

# THE EVERY MEMBER CANVASS OF SOUTHERN BAPTISTS

*An Every  
Member Canvass  
In Every  
Baptist Church*



Nov. 29 - Dec. 6

To Enlist Every Baptist in the Financial  
Support of the Local Work of the  
Church and the Cooperative  
Work of Southern  
Baptists

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NASHVILLE, TENNESSEE

## THE EVERY MEMBER CANVASS

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When messengers to the Southern Baptist Convention met in Birmingham last May the only banner which they saw in the auditorium where the Convention was held was one bearing the words: "THIS ONE THING WE DO—AN EVERY MEMBER CANVASS IN EVERY BAPTIST CHURCH." The messengers to the Convention had gathered with the knowledge that our various Boards and Institutions are shadowed with heavy debts. Moreover, they realized that large numbers of our Baptist people do not give anything to the local work of the church, or to the Co-operative work of Southern Baptists—Orphanages, Hospitals, Colleges, Seminaries, Old Ministers Relief, Home and Foreign Missions.



Thinking of the whole situation a group of brethren had decided to ask the Convention to give its entire strength to an effort to enlist all of our Baptist churches and people in regular, systematic, proportionate giving to all of our Baptist interests—the local work of our churches and the causes included in the Co-operative Program.

The Baptist papers of the South had carried an article from one of the brethren on the subject. Another brother had written to the various Boards and institutions of the Convention about the matter and each of them brought a favorable recommendation on the matter. Still another brother had written to all of the State Secretaries of the South and they heartily endorsed the effort. A letter had gone to every Baptist pastor in the South whose address could be secured. Truly, "this thing was not done in a corner."



From this background came the slogan, "THIS ONE THING WE DO—AN EVERY MEMBER CANVASS IN EVERY BAPTIST CHURCH" which indicates the attempt to enlist all of our people in regular, systematic giving for the support of all of our Baptist work. With this background the Convention seriously, thoughtfully, prayerfully appointed the Promotion Committee of Southern Baptists, composed of one member from each co-operating state and the District of Columbia, the Executive heads of the Boards and Institutions of the Convention, with twenty-one members at large. This Committee was asked to undertake the Promotional work of Southern Baptists.

The Promotion Committee held its first meeting in Birmingham July 7. In

all of the meetings, both at the Convention and at the July meeting in Birmingham, the Committee realized that its central and supreme task was to endeavor to conduct a simultaneous, every member canvass, to enlist every Baptist, in every church, to share in the financial support of the local work of the church and the Co-operative work of Southern Baptists.



With this in mind the Committee suggested the following plan of organization:

## I. SOUTHWIDE ORGANIZATION

W. J. McGlothlin was made Chairman of the Promotion Committee and Chas. A. Jones was elected Secretary-Treasurer. The Chairman then appointed seven special committees. Lack of space precludes printing the names of the committees, but the task assigned to each is indicated in the name given to the different committees:

**Central Committee** (including the Director and the Chairman of other committees)

**Survey and Information  
Formation of Program  
Every Member Canvass  
Literature**

## **Publicity**

### **Recruiting and Training Workers**

F. F. Brown was elected Executive Secretary of the Committee and his church, the First Baptist of Knoxville, released him to serve until the next meeting of the Convention, the church providing his salary.

As the Committee moves on with its colossal task it is greatly heartened by the magnificent spirit of whole-hearted co-operation of all of our Baptist forces.

## II. STATE ORGANIZATION

**General Chairman or Director.** He will appoint his associates and direct their activities. It is suggested that he select a—

**Publicity Director.** His task suggested by the word publicity—keep whole movement alive and active in his State.

**Representative of the W.M.U**

**Representative of the B.Y.P.U.**

**Representative of the Sunday School.**

**Two others—men or women—as he deems wise.**

(In some states there will be also a division by districts composed of several associations—this would call for a district organization, very similar to that of the state organization.)

This committee shall be responsible for the organization **in the state** and

for making it effective. They in turn provide and direct an—

### III. ASSOCIATIONAL ORGANIZATION

Following the plan of the State Organization there will be—

**General Chairman or Director.**

**Two Pastors.**

**Two Laymen.**

**Two Representatives of W.M.U.**

**Two Representatives of B.Y.P.U.**

**Two others—men or women—as chairman thinks best.**

This group will promote the canvass in the churches **of the District Associations.** At the meeting of the Association have the canvass presented, explained, emphasized. Arrange for the intensive training of special workers. See to it that every church is organized and keep in touch with the church organization until the campaign is finished.

### IV. CHURCH ORGANIZATION

It is recommended that the **church organization** include seven.

**The Pastor.**

**General Chairman.**

**At least one deacon.**

**Representative of W.M.U.**

**Representative of B.Y.P.U.**

**Representative of Sunday School.**

**Representative of Brotherhood if one. If not, some other man.**

This committee will:

Work out an accurate roll of the church members and divide the roll into groups of about ten families for each team of canvassers. See that this group is arranged geographically. (Sometimes it will be wise to select some names, regardless of their geographical location, and give them to a special committee.)

Give special emphasis to the time of the Canvass, Nov. 29-Dec. 6 and urge the church to use this time. Make much of the fact that every church is urged to take pledges at the morning service Sunday, November 29, and during the time to December 6 make a determined effort to see those who were not present and did not pledge in the Sunday morning service. All of the work to be completed by December 6. Fill out the report blank furnished the church and send to the Associational Chairman promptly.



Keep the canvass before the membership of the church through the pulpit, and in brief talks to W.M.U., Sunday school and B.Y.P.U.

Keep the tithe as the minimum as standard before every group, in every talk, and to every member of the church.

Explain just how money subscribed is to be used:

For the local work of the church.

For the Co-operative Program. Every object sharing in the Co-operative Program ought to be clearly explained.



It is recommended that the DUPLEX CHURCH COLLECTION ENVELOPES be used by all the churches.



On the pledge card there is space to indicate whether those making pledge will tithe.