
The
FELLOWSHIP

for readers of *The Urantia Book*

October 31, 1997

Dear Councilors:

As you know, the Executive Committee held a planning retreat in Vail, Colorado, on October 24-25, 1997. Janet asked that the goal-setting session of the meeting be immediately summarized and sent to you.

In following *The Urantia Book's* teaching that the religionists need to agree on goals, the Executive Committee spent a great deal of time at the Vail planning retreat determining our three-year goals. These goals, along with a non-prioritized first draft list of how to accomplish these goals, are listed below.

Our hope is to have a broad discussion on these goals and reach agreement on new initiatives at the upcoming General Council meeting. We would like to have your input on these goals in advance of the February meeting. Once we have agreed on a viable set of ideas, they will be prioritized and formally assigned to those generous volunteers and committees who have a burning passion to achieve the goals by the year 2001.

As you read the goals, please understand the Executive Committee has no intention of preempting authority from the General Council. These goals are a combination of the 1991 strategic plan, current projects, and new thinking. These goals are our recommendation to the General Council for work to accomplish during the next three years. We fully expect the General Council to set final policy on all new initiatives.

Be of good cheer,



Mo Siegel

MS:sd

Attachment

**THREE-YEAR FELLOWSHIP GOALS DEVELOPED AT THE
EXECUTIVE COMMITTEE PLANNING RETREAT IN VAIL
October 24 -25, 1997**

GOAL 1: TRAIN TEACHERS AND FOSTER EMERGENCE OF LEADERS

FIRST DRAFT OF IDEAS TO ACCOMPLISH GOALS:

- Establish E-mail list/Chat rooms on our Website to connect Study Groups.
- Expand regional conferences.
- Publish a topical Study Group guide.
- Provide training sessions at conferences.
- Provide Study Group leader conferences.
- Assemble resource experts on various topics within *The Urantia Book*. Organize experts for service supporting regional conferences, workshops, study aids, etc..
- Set-up buddy system for Executive Committee members to train General Councilors.
- Train outreach ministers.
- Create half-day teaching seminars in conjunction with regional and national conferences.
- Develop a certification program, free from creedal doctrines, for Study Group leaders and teachers.
- Expand Area Coordinator program into a new Study Group Leadership program. This idea would grow Area Coordinator resources for 90 people in 1998 into a Study Group Leadership program with 350 people by the year 2001.
- Grow the Outreach Training Program from 200 people in 1998 to 400 people by the year 2001.

GOAL 2: DOMINATE INTERNET WEBSITE PRESENCE

FIRST DRAFT OF IDEAS TO ACCOMPLISH GOALS:

- Develop a *Urantia Book* fair-use policy for the Fellowship Website.
- Provide additional financial and human resources for Internet efforts.
- Develop standing committee liaisons, i.e., family life, education, fraternal relations, etc..
- Create Web pages for Fellowship special interest groups.
- Outsource Web services, i.e., Web survey, design work, etc., to increase resources available for the Website.
- Publicize the Web location.

GOAL 3: BUILD GLOBAL AWARENESS OF *THE URANTIA BOOK* AND ITS TEACHINGS

FIRST DRAFT OF IDEAS TO ACCOMPLISH GOALS:

- Sponsor Emissaries/Exchange students.
- Sponsor missionaries to different countries.
- Develop public relations programs.
- Direct advertising, phone books.
- Hold international book fairs (India, London, etc.).
- Identify translators for brochures, etc..
- Work with International Readers to accomplish global awareness with regional appropriateness.
- Determine needs of International Readers' community in order to penetrate their local markets.
- Place *The Urantia Book* in libraries. Explore alternative library placements such as ships, hospitals, universities, and hotels.
- Create international presence of The Fellowship.

GOAL 4: SUPPORT SECONDARY WORKS THAT POPULARIZE, EDUCATE, AND DRAMATIZE *THE URANTIA BOOK* AND ITS TEACHINGS

FIRST DRAFT OF IDEAS TO ACCOMPLISH GOALS:

- Financially sponsor individuals and groups to create works.
- Create and publish works.
- Acquire works.
- Translate works.
- Publish and sell Web literature. Sell these works via catalogues, bookstores, and conferences. Use the trademark, UVERSA Press, as publisher.
- Create a liberal *Urantia Book* fair-use policy in agreement with the Urantia Foundation.
- Acquire study of the Master Universe and Family Meeting Handbook as products of UVERSA Press.
- Sponsor Good Cheer in secondary works distribution.
- Create Study Group topics guide.

GOAL 5: DOUBLE MEMBERSHIP IN SOCIETIES, AFFILIATES, MEMBERS-AT-LARGE, AND OTHER MEMBERSHIP VEHICLES

FIRST DRAFT OF IDEAS TO ACCOMPLISH GOALS:

- Actively solicit membership through drives, projects, conferences, Web, and newsletters, etc.. Provide irresistible benefits to members.
- Create an organized Reader referral system.
- Foster Study Groups.
- Place Fellowship 800-phone number in every phone book.
- Share mailing lists (revise list policy).
- Connect geographically close believers.
- Add value to membership:
 - ◆ Discount conference registration at 10%.
 - ◆ Give books to each Society.
 - ◆ Provide a better journal, newsletter, or magazine as a free members-only publication.
- Sticker all books; put in bookmark with local contact Fellowship 800-phone number.
- Provide membership application on Web.
- Create new membership brochure.
- Create a Fellowship logo.
- Charge membership fees.

GOAL 6: FOSTER A RELIGION

FIRST DRAFT OF IDEAS TO ACCOMPLISH GOALS:

- Facilitate sharing of ideas that become a workbook for Urantian religious ceremonies, i.e., birth, baptism, marriage, holidays, funerals, etc..
- Create a permanent Religious Committee of the Executive Committee.
- Support the symbol and use it as an identifier.
- Empower local groups to develop religious functions.
- Dramatically increase, expand, and support interfaith activity.
- Ordain ministers.
- Support local religious activities.
- Establish prayer section on Website.

GOAL 7: SUPPORT AND STRENGTHEN FAMILY LIFE

FIRST DRAFT OF IDEAS TO ACCOMPLISH GOALS:

- Facilitate the sharing of ideas for family ceremonies.
- Facilitate the development of children's Sunday School curriculum, study materials, and activities.
- Family life proposal – create a permanent Family Life Committee of the Executive Committee.
- Train teachers.
- Create family life publications.
- Provide family camps and retreats.
- Provide service to singles, i.e., retreats, etc..
- Provide parental training.
- Outsource, if necessary, family life professionals (i.e., Steven Covey) to train our internal family resources.
- Broaden the family life speakers and worship presenters at regional, national, and international conferences.
- Contact individuals who are willing to support this goal.
- Serve families suffering effects of death, divorce, loneliness, alcoholism, etc..

GOAL 8: IMPROVE COMMUNICATION AND ADMINISTRATION WITHIN THE FELLOWSHIP CENTRAL ORGANIZATION

FIRST DRAFT OF IDEAS TO ACCOMPLISH GOALS:

- Establish 800 Fellowship number.
- Place Study Group ads in magazines and newspapers.
- Survey membership on their needs, prioritize, and act according to the results.
- Review public relations.
- Reorganize central office for maximum efficiency.
- Obtain list of IUA groups and visit them.
- Executive Committee members as a unit attend Urantia Foundation conferences.
- Increase communication among General Council and Societies.
- Hold fundraisers.
- Reevaluate resources.
- Ensure financial resources meet needs.
- Expand worldwide