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BOULDER, COLORADO 80301  
(303) 581-0947

*ANNOUNCING OUR FIRST "BRING A BUDDY" URANTIA BOOK INTRODUCTION*

February 16, 1993

Dear Friend:

On February 6th, the Rocky Mountain Spiritual Fellowship is hosting an introduction to *The Urantia Book*, and we would like you to come and bring your friends. It will be held at **The Clarion Harvest House Hotel in Boulder, 1345 28th St. (just south of Arapahoe) on Saturday evening, February 6th from 7 to 8 p.m. in The Century Room.** It's an opportunity for all of us to do some personal outreach in our local area.

We all have a friend or two with whom we've had a conversation about *The Urantia Book*, or who has met some of our other reader friends and is curious to find out more. This introduction is for them.

It's a chance for those friends to explore *The Urantia Book* a little further, to hear what other readers have to say about it. The introduction will be friendly and well-presented. You can assure your friends that there will be no pressure whatsoever to join any organization or buy anything.

We will also be hosting 36 General Councilors of F.E.F. from all over the U.S. and Canada who will be meeting that same weekend in Boulder. They will be attending this introduction as well. So we've got a great opportunity to inspire other Urantia Book readers and leaders from around the country to try these outreach efforts in their own hometowns.

I myself have already thought of half a dozen people that I plan to invite to this "Bring a Buddy" introduction. I can't think of a better way to be a friend to someone than to introduce them to the universe they live in, to show them their own exciting future, and to help them get to know the true Jesus and be inspired by his life and teachings.

We've included several "invitations" for you to give to your friends to remind them of the time and date, and to let them know that they are indeed welcome to this very special event. We plan to have 50 - 100 new readers, so please come and bring someone! We'll have refreshments and social time after the presentation. I look forward to seeing you there.

Sincerely,

John D. Hay, President  
Rocky Mountain Spiritual Fellowship



## Two Additional Examples of Ads using Local Personalities

### Who Reads The Urantia Book?

Steve McIntosh is an attorney and businessman. He is Vice President of Finance and Administration at Earth Wise, Inc. He has been reading The Urantia Book for 18 years.



Steve McIntosh

"My religion is my personal experience of growing to know God and myself. But more than any other source of inspiration and information, The Urantia Book helps me understand the Universe more clearly. The Urantia Book enhances faith and reason; it speaks to my heart and my mind."

You Are Cordially Invited  
To Join Us For An

### Introduction to The Urantia Book

At the home of John and Carol Hay  
Sunday, June 30th at 7:00 p.m.

Space is limited. Please call to reserve a seat.

Free Of Charge

443-8154  
or 442-1606

### Who Reads The Urantia Book?

Paul Thompson owns a video store in Denver. She has been reading the book for 16 years.



Paula Thompson

"The Urantia Book clearly addresses the concerns of 20th century men and women. It assures us of our part in the cosmic plan and our status as beloved children of the Infinite Creator."

If you were unable to attend our first introduction, we'd like to invite you again!

Please Join Us For An

### Introduction to The Urantia Book

At the home of John and Carol Hay

Sunday, July 28th at 7:00 p.m.

Space is limited. Please call to reserve a seat.

Free Of Charge

443-8154  
9-5

Remember that people like to read about other people, especially when they live in the local area.



# An Ad Targeted to UNITY

The recent UNITY article mentioned in this ad ran in the November, 1993 edition of the magazine. To get a copy, write:

UNITY Magazine,  
Unity Village, MO  
64065.



## UNITY and the The Urantia Book

*"The gift of this book from the URANTIA Foundation was one I treasured because . . . I have decided that if ever there was a wedding between science and religion, I wanted to be the best man."*

Marcus Bach

The distinguished author, teacher and theologian Dr. Marcus Bach reviews The Urantia Book in the November issue of Unity Magazine. To find out why Dr. Bach has been enchanted with the book since 1963, come to an introduction to The Urantia Book. Long-time readers who are familiar with the Unity philosophy will informally discuss The Urantia Book and answer questions. Seating is limited so please call soon: 581- 0947. There is no charge. The seminar will be conducted at:

**The First Congregational Church**  
in REED HALL

1128 Pine, (S.W. corner of Pine and Broadway)

**7:00 P.M.**

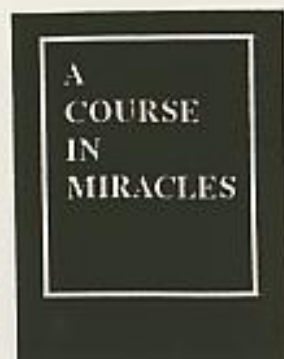
**SUNDAY, NOVEMBER 14, 1993**

# Ads Targeting Specific Groups

To be successful, a target-group ad must be wisely designed. Recall the Master, and how he appealed to other philosophies.

Emphasize areas of agreement, and let the Spirit of Truth do the rest.

Be sure to use readers for the presentation who understand and appreciate the truths in the targeted philosophy.



## The Urantia Book

and the

## Course in Miracles

### Why do some people read them both?

A number of *Urantia Book* readers have used, and continue to use the *Course in Miracles*. Why? Are the two books similar?

Actually, the books are very different. They have different roots, and address life in different ways. Some "Course" followers have found that *The Urantia Book* offers an expanded view of the universe and our destiny as children of God. Others will tell you that the *Course* helped them through many stormy times, and *The Urantia Book* seemed to open new pathways of spiritual growth for them once they were on dry ground.

If you have a feeling that there must be "something more," consider attending a seminar on *The Urantia Book* and the *Course in Miracles*, facilitated by people who have benefitted from both books. Seating is limited so please call soon: 581-0947. There is no charge. The seminar will be conducted at:

**The First Congregational Church**  
in REED HALL

1128 Pine, (S.W. corner of Pine and Broadway)  
**SUNDAY, November 14, from 7 to 9 P.M.**



# Another Advertising Approach that has Worked for Us

**You Are Not Here By Accident!**

Where This Universe Originates, Where It's Going, And How You Fit Into It

*The Urantia Book*  
is a 20th century  
revelation  
integrating  
science,  
philosophy,  
and religion.



**Free**

An Introduction to *The Urantia Book*

- The entire life and teachings of Jesus.
- Useful answers to life's most perplexing questions.
- New truths about the universe and life after death.
- Lessons from the rise and fall of lost civilizations.
- How we can achieve lasting peace.
- Is there intelligent life on other planets?
- Reassurance about your future.

**Do not miss this opportunity - ATTEND**

**Saturday - February 6, 1993**

**7:00 P.M to 9:00 PM**

Clarion Harvest House - Century Room - 1st Floor  
1345 28th Street

Boulder, Colorado 80302

For more information or to make a reservation  
Call Paula (303) 581-0429

# The "Bring a Buddy" Campaign

This successful program was developed around the concept of motivating readers in our area to invite one or two friends to an introduction.

A small invitation, reproduced at right, was provided.

