

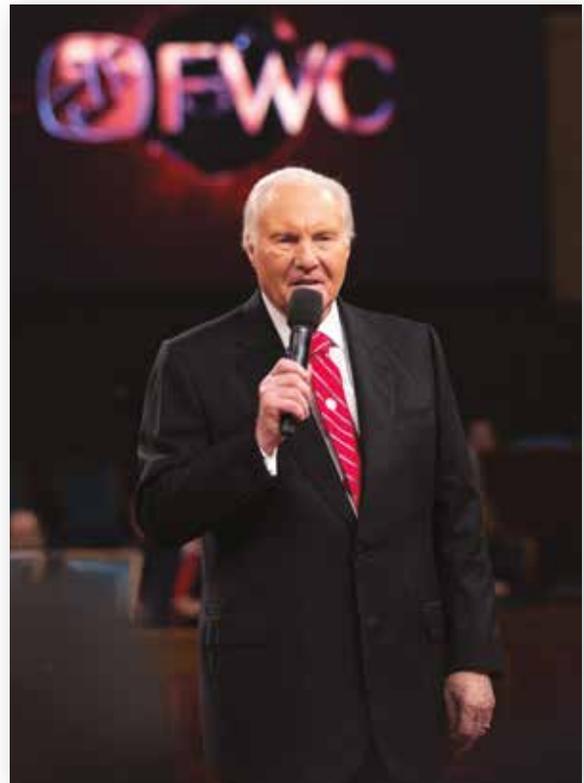
Choice Christian greetings:

First I must say thank you, for the help that you give us both prayerfully and financially. For me to reiterate to you exactly as to how important this is, I am unable to do so. In fact, I don't think any human being could. What you are doing is helping to touch this world for Christ, and there is nothing more important than that.

Most of you have heard me say the following any number of times. But please allow me to repeat myself.

- First, I would ask as to what blessing the SonLife Broadcasting Network (Jimmy Swaggart Ministries) is to you each and every month, actually each and every day. So many of you tell us how that you have learned more about the Bible since listening to SonLife than the balance of your Christian life put together. We thank the Lord that this is being done because there is nothing more important than that.
- Second, I would ask if this ministry is a blessing to you, that you set aside an amount each month, as many of you already do, in order to do your part. Do you realize that Jimmy Swaggart Ministries is one of, if not the largest media ministry in the world, for which we give the Lord all the praise and the glory. But as we constantly say, we simply cannot do it without you.

Our total cost for television airtime last month (in round numbers) was \$5 million dollars. But as stated, that covers almost the entirety of the world. As you've also heard me say time and time again, that \$5 million dollars does not cover any of the overhead.



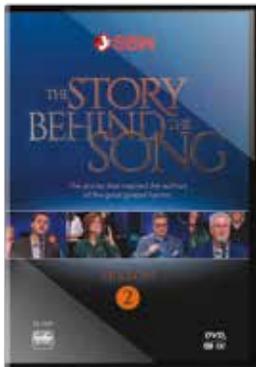
Years ago I read where C.M. Ward who was the speaker for *Revivaltime* for years, and one of the greatest radio preachers in the world, made the statement that whatever airtime costs, you can double it as it regards the overhead. I have found through experience that he was right on target.

We employ over 300 people here at the ministry. They have to be paid each month. That is overhead. Then we have the utilities that have to be paid, which is approximately \$250,000 a month.

Then we have to have the purchase of equipment. And then the maintenance of equipment. All of that is overhead, and the man was just about on target when he said to double the costs. In other words, our costs for operating the ministry are roughly \$10 million dollars a month.

That's the reason that I need each and every one of you, who is blessed by SonLife Broadcasting, to do what you can each month, whatever that might be.

No, I don't ask you to be responsible for the \$10 million dollars. But I do ask you to be responsible for what you can do, whatever that might be. And I'll say it again. If this ministry is a blessing to you, then we need both your prayerful and your financial support.



For every one of you who can give \$100 or more to help us with this expense, I want to give you a copy of the DVD, *The Story Behind The Song: Season 2*. I know that it will bless you abundantly so.

Donnie catalogs eight songs on this DVD, giving the account as to how they were written, and it will hold you spellbound, plus be a tremendous blessing to you.

You will enjoy this immensely, and it will be like bringing revival into your home. So I'm going to look forward to hearing from you. And I would ask you please, to pray about this matter that we have outlined in this letter. It's very, very important, as I think would be obvious.

In the Master's service, yours,

A handwritten signature in black ink that reads "Jimmy Swaggart". The signature is written in a cursive, flowing style.

Jimmy Swaggart

P.S. My word for you this month is: *"They who sow in tears shall reap in joy. He who goes forth and weeps, bearing precious seed, shall doubtless come again with rejoicing, bringing his sheaves with him"* (Ps. 126:5-6).