

PROJECT ABSTRACT

Master of Arts in Leadership

Adventist University of Africa

Title: RETAINING LITERATURE EVANGELISTS IN NORTHEAST TANZANIA CONFERENCE

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The Publishing Ministries Department in Northeast Tanzania Conference has been faced with the challenge of retention of Literature Evangelists. About 50% of those who join the ministry as literature evangelists quit within six to twelve months. Since Literature Evangelists play a significant role in winning souls to the kingdom of God, retaining them in Literature Ministry is automatically to support the mission of the church.

Through Bible study, writings of Ellen G. White, and other authors, a training program was developed by the researcher focusing on the retention of Literature Evangelists in Northeast Tanzania Conference. Data was collected from the said conference. Forty three Literature Evangelists and 4 APDs were involved from the five zones of NETC. Three retirees (two former Publishing Directors and one former APD), and one conference officer were the leaders who were involved. Data from Northeast

Tanzania Conference Publishing Department office was collected. The researcher used SPSS computer software to analyze data.

The program was implemented for ten days, five days at a time at the interval of one year involving 43 Literature Evangelists and 4 Assistant Publishing Directors. Evaluation was done after two years of work from the first training session and one year after the second training session.

After the training program Literature Evangelists were more satisfied with their career, managed to plan their schedule of work, more increased their financial stability, more practiced capital investment plan, more APDs managed to work with LEs on a regular basis, and as a result more Literature evangelists were retained.

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NORTHEAST TANZANIA CONFERENCE

A project

presented in partial fulfillment
of the requirements for the degree
Master of Arts in Leadership

by

Elitabu Muze Kajiru

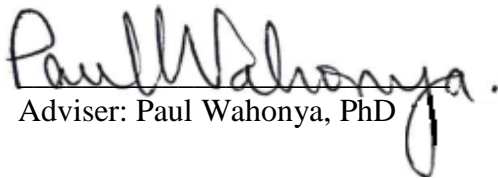
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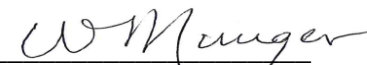
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TABLE OF CONTENTS

LIST OF TABLES	vii
LIST OF ABBREVIATIONS.....	IX
ACKNOWLEDGMENTS	XI
CHAPTER	
1. INTRODUCTION1	
Background of the Problem	1
Statement of the Problem.....	3
Purpose of the Study	3
Justification of the Study	3
Definition of Terms.....	4
Delimitation	6
Methodology.....	6
2. THEORETICAL FOUNDATION OF THE LITERATURE MINISTRY..... 8	
The Bible and Literature Ministry	9
Nature of Literature Ministry.....	13
History of Literature Ministry in the Adventist Church	15
The First Literature Evangelists to Sell House to House.....	17
Literature Ministry and Adventist Church Work Beginnings.....	19
Arab Republic of Egypt	19
West Africa (Ghana).....	20
Vietnam.....	20
India	21
Jamaica.....	22
Israel.....	22
China.....	23
Literature Evangelists Training in Adventist Church.....	23
3. DESCRIPTION OF NORTHEAST TANZANIA CONFERENCE..... 27	
Adventist Church in Northeast Tanzania Conference	27
Literature Evangelist’s Contribution in Church Beginnings	29
Literature Evangelist Enrollment.....	32
Soul Winning Through Literature Ministry.....	33

Literature Evangelist Training in Northeast Tanzania Conference	34
Financial Stability for Literature Evangelists	36
Literature Evangelists/APDs Schedule of Work.....	
Reasons for Literature Evangelists Turnover	38
Implication of the Survey.....	44
4. PROGRAM DEVELOPMENT, IMPLEMENTATION	
AND EVALUATION.....	45
Development of the Program	45
Implementation of the Program	46
First Session	46
Philosophy of Publishing Work	48
Publishing Policy	50
Positive Attitude and Confidence	50
Introductory Christian Salesmanship.....	53
Field Work	54
Second Session.....	54
Management of Literature Evangelist’s Finance	56
Time Management	59
Work Management.....	60
Basic Salesmanship.....	60
Field Work	64
Evaluation of the Program	65
5. SUMMARY, CONCLUSION, AND RECOMMENDATIONS.....	71
Summary.....	71
Conclusion	70
Recommendations.....	73
Areas for Further Research	74
APPENDIXES	
A. LETTERS.....	75
B. QUESTIONNAIRES	80
C. TRAINING MATERIALS.....	88
BIBLIOGRAPHY.....	113
CURRICULAM VITAE.....	116

LIST OF TABLES

1. Literature Evangelists Enrolment	33
2. Contribution of Literature Evangelists in Soul Winning	33
3. Literature Evangelists Career Satisfaction	35
4. Literature Evangelists Financial Stability	35
5. Literature Evangelists/APDs Schedule of Work	36
6. Reasons for Literature Evangelists Turnover	37
7. How often APDs Work with Literature Evangelists	38
8. APDs Schedule of Working with Literature Evangelists	38
9. Reasons for Literature Evangelists Turnover	39
10. Financial Stability of Literature Evangelists	65
11. Managing Time	66
12. Literature Evangelists Career Satisfaction	66
13. Literature Evangelists/APDs Working Together on a Regular Basis	67
14. Literature Evangelists Turnover	68

LIST OF ABBREVIATIONS

APD	Assistant Publishing Director
ECD	East Central Africa Division of Seventh –day Adventist Church
GC	General Conference of Seventh-day Adventist Church
HHES	Home Health Education Service
LE	Literature Evangelist
LMS	Literature Ministry Seminary
NETC	Northeast Tanzania Conference of Seventh-day Adventist Church
PDD	Publishing Ministries Department Director of a conference/ Union/ Division
TUM	Tanzania Union Mission of Seventh-day Adventist Church

This project is dedicated to my beloved
wife Ester E. Kajiru for her prayers, moral support,
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CHAPTER 1
INTRODUCTION

Background of the Problem

Northeast Tanzania Conference (NETC) is among the five conferences in Tanzania Union. The Conference has four administrative regions of Arusha, Kilimanjaro, Manyara and Tanga situated in the northeastern part of Tanzania. In Kilimanjaro region is where “the highest mountain in Tanzania, the highest mountain in Africa, and the highest free-standing mountain in the world at 5,895 metres or 19,341 feet above sea level,”¹ Kilimanjaro, is found thus making a significant center of tourism. Arusha and Manyara are also important centers of tourism having Arusha, Ngorongoro and Manyara national parks. Apart from being rich in natural resources and tourism sites, the region where the conference is located is a historical site for the beginning and expansion of the SDA church in Tanzania and some parts of East Africa.

The first Seventh-day Adventist missionaries from Germany settled and started work in Tanzania shortly before World War I, the history of the Adventist Church notes: “The first SDA missionaries to Tanganyika (then German East Africa) were W. Ehlers and A. C. Enns, who were sent there in 1903 by the German Union, under the leadership of L. R. Conradi.”² And about the place where they settled, church history continues to

¹ Mount Kilimanjaro, *Wikipedia, the free Encyclopedia*, https://en.wikipedia.org/wiki/Mount_Kilimanjaro (12 January 2011).

² *Seventh-day Adventist Encyclopedia (SDAE)*, rev. ed., (1976), s.v. “Pitcairn.”

tell us that, “It was in northeastern Tanganyika, in the Pare area, that the first SDA stations, Friedenstal (Mamba), Kihurio, and Suji stations had been established.”¹ From here the first African missionaries of Seventh-day Adventist were sent to start work in other countries of East Africa, “A number of Pare workers went out as pioneer missionaries throughout East Africa. For example, when S. G. Maxwell went to open work in Uganda, P. Risase and A. Mweta accompanied him; later A. Msangi also went to Uganda, and died there.”² It is in this conference where the only Seventh-day Adventist University in Tanzania, University of Arusha (UOA), is found.

Literature Evangelists play an important role in gospel ministry in the Seventh-day Adventist Church. They had, and still have a recognizable contribution in starting the work and bringing souls to Christ. No wonder that the point of focus number two in the strategic plan for Publishing Ministries Department worldwide is to Build Up - Literature Evangelist Force, and number three is to Provide – LE Professional Training Program. Northeast Tanzania Conference is among those territories where the role of Literature Evangelists has a mark. There is a need for a strong and retained force of workers in this line. In Publishing Ministries Department the conference is divided into five zones: Arusha, Kilimanjaro, Manyara, Shengena and Tanga in which each is led by an Assistant Publishing Director (APD). There are twelve book depositories. The enrollment of LEs is about 350 while those who are active and send their reports are about 100. There is also a club of about 30 student LEs in the University of Arusha (UOA). In its three regional

¹ Ibid.

² Ibid.

towns Arusha, Moshi and Tanga the work of the Adventist church was started by LEs.¹

Statement of the Problem

The Publishing Ministries Department in Northeast Tanzania Conference has been faced with the challenge of retention of LEs. About 50% of those who join the ministry as literature evangelists quit within six to twelve months. Literature ministry and LEs play a great role in the commission of making disciples and nurturing believers, there is a need of making sure that the number of those who join this ministry is increased and retained.

Purpose of the Study

The purpose of this study is to develop a strategy to motivate, train and educate new LEs and their leaders with the aim of having a retention rate of 80% who remain to be faithful workers in proclaiming the gospel message through literature.

Justification of the Study

Most of those who join the army of gospel workers as LEs together with those who are already in the army will be retained. This will increase the number of LE workers and therefore increase the number of those who are reached with the gospel message through our publications, which probably will result into the increase of those who would, as the result of this ministry, be drawn to believe in Christ. The efficiency of Assistant Publishing Directors will also be fostered, and this will enable them to perform their work well in a daily basis by assisting, encouraging, recruiting and reporting the work of LEs in their assigned territories. Other related studies undertaken by the

¹ Twazihirwa Rajabu, retired, former Literature Evangelist and Assistant Publishing Director, and Godson Elieneza, retired, former President of Northeast Tanzania Conference, interviewed by author, Hedaru, Kilimanjaro, Tanzania, 17 January 2011.

researcher are: a brief history of the Waldenses as missionaries,¹ history of writing materials,² and the history of SDA work beginnings through Literature Ministry worldwide.³

Definition of Terms

The following Terms are used:

1. **General Conference of Seventh-day Adventist Church** – This is the highest organization level and authority of the Seventh-day Adventist Church world-wide.
2. **East Central Africa Division of Seventh-day Adventist Church** – This is a section of the General Conference in charge of the work within designated world region. The world-field is divided into thirteen field Divisions.⁴
3. **Tanzania Union Mission of Seventh-day Adventist Church** – This is the highest organization level and authority of the Seventh-day Adventist Church in Tanzania.
4. **Northeast Tanzania Conference of Seventh-day Adventist Church** – Is a section of Tanzania Union of Seventh-day Adventist Church, with authority in its territory. It directs and supervises the Seventh-day Adventist work in four secular regions of Arusha, Kilimanjaro, Manyara and Tanga.
5. **General Conference Publishing Ministries Department** – This is one of the departments in the Seventh-day Adventist Church. It is the highest organization level of authority working to direct Publishing work in the Seventh-day Adventist Church world-wide.
6. **Division Publishing Ministries Department** – The Division Publishing Ministries Department supervises the Union Publishing activities, Publishing houses and Literature Ministry Seminaries within its territory.

¹ “Literature Evangelism” - *About Us*, <http://www.see-le.com/about-us> (15 July 2011).

² J. McClintock & J. Strong. *Cyclopedia of Biblical, Theological, and Ecclesiastical Literature: Supplement* (New York: Harper Books, 1885), 990-997.

³ *SDAE*, s.v., “Pitcairn.”

⁴ General Conference of Seventh-day Adventists, - *Wikipedia, the Free Encyclopedia*, http://en.wikipedia.org/wiki/General_Conference_of_Seventh-day_Adventists

7. **Union Publishing Ministries Department** – This is one of the departments in Tanzania Union of Seventh-day Adventist Church. This department is supervising, nurturing and developing the Publishing work within its territory.
8. **Conference Publishing Ministries Department** – This is one of the departments in the Conference level providing supervision to the Publishing work in its given territory.
9. **Assistant Publishing Director** – Is a leader of a group of fifteen credentialed Literature Evangelists working in a defined territory. His duty is to recruit and train Literature Evangelists in salesmanship and techniques of evangelism.
10. **Literature Evangelist** – Is a self-employed worker of the Seventh-day Adventist church dedicated to selling Adventist literature, from which he/she earns a commission.¹ This system provides opportunity for workers to set their income without ceiling or limit. A Literature Evangelist is sometimes called a colporteur² or canvasser.³
11. **Full Time Literature Evangelists** – These are Literature Evangelists who devote their life to the work of the Literature Ministry. Their income depend only on selling publications. Full Time (Regular) Literature Evangelists are classified into three categories; namely interns (beginners), licensed, and credential.⁴
12. **Authorized Part-time Literature Evangelists** – this is a group of Adventist church members who have other activities but they do canvassing work during their spare time. They are not required to reach the hours and goals for sales like fulltime Literature Evangelists.
13. **Literature Ministry Seminary** – An institution for Literature Evangelists training program. It has its curriculum prepared by the General Conference Publishing Department.⁵
14. **Ellen Gould White** – Was a prolific author and an American Christian pioneer. She, along with other Sabbatarian Adventist leaders, such as Joseph Bates and her husband James White, formed what is now known as the Seventh-day Adventist

¹ SDAE, s.v. “Pitcairn.”

² Ibid.

³ Ellen G. White, “Christian Service,” *Students to do Missionary Work While in Training*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007.

⁴ General Conference of Seventh-day Adventists. *Working Policy of the General Conference of Seventh-day Adventists*, 2005-2006 ed. (Silvers Spring, MD: Review & Herald, 2006), 307, 308.

⁵ Howard F. Faigao, *Teacher’s Manual for Literature Ministry Seminary, vol. I*. Publishing Ministries Department General Conference of SDA (Silver Spring, Maryland, 2002), 4-6.

Church.¹ She is the most translated woman writer in the entire history of literature, and the most translated American author of either gender.²

Delimitation

Although retaining LEs is a problem of the whole Tanzania Union³, however, due to financial limitations and shortage of time because of the vast terrain of Tanzania Union Mission which has five conferences and one field, covering an area of 947,300 sq km,⁴ this research will be confined to only one constituency Conference, the Northeast Tanzania Conference.

Methodology

The researcher reviewed recommendations from Ellen G. White writings about the history and philosophy of the Publishing Ministry,⁵ sacredness and criteria for choosing men and women for the work of LE.⁶ General Conference of Seventh-day Adventist Church (GC) and East-Central Africa Division (ECD) policies for Publishing Ministries Department were reviewed.⁷ Up-to-date training materials provided by the General Conference of Seventh-day Adventist Church with materials concerning call and

¹ Ellen G. White – *Wikipedia, the free encyclopedia*, [http://www.en.wikipedia.org/wiki/Ellen G. White](http://www.en.wikipedia.org/wiki/Ellen_G._White) (15 July 2011).

² Ellen G. White @: A Brief Biography – *Wikipedia, the free Encyclopedia*, <http://www.whiteestate.org/about/bio.egw> (15 July 2011).

³ TUM Publishing Report, TUM Publishing Council, Njiro, Arusha, 4-9 May 2009.

⁴ Regions of Tanzania, *Wikipedia, the free Encyclopedia*, http://en.wikipedia.org/wiki/Regions_of_Tanzania (16 July 2011).

⁵ Ellen G. White, “Life Sketches of Ellen G. White,” chapter viii in *Beginning to Publish*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007.

⁶ Ellen G. White, “The Colporteur Evangelist,” chapter 8 in *Needs of the Canvassing Work*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007.

⁷ General Conference of Seventh-day Adventists, *Working Policy of the General Conference of Seventh-day Adventists*, 2005-2006 ed. (Hagerstown, Silvers Spring, MD: Review & Herald, 2006), 306-309; East-Central Africa Division, *Working Policy*, 2007 ed. (Nairobi: Kenya), 286-289.

commitment to gospel ministry from Adventist and non-Adventist writers were referred.¹ A study of the history of Seventh-day Adventist Church in Northeast Tanzania Conference,² and the contribution of LEs in evangelism was conducted by the researcher. Statistics on the enrollment of LEs for the past five years were reviewed.³

Questionnaires and interviews with Assistant Publishing Directors, former Conference Publishing Directors and LEs with long service record were conducted. As a result of the research, the researcher designed a program that meets the needs of LEs. A ten-day period of training and all the practical activities involved, training materials, handouts followed by an evaluation of the program.

The research starts with the chapter1 which deals with the statement of the problem of retaining LEs in NETC, its justification, and the method the researcher is going to use to solve the problem. Chapter 2 of the research deals with the theoretical foundation of the literature ministry, from the Bible, the writings of Ellen White, and other writings. The third chapter is about the summary description of Northeast Tanzania Conference, the history of the Seventh-day Adventists church beginnings, and data of the survey carried out. Chapter four is the implementation of the training program which is intended to solve the problem of LEs retention and evaluation, and chapter five is the summary and conclusion.

¹ Howard F. Faigao, *Teacher's Manual for Literature Ministry Seminary*, vol. I Publishing Ministries Department General Conference of SDA (Silver Spring, Maryland, 2002).

Howard F. Faigao, *Training Manual for Literature Evangelists*, vol. II, Publishing Ministries Department General Conference of SDA (Silver Spring, Maryland, 2004), 11.

² *SDAE*, s.v. "Pitcairn."

³ "Annual Publishing Ministries Report," Publishing Office, NETC Headquarters, Same, Kilimanjaro, Tanzania.

CHAPTER 2

THEORETICAL FOUNDATION OF THE LITERATURE MINISTRY

Literature Ministry in the Seventh-day Adventist church is believed to be a work ordained by God as one of the means by which the good news of the gospel message is spread to all people. As stated by Ellen G. White:

Papers and books are the Lord's means of keeping the message for this time continually before the people. In enlightening and confirming souls in the truth the publications will do a far greater work than can be accomplished by the ministry of the word alone. The silent messengers that are placed in the homes of the people through the work of the canvasser will strengthen the gospel ministry in every way.¹

Seventh-day Adventist Christians however, are not the only one believing in the importance and role of literature in spreading the gospel and drawing people to Jesus. Other Christian bodies also believe in the contribution of literature and make use of the method in gospel ministry, as one of the Evangelical Tract Distributors reads: “Gospel literature continues to have a huge impact in drawing men and women, boys and girls to faith in Jesus Christ.”² The following section dwells on what the Bible have to tell about literature ministry, its beginning and development.

¹ Ellen G. White, *Testimonies for the Church*, vol. 6, (Mountain View, CA: Pacific Press, 1948), 315.

² “Evangelical Tract Distributors,” <http://www.evangelicaltract.com/> (16 August 2011).

The Bible and Literature Ministry

The Bible itself is a work of literature; the question is how this work came to be. It is clear that the Bible is believed to be the Word of God, and we read from it that God communicated His will to humankind through holy men of God, the prophets. The Apostle Peter says, “Knowing this first, that no prophecy of Scripture is of private interpretation. For no prophecy ever came by the will of man: but holy men of God spoke, being moved by the Holy Spirit” (2 Pet 1:20, 21). The prophets communicated God’s instructions to the people verbally, but others also wrote what has been communicated to them by God.

God communicated directly to the first pair in the garden of Eden, as it reads from Genesis:

They heard the voice of Yahweh God walking in the garden in the cool of the day, and the man and his wife hid themselves from the presence of Yahweh God among the trees of the garden. Yahweh God called the man, and said to him, ‘Where are you?’ The man said. ‘I heard your voice in the garden, and I was afraid, because I was naked; and I hid myself (Gene 3:8-10).

In addition, through God’s wonderful work of creation they learned more about Him, everything was perfect, there was no confusion, no misrepresentation or blurring of what God wanted them to know about Him through creation. Ellen G. White points out that: “The advantages enjoyed by men of that age to gain knowledge of God through His works have never been equaled since.”¹ In turn Adam imparted the knowledge to his descendants orally to about seven generations. In her support to this Ellen G. White says: “Adam had learned from the Creator the history of creation; he himself witnessed

¹ Ellen G. White, “Patriarchs and Prophets,” chapter 6 in *Seth and Enoch*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007.

the events of nine centuries; and he imparted his knowledge to his descendants.”¹ The antediluvians, according to Ellen G. White, had an advantage of good memory and the ability to grasp and retain, they also lived longer: “The antediluvians were without books, they had no written records; but with their great physical and mental vigor, they had strong memories, able to grasp and to retain that which was communicated to them, and in turn to transmit it unimpaired to their posterity.”²

But as a result of sin, everything changed, there was confusion, most parts of creation misrepresented the pure message about God, they gave two different pictures of something good and bad thus making it difficult for human beings to get the real picture of God’s character. For example, the good shining sun, giving light and enabling plants to process photosynthesis, the same sun can cause draught and withering of the plants, and as a result cause famine. “Sin limits God’s self-revelation through creation by obscuring our ability to interpret God’s testimony;”³ furthermore, keeping in memory became a problem. As a result God had to use some other means to reveal Himself to humankind, as we read from *SDA Fundamental Beliefs*: “In love God gave a special revelation of Himself to help us get answers to these questions. Through both the Old and New Testament He disclosed Himself to us in a specific way, leaving no question about His Character of love”⁴

¹ Ibid.

² Ibid.

³ General Conference of Seventh-day Adventists, *Seventh-day Adventists Believe: An Exposition of the Fundamental Beliefs of the Seventh-day Adventist Church* (Silver Spring, MD: General Conference of Seventh-day Adventist Church, 2005), 12.

⁴ Ibid.

The first occurrence where we find the act of writing the word of God is in the Book of Exodus, when God Himself, after He had proclaimed His ten commandments to the whole nation of Israel He then wrote them (Exodus 31:18). As we have already seen, human memories having been impaired were not able to remember all that has been said. God, after He had proclaimed the commandments to the hearing of all, He took another step of writing what He had already spoken. God Himself, using His finger, wrote the Ten Commandments on two tablets of stone. Here we see God using His finger as a printing machine, and tablets of stone as papers, the message was God's love in the ten commandments, resulting to the tablets being the first book. After He had finished writing, He handed them to Moses, as the first Literature Evangelist to the nation of Israel. So God was the first writer of His own words, in other words He was the first to do the act of writing or publishing. Ellen G. White is supporting the idea that writings are necessary even where the message has been faithfully presented, she says:

I have been instructed that even where the people hear the message from the living preacher, the canvasser should carry on his workfor though the minister may faithfully present the message, the people are not able to retain it all. The printed page is therefore essential, not only in awakening them to the importance of the truth for this time, but in rooting and grounding them in the truth and establishing them against deceptive error.¹

Later on, in several occurrences God is seen instructing his servants the prophets to write what He had communicated to them verbally or through visions. During the time of Moses God told him to write; "Now therefore, write down this song for yourselves, and teach it to the children of Israel; put it in their mouths, that this song may be a witness for Me against the children of Israel" (Deut 31:19). Isaiah the prophet was told to write; "Now go, write it before them on a tablet, and note it on a scroll, That it may be for

¹ White, *Testimonies for the Church*, vol. 6, 315, 316.

time to come, Forever and ever” (Isa 30:8). Habakuk was instructed to write the vision; “Then the Lord answered me and said: Write the vision, and make it plain on tablets, that he may run who reads it” (Hab 2:2). John the revelator when he was in spirit in the island of Patmos, heard a voice behind him like the voice of a trumpet saying, “I am the Alpha and the Omega, the First and the Last”, and “What you see, write in a book and send it to the seven churches which are in Asia: to Ephesus, Smyrna, to Pergamum, to Thyatira, to Sardis, to Philadelphia, and to Laodicea” (Rev 1:11).

According to history, different materials as well as equipments in regard to time were used in writing. In his book *Cyclopedia of Biblical, Theological, and Ecclesiastical Literature*, McClintock says: “The common materials of writing were the tablet and the roll, the former probably having a Chaldean origin, the latter an Egyptian. The tablets of the Chaldeans are among the most remarkable of their remains.”¹ Materials of the Chaldeans tablets mostly were of clay whereas the Egyptians used wooden tablets. However, the most common as pointed out by McClintock was the papyrus, as he continues to say: “In Egypt the principal writing material was quite of a different sort. Wooden tablets are indeed found pictured on the monuments; but the material which was in common use, even from very ancient times, was the papyrus.”²

In the Bible, animal skin was probably the most common material by which scrolls, the word of God was preserved. “The Dead Sea Scrolls are a collection of 972 texts consisting of biblical manuscripts from what is now known as the Hebrew Bible and extra-biblical documents found between 1946 and 1956 on the northwest shore of the

¹ J. McClintock & J. Strong. *Cyclopedia of Biblical, Theological, and Ecclesiastical Literature: Supplement* (New York: Harper, 1885), 990-997.

² Ibid.

Dead SeaThey are written in Hebrew, Aramaic, Greek, and Nabataean, mostly on parchment, but with some written on papyrus and bronze.”¹

Nature of Literature Ministry

Howard F. Faigao, the Publishing Ministries Department Director of the General Conference of Seventh-day Adventist church from 2006 to 2012, mentioned five main points connected with the Nature of Literature Ministry which are: A work second to none, a very best education, equal in importance to the gospel ministry, a sacred work, and under divine direction.² This is how he continues to elaborate on them.

1. A work second to none: “The canvassing work, properly conducted, is a missionary work of the highest order, and it is as good and successful method as can be employed for placing before the people the important truths of this time.”³
The importance of the other lines of work is recognized but the literature ministry is missionary work of the “highest order” for two important reasons: First, is the kind of service rendered to God by the Literature Evangelists which is based on Self-sacrifice and Self-denial; second, is the number of people reached by a literature evangelist. “If done properly the canvassing work reaches more people than any other branches of work in the church”⁴ If an LE visits ten homes a day with an average of five persons in every home, that makes fifty persons per day, a thousand persons a month, and about twelve thousand persons a year.

¹ “Dead Sea Scrolls,” - *Wikipedia, the free Encyclopedia*, http://en.wikipedia.org/wiki/Dead_Sea_Scrolls (16 August 2011).

² Howard F. Faigao, *Teacher’s Manual for Literature Ministry Seminary*, vol. I (Silver Spring, Maryland: Publishing Ministries Department General Conference of SDA, 2002), 4-6.

³ *Ibid.*, 313.

⁴ *Ibid.*, 4-6.

2. A very best education: “The very best education young men can obtain is by entering the canvassing field and working from house to house. In this work they will find opportunity to speak the words of life.”¹ The canvassing work is in itself an education process. The very best education for that matter for two reasons: It provides education for eternity and provides varied experiences in life.
3. Equal in importance to the gospel ministry: A literature evangelist occupies a position equal to a gospel minister; “The intelligent, God fearing, truth loving canvasser should be respected, for he occupies a position equal to that of the gospel minister..... The ministerial evangelist who engages in the canvassing work is performing a service fully as important as that of preaching the gospel, God looks upon the faithful evangelist canvasser with as much approval as he looks upon any faithful minister.”²
4. A sacred work: The canvassing work should be considered as sacred; “This is a sacred work, and those who enter it should be able to witness to Christ.”³
Literature Evangelists are to be selected with great care as in selecting men for the gospel ministry, Ellen G. White says: “The canvassing work is more important than many have regarded it, and as much care and wisdom must be used in selecting the workers as in selecting men for the ministry.”⁴ Some of the things to be considered are: Those who are genuinely converted, who have clean hands and

¹ Ellen G. White, *Colporteur Ministry* (Grantham: Stanborough Press, 1997), 32.

² White, *Testimonies for the Church*, vol. 6, 321-322.

³ Ellen G. White, *Review and Herald*, 20 May 1890.

⁴ Ellen G. White, “The Colporteur Evangelist,” chapter 8 in *Needs of the Canvassing Work*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007.

pure thoughts, those of the best talent and ability, who feel the burden of service,
Men of good address, tact and foresight, humble and teachable.

5. Under divine direction: Any laboring soul for Christ is laboring under the direction of heaven. Those who work as literature evangelists are led by the Holy Spirit and they are accompanied by holy angels.

History of Literature Ministry in the Adventist Church

From the very beginning of the foundation of the Seventh day Adventist Church, even before the church was organized and had its name, the work of Literature Ministry had already started, as recorded from the *Seventh day Adventist Encyclopedia*: “Long before there was a General Conference or a Local Conference organization, or even an organized church, the pioneers of the SDA movement began to publish, “a little paper”, then tracts, and later books.”¹

Its history in the Seventh-day Adventist church is grounded on the vision given to Ellen G. White on November 18, 1848 at Dorchester, Massachusetts, she said: “I had been given a view of the proclamation of the sealing message, and of the duty of the brethren to publish the light that was shining upon our pathway.”² After coming out of vision, she said to her husband: "I have a message for you. You must begin to print a little paper and send it out to the people. Let it be small at first: but as the people read, they will send you means with which to print, and it will be a success from the first. From this small beginning, it was shown to me to be like streams of light that went clear round

¹ *SDAE*, s.v. “Pitcairn.”

² *Ibid.*, 1.

the world.”¹ In response to the vision, James White decided to mow hay to earn printing expenses, but again Mrs. Ellen G. White was instructed in vision that it was not James’ duty to labor in the hay field, instead, he was to write and publish and funds would be provided to meet publication needs.

It was in 1849 when the first official paper was printed, an eight page paper entitled ‘The Present Truth.’ Since James White did not have money he had 1,000 copies of this paper printed on credit. They folded, wrapped the papers and addressed to individuals whom they expected to read them; “After kneeling around the papers and praying for God’s blessings upon them, they sent the papers through the post office.”² As Ellen G. White was instructed in vision they soon received letters bringing means with which to continue publishing the paper, and also the good news of many souls embracing the truth. The second magazine was Advent Review published in 1850, later it became ‘The Second Advent Review and Sabbath Herald.’³ Thus the publishing work was established in great sacrifice. As the publishing work grew up they started selling books in camp meetings and other revival meetings within. They could not think of the Adventist books being sold to non Adventists. History portrays it this way: “Most printing was confined to tracts, small books, and papers which were sent by mail or given to interested persons without cost. No one in the church seriously believed that SDA

¹ Ellen G. White, “Life Sketches of Ellen G. White,” chapter viii in *Beginning to Publish*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007.

² Ibid.

³ Ellen G. White, “Life Sketches of Ellen G. White,” chapter xx in *Publishing again*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007.

literature could be sold in any quantity to non Adventists.”¹ It was at a camp meeting in Wright Michigan in the year 1868 when J. O. Corliss made an attempt to sell books to the public; “He surprised everyone by finding that many people purchased our literature. That was the beginning of public selling.”² Later on the way was paved for selling literature house to house in a way that even the pioneers of the Seventh-day Adventist had never thought of, it was evident that it was through God’s providence. The Publishing Department in its present form dates from 1902.

The First Literature Evangelists to Sell House to House

The work of LEs is a personal contact ministry. They regularly sell from house to house denominational books and magazines to the public. There are still hundreds of thousands, who will never come to evangelistic crusades but need to be reached through personal contact evangelism. From church’s history during the time of dark ages when people were prohibited to own and read the Bible, the Waldenses, having preserved the sacred writings with them took an initiative of sharing it through personal contact. Though it was not officially in the way LEs work today, but the principle is the same, sharing the gospel house to house through literature by either selling or giving away. They are among those who sow the seeds of reformation, as we read from the history of the Waldenses, it says:

The Waldenses of the Piedmont Valleys, in Italy, with their own hands they copied the Bible. Their greatest desire was to share its treasures with others. As itinerant merchants, they traveled from place to place in their Alpine valleys, and

¹ Howard F. Faigao, *Training Manual for Literature Evangelists*, vol. II (Silver Spring, Maryland: Publishing Ministries Department General Conference of SDA, 2004), 11.

² Ibid.

in regions beyond. Wherever an interest was aroused they either sold or left portions of the Word of God, often at the price of their liberty or of their lives.¹

The first Adventist LE was George King; “A man with no special gift for preaching, who was invited to distribute and sell tracts from door to door. His first attempt was unsuccessful”² George King’s ambition was to become a minister, but James White, being a little skeptical, thought that George would not make a good preacher. So he sent him to Richard Godsmark who gave George an opportunity to preach his trial sermon, whereby according to the story George failed completely to make a good presentation. Godsmark advised George to conduct house to house Bible studies, which George held it as an appointee from God and faithfully performed it; “George King was the first Literature Evangelist to sell books house to house.”³ He was not satisfied with selling small books, so he requested for larger books to be printed: “King soon saw the potential of selling larger books. So at the 1881 General conference he persuaded the church leaders to combine the books ‘Thoughts on Daniel’ and ‘Thoughts on Revelation’. George King personally guaranteed the sale of the first 1000 copies.”⁴ From Adventist history on Literature Evangelist, it says: “On April 3 1882, the first copy of the book Daniel and the Revelation came off the press. That very day George King sold the first copy of it. Along with his fellow colporteurs who he had trained, the first 5000 copy edition was soon sold out. Thus the Adventist colporteur ministry was born.”⁵ Since then

¹ “Literature Evangelism” - *About Us*, <http://www.see-le.com/about-us> (15 July 2011).

² Ibid.

³ *SDAE*, s.v. “Pitcairn.”

⁴ “Literature Evangelism” - *About Us*, <http://www.see-le.com/about-us> (15 July 2011).

⁵ Ibid.

it has circled the globe, and today there are church members who devoted their lives in the work as full time LEs. Church history reveals that the beginning of the SDA work in most countries worldwide was through the work of LEs.

Literature Ministry and Adventist Church Work Beginnings

Through history it is evident that literature ministry played a big role in starting the work of the Seventh-day Adventist church worldwide.

“The story of the beginning of the work of the Seventh day Adventist church in many parts of the world is the story of the colporteur work preparing the way for the preacher. . . . For example in all the south American countries except Peru, the Seventh day Adventist work began either through SDA publications being sent into the countries or through the work of colporteurs.”¹

The following are given as examples of how the work of the Seventh-day Adventists began: Arab Republic of Egypt, South Africa, West Africa (Ghana), India, Jamaica, Israel and China, just to mention a few.

Arab Republic of Egypt

Egypt was the first of the Middle Eastern countries to be entered by SDA`s. Beginning sometime in 1877, the Italian SDA`s in Naples sent the French paper *Signes des Temps* to their acquaintances among the Italians in Alexandria and corresponded with them about the SDA doctrines. In the spring of 1878 Romualdo Bartola, an Italian commercial traveler and self-supporting missionary, visited Alexandria on business and formed a group there, baptizing seven persons.² South Africa

¹ *SDAE*, s.v. “Pitcairn.”

² *Ibid.*

The first Adventist in South Africa was William Hunt, a minor from Nevada, who had arrived on the diamond diggings in Griqualand West, bringing with him a supply of tracts and paper, which he began to distribute. As early as 1878 Hunt had convinced some South Africans that SDA`s were correct in their interpretation of the Scriptures, and one of these interested people, J.H.C. Wilson, wrote a letter to the Review and Herald in which he spoke of reading copies of the Signs of the Times that led him to acknowledge that “the truth is with you; and I have since that time taken a stand for the truth, and am determined, with the help and blessing of God, to keep all His commandments.”¹

West Africa (Ghana)

“The SDA work in West Africa began in 1888 when Francis I. U. Dolphijn, an African, began to keep the Sabbath after reading Literature sent by the International Tract Society which had been supplied to him by the captain of a ship anchored in Apam, in what is now Ghana.”²

Vietnam

In the summer of 1920, K. O. Tan, an experienced Literature Evangelist from Swatow, China, travelled to Vietnam. This was the first entry into that country by a regular worker. Tan began working in the cities of Haiphong and Hanoi.

As he began his work, he was accused by the pastor of a large denomination as an apostate. This pastor tried also to hinder his work by advising the people not to buy literature from Tan. In spite of this handicap, The Lord’s blessings were upon his work.

¹ Ibid.

² Ibid.

In less than two months, Tan sold more than 200 subscriptions of “Signs of the Times” and took orders for a large number of books.

Tan continued his work as Literature Evangelist in Cholon, a Chinese suburb of Saigon. A few days later he met Mr. Loo, an old friend from China. Mr. Loo welcomed him and offered him a place to stay while in Cholon. Soon he met another friend, Mr. Chan, from Amoy. He talked about the Adventist faith with these men and soon a Sabbath school was held each week in Mr. Loo’s home. After a few weeks, three of these people took their stand for the truth and began to keep the Sabbath.¹

India

Traditionally the beginning of Adventist work in India has been dated from 1893, when William Lenker and A. T. Stroup, two colporteurs from America, landed in Madras and began canvassing for SDA subscription books among the English-speaking inhabitants of the major cities of India..... In the same report Lenker mentioned that in the autumn of 1894 there were five workers in India, presumably colporteurs (one each at Madras, Mysore, and Hyderabad, and two at Calcutta), three of whom came from Australia..... The early colporteur work met with outstanding success, the people welcoming SDA publications and at times buying duplicate copies and also volunteering to sell to their friends. Lenker reported that his first year’s sales amounted to \$ 4000, and that other colporteurs had met with similar success.²

¹Faigao, *Training Manual for Literature Evangelists*, vol. II, 11.

² *SDAE*, s.v. “Pitcairn.”

Jamaica

Interest in the SDA faith was aroused by the introduction of SDA publications. About 1889 or 1890, William Arnold, a colporteur, went to the West Indies, and on the Island of Antigua sold a book to a man who sent it to his son, James Palmer, in Kingston, Jamaica. James Palmer wrote to the International Tract Society for more publications, which, when they arrived, he distributed in the city..... Mean while the Palmers had interested four or five other families in the SDA teachings. When Mrs. Harrison (Mrs. Margareth Harrison was an Englishwoman who devoted much of her time to visiting the sick and helping the unfortunate ...got tracts from a doctor at a public hospital who got them from Palmer) learned of these people, she opened her home for their meetings. This group constituted the first company of Sabbath-keepers on Jamaica.¹

Israel

SDA work in Palestine, in the area of Israel, began with the visit of Henry P. Holser, the superintendent of the European Mission to Haifa, Jaffa, Saron (near Jaffa), and Jerusalem early in 1898. He made the acquaintance of some of the German colonists settled near these cities, distributed literature among them, and took subscriptions to an SDA health journal. On his return to Europe he made an appeal at a general meeting held in Hamburg for volunteers to work in Palestine. J. H. Krum, a German from America, responded, and with his wife went to Jaffa (Biblical Joppa) in the same year and conducted colporteur work among the German colonists.²

¹ Ibid.

² Ibid.

China

Adventism in China began as a project of one layman, Abram La Rue, an American gold miner, seaman, and shepherd, who became an SDA at an advanced age. Perceiving that the Advent message was to be given to the world, he attended Healdsburg College to prepare himself for the gospel work, and requested that he be appointed to China. The mission Board, considering him too old (he was about 65 at the time), suggested instead that he bear his witness on one of the islands in the Pacific Ocean. He went first to the Hawaiian Islands, where his work led to the establishment of SDA work on the Islands. Still longing to carry the SDA message to China, he went in 1888 to the British colony of Hong Kong, situated on an island scarcely a mile off the South China shore. In the same year he visited Canton, and 1889 went to Shanghai, in both places selling and distributing SDA publications among the English speaking residents there. Although La Rue never learned Chinese, he requested one of the Chinese acquaintances to translate for him a tract called ‘The judgment,’ of which he had 2,500 copies printed in 1891. Later he had the chapter “The Sinner’s Need of Christ”, from Ellen G. White’s Steps to Christ, translated and printed. These two tracts represented the beginning of SDA publications in the Chinese language.¹

Literature Evangelists Training in Adventist Church

Training is one of the most important aspects of the literature Ministry. Undoubtedly, it is a vital factor for the individual success of LEs. The objective of making the Literature Ministry more relevant and responsive to contemporary situations can only be realized if there are properly trained and qualified LEs. This is why in

¹ Ibid.

Publishing Ministry focus number three of the seven areas of focus in this quinquennium (2011-2015), is to “Provide Professional Training Program for Literature Evangelists.” This is motivated by the writings of Ellen G. White on the subject, she says: “Let canvassers be faithful students, learning how to make their work successful; and while thus employed, let them keep their eyes and ears and understanding open to receive wisdom from God. Teachers in the canvassing work have great responsibility to bear.”¹ It is said that he who fails to prepare prepares to fail.

The preparations must include the following: knowledge of God’s Word, knowledge of the books they sell, and constantly improving in work skills. The minds of all literature evangelists should be stored with knowledge of the truths of God’s word, so that they may be prepared, at any moment when required to present the truth. They should thoroughly acquaint themselves with the books they are handling, be able to readily call to attention to the important chapters, and also master its contents. LEs should seek continuous improvement in the total aspect of their work: “The canvasser should not rest satisfied unless he is constantly improving. He should make thorough preparation, but should not be content with a set form of words; Let a class of canvassers be fitted up, by thorough instruction and drill, to handle the publications that shall come forth from the press.”²

The Seventh-day Adventist church has a strong program of training for all publishing workers. Literature Ministry Seminaries (LMS) are responsible for the training of workers. According to Seventh-day Adventist policy, each Union is

¹ White: *Colporteur Ministry*, 56 (Letter 66, 1901).

² *Ibid*, 55.

encouraged to establish the LMS to serve as training centers for all publishing workers: “The Literature Ministry Seminary is commissioned to give quality training to publishing employees at all levels, thus enabling them to better perform their duties in their soul winning work.”¹ Study Guides are provided by the General Conference Publishing Ministries Department.

According to the operating manual for the professional training of LEs and publishing department leaders, there are three LMS Program Models that a union can choose from to suit the conditions and existing needs of their local conferences or fields:

Model I – The division/union shall establish the Literature Ministry Seminary program with a permanent LMS building dedicated for its purpose using the curriculum given by the General Conference Ministries Publishing Department.

Model II – The LMS program is conducted inside the Seventh-day Adventist university/college compounds using facilities of the school with a modified curriculum as compared to model I.

Model III – The LMS program is conducted in the local conferences or fields without a permanent LMS building but using the same training program and curriculum of either model I or model II.

Currently Tanzania Union Mission of Seventh-day Adventist church is using Model III.

This chapter covered the theoretical foundation of the Literature Ministry in the Bible, the writings of Ellen G. White, and other writings within the Seventh-day Adventists. It also dealt with the nature and history of Literature Ministry in the

¹ Operating Manual for the Professional Training of Literature Evangelists and Publishing Leaders, *Publishing Department, General Conference of Seventh-day Adventists*, FP-a 77 05.

Adventist church, the first LE to sell house to house, Literature Ministry and Adventist church work beginnings, and it closes with the training of LEs in the Adventist church.

CHAPTER 3

DESCRIPTION OF NORTHEAST TANZANIA CONFERENCE

Northeast Tanzania Conference (NETC) is comprised of four administrative regions of Arusha, Kilimanjaro, Manyara, and Tanga situated in the northeastern part of Tanzania. As already said in chapter one of this research paper the second highest mountain in the world, Kilimanjaro, is found in this area thus making a big centre of tourism. Arusha and Manyara are also big centers of tourism having Arusha, Ngorongoro and Manyara national parks. This is the conference where the first Seventh day Adventist church missionaries to Tanganyika settled and started the work.

Adventist Church in Northeast Tanzania Conference

From the history of SDA work in Tanzania in the *Seventh day Adventist Encyclopedia*, the first SDA missionaries to Tanganyika (then Germhlers and A. C. Enns), were sent there in 1903 by the German Union, under the leadership of L. R. Conrad. Arriving in Dar-es-Salaam in December, they went to Pare district in northeast Tanganyika, where they established Friedenstal Station, and studied the language while slowly gaining the confidence of the people. Other stations were opened in the Pare district: Kihurio, Suji (Vuasu), and Vunta. The first baptism was held in 1908, in which six were baptized. It was in northeastern Tanganyika in the Pare area that the first SDA stations – Friedenstal (Mamba), Kihurio and Suji stations had been established.

Shortly before World War I, H. Kote, with the help of Petro Risase, had completed the translation of the New Testament into Chasu, which was published by the Advent-Verlag in Hamburg with the approval of the British and foreign Bible society. The mission in the Pare Mountains suffered less than those in the west Tanganyika as a result of World War I. Some of the German missionaries had remained on their stations until the British came, and before being interned they had ordained elders in all churches. Despite the fact that public meetings had been forbidden, Christians continued to gather for worship in their huts. The African workers, although bereft of their white missionaries and deprived of all financial support, were not idle. S. G. Maxwell, on arriving in 1921, found a number of fully prepared candidates who had been waiting for baptism for six years. He also found that of 277 members in 1914, 246 were still practicing SDA's.

A number of Pare workers went out as pioneer missionaries throughout East Africa. For example, when S. G. Maxwell went to open work in Uganda, P. Risase and A. Mweta accompanied him; later A. Msangi also went to Uganda, and died there. P. Risase later pioneered the work on Mombasa Island. Pare missionaries held responsible positions in different parts of East Africa and Tanganyika Unions. In 1960 the Pare area was organized into the Northeast Tanganyika Field under African leadership, with Y. Lusingu as president and T. Samwel as secretary-treasurer.¹ After the Union of Tanganyika and Zanzibar in 1964, the name was changed to Northeast Tanzania Field. In 1989 December the Field became a conference. This conference is a historical site for the beginning and expansion of the SDA church in Tanzania and some parts of East Africa.

¹ *SDAE*, s.v. "Pitcairn."

According to the *Seventh-day Adventist Yearbook* records updated 2012 North East Tanzania Conference has about 320 organized churches, 66,025 church members, and a population of 7,163,790 people.¹

Literature Evangelist's Contribution in Church Beginnings

As it has already been noted in chapter two of this project paper, LEs played a big role in starting the work of Seventh-day Adventists in many countries in the world. Northeast Tanzania Conference is not an exception. In an interview, elder Twazihirwa Rajabu, a retired LE, 80 years old, revealed that the work of the Seventh day Adventist church in most of the big towns in North east Tanzania conference was started by LEs. He started working as an LE in 1964 and was sent by the field to start the work in Monduli. There was no church, no company, no Sabbath school branch, not even a single Seventh day Adventist member. After two years, at the time he left there were eight baptized church members. He was succeeded by Eliamani Irigo, an LE (also retired). The two served together to support the work in Arusha, where it was a company, and Moshi, a Sabbath school branch. After a big crusade conducted in 1965 at Arusha for three months where several LEs were involved, a church was organized and the late Elibariki Misheto, also an LE was assigned to serve there.

In 1966 an LE by the name Yusufu Masunga, who served as a volunteer and was not helped much by the field, started the work in Tanga. There were thirteen church members at the time elder Twazihirwa was sent there, and later around 1970s a pastor by the name Stefano Singo was assigned to serve as district pastor. In 1973 Elder Twazihirwa was appointed the position of Assistant Publishing Director Tanga region

¹ *Year Book of the Seventh-day Adventist Denomination*,
<http://www.adventistyearbook.org/ViewAdmField.aspx?AdmFieldID=NETC> (17 June 2012) .

with its headquarters at Korogwe. On arriving there he found that the work had been started by Edward Mafuru, an LE from Musoma whom elder Twazihirwa Rajabu succeeded. Elder Twazihirwa had a diary where he recorded all these records of his working history, marriage, birth dates of all his children, and where they were born. The researcher decided to use a video camera to preserve the four interviews he conducted.

As to the contribution of LEs in soul winning elder Twazihirwa had this to say: “This work is the first in soul winning and helps the church not to backslide.” When the wife of elder Twazihirwa was asked by the researcher if she regrets being the wife of an LE and whether she could encourage others to join this work or get married to those who work as LEs. Her answer was: “I have never regretted being a wife of a literature evangelist, and I am encouraging those who are hesitating to join and minister to God through the work of literature evangelism, even get married to literature evangelist workers with no doubt. I assure them, they will not regret, provided they remain faithful committed workers of God.” She also added that those who hesitate is because they don’t know, literature evangelism draws one nearer to God since one has to pray always in order to succeed, further more it has a good old age.¹

Another elder who was interviewed by the researcher was Pr. Godson Elieneza, a .retired pastor, 88 years of age, who worked as Publishing Director of the field (Northeast Tanzania Field) from 1965-1970, and as President of the Field 1974-1989 to the period when the field got the status of a conference 1990-1992. In 1965 when he became the Publishing Director he met the late Elibariki Misheto, who was an LE stationed at

¹ Twazihirwa Rajabu, Retired, Fomer Literature Evangelist and Assistant Publishing Director, interviewed by author, Hedaru, Kilimanjaro, Tanzania, 17 January 2011.

Arusha, and Elikunda, retired, also a Literature Evangelist, stationed at Moshi. These are the ones who took him house to house in their territories working together in the field.

Another LE, Twazihirwa Rajabu, joined them later.

According to elder Godson Elieneza, the foundation of our present Seventh day Adventist work was laid by LEs, and Lay Evangelists. LEs were used very much to start the work in un-entered areas, they were taught that the first thing was to make friendship with people, and through them our work was strengthened. During those days, Sabbath afternoons after lunch were used to go house to house by the whole church; “We wonder nowadays on Sabbath, after lunch, instead of going house to house, church members use the afternoons chatting with each other or in groups, having small conversation”, said pastor Godson. LEs are to be highly respected by the church for their work, as president, “I also used to set times, go to the city and walk (work) with them house to house.”

Youth Directors must teach the youths to join the work as LEs, Ellen G. White respected very much this work. Where pioneers worked we remember even today, elders Elibariki Misheto, Elikunda, and Twazihirwa Rajabu. LEs are the ones who started the work of Seventh day Adventists in Tanga, Korogwe, Moshi, Arusha, and Singida. Most of the converts in our crusades are the product of those who read our books. Pastor Godson said they managed to retain LEs because of three main reasons:

1. Pastors were very close to LEs, helping those who fail.
2. Publishing Directors set specific times to walk (work together) with every LE in the field.
3. As a president, said pastor Godson, “I received reports from every departmental just after coming from every field work, I sat with each of them even the whole

day, seeing where there was success, discussing the challenges, and suggest ways on how to overcome them.”

The findings from these interviews affirm the validity of finding a solution to the problem of high percentage losses of these potential and much needed LE workers in God’s vine yard.¹

In Publishing Ministries Department the conference is divided into five zones: Arusha, Kilimanjaro, Manyara, Shengena and Tanga in which each is led by an Assistant Publishing Director (APD).

Assistant Publishing Directors and their respective Zones:

1. Stephen Sharika - Arusha zone
2. Eskia Andrew - Kilimanjaro zone
3. Benjamin Wellwell - Manyara zone
4. Jotham Ezekiel - Shengena zone
5. Edwin Benjamin - Tanga zone

The conference has twelve book depositories which are: Arusha, Babati, Hedaru, Karatu, Kwamshitu, Lushoto, Mbulu, Moshi, Same, Suji, Tanga, and Usa River.

Literature Evangelist Enrollment

According to the Publishing Ministries Department report of five years 2001-2005 presented to the session of the conference on December 05-07, 2005, the enrollment of LEs was about 350. From the reports of January to December 2006 the average number of LEs working and sending at least one report for that year was about 100. It can be said that those sending report are the ones who are “Live” actually working more than 200

¹ Godson Elieneza, Retired, Former President of Northeast Tanzania Conference, interviewed by author, Hedaru, Kilimanjaro, Tanzania, 17 January 2011.

were not working. There is also a club of about 30 student LEs in the University of Arusha (UoA). Table 1 shows literature evangelist enrolment between 2007 and 2011.

Table 1. Literature Evangelists Enrolment

Year	Arusha Tanga Total Zone	Kilimanjaro Zone	Manyara Zone	Shengena Zone
2007	46	-	18	18
2008	28	51	20	135
2009	35	55	20	144
2010	27	60	21	155
2011	27	58	14	140
		58	21	140

Soul Winning Through Literature Ministry

Literature ministry plays a significant role in soul winning, in Northeast Tanzania Conference, annual reports show a recognizable percentage contributed by LEs for a period of five years.

Table 2. Contribution of Literature Evangelists in Soul Winning

Year	Conference Annual		Literature Ministry
	Percentage	Report	Annual Report
2007		4562	654
		14%	
2008		4129	833
		20%	
2009		4689	662
		14%	
2010		3881	480
		12%	
2011		5462	816
		15%	
Average		4545	689
		15%	

Table 2 indicates that an average of 15% of annual soul winning report in Northeast Tanzania Conference is contributed by the work of LEs. This is a direct report from LEs, however, according to the nature of this ministry and to the writings from Ellen G. White, there still remains a good number of people won to Christ who cannot be realized or seen by those engaged in this work and may even never be reported by them: “More than one thousand will soon be converted in one day, most of whom will trace their convictions to the reading of our publication”¹

Literature Evangelist Training in Northeast Tanzania Conference

The Seventh-day Adventist church has a special program for training LEs through Literature Ministry Seminary, specifically among other reasons this is for the purpose of retaining those who join this ministry. As per the program, Northeast Tanzania Conference officially for the first time started to train ten LEs through this program in 2006

¹ White. *Colporteur Ministry*, 151.

when it officially started in Tanzania Union. In 2007 there was no training program until on April 17-23, 2008 when 77 LEs attended training for one week in level one under the conference Publishing Director at that time pastor Elitabu Kajiru, and the LMS coordinator pastor Anna Muhoho. Only 4 passed and qualified for level two. In 2009 June, again, 38 LEs attended training in level one for supplementary, and 17 qualified for level two making a total of 21 who were taken through level two on the same month by pastor Elitabu Kajiru. No more training was conducted till on April 2011 when the researcher started training for research and work purposes as Literature Ministry Seminary Director.

Data on LE's income, capital investment self plan, career satisfaction for Literature Evangelist work, LEs planned daily schedule, and Assistant Publishing Directors Itineraries on how they work daily with LEs on a regular basis was examined in terms of number and percentage.

Table 3 item number two shows that 32 LEs equivalent to 74.4% are enjoying their work, however, in item number one it is 18 LEs equivalent to 41.8% who are satisfied with their career.

Table 3. Literature Evangelists Career Satisfaction

S/N	BEFORE TRAINING		Above	Average	
	Below	Total		Average	
	-	Average			
1.	How will you rate your career Satisfaction				
	10	43	18		15
	Percentage		41.8%		34.9%
	23.3%	100%			
2.	I am enjoying my work as a Literature Evangelist				
	6	43	32		5
	Percentage		74.4%		11.6%
		100%			14%

Table 4. Literature Evangelists Financial Stability

S/N	BEFORE TRAINING		Above	Average
	Below	Total		
	-	Average		Average
1.	My income satisfies my necessary needs		12	21
	10	43		
	Percentage		27.9%	48.8%
	23.2%	100%		
2.	I do have a plan for capital investment and make use of it		21	8
	14	43		
	Percentage		48.8%	18.6%
	32.5%	100%		

Financial Stability for Literature Evangelists

Table 4 item number one shows whether LE's income satisfies their necessary needs. According to survey data 12 LE's income which is 27.9% satisfy their necessary needs, 21 LE's income equivalent to 48.8% averagely satisfy their necessary needs, and 10 LEs which is 23.2%, their income does not satisfy their necessary needs. The same table item number two indicates that 21 LEs which is 48.8% do have a plan for capital investment and make use of it, 8 LEs equivalent to 18.6% averagely have a plan for capital investment, and 14 LEs equivalent to 32.5% do not have a plan for capital investment. From these statistics generally most of the LEs their needs are not satisfied by their income and they do not have a plan for investment put into practice to build their capital. Having insufficient income for one's job is one of the reasons that make people to quit some jobs and look for a different one. This makes it necessary to find a way of increasing the income of Literature Evangelists to a percentage that will help them meet the need.

Literature Evangelists/APDs Schedule of Work

Table 5 item number one shows whether LEs do have a daily systematic schedule for their work, that is, specific time of waking up in the morning, specified time for devotion, preparations, breakfast, time for beginning field LE work (house to house), hours spent per day, and time for closing the work. Obtained data indicates that 20 LEs normally plan their time table, which is equivalent to 46.5%; 16 LEs equivalent to 37.2% averagely plan their time table they are not systematic, and 7 LEs equivalent to 16.3% do not plan their time table. The above findings reveal that more than half the number of LEs doesn't have a systematic schedule governing their daily activities. Because time is one of the things that greatly affect LE's performance it is important to assist them to master their usage of time.

Table 5. Literature Evangelists/APDs Schedule of Work

S/N	BEFORE TRAINING		Above	Average
	Below	Total		
	-	Average		Average
1.	I normally plan my schedule of work.	7	20	16
	Percentage	16.3%	46.5%	37.2%
		100%		
2.	My leader (APD) has a schedule of walking with LEs in a regular basis.	18	18	7
	Percentage	41.9%	41.9%	16.2%
		100%		

Reasons for Literature Evangelists Turnover

Several reasons contribute to LEs turnover, however, in this project paper the researcher decided to use only four which seemed to be of high rating. These are: lack of commitment, lack of true Christianity, Lack of knowledge of Literature Ministry, and Lack of enough capital. Every LE was asked to circle only one reason among the four which he/she believes to be the major one.

Table 6 shows the number and the percentage for what LEs think to be the major reason for high turnover. Results from table 5 shows Lack of commitment to be the main reason with 19 LEs which is 44.2% of those involved in the exercise. Reason number two according to the results above is Lack of True Christianity, with 9 LEs equivalent to 20.9%. This reason, according to Ellen G. White, is almost at the top above all others. She mentions it as follows: “The reason why many have failed in the canvassing work is that they were not genuine Christians; they did not know the spirit of conversion. They had a theory as to how the work should be done, but they did not feel their dependence upon God.”¹ The third one is Lack of knowledge of Literature Ministry which has a total of 7 LEs equal to 16.3%, and the last is Lack of capital, with 4 Literature Evangelists equivalent to 9.3%.

Table 6. Reasons for Literature Evangelists Turnover

S/N	Reasons for Turnover From LE work Percentage	Number
1.	Lack of commitment 44.2%	19
2.	Lack of True Christianity 20.9%	9
3.	Lack of knowledge of Literature Evangelist work	7

¹ White, *Testimonies for the Church vol. 6*, 317 – 1901.

	16.3%	
4. Lack of capital		4
	9.3%	
5. None		
	4	9.3%
Total		
43	100%	

Four Assistant Publishing Directors among the five in Northeast Tanzania

Conference were involved in this exercise, and the same questions were asked: whether the Assistant Publishing Directors do work with LEs on a regular basis in the field, whether they do have schedules of working with LEs, and to what they believe to be the main reason for LEs turnover.

Table 7 shows that 2 Assistant Publishing Directors equivalent to 50% work with LEs on a regular basis in the field less often, and 2 equivalent to 50% scarcely work with LEs.

Table 8 shows that 2 Assistant Publishing Directors which is 50% do have schedules of working with LEs, and the other 2 which again is 50% do not have schedules of working with LEs.

Table 7. How often do APDs work with Literature Evangelists.

S/N	How often do APDs work with LEs Percentage	Number
1. Too often		-
2. Less often	-	2
3. Scarcely	50%	2
4. Not at all	50%	-
	-	
Total		4
	100%	

Table 8. APDs schedule of Working with Literature Evangelists.

S/N	APD with schedule of working with LEs Percentage	Number
1. Yes	2	50%
2. No	2	50%
Total		
4	100%	

Table 9 results show that two Assistant Publishing Directors which is equivalent to 50% believe that the main reason for LEs turnover is Lack of commitment, and the remaining two equal to 50% believe that Lack of true Christianity is the main reason for LEs turnover. The researcher also interviewed an experienced retired LE, former conference Publishing Director, and the current president of the conference who started as an LE, what they think to be the main reasons that contribute to LEs turnover. The interviews were recorded using a video camera.

Table 9. Reasons for Literature Evangelists Turnover

S/N	Reasons for Turnover From LE work Percentage	Number
1. Lack of commitment	50%	2
2. Lack of True Christianity	50%	2
3. Lack of knowledge of Literature Evangelist work		-
4. Lack of capital		-
Total		
4	100%	

According to elder Twazihirwa Rajabu, a retired and experienced LE, reasons for turnover in the work of LE put in order of priority are:

1. Lack of commitment
2. Poor assistance by Assistant Publishing Directors
3. Lack of motivation
4. Lack of close friend relationship with leaders¹

Pastor Alphonse Mayo, the current president of Northeast Tanzania Conference from 2011, was also interviewed by the researcher. To the question, what he thinks to be the major reasons for LEs turnover, pastor had this to answer: That, reasons can be classified into two major causes; first is by LEs themselves and second is by others apart from LEs.

1. Reasons caused by LEs themselves:
 - a. An LE forgetting him/herself
 - b. Lack of knowledge about the kind of work they have engaged themselves.
2. Reasons caused by others apart from LEs:
 - a. Failure of the church to recognize LEs and the work they are doing.
 - b. Lack of support, materially and non material (words of Encouragement)
 - c. Disappointment
 - d. Environment - If not strategic an LE can find him/herself joining the economy system of his/her locality.

¹ Twazihirwa Rajabu, Retired, Former Literature Evangelist and Assistant Publishing Director, interviewed by author, Hedaru, Kilimanjaro, Tanzania, 17 January 2011

However, the main reason is lack of commitment to the call. The one who knows that he is called by God is not easily overcome by challenges, he/she believes, the one who called him/her will provide all the needs. What is most important is to recognize him/herself as one who is called by God. The one called, and recognizes his/her call, will remain even under hard circumstances and experience God's provision; he/she will overcome all the challenges if he/she knows he/she is called, said pastor Mayo. This is why even pastors, though well educated, some drop on the way to find other jobs, just because they don't know that they are called, he added.

To the question as to whether the method used to call church members to join the literature ministry as LEs contributes to high turnover, his response was that it depends on the way it was done and whether it was based on material gain or soul winning. If it was based on material gain, and somebody is motivated by that, then it won't take long before he drops when challenges come and his expectations are not met. On the contribution of the work of LEs in soul winning pastor's answer was: "Because I am a product of LE work, the work has more fruits than it is realized by many even among leaders. Most of those who believe in our crusades they resulted from reading our books, the work has best outcome."

His advice to publishing leaders in order to retain those who join was: First, to provide training to LEs, second, Assistant Publishing Directors to nurture and help those who fail in their zone. Third, pastors are supposed to recognize LEs as their fellow workers, that, they deserve respect in the church; in retention of church members LEs contribution is very big, so pastors must embrace LEs.¹

¹ Alphonse Mayo, President of Northeast Tanzania Conference, interviewed by author, Same, Kilimanjaro, Tanzania, 17 January 2011.

Pr. Mbonea Reuben, retired, was an LE from 1966-1973, a district pastor 1977-1981, Field/Conference Publishing Director from 1982-2000. His first station in 1966 was in Muheza-Tanga. He used to see LEs shinning. One day, after talking with them about the kind of work they were involved in when they spent a night on his father's home, he was convinced to join the army. There was no initial seminar, just few instructions from the Publishing Director. In 1982 he was elected to the position of Publishing Director of the Field. What he believes to be the reasons for LEs turnover are:

1. APDs do not have a strategy of walking (working) together with LEs in the field.
2. Lack of LEs Institutes to motivate them.
3. LEs are not visited in their homes, to share with them their hardships, challenges, and to encourage them, helping them to move from Intern to License and Credential.

APDDs are supposed to work strategically with all LEs from each category; they must have a schedule and give a weekly report to the Conference Publishing Director, copy to the Union Publishing Director, signed by LEs whom they worked with. This factor, according to Pastor Mbonea Reuben, is the main reason which contributes to high turnover.¹

One of the reasons the Literature Ministry Seminary was established is to meet the challenge of high turnover of LEs. In the Operating Manual for the Professional Training of LEs and Publishing Department Leaders, its introduction has stated it clearly that: "In many parts of the world field one of the big challenges in the Publishing Ministry is the high turnover of LEs. That, around 50% of those whom we recruit will no

¹ Mbonea Reuben, Retired, Former Publishing Director of Northeast Tanzania Conference, interviewed by author, Same, Kilimanjaro, Tanzania, 18 January 2011.

longer be in the literature ministry a year after.”¹ Among the reasons which received high ratings are:

1. Low morale, lack of self-esteem and identity - No self-confidence
2. Cannot sell enough to make a living - No sales training
3. Poor sense of Mission - No calling
consciousness
4. Little opportunity for advancement - No motivation for
growth

Implication of the Survey

The survey data shows that the major causes for LEs turnover are lack of commitment followed by lack of true Christianity. They do not schedule their work and their income does not satisfy their needs.

The intention of the study was to come up with a training program to help LEs become knowledgeable on the kind of ministry they are engaged, and to become conscious of their call and confident in their work. The program was conducted for ten days at Moshi University College of Cooperatives and Business Studies (MUCcoBS). The summary of the study is in the next chapter and the materials are attached at the end of this research paper.

¹ “Operating Manual for the Professional Training of Literature Evangelists and Publishing Leaders,” *Publishing Department, General Conference of Seventh-day Adventists*.

CHAPTER 4

PROGRAM DEVELOPMENT, IMPLEMENTATION AND EVALUATION

Development of the Program

Since LEs retention has been noted world wide as a problem, and whereas the proposed solution has not been practiced yet in Northeast Tanzania Conference, and the suggested reasons for LEs turnover are the same to almost 90%, the researcher decided to a great extent use the already proposed solution by the General Conference of Seventh day Adventist Church. Not all the courses provided which are designed in three volumes were used by the researcher, but selected topics relevant to the problems found that can be covered for ten days, five days at a time. The problems are: Lack of commitment, Lack of capital Investment, Proper use time, Lack of Knowledge of the kind of work of LEs, Lack of True Christianity and Sales and Financial Management.

The researcher also, because of the costs involved in such a program, convening LEs from different parts of the conference for ten days, he took the advantage of being the Literature Ministry Seminary Director to schedule his training programs using LMS funds to fit both his research while at the same time implementing his work responsibility. Forty three Literature Evangelists were involved selected randomly from all over the conference, with an average of nine from each zone. The venue was at Moshi University College of Cooperatives and Business Studies (MUCcoBS) where accommodation and food was provided for each session of five days.

Implementation of the Program

Each day the program started by morning devotion at 8.00 am to 8.30 am. The first two day's morning devotion was led by Pr. Elitabu Kajiru, he made use of the book of Mathew 4:19, emphasizing that our first call is to be followers of Christ or true Christians. Our success in everything we do in God's work depends on our relationship with Him. The second two days by Pr. Joseph Lusega, the emphasis was on the necessary preparations needed in order to receive the later rain. The text was from the book of Zechariah 10:1. The fifth day was led by Pr. Elitabu Kajiru using the book of Joshua 1:5-9, urging LEs to be strong and courageous because the Lord has promised to be with them wherever they go. After lunch LEs were given two hours and a half for revision of that day's lesson before doing the examination of the lesson from 4.30 pm to 5.30 pm. of which, grades were given.

First Session

The program for the first five days was conducted from March 14th-19th, 2011. Facilitators were Pr. Joseph Lusega, the Publishing Director of Northeast Tanzania Conference and Pr. Elitabu Kajiru LMS Director Tanzania Union.

Selected topics for the first five days were:

1. Philosophy of the Literature Ministry
2. Publishing Policy
3. Positive Attitude and Confidence
4. Introductory to Christian Salesmanship
5. Practical Field Work

Pr. Joseph Lusega taught Philosophy of Literature Ministry and Positive Attitude and Confidence, and Pr. Elitabu Kajiru taught Publishing Policy and Introductory to Christian Salesmanship.

Philosophy of Publishing Work

Objectives and Expected Results:

1. LEs will understand the NATURE and SACREDNESS of the Literature Ministry in the fullest sense and thus be completely convinced, convicted, and committed to stay in this work.
2. LEs will understand the real objectives of the Literature Ministry and thus be able to conduct this work in harmony with the counsel of the Spirit of Prophecy.
3. LEs will understand the qualifications required for a dedicated and consecrated LE. Thus they will be able to develop themselves toward this ideal and live a real Christian life as workers of the church.

Publishing Policy

Objectives and Expected Results:

1. LEs will understand the organizational set-up of the church's Publishing Ministries Department and the flow of responsibilities.
2. LEs will understand the general principles of the church governing the work of LEs in general and how he relates to the church as a worker.
3. LEs will be able to identify the different classes of LEs and the requirements for each class.
4. LEs will be acquainted with the privileges and benefits of LEs as he works for the Lord and the church.

Introductory Christian Salesmanship

Objectives and Expected Results:

1. LEs will understand the threefold preparation needed for successful Literature Evangelism.
2. LEs will know the different types or styles of non-Christian selling practices to be avoided and the ideal and professional salesmanship to be followed.
3. LEs will be well acquainted with the progressive steps of the Sales Interview and the sales principles involved in each step.
4. LEs will be able to master a canvass talk, demonstrate a role-play, and do actual field sales interview.

Positive Attitude

Objectives and Expected Results:

1. LEs will understand that attitude of mind brings the difference between success and failure
2. LEs will exercise the right attitude of mind in all circumstances
3. LEs will not shun away from confronting the challenges they meet in their work

Field Work

Objectives and Expected Results: The main objective was for LEs to put the theory learned in class into practice.

Philosophy of Publishing Work

Pr. Lusega started by quoting from the writings of Ellen G. White on the importance and sacredness of the Literature Ministry and that it was ordained by God.

“The canvassing work, properly conducted, is missionary of the highest order, and it is as good and successful a method as can be employed for placing before the people the important truths for this time.”¹ That the Literature Ministry is missionary work of the “highest order” for two important reasons: First, is the kind of service rendered to God by the LE based on self-sacrifice and self-denial. Second is the number of people reached by one LE if done properly, which makes ten homes per day with an average of five persons in every home. This will end up having fifty persons a day, one thousand persons a month, and twelve thousand persons a year. The literature Ministry work is in itself an educational process, providing the very best education because it provides “Education for Eternity” and “Varied experiences in Life” through travelling, reading, meeting and talking with people, and classroom instruction a combination of knowledge from sources said to comprise a person’s total know-how.

Lusega continued to emphasize that the Literature Ministry is equal in importance to the gospel ministry. LEs occupies position equal to gospel ministers and so those who join must be intelligent-well trained professionalize LEs; God-fearing – dedicated, consecrated, deeply spiritual, and faithful; Truth-loving – love for God’s word, diligent Bible students and zealous in sharing the gospel. God looks upon the Literature Evangelist and Minister with the same approval. It is a sacred work, and so it is admonished to exercise great care in selection of LEs as in selecting men for the gospel ministry. Ellen G. White mentions the following qualifications: “Those who are genuinely converted; who possess the best talent and ability, who will do the work with understanding, wisdom, and diligence; those who feel the burden of service; men of good

¹ Ellen G. White, *Colporteur Ministry* (Grantham, UK: The Stanborough Press, 1997), 6.

reputation, tact, vision, and ability; and those with good religious experience.”¹ The work is under divine direction, led by the Holy Spirit, accompanied by Holy angels and God provides help for every difficulty. The qualified LE must be wholly surrendered to God and to the Literature Ministry, finding his security and assurance in God. He/she must be humble and teachable, daily converted and genuine Christian, have absolute honesty and purity of life, and constantly dependent upon God.

An LE has to be fully prepared, he continued, having the knowledge of God’s Word, the knowledge of the book he/she sells, and constantly improving in the total aspect of his/her work. He/she also has to be a good example in habit, deportment, and dress, through honesty and integrity; chaste, meek, and temperance; and pleasing dress and manners. To wind up the lesson the presenter pointed out that, any successful Literature Evangelist must be diligent in service and live a prayerful life. After this subject Literature Evangelists were expected to become more committed to the Literature Ministry.

Publishing Policy

On the second day Pr. Kajiru lead the class. As church workers LEs are expected to know the organization’s Set-up, which is the first thing made clear in this course forLEs. From the LE, to the local church, local conference, Union mission, Division, and the General Conference, with its relation to Literature Ministry in each level, and the Institutions related with literature ministry. LEs were taught how they are classified as part-time and full-time. The three categories for full-time LEs; Intern, license, and credential with their qualification requirements in each category, being sales goals, hours of work per day, week, month, and per year. The missionary activities of LEs, their

¹ Ibid., 26-29.

designed territory assignments, and the reporting system all were made clear. The importance of reporting was re-emphasized as the determinant factor that affects LEs promotions and retirement benefits.

LEs privileges and benefits were among the important points taught in this lesson, for them to understand what they may expect from the organization as workers of the church during and after their service when they retire. In work relationships LEs were reminded to purchase books only from the official distributing agencies for the church products, that is HHES/ABCs, on cash basis. For this reason they are encouraged to establish a healthy financial base in their work by managing their finances very carefully and to build up their own capital investment for books so as to have enough literature supplies all the time for their work. Understanding these policies help the LEs not only to perform their work within the given guidelines, but also have confidence of their future welfare if they remain faithful workers. This is expected to automatically contribute to retain a good number of them in the LE work.

Positive Attitude and Confidence

Pr. Joseph Lusega introduced the lesson by saying that one of the first needs for a successful LE is having the right attitude of mind. It was on the third day. This attitude is not something that as an LE you switch on when you meet a prospect and switch off when you leave. It is zeal, consecration, and morale which must be in you in order to be a successful worker for God. You must be confident that people needs you. You must be sure that you can do that work.

The attitude of mind of an LE is very important, Pr. Lusega continued, we have a vital message, and the privilege of delivering it to others, which would make us the

happiest people in the world. Our physical appearance must reveal hope, courage, and zeal. We have a high calling which God has given to human being. Let us lift up our heads because we have been called by God; we have a place to go, and a work to do. All that a human being is capable of doing and all that which he/she is not capable are a direct result of his/her thoughts, “for as he thinks about the cost, so he is.” (Proverbs 23:7). So the only security for any soul is right thinking. To LEs this is very important, so they need extra help because of the kind of their work which may be disappointing due to several reasons, for example:

1. An LE meets with people who are not friendly. After a time he/she may reflect these people’s attitude as his/hers.
2. An LE deals with many who are unknown, he/she doesn’t know whether he/she will sell or not.
3. It is Satan’s desire to discourage. What happens to an LE’s attitude of mind when this experience comes? This experience can simply make the difference between success and failure.

Lusega continued to inspire them that the Attitude of an LE must be of a person who is confident that he/she is of more service to a customer than is a customer to him/her, must have a pure attitude of confidence. As an LE you must always take a list of your attitude. It is realized that a personal list of attitudes is important in being successful as combing your hair in the morning. It is said that our attitude of mind is one of the few things that we ourselves can control. It is also said that heroes, of sports or any other discipline in life, have the appearance of hope and they exercise the right attitude of

mind. In order to be successful in this aspect as an LE, do your work whole heartedly, when you do your work with all your heart, your attitude of mind will be positive.

Introductory Christian Salesmanship

The fourth day started as usual led by Pr. Kajiru. He commenced by saying that to be a good sales person in any product needs thorough preparation. In the same way, LEs need to know that their work is not an exception. In literature ministry preparations are in three phases: Pre-Sales preparation, Proper-Sales presentation, and Post-Sales Interview.

In pre-sales preparation the first thing LEs were taught was spiritual uplifting through: complete dedication, having soul winning as the principal objective in mind, obedience to heavenly principles including returning tithe and giving offerings, and others; lastly, study of the Bible and Spirit of Prophecy. The second thing was mental preparation through knowledge of the books they sell and memorizing a standard sales talk. Physical preparation is among the pre-sales necessary preparations. This includes personal hygiene, neat and modest presentable clothing, good hair style, polished shoes, brushed teeth; in short everything connected with physical appearance because people normally buy someone before they purchase his or her products. Pre-sales preparation also includes canvassing tools which according to the lesson for a successful LE they are to be prepared in the night before the day's work. These tools include well illustrated prospectus, presentable briefcase, clean book samples, contract forms and receipts, nice looking pen, recommendation/Introductory cards, and prospects information. After this lesson LEs were to go for field work.

Field Work

The first five days were climaxed by going with LEs in the field. The group was divided into fifteen teams of three people, each team was led by one of the leaders, that is, the two instructors, four assistant Publishing Directors, and nine credentialed experienced LEs. Each team was assigned its territory of work and given guidelines of what is expected of them. The main objective of the exercise was to put into practice what had been taught in theory. After the exercise each team presented a written report using the format taught in class by reading it before the whole class and submitted it for record purposes. The report indicated the names of the group members, time spent in actual work, the number of homes and people who were visited, sales presentations made, the number of books sold, amount received in cash, free literature given, prayers offered, and challenges encountered in the field. After each report of a team an evaluation was done by the whole class and later grades were given for a team by the instructors. The first five days of training ended and people went back to where they came from.

Second Session

The second session of five days was conducted on 16th -21th April, 2012 one year after the first session. This was to give enough time to see whether the trained LEs will continue being at work at least for a year, since another challenge in Literature Ministry Seminary is high investment without very good assurance of staying as career LEs.

Selected topics for the second five days were:

1. Management of LE Finance
2. Time Management

3. Work Management
4. Basic Salesmanship
5. Field Work

Morning devotion was scheduled at 8.00 am to 8.30 am every day, and the emphasis was revival and reformation as workers in the vine yard. The main text was from the book of Isaiah: "Depart, depart, go out from there, touch no unclean thing! Go out of the midst of her! Cleanse yourselves, you who bear the vessels of Yahweh." (Isa 52:11)

Financial Management

Objectives and Expected Results:

1. LEs will acquire the right attitude toward money and will be able to properly manage their financial resources.
2. LEs will be able to apply and have their own plan for capital investment.

Time Management

Objectives and Expected Results:

1. LEs will understand the important value and the proper use of time in relation to their work and calling.
2. LEs will be able to prepare their own schedule governing their daily activities.

Work Management

Objectives and Expected Results:

1. LEs will gain the skills on how to properly plan, organize, and manage their work program to ensure success in their ministry.
2. LEs will understand the need for self-management, self-motivation, and self-discipline in the conduct of their work.

Basic Salesmanship

Objectives and Expected Results:

1. LEs will understand the different types of prospects and how to handle each of them.
2. LEs will master the “Techniques for the Ideal Demonstration.”
3. LEs the techniques on how to assist the prospect make favorable decisions to buy.
4. LES will know the importance of “Product Knowledge” and master the “Facts and Benefits” for some specific subscription books they sell.

Field Work

Objectives and Expected Results:

1. LEs will apply the knowledge got in class in actual field work.
2. LEs will share field work experiences with one another (team partner).

Management of Literature Evangelist’s Finance

Finance management was taught by Kajiru. The subject started with a quotation from Ellen G. White that says: “The canvassing work is not to be conducted in a slack, loose manner. Those engaged in work that calls for the handling of money should keep a strict account of every penny received and paid out. The education in accuracy thus gained will fit them for greater usefulness.”¹ Together with other points from this quotation the emphasis was, those engaged in work that calls for handling of money should keep a strict account of every penny received and paid out. LEs pay money in cash when purchasing books and magazines from book depositories and also receive money when sell these products. So in order to be successful in this kind of work it is

¹ Ellen G. White, *Colporteur Ministry* (Grantham, UK: The Stanborough Press, 1997), 94.

important for them to learn how to keep strict account of money at least the basic principles since the subject is so broad.

Important things emphasized in this subject were personal financial planning as the art and science of putting your money to work for you and living within your means, a process by which you take control of your financial situation. The benefits of personal financial planning and steps in financial planning were taught in this section. LEs learned budget philosophy and principles. In budget philosophy a quotation from the Bible was read, which says: “For which of you, desiring to build a tower, doesn’t first sit down and count the cost, to see if he has enough to complete it? Or perhaps, when he has laid a foundation, and is not able to finish, everyone who sees begins to mock him, saying, ‘This man began to build, and wasn’t able to finish.’” (Luke 14:28-30). The key to financial success being to determine where your money should go, not trying to figure out where it went. Points on the basic reasons for making a budget were mentioned.

LEs budgeting process was taught, that because their income is from the sales, their budget must cover two things: The Capital budget and the Operational budget. LEs were encouraged to appropriate a portion of their income which is at least 10% of their commission toward building up their capital. This will help them to have enough literature supplies all the time for their work and to avoid debts; LEs who are free from debts and who are financially stable are likely to succeed and stay in the work. Operational budget refers to the portion of the LE’s income allocated for his or her family, where by expenses must by all means stay within the limits of their income. Economy must be practiced. In this lesson they were given a sample computation of LE’s budgeting process

which shows total monthly sales, percentage for the book depository's price, and percentage which is for LEs commission (Operational budget).

SAMPLE COMPUTATION OF LE'S BUDGETING PROCESS

Total Monthly Subscription Sales		10,000.00
		(Unit of Currency)
Distribution of Sales Proceeds		
HHES/ABC Price	5,500.00	
LEs Gross Income (45%)	<u>4,500.00</u>	
	10,000.00	
Distribution of LEs Gross Income (45%)		
Gross Income	4,500.00	
Capital Budget (10%)	450.00	
Operational (Family) Budget (90%)	<u>4,050.00</u>	
Total	4,500.00	
Distribution of Operational (Family) Budget income		
Operational (Family) Budget Income		4,050.00
Fixed Expenses		
Tithe	_____	
Offerings	_____	
Savings	_____	
Rentals	_____	
Other	_____	
Total Fixed Expenses	_____	
Flexible Expenses		
Food	_____	
Clothing	_____	
Medical/Education	_____	
Transport	_____	
Recreation/Vacation	_____	
Miscellaneous	_____	
Total Flexible Expenses	_____	
Total Budget Expenses		4,050.00

Time Management

One of the factors which contribute a lot to successful canvassing is the use of time, thus makes it to be of high value in the sense that it belongs to God and it is the most valuable resource.

Pr. Lusega took the class through and the subject started with quotations from the Bible and from Ellen G. White which show that our time belongs to God: “Therefore watch carefully how you walk, not as unwise, but as wise; redeeming the time, because the days are evil.” (Ephesians 5:15, 16).

“Our time belongs to God. Every moment is His, and we are under the most solemn obligation to improve it to His glory. Of no talent He has given will He require a more strict account than of our time”¹ It was emphasized to LEs that time is the most valuable resource of a salesperson. The level of their achievement will depend on how each one uses time in relation to his or her work, and the most important use of time for an LE as a salesperson is customer contact. They were also cautioned to avoid common time grabbers, first, caused by others such as talkative friends, drop-in visitors, telephone calls, and meetings to attend, second those which are caused by themselves such as unorganized work, undefined goals, lost or misplaced item, and pre-occupation.

Lastly but not least, LEs were taught the importance of an organized daily program, which includes time for spiritual, mental, and physical preparation, as well as time for recreation and other family responsibilities. A sample of a daily schedule was provided.

¹ Ellen G. White, “Christ Object Lessons,” chapter 25 - *Talents*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007.

Suggested Daily Schedule – Literature Evangelist

Morning

5.00	Rise
5.00 - 5.30	Family Worship
5.30 - 6.30	Housework
6.30 - 7.00	Personal Preparation
7.00 - 7.30	Breakfast
7.30 - 8.00	DEVOTIONAL
8.00 - 12.00	FIELD WORK

Afternoon

12.00 - 1.00	Lunch
1.00 - 2.00	Relax/Nap
2.00 - 5.30	FIELD WORK
5.30 - 7.30	House Activities/Supper
8.00 - 8.30	Reporting and Planning
8.30 - 9.00	Devotional Study/Prayer Band

It was re-emphasized that a well-prepared and executed daily program will help the LE on his or her way to success in the Literature Ministry. Everyone has to prepare his/her own schedule that suits his/her environment provided he/she covers eight hours per day, forty per week, one hundred and sixty per month, and one thousand six hundred per year.

Work Management

Pr. Lusega continued to lead the class in this lesson. One can never arrive unless he or she has a fixed destination toward which he or she can journey. It is said that the greatest thing in this world is not so much where we are, but in what direction we are going. Life has value only as long as it has something valuable as its object. These were the introductory statements used in this lesson to inculcate in the minds of LEs the importance of setting their own goals of work. Areas of goal planning for LEs are mainly

three: Minimum number of working hours, Personal sales goal, and Missionary outreach. Goals are of two kinds: Objective goals; those voted or set by the Union and Conference according to policy requirements, and Subjective goals; Goals that are set by the LE based on his or her subjective needs and aims in life. In order to be successful, LEs were encouraged to set their own personal goals higher than the voted “policy” goals.

After determining their personal work-related goals, the next thing LEs were encouraged to do in order to be successful is to design their plans, programs or strategies to reach them. First is to organize their selling tools by determining their inventory through classification of book titles, number of copies per unit, price categories, and organize their canvassing tools mentioned in publishing policy lesson. Second is to determine their working strategies, which are selling methods and number of canvass demonstrations. They are to plan their territorial coverage according to people’s availability and financial convenience. In working out their plan there is a great need for self-discipline, this is because LEs, perhaps, has less discipline upon them from their superiors than any other group in the Seventh-day Adventist denomination. Being self-employed workers, LEs does not receive too much discipline from those who direct and supervise their work, naturally this discipline must be supplied from the LEs themselves, to follow a well-organized program, work sufficient number of hours, and follow a rigid self-improvement program.

Basic Salesmanship

Having learned the Introduction on Christian Salesmanship, the ways LEs introduce themselves to customers, the value of their appearance, how to exercise courtesy in the use of language and voice, LEs now were taken to another step of

knowing different types of prospects and how to handle them. Because LEs visit different types of people, and people are different, it is important that they learn some basic guidelines that will help them develop skill in evaluating people and approaching them correctly. LEs were taken through this subject by Pr. Kajiru.

Some types of people learned in this lesson and suggested ways of how to approach them were such as: Talkative prospects, who like to hear themselves talk; to get them is not by getting into argument with them or contradict them, but by injecting complimentary remark to catch them, slow them down, and then starting to canvass them. Silent prospects, who refuses to talk; the way to approach them is to ask them questions that call for answers, questions that cannot be sufficiently answered with mere “yes” or “no.” Prospects who stalls, those who are difficulty in making up their mind; how to approach them need a little more persuasion to accept one’s proposition. Prospects who lack confidence and are afraid of committing themselves; their approach need guidance, assurance, and support, helping them to work out a solution by mentioning names of those with whom they are acquainted who have bought LEs books. Before embarking into Ideal Demonstrations LEs were reminded some important points in sales presentation, that of creating a problem or need to the customer, building and holding curiosity, and opening the eyes and the minds of their customers. They were also reminded to bear in mind that they are not selling good books but benefits, prospects has the right to know why their books are better than others. Therefore, instead of mentioning generalities, they are to be specific; instead of just mentioning facts, as learned in the introductory lesson, they are to tell the benefits of these facts as well.

Sales demonstration is an important part of the total sales process, being so, LEs were taught thirteen rules for the ideal demonstration. In brief these were:

1. Getting the family together when giving presentation in a family setting in order to avoid interruptions.
2. Holding books close enough for everyone to see.
3. Speaking clearly and distinctly to make it easy for the prospects to follow so that their attention will not be lost.
4. Make their literature effective and appealing to the senses of hearing, seeing, and touching.
5. Asking pertinent questions while avoiding strong statements.
6. Making the presentations progressive and logical by building sales talk on selling points and avoiding being diverted from the subject.
7. Using testimonials and sales stories from satisfied customers.
8. Showing how to use the books especially for indexed books;
9. Meeting objections before they arise by having the answers interwoven in the sales presentation.
10. Being brief because we are living in a busy time, people rush to their duties, friends stop by to visit, and sometimes telephone rings while showing our publications.
11. Being sincere, for a Literature Evangelist there must be at all times an earnest ring in his or her voice and a look on his or her face which says, "This is True"
12. Making their presentations personal by using their prospect's names during the interview.

13. Finally, is being enthusiastic by knowing their ministry and its objectives, keeping their spiritual, mental, and physical condition in a healthy state, believing that they are working with angels, and practicing enthusiasm.

LEs must do their best, but that will not be enough; they must still depend upon divine power through working and praying, and praying and working, and the Lord will work with them.

Another point in this lesson is helping the prospect decide favorably. This is done by having positive attitude, as learned in the first session positive attitude is an important asset of a successful LE. They must always learn to think positive when they get into closing their sale, putting their prospect in the center of the picture, speaking as if the prospect has already purchased the book. Examples were given such as: “Mrs. Jones this set will look lovely on your bookshelf. Your friends will admire you for your good taste in literature.” In helping the prospect to decide favorably, LEs are supposed to exercise confidence and present condensed canvass with enthusiasm. Aside from mastering the art of salesmanship, the salesman must know his or her product line or classification of the product and how they meet the needs of those who buy. Publishing Ministry is “Mission Oriented,” the primary purpose of selling books is to save, so all products that LEs sell to the public must contribute to that end. Products are classified into four areas: Religious Literature, Character-Building Literature, Health Literature, and Home and Family Literature.

Field Work

The fifth day was for field work as in the first session, with the exception that the teams were not to be the previous ones. Reports were delivered in written form and also

presented before the whole class each team at a time. Grades were given by instructors. At the end of the second session on Sabbath day LEs were divided into five groups to serve to five churches in the town of Moshi, namely Majengo, Njoro, Kariwa, Pasua, and Moshi Central. In the afternoon all convened in Moshi Central church for LEs program for the purpose of church awareness in Publishing Ministry.

Evaluation of the Program

Retaining is not something which can easily be detected for a short period of time, it takes long for one to satisfy him/herself whether he/she has truly being able to retain. Because of this reason the researcher took at least a period of two years from the time of the first training, and one year from the time of the second training to evaluate the program. On 10th-12th April, 2013 the researcher visited the five zones in Northeast Tanzania Conference to meet with those who participated in the program.

Five main areas were used to evaluate the program, which are:

1. Whether a good number of LEs have been able to increase their income to satisfy their necessary needs.
2. Whether a good number of LEs have been able to plan their schedule of work and use it to govern their daily activities.
3. Whether a good number of LEs are now satisfied with their career.
4. Whether a good number of Assistant Publishing Directors now do have a schedule of working with LEs in the field and use it.
5. Whether a good number of LEs were retained after a period of two years.

Table 10 shows a comparison of the financial stability of LEs before and after training. Before training only 27.9% of the LEs involved in the program their income satisfied their necessary needs; after training 69.8% of the LEs involved their income satisfied their necessary needs. Before training the average was 48.8% after training it dropped to 23.2%, before training below average was 23.2% after training below average dropped to only 7%. LEs involved in the program earned more through selling. Furthermore, there was an increase of those who do have a capital investment plan and use it, from 48.8% before training to 86% after training, and a decrease of those who didn't have a plan from 32.5% to only 7%.

Table 11 shows a comparison of those having and using a planned schedule for their daily work before and after training. Before training LEs who normally plan and use a schedule for their daily work were 46.5%, after training the percentage increased to 86%. Before training the percentage of those who do not have and use a planned schedule was 16.3%, after training the percentage dropped to 2.3%.

Table 10. Financial Stability of Literature Evangelist

S/N	ITEM	PERIOD
PERFORMANCE		
Above Average		Below
Average		Average
1.	My income satisfies my necessary needs	Before Training 27.9%
	48.8% 23.2%	After Training
	69.8% 23.2%	7%
2.	I do have a plan for capital Investment and make use of it.	Before Training 48.8% 18.6%
	32.5%	After Training 86%
	7%	7%

Table 12 shows the comparison of LEs satisfaction in their career and those who enjoy doing this kind of work before and after training. Before training LEs satisfaction in their career was 41.8% and enjoying the work was 74.4%. After training there was an increase in LEs satisfaction from 41.8% to 76.7%, like wise an increase in enjoyment from 74.4% to 97.7%. There was a decrease on LEs dissatisfaction from 23.3% before training to 9.3% after training, and also a decrease of those who were not enjoying the work from 14% before training to 2.3% after training.

Table 11. Managing Time

S/N	ITEM PERFORMANCE	PERIOD
	Above Average	Below
	Average -	Average
1.	I normally plan my schedule Of work	Before Training 46.5% 37.2%
	16.3%	After Training 86%
	11.6% 2.3%	

Table 12. Literature Evangelists Career Satisfaction

S/N	ITEM PERFORMANCE	PERIOD
	Above Average	Below
	Average -	Average
1.	How will you rate your career satisfaction	Before Training 41.8% 34.9%
	23.3%	After Training
	76.7% 14%	9.3%
2.	I am enjoying my work as a Literature Evangelist	Before Training 74.4% 11.6%
	14%	After Training
	97.7% -	2.3%

Table 13 is a comparison of Assistant Publishing Directors working with LEs in a scheduled regular basis before and after training. Number one is LEs reporting their leaders (Assistant Publishing Directors), and number two and three is the Assistant Publishing Directors giving their own report. The report from LEs shows an increase in regularity of Assistant Publishing Directors working with LEs from 41.9% before training, to 62.8% after training. There was a decrease from those who were not working with LEs from 41.9% before training to 16.3% after training. The report from Assistant Publishing Directors also shows an increase in having a schedule for working with LEs from 50% before training to 100% after training, and using the schedule to work with LEs from 0% before training to 25%. There was a decrease those who did not have a schedule and use it from 50% before training to 0 after training.

Table 13. Literature Evangelists/APD Working Together on a Regular Basis

S/N	ITEM PERFORMANCE	PERIOD	
		Above Average	Below Average
1.	My leader (APD) has a schedule of Working with LEs in a regular basis	Average - 16.2% 41.9%	Average Before Training 41.9%
		62.8% 20.9% 16.3%	After Training
2.	(APDs) - I do have a schedule for Working with LEs in a regular basis	50%	Before Training - 50%
		- -	After Training 100%
3.	How often do you work (walk)		Before Training 50%

50%			
with LEs in the field in a planned manner		After Training	
25%	75%	-	

Table 14 indicates that of the 43 LEs who participated in the program 5 turned over and thirty eight were still working. This is equivalent to 12% turnover and 88% remained for a period of two years.

Table 14. Literature Evangelist Retained After Training

S/N	ZONE	PARTICIPANTS	PRESENT
1.	ARUSHA	8	8
2.	MANYARA	11	9
3.	KILIMANJARO	7	7
4.	SHENGENA	10	8
5.	TANGA	7	6
TOTAL		43	
38	5		

CHAPTER 5
SUMMARY, CONCLUSION, AND RECOMMENDATIONS

Summary

The first chapter of this project paper examined in brief the background of literature ministry in Northeast Tanzania Conference, including the elements of the problem, purpose, justification, delimitation and the method statements.

The second chapter dealt with the theoretical foundation of the Literature Ministry by reviewing relevant literatures like the Bible, the writings of Ellen G. White, and other literatures of the like. These authorities revealed the extreme importance the written word had in the establishment, sustenance, and development of the Adventist church.

The history, development, and analysis of the role of Literature Ministry in Northeast Tanzania Conference manifested the necessity of training those who engage themselves in this work. The topics prepared to train LEs were to a great extent adopted from the GC well prepared study guides designed to be used in Literature Ministry Seminaries for the purpose of overcoming the high turnover.

Conclusion

The objective of this research was to explore the reasons behind the high turnover of LEs in Northeast Tanzania Conference and find ways on how to overcome this challenge. Together with this, knowing the role of Assistant Publishing Directors in

helping the LEs, they were included in the training program as trainees in order to equip them better in their expected duties and role for the development of this ministry.

The findings indicated that most of the LEs in Northeast Tanzania Conference are not committed to the work of Literature Ministry. In fact, this showed to be the first reason which had more weight than other reasons. This reason goes together with lack of true Christianity which was found to be the second contributing factor to high turnover.

Financially, a good number of LEs were not getting sufficient income from the sales to meet their essential needs. This challenge leads to the temptation of trying to do something else to earn additional income, and so not depending fully on Literature work. It may have contributed to the reason why, according to the findings, a good number of LEs were not satisfied with their career since no one is satisfied with a career which does not give him/her sufficient income for living.

It was also found that most of the LEs do not have planned schedule governing their daily activities. This reduces the hours of actual field work which automatically affect the sales, and the final results are poor performance. Managing time needs high self discipline and it is a big challenge especially to some third world countries, Tanzania being among them. To LEs this is one of the aspects which determine success or failure in their work.

The training program was conducted in Moshi which is almost at the center of all the other zones in Northeast Tanzania Conference. It took ten days, five per session at an interval of almost one year between the first and the second session. The purpose was not only to provide enough time for the trainees to put into practice what they learned but also for the trainers to satisfy themselves that those who attended the training had

remained to the work. The program proved that a big change in high turnover of LEs would be made in Northeast Tanzania Conference if LMS programs will be effective.

Recommendations

To retain a good number of LEs up to more than 80% of those who join, and to make them enjoy their work and become satisfied in their career, the following recommendations were made to the Literature Ministry Seminary and Northeast Tanzania Conference.

To plan well and implement the program conducted by the Literature Ministry Seminary so that everyone who joins the Literature Ministry gets the required professional training to enable him/her know the call, and work confidently. LMS to equip the Conference Publishing Director and Assistant Publishing Directors with materials and knowledge by start providing leadership training, so that they may be able to give initial training (level one) to the new LEs while waiting for LMS program.

Northeast Tanzania Conference through Publishing Department should assist the Assistant Publishing Directors to improve their performance urging them to provide itineraries that binds them in their major responsibility of working with LEs in the field. To improve the use of reporting forms filled by Assistant Publishing Directors and signed by the LEs who worked with them in the field. The conference should make sure that these reports are sent to the Union copy to the conference president and publishing department.

Areas for Further Research

Because of time the research was restricted and compelled to concentrate in Northeast Tanzania Conference. This same research should be done to all the conferences /field in Tanzania Union since the challenge of high turnover is everywhere. The research has revealed that lack of commitment and lack of true Christianity are the major causes of high turnover. This fact necessitates a research on the method used to call workers in Literature Ministry, and whether the local church boards are aware and strict in selecting those expected to join.

APPENDIX A

LETTERS



HHEs
P.O. Box 635, Morogoro
Cell: + 255 764 151339
Email: elikajiru@yahoo.co.uk

01/03/2011

The Executive Secretary
North East Tanzania Conference
Same
P.O. Box 315

RE: RESEARCH ON HOW TO RETAIN LITERATURE
EVANGELISTS IN NORTHEAST TANZANIA CONFERENCE

I am a student at the Adventist University of Africa taking MA in Leadership and doing a Thesis project on how to retain Literature Evangelists in NETC, especially in Arusha, Moshi, and Shengena zone, so that those who join the Literature Ministry will remain to be faithful workers proclaiming the gospel through literature. We hope that the outcome will be helpful not only to NETC but to the whole country of Tanzania. I request for permission from your office to undergo the said process which will involve the cooperation of;

1. NETC officers
2. Publishing Leaders, PDD and APDDs
3. Literature Evangelists
4. Church Leaders
5. Church Facilities

Thank you in advance for your assistance.
Elitabu Kajiru



**SEVENTH-DAY
ADVENTIST
CHURCH**

*North East Tanzania
Conference
Headquarters*

Executive Secretary

P.O. Box 315
Same - Tanzania,
Tel: 027 2758156 - Office
0764151313

Email: zaskajiru@yahoo.com

May 31, 2011

Mchungaji
Elitabu Kajiru

RUHUSA YA KUFANYA UTAFITI

Tunakusalimu katika jina la Bwana wetu Yesu.

Tunakujulisha kuwa kamati ya Konferensi iliyokaa tarehe 11/04/2011 imekubali ombi lako la kufanya utafiti kwa ajili ya 'project' yako katika maeneo ya Arusha, Moshi na Shengena Zone.

Bwana awabariki.

EXECUTIVE SECRETARY
SEVENTH-DAY ADVENTIST CHURCH
NORTH EAST TANZANIA CONFERENCE
P.O. BOX 315 SAME KILIMANJARO

Mchungaji Zawadi Kajiru
KATIBU MKUU-NETC

Nakala: Mwenyekiti-NETC
Mhazini-NETC
Mchungaji J. Lusega

/rm



GENERAL RECEIPT

MOSHI UNIVERSITY COLLEGE
OF COOPERATIVE AND BUSINESS
STUDIES (MUCCoBS)
TANZANIA

P.O. BOX 474
MOSHI, TANZANIA
TEL. (055) - 2751833
FAX NO.(055) 2750806



MUCCoBS/REC. NO. 70113

RECEIVED with thanks from:

NAME: NORTH EAST TANZANIA CONFERENCE

Address: LMS PROGRAM

The sum of Shillings One Million Only

Being payment in respect of:-

First payment for the services received from UCC

CODE:

Cash/Cheque 1,000,000/-

Date: 11/3/2011

Signature [Signature]
for: PRINCIPAL
MUCCoBS



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MOSHI, TANZANIA
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MUCCoBS/REC. NO. 70123

RECEIVED with thanks from:

NAME: NORTH EAST TANZANIA CONFERENCE

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The sum of Shillings One Million Only

Being payment in respect of:-

Second payment for the services received from UCC

CODE:

Cash/Cheque 1,000,000/-

Date: 15/3/2011

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for: PRINCIPAL
MUCCoBS



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FAX NO.(055) 2750806

MUCCoBS/REC. NO. 70135

RECEIVED with thanks from:

NAME: NORTH EAST TANZANIA CONFERENCE
Address: LMS PROGRAM

The sum of Shillings One million Seventy three thousand only

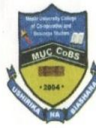
Being payment in respect of:-
Last payment for the services received from UCC.

CODE:

Cash/Cheque 1073000.-

Date: 18/3/2011

Signature [Signature]
for: **PRINCIPAL**
MUCCoBS



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MOSHI, TANZANIA
TEL. (055) - 2751833
FAX NO.(055) 2750806



MUCCoBS/REC. No 0086058

RECEIVED with thanks from

NAME: Literature ministry Seminary - North

Address: East Tanzania Conference -

Same

The sum of Shilings Two million one hundred ten thousand Only.

Being payment in respect of:

Rooms T.shs 1610,000/= ✓
Hiring of Hall 500,000/= ✓
2110,000/=

CODE:

Cash/Cheque

2110,000/=

Signature

[Signature]

For:

PRINCIPAL
MUCCoBS

Date:

20/4/2012



GENERAL RECEIPT

MOSHI UNIVERSITY COLLEGE
OF COOPERATIVE AND BUSINESS
STUDIES (MUCCoBS)
TANZANIA

P.O.BOX 474
MOSHI, TANZANIA
TEL. (055) - 2751833
FAX NO.(055) 2750806



MUCCoBS/REC. No 0086059

RECEIVED with thanks from

NAME: Literature ministry Seminary -

Address: North east Tanzania Conference -

Same

The sum of Shilings Forty thousand only ✓

Being payment in respect of:

Uchakavu

CODE:

Cash/Cheque

40,000/= ✓

Signature

[Signature]

For:

PRINCIPAL
MUCCoBS

Date:

20/4/2012

APPENDIX B

QUESTIONNAIRES

LITERATURE EVANGELISTS RETENTION– QUESTIONNAIRE

BEFORE TRAINING

Circle the right number according to your daily activities (For Literature Evangelists only)

1.	I normally plan my daily schedule.	1	2	3	4	5
2.	Due to many unforeseen duties I find it hard to stick to my daily schedule.	1	2	3	4	5
3.	Most of the time I do meet my appointment on time.	1	2	3	4	5
4.	I normally set aside time and place for my personal professional growth.	1	2	3	4	5
5.	I do have a time always for my spiritual growth.	1	2	3	4	5
6.	I normally attend and participate in weekly group devotions	1	2	3	4	5
7.	Normally I attend seminars conducted by the Conference and zonal leaders for my professional and spiritual growth	1	2	3	4	5
8.	I always enjoy the knowledge that is provided by facilitators during those seminars	1	2	3	4	5
9.	I often implement the education received from training to my work	1	2	3	4	5
10.	I have always desired to be a part of this profession	1	2	3	4	5
11.	I would suggest others to opt for this profession	1	2	3	4	5
12.	I am getting everything that I have always aspired for	1	2	3	4	5
13.	How will you rate your career satisfaction	1	2	3	4	5
14.	I do have a plan for capital investment and make use of it	1	2	3	4	5
15.	It is clear what is expected of me at work	1	2	3	4	5

16.	I do receive recognition from the Conference for doing good work	1	2	3	4	5
17.	The organization makes me feel that my job is important	1	2	3	4	5
18.	The sales goals set by the Union/Conference are fair	1	2	3	4	5
19.	I am enjoying my work as a Literature Evangelists	1	2	3	4	5
20.	My income satisfies my necessary needs	1	2	3	4	5
21.	I do set my own goals apart from those set by the Union/Conference	1	2	3	4	5
22.	My leader (APD) has a schedule of walking with LEs in a regular basis	1	2	3	4	5
23.	I do send my monthly reports regularly	1	2	3	4	5

- 1 = very well
2 = well
3 = average
4 = somehow
5 = poor

Circle the most correct answer

24. What made you decide to apply for literature evangelist work?
a. I was motivated by testimonies given by LEs in a rally program in our church
b. I was recruited by a Literature Evangelist
c. I felt the conviction of the Holy Spirit that God is calling me
d. I was jobless so I was looking for a job
25. How long have you worked as a literature evangelist?
a. 1-5 years
b. 5-10 years
c. 10-15 years
d. 15-20 years and above
26. What would you note down as the main reason for Literature Evangelists turnover?
a. Lack of commitment
b. Lack of True Christianity
c. Lack of capital
d. Lack of knowledge of Literature Evangelist work

LITERATURE EVANGELISTS RETENTION– QUESTIONNAIRE

AFTER TRAINING

Circle the right number according to your daily activities (For Literature Evangelists only)

1.	I normally plan my daily schedule.	1	2	3	4	5
2.	Due to many unforeseen duties I find it hard to stick to my daily schedule.	1	2	3	4	5
3.	Most of the time I do meet my appointment on time.	1	2	3	4	5
4.	I normally set aside time and place for my personal professional growth.	1	2	3	4	5
5.	I do have a time always for my spiritual growth.	1	2	3	4	5
6.	I normally attend and participate in weekly group devotions	1	2	3	4	5
7.	Normally I attend seminars conducted by the Conference and zonal leaders for my professional and spiritual growth	1	2	3	4	5
8.	I always enjoy the knowledge that is provided by facilitators during those seminars	1	2	3	4	5
9.	I often implement the education received from training to my work	1	2	3	4	5
10.	I have always desired to be a part of this profession	1	2	3	4	5
11.	I would suggest others to opt for this profession	1	2	3	4	5
12.	I am getting everything that I have always aspired for	1	2	3	4	5
13.	How will you rate your career satisfaction	1	2	3	4	5
14.	I do have a plan for capital investment and make use of it	1	2	3	4	5
15.	It is clear what is expected of me at work	1	2	3	4	5
16.	I do receive recognition from the Conference for doing good work	1	2	3	4	5
17.	The organization makes me feel that my job is important	1	2	3	4	5
18.	The sales goals set by the Union/Conference are fare	1	2	3	4	5
19.	I am enjoying my work as a Literature Evangelists	1	2	3	4	5

20.	My income satisfies my necessary needs	1	2	3	4	5
21.	I do set my own goals apart from those set by the Union/ Conference	1	2	3	4	5
22.	My leader (APD) has a schedule of walking with LEs in a regular basis	1	2	3	4	5
23.	I do send my monthly reports regularly	1	2	3	4	5

- 1 = very well
- 2 = well
- 3 = average
- 4 = somehow
- 5 = poor

- d. Somehow
 - e. Poor
8. What do you think is the main reason for Literature Evangelists turnover?
- e. Lack of commitment
 - f. Lack of True Christianity
 - g. Lack of capital
 - h. Lack of knowledge of LE work
9. I am satisfied with my performance in recruiting LEs.
- a. Very well
 - b. Well
 - c. Average
 - d. Somehow
 - e. Poor
10. I am satisfied with my performance in working (walking) with LEs on a regular basis.
- a. Very well
 - b. Well
 - c. Average
 - d. Somehow
 - e. Poor
11. I am enjoying my work as a leader (APD) of Literature Evangelists.
- a. Very well
 - b. Well
 - c. Average
 - d. Somehow
 - e. Poor
12. How big is your territory?
- a. One District
 - b. More than one District
 - c. Region
 - d. More than one Region

7. I am satisfied with my performance in working (walking) with LEs on a regular basis.
 - a. Very well
 - b. Well
 - c. Average
 - d. Somehow
 - e. Poor

8. I am enjoying my work as a leader (APD) of Literature Evangelists.
 - a. Very well
 - b. Well
 - c. Average
 - d. Somehow
 - e. Poor

APPENDIX 3: TRAINING MATERIALS

PHILOSOPHY OF PUBLISHING WORK

JOSEPH LUSEGA (BA in Theology)

A WORK SECOND TO NONE

“The canvassing work, properly conducted, is missionary of the highest order, and it is as good and successful a method as can be employed for placing before the people the important truths for this time.”¹

1. Important Reasons

The importance of the other lines of work is recognized, but the Literature Ministry is missionary work of the “highest order” for two important reasons:

- a. Kind of service – The kind of service rendered to God by the LEs is based on:
 - i. Self-sacrifice
 - ii. Self-denial
- b. Number of people reached – If done properly, the canvassing work reaches more people than any other branches of work in the church. For example, if an LE visits 10 homes a day with an average of five persons in every home, he/she can reach:

50	persons a day
1,000	persons a month
12,000	persons a year

THE VERY BEST EDUCATION

“The very best education young men can obtain is by entering the canvassing field and working from house to house. In this work they will find opportunity to speak the words of life.”²

The Literature Ministry work is in itself an educational process, the very best education for that matter, for these two reasons:

1. It Provides Education for Eternity

¹ White. *Colporteur Ministry*, 6.

² Ibid, 32.

In the canvassing work, “*Christ is the Great Teacher and the Source of all true wisdom.*”¹ The ministry of pointing sinners to Christ and opening the way for them to salvation is a work of offering to humanity an education for eternity.

2. It Provides Varied Experiences in Life

It is said that a person’s total know-how is a combination of knowledge or information from the following sources:

- a. Classroom instruction
- b. Travelling
- c. Reading
- d. Meeting and talking with people

Reasonably, all of these four sources are within the reach of the LEs. They could avail of all these sources of learning if they choose to.

For example:

- a. The LMS provides professional training for their work.
- b. The LE travels every day locally and sometimes in other places or countries.
- c. The LE has access to all the books he/she sells
- d. A faithful working LE meets approximately 10-12 thousand people a year.

EQUAL IN IMPORTANCE TO THE GOSPEL MINISTRY

With regards to the importance of the Literature Ministry, Ellen G. White said:

1. LE Occupies Position Equal to Gospel Minister

*“The intelligent, God-fearing, truth-loving canvasser should be respected: for he occupies a position equal to that of the gospel minister.”*²

- a. Intelligent – Well-trained professionalized LE
- b. God-fearing – Dedicated, consecrated, deeply spiritual, and faithful
- c. Truth-loving – Love for God’s Word. Diligent Bible student and zealous in sharing the Gospel

2. God Looks Upon the LE and Minister With Same Approval

*“The ministerial evangelist who engages in the canvassing work is performing a service fully as important as that of preaching the gospel before a congregation Sabbath after Sabbath. God looks upon any faithful evangelistic canvasser with as much approval as He looks upon any faithful minister.”*³

- a. Both workers (minister and LE) have light.
- b. Both are to shine in their respective spheres of influence.

¹ Ibid.

² Ibid, 44.

³ Ibid, 45.

A SACRED WORK

The Literature Ministry is sacred and those who enter it should be able to witness to Christ. Those who have defiled hearts and questionable characters should not be encouraged to do the work. *“The angels of God cannot accompany the unconsecrated to the homes of the people; therefore all those who are not converted, whose thoughts are corrupt, who will leave the taint of their imperfections upon everything they touch, should refrain from handling the truth of God.”*¹

Because of these, we are admonished by the prophet to exercise great care in the selection of Literature Evangelists as in selecting men for the gospel Ministry. In choosing, consider the following qualifications as mentioned by Ellen G. White in the *Colporteur Ministry*:²

1. Genuinely converted
2. Posses the best talent and ability, who will do the work with understanding, wisdom, and diligence
3. Feel the burden of service
4. Men of good reputation, tact, vision, and ability
5. Good religious experience.

UNDER DIVINE DIRECTION

Any laboring soul for Christ is laboring under the direction of heaven. He works with divine agencies.

1. Led by the Holy Spirit
 - a. Under the control of the Holy Spirit
 - b. Holy Spirit provides power
 - c. Holy Spirit transforms life.
2. Accompanied by Holy Angels

From the editor’s desk until the time the literature reaches the hands of people, the angels are in charge:

 - a. Articles at the editor’s office
 - b. Manuscript at the printing room
 - c. The literature at the Literature Evangelist’s hands
 - d. The literature at the customer’s bookshelves.
3. God Provides Help for Every Difficulty

We are assured of God’s protecting care and help in the time we need Him. If we continually rely on God, we will not sink in discouragement. Take the word of Christ as your assurance and build up your faith and courage upon His promises.³

¹ White, *Review & Herald*, May 20, 1890.

² White. *Colporteur Ministry*, 26-29.

³ White. *Colporteur Ministry*, 114, 115.

WHOLLY SURRENDERED TO GOD

It is very essential that the LE finds his security and assurance in God. To be successful in his/her work he/she needs a full surrender of his/her life to God and to the Literature Ministry. They must be:

1. Humble and Teachable
2. Daily Converted and Genuine Christian
3. Absolute Honesty and Purity of Life
4. Constantly Dependent Upon God.

WORKING POLICIES FOR LITERATURE EVANGELISTS

ELITABU KAJIRU (BA in Theology)

PART I

PUBLISHING ORGANIZATIONAL SET-UP

GENERAL CONFERENCE PUBLISHING MINISTRIES DEPARTMENT

The General conference is the highest organizational level and authority of the Seventh-day Adventist Church on earth under God. The Church has many departments and services and the Publishing Ministries Department is one of them. In fact, in many parts of the world it is one of the biggest departments.

The General Conference Publishing Ministries Department directs the publishing work of the church worldwide. The director is the department head and has one or two associates working with him.

DIVISION PUBLISHING MINISTRIES DEPARTMENT

The Division is a section of the General Conference in charge of the work within its territory. The world field is divided into 13 field divisions. The division Publishing Ministries Department supervises the Union(s) Publishing Program, Publishing Houses, and Literature Ministry Seminaries within its territory. The director is the head of the department and is assisted by the associate(s).

UNION PUBLISHING MINISTRIES DEPARTMENT

The Union Publishing Ministries Department is responsible in nurturing and developing the publishing work within its territory. The Department provides direction and supervision to the publishing program of the local Conference/Mission.

CONFERENCE/MISSION PUBLISHING MINISTRIES DEPARTMENT

The Conference/Mission Publishing Ministries Department is responsible in developing the Publishing Ministry to the fullest extent.

1. Publishing Ministries Department Director

The director is the head of the department. He provides supervision to the Assistant Publishing Directors and LEs, assisting them in their work of recruiting, training LEs, and all other sales activities.

2. Assistant Publishing Director
The Assistant Publishing Director is the leader of a group of at least 15 LEs working in a defined territory. His main work is to recruit and train LEs in salesmanship and soul winning techniques.
3. Literature Evangelists
The Literature Evangelist is a self-supporting worker of the Church. His basis of self-support is the commission remuneration system. This system is good in that it provides opportunity for every LE worker to set his own income without ceiling or limitation.

PUBLISHING INSTITUTIONS

1. Literature Ministry Seminaries
2. Publishing Houses
3. Home Health Education Service/Adventist Book Center (HHES/ABC)
The HHES/SBC are the official distributing agencies for denominational literature within their respective territories. They are dealing with subscription and trade books to LEs, other church workers, church members, and the general public.
HHES: Generally in charge of subscription literature to be sold by Literature Evangelists to the general public.
ABC: Generally in charge of trade literature circulation to the church members.

THE LITERATURE EVANGELIST AND HIS MINISTRY

GENERAL PROVISIONS

1. Classes of Literature evangelists
 - a. Authorized Part-Time – Church members who do canvassing work less than the number of hours required for full-time LEs.
 - b. Full-Time LEs – Those LEs who are devoting their life to the calling of Literature Ministry. They hold no other income generating employment or work besides the ministry.

Full-Time LEs are divided into three categories. They are the Interns, Licensed, and Credentialed.

2. Products to be Sold
LEs are Gospel workers for the SDA Church, therefore they should sell only denominationally approved literature and items as distributed through the HHES/ABC outlets.
3. Missionary Activities
The prime objective of the Literature Ministry is to contact souls for Christ. Avenues by which LEs can participate in sharing the Gospel are: Sale of health and Gospel literature, free literature distribution, Enrollment in Bible Correspondence Courses, Personal Bible studies, Inviting interested persons to

church and evangelistic meetings, Personally sharing the Gospel, and Praying with prospects.

4. Reporting System

One important aspect of the Publishing Ministries Department is reporting. Functions and activities of LEs are recorded for important purposes, such as retirement, status requirements, and others.

- a. LEs are required to report to the local Publishing Ministries Department Director weekly (monthly in some places).
- b. The reporting forms are provided by the Conference/Mission Publishing Ministries Department, which reflect the following activities:
 - i. Number of hours
 - ii. Number of weeks working
 - iii. Number of homes visited (exhibit)
 - iv. Amount of sales
 - v. Others.
- c. Even when the LE is unable to work due to illness, he/she should send his/her report stating the appropriate number of hours for proper credit.
- d. These reports are compiled in the local Conference/Mission, Union, and Division Publishing Ministries Department.
- e. These compiled reports are the basis for granting service credit to the LEs. LE service records are kept in the local Conference/Mission and the Union.

SALES REQUIREMENTS

1. Intern

Requirements for granting Initial License:

Work a minimum of 420 hours in a period of three months, and submit weekly 12 reports (3 monthly). Formula:

$(\text{Local wage Factor}) \times 3 \times 2 \times 45\%$

2. License – Renewal of License

Work a minimum of 1440 hours in a period of 12 months (1 year), and submit at least 40 weekly reports (10 monthly). Formula:

$(\text{Local wage Factor}) \times 12 \times 2 \times 45\%$

3. Credential

Work a minimum of 1600 hours in a period of 12 months (1year), and submit at least 44 weekly reports (11 monthly). Formula:

$(\text{Local wage Factor}) \times 3 \times 2 \times 75\%$

POSITIVE ATTITUDE AND CONFIDENCE

JOSEPH LUSEGA

HOW IS YOUR ATTITUDE OF MIND

One of the first needs for a successful Literature Evangelism is having the right attitude of mind. This attitude is not something you switch on when you are with the prospect and then switch off after leaving the prospect. It is zeal, commitment, and morale which must be in you in order to be a successful worker for God. You must believe that people needs you. You must be confident that you can do the work.

Having and maintaining a positive attitude is vital for success in life and business. Zig Ziglar gets it right when he says, "It is your attitude, not your aptitude, which determines your altitude." Sure you need skills, but you can learn skills - in fact a positive attitude will make it much more likely that you will learn the skills necessary to succeed. If you take two people with an equal skill set the person with the better attitude will win. Unfortunately it is not always easy to stay positive and keep a good attitude. As things go wrong throughout your day, especially for works like literature evangelism, it is easy to let negative thoughts start to take over. Thankfully there are many things that you can do to help maintain a positive attitude. These are things that you can do on a daily, weekly, or monthly basis to make sure you keep your positive focus.¹

1. **Read Positive and Inspiring Books**

One of the best ways to maintain a positive attitude is by reading positive books. These books serve to encourage you, inspire you, and teach you. Reading requires that you sit still and focus, and by focusing on something positive it helps you to keep a positive mindset throughout the day. Here, spiritual books are the best.

2. **Listen to Tapes/CDS**

The advantage of listening to tapes or compact disks is that you can listen on the go. You can listen to motivating tapes while you clean your house, exercise, or in a bus. Listening positive recordings helps maintain positive attitude.

3. **Wake up Early**

One of the best ways to help you maintain a positive attitude is to create the habit of waking up early. Waking up early allows you to get a head start on the day. You can prepare for work and start your day without feeling rushed. You can get a head start on important projects before the rest of the world is awake to interrupt you. You can spend time reading or in prayer or meditation. It was Jesus' habit to wake up very early in the morning (Mark 1:35).

4. **Exercise**

Very few things in life leverage your time as much as exercise. Obviously it makes a difference for your physical health, but it also has significant benefits to your mental health. Exercise is useful to combat depression and to improve

¹ "Top 10 Tips for Maintaining a Positive Attitude" <http://www.dumblittleman.com/2009/08/top-10-tips-for-maintaining-positive.html> (12 February 2011).

overall positive mood. Further, if you exercise early in the morning you can go through your day knowing that you have already completed the most valuable activity you had to do!

5. **Plan Your Week and Day**

Having a clear plan to your day and to your week can go a long way to helping you maintain a positive attitude. By knowing what you want to accomplish you will be able to focus on your important life priorities. A weekly plan allows you to match your long-term goals to your weekly accomplishments. Your daily plan allows you complete the activities you need to do so that you meet your weekly goals.

6. **Understand that Things Won't Always Go as Planned**

If you plan and expect everything in life will go as you planned, you will be quickly disappointed. One of the keys to maintaining a positive attitude is to understand that things will go wrong. If you expect things to go wrong, you won't be phased when they do. So have a plan, but understand that things will not follow the plan. The plan allows you to adapt to what went wrong and move back towards what is important.

7. **Get Spiritually Connected**

Naturally this one will look different for everyone, and this is simply an option to consider. If you are spiritually connected, you will have a positive outlook on life. This might mean prayer, meditation or reading Scripture. Set aside time each day to be connected spiritually.

8. **Be Thankful**

Take some time and be thankful. Be thankful about what you have, who you are, and what your life is like. Think through all of the things that you can be thankful for. Even if you are in a tough time in life there are many things you have that you can be thankful for. You need to look for them and recognize them. The very act of focusing on what you are thankful for will help you maintain your positive attitude.

9. **Surround Yourself with Positive People**

People around you have a big impact on you. They impact who you are, how much money you will make, and what you value. They also impact how you think. If you surround yourself with negative people you will be negative as well. You can't help it. Hearing negativity all day leads you to negativity. The opposite is also true. Surround yourself with positive people and you will be more positive.

The attitude of mind of an LE is very important. We have the message, and the privilege of delivering it to others would have made us the happiest people in the world. Our physical appearance must reveal hope, courage, and zeal. We have a high calling which God has given to human being. Let us lift up our heads because we have been called by God- we have a place to go, and a work to do.

An LE needs extra help because of the kind of work he/she is doing. Here are some reasons as to why his/her experience may cause perplexity:

1. An LE meets with unfriendly people. After a time he/she may reflect their attitude as his/hers.

2. Many people have dismayed experiences; so it may affect his/her reflection on life. Everywhere people have burdens to bear, burdens which are known only to the Literature evangelist, because they trust him/her and they are free to tell him/her their problems.
3. An LE deals with many who are unknown, he/she doesn't know whether he/she will sell.
4. It is Satan's desire to disappoint. What becomes your attitude of mind when this experience comes to you? This experience can simply make the difference between success and failure.

The attitude of an LE must be of a person who is confident that he/she is of more service to the prospect than a prospect can be to him/her. He/she must have a pure attitude of confidence. Take a list of your attitude regularly. It is said that our attitude of mind is among the few things which we ourselves can control.

INTRODUCTORY CHRISTIAN SALESMANSHIP

INTRODUCTION

Regarding the circulation of our publications, Ellen G. White has these lines to share:

“More than one thousand will be converted in one day, most of whom will trace their conviction in the reading of our publications.”¹

TYPES OF SELLING APPROACHES

1. Inappropriate Selling Practices

The following are inappropriate selling practices motivated by personal or selfish interest which a Christian salesman should avoid.

- a. The Flatterer – Keeps on flattering the prospect
- b. The Liar – Promises fantastic guarantees which are not so
- c. The Beggar – Uses begging as the way to selling
- d. The Briber – Promotes kickback, representation expenses etc
- e. The Intimidator – uses threat to intimidate the prospect in order that he will buy
- f. The Peddler – Is like a “walking store,” bringing all items, and leaving it to the prospect to choose the item he prefers to buy
- g. Order Filler – gives the customer only what he asks for
- h. The Unethical – Exhibits unethical behavior to make a sell
- i. High Pressure – Use force to selling

2. Christian and Professional Salesmanship

- a. Satisfying Customers’ Needs
- b. LE as Missionary Salesman

PHASE OF SALES PROCESS

1. Pre-Sales Preparation

This is the phase when the LE does his preparation before going out to work

2. Proper Sales Interview

This is the phase when the LE does his actual sales presentation in the presence of the prospect

3. Post Sales Interview

Accomplished after the sales is consummated

¹White. *Colporteur Ministry*, 151.

PART I

PRE-SALES PREPARATION

SPIRITUAL UPLIFTMENT

Literature Evangelism is a ministry of leading men and women to Jesus Christ. Therefore, it must be conducted from a spiritual standpoint and the LE must be deeply spiritual worker. As a church worker, he/she needs the following:

1. Complete Dedication
2. Have Soul-Winning as the Principal Objective in Mind
3. Obedient to Heavenly Principles (Tithe, Offerings, and Others)
4. Study of the Bible and Spirit of Prophecy

MENTAL PREPARATION

1. Knowledge of the Books You Sell
 - a. Knowledge of the Facts
 - b. Knowledge of the Benefits
2. Memorizing a Standard Sales Talk

PHYSICAL PREPARATION

This is Personality Development and Ethics. Which includes health, character, habits, courtesy, and total hygiene (hair, mouth, teeth, shoes, clothes, etc)

CANVASSING TOOLS

It is very important that the LE has a complete set of canvassing tools. These must be prepared the night before the day's work.

1. Well-Illustrated Prospectus
2. Briefcase
3. Clean Book Samples
4. Contract Forms and Receipts
5. Nice-Looking Pen
6. Recommendation/Introductory Cards
7. Prospects Information

PART II

STEPS OF PROPER-SALES INTERVIEW

ATTENTION

There are two steps to secure the attention of the prospect:

1. Approach

Pre-Approach -- Begins the moment the prospect sees the LE. So it is important for the LE to conduct him/herself or act impressively even before he/she sees the prospect

Proper Approach – This is accomplished when the LE and the prospect meet each other, usually at the door. It is important to do this properly in order to gain entrance into the home; For example (As the door opens):

“Good morning Mrs.? I am of the *Home Health Education Service*. My visit is in the interest of your children, Anastazia and Kavenuke. May I step in as I explain briefly? Thank you!”

2. Bridging to the Heart

Bridging to the Heart is a process of creating confidence. It is usually done inside the home as the LE starts the *Sales Interview*.

- a. Establish good rapport and win the prospect’s confidence through respect, courtesy, and friendliness.
- b. Know your prospect together with the family members and mention favorable moments about them learned through “advance information.”
- c. Talk to the prospect about his interest or about things which he loves like: children, flower garden, pets, hobbies, or wall paintings.

INTEREST

There are two ways in leading the Attention of the prospect to Interest.

1. Bridging to the Mind

Bridging to the mind takes a very short period designed to alert his mind as the LE endeavors to create a vacuum of needs. Any of the following approaches can be used to arouse the prospect’s interest:

- a. Statement of Concern
- b. Current events
- c. Use of Startling Facts

2. Creating the Need (Problem)

It is the responsibility of the LE to identify and create the problem-need of the prospect in his conscious mind. The following can be done:

- a. Point serious world condition
- b. Show the evidences of increasing juvenile delinquency.
- c. Show the dangers of using drugs and the evil effects of destructive literature and television

- d. Explain the increasing number of illness and the excessive costs of medical treatments

DESIRE

The desire to purchase the literature could be developed by two important approaches. These are the presentation of benefits provided by the products and handling objections.

The presentation of the books must be focused on how they will meet the needs already created in the mind of the prospect. These books must provide a “*Solution*” to the “*Problem-Need.*”

PART III

POST-SALES INTERVIEW

This is done after the sales have been made.

Commendation and Appreciation

- Commend the prospect for the good decision he made to buy.
- Re-assure him about the benefits of the book

Requesting for Advanced Information

- Advance information enhances the capability of the Literature Evangelist to gain entrance to the home and develop friendship with the prospect.
 - a. Name
 - b. Job
 - c. Children and Age
 - d. Religion
 - e. Interest
 - f. Special Problem
- Promise your costumer that this information will be kept confidential.

Re-Establishing Friendship

At the start of your presentation [Proper-Sales Interview], you already have established friendship with your prospect. Now he is your costumer.

- Re-assure him that you also are now his friend.
- Enroll him to the VOP Correspondence Course.
- Request to offer a prayer.
- Promise him to come back when new books are available.

MANAGRMRNT OF LE FINANCE

INTRODUCTION

“The canvassing work is not to conducted in a slack, lose manner. Those engaged in work that calls for the handling of money should keep a strict account of every penny received and paid out. The education in accuracy thus gained will fit them for greater usefulness.”¹

1. Definition of Terms
 - a. Finance – is a function of raising funds in order to meet company or individual requirements.
 - b. Financial Management – is the art of managing one’s financial resources (corporate or individual).
2. Attitude Toward Money
 - a. Our use of money and other possessions demonstrate to God our usefulness to Him and whether we can be trusted with riches eternally. *“Life does not consist of what you posses”* (Luke 12:15).
 - b. Money may bring you food, but not appetite; medicine, but not health; acquaintances, but not friends; servants, but not loyalty; joy, but not peace and happiness.²

PERSONAL FINANCIAL PLANNING

Personal financial planning is the art and science of putting your money to work for you and living within your means. It is the process by which you take control of your financial situation.

BUDGET PHILOSOPHY AND PRINCIPLES

1. Budget Philosophy

“For which of you, desiring to build a tower, doesn’t first sit down and count the cost, to see if he has enough to complete it? Or perhaps, when he has laid a foundation,

¹ White. *Colporteur Ministry*, 94.

² Henrik Ibsen, “Money may be the husk of many things,” www.goodreads.com/.../283607-money-may-be-the-husk-of-many-thin... (12 February 2011).

and is not able to finish, everyone who sees begins to mock him, saying, 'This man began to build, and wasn't able to finish' (Luke 14:28-30).

- a. The key to financial success is to determine where your money should go, not try to figure out where it went. A realistic budget will help you to do just that.
- b. Rationale for making a budget
 - Gives direction to our goals
 - Places controls on spending
 - Provides needed discipline
 - Puts system into giving to God

2. Basic Budgeting Principles

There are two basic approaches to the budgeting process:

- a. Estimate your income and determine your expenses within the limits of the income.
- b. Estimate all your possible expenses and determine the resources or where to get the money to meet the expenses.

Because LEs are operating on a non-fixed monthly income, they are encouraged to use a yearly average divided into 12 months.

LE BUDGETING PROCESS

According to the ECD policy, an LE gets 45% commission from his total sales, based on the retail price of subscription books and magazines. Having an income from sales, the budget of the Literature Evangelist must cover two things: The Capital Budget and the Operational Budget.

1. Capital Budget
This is appropriating a portion of the LE's income for capitalization. LEs are encouraged to appropriate at least 10% of their commission or 5% of this total subscription sales toward building up their working capital.
2. Operational Budget
This refers to the portion of the LE's income allocated for the Fixed and Flexible Expenditures or that of his/her family.

SAMPLE COMPUTATION OF LE'S BUDGETING PROCESS

Total Monthly Subscription Sales		10,000.00
		(Unit of Currency)
Distribution of Sales Proceeds		
HHES/ABC Price	5,500.00	
LEs Gross Income (45%)	<u>4,500.00</u>	
	10,000.00	
Distribution of LEs Gross Income (45%)		
Gross Income	4,500.00	
Capital Budget (10%)	450.00	

Operational (Family) Budget (90%)		<u>4,050.00</u>	
Total		4,500.00	
Distribution of Operational (Family) Budget income			
Operational (Family) Budget Income			4,050.00
Fixed Expenses			
Tithe	_____		
Offerings	_____		
Savings	_____		
Rentals	_____		
Other	_____		
Total Fixed Expenses		_____	
Flexible Expenses			
Food	_____		
Clothing	_____		
Medical/Education	_____		
Transport	_____		
Recreation/Vacation	_____		
Miscellaneous	_____		
Total Flexible Expenses		_____	
Total Budget Expenses			4,050.00

MANAGING YOUR TIME

JOSEPH LUSEGA

VALUE OF TIME

1. Our Time Belongs to God

“Therefore watch carefully how you walk, not as unwise, but as wise; redeeming the time, because the days are evil” (Eph 5:15, 16).

“Our time belongs to God. Every moment is His, and we are under the most solemn obligation to improve it to His glory. Of no talent He has given will He require a most strict account than of our time.”¹

2. Most Valuable Resources

Time is the most valuable resource of a salesperson.

¹ Ellen G. White, “Christ Object Lessons,” chapter 25 - *Talents*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007

- a. The level of LE's achievement will depend on how he/she uses his/her time in relation to his/her work.
- b. The most important use of time for an LE as a salesperson is customer contact.

USE OF TIME

1. Use of a Salesperson's Time

Productive Activities

- a. Planning
- b. Actual Selling (Customer Contact)
- c. Servicing/Delivery

Non-Productive Activities

- a. Waiting
- b. Travelling

2. Common Time Grabbers

List I – Others

- a. Telephone Calls
- b. Meeting to Attend
- c. Talkative Friends
- d. Drop-in Visitors
- e. Difficult People

List II - Self

- a. Unorganized work
- b. Lost or misplaced Item
- c. Pre-Occupation
- d. Overdoing Routine Task
- e. Watching TV

IMPORTANCE OF DAILY SCHEDULE

The successful LE realizes the importance of an organized daily program. This includes time for spiritual, mental, and physical preparation, as well as time for recreation and other family responsibilities.

1. Suggested Daily Schedule – Literature Evangelist

Morning

5.00	Rise
5.00 - 5.30	Family Worship
5.30 - 6.30	Housework
6.30 - 7.00	Personal Preparation
7.00 - 7.30	Breakfast
7.30 - 8.00	DEVOTIONAL
8.00 - 12.00	FIELD WORK

Afternoon

12.00 - 1.00	Lunch
1.00 - 2.00	Relax/Nap
2.00 - 5.30	FIELD WORK
5.30 - 7.30	House Activities/Supper
8.00 - 8.30	Reporting and Planning
8.30 - 9.00	Devotional Study/Prayer Band

2. No Time to Loose

“The canvassing work is a work of great responsibility, meaning much to the men and women who engage in it. We are living in a time when there is a great work to be done, and what better opportunity can we have to give to the supper Christ has prepared? Those who at this time take up canvassing work with earnestness and consecration will be greatly blessed.”¹

MANAGING YOUR WORK

JOSEPH LUSEGA

INTRODUCTION

Our wise use of time is greatly affected by our goals in life. Life has value only as long as life has something valuable as its object. One can never arrive unless he/she has a fixed destination toward which he/she can journey. “The greatest thing in the world is not so much where we are,” said Oliver Wendell Holmes, “but to what direction we are moving – our definiteness of purpose.”

“An aimless life is a living death”²

PERSONAL GOAL PLANNING

1. Areas of LE Goal Planning
 - a. Minimum number of Working Hours
 - b. Personal Sales Goals
 - c. Missionary Outreach
2. Two Kinds of Goals
 - a. Objective Goals (Mandatory Goals) – These are the goals for LEs voted or set by the Union and Conference/Mission according to policy requirements. Examples of these are the minimum qualifying requirements for regular LE categories, such as Credentialed, Licensed, or Intern. For these goals, LEs are expected to oblige.
 - b. Subjective Goals – These are the goals that are set by the LE based on his/her personal subjective needs and aims in life. Normally the credentialed sales goal is based on the ministerial wage factor to encourage LEs to reach sales goals that will provide them decent living standards.

¹ White, *Colporteur Ministry*, 14, 15.

² Ellen G. White, *Testimonies for the Church, Vol.4*, (Mountain View, CA: Pacific Press, 1948),

3. Suggested Steps in Sales Goal Planning
 - a. Determine your financial needs (Family Budget)
 - b. Set your Annual Sales Goal
 - c. Divide into monthly goals
 - d. Divide it into weekly goals
 - e. Compute it on a daily basis

WORK PLANNING AND ORGANIZATION

Design your plans, programs or strategies to your goals by:

1. Organize Your Selling Tools
 - a. Determine your inventory
 - b. Organize your canvassing tools
2. Determine Your Working Strategies
 - a. Selling methods
 - b. Number of canvass demonstrations
 - c. Selling terms (Mode of Payment)

3. Plan Your Territorial Coverage

Plan your work to cover your according to the people's availability and financial convenience.

- a. Regular – For people who have fixed income (salaried)
The people in this group have consistent and regular monthly income and can be contacted any time of the year. (Teachers, Government Employees, Business Firm Employees).
- b. Seasonal – For people with seasonal income (Farmers)
This group needs special timing for coverage. The wise LE shall study every segment to determine the proper timing for canvassing.
- c. General – For people of all other classes of income on a year-round circle (Businessmen, professionals, contractors, technicians, etc).
With appropriate timing and proper approach, this group can be the best potential customers.

WORKING OUT YOUR PLAN

1. The Need for Self Discipline
An LE, perhaps, has less discipline imposed upon him/her from his/her superiors than any other group in the denomination. A successful worker must discipline him/herself in order to attain maximum success. He/she will follow a well organized program, will work a sufficient number of hours, and will follow a rigid self-improvement program.

2. Diligence in Service

- a. Energy and willingness – “*Success depends not so much on talent as on energy and willingness The commonest tasks, wrought with loving faithfulness, are beautiful in God’s sight.*”¹
- b. No Place for Indolence – Let no one think that he is at liberty to fold his hands and do nothing. That anyone can be saved in indolence and inactivity is utter impossibility.
- c. Wholehearted labor – “God’s servants are to be not slothful in business; fervent in spirit; serving the Lord.”²
- d. Regularity and Dispatch – God has no use for lazy men in His cause; He wants thoughtful, kind affectionate, earnest workers. . . .
- e. Rise Early, Work Industriouslly – The work of the LE is elevating and will prove success if he/she is honest, earnest and patient, steadily pursuing the work he/she has undertaken. His/her heart must be in the work.
- f. Faithful to Duty – There should be faithful discharge of duty in the canvassing field for it is important and sacred.
- g. Exactness and Diligence – Whatever your work, do it with exactness, with diligence, overcome the inclination to seek an easy task.

3. Action

Those who reach the port are men and women of action! On the great clock of time, there is but one word – NOW! To attain successful achievement, you must be a man or woman of action! There is no other way.

¹Ellen G. White, “Prophets and Kings,” chapter 7 in *The Call of Elisha*, The Published Ellen G. White Writings, CD ROM, Ellen G. White Estate, 2007.

²White, *Colporteur Ministry*, 77.

BASIC SALESMANSHIP

ELITABU KAJIRU

INTRODUCTION

The approach made in introducing our literature will open or close the mind, will lead to success or failure, and will determine souls won or lost for eternity.

Before you has an opportunity to say a word, non-verbal communication takes place. People will like you or will determine to refuse you at the door. Many aspects of nonverbal communication will influence the prospect in his attitude toward you; for instance, your dress, the way you walk, and your actions at the door. After that, what you say, how you say it, and your art in winning hearts will determine success or failure.

TYPES OF PROSPECTS AND HOW TO HANDLE THEM

People are different, so it is imperative that the LE learn to approach all types of individuals. Study each prospect when you first meet him/her. Fit him/her into a simple pattern that you have developed. Here are some guidelines that will help to develop skills in evaluating people and approaching them correctly.

1. Talkative Prospects
 - a. Characteristics – People who want to hear themselves talk, they are experts on every topic
 - b. Approach – Do not contradict the prospect or get into an argument with him/her.

Somewhere along the way, you must take firm control of the situation, change the monologue to a dialogue, and arouse the prospects interest in your literature.

2. Silent Prospects
 - a. Characteristics – Refuses to talk.
 - b. Approach – Ask questions that call for answers, questions that cannot be sufficiently answered with mere “yes” or “no.” This will lead to a normal conversation.
3. Prospect Who Stalls
 - a. Characteristics – This kind of person has difficulty in making up his mind.
 - b. Approach – He needs a little more persuasion to accept your proposition.
4. Prospect Who Lacks Confidence
 - a. Characteristics – Such kind of customer lacks confidence and is afraid to commit him/her-self.

- b. Approach – Such a person needs guidance, assurance, and support. Help him to work out a solution. Mention names of those with who he is acquainted who have bought our literature.

THE SALES PRESENTATION

CREATING A PROBLEM-NEED

In the neighborhood you have acquainted yourself with the special needs in each home. Skillfully, you alert each prospect of these existing needs and thus gain his/her attention.

1. Building and Holding Curiosity

People are curious by nature. We must utilize this fact in salesmanship. First of all we need to arouse curiosity. As soon as you take your prospectus out of your briefcase, the prospect will be curious to know what you have to present, secondly, he would like to know what else is in your briefcase. To hold his attention, place your briefcase in such a position that he cannot see what is in it. This will arouse his curiosity to your advantage.

2. Opening the Eye and the Mind

In psalms 115:5 we read: “They have eyes, but they don’t see.” It is our responsibility to open the eyes and the mind of the prospect to his needs in a matter of minutes. Seeing the needs in his life and family, the prospect is now anxious to find a solution, he is ready to listen to the explanation on how our books will meet these needs.

SELLING BENEFITS

Do not sell good books, but sell benefits. LEs, especially beginners, too often use the following phrases:

- These are very good books/magazines
- This book has many chapters
- This set of books has many pages
- This set has beautiful pictures

Each one of these statements is correct, but they are presented without being given the necessary punch. They will not convince the rational buyer. The prospect has the right to know why these books are better than others. Therefore instead of mentioning generalities, be specific, instead of just mentioning facts tell the benefits of these facts as well.

1. Satisfying Customers Needs

Our most valuable literature satisfies needs like: Entertainment, security, comfort, character building, knowledge, pleasing others, savings on medical bills, conveniences, etc. The prospect has a right to get the very best and to spend his money wisely.

2. Making Presentations Convincing

We must present the facts about our books in such a way that they will stir the emotions. The presentation must be effective. Emphasize the advantages and make the benefits crystal clear. In your presentation, point out fact after fact and their corresponding benefits.

IMPERATIVES OF IDEAL DEMONSTRATIONS

Thirteen rules for the ideal demonstration.

1. Getting the Family Together - When giving presentation in a family setting try in a courteous way to invite all members to join you for the demonstration in order to avoid interruptions.
2. Holding Book Close Enough – The prospect is influenced by what he/she sees and by the way we act. So hold a book in such a way that everyone can see and follow the demonstration.
3. Speaking Clearly – A pleasing voice helps to secure and hold attention, so speak clearly and distinctly to make it easy for the prospects to follow so that their attention will not be lost.
4. Appeal to the Senses – Considerable amounts of money are spent to illustrate our publications well. Why? It is to make our literature effective and appealing to the senses.
5. Ask Pertinent Questions – A successful LE is a good observer. His entire interest is in the prospect. To win the interest of the prospect here are two practical needs:
 - a. Avoid strong statements, and
 - b. Draw the prospect into the conversation by asking questions.
6. Make the Presentations Progressive and Logical – Too often we permit ourselves to be diverted into a conversation, which will lead away from the subject. This can successfully be avoided by building sales talk on selling points and avoiding being diverted from the subject.
7. Use Testimonials and Sales Stories – People are interested in what others think and say. They are influenced by the testimony of others. Use testimonies from satisfied customers who are prominent persons in the community.
8. Show How to Use the Books – Most of our books are well indexed to provide the service when most needed. Show how to use the index quickly and most effectively.
9. Meet Objections before They Arise – In most cases, the alert LE will foresee certain objections. By having the answers interwoven in the sales presentation these objection can be met.
10. Be Brief – We are living in a busy time. People rush to their duties, friends stop by to visit, and sometimes telephone rings while showing our publications.
11. Be Sincere – Literature Evangelists are not supposed to permit themselves to appear as mere salesmen. There must be at all times an earnest ring in their voices and a look on their faces which says, “This is True”
12. Make Your Presentation Personal – People like to be called by name. Use the prospect’s name perhaps four or five times during the interview.

13. Be Enthusiastic – Without enthusiasm, man is a mere statue. Put enthusiasm in what you say and how you say it.
 - a. Know your ministry and its objectives
 - b. Keep your spiritual, mental, and physical condition in a healthy state
 - c. Enthusiasm develops with practice
 - d. Believe that you are working with angels.

HELPING THE PROSPECT DECIDE FAVORABLY

HAVING POSITIVE ATTITUDE

Positive attitude is an important asset of a successful Literature Evangelist.

1. Think Positive
As you get into closing your sale, put your prospect in the center of the picture. Speak as if he/she has already purchased the books. For example: “*Mrs. Frank, I know that you as a mother would not deprive your children of this important service, would you?*”
2. Be Confident
Confidence begets confidence. Ellen G. White says, “Talk and act as if your faith was invincible.”¹
3. Present Canvass With Enthusiasm
A condensed, well-organized canvass, given with much conviction and enthusiasm, will do more than a lengthy presentation.

KNOWLEDGE OF PRODUCT LINE

Aside from mastering the art of salesmanship, the salesman must know his complete product line or classification of his products and how they meet the needs of his buyers. The Home Health Education Service, operated by the Publishing Ministries Department of the church is “Mission Oriented.” We “sell to save.” All the products that LEs sell to the public must contribute to that end.

¹ Ibid, 115.

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