

**WORLDWIDE CAMPAIGN  
SEPTEMBER 2025  
DOOR TO DOOR,  
LETTER WRITING &  
TELEPHONE TEMPLATES.**



**THE WATCHTOWER  
No. 1 2025 | An End to War—How?**

# Worldwide Campaign In September 2025

During the month of September 2025, there will be a worldwide campaign featuring The Watchtower No. 1 2025, entitled “An End to War—How?” We will endeavor to place this magazine with all interested people in our territory. Publishers who decide to serve as auxiliary pioneers during September 2025 will have the option of choosing the 15-hour or 30-hour requirement. **Additionally, a special talk with the same theme as the featured magazine will be delivered to all congregations worldwide. We will warmly invite those who show interest during the campaign to attend. The special talk should be scheduled for the week of September 22, 2025**

### A Help for Telephone Witnessing

While we properly give priority to the house-to-house method of preaching, telephone witnessing is an effective way to spread the good news in a congregation's assigned territory, especially where there are many homes to which we cannot gain access.—[Luke 10:5-7](#); [Acts 5:42](#); [20:20](#).

This feature of the ministry can be encouraging to brothers and sisters who are limited in mobility and spend much of their time at home. Publishers will enjoy an interchange of encouragement when they arrange to share in this form of witnessing with these faithful ones. ([Rom. 1:11, 12](#)) Also, during inclement weather, publishers may choose to participate in telephone witnessing. Generally speaking, groups should be kept small so that all make the best use of time.

A helpful work sheet is provided on pages 5-6 for use when witnessing by telephone. Space is provided to add presentations that are effective in your territory or that you feel more comfortable using. Feel free to photocopy the work sheet and write on the copy rather than on the original. You may find it helpful to sit at a table and have the work sheet in front of you.

What else will you need when witnessing by telephone? Review this check list as you prepare.

- Personal Bible
- *Reasoning From the Scriptures*
- *Good News for People of All Nations*
- *Enjoy Life Forever Book*
- Current magazines and *Midweek Workbook*
- Variety of tracts and brochures
- Handbills
- House-to-house records and pencil or pen

#### TELEPHONE WITNESSING WORK SHEET

##### KEEP THESE POINTS IN MIND:

- Relax. Be yourself. Demonstrate courteousness, patience, and friendliness.
- Speak slowly, deliberately, and with sufficient volume.
- Smile and gesture as if the person can see you.
- Avoid unnecessary pauses.
- Allow the householder to share in the conversation, and thank him for his expressions.
- If you are asked a question, repeat it out loud so that your partner can help you find the answer in the Bible, Reasoning book, or another publication. (It is usually better not to put the caller on a speakerphone.)
- Do not mention the donation arrangement, as this could be misinterpreted as a form of telephone solicitation. At an appropriate time after you have met the householder face-to-face, you may inform him that our work is supported entirely by voluntary donations.

##### INTRODUCTIONS

■ “Hello. My name is . . . I am calling because I am not able to come and see you personally. I live here in the community. [You might give the name of your street or neighborhood.] I’m interested in your opinion regarding . . .”

■ “Hello. My name is . . . I’m helping people in the community with their Bible questions as a public service. Have you ever wondered . . . ?”

■ “Hello. My name is . . . I’m not a telemarketer; I am one of your neighbors from . . . Street. Many in the community are concerned about . . .” [Mention a current news item of local concern.]

■ [Insert your own.]

[Then continue with your presentation. You may read a suggestion from the *Reasoning* book, *Midweek Workbook*, or prepare your own.]

■ [Insert your own.]

*To offer a Bible study on the initial call:*

■ “Hello. My name is . . . I am one of your neighbors from . . . Street. I’m calling because I give Bible lessons free of charge and I have openings in my schedule. Here are some of the subjects that will be discussed from your Bible. [Read two or three of the chapter titles from the *Enjoy Life Forever* book.] Which of those interests you the most? [Allow for response.] What I read to you are chapter titles from a book entitled *Enjoy Life Forever*, I would be happy to come by and drop off a copy. There is no charge for the book.”

*If the householder hesitates, you might say:*

■ “Then perhaps I could call you again to discuss briefly what the Bible really teaches on the subject you are interested in. Are you usually home at this time?”

■ [Insert your own.]

*If the householder says . . .*

“WHOM DO YOU REPRESENT?”

■ “I am one of Jehovah’s Witnesses,” *and continue with your presentation.*

“HOW DID YOU GET MY NUMBER?”

■ “From the directory,” *and continue with your presentation.*

“I’M ON A DO-NOT-CALL LIST.”

■ “Since I’m not selling anything, I don’t have that list,” *and continue with your presentation.*

*If the householder requests that Jehovah’s Witnesses not call him again . . .*

■ “I’ll make a note of that, and we will endeavor to honor your wishes,” *and discontinue your presentation.* [A dated note with the name of the person should then be placed in the territory envelope.]

*If you get an answering machine . . .*

■ “I’m sorry that I didn’t find you at home. My name is . . . I was calling to invite you to a Bible-based discourse on the subject .....

[Day and time:] .....

[Address:] .....

No collections are ever taken.”

■ “My name is . . . , and I am calling as a public service to help people get answers to their Bible questions. I will call you again.”

■ [Insert your own.]

CONCLUSIONS:

■ “I have a publication that I’d like to share with you that gives more information on the subject. I would be glad to come by and drop it off. There is no charge.”

■ “I enjoyed talking with you. Would it be possible for me (and my husband/wife) to visit your home to discuss the subject further? We could discuss the answer to this question: .....

■ “I enjoyed our conversation. The next time I call, I’d like to discuss the Bible’s answer to this question: .....

Is this a good time to call?”

■ [Insert your own.]

*If the person is reluctant for you to visit, you might say:*

■ “If you prefer, I would be happy to send the publication to you.”

■ “Then perhaps I could call you again to continue our discussion. Are you usually home at this time?”

■ “I enjoyed our conversation. I’d like to invite you to a Bible-based discourse on the subject .....

[Day and time:] .....

[Address:] .....

No collections are ever taken.”

■ [Insert your own.]

## **Sample Conversations- September 2025**

### **Initial Call**

**Question:** Have You Ever Wondered? Why is there so much war if everyone wants peace?

**Scripture: Jeremiah 10:23; 1 John 5:19**

### **Initial Call**

**Question:** Do you long to live in a world without war or violent conflict?

**Scripture: Psalm 46:9.; Daniel 2:44  
;Matthew 6:9, 10)**

# LETTER WRITING OR TELEPHONE

Dear Householder,

I am writing to you today, to share a unique Bible message.

Do you long to live in a world without war or violent conflict? For many, that idea sounds appealing but unrealistic. The Bible reveals why mankind's efforts to end war have failed. It also explains how you can be sure that worldwide peace is possible and will soon become a reality. Psalm 46:9

I have enclosed a tract/magazine that explains how this can be possible. If you would like more information, please feel free to visit our website JW.ORG

Dear Neighbor/ Resident etc...

I am writing to you today to share an interesting thought from the Bible.

Have You Ever Wondered?

- Why is there so much war if everyone wants peace?
- Is it possible to enjoy true peace in a world that is filled with violence?
- Will we ever see a time when there is no more war?

The Bible's answers to these questions may surprise you and will no doubt comfort you.

Why not examine for yourself what the Bible has to say about this important topic? Learn more in this issue of *The Watchtower*.

Please visit our website, [www.jw.org](http://www.jw.org), for more information from the Bible about this government and how it affects the earth.

To contact me, please do not hesitate to send me an email at : \_\_\_\_\_.  
Sincerely,

Dear Householder,

I am writing to you today, to share a unique Bible message.

World War I awakened widespread awareness of the need for global peace. World War II and nuclear threat made need even more urgent . Today, people everywhere are alarmed at international terrorism; civil unrest; and political, racial, religious, and tribal upheavals .Loud cries for global cooperation and peace being sounded earth wide .Global peace seen as only alternative to global anarchy

I have enclosed a tract/magazine that explains that explains how this can be possible.. If you would like more information, please feel free to visit our website JW.ORG

### ***What Does the Bible Promise for the Future? - Scripture Only Template***

Dear \_\_\_\_\_,

I am writing to you today to share a unique message with you.

Due to the constant threat of war, natural disasters, and economic instability, many have wondered if it is still practical to be hopeful about the future. However, the Bible provides us with good reasons for why we can be hopeful about the future.

At Psalm 37:11, the Bible states, "The meek will possess the earth, and they will find exquisite delight in the abundance of peace." God promises that he will change the world for the better so that we can all enjoy a happy future!

The Bible features many more encouraging thoughts such as this one and explains God's plans for the future.

If you would like more information, you can contact me at \_\_\_\_\_ and please feel free to visit [www.jw.org](http://www.jw.org).

Sincerely,

***Will Suffering Ever End?* - Scripture only template**

Dear \_\_\_\_\_,

I am writing to you today to share a unique Bible message.

Today it seems as if world conditions are only getting worse. Many wonder if suffering will ever end.

The Bible offers hope with a promise from God. At Revelation 21:3,4 we learn that soon He will do away with all pain and suffering.

For more information and to find more encouraging thoughts please feel free to visit [www.jw.org](http://www.jw.org)

Sincerely,

***Will Suffering Ever End?* - Scripture only template**

Dear \_\_\_\_\_,

I am writing to you today to share a unique Bible message.

Today it seems as if world conditions are only getting worse. Many wonder if God is causing our problems and if suffering will ever end.

Not only does the Bible assure us that God does not cause our problems (James 1:13) but it also offers hope with a promise from God at Revelation 21:3,4. There we learn that He will do away with all pain and suffering.

For more information and to find more encouraging thoughts please feel free to visit [www.jw.org](http://www.jw.org)

Sincerely,

# God will eliminate war



God's Kingdom will destroy the instigators of war, Satan and his demons. ([Revelation 20:1-3, 10](#)) Without their evil influence, "peace will abound."—[Psalm 72:7](#).

You can be confident that God's promise to end war and violent conflict will come true. He has both the ability and the desire to eliminate war.

- God has the wisdom and power needed to end war and violence. ([Job 9:4](#)) Nothing is impossible for him to accomplish.—[Job 42:2](#).
- God hates to see people suffer. ([Isaiah 63:9](#)) He also "hates anyone who loves violence."—[Psalm 11:5](#).
- God always keeps his word; he cannot lie.—[Isaiah 55:10, 11](#); [Titus 1:2](#).

God will bring real and lasting peace in the future.