10-13-1966

From: Lynn Anderson (enclosure)

Lynn Anderson

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October 13, 1966

Mr. John Allen Chalk
Church of Christ
South Fifth and Highland
Abilene, Texas

Dear Brother Chalk:

You have long been interested in mission work in British Columbia. It is our prayer that you will now be able to further assist it in a personal way. I have been instructed by the church here to extend invitation to you to preach in a campaign in Kelowna, B. C. in the fall of 1967.

Our plans are to have the campaign meeting either October, 29 through November, 5 or November, 12. This will give you some choice as to dates. We are praying that you will be able to come at one of those dates.

You are most definitely the number one choice of all the brethren here. And of course I am personally pleased that your name came up first.

Please find enclosed under separate cover a little story about how our work has begun here. Find also enclosed sheet outlining our campaign plans. We shall be anxiously and prayerfully awaiting your reply.

Yours for Christ for Canada NOW,

Lynn Anderson
LA/dg

Enclosure

FOCUSING SOUL-WINNING ATTENTION ON KELOWNA
THE HEART OF
BRITISH COLUMBIA'S OKANAGAN VALLEY
TENTATIVE CAMPAIGN PLANS
1966-67
Kelowna, British Columbia

September, 1966 through October, 1967

1. Full page newspaper ads (Walter Birch) every second week. This is to be stepped up and altered in the final stages of the campaign.

2. Nine radio broadcasts a week over local station CKOV.

3. The Alvin Jennings Direct Mail plan circulated every three months to more than 10,000 homes in the Kelowna area.

4. Occasional television advertising, particularly in the closing stages of the campaign. (We are attempting now to get the Herald of Truth on the local TV station also)

5. Intensive personal work training and development in the Kelowna church. This will include:
   a. A seven night personal work training course the first week of January, 1966. The teacher, Bruce Davis, formerly of Fidelity Book Store in Abilene. At present he is in Vancouver, B.C., and was a key figure in their 1966 campaign.
   b. A seven night personal work training course in April, 1966. Maurice Tisdale to be the teacher in this. (Brother Tisdale will assist us in our campaign plans, teach us in a training course, and direct the personal work during the campaign proper.)

Evangelistic Emphasis

1. Kick-off gospel meeting, March, 1967. Brother Jim Hawkins of Victoria, B.C. will be the speaker. Brother Hawkins is one of the most capable evangelists in Canada, and is well known by the Canadian brethren. The church for which he preaches conducted an effective campaign in 1966.

2. The campaign meeting, October - November, 1967. This will be preceded by intensive mass advertising, and a door to door campaign conducted by approximately forty experienced personal workers over a two week period. Lord willing we are hopeful that the speaker for this October series will be John Allen Chalk of Abilene, Texas.

3. Follow-up meeting, March, 1968. The speaker for this series will be Lynn Anderson. Brother Anderson is the local preacher in Kelowna, and has spear headed the Focus/Okanagan project for that city.

4. For at least a year beginning with September, 1967 we shall have at least one more full time worker. This will expedite more effective follow-up work after our campaign proper.
Present Progress

A committed and enthusiastic nucleus of ten Christian families now worships in Kelowna. The church here is two years old.

Mass advertising is now being used across the city and area. This is being well received and is stirring good response.

Visitation program is now in the process of being revamped to meet the challenge of this campaign year. We are meeting in a rented hall while planning toward our own building by the end of 1968.

Planning becomes more complete every day on the campaign. At present more than $7000 have been raised toward that effort, which is most of the proposed budget of $10,000.