

Annual Membership Renewal Drive
American Family Association

Dr. Donald E. Wildmon, President

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Dear AFA Supporter:

1991 is just about over. It's been a good year for your American Family Association.

Enclosed is my Annual Report of Accomplishments to you.

This is our Annual Membership Renewal Drive. This Renewal Drive comes at a crucial time for AFA.

God has been good to your AFA this year. We won a lot of significant victories for our families in 1991. Our influence with the sponsors of prime-time network TV rose dramatically over the past 12 months. Key decision makers take you and your American Family Association very seriously — as is evidenced by the enclosed list of AFA's 1991 achievements.

Just recently Mazda notified me that they would no longer help sponsor Saturday Night Live. This is a major victory, and you deserve the credit. This victory is further proof of just how much impact you really do have when you join thousands of others who work with and through American Family Association.

I urge you to read through this list of 1991 accomplishments. Even if I do say so, it's impressive. And again, as I tell you whenever I write you,

... your personal and active involvement in our work is the direct cause of whatever victories your American Family Association wins.

You say the prayers which give us our spiritual sustenance.

You mail the postcards, make the phone calls, write the letters and support the boycotts which give our projects success.

You send the sacrificial contributions which give us the financial means to launch and carry out our projects.

You do all this. That's why AFA's 1991 accomplishments really are tributes to you and all your fellow AFA supporters.

I am truly grateful to you for your prayers, your loyalty, your confidence and your friendship.

Believe me, I am deeply aware of the sacrifices you make each and every time you give of yourself to support AFA's work. That's why I work extra hard to make sure that, before I spend even one dollar of your contributions, I am certain that one dollar will achieve maximum benefit.

I hope the enclosed list of accomplishments proves that your entire AFA team did a good job of that in 1991 and is deserving of your continued support in 1992.

Still, there is an ironic twist to 1991.

The fact of the matter is this:

All this was accomplished in 1991 **despite the fact that contributions to AFA were down about a third!**

That is a tribute to your AFA staff.

I know 1991 has been a tough year for all of us. The recession seems to hang on like a bad summer cold. Jobs are more precious than ever. Money is tighter. All of us are more careful with how we spend our money. Giving was down for several ministries.