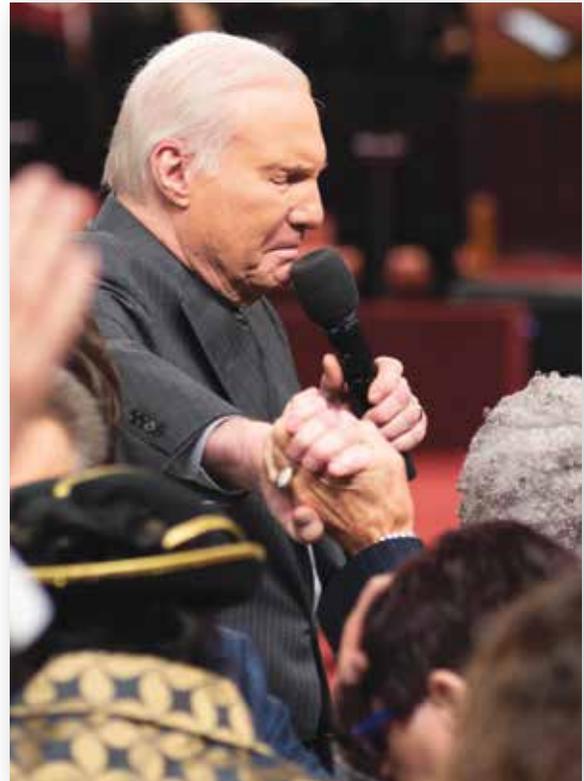


Choice Christian greetings:

The little girl takes a glass box of ointment, and she anoints the feet of Jesus. It's very valuable ointment, probably costing a thousand or more in today's dollars. But when His disciples saw it, they had indignation, saying, "To what purpose is this waste?" Here a good work was taking place—that's what Christ called it—but the disciples saw it as waste.

Some people hear how much we need each month for television airtime, and they say the same thing: "That's just too much money to spend on that." Is it, to take the gospel to most of the world?

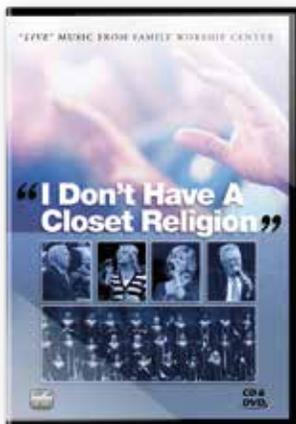


A brother wrote me and said, "I found your network, and it's been such a blessing to me, but I'm just upset because you ask for money." I thought, "My brother, how are we going to keep coming to you? You said you were blessed and you were helped, and that's what we want and what we desire. You said you learned the Word of God to a greater degree, but somebody has to pay for that." These stations and networks and cable systems and satellites—they don't just give us the airtime, we have to pay for all that. There is one particular network, I won't call the name, but it costs a million dollars a month for that one network. Now it reaches an awful lot of people, and that's the name of the game.

I remember the other day a man came into our studio, and he just stood there looking. He said, "You know, I thought y'all had built a studio for each of the programs that you have." I said, "No, no, they're all in the same room." That's because we do everything we can to save a dollar. You know, there's a lot involved when you're trying to reach the world with the gospel through television. We have to throw the signal to satellites, and other places, and then the signal is thrown up into the heavens some 22,000

miles high. Then you have other signals that go out from the studio to other satellites for other parts of the world. Not many television networks in the world cover more territory than we do—if any do—to be frank with you.

So when I write to you and ask for your help, it's to keep taking the greatest story ever told to a hurting world. In the last newsletter, I shared with you the entire scope of expenses in round numbers. Airtime alone is running \$5,050,000 a month, but our total expenses, counting overhead, are right at \$10 million each and every month, and we have no way—except you—for that money to come in. We ask that each of you set aside some each month to help us. Many of you do that already, and I'm so very grateful for your faithfulness. Some of you, \$20 a month is all you can do. You might say, "Well Brother Swaggart, it kind of disillusions me because my \$20 won't go very far toward \$10 million." That's true, but if you add another thousand people to it—all giving \$20 a month—then it starts to mount up. And we have thousands who give \$20 a month, \$50 a month, \$100 dollars a month, and some who give more than that.



This month, if it's at all possible for you to give \$100 or more, I want to send you a copy of the DVD, *I Don't Have A Closet Religion*. I believe it will be a tremendous blessing to you.

Please, do not lay this letter aside and do nothing. Your help and your prayers are extremely critical to the work of God—and this is a good work. We love you and pray God's richest, richest blessings on you.

In the Master's service, yours,

A handwritten signature in black ink that reads "Jimmy Swaggart". The signature is fluid and cursive.

Jimmy Swaggart

P.S. My word for you this month is, "Therefore I say unto you, Take no thought for your life, what you shall eat, or what you shall drink; nor yet for your body, what you shall put on. Is not the life more than meat, and the body than raiment?" (Mat. 6:25).