

JESUSONIAN FOUNDATION

March 24, 1988

Barrie Bedell
P. O. Box 30571
Santa Barbara, CA 93105

Dear Barrie:

Enclosed are the minutes from our Board of Directors meeting of January 15, 1988. This meeting was dedicated to planning the next one or two years of Jesusonian activities. I would greatly appreciate you looking over this information. Please make a copy of it, scribble your suggestions on the various ideas, and it to return to me. Do you think we are going in the right direction? What would you do to add to or change our ideas. Please, we need your feedback.

Hope you are doing well. May our Heavenly Father strengthen you and keep you as you go about his work.

Your friend,

Mo Siegel, President

MS/pd

It is our mission to offer assistance to individuals that will inspire them to a more meaningful faith relationship with the Heavenly Father by successfully introducing them to the concepts of *The Urantia Book* and nurture them as continuing believers.

Objectives

1. Increase exposure and personal introductions of *The Urantia Book* to carefully targeted audiences.
 - (a) Increase exposure and personal contacts by at least 25% in 1988.
 - (b) Double the exposure and personal introductions of *The Urantia Book* in the next three years.
2. Increase our interest producing principle to at least \$800,000.00 in 1988, with a 20% budget reserve above our operating budgets.
 - (a) Our 3 year objective is to raise \$2,000,000.00 in interest producing principle and continue the process of collecting 20% reserve above our annual budget.
 - (b) Three year objective to have 75% of our annual budget spent on outreach projects.

Footnote: One year objective in 1988 is to have 67% of our annual budget on outreach. We currently estimate approximately 64% of our annual budget is used for outreach.

3. Install a recruiting, training, and rewarding system for our growing volunteer team.
Strategies:
 - (a) Hire volunteer team coordinator
 - (b) Survey Urantia readers to ascertain skills
 - (c) Find volunteers to work shows
 - (d) Train to introduce *The Urantia Book* to new readers
 - (e) Develop reward system - letters, certificates, etc. for the volunteers
4. Increase the distribution and development of study aids aimed at bringing new readers to *The Urantia Revelation*.
Strategies:
 - (a) Concordex
 - (b) Paramony
 - (c) Life After Death Special Report
 - (d) Introduction to *The Urantia Book*
 - (e) Sprunger Brochures
 - (f) The Jesusonian magazine.
5. Expand the Jesusonian organizational structure.
Strategies:
 - (a) Board of Directors from 3 to 5
 - (b) Board of Advisors from 3 to 7
 - (c) volunteer manager
 - (d) fund raiser manager
 - (e) internal staff to equal 3
6. Expand the international efforts of the Jesusonian Foundation.
Strategies:
 - (a) show in Europe in 1989
 - (b) French translation of the introductory brochure when it is complete
7. Help study groups grow and be effective.
Strategies:
 - (a) Survey study groups on what they need to succeed
 - (b) Send helpful material to the groups
 - (c) Use study groups to recruit volunteers

8. Investigate and possibly initiate hospital ministry.

Long term objective: \$10 million in liquid assets with \$1 million annual budget

Needed Financial Plans and Controls

1. Cash flow statement
2. Operating budget
3. Capital expenditure budget
4. Monthly Financial Statements

Accounting and Financial Management

1. Product Pricing
2. Cash Management/Investment
3. Financial Goals/Strategies
4. Financial officer
5. Inventory Control
6. Fund Raising
7. Cost Control/Projects
8. Grant request
9. Donor development
10. Will development

Money

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January 14, 1988

The Jesusonian Long and Short Range Planning Model

1. Beliefs
2. Mission
3. Situation Analysis.
 - External Environmental Profile.
 - Internal Environmental Profile.
 - Key Result Areas. (KRA's)
4. SWOP's (Strengths, Weaknesses, Opportunities, Problems,)
5. Objectives
6. Strategies and Action Plan.
7. Resource Requirement.
 - Financial.
 - People.
8. Controls



Jesusonian Foundation Beliefs and Mission Statement

The Individual

We believe that the primary and essential aspect of religion is the relationship between the individual and the Heavenly Father. The social repercussions of personal religious beliefs often result in worthwhile religious groups, organizations, and institutions. Religious beliefs are the pursuit of a personal relationship with the Heavenly Father, the supreme quest and motivating activity of every human being.

The Urantia Book

We believe that *The Urantia Book* is the Fifth Epochal Revelation to our world. It provides a profound new vision of the relationship between God and humankind, portraying the friendliness, unity and harmony of the cosmos. *The Urantia Book* gives a vitally insightful presentation of our planetary history and an inspiring portrayal of the life and teachings of Jesus. The Jesusonian Foundation believes that the worldwide promotion and distribution of *The Urantia Book* and its great teachings are key factors in the eventual spiritual and cultural transformation of our entire planet.

The Religion of Jesus

We believe that the time is here for the religion of Jesus, distinguished from the religion about Jesus, to be presented afresh to the world. We believe that the Master's appealing gospel will win the minds and souls of all people. We believe that a new personal spiritual movement

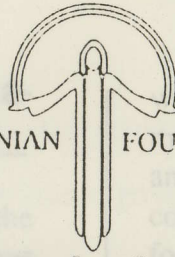
based on the religion of Jesus as portrayed in *The Urantia Book* is the necessary condition for the future, we go forward in trust and allegiance to our beloved leader, Christ Michael, to help evolve the spiritual kingdom on earth which He initiated centuries ago.

One Worldwide Family

We believe that all people are part of one worldwide family of our Heavenly Father and that *The Urantia Book* was written for men and women of every nation, race, economic and cultural strata, and religion. We encourage the growth of a diverse global movement of faith believers who live, share, and autonomously adapt the revelation's teachings to their own native cultures and according to their own individual preferences.

The Nature of The Jesusonian Foundation

The Jesusonian Foundation, while actively encouraging progress in scientific, political, economic, and cultural areas, is solely dedicated to a spiritual ministry emphasizing a balanced growth of the mind, the soul, the spirit and the total personality. We are a non-profit service organization committed to the dissemination of the teachings of *The Urantia Book*. The policies and actions of our foundation are directed towards positive, steady, predictable, well planned, and wise growth.



JESUSONIAN FOUNDATION™

Jesusonian Foundation Beliefs and Mission Statement

The Individual's Relationship with God

We believe that the primary and essential aspect of religion is a personal experience between an individual and the Heavenly Father. The social repercussions of personal spiritual experience often result in worthwhile religious groups, organizations, and institutions. Religious institutions, however, are but material shadows of the spiritual reality. The pursuit of a personal relationship with the Heavenly Father constitutes the supreme quest and the most fulfilling activity of every human being.

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We believe that a new personal spiritual movement

based on the religion of Jesus as portrayed in *The Urantia Book* is in its formative stages. Therefore, we go forward in trust and allegiance to our beloved leader, Christ Michael, to help evolve the spiritual kingdom on earth which He initiated centuries ago.

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Relationships with Other Organizations

The Jesusonian Foundation is devoted to the working with the contemporary world religions while simultaneously contributing to the foundations of a dynamic new world religious and philosophical movement.

The Jesusonian Foundation is fully dedicated to love, understanding and good will with all people. Furthermore, we are committed to cooperative work and loving association with all individuals and organizations advancing the insights, activities, and religious growth stimulated by the spiritual truth found in or harmonious with the Fifth Epochal Revelation.

Relationships within Our Organization

We believe that in order to carry out our mission, we must be totally dedicated to the endless quest for personal and professional excellence in the service we endeavor to accomplish.

We strive to establish policies that encourage individual and team efforts which produce quality results and personal satisfaction. Our doors are open to individuals willing to serve honestly, openly, and dependably in a peaceful and loving

way. We are committed to the professional development of our people by identifying, selecting, training, and advancing those individuals who show the commitment, hard work, and abilities to move the foundation's work forward.

We believe in fostering a service environment which promotes creativity and encourages possibility thinking. We plan our work to be satisfying, productive, and challenging. We encourage intelligent risk taking while tempering our zeal with group wisdom.

Relationships with Families

We believe that sound families can and should be the most valuable, loving, stabilizing, and pleasurable of all social groups. Family life is the strength and foundation of civilization, the channel through which the river of knowledge, culture, and religion flows from one generation to another. The Jesusonian Foundation believes that the world needs happy and productive families and we encourage and promote positive family life.

Growth

Because of our deeply-held conviction that the world will be transformed by the spiritual teachings of *The Urantia Book*, we believe that the Jesusonian Foundation will be a growing organization when it diligently attends to the dynamic mission of helping fill spiritual needs by our living and disseminating the teachings of *The Urantia Book*.

Our Mission

Our mission is to encourage and assist individuals in developing a more meaningful personal faith relationship with our Heavenly Father by sharing the supernal teachings of *The Urantia Book* with them and nurturing them as readers.

Long Range Objective

Our fifty-year objective is to bring at least one million individuals into a closer personal faith relationship with our Heavenly Father by successfully introducing them to *The Urantia Book*, and nurturing them as *Urantia Book* readers and believers.

External Assumption:

1. There is uncertainty in the economy that could negatively affect our resources.
2. The New Age movement will continue to grow.
3. The quest for truth is on an increase.
4. There will be continuing inflation of at least 4% .
5. The URANTIA Brotherhood and URANTIA Foundation will be very political and introverted.
6. *The Urantia Book* will continue to receive more public exposure:
 - . Through the New Age Movement
 - . The University Program that has been initiated by the Jesusonian Foundation
 - . Through growing interest by ministers.
 - . Unknown and unforeseen forces which inevitably occur.
7. The growing quest for values as well as new discoveries in science will make The Urantia Revelation more appropriate for many people.
8. Fundamentalism is on the increase.
9. Celestial beings are assisting.

Internal Assumptions: (Opportunities, and Problems)

Key Result Areas (Elements Critical to Success)

KRA are defined as result areas that, if not performed, the organization does not need to exist and will not survive.

1. Bringing people closer to God.
2. Bringing new readers to *The Urantia Book*.
3. Having enough money and people resources to do the work needed.
4. Develop top quality services and products.
5. Training and development of volunteers, facilitators, teachers and leaders.
6. Steady stream of appropriate new ministeries and projects.
7. Making truth and goodness attractive.

Footnote: We need to go back and historically trace any facts we have regarding any one of these issues. For example, on the money, what was our 1984, 1985, 1986, 1987 budgets. What was the stream of donations, how many new products and services came out when, etc.

Opportunities

1. There is a growing world-wide interest in *The Urantia Book*.
2. There is a growing quest for truth among certain people in various countries.
3. There are target audiences of people that are ready to read *The Urantia Book*.
4. There is an abundance of *Urantia Book* volunteers throughout the United States.
5. This is the beginning of the unfolding of the Fifth Epochal Revelation.
6. The truths in *The Urantia Book* have not been made visually attractive.
7. There is a great need to help people understand *The Urantia Book's* teachings.
8. In this embryonic movement the opportunity to fully involve women is there.
9. People with money are looking for a place to put it.
10. New age movement is alive.
11. A growing body in mainstream Christianity is looking for spiritual renewal.

SWOP's (Strengths, Weaknesses, Opportunities, and Problems)

The following SWOP's were identified:

Problems

1. *The Urantia Book* lacks awareness, distribution, and is very expensive.
2. *The Urantia Book* is new and lacking authority.
3. *The Urantia Book* is complicated and most people will not read it from cover to cover.
 - a. Authorship lacks creditability
 - b. It is very lengthy
4. Danger by fanatics and wackos.
 - Some believe *The Urantia Book* was written in sexist language.
5. *The Urantia Book* is an obscure religious document and movement.

Opportunities

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Weaknesses

1. All organizations within *The Urantia* movement are distrusted.
2. Jesusonian Foundation is not international.
3. We are a young organization.
4. We have a very small budget.
5. Small organization.
6. There is no formal structure and training program for volunteer efforts.

Strengths

1. The Jesusonian Foundation represents the two leading secondary works that help people understand *The Urantia Book*.
2. Good Board of Directors.
3. Good financial ties.
4. Working with *The Urantia Book* is working with the best product in the world.
5. Jesusonian Foundation is not political.
6. Jesusonian is organized to get things done.
7. Jesusonian is at the right place at the right time.
8. Strong leadership
9. We are trying to cooperate with the Universe Government's plans.

Key Issues for the SWOP's

1. How do we reach our long and short range financial needs and goals?
2. *The Urantia Book* is an unknown complicated work. How do we take the truth of *The Urantia Book* and make it come alive in an attractive way?
3. There is an abundance of volunteers but the Jesusonian Foundation has no structure in place for the recruitment, training or retention of potential volunteers.
4. *The Urantia Book* is spreading world wide. How can we aid this process?
5. How do we wisely target potential *Urantia Book* readers from the growing number of spiritual seekers?

6. What is the most effective way to interface with contemporary academic and religious institutions?

7. How should our organization grow to accomplish our mission?

Video, Audio-Video, Cassette
Survey to study groups for needed services
Speakers bureau to introduce *The Urantia Book*

Footnote: At the end of our discussions we realized that we needed to add one more piece to our belief statement. It would read something like : We believe the truth in *The Urantia Book* is the most pertinent and spiritually fragrant teachings the world has ever seen in a written form. Since *The Urantia Book's* teachings are only expressed in the written word, there exists a need to express the superb concepts through other mediums. We are fully committed to seeing the written truths come alive through music, video, art, and more. We fully believe that the goodness of *The Urantia Book* must be made attractive.

Good Cheer Press Specials

Treatments
Introduction to *Urantia Book*
Evolution of the world and civilization
Science and *The Urantia Book*
Life and travels of Jesus
Religion of Jesus
Last years of Jesus
Growth of the Trinity concept
Adam and Eve
Stories for children
Family and friends
Apostles
The most asked questions in life answered by *The Urantia Book*
Prayer and worship
Lucifer Rebellion
Thought Adjusters
Personality Survival
Study guides

• Start a hospital ministry to cheer and comfort the sick and dying

Ideas To Do

Slide Shows to introduce *The Urantia Book*
Video, Audio-Video, Cassette
Survey to study groups for needed services
Speakers bureau to introduce *The Urantia Book*
Teachers group for introducing *The Urantia Book*
Journal of student papers
Attend philosophical meetings
Add new shows
Increase ads to distributors for Concordex, Paramony, and Life After Death Special Report.

Dear Barrie:

Enclosed are the minutes from our Board of Directors meeting of January 13, 1988. This meeting was dedicated to planning the next year of the work of Urantian activities. I would greatly appreciate you looking over the minutes. Please make a copy of it, write your suggestions on the various ideas, and a check to us. Do you think we are... that would you do it and let us know our ideas. Please, we

Good Cheer Press Specials

Testimonial
Introduction to *Urantia Book*
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Science and *The Urantia Book*
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Religion of Jesus
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