



May 2008

Dear Pastor,

We want to thank you for your willingness to help your church members fulfill their God-given duty as citizens to register to vote and then to vote their Christian values. According to those who measure civic involvement, millions of Americans are not registered to vote. In 2004, the last presidential-election year, 39 percent of evangelical Christians didn't even bother to vote! And here's more sobering news: Many Americans of faith fail to incorporate their biblical values into their voting decisions.

Like you, we are saddened that many Christians do not take their voting responsibilities seriously. Just imagine the impact believers could have on the character of our elected leaders, the direction of our government and the moral climate of our nation if we simply applied biblical principles to every aspect of our lives—including our participation in the democratic process of voting. If we did, we're convinced that America would be a different nation and a better one.

To meet this need, Focus on the Family® and the Family Research Council have collaborated with The Ethics & Religious Liberty Commission of the Southern Baptist Convention to spearhead a grassroots voter-registration, education and participation effort among thousands of Bible-believing churches across America.

The objective of the "iVoteValues" initiative is to register millions of previously unregistered but qualified Americans of faith, and to promote awareness of the immediate and long-term importance of values-based voting. iVoteValues represents a comprehensive campaign that features an informative and resource-rich Web site, iVoteValues.org, as well as this Voter Registration Toolkit. The kit includes resources to equip you and your church to host a successful Christian Citizenship Sunday.

The biblical basis for iVoteValues is solid. Jesus instructed His followers to be salt and light in their culture (Matthew 5:13-16) and to participate in government (Matthew 22:21). There are many ways to obey Jesus' commands, but in particular, consider these: Register and encourage others to do the same; consider His values when voting; and pray for our nation and for the election of godly leaders. iVoteValues seeks to help Americans of faith "follow in His steps" (1 Peter 2:21, NIV).

Remember, the voting decisions you make today will have profound implications for the America of tomorrow. So vote your values and impact our future!

Your servants in Christ,

A handwritten signature in black ink, appearing to read "H.B. London Jr.".

H.B. London Jr.
Vice President, Church & Clergy
Focus on the Family

A handwritten signature in black ink, appearing to read "Dr. Kenyn M. Cureton".

Kenyn M. Cureton, Ph.D.
Vice President, Church Ministries
Family Research Council