

1953 S.B.C. STEWARDSHIP PROMOTION  
TO INCLUDE SIMULTANEOUS STUDY

NASHVILLE, Tenn.--(BP)--Southern Baptists will engage in a simultaneous stewardship week in 1953 if a recommendation of the promotion committee of the Executive Committee is carried out. Plans call for a week of stewardship studies in the Convention's 27,245 churches. The simultaneous effort will be preceded in 1952 by a general stewardship week emphasis. The report was presented here to the S.B.C. Executive Committee by Dr. J. Norris Palmer, chairman of the promotion committee.

The report also called for a promotion conference of state secretaries, state editors, S.B.C. institution representatives and the promotion committee to meet at Biloxi, Miss., May 15-17, 1951. The purpose of the meeting will be to study long range needs of Southern Baptist Convention promotional needs and to find ways and means of more concerted promotional emphasis.

The 1951 promotional emphasis will be three fold: (1) The Cooperative Program (2) Every Member Canvass and (3) tithing and Tithers Enlistment Visitation. The emphasis will be directed by Dr. Merrill D. Moore. The Cooperative Program is the Convention's plan to raise ten million dollars for Southern Convention mission needs and an estimated fourteen million for state institutional needs. The Every Member Canvass is the plan for enlisting pledges from the Convention's 6,761,000 members. Tithers Enlistment Visitation is a method for teaching tithing in the homes of the people by means of a special prepared turnover chart.

The promotional program will be supported by the Convention's publicity program and geared to the 117 papers and magazines published by Southern Baptists. Basic in the promotion are the 22 state newspapers circulating nearly one million weekly. Also basic are the publications of the Division of Publications of the Executive Committee, Albert McClellan, director. The publications include:

(1) The Baptist Program, a magazine for the Convention's 23,000 ministers, (2) Baptist Bulletin Service, a weekly service to 600,000 Baptists, (3) Baptist Press, a news service serving the 22 Baptist weeklies, (4) S.B.C. Mat Service, a procedure for the supplying of stewardship mats and cuts to newspapers and churches (5) Tracts for stewardship purposes.