

EFFECTIVE MISSIONARY NEWSLETTERS

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Dedication Page

I dedicate this project to my wife Marie. I am appreciative and grateful to her. She served as my typist and editor throughout all the time I was in College and most of the time I was in Seminary. When she became a caregiver to her elderly mother and handicapped brother she was no longer able to serve as my typist and editor. Her support and help is invaluable.

I also dedicate this project to the missionaries BMC Letter Service has the honor of serving and to the personal friends who are missionaries that BMC does not directly serve. It is an honor to know and serve these servants of God.

ABSTRACT

Communication between missionaries and their supporters is the lifeblood of faith missions. Effective communication ensures both prayer and financial support that missionaries are seeking. The purpose of this research study was to discover how missionaries can make their written communication more effective.

The researcher's data comes from a questionnaire mailed to 500 people. He then analyzed the responses from 150 participants using Microsoft Excel to determine the preferences regarding missionary newsletters.

The primary tool in this process was a questionnaire. It established basic identification information of the participant, rated preferences and interests of the participant pertaining to missionary communications, as well as sought seeks further opinions from each participant regarding e-mail practices and preferences, as well as website practices.

With the advancement of technology and the electronic media, hard copy letters are still important. E-mail letters are preferred by some, but exact preferences can only be determined by future studies. Websites are not viable options for newsletters.

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ABBREVIATIONS

ABWE	Association of Baptists for World Evangelism
BMC	BMC Letter Service
BMM	Baptist Mid-Missions
<i>EMQ</i>	<i>Evangelical Missions Quarterly</i>
GEM	Greater Europe Mission
ISP	Internet Service Provider

CHAPTER ONE

INTRODUCTION

Communication between missionaries and their supporters is the lifeblood of faith missions. Effective communication ensures both prayer and financial support that missionaries are seeking. The purpose of this research study is to discover how missionaries can make their written communication more effective.

Missionary letters to their “home team” are a “lifeline of connection, encouragement and ongoing financial support for them”¹ These letters help the missionary not lose focus and help reduce discouragement and loneliness.

With faith missions, missionaries create relationships with their supporters both in person and by letters. The letters create accountability to supporters and follow the example of Paul when he returned to Antioch and reported to them as recorded in Acts 14:26-27.

The researcher and his wife operate BMC Letter Service (BMC), a mailing service that mails missionary letters. Missionaries often ask them if they have any suggestions for making a specific letter more effective. As a result of these questions, the researcher began this study to be able to make suggestions to any missionary who asks based on solid data.

¹Allan G. Hedburg, “Prayer Letters to the Home Team,” *Evangelical Missions Quarterly* 46, no. 2, (4 April 2010): 214-216.

In the second chapter, the researcher stated the problem, the research question, subsidiary questions, delimitations, limitations, assumptions, and the significance of the study. In the third chapter, the researcher presented a study of literature previously written regarding missionary letters, stating the research plan and the steps taken to gain the necessary data.

The primary tool in this process was a questionnaire. With the questionnaire, the researcher sought to establish the name, address, and age of each participant. The questionnaire then asked each participant to rate preferences and interests pertaining to missionary communications and sought further opinion from each participant regarding e-mail practices and preferences, as well as website practices.

CHAPTER TWO

STATEMENT OF THE PROBLEM

Many books and articles are about newsletter communication. Authors of recent publications discuss the publication and circulation of newsletters using modern technology. These writers acknowledged advancements in technology and consider not only printed newsletters but also e-mail newsletters and personal websites.

Throughout this study, the term “newsletter” indicated both prayer letters and newsletters. The researcher determined the applicable use of this term in missionary correspondence by how its interpretation reflected upon various religious practices and activities and whether or not it could invoke danger upon the missionary and his/her ministry’s work. The use of newsletters can provide essential information to missions’ supporters. Optimizing communication of pertinent information within newsletters is important, so the reader can clearly understand the intention of the writer.

Research Questions

For a missionary letter to be effective it must be read. What will get the attention of the participant and cause him or her to read the letter—outside appearance, proper grammar and spelling, length, pictures? What information do pastors, mission committee chairpersons, and church members consider important—family, ministry, culture, prayer requests, praises, answers to prayer, how God is working in the missionaries life, and

financial support and needs? Should a missionary include a return envelope in his or her letters when sharing financial needs? How frequently do the participants expect to receive a letter from a missionary?

Subsidiary Questions

Electronic media is an option for missionary news letters that was not available a few years ago. What is the participant's opinion about e-mail and the handling of spam? Does he or she receive e-mail? Should e-mail supplement hard copy? Is e-mail secure, reliable? Are e-mail letters as well thought out as hard copy letters? What action do the participants take when they receive an e-mail? Do they use a spam filter? How is spam treated, and how often do they check the spam folder for good mail? Can the participants accept attachments? Can they open a PDF? Websites and blogs provide another electronic media option. Are websites and blogs acceptable substitutes for letters, do the participants visit missionary websites, and if they do how often?

Many people change e-mail addresses frequently. The questionnaire addressed questions regarding how long a participant has had a current e-mail address, how many times has a participant changed e-mail addresses in the last ten years, and if all the missionaries a participant received letters from were notified of an e-mail address change.

Delimitations

BMC serves 286 missionaries in eighty-eight countries.¹ In addition to providing typesetting and mailing of letters, it keeps track of address changes on the missionaries' mailing lists. BMC's database contains over 155,172 addresses of missionary newsletter

¹BMC Letter Service is a mailing service for missionary newsletters.

recipients. BMC uses the mailing program AccuZip6² which is capable of pulling a random group from a master mailing list. Using AccuZip6, the researcher pulled a random group from a master mailing list. With BMC's mailing database representing supporters of a significant number of missionaries, the research provided a thorough report on participants' preferences overall regarding missionary letters.

Limitations

Current subscribers to missionary communications who gave permission to have addresses pulled from the BMC mailing lists limited the survey. BMC serves forty mission agencies. Most of the readers receive letters from the following two agencies: Greater Europe Mission (GEM) and Association of Baptists for World Evangelism (ABWE).

A lack of response further limited the survey. Of the five hundred people the copy questionnaire was mailed to, only one hundred fifty (30 percent) responded by filling out the questionnaire.

Another limitation was the inability to control who (pastor, secretary, music minister, or deacon) answered a survey sent to a church. The position of the person filling out the questionnaire may have had a bearing on the response given.

The respondent's definition of "supplement" does not have the same meaning as it does to the researcher was also limiting. To the researcher, as well as consulted editors of books and articles, "supplement" means to use e-mail between hard copy letters.

The research did not ask the gender of the person answering the questionnaire but based the gender on the first name of the person answering the questionnaire. About 8.7

²AccuZIP6 5.0 Professional Edition accuzip6/professional.htm (accessed September 20, 2012).

percent of the respondents answered Mr. and Mrs. as the name of the person answering the questionnaire. Thus, the findings were limited when considering the difference in response that might arise due to gender.

Assumptions

The researcher assumed that people who were on the mailing list of these missionaries were interested in missions and were, therefore, interested in helping missionaries make their newsletters more effective. Another assumption was that they were willing to take time to fill out the questionnaire and mail it back to the researcher.

Significance of the Study

This study added to the knowledge base of what newsletter recipients prefer regarding missionary newsletters. This study supported evidence of readers' preferences, in regards to effective writing. Topics about the content, readability, and delivery options were the focus of this study. Most of the authors of the material previously written concerning missionary letters did not indicate what kind of research, if any, was used to support the material. Research by some authors appeared to be limited to recipients of letters from the particular same agency the author serves.

The researcher sent the questionnaire used in the research to people on the mailing lists for missionaries serving with twenty-three agencies, worldwide, on six continents, and of various languages. Thus, the research included a wider range of missionary newsletter recipients than other research readily available.

CHAPTER THREE

LITERATURE REVIEW

The researcher examined books, journal articles, and Christian publications pertaining to the activity of writing newsletters. The authors of most available research material focused upon readability, delivery, and frequency. Newer sources provided insight into various uses of technology, such as personal websites and e-mail. Research for this project included a survey of material on newsletter content, readability, and delivery options.

The authors of literature regarding missionary newsletters gave prominence to the content and the meaning or intent of the letter. Letter appearance and delivery options were also important issues discussed by authors writing about missionary newsletters and missions. Discussions of newsletter appearance pertained to layout, balance of content, and writing style, as well as proper spelling and grammar usage. Numerous additional sources, not primarily focused on missionary letter writing, also covered these topics.

Due to technological advancements, material available in the newer publications was more diversified. Most earlier publications only covered standard or traditional mail. The writers in more recent publications discussed not only mail delivery but also e-mail delivery. The writers noted the advantages and disadvantages of both traditional hard copy newsletters and the more contemporary newsletter e-mails. Website publication and frequency of distribution are also significant areas of discussion.

Content

Carrie Syndor Coffman stated that a good idea is imperative to a good letter. A newsletter is an advertisement. Carrie Syndor Coffman stated that she had an advertising professor who claimed, “The most important element of an advertisement is the idea.”¹ The missionary is advertising a ministry worthy of prayer and financial support. She said most newsletters attempt to share an abundance of ideas, resulting in inadequate remaining space for the inclusion of interesting details to capture the reader’s interest. Relating one unique witnessing event or highlighting one individual’s spiritual growth or one personal emotional difficulty is advantageous.

The types of information sent in the letters should vary. The reader should not feel as though he or she is being flooded with information. Rather, the missionary could relate concise tidbits. The readers consider both ministry and personal information to be important and should be included in the newsletter. A letter built on the previous letter provides some continuity. Introducing coworkers and their work and needs allows the recipient to pray not only for the missionary writing but also for the whole team.²

Weyeneth suggested the missionary use well-written short stories from his or her experiences on the mission field (with names changed for protection of the ones involved) to help readers experience the action firsthand. Stories from teammates on the field can also be used, as well as a story first-hand from a new convert, appropriately translated and with any idioms or jargon well explained. The missionary should be

¹Carrie Snyder Coffman, *Bored Readers Don't Pray Much: Three Simple Steps To Writing Newsletters That Recruit Prayer* (La Crescenta CA: Apples of Gold, 1991), 15.

²Betty Barnett, *Friend Raising*, 2nd ed. (Seattle: YWAM Publishing, 2003), 150-153.

vulnerable and write with vitality. He or she should not preach. Weyeneth encouraged missionaries to imagine being in a friendly competition to get a letter published.³

Many authors encourage missionaries to share their ministry works, prayer requests, pictures, family stories, and cultural experiences when communicating with their readers. Communication sustains the relationship the missionary has with his or her readers and moves these readers to pray. The missionary should let people see his or her passion for missions and show how God is working within his or her ministry. According to Baptist Mid-Missions (BMM), the letter recipient wants to “know that his or her involvement is having an impact.”⁴ Therefore, the missionary needs to be thoughtful while gathering content in preparation for letter compilation. Important items to consider are ministry, pictures, and support and finance.

The missionary should strive for unity in his or her letters at all times. Letters that focus on one idea or instance are more forceful. Three ways unity can be achieved are through subject, incident, and theme.⁵ The missionary needs to strike a balance between telling and showing the recipient what happened.⁶ Missionaries need to write about their work, family, prayer concerns, and spiritual victories.⁷ The cultural concepts and ideas of

³Sandy Weyeneth, *Writing Exceptional Missionary Newsletters* (Pasadena, CA: William Carey Library, 2004), 10-15.

⁴Baptist Mid-Missions (BMM), *Prayer Letter, Prayer Card Resources* (Cleveland, OH: Baptist Mid-Missions, 2007), 5.

⁵*Ibid.*, 17-18.

⁶*Ibid.*, 22.

⁷Reginald Matthews, *Missionary Administration in the Local Church* (Shaumburg, IL: Regular Baptist Press, 1976), 68.

the people that the missionary is working with are important and need to be shared in the letters.⁸

Ivan Allbutt suggested that journalism's rules regarding the "Five W's" (who, what, why, when, where) and the recently added "H" (how) be followed in writing letters. The order of these questions is not important. The "Who" identifies both the author and the people mentioned within the newsletter. The "When" tells the time in which the newsletter was written. The "Where" identifies the country in which the writer is ministering. The "What" identifies the type of ministry. The "Why" explains in which way the subjects written about are important. The "How" question covers more logistical concerns, such as how the missionaries travel from one place to another, or how they ministered to a particular need or group of people.⁹

The researcher does not directly address purpose or results in the letter, both are implied. Sometimes the reason for writing is equivalent to the result of writing. Newsletters are the most important tool available for staying in touch with emotional, financial, and prayer supporters. The missionary should thank supporters for their help.¹⁰

Through newsletters, readers become encouraged to pray for the missionary, the missionary's family, and the people with whom the missionary is working, the mission

⁸Paul Johnson, *More than Money, More than Faith* (Enumclaw WA: Pleasant Word, 2007), 176.

⁹Ivan Allbutt, "Put News in Your Letters," *Evangelical Missions Quarterly* 3, no. 2 (Winter 1967): 98-102.

¹⁰Glenn Hoyle, "In the Workshop: What to say in your prayer letters,," *Evangelical Missions Quarterly* 29, no. 3 (July 1993): 238-240.

organization, and mission work worldwide.¹¹ The letters show what God is doing and broaden exposure to missions, illustrating ministry and offering ministry ideas. The letters make the missionary's work and needs known, along with the work opportunities available in that area. In this way, the letters are able to promote the vision of the missionary task, thus enlisting financial and prayer support as well as challenging the readers to consider their role in carrying out "The Great Commission."¹²

Newsletters are a record of missionary work. The letters show issues that are current at the time, changes in emphasis or direction in the particular field, and political trends that are significant to missions. Newsletters also show that missionaries are intelligent and consecrated, with a sense of humor and a wholesome attitude toward life.¹³

The missionary should be honest and maintain integrity about his or her ministry.¹⁴ The newsletters should give a comprehensive picture of missions that is both fair and realistic.¹⁵ The readers need to see the "ups and downs," plans, problems,

¹¹Alvera Mickelsen, *How to Write Missionary Letters 8th Edition* (Bloomington IL: Media Associates International, 1995) 17; Weyeneth, 3-6; Wicks, 234-237.

¹²Doug Wicks, "Lifting the Prayer Letter Burden" *Evangelical Missions Quarterly* 18, no. 4 (October 1982): 234-237; Mickelsen, 7; Weyeneth, 3-6.

¹³Mickelsen, 7; Wicks, 234-237.

¹⁴David Andersen, response to "What I Could Write My Supporters but Don't . . . and Why," by Jean Baird, *Evangelical Missions Quarterly* 19, no. 4, (October 1983): 322; Barnett, 152; Thomas Hale, *On Being a Missionary*, (Pasadena, CA William Carey Library, 1995, 344-345; Clyde Hiestand, response to "What I Could Write My Supporters but Don't . . . and Why," by Jean Baird, *Evangelical Missions Quarterly* 19, no. 4, (October 1983): 321; Glenn Hoyle, 238-240; Johnson, 176; Mickelsen, 27; Wicks, 234.

¹⁵Mickelsen, 27.

possibilities, victories, and disappointments.¹⁶ Following up on any prayer requests, needs (both health and family), ministry progression, and concerns about nationals and co-workers is important.¹⁷ Missionaries should emphasize their ministry, then tell about their family.¹⁸ The letter needs to inform the readers about the missionary's family.¹⁹ Children's comments, observations, drawings, and stories will also add interest to the letter.²⁰

The newsletter needs to describe the existing cultural and religious beliefs of the people group to whom the missionary is ministering and how these beliefs may hinder their missionary work.²¹ The letter should treat people in other cultures with respect and sympathy and never contain anything that would offend someone from any country.²² People need reminders about the country where the missionary serves and the agency through which they serve.²³ Many readers may not know the location of some of the

¹⁶Barnett, 152; Hiestand, 322; Mickelsen, 27.

¹⁷Baptist Mid-Missions, *Creating Prayer Letters* (Cleveland, OH: Baptist Mid-Missions, 2007)

¹⁸Mickelsen, 27; Weyeneth, 14.

¹⁹Weyeneth, 69.

²⁰Johnson, 176.

²¹Mickelson, 28.

²²Ibid., 28-29.

²³William P. Dillon, *People Raising: a Practical Guide to Raising Support* (Chicago: Moody Press, 1993), 99-100; Hoyle, 238-240.

smaller countries. Using a map or sketch of the country or continent will help orient the reader to the missionaries place of service.²⁴

Missionaries tend either to say too much or too little in their newsletters.²⁵ They say too much when they try to say everything about the county's political situation, the local economy, their coworkers, their family, or themselves. A newsletter that says too little results in the reader not completely understanding the work of the missionary.²⁶

Several items repel readers. These items include obvious grammatical errors, unprofessional layout or format, poor organization, rambling, or failure to follow up on the previous newsletter.²⁷ Coffman encouraged missionaries to give details in human interest stories instead of listing bare statistics, which do not interest most readers. She also discouraged them from writing letters filled with clichés or writing wordy newsletters that say nothing.²⁸

Missionaries are not in a physical battle, but a spiritual one. Prayer is one of the few resources missionaries have. Jean Baird said, "The purpose of a prayer letter is to keep the weapons sharpened by informing people."²⁹ The missionary needs to share prayer requests, tell of spiritual victories, and give thanks in the letters he or she writes.³⁰

²⁴Mickelsen, 17.

²⁵Jean Baird, "What I could write my supporters but don't ... and why," *Evangelical Missions Quarterly* 19, no. 4 (October 1983): 320-321; Hoyle, 238.

²⁶Hoyle, 238.

²⁷Baptist Mid-Missions, *Creating Prayer Letters*.

²⁸Coffman, 87-92.

²⁹Baird, 320-321.

³⁰Matthews, 68; Hoyle, 238-240; Hale, 344-345.

Some missionaries are concerned about whether newsletters are too vague, considering how much detail should be shared about persecution of believers without “emotionally blackmailing the readers.”³¹ Taking into account whether what is written will be harmful or helpful to local believers and praying people is important.³²

Frequency

According to Helen Widger Middlebrook, “Bi-monthly letters are good.”³³ She suggested that newsletters be sent to churches monthly or bi-monthly and to the regular list of individuals quarterly. She also suggested personalizing each letter through a mail merge. Writing an occasional personal letter to each church or individual on the list will enhance friendships.³⁴

A newsletter should be sent to the general mailing list every two months and to major supporters monthly, with an absolute minimum of a letter every three to four months to the general mailing list. General newsletters should be sent three or four times a year.³⁵ When Carrie Syndor Coffman first arrived on the mission field, her boss told her that she should send letters every one or two months. She later found that if she waited

³¹Baird, 320-322.

³²Ibid., 320-322.

³³Helen Widger Middlebrooke, “Prayer Mail,” *Wherever* (published by TEAM), 17, no. 2 (Winter, 1993), 5-7.

³⁴Helen Widger Middlebrooke, “Prayer Mail,” *Wherever* (published by TEAM), 17, no. 2 (Winter, 1993), 5-7.

³⁵Baptist Mid-Missions, *Creating Prayer Letters*; Middlebrooke, 29; Scott Morton, *Funding Your Ministry: Whether You’re Gifted or Not!* Colorado Springs, CO: Dawson Media, 1999, 139-169; Weyeneth, 96; Wicks 234-237.

three months between letters, income from supporters' gifts dropped.³⁶ Supporters should receive additional letters between general newsletters.³⁷

Hard Copy

Until the early 1990s, hard copy was the only option for missionary letter. Items included in hard copy consideration are the outside appearance of the letter, the readability of the letter, and the inside appearance of the letter. Also considered are support and finance as well as pictures.

Outside Appearance

Middlebrooke recommended personalizing the envelope with a distinctive return address that identifies the missionary. She also liked to avoid anything that to her suggested third-class mailing, such as address labels or metered postage. She admitted that bulk postage rates do save a lot of money if the mailing list is large and recommended possibly using a letter service that specializes in bulk mailing. She also advised to get the labels on straight and to use bulk rate stamps rather than a rubber stamp or printed permit box.³⁸

³⁶Coffman, 5-7.

³⁷Baptist Mid-Missions, *Creating Prayer Letters*; Middlebrooke, 29; Morton, 139-169; Weyeneth, 96; Wicks, 234-237.

³⁸Middlebrooke, 5-7.

Inside Appearance / Readability

Appearance of the letter captures the reader's attention and then the content keeps it.³⁹ The appearance of the letter should not detract from the letter's content, but enhance the content.⁴⁰

In an article in *EMQ*, Janet Dunn wrote that a missionary should write as if writing to one person. People receive letters individually, not as a group. The results will be a warm and personal letter.⁴¹ In *Elements of Style*, William Strunk, Jr. told writers to write in a way that comes naturally and not to over-write or over-state. He recommended avoiding fancy and foreign words.⁴²

Several authors said a newsletter should be limited to one page.⁴³ However, second page may, at times, be necessary.⁴⁴ If the letter exceeds one page, using a second sheet of paper, rather than one front-and-back sheet, will increase the chance of the letter being read.⁴⁵

³⁹Mickelsen, 30.

⁴⁰Ibid., 31.

⁴¹Jean Dunn, "A little know-how with words," *Evangelical Missions Quarterly* 18, no. 4 (October 1982): 237-239.

⁴²William Strunk Jr. and E. B. White, *The Elements of Style*, Third Edition (New York: Macmillen Publishing Co., 1979), 70-81.

⁴³Barnett, 153; Baptist Mid-Missions, *Creating Prayer Letters*; Morton 152; Mickelsen, 31.

⁴⁴Barnett, 153; Mickelsen, 31; Hoyle 238-240.

⁴⁵Barnett, 153.

Distractions include grammatical errors, letters that are too long and rambling, lack of organization, unattractive layout, and failure to follow-up on items mentioned in a previous newsletter.⁴⁶ The missionary should use grammar check and other such word processing/computer applications as well as have someone who is spelling and grammar savvy help edit the newsletter.

Johnson recommended that a missionary write personal notes as a supplement to the quarterly form letter, and space should be left on the form letters for these personal notes.⁴⁷ Matthews recommended a missionary pay first class postage, so he or she can write personal notes. He also recommended missionaries write and send letters regularly.⁴⁸

Some authors suggested segmenting the mailing list and writing personal notes to only some of the recipients. Writing a personal note on every newsletter is a myth. Some authors suggested choosing twenty to forty names and writing personal notes to those people or rotating groups of names so that over a couple years everyone will have received a personal handwritten note. The mailing list must be kept up-to-date by using the proper postal endorsements.⁴⁹ The mailing list can be segmented so everyone gets a general newsletter four times a year. All letters should be personalized by signing.

⁴⁶Baptist Mid-Missions, *Creating Prayer Letters*.

⁴⁷Johnson, 169.

⁴⁸Matthews, 68-69.

⁴⁹Weyeneth, 88-89.

Donors can receive additional letters between the general newsletters, which are more intimate and shorter.⁵⁰

Some missionaries have large mailing lists and could segment their list into groups. One group would be those people with whom the missionary has a strong personal relationship and another would be those people with whom the missionary wants to build a relationship. The first group could get form letters with personal notes mailed with first-class postage. The latter group could be mailed as bulk mailing.⁵¹

Many missionaries use a mailing service to produce and mail their form letters. When doing so, they need to realize that they are diminishing their personal communication. Using form letters is somewhat impersonal and should not be the only method of communication from the field. E-mail can be a solution, but extra effort will be required to personalize those electronic messages.⁵² Hale told missionaries, “You must resort to a form letter, or you will soon cease being a missionary and become a letter writer.”⁵³

Paper newsletters which are mailed have several advantages. People like receiving mail, everyone can receive them, the letters are more likely to be read and reread, and they are not as easily disposed of as e-mailed letters. Mickelson

⁵⁰Morton, 139-160.

⁵¹Johnson, 169.

⁵²Ibid.

⁵³Hale, 344-345.

recommended personalizing the envelope with a distinctive return address that identifies the missionary.⁵⁴

Sending out a newsletter does not ensure that it will be read by the recipients. Most American homes receive an average of three to five form letters daily. The missionary's newsletter is part of that stack. The recipients read the mailings that pique their interest and dump the rest in the wastebasket. What happens to any particular missionary newsletter? The person receiving it gives it a quick glance and, if it catches his or her attention, he or she reads it. If the newsletter is both appealing and captivating, it will be read, remembered, and shared with family and friends. Ideally, over the next few days the family will pray for that missionary during devotional time. However, if a newsletter is dull, it will be set aside to be read at another time. It may then lie undisturbed, until the pile or drawer into which it was placed is cleaned out. If they see it is old, it is tossed.⁵⁵

A missionary can measure the readability of the writing by using the "Fog Index" of Robert Gunning.⁵⁶ The formula for finding the Fog Index is to count a sample of 100 of words; then count the number of difficult words (words with three or more syllables). Then, he or she should find the average number of words in a sentence. Next the missionary should add the number of difficult words to the average number of words in a sentence and multiply that number by .04. That will give the approximate reading level.⁵⁷

⁵⁴Middlebrooke, 5-7.

⁵⁵Mickelson, 8.

⁵⁶Mickelson, 52.

⁵⁷Robert Gunning, *The Technique of Clear Writing* (New York: McGraw-Hill Book Company 1968), 38.

Another suggestion is to apply Rudolph Flesch's "Reading Ease" and "Human Interests" tests to the letters.⁵⁸ The formula for finding the "Reading Ease" score is to multiply the average number of words in a sentence by 1.015, then multiply the number of syllables in 100 words by .846, add the two numbers, then subtract the total from 206.83 to find the "Reading Ease" score. A perfect score is 100.

The formula for finding the "Human Interest" score is to count the number of personal words per 100 words (include all names of people, pronouns, generic terms such as student, crowd, folks, and all identifying names) then multiply this number by 3.635. Then, a missionary should count the number of personal sentences per 100 words (include quotations, commands, questions, exclamations, direct statements to the reader, and fragmentary or incomplete sentences) and multiply that number by .314. Next he or she should add the two totals to get the "Human Interest" score. Again, 100 is a perfect score.⁵⁹

William Zinsser stated that sloppy writing that loses readers is inexcusable. He also emphasized the importance of the first sentence and said it needs to induce the reader to read further. He said most writing is filled with clutter, and writers should ask if what is written can be said with fewer words and focus on every word doing a new work.⁶⁰

⁵⁸Mickelson, 53.

⁵⁹Rudolf Flesch, *The Art of Readable Writing, 25th Anniversary Edition* (New York: Harper & Row Publishers 1974), 247-251.

⁶⁰William Zinsser, *On Writing Well: The Classic Guide to Writing Nonfiction*. 7th ed. (New York: Harper Collins Publishers, 2006), 6-45.

Support and Finance

Communicating with supporters is essential as communicating with family and friends.⁶¹ These letters are a facet of ministry. Their importance makes the writing task less dreary. Newsletters encourage prayer that sustains ministry, maintains the relationship with the team at home, and enlists funds. Newsletters can become a source for a mission publication to promote the ministry field and be an instrument that God uses to call someone into missions. Newsletters can encourage, direct, and teach people. They may also prevent the missionary from losing support.

Letters are the most important tools available to a missionary for staying in touch with emotional, financial, and prayer supporters. Writing them need not be a chore.⁶² Most importantly, the missionary always needs to thank supporters for their help.⁶³ When missionaries go beyond their comfort zone in what they write, he or she will open the door for donors to be more open about God's work in their lives. Missionaries need to be specific with their needs.

A distinction is noticeable between fund raising letters and general newsletters. A missionary should state clearly the purpose for the financial gift, although providing "how to give" information in all letters is not recommended.⁶⁴ A study to determine why donors stopped supporting Navigator missionaries revealed that 19 percent stopped because they felt the news they received was inadequate. Thirty-three percent stopped in

⁶¹Baptist Mid-Missions, *Prayer Letter, Prayer Card Resources*.

⁶²Hoyle, 238-240.

⁶³*Ibid.*, 238-240.

⁶⁴Weyeneth, 81-83.

order to support another opportunity, which indicated that donors were not committed enough to that missionary's ministry to keep supporting. The other 48 percent stopped support for "other" reasons.

Appreciating, informing, and stimulating supporters is better than complaining about supporters being too fickle or too demanding. When supporters feel appreciated, they will be glad to support the missionary and the ministry. Maintaining current supporters is easier than finding new ones. Supporters want to know the needs of the missionary; otherwise, they would not be supporters. Westerners usually do not take hints. They want specifics—what is the need? How soon do you need it? What is the purpose of the contribution? They also need an opportunity to contribute.⁶⁵ The missionary needs to let the reader know that the missionary is 100 percent responsible for raising his own salary/ministry funds and have a provision for the reader to respond to the financial need, such as a return envelope.⁶⁶

Pictures

The cliché "a picture is worth a thousand words" is especially true for missionary newsletters, both for adding visual interest and transmitting information.⁶⁷ A picture that pertains to something in the letter should be included.⁶⁸ However, pictures do have limitations. For example, they could create a representation of a "two-dimensional" world

⁶⁵Barnett, 154.

⁶⁶Dillon, 99-100.

⁶⁷Barnett, 157; Johnson, 187.

⁶⁸Barnett, 157; Carrie Syndor Coffman, "How to Keep Donors Giving and Giving and Giving," *Wherever* (published by TEAM), 17, no. 2 (winter, 1993), 5-7; Hale, 344-345; Johnson, 176; Weyeneth, 33.

foreign to the readers, resulting in the distance between the missionary and the readers increasing, rather than decreasing.⁶⁹

Carrie Syndor Coffman maintained that a good picture “is a red flag, saying, ‘Read me. I am interesting.’”⁷⁰ Pictures communicate information much faster and add aesthetic appeal. Therefore, a striking picture included with an article in a newspaper or magazine can double readership. She recommends using a picture of a key person in the letter because most people love pictures of people, putting a human face on places and events that may be far removed from the person reading the newsletter.⁷¹ People read captions. Captions need to always be included with the pictures.⁷²

Pictures show action. When possible, pictures should be taken up close and then scanned into the computer, or taken with a digital camera. The more pictures taken, the better the chances are of getting a perfect picture. Pictures with a clear image should be used, and borders should complement the picture. Keeping film and camera on hand is helpful. The missionary should include themselves in a picture periodically.⁷³

Pictures reproduce best on white or light colored paper. Weyeneth discouraged using preprinted pictures. She recommended the picture be big enough to see easily the main subject(s). She also suggested the picture be positioned in the letter so that when the

⁶⁹Ryan Murphy, “Five Rules for Writing a Good Prayer Letter,” *Evangelical Missions Quarterly*, 44, no 4., October 2008, 494.

⁷⁰Coffman, 43.

⁷¹*Ibid.*, 43-45.

⁷²Barnett, 137; Weyeneth, 30.

⁷³Weyeneth, 31-33.

letter is folded, the crease does not go across the faces in the picture.⁷⁴ If pictures are used, they should be “well reproduced.”⁷⁵ Missionaries should choose only one picture for a newsletter.⁷⁶

Electronic Media

As technology advances, the methods of communication increase. People can now communicate electronically through e-mail and by e-mail marketing software. Personal websites and social media are also options for communication.

E-Mail Letters

Most of the world has access to e-mail today.⁷⁷ More overseas workers are using it, and they are finding it an easier way to correspond with friends and family. A person will still want to send hard copy letters to those people whom have not requested to receive the letter by e-mail. The recipients should have the option of receiving the missionary letters by hard copy or e-mail, and if e-mail is preferred, recipients can submit their e-mail address to the missionary involved. Consistently including the e-mail address/website as a postscript at the bottom of hard copy letters will, over time, grow the e-mail list and diminish the hard copy list.⁷⁸

⁷⁴Ibid., 33.

⁷⁵Hale, 344-345.

⁷⁶Weyeneth, 33.

⁷⁷Ron Wilson, "The Ease of E-mail" in *How to Write Missionary Letters: Practical Tips to Make Your Words Come Alive*, 8th ed. by Alvera Mickleleson (Bloomington, IL: Media Associates International, 1995), 53-54.

⁷⁸Ibid., 53-54.

Several writers offer tips for e-mail letters. Wilson and Mickelson said that e-mail letters should be short and not sent as an attachment. The letter should be the body of the e-mail for several reasons. Few people will take the time to download and print an attached newsletter. Many people do not have high-speed Internet, so an attachment may take several minutes to download. Some recipients may not have a printer where they can print the e-mail (or attachment) to share with other members of their family. Many people use a free e-mail service that does not support attachments. Some have trouble opening attachments. People like simplicity, and the more they are required to do, the less likely they are to download an attachment. Some people perceive that if information is not important enough to be in the e-mail body, it is not worth reading.

When sending newsletters electronically, the newsletter should not only be easy to open and read but also should have pictures and graphics removed. Keeping the letter simple and short with no pictures is key to getting an e-mail newsletter read. If the subject line does not pique the reader's interest, then the e-mail will likely go unread. Subtitles within the text help the flow of the information as well as the reader's progression through the newsletter. The same diligence given to hard copy letters regarding spelling, proofreading, and editing should also be given to electronic newsletters before the letter is sent. Electronic letters should also use the same basic letter format of subject, salutation, and closing as hard copy letters. E-mail is less personal, so it should be written to compel interest. To keep from having a long list of names in the recipient line, the blind carbon copy (bcc) feature should be used. The missionary should choose how frequently to send e-mail updates.⁷⁹

⁷⁹Weyeneth, 98-99.

According to Coffman she receives several e-mail letters but rarely reads any of them. Many e-mail letters are not read because the header shows a long list of recipients and a recipient can feel like one of the masses, which can seem dehumanizing. Because the sender had no restrictions on cost or space, e-mails are usually too long. Without the limitations of cost and space, the sender is not forced to remove unnecessary details that only interest a few people. E-mails often arrive on a busy day when a lot of unwanted, unread e-mail is already filling up the inbox. Another problem is the lack of appeal.⁸⁰

A missionary's prayer team may include donors and/or friends and families who are committed to pray but do not give financially. When writing, the missionary needs to ask members of the prayer team if they want to receive updates and prayer requests via e-mail. The e-mail recipient also needs to have a way to opt out if he or she wishes to stop receiving letters through e-mails.⁸¹

The letter needs to be short (not much more than five hundred words). If a letter is too long, readers tend to scroll through it quickly. When sending e-mail letters it is doubly important to get straight to the point in an e-mail because the e-mail must capture the reader's attention quickly. Even if readers are close friends, rambling does not motivate them to read on. Newsletters sent by e-mail appear to be a quick and easy way to communicate urgent prayer requests to supporters. However, if people do not *read* the letters, the sender is just deluding himself or herself.

Weyeneth suggested not relying solely on e-mail as the main vehicle of communication to donors, non-donors, and prayer partners. She said that e-mail should

⁸⁰Coffman, 94a.

⁸¹Weyeneth, 93-100.

not be substituted for something that may be mailed. She maintained that many times one person reads the e-mail then deletes it. For example, a husband may receive it at work, glance at it but not print it, so his wife and children will never see it. She noted that not everyone uses e-mail.

Some people seldom check their e-mail, and some people prefer printed newsletters. She said sometimes parents with teenagers at home may have trouble finding a time when they can get time on the computer at home. A multitude of e-mailed letters, especially all in a short period of time, can be overwhelming to some people, whereas hard copy letters would not have that effect. Sandy Weyeneth shared the story of a person who works with computers who says he likes e-mail, but says often “ten to fifteen people monthly send him e-letters and he feels overwhelmed with them.”⁸² Many older people prefer hard copy to e-mail. Another consideration is that e-mail is not secure. Also, some companies do not want employees receiving personal e-mail at work.⁸³

E-mail updates should not replace newsletters, but rather supplement them. Newsletters allow a story to be developed and pictures to be included, whereas e-mails generally do not allow a story to be developed because they are expected to be brief. Regular e-mail communication is good, but too much communication can sour the receiver. Because of the frequency of people changing their e-mail address, continually updating and maintaining e-mail addresses is imperative.⁸⁴

⁸²Weyeneth, 96.

⁸³Ibid., 96.

⁸⁴Ibid., 96.

E-mail is becoming the medium of choice. There is nothing wrong with telephone calls, form letters, or electronic messages, but nothing takes the place of handwritten notes.⁸⁵ Plain text e-mails are easy for everyone to read and cause less spam problems than formatted text e-mails. The disadvantage is that text e-mail letters tend to look “ho-hum” and may be ignored more often than formatted e-mail letters.⁸⁶

New technology can save time and money and make it easier for supporters to stay in touch.⁸⁷ They have one compelling advantage: they are a great conscience easer. In a short amount of time the letter can be written, sent, and checked off of the “things to do” list.⁸⁸ Sending more newsletters by e-mail is enticing because of the speed and cost, yet faster and cheaper is not always better.⁸⁹ They can be sent from the field rather than having someone in the states mail them.⁹⁰ E-mail letters get news and prayer requests to the intended recipients quickly. People are reached instantly by e-mail letters (even those with limited access to e-mail) with little effort and expense, they connect with close family and the home church, and they share digital pictures of the missionary family in ministry, fresh from the field.⁹¹ E-mail letters are easy to write and send, and e-mail letters encourage more reaction from the reader. E-mails that are sent as attachments are

⁸⁵Johnson, 163.

⁸⁶Baptist Mid-Missions, *Creating Prayer Letters*.

⁸⁷Wilson, 53-54.

⁸⁸Coffman, 94.

⁸⁹Weyeneth, 93.

⁹⁰Baptist Mid-Missions. *Creating Prayer Letters*, Wilson, 53-54.

⁹¹Barnett, 72-75.

advantageous because of the possibilities visually. Some letters can be personalized and/or the list segmented into groups such as families, churches, and close friends. The recipient can also easily forward it to someone else.⁹²

E-mail also has some disadvantages, such as a lesser range of appealing formats and fonts to choose from when e-mailing. Personal notes to recipients cannot be added unless each letter is sent individually. Because e-mail is meant to be created quickly, writers often ramble, producing sloppy spelling and messages that lack development of thought. By nature, e-mail often fosters poor writing. Formatted letters take longer to load, not everyone *can* read them, and not everyone *will* read them.⁹³

E-mail has a few significant disadvantages. Even in this modern age, not everyone has access to e-mail. Many older people, who are possibly the best prayer supporters, do not use e-mail,⁹⁴ and many people still prefer to get a hard copy even if they also use e-mail. If e-mail is the only way the missionary communicates with friends, if they include attachments that carry computer viruses, or if they require extra work to access and open because of size or formatting incompatibility, the e-mail may be counterproductive.⁹⁵

E-mails are similar to phone messages in that they are more disposable than printed letters, with a printed copy the letter is an object. An e-mail letter that is not printed can easily be filed to “be read later” and because it is not an object it can be

⁹²Wilson, 53-54.

⁹³Weyeneth, 93-100.

⁹⁴Wilson, 83.

⁹⁵Barnett, 72-75.

easily forgotten.⁹⁶ Workers in countries where the government is not friendly to Christian missions must be careful of what they say and how they say it. If they want people to reply to their e-mail, they need to warn them ahead of time not to use certain expressions and words or write about certain topics.⁹⁷

Proper English always does a better job of communicating.⁹⁸ Good writing is good writing whether by mail or e-mail. Just because the medium is different does not mean one can ignore writing guidelines. Writing in some e-mail letters today tends to be brief and choppy. Choppy letters should be avoided.

Wilson and Weyeneth emphasize keeping e-mail brief and making it easier for the reader to read. The same authors also say e-mail is not secure.⁹⁹ E-mail is no more private than a postcard. While telephone calls are protected by US laws such as the Unification Privacy Act of 1986, e-mail has no similar protection. An electronic message typically is stopped by numerous computers along the route to its destination and at each stop it can be intercepted and read by others.¹⁰⁰

When an e-mail message is deleted it does not completely disappear. Many Internet Service Providers (ISP) and e-mail services archive e-mail for a period of time. The best way for e-mails to be protected from prying eyes is to treat an e-mail like a

⁹⁶Ibid., 72-75.

⁹⁷Ibid., 93-100.

⁹⁸Weyeneth, 93-100.

⁹⁹Wilson, 53; Weyeneth, 96.

¹⁰⁰“How Private Is Your E-mail?”, <http://www.learnthenet.com/learn-about/email-privacy/index.php> (accessed October 3, 2012).

postcard. Also, to further protect e-mails, encrypting software should be used when transmitting sensitive data so no one without the proper software can read it.¹⁰¹

In recent years, some missionaries have started using e-mail marketing software for their letters. The two most common marketing software programs are Constant Contact and Mail Chimp. Both programs are designed to send out mass marketing type e-mails. With these programs a person can create newsletters with their own personal information.

Both programs require that a message include an unsubscribe link within the message as well as contact information, including a physical address. Both will accept HTML and text messages but neither will accept a PDF.¹⁰² Both programs provide statistical reports of delivery dates and times, who opened, who shared and how. This format allows adjustment in content and delivery so the sent e-mails have the greatest potential of being read and acted upon.¹⁰³

One advantage of using one of these programs is that each person receives a message that is individually addressed only to him or her. It also helps ensure that e-mail sent is not marked as spam. Also, the sender will not have his or her e-mail address blocked by some ISPs.

¹⁰¹Ibid., (accessed September 22, 2012).

¹⁰²“What is Required on My Campaign to Meet Your Terms of Use and Follow Anti-Spam Laws?” <http://kb.mailchimp.com/article/what-is-required-to-meet-your-terms-of-use-and-the-can-spam-act>’ (accessed September 22, 2012); “Constant Contact® Anti-Spam Policy” http://www.constantcontact.com/anti_spam.jsp (accessed September 22, 2012).

¹⁰³“Email Marketing – MailChimp vs. Constant Contact,” <http://polkadotimpressions.com/2012/04/12/email-marketing-mailchimp-vs-constant-contact/> (accessed September 22, 2012).

Personal Websites

Personal websites are becoming increasingly popular, and they can be an excellent tool for letting people know what God is doing in the missionary's ministry and life. They can also help with recruitment of short-term workers. Adding an e-mail response device on the personal website for those who want more information is beneficial. A person can add art, pictures, articles, maps, and links to other sites on his or her site.¹⁰⁴

Websites can be time-consuming and expensive. To make a personal website, hiring someone who is skilled in web design to create and maintain it is best.¹⁰⁵ Sections with biographical information, information on the country where the missionary is serving, pictures, ministry goals, and contact information should be included. The text should be large enough to be easily read, with dark text on a light background. The information must be up-to-date. The included links should be valid; otherwise, they repel readers.¹⁰⁶ Update the site frequently. Give the date of the latest update, so visitors know the site is active and consistently maintained. A site that is always changing has more relationship potential.¹⁰⁷

A person should not depend on a personal website to keep people informed. "Only a small percentage of supporters will take the time to browse a website and keep

¹⁰⁴Wilson, 54.

¹⁰⁵Baptist Mid-Missions, *Creating Prayer Letters*.

¹⁰⁶Ibid.

¹⁰⁷Barnett, 72-75.

up with a missionary,” according to Media Associates International’s Ron Wilson.¹⁰⁸ The missionary has to make the first move. In e-mails, always include a link to the personal website so readers can simply click on that link to visit the site.¹⁰⁹

Websites can provide an excellent way to keep supporters, churches, friends, and family updated. Like e-mail, websites are an efficient and easy way to instantly share prayer requests, news, stories, and photographs. A mission statement can be included, as can current activities and specifics about the mission agency.

A website can enhance other forms of contact as well. For example, recent events in the last newsletter or e-mail updates can be mentioned on the website. An e-mail update can include a link to the website where friends can read a more detailed account of the trip or view the pictures at their leisure. Visitors to the website are building relationships by learning about and participating in the missionary’s life and ministry.¹¹⁰ A personal website can profile the missionary and the missionary’s ministry. Newsletters are part of that profile.¹¹¹

Websites offer many possibilities with graphics and information that appeal to a younger generation, especially teens and pre-teens.¹¹² They also allow the missionary to archive past letters, encourage readers to check back, invite reaction from readers, and let churches check out the missionary.

¹⁰⁸Wilson, 54.

¹⁰⁹Ibid., 54.

¹¹⁰Barnett, 72-75.

¹¹¹Weyeneth, 93-100.

¹¹²Baptist Mid-Missions, *Creating Prayer Letters*.

Websites are a non-direct communication, meaning people come to them—the website does not go to them. Newsletters are a direct communication. The missionary initiates communication by sending newsletters to people. Direct communication is the primary way of building a mailing list. New contacts from the website supplement this method.¹¹³ Websites require the reader to look for the missionary, and not everyone will take the time to look for the missionary’s website. The information shared about others should be used cautiously and with consideration because it is viewable by everyone. Websites can be disadvantageous because they can be time-consuming and expensive due to maintenance and technical support.¹¹⁴

The consensus is that personal websites are non-direct communications because they require the one viewing to take the initiative. Letters are direct communication because the missionary is taking the initiative. Not all people will make that effort.

Social Media

In recent years many people have started using social networking. In the twenty-first century the Internet has replaced the mall or town square as a place for human interaction. The upsurge of social networking sites in recent years allows for the meeting of millions of people around the world in an extremely short and convenient time frame.¹¹⁵

Information posted online is not always private. With employers, friends, and governmental agencies looking at profiles on networking sites, a person sacrifices some

¹¹³Weyeneth, 93-100.

¹¹⁴Baptist Mid-Missions, *Creating Prayer Letters*.

¹¹⁵“Online Networking,” <http://www.learnthenet.tv/how-to/social-network/index.php/> (accessed September 22, 2012).

security by using these sites. A person needs to be aware of how to protect himself or herself and how they represent himself or herself.¹¹⁶

The largest social network is Facebook. Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers.¹¹⁷ More than four hundred million people worldwide use Facebook. Almost 70 percent of these people live outside the United States.

Facebook is popular for several reasons, but they all “revolve around the need to connect with people.”¹¹⁸ Facebook’s demographics include professionals and college students with those thirty-five years old and older being the fastest growing demographic. The site allows a person to stay in touch with people they have met but do not have regular contact with otherwise. Part of Facebook’s success is based on its conscientious commitment to the privacy of its members. In actuality everything put on the Internet is subject to being misused or stolen, including what is in a Facebook profile.¹¹⁹

When a person registers on Facebook, Facebook automatically creates a basic profile for that person.¹²⁰ A person’s profile on Facebook “is a social résumé.”¹²¹ It is a

¹¹⁶“LinkedIn: Social Networking For Professionals,” <http://www.learnthenet.com/how-to/use-linkedin/index.php/> (accessed July 2, 2012).

¹¹⁷“Facebook,” <http://www.facebook.com/peering/> (accessed September 22, 2012).

¹¹⁸“Facebook: The 800-Pound Gorilla of Social Networking,” <http://www.learnthenet.com/how-to/use-facebook/index.php/> (accessed September 22, 2012).

¹¹⁹E. A. Vander Veer, *Facebook The Missing Manuel*, 2nd edition (Sebastopol, CA, O’Reilly Media Inc., 2010), 15.

¹²⁰Ibid.

¹²¹Carolyn Abram, *Facebook for Dummies*, 4th edition (Hoboken, NJ, John C. Wiley & Sons, Inc., 2012), 11.

page about the member that allows him or her to keep current information that the member wants people to know. An up-to-date profile allows family and friends to get the latest information about the member.¹²²

A person needs to consider seriously the security settings when setting up an account. They need to keep safety and privacy in mind when deciding whether to accept or reject a request from a friend.¹²³ A person can set the privacy on his or her profile any time he or she makes a post.

One Facebook option is “public,” which allows anyone to view a Facebook page. The next option on Facebook is “friends.” This option allows only friends to access the information. The “custom” setting allows the profile holder complete freedom in what can be seen. He or she can customize lists that will allow some and not allow others access to the information.¹²⁴ The privacy features on Facebook are not foolproof even if steps have been taken to use all the measures available to tighten security.¹²⁵

A Facebook user can set up his or her groups and when setting a group can determine the privacy of the group. The first level of privacy is the open group, which is open to the public and anyone is able to join the group by simply clicking on the join button. The next level is the closed group. With this level, anyone can view the list of members. However, only members can view the content that has been posted to the group

¹²²Ibid., 13.

¹²³“Facebook: The 800-Pound Gorilla of Social Networking,” <http://www.learnthenet.com/how-to/use-facebook/index.php/> (accessed September 22, 2012).

¹²⁴Leah Pearlman and Carolyn Abram, *Facebook for Dummies, Mini Edition* (Hoboken, NJ: John C Wiley & Sons Inc, 2011), 19.

¹²⁵Mikal E Belicove and Joe Kraynak, *The Complete Idiot's Guide to Facebook 2nd edition*, (New York: Penguin Group (USA) Inc, 2011), 24.

by the group's members. Others may also ask to join the group, but the administrator of the group must approve the request to join. The third level is the secret group. This group is practically invisible to anyone who is not a member of the group. Only members can see the list of members. However anyone who has been added to the group has ability to add his or her friends to the group.¹²⁶

Numerous applications are available for Facebook. However, when installing an application, the user must give the developer of that application complete access to the personal information the user has entered into Facebook.¹²⁷ Applications and websites are required by Facebook to honor a member's privacy settings. However, if an application has been authorized by a friend, it has access to that friend's account including that friend's friend list. Thus, the application has permission to access part of the information on that friend's friend list.¹²⁸ Facebook is not responsible if the developers of the application misuse a Facebook member's personal information.¹²⁹

Unlike Facebook and LinkedIn, Twitter limits personal information that can be shared. Twitter is based on open communication lines among members. This social media has fewer consequences in allowing strangers to access activities on Twitter than on other social networks.¹³⁰ Twitter limits tweets to 140 words or less. Because tweets are in real

¹²⁶Abram, 149.

¹²⁷Vander Veer, 206.

¹²⁸Belicove, 29.

¹²⁹Vander Veer, 206.

¹³⁰“Twitter: Social Networking with 140 Characters or Less,” <http://www.learnthenet.tv/how-to/use-twitter/index.php/> (accessed September 22, 2012).

time, Twitter spreads information quickly, making the information shared on Twitter more timely than that shared on Facebook.¹³¹

Twitter is low maintenance by definition and designed to “run in the background.”¹³² A user can protect their updates using the Setting, Language, and Protect My Updates features. Protecting updates means that unless granted the privilege no one can enter the network of the member protecting their updates. The downside of protecting updates is protection works against the social networking intent.¹³³ If updates are protected, searching with the Twitter Search will not work because the search engine has not indexed the tweets. The search engines do index public tweets. Tweets on Twitter can be deleted. However, if the tweets are not deleted within a few seconds the search engines will have already indexed the tweet.¹³⁴

The top social network for professionals is LinkedIn.¹³⁵ Unlike Facebook that connects people from various walks of life, LinkedIn specializes in the professional user, connecting and maintaining professional and business contacts. A LinkedIn user can adjust what is seen by someone looking at his or her personal profile by determining who

¹³¹Ibid. (accessed September 22, 2012).

¹³²Tee Morris, *All a Twitter: A Personal and Professional Guide to Social Networking with Twitter* (Indianapolis: Que Publishing, 2009), 22.

¹³³Ibid., 41.

¹³⁴Laura Fitton, Michael E. Gruen and Leslie Poston, *Twitter for Dummies* (Hoboken, NJ: John C. Wiley & Sons, Inc., 2009), 55.

¹³⁵Susan Gunelius, *The Complete Idiot's Guide to LinkedIn* (New York: Alpha Books, 2012), ix.

is allowed to see member feeds and status updates. Users are able to create groups and establish criteria for who can join the groups.¹³⁶

Within LinkedIn, *connection* means “a person who is connected to you through the site.”¹³⁷ This media contains three degrees of network members. The first-degree is someone the member knows personally. The second-degree member knows at least one first-degree connection member. A third-degree members knows at least one second-degree connection members.

LinkedIn has three types of groups: open, public, and private. The first is the open group. This group can be joined by any LinkedIn user, and all discussions are visible to both LinkedIn users and non-users.

The next is the public (members-only) group. Any LinkedIn member may join this group. Discussions are only visible to members of LinkedIn, whether or not they belong to that group. A padlock icon designates these groups.

The third is the private group. This group is not visible in the LinkedIn directory. Invisibility limits the likelihood of a person being found. A person may join by requesting to join or by invitation. Group members are the only people that can see the discussions.¹³⁸

LinkedIn has in place a policy to protect a member’s confidentiality and privacy. LinkedIn will not rent or sell any member’s personally identifiable information to

¹³⁶“LinkedIn: Social Networking for Professionals,” <http://www.learnthenet.com/how-to/use-linkedin/index.php/> (accessed July 2, 2012).

¹³⁷Joel Elad, *LinkedIn for Dummies, 2th edition*, (Hoboken, NJ, John C. Wiley & Sons, Inc., 2011), 12-13.

¹³⁸Gunelius, 125.

someone to use in marketing. Without a member's consent, LinkedIn will not share that member's contact information with another user. LinkedIn secures any sensitive information with all industry technology and protocols.¹³⁹

Summary

As presented in the literature review, content balance is important when writing newsletters. The missionary writer can learn balance through an understanding of the intended reader's preference.

The written content of the newsletter is the most important aspect. Some letters will be "newsy" while others will read like a story. Hale suggested appealing to both scenarios with a two-part letter, the first part being a story or experience and the second part being four or five "news" items of prayer and praise.¹⁴⁰

Weyeneth said to include a short story that helps the reader experience the life of a missionary firsthand.¹⁴¹ Including a specific date (month, day and year), personally signing each letter with ink other than black, including a first and last name and address to ensure that the reader knows who is writing the letter are all important details to remember. Although only one source mentioned journalism's "Five W's and the H," most of the material surveyed addressed these issues.

The authors of most of the books and articles regarding writing newsletters emphasized the use of good grammar, proper spelling, as well as the necessity of proofreading the material. The authors also emphasized the importance of getting the

¹³⁹Elad, 43.

¹⁴⁰Hale, 344-345.

¹⁴¹Weyeneth, 10.

attention of the reader with the first sentence. Many authors also recommend keeping the letter brief, in most cases, to just one page.¹⁴² Plenty of white space on the page should be visual, with at least one-inch margins.¹⁴³ Most authors also recommended including a picture in the letter. Most of the experts agreed that personally signing each letter is important, as is mailing the newsletters first class.

E-mail should supplement, not replace, hard copy letters. A concern with all electronic letters is security. The missionaries in many countries must be careful about what they say in their letters and what they put on their webpage. They also must be concerned about any incoming e-mail because the sender could use a word or phrase that might compromise the safety of the missionaries.

Websites and blogs are non-direct because they require the reader to take the initiative, while hard copy and e-mail letters require the missionary to take the initiative. Social media cannot replace personal contact. Like websites and blogs, social media is non-direct because they require the reader to take the initiative. Social media poses the same security concerns as websites and blogs. The more posted in a profile, the less privacy for the member.

¹⁴²Barnett, 153; Morton, 152.

¹⁴³Weyeneth, 52; Morton, 153-154.

CHAPTER FOUR

METHODOLOGY

The researcher began by searching for anything written on the subject of prayer letters and included an Internet search for books and articles written on the subject. This Internet search led to information published by various mission agencies or letter services. The researcher reviewed the information for relevance to the research.

Evangelical Missions Quarterly (EMQ) is a journal dedicated to missions and often contains articles about missionary letters. The researcher searched several issues of *EMQ* for articles relevant to the research.

In 2010, BMC mailed newsletters for 286 missionaries in eighty-eight countries, representing fifty-three mission agencies. BMC maintains the mailing lists for each of these missionaries; thus, they have a database of over of 155,000 contacts.

The researcher contacted these fifty-three mission agencies, requesting a copy of their missions' handbook (if they had one), asking for the titles of any other materials they have on prayer letters that they present in their training seminars or provide for their missionary candidates. Each of these agencies received a telephone call from the researcher asking for the name of the person who was in charge of the candidate training with regard to the missionary letters. The researcher then sent a personal letter to that person requesting the information mentioned above.

This project required the development of a questionnaire. The questionnaire was mailed or hand delivered to a group including pastors, mission agency leaders, and instructors for their review, observations, and comments. The questionnaire was then revised as necessary, in an attempt to make it a viable scientific questionnaire.

The researcher contacted three hundred missionaries to request permission to use their mailing list to compile a database from which to pull a random list. Permission was received from 113 missionaries representing twenty-seven agencies. After receiving permission to use a mailing list, the researcher created a database using those names.

The mailing program used by BMC is AccuZip6, which is capable of pulling a random group from a master mailing list. Using the guidelines in *Questionnaire Research* by Mildred L. Patton and *Making Sense of Statistics* by Fred Pyrczak, and following the review and approval of the questionnaire to be used, the researcher checked the combined database for names of individuals personally known to the researcher, who were then eliminated.¹ The researcher then pulled a random database of five hundred names from the combined database. Then the researcher mailed the questionnaire, a cover letter, and a self-addressed postage-paid envelope to those in the database, asking that the recipients respond within two weeks from receipt of the questionnaire. This random data set included names from the mailing lists of 101 missionaries representing twenty-five agencies.

When the recipients returned the questionnaires and the researcher tabulated the results, five groups emerged. Group one categorized the recipient of the questionnaire an

¹Mildred R. Patten, *Questionnaire Research* (Los Angeles: Pyrczak Publishing, 1998); Fred Pyrczak, *Making Sense of Statistics: A Conceptual Overview* (Los Angeles: Pyrczak Publishing, 1995).

individual or a church. The next group noted if the recipient had e-mail. The other three groups divided groups by age, gender, and the mission agency the missionary was serving with from whose list the name was selected. The age segment was divided by people under fifty, in their fifties, sixty and above, and undetermined age because they did not answer the question on the questionnaire about their age. Because of the small number that answered who were in their twenties and thirties, the researcher combined their answers with the forties to comprise a group under fifty.

The purpose of the questionnaire was to ascertain what the churches and supporters expect and look for when receiving a letter from the missionaries they support. In the header of the questionnaire, the researcher asked the name, date, address, city, state, zip, title or position, the number of missionaries the church supports, and the age of the person filling out the questionnaire. The researcher asked in the questionnaire if e-mail should supplement hard copy, the frequency that the recipient desires to hear from a missionary, and the type of information that that the recipient desired in any letter –a ministry report only or a family report. The questionnaire requested sharing needs and whether a response card and return envelope to their mission agency was appropriate for the missionaries to enclose.

The researcher also inquired about the recipients' preference about letters mailed by first class mail versus non-profit bulk mail and about the length of a letter. Did the recipient prefer full color printing or black and white? What is the recipient's view concerning the letter being in an envelope as opposed to being sent as a self-mailer?

One of the questions requested permission to contact the participant if the researcher had any subsequent questions that resulted from the survey. The researcher

also sent a follow up reminder to those participants who had not responded within one month after the questionnaire was mailed. The researcher additionally offered to make the results of the survey available to those participants who requested it.

To protect the confidentiality of the persons completing the questionnaire, the researcher numbered each completed questionnaire then entered that number and the data into an Excel spreadsheet, and verified the data and analyzed the answers. The first twenty questions had five choices for answers. The last choice “no opinion” the researcher did not consider the “no opinion answer because it did not address the question since the respondent did not give an answer that would aid the research. The researcher consolidated the other four answers (strongly agree, agree, disagree, and strongly disagree) into two answers, agree and disagree, since the intensity of the agreement or disagreement has no bearing on the findings of the research. The data is organized into these two answers, and the percentage of each of these two answers calculated. A pie chart displays these percentages. The percentages compare churches and individuals and those participants that have e-mail service and those that do not. The data is analyzed by age, the agency the missionary serves with, and gender. The segments of the agency group are: those receiving letters serving with ABWE, those serving with GEM, and those serving with other agencies. The segments of the gender group are male, female, and the family group (who filled out the questionnaire as “Mr. and Mrs.”). This data was used to present the findings resulting from the survey.

When the data is entered into the spreadsheets by the various groups, the percentages between the various groups was visible when compared to the answers given

by the whole research population. The data also revealed how the age and gender of the persons answering affect the results of the survey.

The respondents to the questionnaire were from the mailing lists of seventy-seven missionaries representing twenty-two agencies. Most of the responses (56 percent) were from people on the mailing list of a missionary serving with GEM or ABWE. The group receiving letters from other agencies represented the largest group. The respondents represented a broad cross section of mission agencies. The research described a broad overview of the recipients' expectations.

The information gathered from the survey will be of benefit to mission agencies and missionaries. The findings are shared with the mission agencies initially contacted and with any of the missionaries BMC serves. Information and findings are shared with all other mission agencies and missionaries that contact BMC. The research is also posted on the web at www.bmcletterservice.com.

CHAPTER FIVE

RESULTS OF THE RESEARCH

The researcher mailed the questionnaire to five hundred people with 150 people (30 percent) responding. Of those, twenty-five (16.67 percent) did not have e-mail. The researcher divided the research population into fourteen segments. One segment, the family group, represented 8.7 percent of the population, and some of the questions had a choice of five responses. The small number of respondents could easily skew the results. Three other segments had less than 20 percent of the population: responding churches represented 12.7 percent, respondents without e-mail represent 16.7 percent, and respondents whose age was not given represented 14 percent. The number of respondents reflects some skewing but not as much as the family group.

In the first twenty questions, the researcher asked the recipient if he or she “strongly agreed, agreed, disagreed, strongly disagreed, or had no opinion” about the statement. Those participants who answered “no opinion” are not considered because in essence they did not answer the question. The “strongly agreed” and “agreed” are combined, as were the “disagreed” and “strongly disagreed,” because the intensity of the response had no bearing on the results of the survey. The percentages used in the survey are based on these responses or the group that agreed and the group that disagreed.

Content

Content was the one element in the questionnaire that applied to all methods of delivery whether hard copy, e-mail, or websites. In question twenty-one, the respondent is asked to rate nine items as to whether they were important, not important, or if they had no opinion. These items were family news, ministry details, cultural issues affecting the ministry, cultural anecdotes, prayer requests, what God is doing in the missionary's life, praise items, answers to prayer, and financial support level and needs (see Table 1).

Table 1. The importance to the readers of including certain items in a letter.

	Important	Not Important	No Opinion
Family news	94.6%	0.0%	5.4%
Ministry details	95.9%	2.0%	2.0%
Cultural issues	90.4%	4.8%	4.8%
Cultural anecdotes	61.1%	25.7%	13.2%
Prayer requests	99.3%	0.0%	0.7%
God working in Missionaries life	96.6%	0.7%	2.7%
Praise items	96.6%	1.4%	2.0%
Answers to prayer	98.6%	0.7%	0.7%
Finanical support level and needs	95.7%	2.1%	2.1%

Family news includes news of the missionary's physical family on the field as well as the family and extended family back home. The researcher did not intend to include the ministry family/team. News of the ministry family/team is included in the question about the ministry's details. Also included in this question were various challenges, problems, blessings, and successes that the missionary had seen in his or her ministry. The respondent is also asked about the importance of the missionary reporting what God was doing in his or her life.

Two of the items had to do with the culture where the missionary worked. The first question was about the cultural issues that affect the ministry. When working in

another culture the missionary must make adjustments in order to minister effectively to people in that culture. The other question was the respondent's interest in cultural anecdotes. This subject would include the missionary relating some of the interesting anecdotes, which often includes blunders the missionary has made.

Another item was interest of the recipient in the prayer requests of the missionary. The recipient is asked to rate the importance of the missionary sharing praise items and answers to prayer. The final item on this question was the recipient's interest in hearing about the financial support level and needs of the missionary.

Eight of the nine items were important to 90 percent of the respondents. The indication from the data gathered via the questionnaire indicated that the readers desired that the contents of the letter contain a balance. Cultural antidotes were important to more than 60 percent of the respondents.

Frequency

The frequency of sending letters is relevant to all missionary letters, although the expectations may be different between hard copy letters and e-mail letters. Questions thirty-three and thirty-four were about frequency expectations.

Question thirty-three was "How often do you expect to hear from a missionary by e-mail?" A third of the respondents indicated that they expected to hear from missionaries by e-mail monthly. Another 26.3 percent expected to hear bi-monthly, and 35 percent expected to hear quarterly (see Table 2).

Table 2. How often do you expect to hear from missionaries who send hard copy letters?

		Monthly	Bi Monthly	Quarterly	Semi Annually	Annually
All Participants	Percent	33.3%	23.6%	35.0%	8.1%	0.0%

Question thirty-four was “How often do you expect to hear from a missionary who sends hard copy letters?” Most of the respondents to the questionnaire (53.1 percent) indicated they expected to receive a letter quarterly. A large number expected to receive a letter monthly (16.6 percent), and another 13.8 percent expected to receive a letter bi-monthly (see Table 3).

Table 3. How often do you expect to hear from missionaries who send e-mail letters?

		Monthly	Bi Monthly	Quarterly	Semi Annually	Annually
All Participants	Percent	16.6%	13.8%	53.1%	11.7%	4.8%

Hard Copy

The first fourteen questions were about hard copy letters. They covered outside appearance, inside appearance/readability, financial needs, and pictures. The first four questions were about the outside appearance of the letter. Questions five, six, nine, ten, and eleven were about inside appearance/readability. Questions seven and eight were about finances and questions twelve, thirteen, and fourteen were about pictures.

Outside Appearance

The first four items were about the outside appearance. In the questionnaire, the statement, “Assuming that the outside of the mail-piece clearly identifies it as a letter from a missionary I would come nearer ...” prefaced the first four items in the questionnaire.¹

¹See Appendix B.

The first item on the questionnaire was the statement, “I would come nearer reading a letter that is in an envelope than one that is a self-mailer.” Of the respondents, 53.4 percent agreed with the statement, and 46.6 percent disagreed (see Figure 1). Seven groups of the population had a variance of more than 5 percent with the whole population. Three groups were more in agreement with the statement. Respondents sixty and above (the largest age group) represented 42.7 percent of the respondents with 59.6 percent in agreement. The family group (the smallest gender group) represented 8.7 percent of the respondents with 70 percent in agreement, and respondents receiving letters from GEM (the second largest mission group) represented 32.7 percent of the respondents with 60.6 percent in agreement. Four groups of the population were more in disagreement with the statement. Respondents without e-mail represented 16.7 percent of the respondents with 55 percent in disagreement. Respondents in their fifties (the second smallest age group) represented 21.3 percent of the respondents with 60.9 percent in disagreement. Females (the largest gender group) represented 46 percent of the respondents with 54 percent in disagreement, and respondents receiving letters from missionaries with ABWE (the smallest mission group) represented 23.3 percent of the respondents with 53.3 percent in disagreement.

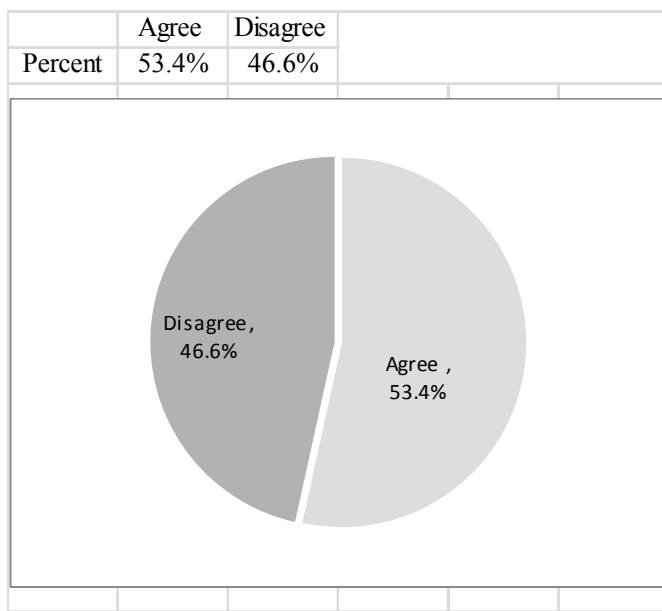


Figure 1. I would come nearer reading a letter that is in an envelope.

The second item was the statement, “I would come nearer reading a letter that is hand-addressed than one that has my address printed.” The data indicated that most people do not consider hand addressing important. Of the respondents, 61.2 percent disagreed with the statement and 38.8 percent agreed (see Figure 2). Eleven groups of the population had a variance of more than 5 percent with the whole population. Six groups of the population were more in disagreement with the statement. Churches represented 12.7 percent of the respondents with 73.7 percent in disagreement. Respondents sixty and above (the largest age group) represented 42.7 percent of the respondents with 69.9 percent in disagreement. Respondents with age not given (the smallest age group) represented 14 percent of the respondents with 68.4 percent in disagreement. Females (the largest gender group) represented 46 percent of the respondents with 69.6 percent in disagreement. Respondents receiving letters from missionaries with ABWE (the smallest mission group) represented 23.3 percent of the respondents with 68.8 percent in

disagreement, and respondents receiving letters from missionaries with other agencies (the largest mission group) represented 44 percent of the respondents with 68.6 percent in disagreement. Five groups of the population were more in agreement with the statement.

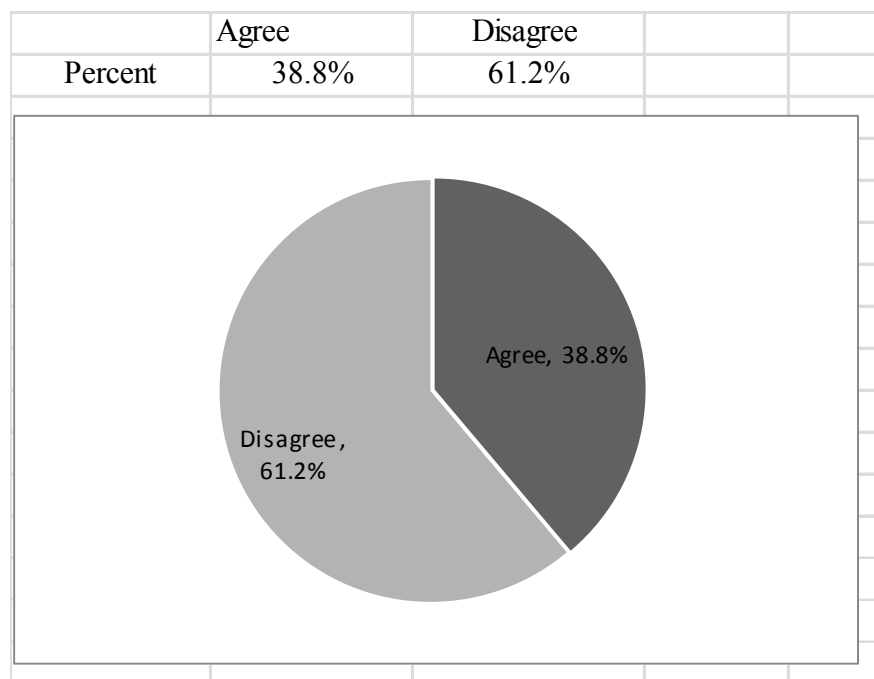


Figure 2. I would come nearer reading a letter that is hand addressed.

Respondents without e-mail represented 16.7 percent of the respondents with 45 percent in agreement. Respondents under fifty (the second largest age group) represent 22 percent of the respondents with 80.6 percent in agreement. Respondents in their fifties (the second smallest age group) represent 21.3 percent of the respondents with 46.2 percent in agreement. The family group (the smallest gender group) represented 8.7 percent of the respondents with 66.7 percent in agreement, and respondents receiving letters from GEM (the second largest mission group) represented 32.7 percent of the respondents with 55.3 percent in agreement.

The third item was the statement, “I would come nearer reading a letter that is mailed first class rather than bulk.” Of the respondents, 52.2 percent disagreed with the statement and 44.8 percent agreed (see Figure 3). Eight groups of the population had a variance of more than 5 percent with the whole population. Five groups of the population were more in disagreement with the statement. Churches represented 12.7 percent of the respondents with 62.5 percent in disagreement. Respondents under fifty (the second largest age group) represented 22 percent of the respondents with 60 percent in disagreement. The group with age not given (the smallest age group) represented 24 percent of the respondents with 61.1 percent in disagreement. Females (the largest gender group) represented 46 percent of the respondents with 60.7 percent in disagreement, and respondents receiving letters from missionaries with ABWE (the smallest mission group) represented 23.3 percent of the respondents with 61.3 percent in disagreement.

Three groups of the population were more in agreement with the statement. Respondents without e-mail represented 16.7 percent of the respondents with 59.1 percent in agreement. Respondents sixty and above (the largest age group) represented 42.7 percent of the respondents with 54.7 percent in agreement, and the family group (the smallest gender group) represented 8.7 percent of the respondents with 72.7 percent in agreement.

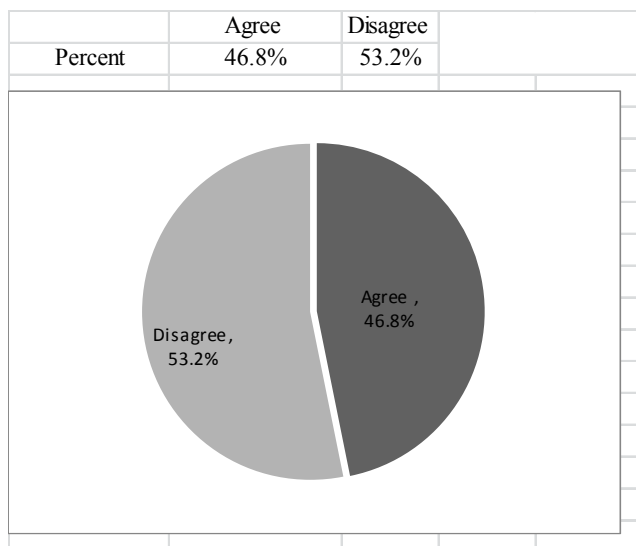


Figure 3. I would come nearer reading a letter that is mailed first class.

The last item concerned the outside appearance: “I would come nearer reading a letter that has a stamp than one that does not.” Of the respondents, 65.3 percent disagreed with the statement and 34.7 percent agreed (see Figure 4). Six groups of the population had a variance of more than 5 percent with the whole population. Three groups of the population were more in disagreement with the statement. Churches represented 12.7 percent of the respondents with 73.3 percent in disagreement. Respondents under fifty (the second largest age group) represented 22 percent of the respondents with 73.9 percent in disagreement, and respondents receiving letters from missionaries with ABWE (the smallest mission group) represented 23.3% percent of the respondents with 74.2% percent in disagreement. Three groups were more in agreement with the statement. Respondents under fifty (the second largest age group) represented 22% percent of the respondents with 55.2% percent in agreement. The family group (the smallest gender group) represented 8.7% percent of the respondents with 50% percent in agreement, and respondents receiving letters from GEM (the second largest mission group) represented 32.7% percent of the respondents 59.5% percent in agreement.

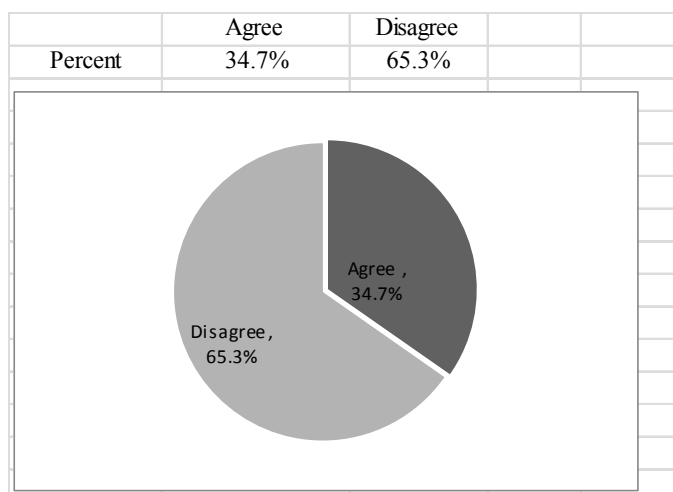


Figure 4. I would come nearer reading a letter with a stamp.

Inside Appearance/Readability

Readability includes personalization, length, grammar, and spelling. The researcher considered personalization in statements five and six. The item in statement five was “Letters should be hand-signed.” Of the respondents, 53.5 percent disagreed with the statement and 46.5 percent agreed (see Figure 5). Six groups of the population had a variance of more than 5 percent with the whole population. Three groups of the population were more in agreement with the statement. Respondents without e-mail represented 16.7 percent of the respondents with 56.5% percent in agreement. Respondents with 56.5 percent in agreement. Respondents sixty and above (the largest age group) represented 42.7 percent of the respondents with 54.7 percent in agreement, and the family group (the smallest gender group) represented 8.7 percent of the respondents with 72.7 percent in agreement. Three groups of the population were more in disagreement with the statement. Churches represented 12.7 percent of the respondents with 62.5 percent in disagreement. Respondents under fifty (the second largest age group) represented 22 percent of the respondents with 60 percent in disagreement, and

respondents receiving letters from missionaries with ABWE (the smallest mission group) represented 23.3 percent of the respondents with 62.5 percent in disagreement.

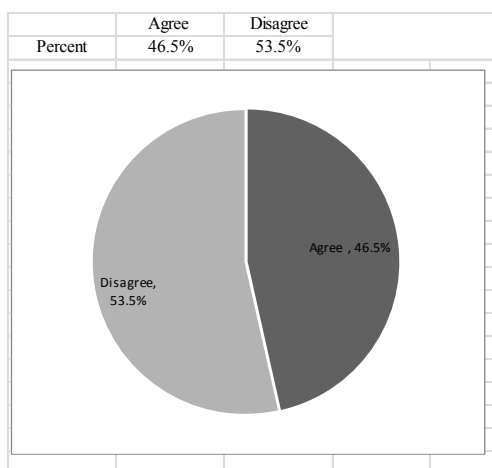


Figure 5 A letter should be hand signed.

Item six was the statement, “Letters should include a hand-written note.” Of the respondents, 61 percent disagreed with the statement and 39 percent agreed (see Figure 6). Seven segments of the research population had a variance of more than 5 percent with the whole population. Four groups of the population were more in disagreement with the statement. Churches represented 12.7 percent of the respondents with 84.6 percent in disagreement. Respondents with age not given (the smallest age group) represented 14 percent of the respondents with 80 percent in disagreement. Females (the largest gender group) represented 46 percent of the respondents with 69.8 percent in disagreement, and respondents receiving letters from missionaries with ABWE (the smallest mission group) represented 23.3 percent of the respondents with 71.4 percent in disagreement. Three groups of the population were more in agreement with the statement. Respondents in their fifties (the second smallest age group) represented 21.3 percent of the respondents with 45.8 percent in agreement. The family group (the smallest gender group) represented

8.7 percent of the respondents with 75 percent in agreement, and respondents receiving letters from GEM (the second largest mission group) represented 32.7 percent of the respondents with 52.5 percent in agreement.

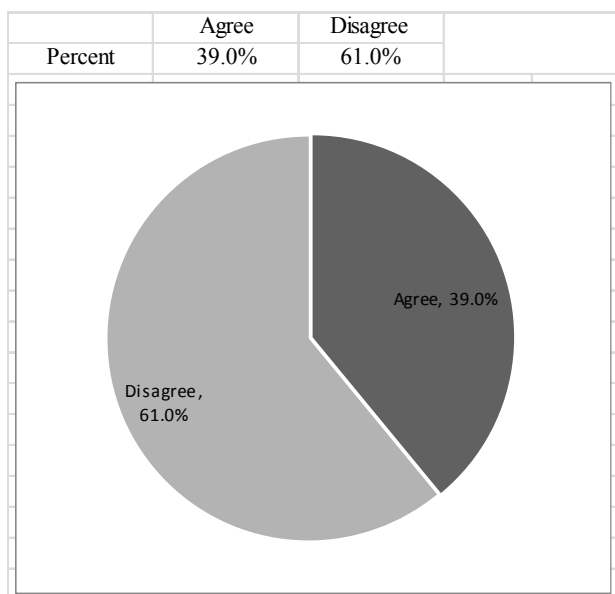


Figure 6 A letter should include a hand written note.

Item nine was the statement, “The letter should be kept to one page if possible.” Of the respondents, 75.6 percent agreed with the statement and 24.4 percent disagreed. Item ten was the statement, “The letter should never exceed two pages.” Of the respondents, 85.1 percent agreed with the statement and 14.9 percent disagreed. Item eleven was the statement, “The letter should be proofread for spelling and grammar.” All of the participants agreed.

Support and Finance

Items seven and eight were questions about finance/support. Item seven was the statement, “Financial needs should be shared in the letter.” Of the respondents, 96.4 percent agreed.

Item eight was the statement, “The missionary should include a return envelope when sharing financial needs.” Of the respondents, 53.1 percent agreed with the statement and 46.9 percent disagreed (see Figure 7).

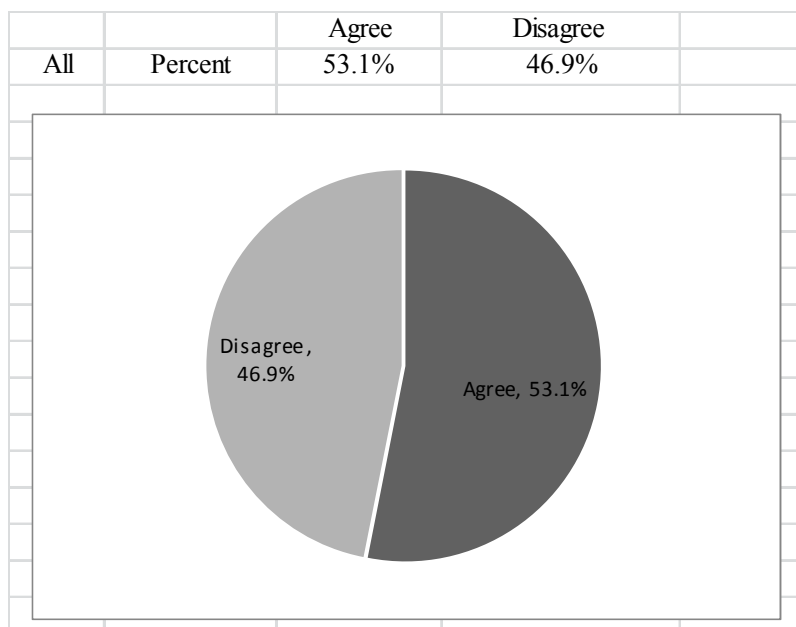


Figure 7 All A letter should include a response envelope.

Two segments of the research population had a variance of more than 5 percent with the whole population. The two groups of the population were more in disagreement with the statement. Churches had 33.3 percent in agreement, and respondents receiving letters from missionaries with ABWE had 31 percent in agreement (see Figure 8).

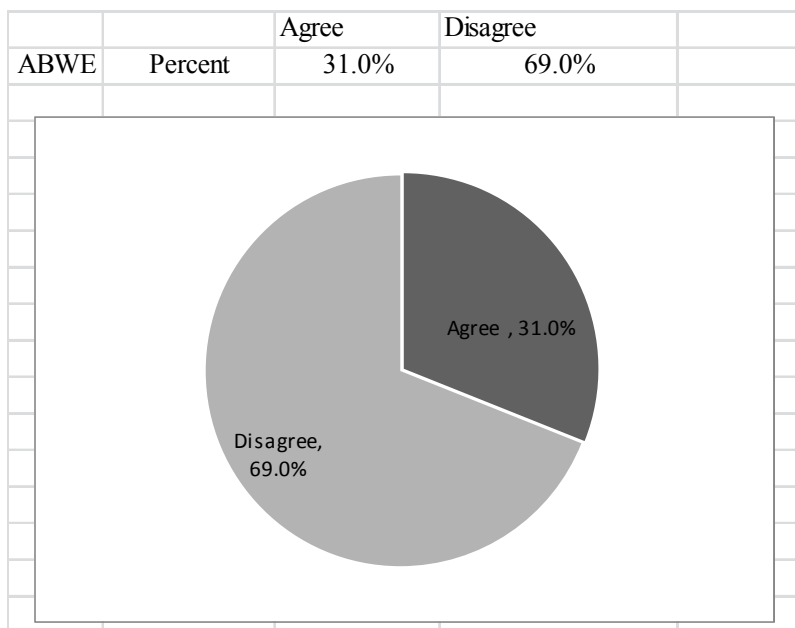


Figure 8 ABWE A letter should include a response envelope.

Pictures

Items twelve, thirteen, and fourteen were questions about pictures. The statement in item twelve was “Pictures enhance the letter.” Of the respondents, 97.9 percent agreed with the statement and 2.1 percent disagreed. Item thirteen was the statement, “Color pictures enhance the letter even more.” Of the respondents, 96.5 percent agreed with the statement and 3.5 percent disagreed. Item fourteen was the statement, “Pictures should be integrated into the text rather than on a separate page.” Of the respondents, 87.9 percent agreed with the statement and 12.1 percent disagreed.

Electronic Media

Items fifteen through twenty, question twenty-two, items twenty-three and twenty-four, questions twenty-five through thirty-three, and questions thirty-five and thirty-six were all about electronic media. With the exception of item twenty and questions thirty-five and thirty-six, the statements and questions were about e-mail.

E-mail Letters

Although e-mail is a quick way of communicating, the results of quick e-mails can be counterproductive if a letter is not well thought out. With the beginning of e-mail other issues became a consideration. Statements fifteen through nineteen, question twenty-two, items twenty-three and twenty-four, and questions twenty-five through thirty-three are questions and statements concerning e-mail.

Item fifteen was the statement, “E-mail letters should supplement hard copy letters.” Of the respondents, 50.5 percent disagreed with the statement and 49.5 percent agreed (see Figure 9). Eight segments of the research population had a variance of more than 5 percent with the whole population. Six groups were more in disagreement with the statement. Churches represented 12.7 percent of the respondents with 64.3 percent in disagreement. Respondents without e-mail represented 16.7 percent of the respondents with 83.3 percent in disagreement. Respondents under fifty (the second largest age group) represented 22 percent of the respondents with 66.7 percent in disagreement. The family group (the smallest gender group) represented 8.7 percent of the respondents with 62.5 percent in disagreement. Respondents receiving letters from missionaries with ABWE (the smallest mission group) represented 23.3 percent of the respondents with 62.1 percent in disagreement, and respondents receiving letters from GEM (the second largest mission group) represented 32.7 percent of the respondents with 55.9 percent in disagreement. Two groups of the population were more in agreement. Respondents in their fifties (the second smallest age group) represented 21.3 percent of the respondents with 66.7 percent in agreement, and respondents receiving letters from other agencies

(the largest mission group) represented 44 percent of the respondents with 60.4 percent in agreement.

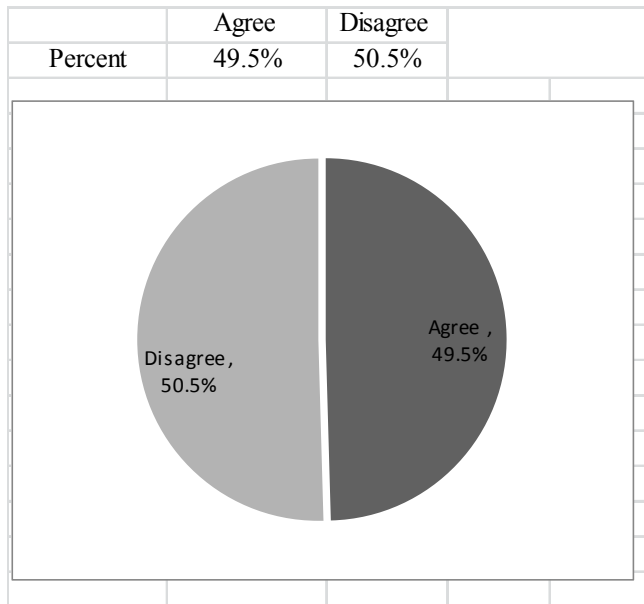


Figure 9 E-mail should supplement hard copy letters.

Item sixteen was the statement, “E-mail is very unreliable.” Of the respondents, 84.5 percent disagreed with the statement and 15.4 percent agreed. Item seventeen was the statement, “E-mail is secure.” Of the respondents, 74.8 percent agreed with the statement and 25.2 percent disagreed.

Item eighteen was the statement, “Spam is a problem and is becoming more of a problem.” Of the respondents, 71.9 percent agreed with the statement and 28.1 percent disagreed (see Figure 10). Five segments of the research population had a variance of more than 5 percent with the whole population. Three segments of the population were more in agreement with the statement. Respondents without e-mail represented 16.7 percent of the respondents with 87.5 percent in agreement. Respondents in their fifties (the second smallest age group) represented 21.3 percent of the respondents with 82.1 percent in agreement, and the family group (the smallest gender group) represented 8.7

percent of the respondents with 100 percent in agreement. Two segments of the population were more in disagreement with the statement Churches represented 12.7 percent of the respondents with 46.2 percent in disagreement, and participants under fifty (the second largest age group) represented 22 percent of the respondents with 38.5 percent in disagreement.

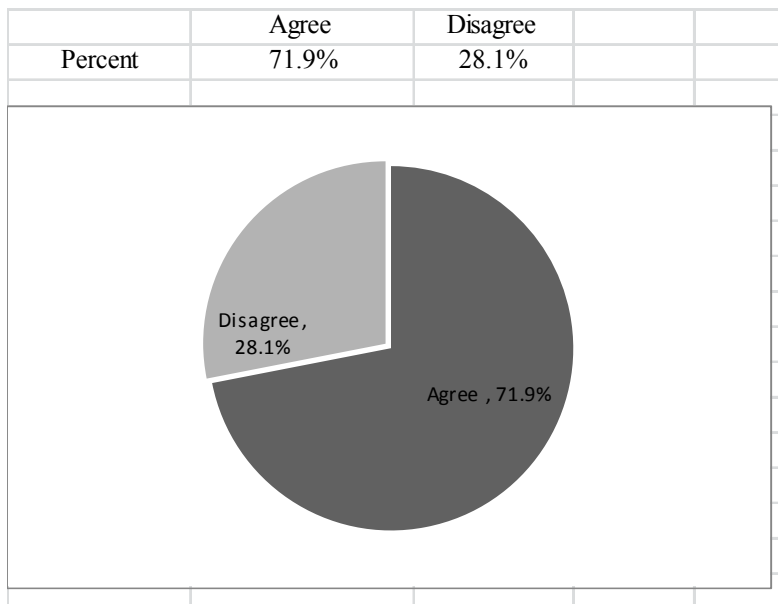


Figure 10 Spam is a problem and becoming more of a problem.

Item nineteen was the statement, “E-Mail letters are usually not as well thought out as hard copy letters.” Of the respondents, 67.5 percent disagreed with the statement and 32.5 percent agreed (see Figure 11). Ten segments of the research population had a variance of more than percent with the whole population. Five groups of the population were more in disagreement with the statement. Churches represented 12.7 percent of the respondents with 86.7 percent in disagreement. Respondents under fifty (the second largest age group) represented 22 percent of the recipients with 76 percent in disagreement. Participants in their fifties (the second smallest age group) represented

21.3 percent of the recipients with 76 percent in disagreement. Males (the second largest gender group) represented 45.3 of the respondents with 75.4 percent in disagreement, and respondents receiving letters from missionaries with ABWE (the smallest mission group) represented 23.3 of the respondents with 76 percent in disagreement.

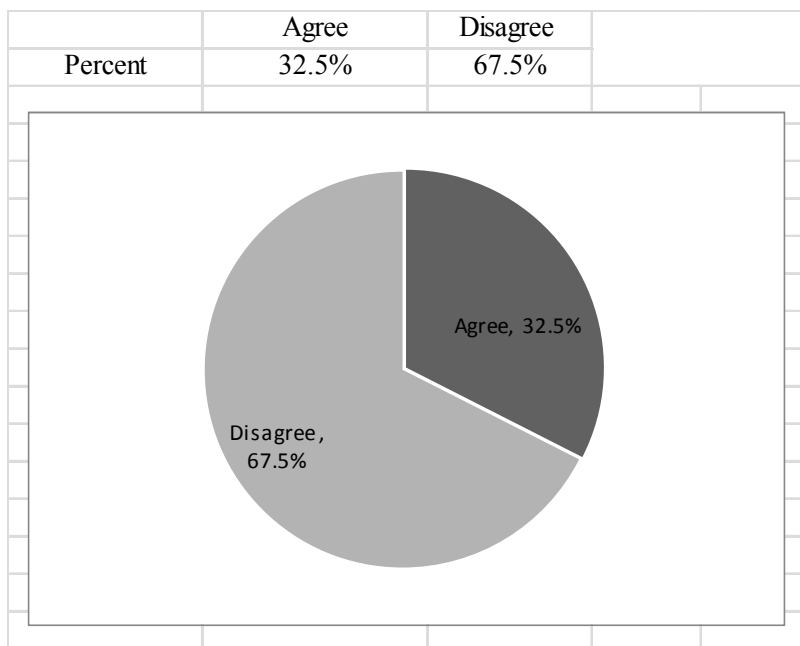


Figure 11 E-Mail letters are usually not as well thought out as hard copy letters.

Five groups of the population were more in agreement with the statement. Respondents without e-mail represented 16.7 percent of the respondents with 61.5 percent in agreement. Respondents sixty and above (the largest age group) represented 42.7 percent of the respondents with 61.5 percent in agreement. Females (the largest gender group) represented 46 percent of the respondents with 39.6 percent in agreement. The family group (the smallest gender group) represented 8.7 percent of the respondents with 42.9 percent in agreement, and respondents receiving letters from GEM (the second largest mission group) represented 32.7 percent of the respondents with 41.7 percent in agreement.

Question twenty-two was to determine how many of the respondents had e-mail. The question was “Do you receive e-mail?” The respondents indicated that 16.7 percent do not have e-mail. One hundred percent of the churches receive e-mail. Two groups had less than 80 percent that do not receive e-mail -- respondents above sixty years of age (76.6 percent) and the family group (76.9 percent). One of the respondents who had e-mail stated he did not receive any letters by e-mail because he would never read them.

Item twenty-three is to determine where people receive e-mail. The statement was “I receive e-mail at work, at home, both.” Most of the people who responded to this questionnaire receive e-mail at home (56.2 percent), a large percentage receive it both at home and at work (39.7 percent), and a very small percentage (4.1 percent) receive it only at work.

Item twenty-four was to determine how people handle their e-mail. The researcher asked the respondents to check all responses that apply to the statement, “When I get a missionary letter by e-mail I file it to be read later, I most often read on screen and delete, print to read and pass it on to others, read and save to a file folder, and none of the above.” The *mode* was the option that can be reported to questions that ask the respondent to “check all that apply.”² The results of the questionnaire indicated that a large number (41) read it on the screen and deleted it (see Figure 12). Reading the message on the screen then deleting it is the answer that was in the middle of the answers (*mean*) and the most common answer (*mode*). Over 21 percent read and saved to a folder; only 13 percent filed it to be read later.

²Collecting and Analyzing Evaluation Data, http://nmlm.gov/evaluation/booklets/booklet3/booklet3_whole.pdf. accessed 9-22-2012).

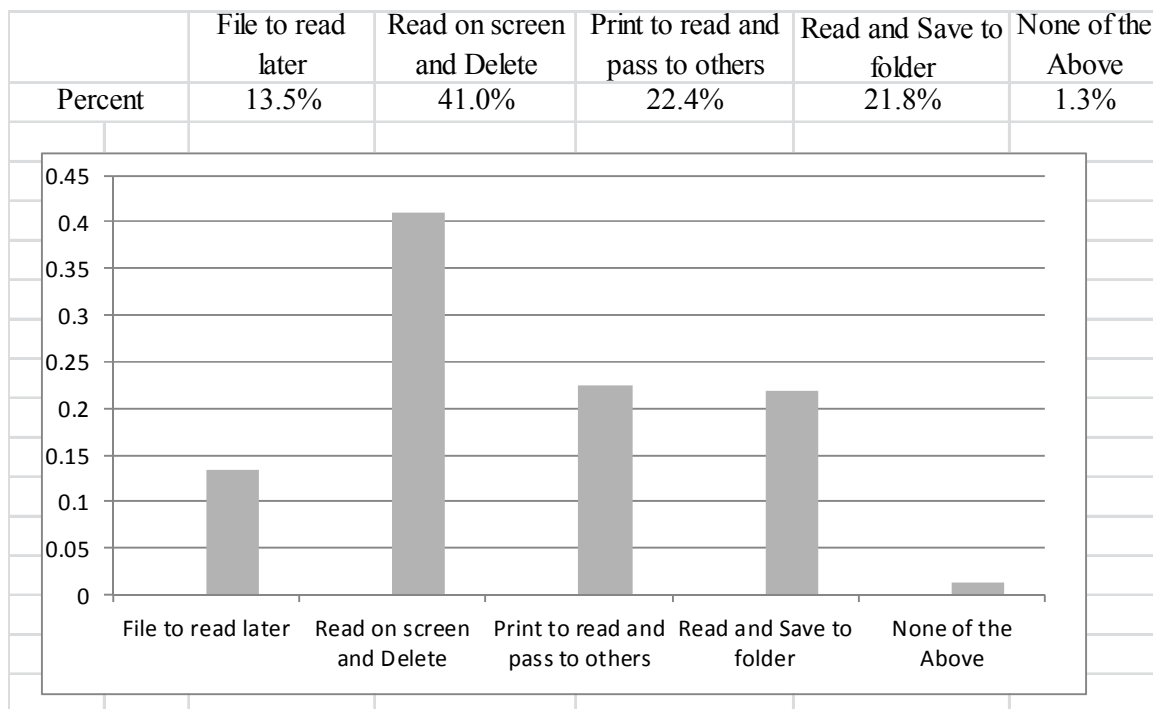


Figure 12 Action taken when receiving an e-mail letter.

The researcher included questions twenty-five and twenty-six in an attempt to determine how many times the respondents have changed e-mail addresses in the last ten years and how long they have had their current address. Question twenty-five was “How many times have you changed your e-mail address in the last ten years?” The data indicated that the majority of the respondents had not changed their e-mail address in the last ten years and none of them has changed their e-mail address more than five times. Question twenty-six was “How long have you had your current e-mail address?” The results from the questionnaire indicated that the mid-range was between ten and fourteen years, with more respondents who have had their same e-mail address less than ten years than those participants who have had the same address more than fourteen years (see Figure 13).

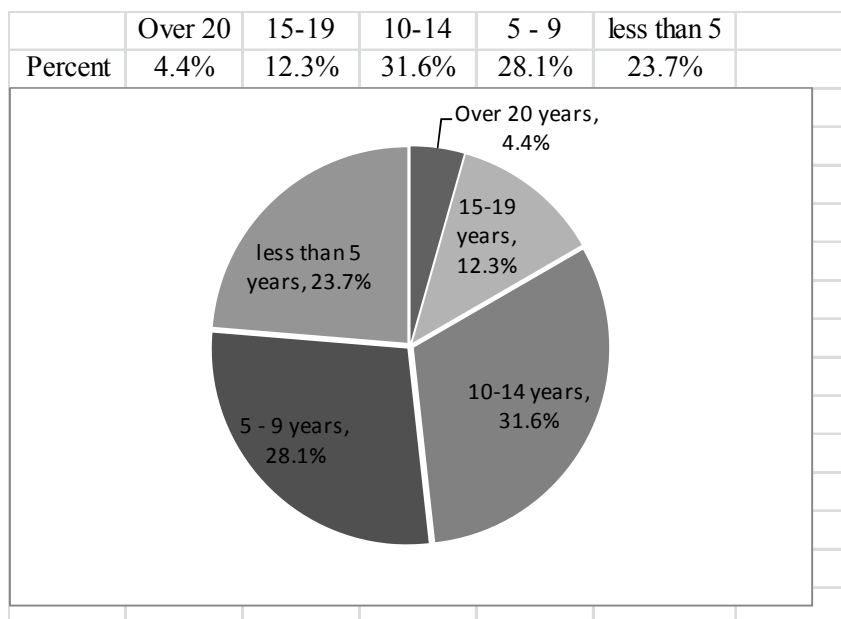


Figure 13. Years participants have had their current e-mail address.

Notifying people when an e-mail address changes in order to continue receiving letters from missionaries is important. How well people do that is the focus of question twenty-seven. The statement was “When you changed your e-mail address which most likely happened?” The choices given were: “I notified all missionaries,” “I may have missed some,” and “I probably missed some.” The responses received from the questionnaire were almost equally divided among the three answers.

Questions twenty-eight through thirty were about the use of a spam filter and what the respondent did with spam. Question twenty-eight was “Do you use a spam filter?” More than 80 percent of the respondents indicated they use a spam filter. Question twenty-nine was “When you receive spam what action do you take?” Two-thirds of the respondents said that spam was deleted, while one-third said it was put in a folder (see Figure 14). One respondent said he at one time used a spam filter but found

that some letters were being marked spam. Since the message went into a spam folder the missionary did not know that the message did not reach the person to whom it was sent.

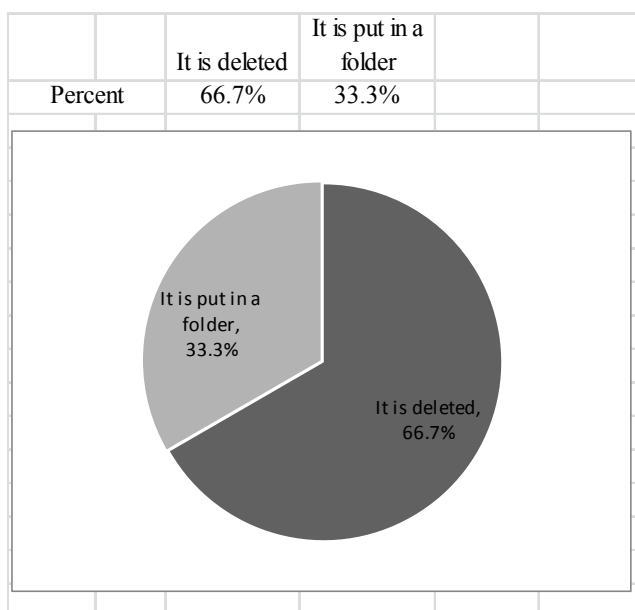


Figure 14 Action taken when receiving spam.

Question thirty was to determine how often a person checks his or her spam folder for good messages. The question was “If it was put in a folder how often do you check the folder for good e-mail?” Of the respondents that put spam in a folder, only 37.6 percent checked the folder for good e-mail. Of these, more than 36 percent seldom checked for good e-mail, and more than 34 percent check the folder for good mail daily. The research population was too small to provide reliable data.

Questions thirty-one and thirty-two were about attachments. Question thirty-one was “Can you accept attachments?” More than 80 percent of the respondents said they can accept attachments. Question thirty-two was “Can you open a PDF?” More respondents said they can open a PDF than said they can accept attachments. Almost 90 percent of the respondents said they can open a PDF.

Personal Websites

Item twenty and questions thirty-five and thirty-six were about websites. Item twenty was the statement, “Websites and blogs are acceptable substitutes for letters.” Of the respondents, 74 percent disagreed with the statement. Question thirty-five was “Do you visit a missionary website?” The responses to the questionnaire indicated that about 10 percent more of the respondents said they **did not** visit a missionary website than said they **did** visit a missionary website (see Figure 15).

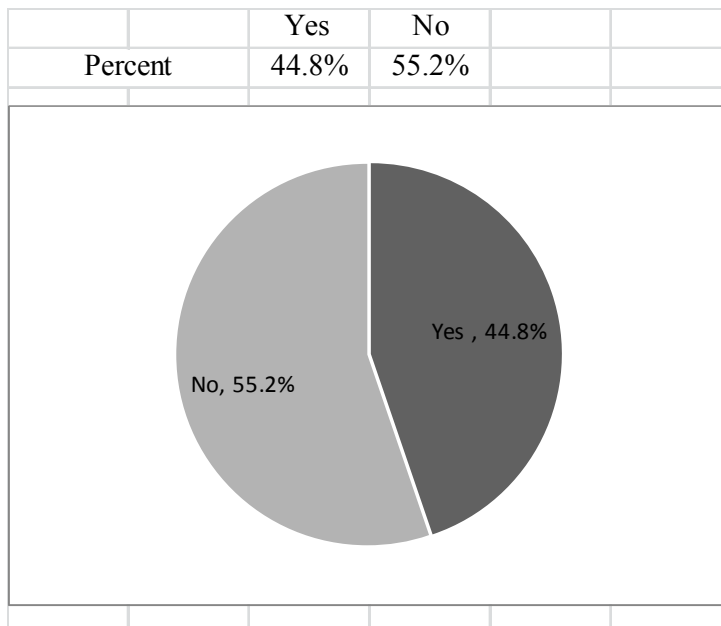


Figure 15 Do you visit a missionary web site?

Question thirty-six was “How frequently do you visit a missionary site?” More than 75 percent of the participants responded that they seldom visit a missionary website and less than 2 percent visit a website more than once a week.

CHAPTER SIX

CONCLUSION

The research revealed readers' preferences regarding content and delivery of hard copy newsletters. Also considered were the reader's preferences about e-mail and websites. The research also revealed the participants' practices and preferences regarding e-mail letters and their handling of spam.

Research Question

For a missionary letter to be effective it must be read. What will get the attention of the participant and cause him or her to read the letter: outside appearance, proper grammar and spelling, length, pictures? What information do pastors, mission committee chairpersons, and church members consider important: family, ministry, culture, prayer requests, praises, answers to prayer, how God is working in the missionaries life, and financial support and needs? Should a missionary include a return envelope in their letters when sharing financial needs? How frequently do the participants expect to receive a letter from a missionary?

Readers prefer to know the source of letters received. To be effective, the reader needs to be able to identify the source or the letter from outside appearance. Most respondents threw mail from unknown sources into the trash. Letters should one page in length and not exceed two pages in length. Most readers preferred color pictures which

are integrated into the text rather than a separate picture page. Readers of newsletters unanimously expected proper grammar and spelling. Information contained in letters should be balanced and include family news, ministry details, cultural issues, prayer requests, how God is working in the missionary's life, praise items, answers to prayer, and financial status. While sharing of financial needs was preferred, the inclusion of return envelopes was not. This finding may have provided a gap in understanding effectiveness, allowing future studies. The majority of the respondents considered cultural anecdotes important. Frequency expectations revealed bi-monthly e-mails and quarterly hard copy letters were preferred by readers.

Subsidiary Question

Electronic media provides options for missionary newsletters that were not available a few years ago. What is the participants' opinion about e-mail and the handling of spam: do they receive e-mail, should e-mail supplement hard copy, is e-mail secure, is e-mail reliable, are e-mail letters as well thought out as hard copy letters? What action do the participants take when they receive an e-mail, do they use a spam filter, how is spam treated, and how often do they check the spam folder for good mail? Can the participants accept attachments, and can they open a PDF? Websites and blogs provide another electronic media option. Are websites and blogs acceptable substitutes for letters, do the participants visit missionary websites and if they do how frequently?

Only half of the participants agreed that e-mail letters should supplement hard copy letters. The exact question of hard-copy-only delivery was not addressed. However, remarks by the participants indicated that many prefer e-mail rather than hard copy letters. Recipients of e-mail letters tended to read and delete letters more often than they

saved or passed letters on to others. Most participants used a spam filter. When spam is received, most people delete it rather than saving it to a file. Those participants that had spam saved to a file seldom checked the file for good e-mail. The research population that put spam in a folder was too small to obtain a reliable study. Most participants believed the missionaries sending e-mail letters were taking time to think out their letters.

The majority of e-mail readers can open PDF formats, can receive attachments, and perceive e-mail as reliable and secure. Most of the total participants seldom visited and did not consider a website as satisfactory substitutes for letters. This research has provided several areas for future studies.

Many people change e-mail addresses frequently. The researcher asked: how long has the participant had their current e-mail address, how many times have they changed e-mail addresses in the last the years, and have they notified the missionaries from whom they receive letters? Most respondents, however, have maintained the same e-mail address for at least ten years. This response reduced the importance of the question regarding notification of changes in e-mail addresses.

Summary

With the advancement of technology and the electronic media, the research revealed that hard copy letters are still important. Many participants preferred e-mail letters. Future studies can only determine exact preferences. Websites, however, revealed not to be viable options for newsletters. This research is especially applicable to those missionaries whose supporters and friends are fifty years old and above.

APPENDIX A

Cover letter for Questionnaire

Robert E. (Bob) Canaday
PO Box 3234
Fort Smith, Arkansas, 72913-3234
Phone (479) 785-1060 - Cell (479) 461-6871
E-Mail rec@tulsaconnect.com or bob@bmcletterservice.com

September 15, 2011

Dear Friend,

My name is Bob Canaday. I am working on my DMin at Tennessee Temple University with a major in missions. For my project I am doing research on what makes a missionary newsletter effective.

My wife and I operate BMC Letter Service. We have contacted all of the missionaries that we mail for and asked their permission to include the people on their mailing list to compile a database from which to select at random 500 names to send the survey to. At least one of the missionaries that you receive a newsletter from has given me permission to include their mailing list in my database.

Once we had heard from all of the missionaries we compiled a large database then we eliminated any duplicated names and had a software program randomly select 500 names to which we have mailed this survey.

I ask you to please fill out this survey and mail it back to me. In two weeks I will be sending a follow up letter to those that I have not heard from. After the follow up letter I will not contact you again unless you give me permission.

Your participation in this study will cause you little or no risks. If you fill out the questionnaire the answers will be tabulated and used in our findings with no reference to how any one individual or church responded.

I will be the only person the see the completed surveys. When they arrive I will assign each of them an ID and enter data into an excel spreadsheet from which I will compile the results.

Thank you for your help

Whatever your hand finds to do, do it with your might; Ecclesiastes 9:10a NKJV

APPENDIX B

Prayer Letter Questionnaire

By filling out this questionnaire, I agree to participate in this research project.

Name _____ Date _____

Address _____

City _____ State _____ Zip _____

Title or Position (if applicable) _____

How many Missionaries do you or your church support? _____

Age: Circle one: Under 20 20 – 29 30 – 39 40 – 49 50 – 59 60 and above

Strongly Agree ___ Agree ___ Disagree _____ Strongly Disagree _____

No Opinion _____

Assuming that the outside of the mail-piece clearly identifies it as a letter from a missionary:

1. I would come nearer reading a letter that is in an envelope than one that is a self mailer.
2. I would come nearer reading one that is hand addressed than one that has my address printed.
3. I would come nearer reading a letter that is mailed first class rather than bulk mail.
4. I would come nearer reading a letter that has a stamp than one that does not.
5. Letters should be hand signed.
6. Letters should include a handwritten note.
7. Financial needs should be shared in the letter.
8. The missionary should include a return envelope when sharing financial needs.
9. The letter should be kept to one page if possible.

10. The letter should never exceed two pages.
11. The letter should be proofread for spelling and grammar.
12. Pictures enhance the letter.
13. Color pictures enhance the letter even more.
14. Pictures should be integrated in the text rather than on a separate page.
15. E-Mail letters should supplement hard copy letters.
16. E-Mail is very unreliable.
17. E-Mail is secure.
18. Spam is a problem and is becoming more of a problem.
19. E-Mail letters are usually not as well thought out as hard copy letters.
20. Websites or Blogs are acceptable substitutes for letters.

21. Please rate the following:	Important	Not Important	No Opinion
A. Family News	_____	_____	_____
B. Ministry details	_____	_____	_____
C. Cultural issues affecting the ministry	_____	_____	_____
D. Cultural anecdotes	_____	_____	_____
E. Prayer requests	_____	_____	_____
F. What God is doing in the missionary's life	_____	_____	_____
G. Praise items	_____	_____	_____
H. Answers to prayer	_____	_____	_____
I. Financial support level and needs	_____	_____	_____
22. Do you receive e-mail	Yes _____	No _____	

(If No skip to question 34)

23. I receive e-mail: at work _____ at home _____ both _____
24. When I get a missionary letter by e-mail: **please check all that apply**
 - I file it to be read later _____
 - I most often read on screen and delete _____

Print it to read and pass it to others _____

Read and save to file folder _____

None of the above _____

25. How many times have you changed e-mail addresses in last ten years?

None _____ 5 or less _____ More than 5 _____

26. How long have you had your current E-Mail address? _____

27. When you changed your e-mail address which is the most likely to happened?

I notified all of the missionaries that I/We receive letters from. _____

I may have missed notifying some of the missionaries that I/We receive letters from. _____

I probably missed notifying some of the missionaries that I/We receive letters from. _____

28. Do you use a spam filter? Yes _____ No _____

29. When you receive spam what action do you take?

It is deleted _____ It is put in a folder _____

30. If it is put in a folder how often do you check the folder for good e-mail?

daily _____ twice weekly _____ weekly _____ seldom _____

31. Can you accept attachments? Yes _____ No _____

32. Can you open a PDF? Yes _____ No _____

33. How often do you expect to hear from the missionary by e-mail?

Monthly ___ Bi Monthly ___ Quarterly ___ Semi-annually ___ Annually ___

34. How often do you expect to hear from the missionary who sends hard copy letters?

Monthly ___ Bi Monthly ___ Quarterly ___ Semi-annually ___ Annually ___

35. Do you visit a missionary web site? Yes _____ No _____

36. How frequently do you visit a missionary web site?

daily _____ twice weekly _____ weekly _____ seldom _____

37. May I contact you again if I have any other questions? Yes _____ No _____

38. Would you like me to share my findings with you? Yes _____ No _____

E-mail address _____

I receive letters from missionaries with the following agencies

(Please List)

_____	_____
_____	_____
_____	_____

Comments:

Thank you for your input on this project. Please return to me using the postage paid envelope

Contact information: Bob Canaday - PO Box 3243 – Fort Smith AR 72913-3234

Phone (479) 785-1060 - cell (479) 461-6871 – e-mail bob@bmcletterservice.com or

rec@tulsacconnect.com.

APPENDIX C

Research Data

Research Population Percentage

	Response	Number	Percent of those surveyed
All Participants	N	150	100.0%
Individuals	N	131	87.3%
Churches	N	19	12.7%
E-Mail	N	125	83.3%
No E-Mail	N	25	16.7%
Age	N	150	100.0%
Under 50	N	33	22.0%
50's	N	32	21.3%
60 & above	N	64	42.7%
Not Given	N	21	14.0%
Gender			
All	N	150	100.0%
Male	N	68	45.3%
Female	N	69	46.0%
Family	N	13	8.7%
Agencies			
ALL	N	150	100.0%
GEM	N	49	32.7%
ABWE	N	35	23.3%
Other	N	66	44.0%

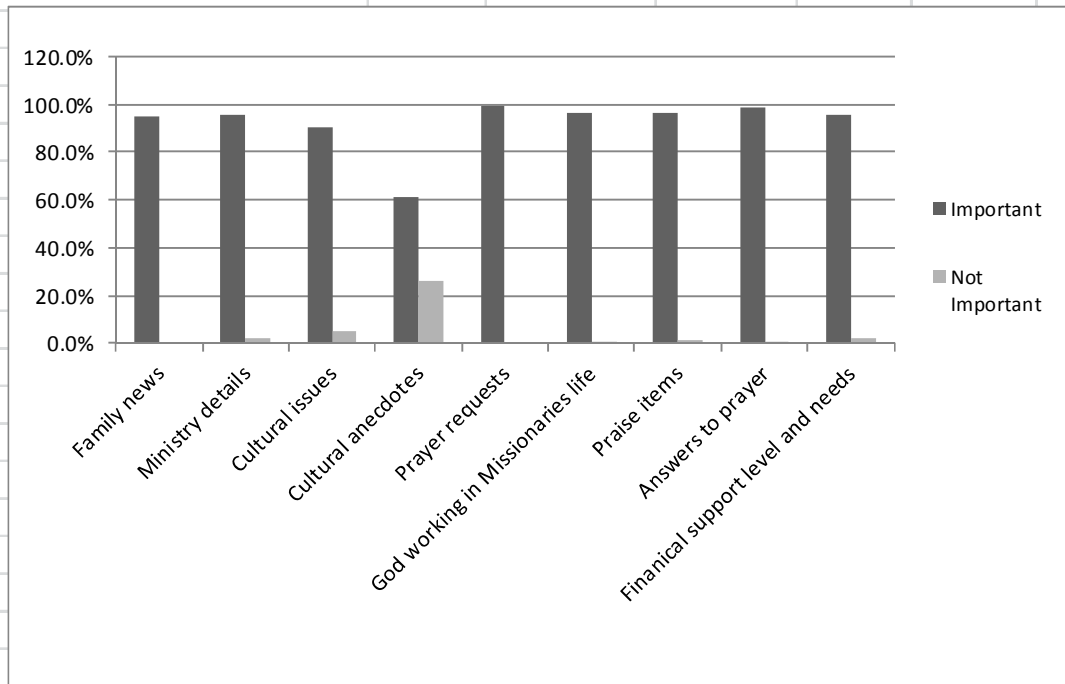
APPENDIX D

Research Data

Charts

Please Rate the following:

	Important	Not Important	No Opinion			
Family news	94.6%	0.0%	5.4%			
Ministry details	95.9%	2.0%	2.0%			
Cultural issues	90.4%	4.8%	4.8%			
Cultural anecdotes	61.1%	25.7%	13.2%			
Prayer requests	99.3%	0.0%	0.7%			
God working in Missionaries life	96.6%	0.7%	2.7%			
Praise items	96.6%	1.4%	2.0%			
Answers to prayer	98.6%	0.7%	0.7%			
Financial support level and needs	95.7%	2.1%	2.1%			



Question 21

How often do you expect to hear from a missionary by e-mail?

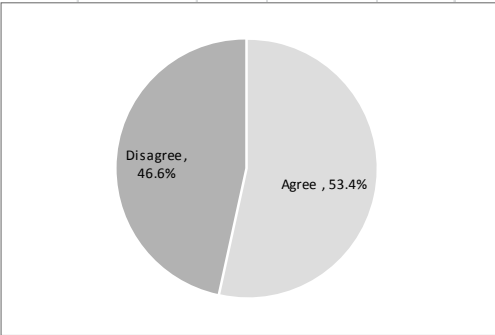
All Participants	Percent	Monthly 33.3%	Bi Monthly 23.6%	Quarterly 35.0%	Semi Annually 8.1%	Annually 0.0%	Total	Did not answer
	Response							
All Participants	N	5	4	3	2	1	123	2
	Frequency	41	29	43	10	0	123	2
	Percent	33.3%	23.6%	35.0%	8.1%	0.0%	100.0%	
	Median	3.82						
	Mean	4						
	Mode	3						
Gender								
Male	N	56						
	Frequency	19	14	22	1	0	56	0
	Percent	33.9%	25.0%	39.3%	1.8%	0.0%	100.0%	
	Median	3.91						
	Mean	4						
	Mode	3						
Individuals	N							
	Frequency	32	24	40	10	0	106	1
	Percent	30.2%	22.6%	37.7%	9.4%	0.0%	100.0%	
	Median	3.74						
	Mean	3						
	Mode	4						
Churches	N							
	Frequency	9	5	3	0	0	17	1
	Percent	52.9%	29.4%	17.6%	0.0%	0.0%	100.0%	
	Median	4.35						
	Mean	4						
	Mode	5						
E-Mail	N							
	Frequency	41	31	41	10	0	123	2
	Percent	33.3%	25.2%	33.3%	8.1%	0.0%	100.0%	
	Median	3.84						
	Mean	4						
	Mode	5						
Age								
Under 50	N							
	Frequency	11	11	6	0	0	28	1
	Percent	39.3%	39.3%	21.4%	0.0%	0.0%	100.0%	
	Median	4.18						
	Mean	4						
	Mode	4						
50's	N							
	Frequency	7	10	10	1	0	28	0
	Percent	17.9%	35.7%	35.7%	3.6%	0.0%	92.9%	
	Median	3.82						
	Mean	4						
	Mode	4						
60 & above	N							
	Frequency	18	4	21	5	0	48	1
	Percent	37.5%	8.3%	43.8%	10.4%	0.0%	100.0%	
	Median	3.73						
	Mean	3						
	Mode	3						
Not Given	N							
	Frequency	5	4	6	4	0	19	0
	Percent	26.3%	21.1%	31.6%	21.1%	0.0%	100.0%	
	Median	3.53						
	Mean	3						
	Mode	3						
Family	N							
	Frequency	5	0	3	0	0	8	2
	Percent	62.5%	0.0%	37.5%	0.0%	0.0%	100.0%	
	Median	4.25						
	Mean	5						
	Mode	5						
Agencies								
GEM	N							
	Frequency	14	4	12	4	0	40	0
	Percent	35.0%	10.0%	30.0%	10.0%	0.0%	85.0%	
	Median	3.82						
	Mean	4						
	Mode	5						
ABWE	N							
	Frequency	10	9	9	1	0	29	1
	Percent	34.5%	31.0%	31.0%	3.4%	0.0%	100.0%	
	Median	3.97						
	Mean	4						
	Mode	5						
Other	N							
	Frequency	17	10	22	5	0	54	1
	Percent	31.5%	18.5%	40.7%	9.3%	0.0%	100.0%	
	Median	3.72						
	Mean	3						
	Mode	3						

How often do you expect to hear from a missionary who sends hard copy letters?

		Monthly	Bi Monthly	Quarterly	Semi Annually	Annually	Total	Did not answer									
All Participants	Percent	16.6%	13.8%	53.1%	11.7%	4.8%											
		Monthly	Bi Monthly	Quarterly	Semi	Annually	Total	Did not answer									
Response	N	5	4	3	2	1			Gender	Monthly	Bi Monthly	Quarterly	Semi	Annually	Total	Did not answer	
All Participants	150	5	4	3	2	1	145	5	Male	68							
	Frequency	24	20	77	17	7	145	5		Frequency	10	9	37	8	2	66	2
	Percent	16.6%	13.8%	53.1%	11.7%	4.8%	100.0%			Percent	15.2%	13.6%	56.1%	12.1%	3.0%	100.0%	
	Frequency	120	80	231	34	7				Frequency	50	36	111	16	2		
Median	3.37								Female	69							
Mean	3									Frequency	14	11	33	6	3	67	2
Mode	3									Percent	20.9%	16.4%	49.3%	9.0%	4.5%	100.0%	
Individuals	N	19	13	70	17	7	126	5	Family	N	13						
	Frequency	19	13	70	17	7	126	5		Frequency	0	0	7	3	2	12	1
	Percent	15.1%	10.3%	55.6%	13.5%	5.6%	100.0%			Percent	0.0%	0.0%	58.3%	25.0%	16.7%	100.0%	
	Frequency	95	52	210	34	7				Percent	0	0	21	6	2		
Median	3.29									Frequency	0	0	7	3	2	12	1
Mean	3									Percent	0.0%	0.0%	58.3%	25.0%	16.7%	100.0%	
Mode	3									Frequency	0	0	21	6	2		
Churches	N	5	7	7	0	0	19	0	Agencies	N	49						
	Frequency	5	7	7	0	0	19	0		Frequency	5	8	25	5	4	47	2
	Percent	26.3%	36.8%	36.8%	0.0%	0.0%	100.0%			Percent	10.6%	17.0%	53.2%	10.6%	8.5%	100.0%	
	Frequency	25	28	21	0	0				Percent	25	32	75	10	4		
Median	3.89									Frequency	5	8	25	5	4	47	2
Mean	3									Percent	10.6%	17.0%	53.2%	10.6%	8.5%	100.0%	
Mode	3									Frequency	25	32	75	10	4		
E-Mail	N	21	18	67	12	4	122	3	ABWE	N	35						
	Frequency	21	18	67	12	4	122	3		Frequency	7	3	21	3	0	34	1
	Percent	17.2%	14.8%	54.9%	9.8%	3.3%	100.0%			Percent	20.6%	8.8%	61.8%	8.8%	0.0%	100.0%	
	Frequency	105	72	201	24	4				Percent	35	12	63	6	0		
Median	3.41									Frequency	7	3	21	3	0	34	1
Mean	3									Percent	20.6%	8.8%	61.8%	8.8%	0.0%	100.0%	
Mode	3									Frequency	35	12	63	6	0		
No E-Mail	N	3	2	10	5	3	23	2	Other	N	66						
	Frequency	3	2	10	5	3	23	2		Frequency	12	9	31	9	3	64	2
	Percent	13.0%	8.7%	43.5%	21.7%	13.0%	100.0%			Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
	Frequency	15	8	30	10	3				Percent	60	36	93	18	3		
Median	3.15									Frequency	12	9	31	9	3	64	2
Mean	3									Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
Mode	3									Frequency	60	36	93	18	3		
Age	N	5	5	19	3	0	32	1		Percent	60	36	93	18	3		
Under 50	N	5	5	19	3	0	32	1		Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
	Frequency	5	5	19	3	0	32	1		Frequency	12	9	31	9	3	64	2
	Percent	15.6%	15.6%	59.4%	9.4%	0.0%	100.0%			Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
	Frequency	25	20	57	6	0				Percent	60	36	93	18	3		
Median	3.38									Frequency	12	9	31	9	3	64	2
Mean	3									Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
Mode	3									Frequency	60	36	93	18	3		
50's	N	2	6	20	2	1	31	1		Percent	60	36	93	18	3		
	Frequency	2	6	20	2	1	31	1		Frequency	12	9	31	9	3	64	2
	Percent	16.1%	19.4%	64.5%	6.5%	3.2%	109.7%			Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
	Frequency	10	24	60	4	1				Percent	60	36	93	18	3		
Median	3.27									Frequency	12	9	31	9	3	64	2
Mean	3									Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
Mode	3									Frequency	60	36	93	18	3		
60 & above	N	13	8	30	6	5	62	2		Percent	60	36	93	18	3		
	Frequency	13	8	30	6	5	62	2		Frequency	12	9	31	9	3	64	2
	Percent	21.0%	12.9%	48.4%	9.7%	8.1%	100.0%			Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
	Frequency	65	32	90	12	5				Percent	60	36	93	18	3		
Median	3.49									Frequency	12	9	31	9	3	64	2
Mean	3									Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
Mode	3									Frequency	60	36	93	18	3		
Not Given	N	4	1	8	6	1	20	1		Percent	60	36	93	18	3		
	Frequency	4	1	8	6	1	20	1		Frequency	12	9	31	9	3	64	2
	Percent	20.0%	5.0%	40.0%	30.0%	5.0%	100.0%			Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
	Frequency	20	4	24	12	1				Percent	60	36	93	18	3		
Median	3.16									Frequency	12	9	31	9	3	64	2
Mean	3									Percent	18.8%	14.1%	48.4%	14.1%	4.7%	100.0%	
Mode	3									Frequency	60	36	93	18	3		

I would come nearer to reading letter in an envelope than a self-mailer.

		Agree	Disagree			Agree	Variance		
N	116				All Participants	53.4%			
Frequency	62	54	116		Individuals	53.5%	0.1%		
Percent	53.4%	46.6%	100.0%		Churches	52.9%	-0.5%		
					E-Mail	55.2%	1.8%		
N	99	0	0		No E-Mail	45.0%	-8.4%		
Frequency	53	46	99		Under 50	57.1%	3.7%		
Percent	53.5%	46.5%	100.0%		50's	39.1%	-14.3%		
					60 & above	59.6%	6.1%		
N	17				Not Given	50.0%	-3.4%		
Frequency	9	8	17		Male	57.1%	3.7%		
Percent	52.9%	47.1%	100.0%		Female	46.0%	-7.4%		
	28	13	41		Family	70.0%	16.6%		
					GEM	60.6%	7.2%		
N	96				ABWE	46.7%	-6.8%		
Frequency	53	43	96		Other	52.8%	-0.6%		
Percent	55.2%	44.8%	100.0%						
N	20				Percent	Agree	Disagree		
Frequency	9	11	20		53.4%	46.6%			
Percent	45.0%	55.0%	100.0%						
N	28								
Frequency	16	12	28						
Percent	57.1%	42.9%	100.0%						
N	23								
Frequency	9	14	23						
Percent	39.1%	60.9%	100.0%						
N	47								
Frequency	28	19	47						
Percent	59.6%	40.4%	100.0%						
N	18								
Frequency	9	9	18				No Opinion or did not answer		
Percent	50.0%	50.0%	100.0%						
N	56				Total	Valid answers	Number	Percent	
Frequency	32	24	56	All Participants	150	116	34	22.7%	
Percent	57.1%	42.9%	100.0%	Individuals	131	99	32	24.4%	
				Churches	19	17	2	10.5%	
N	50	0	0		E-Mail	125	96	29	23.2%
Frequency	23	27	50		No E-Mail	25	20	5	20.0%
Percent	46.0%	54.0%	100.0%						
N	10				Age				
Frequency	7	3	10		Under 50	33	28	5	15.2%
Percent	70.0%	30.0%	100.0%		50's	32	23	9	28.1%
	22	6	28		60 & above	64	47	17	26.6%
					Not Given	21	18	3	14.3%
N	33								
Frequency	20	13	33		Gender				
Percent	60.6%	39.4%	100.0%		Male	68	56	12	17.6%
					Female	69	50	19	27.5%
N	30				Family	13	10	3	23.1%
Frequency	14	16	30						
Percent	46.7%	53.3%	100.0%		Agencies				
					GEM	49	33	16	32.7%
N	53				ABWE	35	30	5	14.3%
Frequency	28	25	53		Other	66	53	13	19.7%
Percent	52.8%	47.2%	100.0%						



Question 1

I would come nearer reading a letter that is hand addressed than one that has my name printed.

				Agree	Disagree	Total						
All Participants	N	121					All Participants	Disagree	61.2%	Variance		
	Frequency	47	74	121		Individuals		61.0%	-0.2%			
	Percent	38.8%	61.2%	100.0%		Churches		73.7%	12.5%			
Individuals	N	105	0	0			E-Mail	58.8%	-2.3%			
	Frequency	41	64	105		No E-Mail	55.0%	-6.2%				
	Percent	39.0%	61.0%	100.0%		Under 50	19.4%	-41.8%				
Churches	N	19				50's	53.8%	-7.3%				
	Frequency	5	14	19		60 & above	69.6%	8.4%				
	Percent	26.3%	73.7%	100.0%		Not Given	68.4%	7.3%				
E-Mail	N	102				Male	57.1%	-4.0%				
	Frequency	42	60	102		Female	69.6%	8.5%				
	Percent	41.2%	58.8%	100.0%		Family	33.3%	-27.8%				
No E-Mail	N	20	0	0		GEM	44.7%	-16.4%				
	Frequency	9	11	20		ABWE	68.8%	7.6%				
	Percent	45.0%	55.0%	100.0%		Other	68.6%	7.5%				
							Percent	Agree	Disagree			
								38.8%	61.2%			
Age												
Under 50	N	31										
	Frequency	25	6	31								
	Percent	80.6%	19.4%	100.0%								
50's	N	26										
	Frequency	12	14	26								
	Percent	46.2%	53.8%	100.0%								
60 & above	N	46										
	Frequency	14	32	46								
	Percent	30.4%	69.6%	100.0%								
Not Given	N	19										
	Frequency	6	13	19								
	Percent	31.6%	68.4%	100.0%								
									No Opinion or did not answer			
Gender									Total	Valid Answers	Number	Percent
Male	N	56					All Participants	150	121	29	19.3%	
	Frequency	24	32	56			Individuals	131	105	26	19.8%	
	Percent	42.9%	57.1%	100.0%			Churches	19	19	0	0.0%	
Female	N	56					E-Mail	125	102	23	18.4%	
	Frequency	17	39	56			No E-Mail	25	20	5	20.0%	
	Percent	30.4%	69.6%	100.0%								
Family	N	9					Age					
	Frequency	6	3	9			Under 50	33	31	2	6.1%	
	Percent	66.7%	33.3%	100.0%			50's	32	26	6	18.8%	
Agencies							60 & above	64	46	18	28.1%	
	GEM	N	38				Not Given	21	19	2	9.5%	
	Frequency	21	17	38								
ABWE	Percent	55.3%	44.7%	100.0%			Gender					
	N	32					Male	68	56	12	17.6%	
	Frequency	10	22	32			Female	69	56	13	18.8%	
Other	Percent	31.3%	68.8%	100.0%			Family	13	9	4	30.8%	
	N	51					Agencies					
	Frequency	16	35	51			GEM	49	38	11	22.4%	
	Percent	31.4%	68.6%	100.0%			ABWE	35	32	3	8.6%	
	N	51					Other	66	51	15	22.7%	
	Frequency	16	35	51								
	Percent	31.4%	68.6%	100.0%								

Question 2

I would come nearer reading a letter that is mailed first class than bulk.

			Agree	Disagree agree	Total		Disagree	Variance							
All Participants	N	126				All Participants	53.2%								
	Frequency		59	67	126	Individuals	51.8%	-1.4%							
	Percent		46.8%	53.2%	100.0%	Churches	62.5%	9.3%							
Individuals	N	110				E-Mail	56.7%	3.6%							
	Frequency		53	57	110	No E-Mail	40.9%	-12.3%							
	Percent		48.2%	51.8%	100.0%	Under 50	56.0%	2.8%							
Churches	N	16				50's	56.0%	2.8%							
	Frequency		6	10	16	60 & above	45.3%	-7.9%							
	Percent		37.5%	62.5%	100.0%	Not Given	61.1%	7.9%							
E-Mail	N	104				Male	50.8%	-2.4%							
	Frequency		45	59	104	Female	60.7%	7.5%							
	Percent		43.3%	56.7%	100.0%	Family	27.3%	-25.9%							
No E-Mail	N	22				GEM	51.3%	-1.9%							
	Frequency		13	9	22	ABWE	61.3%	8.1%							
	Percent		59.1%	40.9%	100.0%	Other	50.0%	-3.2%							
						Percent	46.8%	53.2%							
Age															
Under 50	N	30				<p>A pie chart illustrating the distribution of responses for the statement 'I would come nearer reading a letter that is mailed first class than bulk.' The chart is divided into two segments: a larger grey segment representing 'Disagree' at 53.2%, and a smaller dark grey segment representing 'Agree' at 46.8%.</p>									
	Frequency		12	18	30										
	Percent		40.0%	60.0%	100.0%										
50's	N	25													
	Frequency		11	14	25										
	Percent		44.0%	56.0%	100.0%										
60 & above	N	53													
	Frequency		29	24	53										
	Percent		54.7%	45.3%	100.0%										
Not Given	N	18													
	Frequency		7	11	18										
	Percent		38.9%	61.1%	100.0%										
Gender															No Opinion or did not answer
Male	N	59	7	3	10						All Participants	Total	Valid answers	Number	Percent
	Frequency		29	30	59						Individuals	150	126	24	16.0%
	Percent		49.2%	50.8%	100.0%	Churches			0						
Female	N	56				E-Mail			21	16.0%					
	Frequency		22	34	56	No E-Mail			3	15.8%					
	Percent		39.3%	60.7%	100.0%	Age			0						
Family	N	11				Under 50			3	9.1%					
	Frequency		8	3	11	50's			7	21.9%					
	Percent		72.7%	27.3%	100.0%	60 & above			11	17.2%					
Agencies	N	39				Not Given			3	14.3%					
	Frequency		19	20	39	Gender									
	Percent		48.7%	51.3%	100.0%	Male			9	13.2%					
ABWE	N	31				Female			13	18.8%					
	Frequency		12	19	31	Family			2	15.4%					
	Percent		38.7%	61.3%	100.0%	Agencies									
Other	N	56				GEM			10	20.4%					
	Frequency		28	28	56	ABWE			4	11.4%					
	Percent		50.0%	50.0%	100.0%	Other			10	15.2%					

I would come nearer reading a letter with a stamp on it than one that does not.

			Agree	Disagree	Total				Disagree	Variance	
All Participants	N	121				All Participants		65.3%			
	Frequency		42	79	121		Individuals		64.2%	-1.1%	
	Percent		34.7%	65.3%	100.0%		Churches		73.3%	8.0%	
Individuals	N	106				E-Mail		64.3%	-1.0%		
	Frequency		38	68	106	No E-Mail		69.6%	4.3%		
	Percent		35.8%	64.2%	100.0%	Under 50		55.2%	-10.1%		
Churches	N	15				50's		73.9%	8.6%		
	Frequency		4	11	15	60 & above		66.0%	0.7%		
	Percent		26.7%	73.3%	100.0%	Not Given		68.4%	3.1%		
E-Mail	N	98				Male		64.3%	-1.0%		
	Frequency		35	63	98	Female		69.1%	3.8%		
	Percent		35.7%	64.3%	100.0%	Family		50.0%	-15.3%		
No E-Mail	N	23				GEM		59.5%	-5.8%		
	Frequency		7	16	23	ABWE		74.2%	8.9%		
	Percent		30.4%	69.6%	100.0%	Other		64.2%	-1.1%		
						Percent		Agree	Disagree		
								34.7%	65.3%		
Age											
Under 50	N	29									
	Frequency		13	16	29						
	Percent		44.8%	55.2%	100.0%						
50's	N	23									
	Frequency		6	17	23						
	Percent		26.1%	73.9%	100.0%						
60 & above	N	50									
	Frequency		17	33	50						
	Percent		34.0%	66.0%	100.0%						
Not Given	N	19									
	Frequency		6	13	19						
	Percent		31.6%	68.4%	100.0%						
										No Opinion or did not answer	
Gender						Total	Valid answers	Number	Percent		
Male	N	56				All Participants	150	121	29	19.3%	
	Frequency		20	36	56	Individuals	131	106	25	19.1%	
	Percent		35.7%	64.3%	100.0%	Churches	19	15	4	21.1%	
Female	N	55				E-Mail	125	98	27	21.6%	
	Frequency		17	38	55	No E-Mail	25	23	2	8.0%	
	Percent		30.9%	69.1%	100.0%						
Family	N	10				Age					
	Frequency		5	5	10	Under 50	33	29	4	12.1%	
	Percent		50.0%	50.0%	100.0%	50's	32	23	9	28.1%	
Agencies						60 & above	64	50	14	21.9%	
	GEM	N	37				Not Given	21	19	2	9.5%
	Frequency		15	22	37						
ABWE	N	31				Gender					
	Frequency		8	23	31	Male	68	56	12	17.6%	
	Percent		25.8%	74.2%	100.0%	Female	69	55	14	20.3%	
Other	N	53				Family	13	10	3	23.1%	
	Frequency		19	34	53	Agencies					
	Percent		35.8%	64.2%	100.0%	GEM	49	37	12	24.5%	
						ABWE	35	31	4	11.4%	
						Other	66	53	13	19.7%	

Question 4

Letters should be Hand signed.

			Agree	Disagree	Total		Disagree	Variance							
All Participants	N	127				All Participants	53.5%								
	Frequency		59	68	127	Individuals	52.3%	-1.3%							
	Percent		46.5%	53.5%	100.0%	Churches	62.5%	9.0%							
Individuals	N	111				E-Mail	56.7%	3.2%							
	Frequency		53	58	111	No E-Mail	43.5%	-10.1%							
	Percent		47.7%	52.3%	100.0%	Under 50	60.0%	6.5%							
Churches	N	16				50's	57.7%	4.1%							
	Frequency		6	10	16	60 & above	45.3%	-8.3%							
	Percent		37.5%	62.5%	100.0%	Not Given	61.1%	7.6%							
E-Mail	N	104				Male	50.8%	-2.7%							
	Frequency		45	59	104	Female	61.4%	7.9%							
	Percent		43.3%	56.7%	100.0%	Family	27.3%	-26.3%							
No E-Mail	N	23				GEM	51.3%	-2.3%							
	Frequency		13	10	23	ABWE	62.5%	9.0%							
	Percent		56.5%	43.5%	100.0%	Other	50.0%	-3.5%							
Age	N						Agree	Disagree							
	Frequency		13	10	23	Percent	46.5%	53.5%							
	Percent		56.5%	43.5%	100.0%										
Under 50	N	30				<p>A pie chart illustrating the distribution of responses for the statement 'Letters should be Hand signed.' The chart is divided into two segments: a larger grey segment representing 'Disagree' at 53.5%, and a smaller dark grey segment representing 'Agree' at 46.5%.</p>									
	Frequency		12	18	30										
	Percent		40.0%	60.0%	100.0%										
50's	N	26													
	Frequency		11	15	26										
	Percent		42.3%	57.7%	100.0%										
60 & above	N	53													
	Frequency		29	24	53										
	Percent		54.7%	45.3%	100.0%										
Not Given	N	18												No Opinion or did not answer	
	Frequency		7	11	18										
	Percent		38.9%	61.1%	100.0%										
Gender	N										All Participants	Total	Valid Ans	Number	Percent
	Frequency										Individuals	150	127	23	15.3%
	Percent										Churches				
Male	N	59				E-Mail									
	Frequency		29	30	59	No E-Mail	125	104	21	16.8%					
	Percent		49.2%	50.8%	100.0%		25	23	2	8.0%					
Female	N	57				Age									
	Frequency		22	35	57	Under 50	33	30	3	9.1%					
	Percent		38.6%	61.4%	100.0%	50's	32	26	6	18.8%					
Family	N	11				60 & above	64	53	11	17.2%					
	Frequency		8	3	11	Not Given	21	18	3	14.3%					
	Percent		72.7%	27.3%	100.0%	Gender									
Agencies	N					Male									
	Frequency		19	20	39	Female	68	59	9	13.2%					
	Percent		48.7%	51.3%	100.0%	Family	69	57	12	17.4%					
ABWE	N	32				Agencies									
	Frequency		12	20	32	GEM	49	39	10	20.4%					
	Percent		37.5%	62.5%	100.0%	ABWE	35	32	3	8.6%					
Other	N	56				Other	66	56	10	15.2%					
	Frequency		28	28	56										
	Percent		50.0%	50.0%	100.0%										

Question 5

Letters should include a handwritten note.

			Agree	Disagree	Total				Disagree	Variance																																																																																																																																																											
All Participants	N	123				All Participants			61.0%																																																																																																																																																												
	Frequency		48	75	123		Individuals			58.2%	-2.8%																																																																																																																																																										
	Percent		39.0%	61.0%	100.0%		Churches			84.6%	23.6%																																																																																																																																																										
Individuals	N	110				E-Mail			61.4%	0.4%																																																																																																																																																											
	Frequency		46	64	110	No E-Mail			59.1%	-1.9%																																																																																																																																																											
	Percent		41.8%	58.2%	100.0%	Under 50			58.6%	-2.4%																																																																																																																																																											
Churches	N	13				50's			54.2%	-6.8%																																																																																																																																																											
	Frequency		2	11	13	60 & above			60.0%	-1.0%																																																																																																																																																											
	Percent		15.4%	84.6%	100.0%	Not Given			80.0%	19.0%																																																																																																																																																											
E-Mail	N	101				Male			60.3%	-0.7%																																																																																																																																																											
	Frequency		39	62	101	Female			69.8%	8.8%																																																																																																																																																											
	Percent		38.6%	61.4%	100.0%	Family			25.0%	-36.0%																																																																																																																																																											
No E-Mail	N	22				GEM			47.5%	-13.5%																																																																																																																																																											
	Frequency		9	13	22	ABWE			71.4%	10.4%																																																																																																																																																											
	Percent		40.9%	59.1%	100.0%	Other			65.5%	4.5%																																																																																																																																																											
						Percent			Agree	Disagree																																																																																																																																																											
								39.0%	61.0%																																																																																																																																																												
<p>A pie chart illustrating the distribution of responses for the statement 'Letters should include a handwritten note.' The chart is divided into two segments: a larger grey segment representing 'Disagree' at 61.0%, and a smaller dark grey segment representing 'Agree' at 39.0%.</p>																																																																																																																																																																					
Age																																																																																																																																																																					
Under 50	N	29																																																																																																																																																																			
	Frequency		12	17	29																																																																																																																																																																
	Percent		41.4%	58.6%	100.0%																																																																																																																																																																
50's	N	24																																																																																																																																																																			
	Frequency		11	13	24																																																																																																																																																																
	Percent		45.8%	54.2%	100.0%																																																																																																																																																																
60 & above	N	55																																																																																																																																																																			
	Frequency		22	33	55																																																																																																																																																																
	Percent		40.0%	60.0%	100.0%																																																																																																																																																																
Not Given	N	15																																																																																																																																																																			
	Frequency		3	12	15																																																																																																																																																																
	Percent		20.0%	80.0%	100.0%																																																																																																																																																																
<table border="1"> <thead> <tr> <th colspan="2"></th> <th>Total</th> <th>Valid Answers</th> <th>Number</th> <th>Percent</th> <th colspan="2">No Opinion or did not answer</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Gender</td> <td>All Participants</td> <td>150</td> <td>123</td> <td>27</td> <td>18.0%</td> <td colspan="2"></td> </tr> <tr> <td>Male</td> <td></td> <td></td> <td>0</td> <td></td> <td colspan="2"></td> </tr> <tr> <td>Female</td> <td></td> <td></td> <td>0</td> <td></td> <td colspan="2"></td> </tr> <tr> <td rowspan="3">Family</td> <td>Individuals</td> <td>131</td> <td>110</td> <td>21</td> <td>16.0%</td> <td colspan="2"></td> </tr> <tr> <td>Churches</td> <td>19</td> <td>13</td> <td>6</td> <td>31.6%</td> <td colspan="2"></td> </tr> <tr> <td>E-Mail</td> <td>125</td> <td>101</td> <td>24</td> <td>19.2%</td> <td colspan="2"></td> </tr> <tr> <td rowspan="3">Agencies</td> <td>No E-Mail</td> <td>25</td> <td>22</td> <td>3</td> <td>12.0%</td> <td colspan="2"></td> </tr> <tr> <td>Age</td> <td></td> <td></td> <td></td> <td></td> <td colspan="2"></td> </tr> <tr> <td>Under 50</td> <td>33</td> <td>29</td> <td>4</td> <td>12.1%</td> <td colspan="2"></td> </tr> <tr> <td rowspan="3">GEM</td> <td>50's</td> <td>32</td> <td>24</td> <td>8</td> <td>25.0%</td> <td colspan="2"></td> </tr> <tr> <td>60 & above</td> <td>64</td> <td>55</td> <td>9</td> <td>14.1%</td> <td colspan="2"></td> </tr> <tr> <td>Not Given</td> <td>21</td> <td>15</td> <td>6</td> <td>28.6%</td> <td colspan="2"></td> </tr> <tr> <td rowspan="3">ABWE</td> <td>Gender</td> <td></td> <td></td> <td></td> <td></td> <td colspan="2"></td> </tr> <tr> <td>Male</td> <td>68</td> <td>58</td> <td>10</td> <td>14.7%</td> <td colspan="2"></td> </tr> <tr> <td>Female</td> <td>69</td> <td>53</td> <td>16</td> <td>23.2%</td> <td colspan="2"></td> </tr> <tr> <td rowspan="3">Other</td> <td>Family</td> <td>13</td> <td>12</td> <td>1</td> <td>7.7%</td> <td colspan="2"></td> </tr> <tr> <td>Agencies</td> <td></td> <td></td> <td></td> <td></td> <td colspan="2"></td> </tr> <tr> <td>GEM</td> <td>49</td> <td>40</td> <td>9</td> <td>18.4%</td> <td colspan="2"></td> </tr> <tr> <td rowspan="3"></td> <td>ABWE</td> <td>35</td> <td>28</td> <td>7</td> <td>20.0%</td> <td colspan="2"></td> </tr> <tr> <td>Other</td> <td>66</td> <td>55</td> <td>11</td> <td>16.7%</td> <td colspan="2"></td> </tr> </tbody> </table>													Total	Valid Answers	Number	Percent	No Opinion or did not answer		Gender	All Participants	150	123	27	18.0%			Male			0				Female			0				Family	Individuals	131	110	21	16.0%			Churches	19	13	6	31.6%			E-Mail	125	101	24	19.2%			Agencies	No E-Mail	25	22	3	12.0%			Age							Under 50	33	29	4	12.1%			GEM	50's	32	24	8	25.0%			60 & above	64	55	9	14.1%			Not Given	21	15	6	28.6%			ABWE	Gender							Male	68	58	10	14.7%			Female	69	53	16	23.2%			Other	Family	13	12	1	7.7%			Agencies							GEM	49	40	9	18.4%				ABWE	35	28	7	20.0%			Other	66	55	11	16.7%		
		Total	Valid Answers	Number	Percent	No Opinion or did not answer																																																																																																																																																															
Gender	All Participants	150	123	27	18.0%																																																																																																																																																																
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Family	Individuals	131	110	21	16.0%																																																																																																																																																																
	Churches	19	13	6	31.6%																																																																																																																																																																
	E-Mail	125	101	24	19.2%																																																																																																																																																																
Agencies	No E-Mail	25	22	3	12.0%																																																																																																																																																																
	Age																																																																																																																																																																				
	Under 50	33	29	4	12.1%																																																																																																																																																																
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	60 & above	64	55	9	14.1%																																																																																																																																																																
	Not Given	21	15	6	28.6%																																																																																																																																																																
ABWE	Gender																																																																																																																																																																				
	Male	68	58	10	14.7%																																																																																																																																																																
	Female	69	53	16	23.2%																																																																																																																																																																
Other	Family	13	12	1	7.7%																																																																																																																																																																
	Agencies																																																																																																																																																																				
	GEM	49	40	9	18.4%																																																																																																																																																																
	ABWE	35	28	7	20.0%																																																																																																																																																																
	Other	66	55	11	16.7%																																																																																																																																																																

Question 6

The letter should be kept to one page is possible.

			Agree	Disagree	Total				Agree	Variance
All Participants	N	131				All Participants		75.6%		
	Frequency	99	32	131	Individuals		75.2%	-0.4%		
	Percent	75.6%	24.4%	100.0%	Churches		77.8%	2.2%		
Individuals	N	113				E-Mail	75.2%	-0.3%		
	Frequency	85	28	113	No E-Mail	76.2%	0.6%			
	Percent	75.2%	24.8%	100.0%	Under 50	70.4%	-5.2%			
Churches	N	18				50's	72.4%	-3.2%		
	Frequency	14	4	18	60 & above	84.5%	8.9%			
	Percent	77.8%	22.2%	100.0%	Not Given	58.8%	-16.7%			
E-Mail	N	109				Male	76.7%	1.1%		
	Frequency	82	27	109	Female	71.9%	-3.7%			
	Percent	75.2%	24.8%	100.0%	Family	100.0%	24.4%			
No E-Mail	N	21				GEM	76.2%	0.6%		
	Frequency	16	5	21	ABWE	76.2%	0.6%			
	Percent	76.2%	23.8%	100.0%	Other	75.0%	-0.6%			
						Percent	Agree	Disagree		
							75.6%	24.4%		
						<p>A pie chart illustrating the distribution of responses for the statement 'The letter should be kept to one page is possible.' The chart is divided into two segments: a large dark grey segment representing 'Agree' at 75.6%, and a smaller light grey segment representing 'Disagree' at 24.4%.</p>				
Age										
Under 50	N	27								
	Frequency	19	8	27						
	Percent	70.4%	29.6%	100.0%						
50's	N	29								
	Frequency	21	8	29						
	Percent	72.4%	27.6%	100.0%						
60 & above	N	58								
	Frequency	49	9	58						
	Percent	84.5%	15.5%	100.0%						
Not Given	N	17								
	Frequency	10	7	17						
	Percent	58.8%	41.2%	100.0%						
Gender										
Male	N	60				Churches	19	19	0	0.0%
	Frequency	46	14	60		E-Mail	125	109	16	12.8%
	Percent	76.7%	23.3%	100.0%		No E-Mail	25	21	4	16.0%
Female	N	64				Age				
	Frequency	46	18	64		Under 50	33	27	6	18.2%
	Percent	71.9%	28.1%	100.0%		50's	32	29	3	9.4%
Family	N	7				60 & above	64	48	16	25.0%
	Frequency	7	0	7		Not Given	21	17	4	19.0%
	Percent	100.0%	0.0%	100.0%		Gender				
Agencies						Male	68	56	12	17.6%
GEM	N	42				Female	69	50	19	27.5%
	Frequency	32	10	42		Family	13	10	3	23.1%
	Percent	76.2%	23.8%	100.0%		Agencies				
ABWE	N	42				GEM	49	33	16	32.7%
	Frequency	32	10	42		ABWE	35	30	5	14.3%
	Percent	76.2%	23.8%	100.0%		Other	66	53	13	19.7%
Other	N	56								
	Frequency	42	14	56						
	Percent	75.0%	25.0%	100.0%						

Question 9

The letter should never exceed two pages.

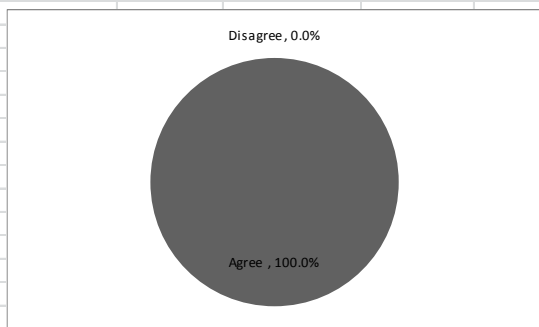
		Agree	Disagree	Total			Agree	Variance		
All Participants	N	141			All Participants	85.1%				
	Frequency	120	21	141		Individuals	85.2%	0.1%		
	Percent	85.1%	14.9%	100.0%		Churches	84.2%	-0.9%		
Individuals	N	122			E-Mail	83.9%	-1.2%			
	Frequency	104	18	122	No E-Mail	91.3%	6.2%			
	Percent	85.2%	14.8%	100.0%	Under 50	80.0%	-5.1%			
Churches	N	19			50's	81.3%	-3.9%			
	Frequency	16	3	19	60 & above	86.7%	1.6%			
	Percent	84.2%	15.8%	100.0%	Not Given	94.7%	9.6%			
E-Mail	N	118			Male	83.3%	-1.8%			
	Frequency	99	19	118	Female	84.6%	-0.5%			
	Percent	83.9%	16.1%	100.0%	Family	100.0%	14.9%			
No E-Mail	N	23			GEM	89.4%	4.3%			
	Frequency	21	2	23	ABWE	78.8%	-6.3%			
	Percent	91.3%	8.7%	100.0%	Other	85.2%	0.1%			
					Percent	Agree	Disagree			
						85.1%	14.9%			
Age										
Under 50	N	30								
	Frequency	24	6	30						
	Percent	80.0%	20.0%	100.0%						
50's	N	32								
	Frequency	26	6	32						
	Percent	81.3%	18.8%	100.0%						
60 & above	N	60								
	Frequency	52	8	60						
	Percent	86.7%	13.3%	100.0%						
Not Given	N	19								
	Frequency	18	1	19					Number	Percent
	Percent	94.7%	5.3%	100.0%						
					All Participants	Total	Valid answers			
Gender					150	141	9	6.0%		
Male	N	66			Individuals	131	122	9	6.9%	
	Frequency	55	11	66	Churches	19	19	0	0.0%	
	Percent	83.3%	16.7%	100.0%	E-Mail	125	118	7	5.6%	
Female	N	65			No E-Mail	25	23	2	8.0%	
	Frequency	55	10	65						
	Percent	84.6%	15.4%	100.0%						
					Age					
Family	N	10			Under 50	33	30	3	9.1%	
	Frequency	10	0	10	50's	32	32	0	0.0%	
	Percent	100.0%	0.0%	100.0%	60 & above	64	60	4	6.3%	
					Not Given	21	19	2	9.5%	
Agencies										
GEM	N	47			Gender					
	Frequency	42	5	47	Male	68	66	2	2.9%	
	Percent	89.4%	10.6%	100.0%	Female	69	65	4	5.8%	
ABWE	N	33			Family	13	10	3	23.1%	
	Frequency	26	7	33	Agencies					
	Percent	78.8%	21.2%	100.0%	GEM	49	47	2	4.1%	
Other	N	61			ABWE	35	33	2	5.7%	
	Frequency	52	9	61	Other	66	61	5	7.6%	
	Percent	85.2%	14.8%	100.0%						

Question 10

The letter should be proofread for spelling and grammar.

			Agree	Disagree	Total		Percent	Agree	Disagree		
All Participants	N	147						100.0%	0.0%		
	Frequency		147	0	147						
	Percent		100.0%	0.0%	100.0%						
Individuals	N	128									
	Frequency		128	0	128						
	Percent		100.0%	0.0%	100.0%						
Churches	N	19									
	Frequency		19	0	19						
	Percent		100.0%	0.0%	100.0%						
E-Mail	N	122									
	Frequency		122	0	122						
	Percent		100.0%	0.0%	100.0%						
No E-Mail	N	25									
	Frequency		25	0	25						
	Percent		100.0%	0.0%	100.0%						
Age											
	Under 50	N	31			All Participants		100%			
		Frequency		31	0	31					
		Percent		100.0%	0.0%	100.0%					
50's	N	32									
	Frequency		32	0	32						
	Percent		100.0%	0.0%	100.0%						
60 & above	N	64									
	Frequency		64	0	64	Individuals	131	128	3	2.3%	
	Percent		100.0%	0.0%	100.0%	Churches	19	19	0	0.0%	
Not Given	N	20									
	Frequency		20	0	20						
	Percent		100.0%	0.0%	100.0%						
Gender											
	Male	N	68								
		Frequency		68	0	68					
		Percent		100.0%	0.0%	100.0%					
Female	N	67									
	Frequency		67	0	67						
	Percent		100.0%	0.0%	100.0%						
Family	N	12									
	Frequency		12	0	12						
	Percent		100.0%	0.0%	100.0%						
Agencies											
	GEM	N	48								
		Frequency		48	0	48					
		Percent		100.0%	0.0%	100.0%					
ABWE	N	35									
	Frequency		35	0	35						
	Percent		100.0%	0.0%	100.0%						
Other	N	64									
	Frequency		64	0	64						
	Percent		100.0%	0.0%	100.0%						

		Total	Valid answers	No Opinion or did not answer
		Number	Percent	Number
All Participants		150	147	3
Individuals		131	128	3
Churches		19	19	0
E-Mail		125	122	3
No E-Mail		25	25	0
Age				
Under 50		33	31	2
50's		32	32	0
60 & above		64	64	0
Not Given		21	20	1
Gender				
Male		68	68	0
Female		69	67	2
Family		13	12	1
Agencies				
GEM		49	48	1
ABWE		35	35	0
Other		66	64	2



Financial needs should be shared in the letter.

			Agree	Disagree	Total				Agree	Variance
All Participants	N	140				All Participants	96.4%			
	Frequency	135	5	140	Individuals		96.7%	0.3%		
	Percent	96.4%	3.6%	100.0%	Churches		94.7%	-1.7%		
Individuals	N	121				E-Mail	96.6%	0.2%		
	Frequency	117	4	121	No E-Mail	95.7%	-0.8%			
	Percent	96.7%	3.3%	100.0%	Under 50	90.3%	-6.1%			
Churches	N	19				50's	100.0%	3.6%		
	Frequency	18	1	19	60 & above	96.7%	0.3%			
	Percent	94.7%	5.3%	100.0%	Not Given	100.0%	3.6%			
E-Mail	N	117				Male	96.8%	0.4%		
	Frequency	113	4	117	Female	95.4%	-1.0%			
	Percent	96.6%	3.4%	100.0%	Family	100.0%	3.6%			
No E-Mail	N	23				GEM	97.8%	1.3%		
	Frequency	22	1	23	ABWE	94.1%	-2.3%			
	Percent	95.7%	4.3%	100.0%	Other	96.7%	0.2%			
Age	N					Percent	Agree	Disagree		
	Under 50	N	31				96.4%	3.6%		
	Frequency	28	3	31	<p>A pie chart illustrating the distribution of responses for the statement 'Financial needs should be shared in the letter.' The chart is divided into two segments: a large dark grey segment representing 'Agree' at 96.4%, and a small light grey segment representing 'Disagree' at 3.6%.</p>					
Percent	90.3%	9.7%	100.0%							
50's	N	29								
	Frequency	29	0	29						
	Percent	100.0%	0.0%	100.0%						
60 & above	N	61								
	Frequency	59	2	61						
	Percent	96.7%	3.3%	100.0%						
Not Given	N	19								
	Frequency	19	0	19						
	Percent	100.0%	0.0%	100.0%						
Gender	N									No Opinion or did not answer
	Male	N	63			All Participants	Total	Valid answers	Number	Percent
	Frequency	61	2	63		150	140	10	6.7%	
Female	N	65				Individuals	131	121	10	7.6%
	Frequency	62	3	65	Churches	19	19	0	0.0%	
	Percent	95.4%	4.6%	100.0%	E-Mail	125	117	8	6.4%	
Family	N	12				No E-Mail	25	23	2	8.0%
	Frequency	12	0	12						
	Percent	100.0%	0.0%	100.0%	Age					
Agencies	N					Under 50	33	31	2	6.1%
	GEM	N	45			50's	32	29	3	9.4%
	Frequency	44	1	45	60 & above	64	61	3	4.7%	
ABWE	N	34				Not Given	21	19	2	9.5%
	Frequency	32	2	34						
	Percent	94.1%	5.9%	100.0%	Gender					
Other	N	60				Male	68	63	5	7.4%
	Frequency	58	2	60		Female	69	65	4	5.8%
	Percent	96.7%	3.3%	100.0%		Family	13	12	1	7.7%
						Agencies				
						GEM	49	45	4	8.2%
						ABWE	35	34	1	2.9%
						Other	66	60	6	9.1%

Return Envelope Should be included with letter.

			Agree	Disagree	Total				Agree	Variance	
All Participants	N	128				All Participants	53.1%				
	Frequency		68	60	128		Individuals	55.8%		2.6%	
	Percent		53.1%	46.9%	100.0%		Churches	33.3%		-19.8%	
Individuals	N	113				E-Mail	52.3%		-0.8%		
	Frequency		63	50	113	No E-Mail	57.1%		4.0%		
	Percent		55.8%	44.2%	100.0%	Under 50	51.9%		-1.3%		
Churches	N	15				50's	55.6%		2.4%		
	Frequency		5	10	15	60 & above	53.6%		0.4%		
	Percent		33.3%	66.7%	100.0%	Not Given	50.0%		-3.1%		
E-Mail	N	107				Male	49.2%		-3.9%		
	Frequency		56	51	107	Female	57.4%		4.3%		
	Percent		52.3%	47.7%	100.0%	Family	54.5%		1.4%		
No E-Mail	N	21				GEM	59.5%		6.4%		
	Frequency		12	9	21	ABWE	31.0%		-22.1%		
	Percent		57.1%	42.9%	100.0%	Other	59.6%		6.5%		
						All	Percent	53.1%	46.9%		
Age											
Under 50	N	27									
	Frequency		14	13	27						
	Percent		51.9%	48.1%	100.0%						
50's	N	27									
	Frequency		15	12	27						
	Percent		55.6%	44.4%	100.0%						
60 & above	N	56									
	Frequency		30	26	56						
	Percent		53.6%	46.4%	100.0%						
Not Given	N	18									
	Frequency		9	9	18						
	Percent		50.0%	50.0%	100.0%						
						ABWE	Percent	31.0%	69.0%		
Gender											
Male	N	63									
	Frequency		31	32	63						
	Percent		49.2%	50.8%	100.0%						
Female	N	54									
	Frequency		31	23	54						
	Percent		57.4%	42.6%	100.0%						
Family	N	11									
	Frequency		6	5	11						
	Percent		54.5%	45.5%	100.0%						
Agencies											
GEM	N	42									
	Frequency		25	17	42						
	Percent		59.5%	40.5%	100.0%						
ABWE	N	29									
	Frequency		9	20	29						
	Percent		31.0%	69.0%	100.0%						
Other	N	57									
	Frequency		34	23	57						
	Percent		59.6%	40.4%	100.0%						
										No Opinion or did not answer	
						Total	Valid answers	Number	Percent		
All Participants	Total	128				Age					
			Valid answers	No Opinion or did not answer		Under 50	33	27	6	18.2%	
			Number	Percent		50's	32	27	5	15.6%	
			22	14.7%		60 & above	64	56	8	12.5%	
Individuals	131	113	18	13.7%		Not Given	21	18	3	14.3%	
Churches	19	15	4	21.1%							
						Gender					
						Male	68	63	5	7.4%	
						Female	69	54	15	21.7%	
						Family	13	11	2	15.4%	
						Agencies					
						GEM	49	42	7	14.3%	
						ABWE	35	29	6	17.1%	
						Other	66	57	9	13.6%	
E-Mail	125	107	18	14.4%							
No E-Mail	25	21	4	16.0%							

Question 8

Color pictures enhance the letter even more.

		Agree	Disagree	Total		Agree	Variance		
All Participants	N	141				96.5%			
	Frequency	136	5	141	All Participants	96.5%	1.1%		
	Percent	96.5%	3.5%	100.0%	Individuals	97.6%	-8.2%		
Individuals	N	124			Churches	96.6%	0.2%		
	Frequency	121	3	124	No E-Mail	95.5%	-1.0%		
	Percent	97.6%	2.4%	100.0%	Under 50	100.0%	3.5%		
Churches	N	17			50's	89.7%	-6.8%		
	Frequency	15	2	17	60 & above	98.3%	1.9%		
	Percent	88.2%	11.8%	100.0%	Not Given	95.0%	-1.5%		
E-Mail	N	119			Male	96.9%	0.4%		
	Frequency	115	4	119	Female	98.5%	2.0%		
	Percent	96.6%	3.4%	100.0%	Family	91.7%	-4.8%		
No E-Mail	N	22			GEM	97.7%	1.2%		
	Frequency	21	1	22	ABWE	97.0%	0.5%		
	Percent	95.5%	4.5%	100.0%	Other	95.5%	-1.0%		
Age	N								
	Under 50	32	0	32		Agree	96.5%		
	Percent	100.0%	0.0%	100.0%		Disagree	3.5%		
50's	N	29							
	Frequency	26	3	29					
	Percent	89.7%	10.3%	100.0%					
60 & above	N	60							
	Frequency	59	1	60					
	Percent	98.3%	1.7%	100.0%					
Not Given	N	20							
	Frequency	19	1	20					
	Percent	95.0%	5.0%	100.0%					
Gender	N								
	Male	64			All Participants	Total	Valid Answers	Number	Percent
	Percent	96.9%	3.1%	100.0%	Individuals	150	141	9	6.0%
Female	N	65			Churches	131	124	7	5.3%
	Frequency	64	1	65	E-Mail	125	119	6	4.8%
	Percent	98.5%	1.5%	100.0%	No E-Mail	25	22	3	12.0%
Family	N	12							
	Frequency	11	1	12					
	Percent	91.7%	8.3%	100.0%					
Agencies	N	43							
	Frequency	42	1	43					
	Percent	97.7%	2.3%	100.0%					
ABWE	N	33							
	Frequency	32	1	33					
	Percent	97.0%	3.0%	100.0%					
Other	N	66							
	Frequency	62	3	65					
	Percent	93.9%	4.5%	100.0%					

Pictures should be integrated in the text rather on a separate page.

		Agree	Disagree	Total		Agree	Variance			
All Participants	N	124			All Participants	87.9%				
	Frequency	109	15	124		Individuals	88.8%	0.9%		
	Percent	87.9%	12.1%	100.0%		Churches	82.4%	-5.6%		
Individuals	N	107			E-Mail	90.3%	2.4%			
	Frequency	95	12	107	No E-Mail	76.2%	-11.7%			
	Percent	88.8%	11.2%	100.0%	Under 50	92.6%	4.7%			
Churches	N	17			50's	96.2%	8.3%			
	Frequency	14	3	17	60 & above	83.3%	-4.6%			
	Percent	82.4%	17.6%	100.0%	Not Given	82.4%	-5.6%			
E-Mail	N	103			Male	89.7%	1.8%			
	Frequency	93	10	103	Female	85.2%	-2.7%			
	Percent	90.3%	9.7%	100.0%	Family	91.7%	3.8%			
No E-Mail	N	21			GEM	95.0%	7.1%			
	Frequency	16	5	21	ABWE	86.7%	-1.2%			
	Percent	76.2%	23.8%	100.0%	Other	83.3%	-4.6%			
						Agree	Disagree			
					Percent	87.9%	12.1%			
<p>A pie chart illustrating the distribution of responses. The chart is divided into two segments: a large dark grey segment representing 'Agree' at 87.9%, and a smaller light grey segment representing 'Disagree' at 12.1%.</p>										
Age										
Under 50	N	27								
	Frequency	25	2	27						
	Percent	92.6%	7.4%	100.0%						
50's	N	26								
	Frequency	25	1	26						
	Percent	96.2%	3.8%	100.0%						
60 & above	N	54								
	Frequency	45	9	54						
	Percent	83.3%	16.7%	100.0%						
Not Given	N	17								
	Frequency	14	3	17						
	Percent	82.4%	17.6%	100.0%						
								No Opinion or did not answer		
Gender					Total	Valid Answers	Number	Percent		
Male	N	58			All Participant	150	124	26	17.3%	
	Frequency	52	6	58	Individuals	131	107	24	18.3%	
	Percent	89.7%	10.3%	100.0%	Churches	19	17	2	10.5%	
Female	N	54			E-Mail	125	103	22	17.6%	
	Frequency	46	8	54	No E-Mail	25	21	4	16.0%	
	Percent	85.2%	14.8%	100.0%	Age					
Family	N	12			Under 50	33	27	6	18.2%	
	Frequency	11	1	12	50's	32	26	6	18.8%	
	Percent	91.7%	8.3%	100.0%	60 & above	64	54	10	15.6%	
Agencies	N	40			Not Given	21	17	4	19.0%	
	Frequency	38	2	40	Gender					
	Percent	95.0%	5.0%	100.0%	Male	68	58	10	14.7%	
ABWE	N	30			Female	69	54	15	21.7%	
	Frequency	26	4	30	Family	13	12	1	7.7%	
	Percent	86.7%	13.3%	100.0%	Agencies					
Other	N	54			GEM	49	40	9	18.4%	
	Frequency	45	9	54	ABWE	35	30	5	14.3%	
	Percent	83.3%	16.7%	100.0%	Other	66	54	12	18.2%	

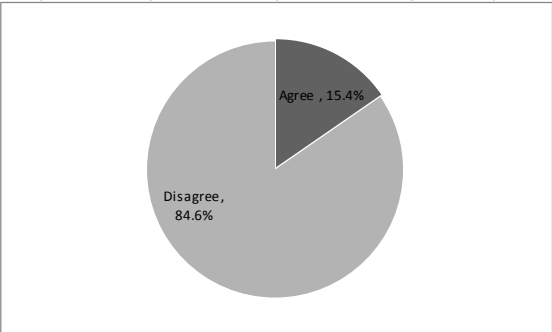
E-Mail letters should supplement hard copy.

			Agree	Disagree	Total				Agree	Variance	
All Participants	N	111				All Participants	49.5%				
	Frequency		55	56	111		Individuals	51.5%	2.0%		
	Percent		49.5%	50.5%	100.0%		Churches	35.7%	-13.8%		
Individuals	N	97				E-Mail	53.5%	4.0%			
	Frequency		50	47	97	No E-Mail	16.7%	-32.9%			
	Percent		51.5%	48.5%	100.0%	Under 50	33.3%	-16.2%			
Churches	N	14				50's	66.7%	17.1%			
	Frequency		5	9	14	60 & above	46.7%	-2.9%			
	Percent		35.7%	64.3%	100.0%	Not Given	50.0%	0.5%			
E-Mail	N	99				Male	49.1%	-0.5%			
	Frequency		53	46	99	Female	52.1%	2.5%			
	Percent		53.5%	46.5%	100.0%	Family	37.5%	-12.0%			
No E-Mail	N	12				GEM	44.1%	-5.4%			
	Frequency		2	10	12	ABWE	37.9%	-11.6%			
	Percent		16.7%	83.3%	100.0%	Other	60.4%	10.9%			
						Percent		Agree	Disagree		
								49.5%	50.5%		
						<p>A pie chart illustrating the distribution of responses for the statement 'E-Mail letters should supplement hard copy.' The chart is divided into two segments: a larger grey segment representing 'Disagree' at 50.5%, and a smaller dark grey segment representing 'Agree' at 49.5%.</p>					
Age											
Under 50	N	21									
	Frequency		7	14	21						
	Percent		33.3%	66.7%	100.0%						
50's	N	27									
	Frequency		18	9	27						
	Percent		66.7%	33.3%	100.0%						
60 & above	N	45									
	Frequency		21	24	45						
	Percent		46.7%	53.3%	100.0%						
Not Given	N	18									
	Frequency		9	9	18						
	Percent		50.0%	50.0%	100.0%						
								No Opinion or did not answer			
						Total	Valid Answers	Number	Percent		
Gender						All Participants	150	111	39	26.0%	
Male	N	55				Individuals	131	97	34	26.0%	
	Frequency		27	28	55	Churches	19	14	5	26.3%	
	Percent		49.1%	50.9%	100.0%	E-Mail	125	99	26	20.8%	
Female	N	48				No E-Mail	25	12	13	52.0%	
	Frequency		25	23	48	Age					
	Percent		52.1%	47.9%	100.0%	Under 50	33	21	12	36.4%	
Family	N	8				50's	32	27	5	15.6%	
	Frequency		3	5	8	60 & above	64	45	19	29.7%	
	Percent		37.5%	62.5%	100.0%	Not Given	21	18	3	14.3%	
Agencies						Gender					
GEM	N	34				Male	68	55	13	19.1%	
	Frequency		15	19	34	Female	69	48	21	30.4%	
	Percent		44.1%	55.9%	100.0%	Family	13	8	5	38.5%	
ABWE	N	29				Agencies					
	Frequency		11	18	29	GEM	49	34	15	30.6%	
	Percent		37.9%	62.1%	100.0%	ABWE	35	29	6	17.1%	
Other	N	48				Other	66	48	18	27.3%	
	Frequency		29	19	48						
	Percent		60.4%	39.6%	100.0%						

Question 15

E-Mail is very unreliable.

		Agree	Disagree	Total			Disagree	Variance		
N	117				All Participants		84.6%			
Frequency		18	99	117	Individuals		83.2%	-1.4%		
Percent		15.4%	84.6%	100.0%	Churches		93.8%	9.1%		
					E-Mail		89.0%	4.4%		
N	101				No E-Mail		25.0%	-59.6%		
Frequency		17	84	101	Under 50		80.0%	-4.6%		
Percent		16.8%	83.2%	100.0%	50's		84.6%	0.0%		
					60 & above		85.4%	0.8%		
N	16				Not Given		88.9%	4.3%		
Frequency		1	15	16	Male		88.3%	3.7%		
Percent		6.3%	93.8%	100.0%	Female		82.7%	-1.9%		
					Family		60.0%	-24.6%		
N	109				GEM		88.9%	4.3%		
Frequency		12	97	109	ABWE		82.8%	-1.9%		
Percent		11.0%	89.0%	100.0%	Other		82.7%	-1.9%		
N	8									
Frequency		6	2	8		Agree			Disagree	
Percent		75.0%	25.0%	100.0%	Percent	15.4%			84.6%	
N	25									
Frequency		5	20	25						
Percent		20.0%	80.0%	100.0%						
N	26									
Frequency		4	22	26						
Percent		15.4%	84.6%	100.0%						
N	48									
Frequency		7	41	48						
Percent		14.6%	85.4%	100.0%						
N	18									
Frequency		2	16	18						
Percent		11.1%	88.9%	100.0%						
N	60									No Opinion or did not answer
Frequency		7	53	60	All Participants	Total	Valid Answers	Number	Percent	
Percent		11.7%	88.3%	100.0%		150	117	33	22.0%	
					Individuals	131	101	30	22.9%	
N	52				Churches	19	16	3	15.8%	
Frequency		9	43	52						
Percent		17.3%	82.7%	100.0%	E-Mail	125	109	16	12.8%	
					No E-Mail	25	8	17	68.0%	
N	5									
Frequency		2	3	5	Age					
Percent		40.0%	60.0%	100.0%	Under 50	33	25	8	24.2%	
					50's	32	26	6	18.8%	
					60 & above	64	48	16	25.0%	
N	36				Not Given	21	18	3	14.3%	
Frequency		4	32	36						
Percent		11.1%	88.9%	100.0%	Gender					
					Male	68	60	8	11.8%	
N	29				Female	69	52	17	24.6%	
Frequency		5	24	29	Family	13	5	8	61.5%	
Percent		17.2%	82.8%	100.0%						
					Agencies					
N	52				GEM	49	36	13	26.5%	
Frequency		9	43	52	ABWE	35	29	6	17.1%	
Percent		17.3%	82.7%	100.0%	Other	66	52	14	21.2%	



E-Mail is secure.

			Agree	Disagree	Total		Agree	Variance			
All Participants	N	111				All Participants	74.8%				
	Frequency		83	28	111		Individuals	71.6%	-3.2%		
	Percent		74.8%	25.2%	100.0%		Churches	93.8%	19.0%		
Individuals	N	95				E-Mail	78.1%	3.3%			
	Frequency		68	27	95	No E-Mail	16.7%	-58.1%			
	Percent		71.6%	28.4%	100.0%	Under 50	76.0%	1.2%			
Churches	N	16				50's	76.9%	2.1%			
	Frequency		15	1	16	60 & above	73.9%	-0.9%			
	Percent		93.8%	6.3%	100.0%	Not Given	71.4%	-3.3%			
E-Mail	N	105				Male	74.5%	-0.2%			
	Frequency		82	23	105	Female	72.9%	-1.9%			
	Percent		78.1%	21.9%	100.0%	Family	87.5%	12.7%			
No E-Mail	N	6				GEM	79.4%	4.6%			
	Frequency		1	5	6	ABWE	75.0%	0.2%			
	Percent		16.7%	83.3%	100.0%	Other	71.7%	-3.1%			
						Percent	Agree	Disagree			
							74.8%	25.2%			
Age											
Under 50	N	25									
	Frequency		19	6	25						
	Percent		76.0%	24.0%	100.0%						
50's	N	26									
	Frequency		20	6	26						
	Percent		76.9%	23.1%	100.0%						
60 & above	N	46									
	Frequency		34	12	46						
	Percent		73.9%	26.1%	100.0%						
Not Given	N	14									
	Frequency		10	4	14						
	Percent		71.4%	28.6%	100.0%					No Opinion or did not answer	
						Total	Valid Answers	Number	Percent		
Gender						All Participants	150	111	39	26.0%	
Male	N	55				Individuals	131	95	36	27.5%	
	Frequency		41	14	55	Churches	19	16	3	15.8%	
	Percent		74.5%	25.5%	100.0%						
Female	N	48				E-Mail	125	105	20	16.0%	
	Frequency		35	13	48	No E-Mail	25	6	19	76.0%	
	Percent		72.9%	27.1%	100.0%						
Family	N	8				Age					
	Frequency		7	1	8	Under 50	33	25	8	24.2%	
	Percent		87.5%	12.5%	100.0%	50's	32	26	6	18.8%	
Agencies						60 & above	64	46	18	28.1%	
	GEM	N	34			Not Given	21	14	7	33.3%	
	Frequency		27	7	34						
						Gender					
						Male	68	55	13	19.1%	
						Female	69	46	23	33.3%	
						Family	13	8	5	38.5%	
ABWE	N	24				Agencies					
	Frequency		18	6	24	GEM	49	34	15	30.6%	
	Percent		75.0%	25.0%	100.0%	ABWE	35	24	11	31.4%	
Other	N	53				Other	66	53	13	19.7%	
	Frequency		38	15	53						
	Percent		71.7%	28.3%	100.0%						

Spam is a problem and becoming more of a problem.

		Agree	Disagree	Total			Agree	Variance			
All Participants	N	114			All Participants		71.9%				
	Frequency	82	32	114		Individuals		74.3%	2.3%		
	Percent	71.9%	28.1%	100.0%		Churches		53.8%	-18.1%		
Individuals	N	101			E-Mail		70.8%	-1.2%			
	Frequency	75	26	101	No E-Mail		87.5%	15.6%			
	Percent	74.3%	25.7%	100.0%	Under 50		61.5%	-10.4%			
Churches	N	13			50's		82.1%	10.2%			
	Frequency	7	6	13	60 & above		68.9%	-3.0%			
	Percent	53.8%	46.2%	100.0%	Not Given		80.0%	8.1%			
E-Mail	N	106			Male		71.4%	-0.5%			
	Frequency	75	31	106	Female		68.0%	-3.9%			
	Percent	70.8%	29.2%	100.0%	Family		100.0%	28.1%			
No E-Mail	N	8			GEM		68.8%	-3.2%			
	Frequency	7	1	8	ABWE		81.5%	9.6%			
					Other		69.1%	-2.8%			
							Agree	Disagree			
					Percent		71.9%	28.1%			
					<p>A pie chart illustrating the distribution of responses for the statement 'Spam is a problem and becoming more of a problem.' The chart is divided into two segments: a large dark grey segment representing 'Agree' at 71.9%, and a smaller light grey segment representing 'Disagree' at 28.1%.</p>						
Age											
Under 50	N	26									
	Frequency	16	10	26							
	Percent	61.5%	38.5%	100.0%							
50's	N	28									
	Frequency	23	5	28							
	Percent	82.1%	17.9%	100.0%							
60 & above	N	45									
	Frequency	31	14	45							
	Percent	68.9%	31.1%	100.0%							
Not Given	N	15									
	Frequency	12	3	15							
	Percent	80.0%	20.0%	100.0%							
Gender									No Opinion or did not answer		
Male	N	56			All Participants	Total	Valid Answers	Number	Percent		
	Frequency	40	16	56		150	114	36	24.0%		
	Percent	71.4%	28.6%	100.0%	Individuals	131	101	30	22.9%		
Female	N	50			Churches	19	13	6	31.6%		
	Frequency	34	16	50	E-Mail	125	106	19	15.2%		
	Percent	68.0%	32.0%	100.0%	No E-Mail	25	8	17	68.0%		
Family	N	8			Age						
	Frequency	8	0	8	Under 50	33	26	7	21.2%		
	Percent	100.0%	0.0%	100.0%	50's	32	28	4	12.5%		
Agencies					60 & above	64	46	18	28.1%		
GEM	N	32			Not Given	21	15	6	28.6%		
	Frequency	22	10	32	Gender						
	Percent	68.8%	31.3%	100.0%	Male	68	56	12	17.6%		
ABWE	N	27			Female	69	50	19	27.5%		
	Frequency	22	5	27	Family	13	8	5	38.5%		
	Percent	81.5%	18.5%	100.0%	Agencies						
Other	N	55			GEM	49	32	17	34.7%		
	Frequency	38	17	55	ABWE	35	27	8	22.9%		
	Percent	69.1%	30.9%	100.0%	Other	66	55	11	16.7%		

E-Mail letters are usually not as well thought out as hard copy letters.

		Agree	Disagree	Total			Disagree	Variance																																																																																																																																							
All Participants	N	117			All Participants	67.5%																																																																																																																																									
	Frequency	38	79	117		Individuals	64.7%	-2.8%																																																																																																																																							
	Percent	32.5%	67.5%	100.0%		Churches	86.7%	19.1%																																																																																																																																							
Individuals	N	102			E-Mail	71.2%	3.6%																																																																																																																																								
	Frequency	36	66	102	No E-Mail	38.5%	-29.1%																																																																																																																																								
	Percent	35.3%	64.7%	100.0%	Under 50	76.0%	8.5%																																																																																																																																								
Churches	N	15			50's	76.0%	8.5%																																																																																																																																								
	Frequency	2	13	15	60 & above	58.0%	-9.5%																																																																																																																																								
	Percent	13.3%	86.7%	100.0%	Not Given	70.6%	3.1%																																																																																																																																								
E-Mail	N	104			Male	75.4%	7.9%																																																																																																																																								
	Frequency	30	74	104	Female	60.4%	-7.1%																																																																																																																																								
	Percent	28.8%	71.2%	100.0%	Family	57.1%	-10.4%																																																																																																																																								
No E-Mail	N	13			GEM	58.3%	-9.2%																																																																																																																																								
	Frequency	8	5	13	ABWE	76.0%	8.5%																																																																																																																																								
	Percent	61.5%	38.5%	100.0%	Other	69.6%	2.1%																																																																																																																																								
					Percent		Agree	Disagree																																																																																																																																							
							32.5%	67.5%																																																																																																																																							
<p>A pie chart illustrating the distribution of responses for the statement 'E-Mail letters are usually not as well thought out as hard copy letters.' The chart is divided into two segments: a larger grey segment representing 'Disagree' at 67.5%, and a smaller dark grey segment representing 'Agree' at 32.5%.</p>																																																																																																																																															
Age																																																																																																																																															
Under 50	N	25			Under 50	24.0%																																																																																																																																									
	Frequency	6	19	25		50's	24.0%	76.0%																																																																																																																																							
	Percent	24.0%	76.0%	100.0%		60 & above	42.0%	58.0%																																																																																																																																							
50's	N	25			60 & above	42.0%	58.0%																																																																																																																																								
	Frequency	6	19	25	Not Given	29.4%	70.6%																																																																																																																																								
	Percent	24.0%	76.0%	100.0%	Gender																																																																																																																																										
60 & above	N	50			Male	24.6%																																																																																																																																									
	Frequency	21	29	50		Female	39.6%	60.4%																																																																																																																																							
	Percent	42.0%	58.0%	100.0%		Family	42.9%	57.1%																																																																																																																																							
Not Given	N	17			Agencies																																																																																																																																										
	Frequency	5	12	17		GEM	41.7%	58.3%																																																																																																																																							
	Percent	29.4%	70.6%	100.0%		ABWE	24.0%	76.0%																																																																																																																																							
<table border="1"> <thead> <tr> <th colspan="2"></th> <th>Total</th> <th>Valid Answers</th> <th>Number</th> <th>Percent</th> <th>No Opinion or did not answer</th> </tr> </thead> <tbody> <tr> <td>All Participants</td> <td></td> <td>150</td> <td>117</td> <td>33</td> <td>22.0%</td> <td></td> </tr> <tr> <td>Individuals</td> <td></td> <td>131</td> <td>102</td> <td>29</td> <td>22.1%</td> <td></td> </tr> <tr> <td>Churches</td> <td></td> <td>19</td> <td>15</td> <td>4</td> <td>21.1%</td> <td></td> </tr> <tr> <td>E-Mail</td> <td></td> <td>125</td> <td>104</td> <td>21</td> <td>16.8%</td> <td></td> </tr> <tr> <td>No E-Mail</td> <td></td> <td>25</td> <td>13</td> <td>12</td> <td>48.0%</td> <td></td> </tr> <tr> <td colspan="7">Age</td> </tr> <tr> <td>Under 50</td> <td></td> <td>33</td> <td>25</td> <td>8</td> <td>24.2%</td> <td></td> </tr> <tr> <td>50's</td> <td></td> <td>32</td> <td>25</td> <td>7</td> <td>21.9%</td> <td></td> </tr> <tr> <td>60 & above</td> <td></td> <td>64</td> <td>50</td> <td>14</td> <td>21.9%</td> <td></td> </tr> <tr> <td>Not Given</td> <td></td> <td>21</td> <td>17</td> <td>4</td> <td>19.0%</td> <td></td> </tr> <tr> <td colspan="7">Gender</td> </tr> <tr> <td>Male</td> <td></td> <td>68</td> <td>57</td> <td>11</td> <td>16.2%</td> <td></td> </tr> <tr> <td>Female</td> <td></td> <td>69</td> <td>53</td> <td>16</td> <td>23.2%</td> <td></td> </tr> <tr> <td>Family</td> <td></td> <td>13</td> <td>7</td> <td>6</td> <td>46.2%</td> <td></td> </tr> <tr> <td colspan="7">Agencies</td> </tr> <tr> <td>GEM</td> <td></td> <td>49</td> <td>36</td> <td>13</td> <td>26.5%</td> <td></td> </tr> <tr> <td>ABWE</td> <td></td> <td>35</td> <td>25</td> <td>10</td> <td>28.6%</td> <td></td> </tr> <tr> <td>Other</td> <td></td> <td>66</td> <td>56</td> <td>10</td> <td>15.2%</td> <td></td> </tr> </tbody> </table>													Total	Valid Answers	Number	Percent	No Opinion or did not answer	All Participants		150	117	33	22.0%		Individuals		131	102	29	22.1%		Churches		19	15	4	21.1%		E-Mail		125	104	21	16.8%		No E-Mail		25	13	12	48.0%		Age							Under 50		33	25	8	24.2%		50's		32	25	7	21.9%		60 & above		64	50	14	21.9%		Not Given		21	17	4	19.0%		Gender							Male		68	57	11	16.2%		Female		69	53	16	23.2%		Family		13	7	6	46.2%		Agencies							GEM		49	36	13	26.5%		ABWE		35	25	10	28.6%		Other		66	56	10	15.2%	
		Total	Valid Answers	Number	Percent	No Opinion or did not answer																																																																																																																																									
All Participants		150	117	33	22.0%																																																																																																																																										
Individuals		131	102	29	22.1%																																																																																																																																										
Churches		19	15	4	21.1%																																																																																																																																										
E-Mail		125	104	21	16.8%																																																																																																																																										
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Age																																																																																																																																															
Under 50		33	25	8	24.2%																																																																																																																																										
50's		32	25	7	21.9%																																																																																																																																										
60 & above		64	50	14	21.9%																																																																																																																																										
Not Given		21	17	4	19.0%																																																																																																																																										
Gender																																																																																																																																															
Male		68	57	11	16.2%																																																																																																																																										
Female		69	53	16	23.2%																																																																																																																																										
Family		13	7	6	46.2%																																																																																																																																										
Agencies																																																																																																																																															
GEM		49	36	13	26.5%																																																																																																																																										
ABWE		35	25	10	28.6%																																																																																																																																										
Other		66	56	10	15.2%																																																																																																																																										
Gender																																																																																																																																															
Male	N	57			Male	24.6%																																																																																																																																									
	Frequency	14	43	57		Female	39.6%	60.4%																																																																																																																																							
	Percent	24.6%	75.4%	100.0%		Family	42.9%	57.1%																																																																																																																																							
Female	N	53			Agencies																																																																																																																																										
	Frequency	21	32	53		GEM	41.7%	58.3%																																																																																																																																							
	Percent	39.6%	60.4%	100.0%		ABWE	24.0%	76.0%																																																																																																																																							
Family	N	7			ABWE	24.0%																																																																																																																																									
	Frequency	3	4	7		Other	30.4%	69.6%																																																																																																																																							
	Percent	42.9%	57.1%	100.0%		Other	30.4%	69.6%																																																																																																																																							
Agencies	N	36			Other	30.4%																																																																																																																																									
	Frequency	15	21	36																																																																																																																																											
	Percent	41.7%	58.3%	100.0%																																																																																																																																											
GEM	N	25																																																																																																																																													
	Frequency	6	19	25																																																																																																																																											
	Percent	24.0%	76.0%	100.0%																																																																																																																																											
ABWE	N	56																																																																																																																																													
	Frequency	17	39	56																																																																																																																																											
	Percent	30.4%	69.6%	100.0%																																																																																																																																											
Other	N																																																																																																																																														
	Frequency																																																																																																																																														
	Percent																																																																																																																																														

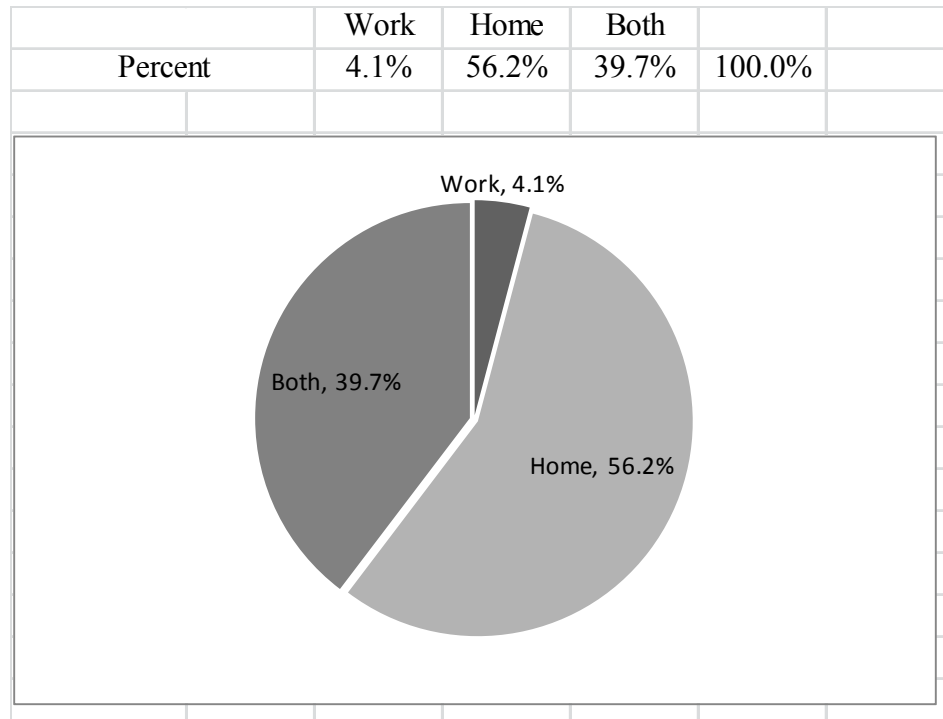
Do you receive e-mail

		Yes	No	Did not answer	
All Participants		125	25		
		Yes	No		
Percent		83.3%	16.7%	100.0%	

Individuals		N	131			
		Frequencies	106	25	131	0
		Percent	80.9%	19.1%	100.0%	
Churches		N	19			
		Frequencies	19	0	19	0
		Percent	100.0%	0.0%	100.0%	
E-Mail		N	125			
		Frequencies	125	25	150	0
		Percent	83.3%	16.7%	100.0%	
Age						
Under 50		N	33			
		Frequencies	29	4	33	0
		Percent	87.9%	12.1%	100.0%	
50's		N	32			
		Frequencies	28	4	32	0
		Percent	87.5%	12.5%	100.0%	
60 & above		N	64			
		Frequencies	49	15	64	0
		Percent	76.6%	23.4%	100.0%	
Not Given		N	21			
		Frequencies	19	2	21	0
		Percent	90.5%	9.5%	100.0%	
Gender						
Male		N	68			
		Frequencies	56	12	68	0
		Percent	82.4%	17.6%	100.0%	
Female		N	69			
		Frequencies	59	10	69	0
		Percent	85.5%	14.5%	100.0%	
Family		N	13			
		Frequencies	10	3	13	0
		Percent	76.9%	23.1%	100.0%	
Agencies						
GEM		Frequencies	40	9	49	0
		Percent	81.6%	18.4%	100.0%	
		N	35			
ABWE		Frequencies	30	5	35	0
		Percent	85.7%	14.3%	100.0%	
		N	66			
Other		Frequencies	55	11	66	0
		Percent	83.3%	16.7%	100.0%	

Question 22

I receive e-mail at:

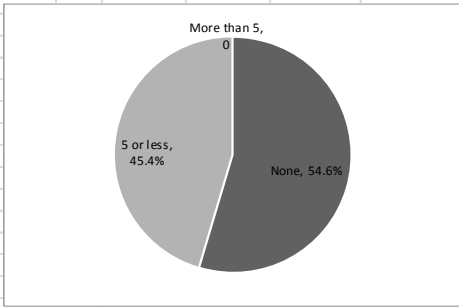


Question 23

When I get a missionary letter by e-mail: please check all that apply

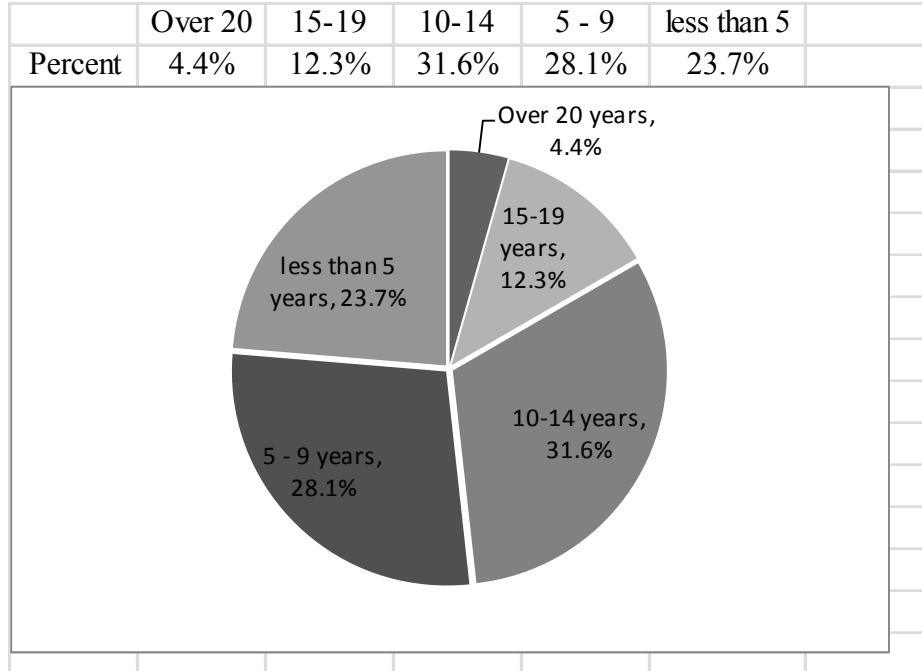
All Participants		Percent	File to read later 13.5%	Read on screen and Delete 41.0%	Print to read and pass to others 22.4%	Read and Save to folder 21.8%	None of the Above 1.3%	Total 156
All Participants		Response	File to read later	Read on screen and Delete	Print to read and pass to others	Read and Save to folder	None of the Above	Total
	N	150						
	Frequency	21	64	35	34	2	156	
	Percent	13.5%	41.0%	22.4%	21.8%	1.3%	100.0%	
	Frequency	84	192	70	34			
Median	2.47							
Mean	3							
Mode	3							
Individuals		N	File to read later	Read on screen and Delete	Print to read and pass to others	Read and Save to folder	None of the Above	Total
	N	131						
	Frequency	19	59	24	27	2	131	
	Percent	14.5%	45.0%	18.3%	20.6%	1.5%	100.0%	
	Frequency	76	177	48	27			
Median	2.54							
Mean	3							
Mode	3							
Churches		N	File to read later	Read on screen and Delete	Print to read and pass to others	Read and Save to folder	None of the Above	Total
	N	19						
	Frequency	2	5	11	7	0	25	
	Percent	8.0%	20.0%	44.0%	28.0%	0.0%	100.0%	
	Frequency	8	15	22	7			
Median	2.08							
Mean	2							
Mode	2							
Age		N	File to read later	Read on screen and Delete	Print to read and pass to others	Read and Save to folder	None of the Above	Total
	N	29						
	Frequency	5	16	8	8	0	37	
	Percent	13.5%	43.2%	21.6%	21.6%	0.0%	100.0%	
	Frequency	20	48	16	8			
Median	2.49							
Mean	3							
Mode	3							
50's		N	File to read later	Read on screen and Delete	Print to read and pass to others	Read and Save to folder	None of the Above	Total
	N	32						
	Frequency	3	15	8	7		33	
	Percent	12.1%	45.5%	24.2%	21.2%	0.0%	103.0%	
	Frequency	12	45	16	7			
Median	2.42							
Mean	2							
Mode	3							
60 & above		N	File to read later	Read on screen and Delete	Print to read and pass to others	Read and Save to folder	None of the Above	Total
	N	64						
	Frequency	9	26	16	13		64	
	Percent	14.1%	40.6%	25.0%	20.3%	0.0%	100.0%	
	Frequency	36	78	32	13			
Median	2.48							
Mean	3							
Mode	3							
50's		N	File to read later	Read on screen and Delete	Print to read and pass to others	Read and Save to folder	None of the Above	Total
	N	21						
	Frequency	4	7	3	6		20	
	Percent						100.0%	
	Frequency		16	21	6	6		
Median	2.45							

How many times have you changed e-mail addresses in the last ten years?

	None	5 or less	More than 5		Did not answer
Percent	54.6%	45.4%	0		
					
Response					
125					
Frequencies	65	54	0	119	6
Percent	54.62%	45.38%	0.00%	100.00%	
N	107				
Frequencies	55	46	0	101	6
Percent	54.5%	45.5%	0.0%	100.0%	
N	18				
Frequencies	10	8	0	18	0
Percent	55.6%	44.4%	0.0%	100.0%	
N	125				
Frequencies	65	54		119	6
Percent	54.6%	45.4%	0.0%	100.0%	
N	29				
Frequencies	19	7	0	26	3
Percent	73.1%	26.9%	0.0%	100.0%	
N	28				
Frequencies	14	14	0	28	0
Percent	50.0%	50.0%	0.0%	100.0%	
N	49				
Frequencies	27	22	0	49	0
Percent	55.1%	44.9%	0.0%	100.0%	
N	19				
Frequencies	5	11	0	16	3
Percent	31.3%	68.8%	0.0%	100.0%	
N	56				
Frequencies	26	29	0	55	1
Percent	47.3%	52.7%	0.0%	100.0%	
N	59				
Frequencies	35	22	0	57	2
Percent	61.4%	38.6%	0.0%	100.0%	
N	10				
Frequencies	4	3	0	7	3
Percent	57.1%	42.9%	0.0%	100.0%	
N	40				
Frequencies	17	21	0	38	2
Percent	44.7%	55.3%	0.0%	100.0%	
N	30				
Frequencies	20	9	0	29	1
Percent	69.0%	31.0%	0.0%	100.0%	
N	55				
Frequencies	28	24	0	52	3
Percent	53.8%	46.2%	0.0%	100.0%	

Question 25

How long have you had your current e-mail address?



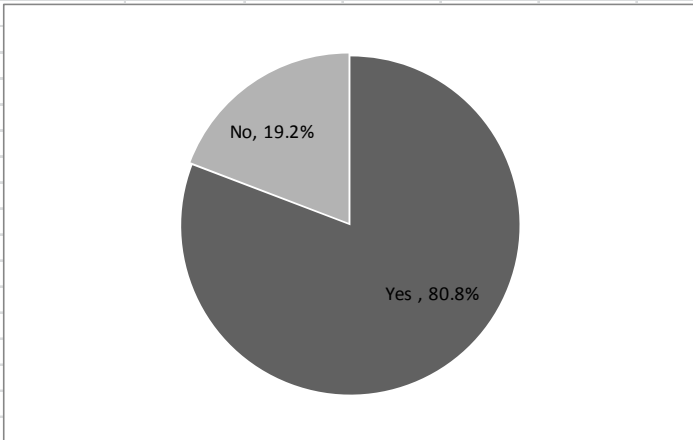
Question 26

When you changed your e-mail address which is the most likely to have happened?

		Notified all Missionaries	May have missed some	Probably missed some	Total	Did not answer														
All Participants	Percent	34.3%	34.3%	31.4%																
	Response																			
All Participants	N	82	3	2	1															
	Frequency	24	24	22	70	12														
	Percent	34.3%	34.3%	31.4%	100.0%															
	Median	2.03																		
	Mean	2																		
	Mode	2 - 3																		
	Gender																			
	Male	N	36																	
	Frequency		12	13	11	36														
	Percent		33.3%	36.1%	30.6%	100.0%														
	Median		2																	
	Mean		2																	
	Mode		2																	
	Individuals	N	73																	
	Frequency		20	21	20	61														
	Percent		32.8%	34.4%	32.8%	100.0%														
	Median		2.00																	
	Mean		2																	
	Mode		2																	
	Churches	N	9																	
	Frequency		4	3	2	9														
	Percent		44.4%	33.3%	22.2%	100.0%														
	Median		2.22																	
	Mean		2																	
	Mode		3																	
	E-Mail	N	82																	
	Frequency		24	24	22	70														
	Percent		34.3%	34.3%	31.4%	100.0%														
	Median		2.03																	
	Mean		3																	
	Mode		2 - 3																	
	Age																			
	Under 50	N	20																	
	Frequency		5	5	2	12														
	Percent		41.7%	41.7%	16.7%	100.0%														
	Median		2.25																	
	Mean		2																	
	Mode		2 - 3																	
	50's	N	18																	
	Frequency		5	5	6	16														
	Percent		31.3%	31.3%	37.5%	100.0%														
	Median		1.94																	
	Mean		2																	
	Mode		1																	
	60 & above	N	31																	
	Frequency		8	10	10	28														
	Percent		28.6%	35.7%	35.7%	100.0%														
	Median		1.93																	
	Mean		2																	
	Mode		1 - 2																	
	Not Given	N	15																	
	Frequency		6	4	4	14														
	Percent		42.9%	28.6%	28.6%	100.0%														
	Median		2.14																	
	Mean		2																	
	Mode		3																	

Question 27

Do you use a spam filter?

All Participants	Percent	Yes 80.8%	No 19.2%						
									
						Response	Do you use a spam Filter		
	N	125			Gender		Yes	No	
All Participants	Frequencies		101	24	Male	N	56		
	Percent		80.8%	19.2%		Frequencies	52	4	
						Percent	92.9%	7.1%	
	N	107				N	59		
Individuals	Frequencies		86	21	Female	Frequencies	45	14	
	Percent		80.4%	19.6%		Percent	76.3%	23.7%	
	N	18				N	10		
Churches	Frequencies		15	3	Family	Frequencies	4	6	
	Percent		83.3%	16.7%		Percent	40.0%	60.0%	
	N	125							
E-Mail	Frequencies		101	24	Agencies				
	Percent		80.8%	19.2%	GEM	N	40		
						Frequencies	33	7	
AGE						Percent	0.825	0.175	
Under 50	N	29			ABWE	N	30		
	Frequencies		24	5		Frequencies	23	7	
	Percent		82.8%	17.2%		Percent	76.7%	23.3%	
50's	N	28			Other	N	55		
	Frequencies		24	4		Frequencies	45	10	
	Percent		85.7%	14.3%		Percent	81.8%	18.2%	
60 & above	N	49							
	Frequencies		41	8					
	Percent		83.7%	16.3%					
Not Given	N	19							
	Frequencies		12	7					
	Percent		63.2%	36.8%					

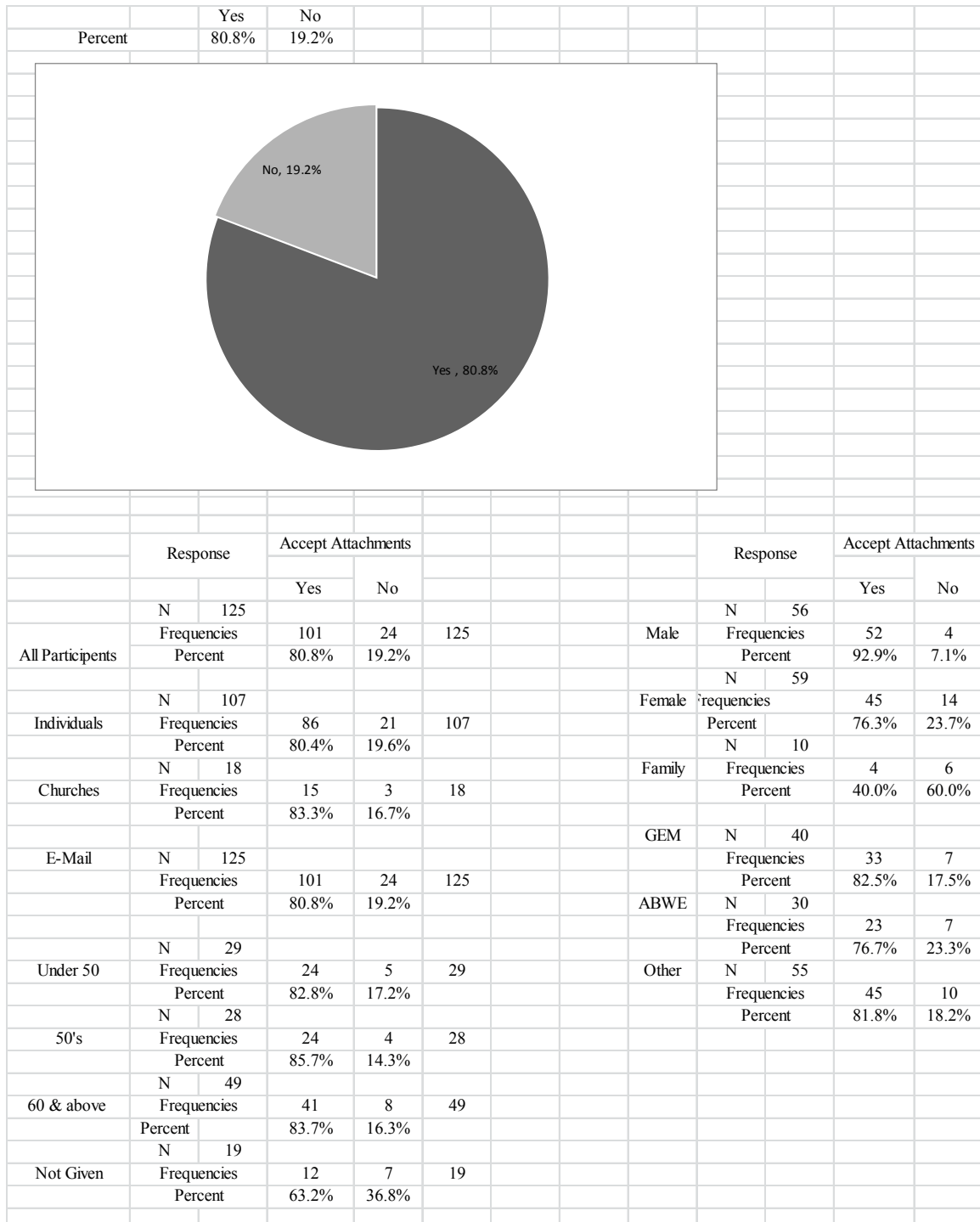
When you receive spam what action do you take?

		It is deleted	It is put in a folder													
		Percent	66.7%	33.3%												
<p>A pie chart illustrating the distribution of responses to the question 'When you receive spam what action do you take?'. The chart is divided into two segments: a larger dark grey segment representing 'It is deleted' at 66.7%, and a smaller light grey segment representing 'It is put in a folder' at 33.3%.</p>																
All Participants	N	125														
	Frequencies	76	38	114	11					it is deleted	It is put in a folder	Total	Did not answer			
	Percent	66.7%	33.3%	100.0%												
						Gender										
						N	66									
Individuals	N	107														
	Frequencies	64	33	97	10	Male	Frequencies	33	27	60	6					
	Percent	66.0%	34.0%	100.0%			Percent	55.0%	45.0%	100.0%						
	N	18														
Churches	N	18														
	Frequencies	12	5	17	1	Female	Frequencies	38	10	48	18					
	Percent	70.6%	29.4%	100.0%			Percent	79.2%	20.8%	100.0%						
	N	125														
E-Mail	N	125														
	Frequencies	76	38	114	11	Family	Frequencies	5	1	6	4					
	Percent	66.7%	33.3%	100.0%			Percent	83.3%	16.7%	100.0%						
						Agencies										
						N	40									
AGE						GEM	Frequencies	23	13	36	4					
	Percent					Percent	63.9%	36.1%	100.0%							
	N	32														
Under 50	N	32														
	Frequencies	12	14	26	6	ABWE	Frequencies	19	10	29	1					
	Percent	46.2%	53.8%	100.0%			Percent	65.5%	34.5%	100.0%						
	N	30														
50's	N	30														
	Frequencies	16	11	27	3	Other	Frequencies	34	15	49	6					
	Percent	59.3%	40.7%	100.0%			Percent	69.4%	30.6%	100.0%						
	N	61														
60 & above	N	61														
	Frequencies	40	8	48	13											
	Percent	83.3%	16.7%	100.0%												
	N	19														
Not Given	N	19														
	Frequencies	8	5	13	6											
	Percent	61.5%	38.5%	100.0%												

If it is put in a folder how often do you check the folder for good e-mail?

			Daily	Twice Weekly	Weekly	Seldom	Total											
	Percent		34.2%	5.3%	23.7%	36.8%												
	Response																	
All Participants	N	38	4	3	2	1												
	Frequency		13	2	9	14	38											
	Percent		34.2%	5.3%	23.7%	36.8%	100.0%											
	Median		2.37															
	Mean		2															
	Mode		1															
Individuals	N	33																
	Frequency		12	1	6	14	33											
	Percent		36.4%	3.0%	18.2%	42.4%	100.0%											
	Median		2.33															
	Mean		2															
	Mode		1															
Churches	N	5																
	Frequency		1	1	3	0	5											
	Percent		20.0%	20.0%	60.0%	0.0%	100.0%											
	Median		2.60															
	Mean		2															
	Mode		2															
E-Mail	N	38																
	Frequency		13	2	9	14	38											
	Percent		34.2%	5.3%	23.7%	36.8%	100.0%											
	Median		2.37															
	Mean		2															
	Mode		1															
Age																		
Under 50	N	14																
	Frequency		3	1	5	5	14											
	Percent		21.4%	7.1%	35.7%	35.7%	100.0%											
	Median		2.14															
	Mean		2															
	Mode																	
50's	N	11																
	Frequency		5	0	1	5	11											
	Percent		36.4%	0.0%	9.1%	45.5%	90.9%											
	Median		2.45															
	Mean		2															
	Mode																	
60 & above	N	8																
	Frequency		3	0	2	3	8											
	Percent		37.5%	0.0%	25.0%	37.5%	100.0%											
	Median		2.38															
	Mean		2															
	Mode																	
Not Given	N	5																
	Frequency		2	1	1	1	5											
	Percent		40.0%	20.0%	20.0%	20.0%	100.0%											
	Median		2.80															
	Mean		3															
	Mode		4															
Gender																		
Male	N	27																
	Frequency		7	1	7	12	27											
	Percent		25.9%	3.7%	25.9%	44.4%	100.0%											
	Median		2.11															
	Mean		2															
	Mode		1															
Female	N	10																
	Frequency		3	2	3	2	10											
	Percent		30.0%	20.0%	30.0%	20.0%	100.0%											
	Median		2.60															
	Mean		3															
	Mode																	
Family	N	1																
	Frequency		1	0	0	0	1											
	Percent		100.0%	0.0%	0.0%	0.0%	100.0%											
	Median		4															
	Mean		4															
	Mode		4															
Agencies																		
GEM	N	13																
	Frequency		4	1	2	6	13											
	Percent		30.8%	7.7%	15.4%	46.2%	100.0%											
	Median		2.23															
	Mean		2															
	Mode		1															
ABWE	N	10																
	Frequency		3	0	4	3	10											
	Percent		30.0%	0.0%	40.0%	30.0%	100.0%											
	Median		2.30															
	Mean		2															
	Mode		2															
Other	N	15																
	Frequency		6	1	2	5	14											
	Percent		40.0%	6.7%	20.0%	33.3%	100.0%											
	Median		2.53															
	Mean																	
	Mode		6															

Can you accept attachments?

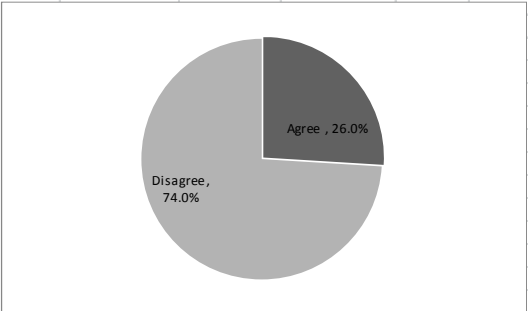


Can you open a PDF?

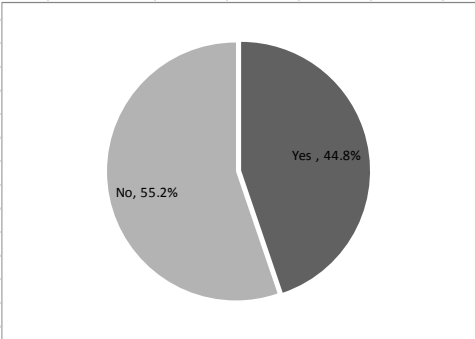
		Yes	No												
Percent		89.6%	10.4%												
		Response		Open PDF				Response		Open PDF					
		N	Frequencies	Yes	No			N	Frequencies	Yes	No				
All Participants		125		112	13			56		54	2				
			Percent	89.6%	10.4%			Percent		96.4%	3.6%				
Individuals		117		101	12			59		41	18				
			Percent	86.3%	10.3%			Percent		96.4%	3.6%				
Churches		18		17	1			10		4	6				
			Percent	94.4%	5.6%			Percent		96.4%	3.6%				
E-Mail		125		112	13			40		38	2				
			Percent	89.6%	10.4%			Percent		96.4%	3.6%				
20's		4		3	1			30		25	5				
			Percent	75.0%	25.0%			Percent		96.4%	3.6%				
30's		11		8	3			55		38	17				
			Percent	72.7%	27.3%			Percent		96.4%	3.6%				
40's		14		13	1										
			Percent	92.9%	7.1%										
50's		28		24	4										
			Percent	85.7%	14.3%										
60 & above		49		41	8										
			Percent	83.7%	16.3%										
Not Given		19		12	7										
			Percent	63.2%	36.8%										

Websites and blogs are acceptable substitutes for letters.

		Agree	Disagree	Total		Disagree	Variance		
All Participants	N	127			All Participants	74.0%			
	Frequency	33	94	127	Individuals	73.9%	-0.1%		
	Percent	26.0%	74.0%	100.0%	Churches	75.0%	1.0%		
					E-Mail	71.7%	-2.3%		
	N	111			No E-Mail	92.9%	18.8%		
Individuals	Frequency	29	82	111	Under 50	51.9%	-22.2%		
	Percent	26.1%	73.9%	100.0%	50's	75.9%	1.8%		
					60 & above	83.3%	9.3%		
	N	16			Not Given	76.5%	2.5%		
Churches	Frequency	4	12	16	Male	75.8%	1.8%		
	Percent	25.0%	75.0%	100.0%	Female	73.7%	-0.3%		
					Family	62.5%	-11.5%		
	N	113			GEM	78.0%	4.0%		
E-Mail	Frequency	32	81	113	ABWE	78.6%	4.6%		
	Percent	28.3%	71.7%	100.0%	Other	69.0%	-5.1%		
	N	14							
No E-Mail	Frequency	1	13	14		Agree		Disagree	
	Percent	7.1%	92.9%	100.0%	Percent	26.0%		74.0%	
Age									
	N	27							
Under 50	Frequency	13	14	27					
	Percent	48.1%	51.9%	100.0%					
	N	29							
50's	Frequency	7	22	29					
	Percent	24.1%	75.9%	100.0%					
	N	54							
60 & above	Frequency	9	45	54					
	Percent	16.7%	83.3%	100.0%					
	N	17							
Not Given	Frequency	4	13	17					No Opinion or did not answer
	Percent	23.5%	76.5%	100.0%					
Gender					All Participants	Total	Valid Answers	Number	Percent
	N	62				150	127	23	15.3%
Male	Frequency	15	47	62	Individuals	131	111	20	15.3%
	Percent	24.2%	75.8%	100.0%	Churches	19	26	-7	-36.8%
	N	57			E-Mail	125	113	12	9.6%
Female	Frequency	15	42	57	No E-Mail	25	14	11	44.0%
	Percent	26.3%	73.7%	100.0%					
					Age				
	N	8			Under 50	33	27	6	18.2%
Family	Frequency	3	5	8	50's	32	29	3	9.4%
	Percent	37.5%	62.5%	100.0%	60 & above	64	54	10	15.6%
					Not Given	21	17	4	19.0%
Agencies					Gender				
	N	41			Male	68	62	6	8.8%
GEM	Frequency	9	32	41	Female	69	57	12	17.4%
	Percent	22.0%	78.0%	100.0%	Family	13	8	5	38.5%
	N	28			Agencies				
ABWE	Frequency	6	22	28	GEM	49	41	8	16.3%
	Percent	21.4%	78.6%	100.0%	ABWE	35	28	7	20.0%
					Other	66	58	8	12.1%
	N	58							
Other	Frequency	18	40	58					
	Percent	31.0%	69.0%	100.0%					



Do you visit a missionary web site?

		Yes	No											
		Percent	44.8%	55.2%										
														
		Yes	No	Total	Did not Answer			Yes	No	Total	Did not Answer			
All Participants	N	150				Gender								
	Frequency	64	79	143	7		All	N	150					
	Percent	44.8%	55.2%	100.0%			Frequency		64	79	143	7		
Individuals	N	131				Male	N	68						
	Frequency	52	73	125	6		Frequency			31	37	68	0	
	Percent	41.6%	58.4%	100.0%			Percent		45.6%	54.4%	100.0%			
Churches	N	19				Female	N	69						
	Frequency	12	6	18	1		Frequency			29	37	66	3	
	Percent	66.7%	33.3%	100.0%			Percent		43.9%	56.1%	100.0%			
E-Mail	N	125				Family	N	13						
	Frequency	63	59	122	3		Frequency			4	5	9	4	
	Percent	51.6%	48.4%	100.0%			Percent		44.4%	55.6%	100.0%			
No E-Mail	N	25				Agencies GEM	N	150						
	Frequency	1	20	21	4		N	49						
	Percent	4.8%	95.2%	100.0%			Frequency		18	27	45	4		
							Percent		40.0%	60.0%	100.0%			
Age Under 50	N	150				ABWE	N	35						
	Frequency	18	15	33	1		Frequency			16	17	33	2	
	Percent	54.5%	45.5%	100.0%			Percent		48.5%	51.5%	100.0%			
50's	N	31				Other	N	66						
	Frequency	12	18	30	1		Frequency			30	35	65	1	
	Percent	40.0%	60.0%	100.0%			Percent		46.2%	53.8%	100.0%			
60 & above	N	64												
	Frequency	26	36	62	2									
	Percent	41.9%	58.1%	100.0%										
Not Given	N	21												
	Frequency	8	10	18	3									
	Percent	44.4%	55.6%	100.0%										

How frequently do you visit a missionary web site?

All Participants	Percent	Daily 1.6%	Twice Weekly 0.0%	Weekly 22.6%	Seldom 75.8%	
		Daily	Twice Weekly	Weekly	Seldom	Total
All Participants	Response					
	N	4	3	2	1	62
	Frequency	1	0	14	47	62
	Percent	1.6%	0.0%	22.6%	75.8%	100.0%
	Median	1.27				
	Mean	1				
	Mode	1				
Individuals	N					52
	Frequency	1	0	12	37	50
	Percent	2.0%	0.0%	24.0%	74.0%	100.0%
	Median	1.30				
	Mean	1				
	Mode	1				
Churches	N					12
	Frequency	0	0	2	10	12
	Percent	0.0%	0.0%	16.7%	83.3%	100.0%
	Median	1.17				
	Mean	1				
	Mode	1				
E-Mail	N					63
	Frequency	1	0	13	47	61
	Percent	1.6%	0.0%	21.3%	77.0%	100.0%
	Median	1.26				
	Mean	1				
	Mode	1				
No E-Mail	N					1
	Frequency	0	0	1	0	1
	Percent	0.0%	0.0%	100.0%	0.0%	100.0%
	Median	2.00				
	Mean	2				
	Mode	2				
Age						
Under 50	N					20
	Frequency	0	0	5	14	19
	Percent	1.6%	0.0%	21.3%	77.0%	100.0%
	Median	1.26				
	Mean	1				
	Mode	1				
50's	N					12
	Frequency	0	0	3	9	12
	Percent	1.6%	0.0%	21.3%	77.0%	100.0%
	Median	1.25				
	Mean	1				
	Mode	1				
60 & above	N					25
	Frequency	1	0	5	19	25
	Percent	1.6%	0.0%	21.3%	77.0%	100.0%
	Median	1.32				
	Mean	1				
	Mode	1				
Not Given	N					7
	Frequency	0	0	1	5	6
	Percent	1.6%	0.0%	21.3%	77.0%	100.0%
	Median	1.17				
	Mean	1				
	Mode	1				
Gender						
Male	N					31
	Frequency	0	0	6	24	30
	Percent	0.0%	0.0%	20.0%	80.0%	100.0%
	Median	1.20				
	Mean	1				
	Mode	1				
Female	N					29
	Frequency	1	0	7	21	29
	Percent	3.4%	0.0%	24.1%	72.4%	100.0%
	Median	1.34				
	Mean	1				
	Mode	1				
Family	N					4
	Frequency	0	0	1	2	3
	Percent	0.0%	0.0%	33.3%	66.7%	100.0%
	Median	1.33				
	Mean	1.5				
	Mode	1				
Agencies						
GEM	N					18
	Frequency	0	0	4	13	17
	Percent	0.0%	0.0%	23.5%	76.5%	100.0%
	Median	1.24				
	Mean	1				
	Mode	1				
ABWE	N					16
	Frequency	0	0	3	13	16
	Percent	0.0%	0.0%	18.8%	81.3%	100.0%
	Median	1.19				
	Mean	1				
	Mode	1				
Other	N					30
	Frequency	1	0	7	21	29
	Percent	3.4%	0.0%	24.1%	72.4%	100.0%
	Median	1.34				
	Mean	1				
	Mode	1				

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