But during past months I have also been actively pursuing the most important thing I have ever done in my 30 years in the Lord's work — that is, working toward the establishment of a coalition of the leaders of the largest evangelical Christian organizations in America for the express purpose of standing up for the traditional values that are rapidly slipping away in our beloved land.

God laid it on my heart almost a year ago to work toward the establishment of a coalition of this kind. He has blessed all my hours of labor — not only allowing this coalition to come to pass, but enabling us to complete a historic meeting in Washington, D.C., with President Reagan, Vice President Bush, and many other administration luminaries.

This new coalition is appropriately called the American Coalition for Traditional Values (pronounced ACTIVE for short), and it truly represents a move of God to bring love, harmony, and cooperation among the leaders of God-fearing, Bible-believing Christians from many different groups — leaders who realize that the very survival of religious freedom in the U.S. hinges on the type of individuals we elect to govern us.

Already this unique coalition has been hard at work, challenging unregistered voters in the various churches to register for the coming election in November, and we plan to back up this massive voter registraton drive with an equally aggressive "get out the vote" campaign when election day rolls around.

The American Coalition for Traditional Values, of which I am the chairman, is said by both Dr. James Kennedy and political analyst, Paul Weyrich, to be "the most significant event that has happened in 1984!"

And seeing these 242 respected leaders coming together in the spirit of cooperation — collectively working together toward the re-establishment of traditional values in every area of society — is an indescribable joy to see, and should be an encouragement to every concerned Christian.

If ever America needed to be put back on a sound moral track, it's now, and ACTV is the first coalition of its kind to tie together the genuine unity of purpose found among the Christian leaders who represent America's largest and most neglected minority — the more than 45 million Americans who profess to have had a born-again experience.

The pictures we have included in this letter show a little of the magnitude and great significance of the work of our Coalition — especially in bringing our views to the President and to other members of this administration.

(L to R) Dr. Ron Godwin, Jimmy Swaggart, Colonel Doner, and Adrian Rogers.

Evangelists Jimmy Swaggart and Mike Evans (seated) are greeted by Rev. G.L. Johnson from Fresno, CA.

Herb Ellingwood, Chmm. U.S. Merit System

Cong. Newt Gingrich (R) Georgia

Joe Rodgers, Formerly with Reagan-Bush Campaign

Rev. Richard Hogue — T.V. pastor strongly involved in ACTV.

Here are just a few of the comments that leading evangelical leaders have said about the work of ACTV:

"We need to give credit to Tim LaHaye and the ACTV organization for this very instrumental and historic gathering of distinguished pastors from all over the country. Gentlemen, THIS SLEEPING GIANT HAS AWAKENED!" – **Dr. Jerry Falwell**

"Christians aren't just playing politics . . . we mean business! I know that Tim LaHaye would not particularly delight in my saying this, but I think we ought to give this man a hand for the tremendous work he has accomplished and is accomplishing. And if God helps us by His guidance to pull this thing off, a lot of credit has to go to Tim LaHaye." – **Evangelist Jimmy Swaggart**

The one unique quality that is making ACTV such a successful coalition is its network of workers in every area of our nation.

Through our unique plan, we have established a chairman in each of the major cities of the United States who can transmit to the Bible-believing pastors of their city calls for action on the moral issues that concern us all — initiating simultaneous action on the part of the 45 million Christians that we represent. I could hardly believe how significant this activity was regarded by many leaders in Washington, D.C.

Very honestly, this whole thing has not come about without an enormous amount of time and effort on my part; and, unfortunately, it has come at the expense of my activities for the ministry of which you have been a faithful supporter — namely Family Life Seminars.

Quite honestly, dear friend, the American Coalition for Traditional Values was not formed to raise money, yet it takes a great deal of my time as well as monetary resources to enable me to carry out my duties, and I really need your generous help.

While I am actively engaged in formulating this coalition, our television ministry, television counseling, seminar ministry, and other family-oriented activities go right on helping people grow in grace and knowledge of the Lord.

Unfortunately, so do the expenses of such ministry, and of late they have been causing us to run behind because I have not been able to give attention to the raising of funds as I normally would.

That's why I am sending this special letter to you in this month of August with an earnest request that you help us turn what has been traditionally the worst month of the year into our best.

Dr. James Kennedy spoke stirringly.

ACTV banquet at Mayflower Hotel

Jerry Falwell greets friend Rex Humbard