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Santa Cruz Outreach Activities
by Lee and Chrissy Smith

Recently the Santa Cruz study group participated in two outreach activities, the Santa Cruz Spring Fair and an Introduction to The Urantia Book at the local library. We would like to take this opportunity to share our experiences of these events.

The annual Spring Fair in Santa Cruz draws over 10,000 people each year. We felt this was an excellent way to introduce the public to The Urantia Book since the booth would be outside at a festive and well established event. We met and spoke to many people over these two days. Several of the study groupers took shifts so that everyone who so desired would be able to reach out to the community. Many of the folks that stopped by were simply curious as they had never heard of the book. But quite a few fair goers were somewhat familiar with the book. Several people said that they owned a Urantia Book but had put it aside for one reason or another.

At the fair, we also took the opportunity to invite people to a public introductory evening to be held at the Main Library on a date following the fair. We had secured the library in anticipation of just such a follow-up and were able to hand out a small flyer with a few quotes from the book, the date of the introductory evening and where The Urantia Book could be found locally (public libraries, university and community colleges libraries, or ordered through local bookstores.)

The follow-up at the public library began with a general intro to the book as an epochal revelation and set the tone for the evening. Lee Smith started with a quote from the Forward and then overviewed Part I. He touched upon the love of God as the heavenly parent and introduced Paradise, the superuniverse of Orvonton and the ascendant career. Part II was reviewed by Larry Jones. He introduced the mansion worlds and talked about Michael of Nebadon and the Divine Minister. Dennis Rousseau discussed Part III of the book touching on the four previous revelations. Dent Snider, Jr. spoke on the religion of Jesus and the power of the Spirit of Truth. Angelo S. rounded off the evening with a personal sharing on how the teachings have contributed to his religious experience. All of the presenters were able to incorporate some personal sharings during their presentation as well. Since we had a limited amount of time we were able to answer only a few questions after the presentation. We would like to thank Larry Gels who travelled down from San Francisco and videotaped the evening. This will be a useful tool for us for future presentations. While the turnout at the library was relatively small we attribute that to the fact that we didn't fully utilize the various free public service announcements in the papers and on radio or post enough flyers around town. We did receive a few calls from people unable to attend but wanted more information. We would heartily encourage any study group who is interested in this kind of outreach to go for it! We are available for any support that you may need and can be reached at (408) 462-4823.

For many of us the most gratifying part of these outreach attempts was in meeting so many different and wonderful people-- many of whom are sincerely searching for more spiritual meaning in their lives.

The Santa Cruz, CA readers of The Urantia Book recently participated in the annual Santa Cruz Spring Fair. For those groups wishing to do outreach at outdoor fairs and other types of expos or conventions here are some suggestions.

Where to begin:

The local Chamber of Commerce will have a list of the upcoming events in the community. Look for events that will have a variety of offerings such as crafts and non-profit organizations to see if your booth will fit in. New age and health type expos are also appropriate. A booth space generally measures 10' x 10' and costs between \$65 and \$125 (non-profits often cost less than seller booths- make sure you enter under the right category.)

What you will need:

The Booth: Many patio and discount stores now sell inexpensive awning-type booths that are very popular and are easy to put up. You can inquire at various retailers such as Sears, K-Mart, Wal-Mart, etc. Also, buying clubs such as Costco or Price Club and mail order liquidators (Comb 612-654-4800 or Damark 612-535-8880) are also sources. Costs should be under \$100 for a 10' x 10' booth. Remember, most booth spaces are this size. Also check with The Jesusonian Foundation to see if they still have their outdoor booth lender program (JF, 1790 30th St., Boulder, CO. 80301 phone 303 447-2418).

The Supplies: Several The Urantia Books with dust jackets and in good condition along with The Concordex and The Paramony should be open and available for browsing. You may also want to have on hand various other secondary works such as Life After Death and the Introduction to The Urantia Book (available from Jesusonian Foundation). The Fellowship brochure and other pamphlets such as Origins of The Urantia Book by Meredith J. Sprunger are also helpful. Contact The Fellowship, 529 Wrightwood Ave., Chicago, IL 60614 and the Jesusonian Foundation for a list of their literature. A list of area study groups and where The Urantia Book can be found or purchased is also important. We made an inexpensive flyer by taking a 8 1/2" by 11" sheet of paper and having this list repeated three times across vertically (3 5/8" by 8 1/2") which we handed out. Our flyer was also an invitation to a follow-up lecture to be held at the public library a week later. It is a good idea to make sure that your local libraries have several copies of The Urantia Book and a Concordex.

The Decor:

We found that a simple but nicely decorated booth was a pleasure to work in. John Byron's artwork, The Master Universe and Journey to Paradise, created a visual draw. To display books/materials we recommend two card tables (with optional blue or white table cloths) placed at the entrance to the booth. People will generally NOT come into the booth. However chairs and even a

small rug will add comfort for those who do come in to the booth for conversation. Don't forget to have a The Urantia Book sign above the entrance to your booth. Letters can be found at party supply stores or art stores and glued to a piece of foam-core board for stability (available at art stores).

The Approach:

Keep in mind that for many people this will be their first encounter with the Book and those who read it. What will make the biggest impression is YOU! We are all students of this wonderful revelation and people will respond to your honesty, friendliness, and sincerity. Some role playing before the event is suggested and can assist in learning how to handle difficult questions or situations.

We encourage any group desiring to reach out to their community in this way to just do it! There are many wonderful brothers and sisters out there-let's make The Urantia Book and its supernal teachings available .

In Michael's Light,

Chrissy and Lee Smith and the Santa Cruz Ascenders

Dear SGH—
Thank you
much for
invitation to lecture.
In His Light
—Chrissy