



## INTRODUCING *THE WAY*

... Jesus said . . . , “I am the way, and the truth, and the life. No one comes to the Father except through me.”

John 14:6

These men are servants of the Most High God, who proclaim to you the way of salvation.

Acts 16:17<sup>1</sup>

*The Way* is From His Fullness Ministries’ free four-page quarterly outreach publication. As such, it is a signature element of our support of the international outreach of individuals, churches, and ministries. Through it, we seek to communicate the gospel of Jesus Christ in a way that is:

- Relevant.
- Reformed.
- Readable.

We especially have in mind the unchurched and formerly churched who look for serious answers to their serious questions about the Christian faith and the meaning of life.

### I. THE ROLE OF *THE WAY*

#### ***Getting out of our churches.***

With the numbers of churches in the West plateauing or in decline, the need of grassroots outreach is very great. A significant blindness has spread across the western world where once Judeo-Christian values were respected and the gospel was understood. Simply put, the foundations of society have been eroded, leaving us to face the question of the Psalmist, David, namely, what can we do? (Ps. 11:3).

Beside prayer for the lost—and we need more of that!—we proactively encourage churches to venture out, where they need to, from the hiddenness and comfort of their communities to engage the unchurched and the formerly churched. *The Way* is our main means of doing so. It is designed to encourage churches to go beyond a formal faithfulness to the gospel, to the pursuit of first-generation (i.e., unchurched) believers.

As things stand, too many are at ease in the Christian ghetto, satisfied with growth from membership transfers from other congregations and content to live for years on end without conversions to Christ and adult baptisms. Where this is so, it is questionable whether we are in fact faithful stewards of the gospel. The gospel has been revealed to us precisely that we may teach it to others. *The Way* thus encourages churches to engage their communities in a sound, meaningful, and timely way, and supports those looking to do so.

#### ***Getting into our communities***

*The Way* is inspired by the multiple community publications that Dr. Peter Trumper produced for the churches he served, culminating with the *Holywell Herald* which went to 3,000 homes around the town during his tenure as minister of Holywell Evangelical Church, Wales (1982-1986). Recalling its impact on discussions of the gospel in the town, I introduced the same idea to Seventh Reformed Church, Grand Rapids, under the title *The Way*. With the support of the consistory, we published six issues in the final year of my tenure there. Each was sent to 3,000 homes around the church. Since June 2018 From His Fullness Ministries has taken up the publication of *The Way* in the prayerful hope of spreading the vision international community outreach.

By dealing with topics in the global news, *The Way* seeks to start conversations and to offer those outside the church a biblically balanced perspective on the topics addressed. Look through the array of past issues on our website to see those addressed to date: the 2018 World Cup, the culture of death, “Happy Christmas,” fake news, idolatry (“Is Messi God?”), the fiftieth anniversary of the Stonewall Riots, Kanye West, climate change, and the Coronavirus. While such conversations require church

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<sup>1</sup> These *quotations* are taken from the English Standard Version of the Holy Scriptures. Cf., Acts 9:2 and 24:14-15a.



families to be engaging personally in their communities, we believe that bridges toward the church can be built, utilizing the congregation's various points of entrance.

## II. THE DISTRIBUTION OF *THE WAY*

*The Way* typically includes the latest topic in the news (page 1), a biblical view of it (page 2), a pointing to Christ (page 3), and a call to faith and repentance (page 4). I serve as chief editor and contributor to *The Way*, with each issue being copy edited prior to translation and distribution. We publish consecutive issues by March 1 (in time for Easter), June 1, September 1, and December 1 (in time for Christmas).

*The Way* is sent out by email through distribution lists. It is sent out as a general copy (in a PDF) for direct distribution and in a master copy (in Publisher) to be customized by churches and/or ministries for local outreach. The distribution lists are further subdivided, dependent on the language of choice, whether English, Spanish, Italian, French, or Urdu (forthcoming).

### ***Soft copy distribution.***

Soft copy distribution has the advantage of being entirely free. No paper, no ink, no postage. Soft copy options include:

- The creation of an email distribution list to send on each issue to the friends of your church (those known to members of your church family who are in need of the saving grace of God), or to those who have visited evangelistic events hosted by your church. Obviously, building such a distribution list takes time, but with an outreach-mindedness such lists can know consistent growth. All it requires is the gathering of a database of email addresses.
- The uploading of either the general copy or completed master copy to a personal, church, or ministry website. Storing *The Way* online and sharing the link on social media is a very easy way of adding to the number of websites actually proclaiming the gospel.
- Direct distribution on other forms of social media used by yourself, your church, or your ministry.

### ***Hard copy distribution.***

Hard copy distribution refers to the printing of *The Way*. Distribution may take place by:

- Inserting copies into the church mail boxes of the members of the congregation with the encouragement of members to give it out in the community.
- Displaying free copies on literature tables in the church, again with the encouragement to distribute it.
- Mailing *The Way* to neighborhoods around the church premises. There is a section on the back of each copy for mailing so that churches can be spared the cost of envelopes.

## III. THE CUSTOMIZATION OF *THE WAY*

While the general copy needs no customization, it lacks the opportunity to advertise your particular church or ministry. To draw the attention of readers to your church and her relevant events, we have created a master copy with an adaptable front page header and footer and a panel on the back page left free for you to upload your church's upcoming events.

### ***A guide.***

*First step: Appointing a point person.* The point person will receive *The Way* and ideally will have the authority and be sufficiently computer "savvy" to customize the master copy.

*Second step: the customization.* The articles are to be left untouched, but—

- A mantra should be added to the front page header.
- The issue number should be adapted to the number of issues your church or ministry has sent out previously.
- The church's details should be added to the footer.
- On the back page, the righthand panel ("What's on Offer to You?") you are free to lay out creatively with words and logos details of the relevant upcoming events at your church.

*Third step: Save the customized copy of *The Way* as a PDF. It is now ready to distribute in soft copy (electronically) or in hard copy (printed). If your church has a good printer it can be printed in house. Completed copies*



should be printed both sides, will need staples and/or folding, and stamps for mailing.

### **A testimony.**

There follows an interview with Tammy Cunningham, Office Administrator of Seventh Reformed Church, Grand Rapids, on her experience of preparing *The Way* for mail distribution. This is geared to American churches, but international churches can still glean from the interview:

**Tammy, thank you for your willingness to share your experience of distributing *The Way*. Please tell us of the information you obtained for the church leadership so that an informed decision could be made about *The Way*.**

*When the leadership was considering a neighborhood publication, I was asked to put forth what this publication might look like in terms of size, cost, and equipment needs. Here is what I found out:*

**Mailing:** *The post office runs a program called Every Door Direct Mail (EDDM). I used their EDMM tool to determine how many routes were in a 1-mile radius, and then a ½-mile radius of our church. The 1-mile radius was too large to begin with, so I selected 5 routes that were approximately within a ½-mile radius around our church. Once your routes are selected the EDMM tool will give you a total number of mail pieces needed and the cost. (EDDM link: <https://www.usps.com/business/every-door-direct-mail.htm>)*

**Copy Cost:** *Find out what your cost per copy for both black and white, and color. If your church/ministry copier machine is under a contract, this can be found on your invoice. If you do not have a contract, you can research this online for your particular make and model and size of toner. Determine if you will do a color copy or black and white or a combination. When preparing the spreadsheet for your church's leadership, you can show different options and their cost differences.*

**Paper Cost:** *Find your per sheet cost. While researching, I had intended to use 65# paper (cardstock), but soon realized this was very hard on our copier. I instead went with Loop Smooth Text, 11×17, 70-27.56M-L-Talc. It*

*is a lighter paper than the cardstock, but heavier than regular copy paper. It also was heavy enough to meet the minimum EDMM weight requirement. The paper size is already determined (8.5 x 17 folded in half for a 8.5 x 11, 4-page product).*

**Tammy, you received three of the four pages “ready-to-go,” but did a fine job filling in the events page on the rear of the publication. What did you do to liven up the events page and how did you do it?**

*Listing the events on the back page, I used logos from the websites of various programs such as GEMS, Cadets, Christianity Explored, etc. For random images for other events, I was careful to use free images, not copyrighted ones. I used the following link to search for the right image or look: <https://search.creativecommons.org/>.*

**Obviously, printing in-house is cheaper than outsourcing, but what main characteristics does the church printer need to print *The Way*?**

*I can only answer in terms of what we use. We have a Xerox 560 which can copy both sides at the same time, and can fold the 11×17 paper. It takes 8 hours to run the 3,000 copies needed for our 5 routes, so it would need to be able to run for a long period of time without issue. We would not have been able to do this in-house with our previous copier, a Canon iR C4080, nor could it be done with efficiency on a regular desktop printer.*

**Is there anything else you feel churches and ministries need to know to get into the swing of printing and distributing *The Way*?**

*By using EDMM for mailing, all of the copies will need to be bundled in groups of 50 or 100 for each route. This took a bit of time to count them out and to bundle with a cover sheet. I don't recall how long of a time, but it was at least 2 hours for 3,000 copies. Once prepared, they have to be delivered to the post office of the zip code where your routes are located.*

**This is very helpful, Tammy. Thank you for your time and your service to our Lord!**



*Signing-up:* Signing for *The Way* is very easy. Simply write to us at fromhisfullness@mail.com, or send us a message on Facebook or on LinkedIn at From His Fullness. We shall need:

- The choices of general or master copy, and language edition.
- An assurance that the content of the articles will not be altered without prior permission.
- An assurance that every endeavor will be made to welcome, mentor and disciple readers responding to *The Way*.

We would be very glad to how you are distributing *The Way*, any encouragements you receive, and feedback as to how the distribution is going. For *The Way* to prove effective you will need:

*Commitment:* God can give you immediate results arising from the distribution of *The Way*, but there is great need in our day of patiently laying in society a fresh understanding of the building blocks of the Christian worldview. Even in Paul's day, this did not happen overnight (Acts 17:16-34). Such a foundation requires an ongoing investment of prayer, time, and effort.

*Prayer:* Praying for the Holy Spirit to water the seed sown through *The Way* is fundamental. While the gospel is a savor of death unto death, in that it leaves people without excuse (2 Corinthians 2:16), our earnest desire is to see *The Way* used of God as a savor of life unto life.

*Finance:* If your church is able to send out the hard copy, then most churches would need to make the distribution of *The Way* a line item in the annual budget. By covering the paper, print, and mailing costs each year, you ensure that, four times a year, the community around your church has access to the gospel and to information about the upcoming events at your church.

*Publicity:* I hesitate to use this term, for *The Way* is not about us but about our Lord and the ingathering of his people. That is why the ministry is called From His Fullness and why *The Way* mentions only the name of the ministry and guest contributors. Yet, we would value your help in making known the availability of *The Way* to your members, church leadership, presbyteries, network of churches, and ministry partners. Over time, we would welcome your sharing how *The Way* has aided the outreach-

mindfulness of your people, raised the profile of your church in the community, and led at least to more thought about the gospel and more openings in your community for gospel conversations.

In this light, I close with the encouragement of King David: "The Lord gave the word; Great was the company of those who proclaimed it" (Psalm 68:11 [NKJV]). This is our prayer for *The Way*. We encourage you, then, to:

- Review our past issues. Both the general and master copies are available on our website.
- Print off past copies and this information for review by your church or ministry leadership for use of *The Way*.

In the meantime, we thank you for reading this far and shall praise God for any and all "beloved fellow worker[s]" (Philemon 1:1) partnering with us to make Christ known throughout our needy world!

A handwritten signature in black ink that reads 'Tim Trumper'.

Tim J. R. Trumper  
President, From His Fullness Ministries.