

REPORT OF THE SOUTHERN BAPTIST BROTHERHOOD COMMISSION
George W. Schroeder, Executive Secretary, Memphis, Tenn.

The Brotherhood Commission of the Southern Baptist Convention reported last night it plans to conduct the first National Conference of Southern Baptist Men in Oklahoma City, September 18-20. Executive Secretary George W. Schroeder said that from 8,000 to 10,000 men are expected to be in attendance. In his annual report for the Commission, Schroeder also described the continuing process of the transfer of Royal Ambassador work from the Woman's Missionary Union, auxiliary of the Southern Baptist Convention. This transfer was authorized several years ago by the Convention, but time was given in which to complete the transfer.

The annual report of the Brotherhood Commission also reported on two mission tours made by Brotherhood men to Southern Baptist mission fields in Mexico, new construction at the office site of the Brotherhood Commission in Memphis, circulation of Brotherhood magazines and literature, and future needs as seen by the Brotherhood Commission.

Schroeder said that beginning October 1 all literature and other materials connected with Royal Ambassador work will be distributed from the office of the Brotherhood Commission in Memphis. Until October 1, the material will continue to be shipped from the office of the Woman's Missionary Union in Birmingham, Alabama. The Woman's Missionary Union has sponsored the Royal Ambassadors since their organization.

In 1956 the Brotherhood Commission completed its first step in a four-step, long range building program, according to Schroeder. "The Commission built a new wing to its office building which enabled the Commission to better house its staff and to provide some most sorely needed shipping and storage space," Schroeder said.

"In reporting the first step on the long range program of the Commission, it is to be emphasized what has been built is simply a stop-gap operation," he declared. He said that he was providing this information so that the Convention would be aware of the fact that the Brotherhood Commission faces a critical housing problem. "If the Commission is to do that which the Convention is expecting of it, then it must have additional space at the earliest possible date," he added.

During the past year the Commission sponsored two tours of Baptist laymen into Mexico. A total of 87 men went on these tours. The laymen saw first-hand the work of Southern Baptist Foreign Missionaries in that country.

Schroeder said the Brotherhood Commission produces four types of literature for Brotherhood and Royal Ambassador work -- program literature, organizational literature, promotional literature, and records. He said that the circulation of Brotherhood and Royal Ambassador literature during the past year had reached "a new height." More than two million pieces of Brotherhood literature alone were distributed during the twelve months.

The average quarterly circulation of the BROTHERHOOD JOURNAL, the major Commission publication, was 108,000. AMBASSADOR LIFE, a magazine for the Royal Ambassadors boys' missionary organization, had an average monthly circulation during 1956 of 67,000.

The future needs of the Brotherhood Commission Schroeder described as being in two areas -- physical needs such as added office space through construction of new buildings, and personnel needs.

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Executive Secretary of the Brotherhood Commission, George W. Schroeder has office and residence at Memphis, Tenn. He is a native of Pinckneyville, Ill., born Oct. 28, 1913. He received bachelor's and master's degrees from Southern Illinois University. Schroeder was Brotherhood secretary for Illinois Southern Baptists and associate secretary of the SBC Brotherhood Commission before being promoted to his present position. He is an active Baptist layman and has served as teacher and superintendent of Baptist Sunday schools.

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Southern Baptist Convention
1957 - at Chicago, Ill.
Office of Press Representative
Albert McClellan

Release: Morning Papers
Saturday, June 1

REPORT OF DIVISION OF PROMOTION, SOUTHERN BAPTIST EXECUTIVE COMMITTEE
Merrill D. Moore, Nashville, Director of Promotion and Associate Secretary

Developments in three areas -- the Forward Program of Church Finance of Southern Baptists, the observance of 1957 as World Missions Year by Southern Baptists, and Cooperative Program financial goals -- were described last night at the closing session of the Southern Baptist Convention.

Information on developments in the three fields was presented by Merrill D. Moore, associate secretary and director of promotion for the Southern Baptist Executive Committee, Nashville.

Moore told the Convention that during the past year the Forward Program of Church Finance of Southern Baptists, which had been in the stage of development for two years, had been worked out for use by churches. Test campaigns were held in churches in Phoenix, Arizona, and Jackson, Mississippi, which Moore said were very successful. In addition, the Executive Committee has begun making available printed material to churches wishing to employ the Forward Program of Church Finance in raising church budgets each year.

"The Forward Program of Church Finance of Southern Baptists is a complete and correlated program of church finance for every member support of an enlarged church program including world missions, local work, and building needs," Moore declared. "It is a plan for greatly increasing budget receipts and developing the spiritual vitality and missionary achievements of a congregation."

The key piece of literature for the Forward Program of Church Finance is known as "The Guidebook of Fund Raising and Church Budget Promotion." The Guidebook includes the calendar, a step-by-step explanation of each element of the campaign, and follow-through procedure."

He said the Forward Program of Church Finance is being promoted through conferences, conventions, and special meetings in the various states cooperating with the Southern Baptist Convention.

Moore said that World Missions Year was being observed in all states of the Convention "in an effective way."

Moore said that increased receipts in the various Southern Baptist churches could be expected as a result of the new Forward Program of Church Finance, the increasing interest in world missions because of World Missions Year, and the interest in the Baptist Jubilee Advance. He told of recommended goals for Southern Baptists for greatly increased gifts through the Cooperative Program, the Convention's financial plan.

The recommended goals are outlined through the year 1964, which is the 150th anniversary of organized Baptist work on a national scale in North America, the same year in which the Baptist Jubilee Advance culminates. Gifts to all causes begin with a goal of \$7 million per week, or \$364 million through the year for the entire Convention in 1957, an increase at the rate of a goal of \$1 million a week more each year through 1964, when the goal will be \$14 million per week, or \$728 million for the entire year for gifts for all purposes.

Gifts through the Cooperative Program range from a goal of \$43,680,000 for the year for 1957 to a goal of \$189,280,000 for the year for 1964.

The Cooperative Program does not represent all money contributed to Southern Baptist churches. The Cooperative Program includes money forwarded by churches for distribution to state and Southern Baptist missionary and benevolent work. It does not include that money retained by the churches for their own building, operational, and missionary activities.

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Merrill D. Moore is director of promotion for the Executive Committee of the SBC. Born Nov. 14, 1904, he was educated at Mississippi College and Southern Baptist Theological Seminary. He has pastored churches in Mississippi, Indiana, Kentucky, Alabama, and Tennessee. Moore also was president of Tennessee College for Women. He has been a member of the Convention's Relief and Annuity Board, its Executive Committee, and its Social Service (now Christian Life) Commission.

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Southern Baptist Convention
Chicago, Illinois - May, 1957
Office of Press Representative
Albert McClellan

RELEASE: Morning papers
Saturday, June 1

The Executive Committee Promotion Report
Merrill D. Moore, Director of Promotion
Friday, May 31
7:30 - ~~8:00~~ P. M.
8:10

AGENDA

1. Porter Routh, Executive Secretary, Executive Committee, recognized by the chair.
2. Presentation of Albert McClellan, Director of Publication, and Merrill D. Moore, Director of Promotion.
3. Reading of Promotion Section of Executive Committee Recommendations as contained in Wednesday's Convention Bulletin.
4. "The Forward Program of Church Finance Works", Chester L. Quarles, Mississippi.
5. "The Forward Program Works in a Country Church", Theodore Lea, Mississippi.
6. "The Percentage Plan of Giving Through the Cooperative Program Will Help Your Church Double Its Cooperative Program Gifts", J. Edwin Hewlett, Missouri.
7. "Using Available Tools to Advance in Missions", Merrill D. Moore.

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THE FORWARD PROGRAM OF CHURCH FINANCE WORKS

By: Chester L. Quarles

Chester L. Quarles, born Wiggins, Mississippi. Education: Howard College A.B. degree 1929; Southern Baptist Theological Seminary, Th.M. degree 1933; Mississippi College, D.D. 1951. Held pastorate Newton, Ala., 1933-1935. Training Union secretary and Baptist Student Union Secretary of Alabama 1935-1940; Sunday School Board, Associate Training Union department in charge of Association promotion 1940-1942. Pastor First Baptist Church, Leland, Mississippi, 1942-1947; First Baptist Church, Sylacauga, Alabama, 1947-1950. At present Executive Secretary-Treasurer, Mississippi Baptist Convention. He has held this position since 1950. Denominational service: Executive Committee, Southern Baptist Convention 1947-1950, Social Service Commission, Mississippi Convention, president Executive Board, Alabama Baptist Convention 1950, Moderator Deer Creek Association, Miss., and Coosa River Association, Alabama. At present he is chairman of the Future Program Committee and chairman of the Long Range Rural Church Committee.

We are inspired by the results of the test campaigns of the Forward Program of Church Finance which were conducted in Jackson, Mississippi, last fall. Ten of our churches representing a cross section of various types of churches agreed to attempt the program. They faithfully followed all of the suggestions and really worked at it. No part of the program was left out. It was followed through to a successful conclusion in every instance.

Four of the workers of the Executive Committee of the Southern Baptist Convention were with us and we greatly appreciated their service in four of the churches and in a state-wide finance clinic conducted each morning for the week they were with us. These splendid leaders were very careful to protect the "do-it-yourself" aspect of the program. While they observed and advised, in no instance did they take over the leadership of the campaign. They did not preach in the churches on Sunday, nor

did they deliver inspirational messages for which they are all so capable. It was proven in the 10 churches in Hinds County that the leadership of a church can take the materials and instructions and successfully conduct the campaign.

Our ten churches increased their budgets 42 per cent, from \$924,200 in 1956 to \$1,307,912 in 1957. Pledging for 1957 was 83% better than 1956. Tithers increased 92%.

The campaigns cost an average of \$1.03 for every \$100 raised or \$1.15 for each resident member of the churches. The largest amount spent by any church was \$2,163.56, and the smallest amount \$210. Actually the campaigns did not "cost" but paid for themselves on pledge Sunday, because sufficient money came in on that Sunday to pay all regular budget requirements and the entire cost of the campaign.

Our churches are enthusiastic about it and are planning to have the same type of campaign this coming fall. It is being recommended in Hinds County that all the churches enter into a simultaneous campaign.

Missions and specifically the Cooperative Program are receiving a tremendous boost by the Forward Program of Church Finance. Mississippi Baptists set a goal of \$1,900,000 to be given by the 1700 plus churches through the Cooperative Program in 1957. These ten churches will give approximately 40 per cent of the needed increase. The Forward Program of Church Finance will serve Southern Baptists well.

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THE FORWARD PROGRAM WORKS IN A COUNTRY CHURCH

By: Theodore E. Lea

Theodore E. Lea, born Amite County, Mississippi, February 16, 1924. Converted in First Baptist Church, Magnolia, in 1937. Received B.A. degree from Mississippi College in 1952. Elected to serve as deacon in home church, Magnolia, in 1949. Held pastorate Pochahonta Baptist Church 1949-1952. Began his pastorate at the Salem Baptist Church, a typically rural church seven miles from Raymond, Mississippi in 1952 and is present pastor at Salem Baptist Church.

Southern Baptist churches are being offered a complete program of church finance which will fit into any local program and work effectively. It worked at Salem--in every way a typical rural church. With a membership of 110, it has little possibility of expanding because two other Southern Baptist Churches restrict its territory. Another discouraging factor which faces the people at Salem is that the young people are leaving the country. Salem is located in the open country seven miles from the nearest town.

This is the story of a seventy-eight-year old half-time church which went full time four years ago and which has maintained an average 5 per cent increase in budget giving each year. The church adopted the Forward Program of Church Finance and found it to fit perfectly into its planned spiritual program of work. Our church did everything the larger churches did: i.e., analysed giving and potential, published a printed campaign newspaper, held a loyalty dinner, had a pledge Sunday with a loyalty march and followed up with every member.

With enlarged vision of missionary opportunities through a finance program, our people are sold on this package plan. Cooperative Program giving has soared from a \$300 level to \$1044. Per Capita giving has gone from \$42 to \$78. One hundred and one pledges were made to exceed \$7800 and the giving record to date is exceeding the budget. In money increase this represents \$3500 or 55% over the previous year's budget.

This is a spiritual program. Spiritual leaders have brought the best out of much material and have built on the premise that stewardship is a spiritual task. It is designed to promote and teach the grace of giving and the joys which accompany the cheerful giver. In short, the program calls for the best in Christian soldier-ship! The Forward Program of Church Finance really worked in our typical rural church. It will work in your church also.

THE PERCENTAGE PLAN OF GIVING THROUGH THE COOPERATIVE PROGRAM
WILL HELP YOUR CHURCH DOUBLE ITS COOPERATIVE PROGRAM GIFTS

By: J. Edwin Hewlett

James Edwin Hewlett, born January 3, 1912, Wynn Arkansas. Attended public schools in Greenwood, Mississippi, B.A. degree from Mississippi College, Th.M. degree from Southern Baptist Seminary at Louisville, Kentucky. Pastored the following churches: Seven Hills Baptist Church, Owensboro, Kentucky, 1936-1938; First Baptist Church, Richmond, Kentucky, 1939-1944. Southwest Baptist Church, St. Louis, Missouri, 1944. Served as president St. Louis Baptist Missions Conference, Member of Missouri State Board and also Executive Committee of Board. Southern Baptist Foreign Mission Board member.

We caught a vision!

Because of that vision our church will more than double its gifts to world missions through the Cooperative Program this year. And we trust that this is just the beginning.

A few months ago as our people began to recover from a fire which left our church auditorium in ruins and forces us to worship in a nearby theatre, we began to rethink our decision, made only a few weeks before our disaster, which would more than double our mission gifts over the past year.

It had not been an easy decision to make in the first place. With five large Roman Catholic churches in a radius of two miles of the Southwest Baptist Church and surrounding us on every side, do we not have one of the largest mission fields in the Southland? After using makeshift Sunday school quarters for so long such residences, a converted garage building, a Jewish school ten blocks removed from the church, wasn't it time we show a bit of favor to our building program?

It may interest you how we won our victory. It came following a meeting of our "Enlarge the Budget" campaign committee. Dr. Merrill D. Moore met with our committee, and asked us a specific question about our budget. "What per cent of your total budget did your church give to world missions through the Cooperative Program last year? I replied, "Fifteen and one-half per cent." "That is fifteen and one-half per cent of the total budget?" "Oh, no, fifteen and one-half per cent of the budget, not including the building fund."

So oblivious was our committee to any obligation for such a computation that it was necessary to give the figures and let our guest compute the percentage. Imagine our surprise when we learned that only 11% of the total budget was given through the Cooperative Program. And with much pride we had been boasting of giving 29% for missions.

Being a mission-minded church we "got hold of" the idea of including the building fund as a part of a truly unified budget. We appealed to our people to make then one pledge to a truly unified budget.

Now came the test for the Budget Planning Committee. One said, "We have actually been giving 15½% of our partial budget through the Cooperative Program. Now let us make it at least that amount of the total budget. Another enthusiastically suggested "let us raise it at least one per cent and make it 16½ per cent."

The recommended budget was presented to the church, which had been conditioned for it with several sermons emphasizing our world mission obligation and opportunity. It was forcefully explained to the church that they were being challenged to approve named percentages of the entire budget rather than a partial budget. The new budget was adopted.

Then the fire came! Later there were suggestions that "Missions begin at home", and that we must have more of our money to rebuild our church. But our Committee had caught a vision! Some changes were made in revising the budget, but they held firm on the 16½% of the total budget for world missions through the Cooperative Program.

I should like to give you my opinion of how a church may give more to missions.

1. Face frankly and honestly the percentage of the total budget it is giving to world missions through the Cooperative Program. Start from that point to increase that percentage. We did this and became dissatisfied with our provision for missions.

2. We continually faced our obligation and opportunity of making our church a strong base for the support of world-wide missionary operations. We repeatedly faced the call to make our church a great missionary church.

3. Often we faced the fact that regardless of conditions at home--even when our church lies in charred ruins--God's program of world redemption still is primary. Christ's command to "Go to all the world" must have the priority.

4. We faced the necessity in our case for trusting in the bounty of God's grace and providence. We dared to attempt an unselfish program.

At this time God gave Southwest Church a watchword for the hour. The morning after our church burned and the fire chief gave his permission for entering the ruins of the building, I walked where the pulpit had stood and dug into the water soaked embers. I found the charred core of a Bible from which I had preached. The flames had devoured the covers and eaten deeply into the pages. We brushed away the ash and undertook to lay open the remaining portion of the pages. It divided into two sections. My eyes were directed to a verse, clearly underlined sometime before when it has been used for a sermon text. It is difficult to describe the feeling which gripped my entire being as I read, "Arise Shine Thy Light Has Come." This text became God's message for us in that hour.

Southwest Church of Saint Louis will double her gifts this year. From a bit over \$8,000 given through the Cooperative Program last year we shall give more than \$19,000 this year. Will your church show a substantial increase?

The opening night of our convention one of our speakers said, "Today belongs to Southern Baptists." The Communists declare today belongs to them and have substantiated their claim with the conquest of 900 million people." Fellow messengers, use the Forward Program of Church Finance. Give through a unified budget a definite percentage of the total budget for world missions through the Cooperative Program. Increase that percentage. That vision will make it possible for you too to double your gifts through the Cooperative Program.

This is our day. Let us do more for missions. Arise shine thy light has come!

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Elements of the Forward Program of Church Finance include a calendar in detailed form outlining the suggested activities to go into the campaign to raise church budget funds. The calendar stretches over a period of several weeks and includes a program of publicity and promotion, loyalty dinner, special Sunday school lessons on stewardship, information about individual pledging, and many other activities.

The key piece of literature for the Forward Program of Church Finance is known as "The Guidebook of Fund Raising and Church Budget Promotion." The Guidebook includes the calendar, a step-by-step explanation of each element of the campaign, and follow-through procedure. It also describes the duties of all committees and officers and gives information about all supplementary materials and how to use them, Moore declared.

He said the Forward Program of Church Finance is being promoted through conferences, conventions, and special meetings in the various states cooperating with the Southern Baptist Convention.

Moore said that World Missions Year was being observed in all states of the Convention "in an effective way." One of the highlights of World Missions Year has been a Southern Baptist Student World Missions Congress held in Nashville last December when 2,477 students spent part of their Christmas vacations attending the four-day Congress. Emphasis has been on world missions responsibility of Southern Baptists.

Moore said that increased receipts in the various Southern Baptist churches could be expected as a result of the new Forward Program of Church Finance, the increasing interest in world missions because of World Missions Year, and the interest in the Baptist Jubilee Advance. He told of recommended goals for Southern Baptists for greatly increased gifts through the Cooperative Program, the Convention's financial plan.

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