

October - 2017

Dear Friends,

With this letter, you should have received a 2018 daily planner. While I know we say it every year, I remind everyone again that our primary purpose for producing this calendar is to teach the truths of God's Word! Thus, we hope you will find it useful, but if you don't, please give it to someone who does. Speaking of producing Bible teaching materials, I said a lot of things in last year's letter about what we had done and what we were planning to do over the course of the year. Some of the plans have been accomplished, some did not get done, and still other things I mentioned have progressed but not at the rate we had hoped. In spite of all that, it was a good year because some of the things we didn't get done turned out not to really need done. When it comes to those things that are late, there were some good reasons for it. One such reason is that much like the 2016 calendar, the 2017 also exceeded our expectations. It was hard to keep up with the demand, but God saw us through!

#### **Feedback**

The high demand was certainly a major factor in one of the things we just did not get done in 2017, and that was to send out the survey I mentioned we might do late in the year. We were going to do this to gain feedback about the new plastic and paper covers which were used on the 2017 calendar. However, I'm happy to report while it's true we did not really have the time to do a survey, it was not necessary because we got a lot of feedback from various ones who told us how much they liked the new covers and the calendar has been performing well. It was great to receive this feedback, and since it was all positive, we have continued forward using the same plastic and paper covers for the 2018 calendar!

For those who would still like to give feedback about these, or any other issues, the electronic survey is still available on our website by visiting [www.livingspringsinstitute.org](http://www.livingspringsinstitute.org), clicking on "Learning Center," then "Calendar Project." You can also just write or email us at anytime. We always appreciate any feedback those who use our materials are willing to share, and as always your feedback is confidential.

#### **Companion Book**

Now for the news that has to do with things getting done but not as fast as we had hoped. I said in last year's letter we would try to get the calendar companion book out later in the year because we couldn't get it ready to go in time to send with the 2017 calendars. As some of you may have noticed, you did not get a companion book before getting the 2018 calendar. This is because first, there was that overwhelmed thing. We just can't grow this ministry's infrastructure at a rate needed to meet demand, but we're not complaining because it's always a blessing to see the response our materials have gotten! The second factor affecting the book is that we determined last year we would put together a smaller book and print it in house for the sake of getting one out. However, as I really sat down to do this, it became more and more apparent it was not really possible, and it would be a waste of resources to spend time and money replacing it with a more complete work later on. There were also only limited ways to put together a book that could be supplemented by later work(s), which is something, Lord willing, we will do.

For these reasons we moved forward on writing a larger companion book, and I am very happy to announce that book is in the editing phase as this letter is being written! Lord willing, it will be off to the printer very soon; and what this means is if you are getting this letter with a calendar you pre-ordered, you did not get a companion book with your calendar. However, if you are getting this letter along with

your calendar and the Nov./Dec. 2017 issue of *Shaqah*, it is my great hope you also got a book with them! For those of you who are reading this prior to the book being printed, no matter what the reason for that might be, your book will be mailed to you as we send them out to everyone upon its release. Of course, it's possible you are reading this letter long after the release of the book, and in that case you also should have gotten a copy of it with your calendar.

All that being said, there is one important item that needs to be mentioned, and it concerns those who order multiple calendars to give to others. We will not be automatically sending a companion book to go along with each calendar in such cases. We do this because we do not want to send books to those who might not make use of them. That being said, there are two things you should know. All the calendars you order to give to others should come with a pink postcard inside which will give the person who receives the calendar a chance to simply check the box on the card and it will only cost them a stamp to send it back to us in order to request their free copy of the book!

The other point I want to make is that this companion book will become a part of the general materials available to order from Living Springs, and this means the book will be available to order no matter if one does or does not have a pink card. This also means for those ordering multiple copies of the calendar, who truly believe the individuals they are giving them to would also like the book, you simply need to let us know how many companion books you want to order along with your calendars!

#### **Yellow Card**

Again this year let me remind everyone that if you send in the yellow card for the purpose of letting us know you want the next year's calendar, we automatically put you on the list of those who will get the next year's calendar when the pre-orders go out. The only reason for this not to happen is if you send in your yellow card after pre-orders have gone out. In that case, your calendar will be sent as soon as your order is processed, or with your next issue of *Shaqah* (if you're a *Shaqah* subscriber), whichever comes first! It is also good to remember, each year's calendar is sent automatically to all those who subscribe to *Shaqah* by regular mail, and remembering that should save subscribers postage. With that in mind, remember that as a regular print *Shaqah* subscriber, if this calendar is not something you are interested in receiving, please take a moment to use the yellow card and let us know. It is a blessing to this ministry not to waste valuable resources sending you something you don't want or can't use. Just mark the option on the postcard which states you do not wish to receive the calendar, and we will put that note on your subscription information.

#### **Not A Subscriber and E-mail Subscribers**

If you're not a subscriber or are an e-mail subscriber to *Shaqah*, that's when the yellow card really comes in handy. You can simply use your yellow card to tell us you want the following year's calendar, because if you do not tell us, you will not receive one. In short, we can't send calendars to those we may not have a current regular mailing address on file for, or to those who have never given us one.

If you're reading this letter and you're not a regular print subscriber to *Shaqah*, nor did you order a 2018 calendar from us, you likely got one because someone has sent this year's calendar to you as a gift! We want you to know this has not added you to a mailing list, and we will not continue to send calendars year after year unless you order one, or someone continues to request it for you! If the calendar is not something you want, and you don't know who it was that requested it for you, you may also use the yellow card to let us know you do not want the calendar, and we will do our best to keep that on our records. Be sure to put your name and address on the return address portion of the card. Both of these are important as we do not want to refuse requests for other people who might share your name, and please be aware that if your address changes, we may fail to identify you in the future!

### **More Calendars**

Now, we've already covered this to a degree, but for those who would like to give one of these calendars to others for witnessing, as a teaching tool, or just to share with a friend as a gift, simply write or e-mail us to order more. You can also just visit our online Resource Shop. The drop-down menu gives you a chance to order up to five because, as with all our materials, we do our best to provide these free of charge. This does not mean we are unwilling to provide more than five, but for larger quantities, we simply ask that you make the request directly. This gives us the ability to handle bigger orders on a more personal case by case basis, and assures we have the right information from you. If you would like more than five calendars, you can still use the Resource Shop form by simply making your request in the comment box!

### **PDF Calendar**

Never forget there is also a PDF version of this calendar which is available for download from our website. You can print this version for yourself, or to give to others. The PDF format makes it easy to change the size the calendar is printed in, you can put it in a folder or binder of your choosing, or you can also just keep it right on the computer. For reference and study purposes, you can still download the PDFs of all the previous years we've produced. Just visit [www.livingspringsinstitute.org](http://www.livingspringsinstitute.org), click on "Learning Center," then "Calendar Project," then the PDF calendar icon.

In closing, I want to thank you all again this year for taking part in this ministry and specifically this Calendar Project! As God continues to make a way for us to offer these calendars, and the book that goes along with it, free of charge, we will continue to do so. It's our prayer you will find the companion book to be a great addition to this calendar project. So, let us know what you think; and if you would like these calendars for your family, or to give to others, please don't forget to write, e-mail, or use our online Resource Shop. We love to hear from you!

Sincerely,



Philip E. Busby  
Executive Director  
Living Springs Institute