?

May I please get your details correctly as I prepare a receipt for you?

I am sure Mr. _____; you have friends who would love to enjoy such a powerful volume. Please fill in this space we will deliver the books at their door steps.

Thank you, for your time and God bless you!

Sales Presentation

to me of the conver SALES PRESENTATION FOR
BEDTIME STORIES

"Mr./Ms./Mrs-----, My visit will be brief but of special
benefit to you and the family. parent, teachers, government
GREETINGious leaders are seriously. Concerned about the
increasing materialism, addi one
The purpose of the greeting is to establish relationship and
goodwill by leaving an initial impression a neat physical
appearance and pleasant voice.
childhood is the time for
education service know the
With your best smile look the client in the eye in a friendly
way, tipping your head slightly speak with clarity,
confidence, and good into nation, standing a comfortable
distance away from the customer.
the cooperation of educators
and writers, an excellent
"Good morning, (Afternoon, evening) Mr./Mrs./Ms.-----". Wait
for a response before continuing.
I am very happy to meet you, Mr./Ms./Mrs----- I am -----
from the Home Health Education Service (shake hands in
friendly manner). "I've come to speak with you in your home.
[factory, store, business, office, etc.] in the interest of
your children [mention the children by name]-----

benefits, should develop desire and lead to conviction,
and-----".

Have in your left case a sample or prospectus
Take a step forward to indicate your desire to enter. While
making a gesture with your right hand say, Thank you, if you
don't mind" and enter with prudent self-confidence.

The program is called Bedtime Stories and is contained in
Friendly Contact ful volumes, containing over 600 full
illustrations. Each contains
Seek to win trust and arouse curiosity through cordiality and
praise. Begin a friendly conversation by speaking of
something the customer has, loves, wants, believes, likes,
interested in, does, has done, or is and do so in terms of
sincere esteem, praise, recognition. For example, you might
say, "Mr./Ms./Mrs-----this lovely family (looking at a
picture on the wall) is your family?" or "Mr./Ms./Mrs-----I
pointing with your finger) that nice car outside the door (in
the garage, yard, etc.) looks like it would be really
comfortable." or "Mr./Ms./Mrs----. I notice you like music. Who
in the family plays piano (looking at the piano and touching
it carefully)?"
action which led to ruin and disgrace, and
how his loving dad took him -- back and forgave
Place yourself in front of a conveniently located chair and
wait to be invited to sit down. If the customer doesn't look
at the chair discreetly, and the customer will usually invite
you to sit. a girl who had inadvertently taken something
that didn't belong to her returned it.

Introduction
Dan and the fighter planes (p. 12) are sales
The purpose of the introduction is to capture the customer's
attention and arouse interest through attention catching
statements. Once you are seated or conveniently located, set

to me of the conversation, as follows:-- and out tells how the father discovered his son was smoking and the unfortunate "Mr/Ms/Mrs-----, My visit will be brief but of special benefit to you and the family, parent, teachers, government and religious leaders are seriously concerned about the increasing materialism, additions, sickness, delinquency, crimes of violence, abusiveness and other social ills of our society that seriously threaten the future of our children. "Mr/Ms/Mrs-----, Home Health Education Service know that childhood is the time to lay a solid foundation of life-guiding principles which build character and follow young people through the difficult years until they reach maturity.

The Close
"It has therefore prepared, with the cooperation of educators, artists, and writers, an excellent program which provides very practical benefits needed at this time by our children to prepare them to face tomorrow. I'll show you briefly what I mean". him/her to express any objections and answer them adequately. If he/she is ready to close, move ahead.
Demonstration

The demonstration, through a descriptive explanation of benefits, should develop desire and lead to conviction. million dollars. They are bound in long-wearing, elegant Have in your briefcase a sample or prospectus. Pull it out as you speak showing the customer the unfolding of covers at the back of the prospectus. id a character that can't be bought at any store or shopping center.

"The program is called Bedtime Stories and is contained in these five wonderful volumes, containing over 600 fullcolor illustrations. Each contains many thrilling, informative, developmental stories which skillfully help children develop a health philosophy of life. relation to the benefits to be obtained. Allow your words to sink in as you speak. The help to shape character, develop good judgement, and sow in the minds the seeds of proper behavior and character traits, while leading them to avoid what's harmful to them. This is the first volume. (show the first two pictures and due on the topical index, indicating the subjects covered.)

"Hence you find stories like the boy who ran away' (page 67) telling about the boy who, against his parents' advice, chose a wrong course of action which led to rum and disgrace, and how his loving dad took him -- back and forgave him. Here we see the nobility of true love.

And doesn't cost what you pay for an encyclopedia; its only cost is another story on page 109 in which honesty is rewarded when a girl who had inadvertently taken something that didn't belong to her returned it.

"Mr/Ms/Mrs-----, Home Health Education Service will send "Dan and the fighter planes' (p. 127) explains objectively the importance of obedience to one's parents, even when they are

out of sight and far away. "What Dad found out tells how the father discovered his son was smoking and the unfortunate consequence of this habit."

"And in order to serve you better, I have come prepared to add. Putting the prospectus in the hands of the client say, "Volume two covers things like generosity, loyalty, quarrels and purity. Volume 3 speaks of anger, kindness, impatience, and perseverance. Volume 4 puts down pomposity and fighting and holds up kindness. Volume 5, is so varied it covers topics all the way from alcoholism and TV to the bible and the Lord Jesus, and many stories."

The Close-----, how many sets shall we send, one to each child, or just one set for all of them? This phrase is moving him/her to action through the use of "selling" phrases. Determine if your client is ready to close, and if a decision, moving him/her to express any objections and answer them adequately. If he/she is ready to close, move ahead confidently. pleasant decisiveness. As you take out the contract and prepare to write clearly, say, you've made a "All this, Mr/Ms/Mrs-----, is contained in a collection of five-color illustrations produced at a cost of over two million dollars. They are bound in long-wearing, elegant material that is easy to clean using only a damp cloth. Hundreds of stories and pictures not only impress the minds of your youngsters but build a character that can't be bought at any store or shopping center, charges.

Appeal: prefer to use our ten-month easy payment plan with modest monthly charge (if your country has this plan). Which? The appeal, using benefit loaded "selling phrases, shows, how reasonable the price is in relation to the benefits to be obtained. Allow your words to sink in as you speak in convincing conversational style.

"Mr/Ms/Mrs-----, as a first payment, how much should I write? "Mr/Ms/Mrs-----, people spend a lot of money on food that disappears, on furniture that wears out, on luxury items that do thing but feed ones vanity.

"What you spend on Bedtime Stories isn't spent; it is invested on something really needed to help your children cope with the future, to be good citizens, to serve their neighbors, their country, and God. I'll put your list of prospective customer."

"Mr/Ms/Mrs-----, I am happy to serve such a distinguished customer. "And doesn't cost what you pay for an encyclopedia; its only-----." Say the amount clearly and confidently, and shrug yours shoulders to suggest that's not very much money.----- your friends would you suggest I visit first?"

"Mr/Ms/Mrs-----, Home health Education Service will send this valuable collection to your home by Zam post, or deliver it personally, as it has done for some of your friends and

neighbors in the community. You should have it in approximately two weeks.

Farewell

"And in order to serve you better, I have come prepared to add your name to the list of those who will soon be receiving this set. Should I write your name or your child's name?"

Put away all your material in an orderly manner and prepare to get ready to add the name to list of customers who have already placed an order and wait the answer. Then invite him/her to write the name himself/herself.

"Mr/Ms/Mrs-----, how many sets shall we send? (One for each child, or just one set for all of them?" This phrase is optional).

Since you also trust in God, before I go would you like me to Contract and Advance to God in heaven, asking a special blessing on you and yours? Is there any special need?

The contract and advance deposit provide a way to confirm the order with pleasant decisiveness. As you take out the contract and prepare to write clearly, say, you've made a great acquisition, Mr/Ms/Mrs-----, and I congratulate you. Your children will thank and always remember you for it. Say good-bye and leave.

"We have two payment plans to offer some people prefer to pay in full at the time of ordering---in cash by personal check, or by credit card---or over a three-----month period (90 days) without any finance charges.

"Others prefer to use our ten-month easy payment plan with modest monthly charge (if your country has this plan). Which of this plans would you prefer? The easy payment plan or payment in full?" Wait for the answer before writing out the contract."

"Mr/Ms/Mrs-----, as a first payment, how much should I write in here? Do you prefer 50% as others are doing, or on 25%?"

Recommendations

Using expressions of praise, make the client feel important and enlist his/her in order to further confirm his/her own order.

Speaking as you pull out your list of prospective customers, Mr/Ms/Mrs-----, I am happy to serve such a distinguished (cultured, appreciated, respectable, fine) person as you, and I am sure you have friends like yourself. I'd be happy to visit them to be of service to them also. Which of your friends would you suggest I visit first?"

Clearly write the name, address, phone number, and names and ages of the children. If you are talking to a manager, ask for

names of staff also. LES PRESENTATION FOR
BEDTIME STORIES

Farewell

Use cordial expressions to confirm in the customer a friendly feeling and his/her anticipation of delivery of the order.

The purpose of the greeting is to establish relationship and

Put away all your material in an orderly manner and prepare to leave. "It has been a very pleasant visit, Mr/Ms/Mrs-----.


"I leave with the assurance of having made a new friend with one who I know is very interested in building not only excellence of character but also excellence of spirit in the home.

"Since you also trust in God, before I go would you like me to say a little prayer to God in heaven, asking a special blessing on you and yours? Is there any special need would you like me to pray about - family, health problems, travel, or perhaps some special project? Speak with you in your home,

(factory, store, business, office, etc.) in the interest of
Pray either while standing or kneeling as the Holy Spirit and common sense dictate. Then with a firm, friendly handshake say good-bye and leave.

APPENDIX D

LITERATURE EVANGELISTS APPLICATION FORM


**ZAMBIA UNION CONFERENCE
PUBLISHING MINISTRIES DEPARTMENT
LITERATURE EVANGELIST APPLICATION FORM**

SURNAME: OTHER NAMES:

MALE: _____ FEMALE: _____ DATE OF BIRTH:
(Photocopies of NRC required)

MARITAL STATUS: SINGLE _____ MARRIED _____ DIVORCE _____ WIDOWED _____

POSTAL ADDRESS:

NAME/ ADDRESS OF NEXT OF KIN:

RELATIONSHIP:

NUMBER OF CHILDREN

1. NAME:	DATE OF BIRTH:
2. NAME:	DATE OF BIRTH:
3. NAME:	DATE OF BIRTH:
4. NAME:	DATE OF BIRTH:

YEAR OF BAPTISM:

NAME OF CHURCH WHERE YOUR MEMBERSHIP IS:

CHURCH OFFICE(S) YOU HOLD:

SCHOOL GRADE COMPLETED: YEAR: SCHOOL:

COLLEGE/UNIVERSITY/DIP/DEGREE: YEAR: INSTITUTION:
(Photocopies of certificates required)

LANGUAGES SPOKEN:

DO YOU HAVE ANY HEALTH PROBLEM? YES: _____ NO: _____

IF 'YES' STATE WHAT KIND OF ILLNESS?

DO YOU INTEND TO WORK (i) FULL TIME: (ii) PART TIME: (iii) STUDENT:

PLACE OF LABOUR PREFERENCE (i) FIRST CHOICE: (ii) SECOND CHOICE:

SIGNATURE OF APPLICANT: DATE:

APPLICANT'S PHONE NUMBER:

IMPORTANT INSTRUCTIONS:

1. An LE application deposit of K is required and should accompany this form.
2. Have your local church Literature Evangelism Leader, Treasurer, Church elder and Pastor sign below and return this form to the Publishing Director.

RECOMMENDATION:

I recommend that the applicant is a church member of and he/she is in regular standing.

Is he/she physically and mentally sound to serve as a Literature Evangelist? Yes _____
No _____

SIGNATURES:

1. Literature Evangelism Leader: _____ Date: _____
2. Church Treasurer: _____ Date: _____
3. Church Elder: _____ Date: _____
4. District Pastor: _____ Date: _____

OFFICIAL USE ONLY:

Date application was received: _____

Amount of money deposited K _____

Approved by the Publishing Committee of North Zambia Field _____

Publishing Director: _____ Sign: _____ Date: _____

Field President: _____ Sign: _____ Date: _____

APPENDIX E

LITERATURE EVANGELISM WORK SURVEY

This questionnaire is trying to find out or establish levels of understanding, support and attitudes towards Literature Evangelism work.

You don't need to write your name on this questionnaire, but you can put an X or tick on the appropriate space provided.

1. Kindly indicate by ticking your gender. Male..... Female.....
2. What age group are you in? 15 to 19 years..... 20 to 25years..... 26 to 35years..... over 36 years.....
3. How long have you been an Adventist member? Over one year..... Over 5 years..... Over 8 years..... Over 15 years.....
4. Have you attended any meeting conducted by Literature Evangelists?
Yes..... No.....
5. What kind of meeting was it? Rally..... Institute..... Conversion.....
Promotional bible study.....
6. Do you personally support the colporteur ministry? Many times.....
Always..... Sometimes..... Never.....
7. Are you prepared to share a book? Yes..... No.....

8. How many books among the following do you have please indicate?
 Bibles..... Spirit of Prophecy..... Health..... Marriage.....
9. How often do you read these books? Every day..... Only at
 church..... Rarely..... Once a week..... Monthly.....
10. Has any conference publishing director visited your local church?
 Yes..... No.....
11. When was that? 2009..... 2010..... 2011..... None of the
 above.....
12. Who promotes publishing work at your local church? Pastor.....
 Elders..... Lay members..... None.....
13. How many Literature Evangelists do you have at your local church?
 One..... Two..... No one..... More.....
14. Do you encourage colporteurs' strengths in your local Church?
 Never..... Seldom..... Always..... Frequently.....
 Occasionally.....
15. Does the colporteur work encourage you to share your faith with neighbors
 and/or fellow employees? Never..... Sometimes.....
 Always..... Other.....
16. How many times do you pray for Literature Evangelism? Every
 day..... Sometimes..... Every week..... Never.....

17. What method of recruitment for Literature Evangelists would you recommend? Public appeals..... Local church board..... Rallies..... Other.....

18. What advice would you provide for increasing the number of Literature Evangelists? Visitations..... Preaching Information..... Other.....

19. Whom do you think should be selected as colporteurs? Any one..... Those doing nothing..... School dropout..... Those doing something.....

20. How many times do you read the bible? Everyday..... One a week..... Once a month..... Sometimes.....

21. How many times do you read the spirit of prophecy? Sometimes..... Every day..... weekly..... Monthly.....

22. How many times do you read health and character building books? Monthly..... Weekly..... Every day..... Sometimes.....

23. If you have suggestions on how to conduct recruitment and training of Colporteurs at your local church, please indicate.

.....

24. If you have other comments and advice write them down below.

.....

.....

APPENDIX F

CORRESPONDENCE

Permission Letter from Mpika Central Church

Seventh-day Adventist
Mpika Central SDA Church
P.O. Box 4500085
Mpika
3rd November, 2011

Mpika Mission District,
Mpika

Dear Pastor B. Sipanje

Ref: RECRUITMENT OF LITERATURE EVANGESLISTS

I write to inform you that you have been granted permission to come and attend church board for the above captioned matter. The meeting will be held at Mpika Central SDA Church on 5th November, 2011. Time 12:30 hours.

Your presence will add value to our meeting.

Yours in Christ Jesus,


Kasongo Abraham
Church Clerk




Nyimbwa Trust
Church Elder

Permission Letter from Lwitikila Sda Church

LWITIKILA
P.O. BOX T81, MPIKA

Seventh-day Adventist
Lwitikila SDA Church
P.O. Box T81
Mpika
16th December, 2011


Mpika Mission District,
Mpika

Dear Pastor B. Sipanje

**Ref: PERMISSION TO ATTEND THE CHURCH BOARD FOR L.E
RECRUITMENT**

This serves to grant you permission to come and attend the church board in which Literature Evangelists will be recruited. The board will be held on 17th December, 2011 at 12:30 hours at Lwitikila SDA Church.

Yours in Christ Jesus,



MARY NYONI CHINTAMA
Church Clerk



Church Elder



Permission Letter from Chitulika SDA Church

Seventh-day Adventist
Chitulika SDA Church
P.O. Box 450....
Mpika
2nd March, 2012

Mpika Mission District,
Mpika


Dear Pastor B. Sipanje

**Ref: PERMISSION GRANTED TO COME AND ATTEND CHURCH FOR
RECRUITING LEs**


Reference is made to the above subject matter.

The church has given you permission to come and attend the recruitment of the Literature Evangelists board which will be held on 3rd March, 2012 at Chitulika SDA Church around 13:00 hours.

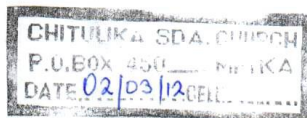
Yours in Christ Jesus,



Wilbrod Katongo
Church Clerk



Chibende Gift
Church Elder



Permission Letter from Shangai SDA Church

Seventh-day Adventist
Shangai SDA Church
P.O. Box T99
Mpika
7th April, 2012


Mpika Mission District,
Mpika

Dear Pastor B. Sipanje


**Ref: PERMISSION TO ATTEND THE CHURCH BOARD FOR LERATURE
EVANGESLISTS**

The church at Shangai has permitted you to come and attend the above mentioned meeting on 8th April, 2012 at 14:00 hours. We look forward to have you attending. All the best

Yours in Christ Jesus,



Chimpinde Tryson
Church Clerk



Bwalya Nelson
Church Elder



APPENDIX G


RECRUITED LITERATURE EVANGELISTS

MPIKA MISSION DISTRICT

LITERATURE EVANGELISM DEPARTMENT AND WORKERS OF THE PRINTED PAGE

S/N	NAME	CLASS	CHURCH
1	BR KATONGO ABRAHAM	CREDENTIALLED	MPIKA CENTRAL
2	BR KANUNGWE LEWIS	CREDENTIALLED	MPIKA CENTRAL
3	BR KANGWA KENNETH	LICENCED	CHITULIKA
4	BR CHANDA KEVIN	LICENCED	LWITIKILA
5	SR SITUMBEKO MUNDIA	INTERN	LWITIKILA
6	BR SITUMBEKO MUNDIA	STUDENT	LWITIKILA
7	BR SIASUWO PRESTER	INTERN	LWITIKILA
8	SR CHIKWANDA VICTORIA	STUDENT	CHITULIKA
9	SR MUTAMBA VERONICA	INTERN	SHANGAI
10	SR CHAMA PRUDENCY	INTERN	CHITULIKA
11	SR KABWE	INTERN	SHANGAI
12	BR MWANSA INNOCENT	INTERN	SHANGAI
13	BR NKOLE ALEX	INTERN	CENTRAL
14	BR CHEWE EDWARD	INTERN	CENTRAL

- * These are names of those who were recommended for LMS training and were sponsored by churches
- * 3 to 14 are the ones recruited and trained during the project.


KASONGO ABRAHAM

District Literature Evangelism Leader

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CURRICULUM VITAE

2010 to 2013	District Pastor Mpika North Mission District
2010 to 2013	Student at Adventist University of Africa
2007 to 2009	North Zambia Field Publishing Director, Ministerial Secretary, Family Life Director and Voice of Prophecy Director
2005 to 2008	Student at Zambia Adventist University
2003 to 2006	Mpulungu Mission District Pastor
1998 to 2002	District Pastor Nakonde and Isoka-Muyombe Mission Districts
1994 to 1995	Assistant Publishing Director, Luapula Province
1993	Regional Publishing Director, North East region
1988 to 1992	Literature Evangelist in Mpulungu and Mbala
1985 to 1988	Student at Mufulira and Mbala Secondary Schools
1978 to 1984	Pupil at Masamba, Makola and Makole Primary Schools