

# Action!

March 2017

Vol 81:2



You. Sharing Jesus.



## R E T E N T I O N

### Incentive Bibles Help More Students Study Longer

John Reese — CEDAR PARK, Texas

**T**he Great Commission's goal is to "make disciples," which Jesus defines as believers who continue in His word (John 8:31). Those who begin should *continue*. Those who enter should remain or abide (John 15:7).

Unfortunately, all forms of evangelism experience the opposite—people show an interest, then drop out. World Bible School is no exception to this rule: "Many are called, but few are chosen" (Matthew 22:14). That general rule, however, does not reduce our responsibility to do all we can to help people continue learning, which we call *retention*. Retaining the student's interest is especially important because of the nature of faith. Early WBS Bible courses lay a

**Q: How can we keep students long enough for proper exposure to the Gospel?**

**A: WBS' Free Bible Incentive Program.**

foundation of faith in God and Christ. Later Bible courses then build toward obedience to the Gospel. The student who drops out too early may never learn how to respond to the Gospel.

How can we keep them long enough for proper exposure to the Gospel?

The new **World Bible School ESV Study Edition Bible** now provides a better answer than ever.

Here is a typical scenario: When sending the Introduction course *The Way to Life*, WBS study helpers offer students the free Bible on completion of courses through *Born of Water and Spirit*. For many people around the world, this will be the first Bible they own, or the first with extensive study notes. Thus WBS Study Edition Bible offers a strong incentive for students to continue into the salvation courses.

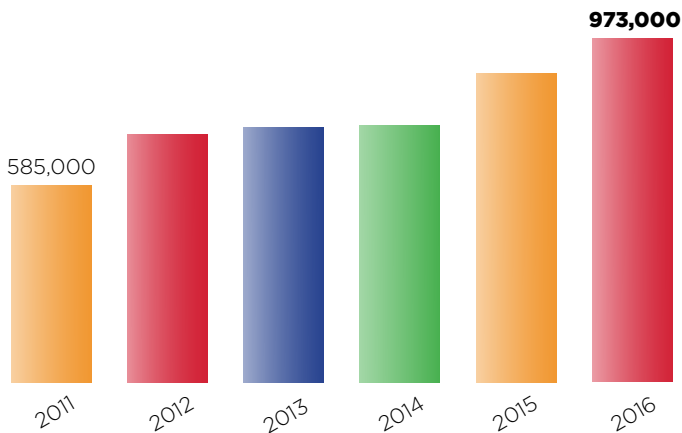
Best of all, our incentives are not gimmicks. This gift is the most relevant possible: God's Word itself, with tailored WBS helps. For students who follow through, this Bible will become a personal and priceless treasure, a life-long tap root for growth in Christ-likeness, and a guide for proliferating New Testament churches. The new WBS Bible serves as a timely incentive for "student retention." It also becomes "disciple retention"—helping converts to Christ to *continue* in His word!



Share  Jesus.  
Give a Bible.

**For more on how the Free Bible Incentive Program works—especially how the Bible itself is free to the WBS study helper—please read page 8 and refer to the chart on page 6.**

# Praise God for Sustained Growth!



**Y**our partnership and generosity powerfully propel World Bible School forward; and 2016 was no exception. The chart at left shows that more and more souls are learning from the Bible and coming to know Jesus. At the same time, some 8,000 everyday Christians at over 1,200 congregations are sharing their faith with WBS’ tools. Financial health makes WBS all the more effective in recruiting more students worldwide and better equipping Christians for impactful evangelism—leading to tens of thousands of conversions each year and hundreds of new congregations established. For a glimpse of how much the Lord is doing through your partnership, see the partial list of major developments in 2016 on page 6.

Continued on page 6

## Finding a Way Forward

A WBS Study Helper — Texas

**A**fter becoming a Christian in my mid-20s, I gradually learned that soul winning was a job for everyone. I tried talking to people. I went on campaigns and tried to watch and learn from those with experience. I studied and tried to learn the Bible verses and the correct order to present them. I tried a variety of methods, but I never acquired skill in face-to-face studies. I lacked finesse and the right tact for presentation. I was too intense and got too nervous to recall the verse needed. I felt hopeless at being a soul winner and gave up.

Years later I saw an *Action!* paper and the method of World Bible School correspondence. I wondered if I could be a soul winner that way. I was hopeful that I could because it allows one time to think and to look up all the Scriptures to answer questions. I could use my Strong’s Concordance and find just the right verse for questions the student asked.

**If you want to be a soul winner, WBS will be a great blessing to you!**

For years my congregation was involved in mailing WBS lessons to students. Now we send them to preachers who do follow-up for us and hand out the courses to prisoners and students. They return the lessons to us for grading. I also

have found students on the WBS website. Teaching Web students is easiest because their lessons are graded by the system. It is set up so that you and each of your students can interact through direct webmail.

If you want to be a soul winner but have difficulty with face-to-face studies, doing World Bible School correspondence will be a great blessing to you and to those needing a helper to learn the Truth.

## Diana’s Story:

### Keep Building Connections



Kristi Bond — SEARCY, Arkansas

**I** just have to share the story of Diana Larrazabal. I adopted her as an online student because she is from Arequipa, Peru, where my congregation supports missionaries Chase and Briana Froud.

After a few courses, I briefly shared how I came to be a Christian, and asked her to tell about herself. From her response, I could tell she was searching for companionship on her journey toward knowing God better. So I asked if she would be interested in meeting with my friends there in Arequipa. She accepted and began attending Bible studies with the Frouds’ team members, Justin and Sarah Morgan.

It soon became clear that Diana was thinking about being baptized. But she was also busy and trying to get a visa to visit her daughter in the USA. For a while I didn’t hear anything from her, but she continued to attend Bible study.

One day she contacted me to say that she had received her visa and had joined her daughter in Orlando, Florida. Then, a few days later, she asked for church contact information, which she made a priority. Through a friend, I contacted Magaly Cawthon at the Concord St. church of Christ in Orlando. I had met Magaly over 20 years ago during a mission trip to Venezuela. She was more than happy to help, and soon Diana began attending church services.



Diana at her baptism

Next I received news that Diana was baptized in Orlando—news that I immediately passed on to my friends in Arequipa. When she returned to Peru, they welcomed her back with open arms, now as a sister in Christ. I hope this story will inspire others to continue making connections within the church and with our students. God’s power to connect people across time and space is amazing—this story was two decades and three countries in the making!



# Hang in There!

Throughout my life, I've heard and used the phrase, "Hang in there!" It encourages steadfastness, retention, patience, pushing through to completion of a task or commitment. James 1:25 calls it persevering.

*But the one who looks into the perfect law, the law of liberty, and perseveres, being no hearer who forgets but a doer who acts, he will be blessed in his doing.*

In 2017, WBS is doing something truly extraordinary. As an incentive to "hang in there," WBS is offering a FREE BIBLE to qualified students! That's right: A free Bible. And not just any Bible—we're offering the new WBS Study Edition! (See details on page 1 and page 8.)

Why consider doing this? Because, like James, we want students to do more than look. We want to encourage them to persevere. We want them to learn the Gospel and be blessed by doing, that is, by obeying the Gospel.

Imagine the student's joy in receiving a Bible, perhaps the first book in that home. (How many Bibles do you own?) This is more targeted than random distribution. Instead, this focuses limited resources by targeting seekers! Imagine the power of God's Word in the hands and hearts of those who prove their willingness by their progress through Bible courses. This Bible will be studied, applied and shared with others—a life-long blessing that keeps multiplying blessings!

**Just \$5 provides a free Bible for a deserving WBS student.**

You'll want to be part of such an exciting and fruitful focus! Just \$5 provides a free Bible for a deserving WBS student. This month, how many lives can you bless eternally with the priceless treasure of God's inspired Word? For your convenience, use the coupon below or go to [worldbibleschool.net/give](http://worldbibleschool.net/give).

*Pat Brown is always available to talk to friends of WBS—individuals and churches. Contact him at [pat@worldbibleschool.net](mailto:pat@worldbibleschool.net).*

## Delighted with the New Bible!

Response to WBS Study Edition Bible continues to overwhelm us. Within weeks of its release, over 5,000 have been ordered. Many were individual samples, likely leading to larger orders if the positive feedback and accolades are any indication. An outreach ministry has already arranged for a special order of 20,000. Another is exploring a joint printing of 1,000,000. Whether or not that is pursued, the excitement is palpable. Affordable study Bibles for churches of Christ are rare, and this one is a unique combination of version, size, type size and notes that benefit both evangelism and spiritual maturing.

**From a WBS teacher...**We wanted to let you know how impressed we are over the new WBS Bible! It's appearance is very inviting and the cover is durable. We like the concordance, the additional information in the back coordinating with the WBS lessons and specific instructions on baptism or starting a new congregation. The daily reading plan is a nice bonus. But the larger print is the best feature! Many students are older and this will help them. Again, thank you for offering this new Bible. We are delighted with it!

*Some would have preferred the New King James Version. We share their high regard for the KJV and NKJV. Comparisons show how similar the NKJV and ESV are as literal, accurate and stately translations. The ESV also benefits from 600 years of archaeological, linguistic and textual discoveries, including the oldest manuscripts of the Bible (closer to Bible times than those available to Church of England translators in 1611). The Dead Sea Scrolls, for example, were discovered between 1946 and 1956. They include a wealth of Old Testament manuscripts 1,000 years older than previously available. They confirm the trustworthy transmission of biblical texts and further assist with accuracy in translation.*



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## Pray for the Morris Family

**A**s this *Action!* went to layout, we received news that a heart attack claimed the life of Stanley Morris (76) at his home in Branson, MO on February 4<sup>th</sup>. We who know Stanley recognize the loss to his family and the brotherhood. Stanley devoted his considerable intellect and energy to making the Bible available in simple yet accurate English. After nearly 40 years of original research and translation, he released his *magnum opus*, the *International English Bible* with 18,000 study notes. Along the way, he published the New Testament as *The Simple English Translation* and *The Great Book*, with numerous portions in print, such as *The Gift of Hope*, and in audio, such as the *Core Bible Series* and the entire New Testament (see [www.iebible.net](http://www.iebible.net)). Please be praying for the Morris family.



## Remembering Tom King

**T**om King was “all business,” according to his friends and fellow workers. Fortunately for many thousands of people,

Tom applied his business skills to filling spiritual needs.

Tom earned a mathematics degree from Texas Tech University and became a success in the computer business back when most people had never seen a computer.

Not content with mere business success, Tom turned his attention to the World Bible School ministry at Singing Oaks church of Christ in Denton, Texas, teaching and leading it for some 30 years. He also developed a software program that has helped Singing Oaks reach upwards of 100,000 students for Christ.

“We got letters from students who were happy to tell us of a newly born child named after their teacher,” a friend said. “Tom’s wife, Sara, even got at least one marriage proposal!”

The parable of the talents (Matthew 25:14-30) could have been written with Tom King in mind: He took the abilities entrusted to him and used them fully in the Lord’s service. “We still use his software program,” a worker said. “He designed it to last.”

*Well done, good and faithful servant.... Come and share your Master’s happiness.*



## Norman & Libby Lowell

*Creative stewards of the Creator*

Bill Colwell — CEDAR PARK, Texas

**R**uth and I met Norman Lowell during a vacation to Alaska in 2008. We visited his Anchor Point gallery and found his art absolutely amazing. Having lived in the northernmost U.S. states for many years, we were impressed by Norman’s extraordinary talent in capturing winter scenes so well.

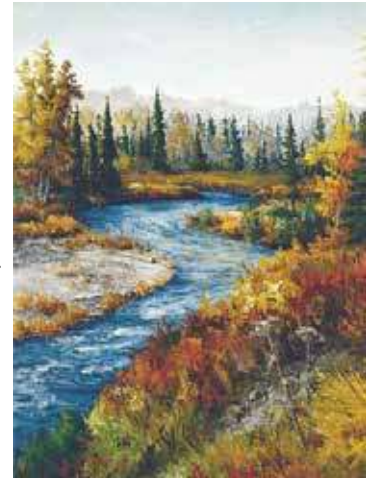
Recently the Norman Lowell Art Gallery Foundation sent a generous gift to WBS. The Lowell story goes back many decades. In 1958 Lowell and Libby homesteaded in Alaska. As an artist, he came there to “paint the wild north country”. Gradually, Lowell’s paintings became world famous, and an art gallery, museum and gardens were developed. All along, surrounded by Alaska’s majestic scenery, the Lowells’ motivation centered on the Creator and His mission. The letter that accompanied the gift said in part:

*We are dedicated to giving aid to the oppressed, the needy, the poor, and those in suffering and distress. We are Christians endeavoring to dispel the darkness in the world by making known the light and life of Jesus Christ.... The foundation’s ownership includes the Norman Lowell Gallery (from which) all income goes to the 501(c)(3) for charitable work. Norman and Libby divested themselves of most of their lands, property, investments and assets to form this Foundation with a solid financial beginning.*

The foundation does not seek applicants. It has focused instead on certain beneficiaries that have proved the impact of their Gospel outreach—including



**Norman and Libby at their log cabin, 1958**



**Norman’s painting of Anchor River**

WBS. You will want to experience [www.normanlowellgallery.net](http://www.normanlowellgallery.net), and even better to visit the Gallery in Alaska. Thank you, Lowell and Libby, for your life-long commitment to the Lord and the Great Commission!

Join Us At Red River.  
**Rise to the challenge of world evangelism—beginning at home! The 31st Red River Family Encampment focuses on effective evangelism—including an emphasis on cutting-edge World Bible School tools with a theme of *I Love to Tell the Story*.**

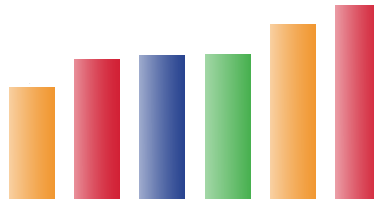
**Date:** Saturday, June 24-28, 2017

**Place:** Red River, New Mexico

**Info & pre-registration:** [www.rrfe.org](http://www.rrfe.org)

**Housing options:** [www.redriver.org](http://www.redriver.org)





# A Review of Progress in 2016

1. New WBS Study Edition Bible produced!
2. Increase in postal students—from 791,000 in 2015 to 839,545 in 2016 (new applications through WBS' Cedar Park office, just one of many portals for enrollments).
3. Increase in Internet students—from 129,000 in 2015 to 133,839 in 2016.
4. Increase in churches using WBS—from 1,288 in 2015 to 1,312 in 2016.
5. Connect US—151 churches teaching students through their targeted campaigns in 2016.
6. Internet French WBS—intensive preparation led to recent soft launch.
7. WBS Master Series courses in Indonesian—translation and printing completed.
8. Internet Follow Up Network System—148 partners in 83 countries.
9. Partners in Religious Education (PREP)—30 pilot congregations teaching in 28 Ghanaian high schools via scanning and pre-placed WBS courses.
10. Follow up campaigns; enhanced follow up system using networks on the Internet.
11. Initial development of new social media teaching tools.

## RETENTION: Why Do Students Drop Out?

First, we should realize our Lord and His apostles experienced many rejections (John 6:66; 7:12; Acts 13:46; 14:4). The reasons had to do with misunderstanding, prejudice, fear and unbelief. Logistical factors may also affect interactive methods like World Bible School.

While most drop outs do not tell us their thinking, experience suggests reasons like those listed below. Despite disappointments,

we stay on mission like Jesus and the apostles. As this issue emphasizes, we seek to improve retention. Even then some will drop out. How do we react? We press on. Take on new students. Give more people the Gospel opportunity. And remember seed-power. Today's 'failure' may become tomorrow's success. For example, the growing church in Jerusalem included many who earlier had denied and rejected Jesus (Acts 6:7).



### Spiritual and Psychological Reasons

- No material reward, job offers, etc.
- Too deep (actual reading and answering required)
- Not deep enough (not realizing that later courses are more in-depth)
- Not relevant (had a specific need in mind, not yet addressed)
- Different from expected doctrines, fads
- Unwilling to commit, to pay cost of discipleship
- Impatient with slow postal delivery
- Turned off by teacher's style (when seemingly critical, impersonal)

### Practical Reasons

- Access failures (poor or unaffordable delivery systems, lost mail)
- Changed circumstances (sick, moved, no forwarding address)
- Distractions (swamped by pressures of life and work)
- Inadequate literacy or education
- Forbidden by parents or authorities
- No response from the Study Helper
- Coordinators fail to reassign when Study Helper leaves

# Share Jesus. Give a Bible.

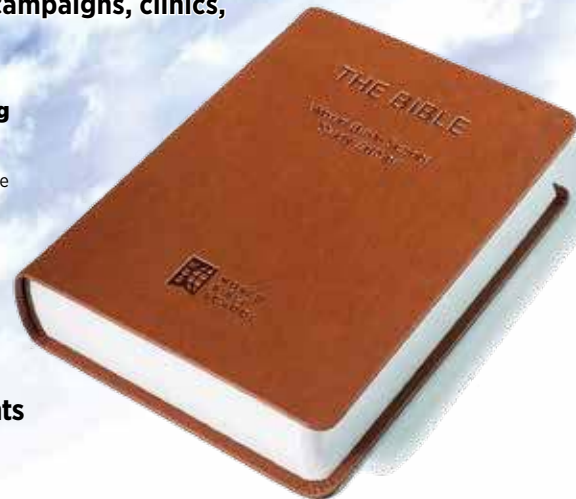
*The Bible: World Bible School Study Edition* is designed for a wide range of evangelistic and grounding purposes. It is ideal for personal evangelism—an attractive gift for friends, neighbors and co-workers. It helps to enroll and to retain seekers who study interactively with WBS. It helps to nurture and to mature Christians, including those training for leadership. At the same time, because of volume discounts, it benefits outreach ministries, campaigns, clinics, waiting rooms, and more.

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up to 99  
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### ORDER TODAY!

Online: [worldbibleschool.net/bible](http://worldbibleschool.net/bible)  
Call 800-311-2006  
Email: [orders@worldbibleschool.net](mailto:orders@worldbibleschool.net)

**FREE** for qualified WBS students  
(see page 8 for details).





# Encourage Students to Keep Studying...

Are you doing everything you can to help keep your students studying?

- Are you praying for them regularly?
- Are you sending your mailings promptly?

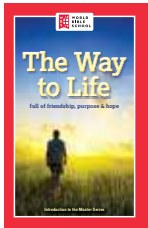
WBS wants to help you keep your students. Try these suggestions.



## When you send:

# 1

### The Way to Life



Include a personalized welcome letter which mentions the incentives listed here.

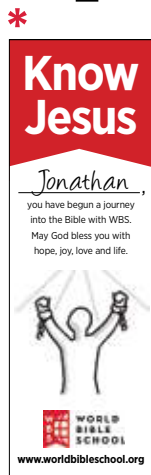


# 2

### God Has Spoken & This is Good News



Include a note and bookmark *with the student's name*. WBS can provide some to get you started. Or, use our template to print on cardstock.



(2" x 6")

# 3

### Knowing Jesus & Born of Water and Spirit



Include a note of encouragement and the WBS embroidered badge available from WBS.



(2" x 3")

# 4

### The Family of God & Live a Life of Love



Include a note of encouragement and a WBS Study Edition of the ESV Bible.



(5" x 7")

# 5

### Graduation Certificate



Include a note of congratulations. If you haven't already, ask your student about face-to-face follow up.



## New WBS Bible!

\*\* Send this FREE Bible for only the shipping cost. See page 8 and [worldbibleschool.net/incentive](http://worldbibleschool.net/incentive)

\* Download these files at [worldbibleschool.net/retention](http://worldbibleschool.net/retention)



info@worldbibleschool.net  
800-311-2006

# New Bible Incentive for Retention

The introduction of *The Bible: World Bible School Study Edition* (ESV) brings with it many advantages. The inspired Word itself is a pearl beyond price. Millions around the world recognize this. They long to see a Bible or, even better, to own a Bible.

Whether the Bible is their fondest dream or a matter of intense curiosity, it is compelling as an incentive: Students will study deeper into the WBS lessons—growing in faith and knowledge leading more to obey the Gospel.

Here is how the Free Bible Incentive Program works:



## 1. The Bible is free, but you agree to pay for shipping—

whether yourself or through your WBS program. The shipping will cost \$11.50 for international addresses, and \$3.50 for U.S. addresses for a single Bible.

## 2. It is up to you to let your students know about the Free Bible Incentive Program.

Eligible students are those to whom you have not yet provided *Born of Water and Spirit*. Tell them that they will receive a Bible if they:

- complete the Master Series courses through *Born of Water and Spirit* and
- achieve a 70% passing rate on *Born of Water and Spirit*.



## 3. Let WBS know about each student who qualifies.

- Complete the online form at [worldbibleschool.net/incentive](http://worldbibleschool.net/incentive). (Here you may also pay by credit card for shipping the free Bible).
- Or download and complete the PDF form or Excel file and do one of the following:
  - Email it to [orders@worldbibleschool.net](mailto:orders@worldbibleschool.net)
  - Mail it to *WBS Incentive, P.O. Box 2169, Cedar Park, Texas 78630*.
  - If you prefer, you can just mail the students' full information (name, postal address, progress through WBS courses, WBS code, etc.) to WBS.

*Note to Internet study helpers: You must first have your students provide you their physical mailing address.*



Electronic Service Requested

You. Sharing Jesus.

### POSTMASTER:

Send address changes to  
*Action!* World Bible School  
P.O. Box 2169  
Cedar Park, Texas 78630

## 4. Remember, WBS provides the Bible at no cost; you are responsible only for the shipping cost.

WBS will ship the Bible. You will pay for the shipping online with your credit card or be sent an invoice. For further inquiries call WBS at 800-311-2006.

Let your students know that they will be receiving their Bible in a matter of weeks at the same address they have supplied. And, as always, continue to encourage them to grow in faith, knowledge and response to the Gospel!

upcoming...



# Recruitment

Ways to enroll many more students