

## Dear Colleague in Ministry:

“Thank you for the radio programs, through which we have come to know each other,” read the letter from an AWR listener. “Though I have not seen your face, but in Christ we are one family.”

Every year, Adventist World Radio receives thousands of letters, e-mails, text messages, and phone calls from listeners around the world. They describe their joy in hearing of God’s love, and the transformation it has brought to their lives and often to their families.

Our broadcasts carry messages of healing and salvation to the hardest-to-reach places of the world – through shortwave and AM/FM radio, digital audio broadcasting (DAB), podcasts, on demand, godpods, YouTube evangelism, cell phone evangelism, WeChat, and Facebook Audio 24/7 broadcasts – in more than 100 languages.

In your church family, there may be members who are not familiar with AWR’s unique ministry. **In conjunction with the AWR annual offering on March 10, your assistance is crucial in helping to educate members about the power of radio and AWR’s success in carrying the gospel message directly into people’s homes and hearts.**

We hope that you will find the enclosed materials useful in promoting AWR and the offering, and we encourage you to use the resources that best benefit your congregation:

- **Poster** for your lobby bulletin board or other high-traffic area
- Series of **bulletin announcements** and a master sheet to duplicate for **bulletin inserts** (or print directly from a PDF on our website at [www.awr.org/offering](http://www.awr.org/offering))
- **Pulpit offering appeal**

Thank you in advance! Your congregation’s prayers and support are vital to the success of AWR’s worldwide ministry.

Your partner in mission,



Duane McKey, D.Min.  
President

cc: Head Elder & Church Treasurer

P.S. Visit [awr.org/offering](http://awr.org/offering) or [YouTube.com/awrweb](http://YouTube.com/awrweb) to download a short video to accompany the offering appeal (available March 1).



ADVENTIST WORLD RADIO  
**ANNUAL OFFERING**  
**MARCH 10, 2018**

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