

## Direct Mail System for Subscriptions Takes Effect

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Renewal notices are in the mail for those whose subscriptions are about expire, and some 35,000 new subscription forms have been distributed to joint territories throughout the country. The long-awaited direct mail subscription system for the *World Tribune*, *Living Buddhism*, the biweekly *Seikyo Shimbun* and *Daibyakurenge* takes effect this month.

Now readers wishing to renew their subscriptions can simply fill out the form they receive in the mail and send it in with their checks, rather than turn money in to their leaders. Subscribers can even use their credit cards. And there's no waiting. You can send in your form anytime.

"We are very hopeful about this new system. It should make it easier for people to order and pay for these important publications. Delivery should be improved as well," Ken McDougall, head of SGI-USA's Subscriptions Office, said.

New subscribers, too, only need to fill out a simple form, which was sent to each joint territory last week. The forms for new subscribers are already available at many community centers and through the districts. Many people are also carrying the forms with them on home visits.

While members no longer have to collect money, their efforts are still needed in promoting the publications, Vice General Director Greg Martin said. "Our organization's publications are used as a source of encouragement and inspiration in faith for our subscribers and keep them up to date with the SGI's movement for peace," he said. "Because of this new system, we can spend our time talking about the value of the publications and not have to worry about the money."

As the system now stands, current subscribers will receive two renewal notices before their subscription expires and one afterward, if they have not yet renewed. And for new subscribers, publications will start arriving in their mailbox beginning with the first issue after their payment has been processed. Gift subscriptions will also be accommodated.

As always, anyone can contact the Subscriptions Office directly by telephone, fax or e-mail. The phone number is (800) 835-4558, the fax number is (310) 260-8970 and the e-mail address is SGI SUBS@aol.com.

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