

What's News



At The Jesusonian® Foundation

By Mo Siegel

October 15, 1988

Dear Friends:

A number of you have requested an update on the progress of the Jesusonian Foundation. Since this letter is long overdue, there is much to talk about.

Completed Projects

1.

**"There is Life After Death" -
from The Jesusonian Magazine**

The "Life After Death" magazine recently published by the Jesusonian Foundation has met with initial success. A free copy was sent to 400 study groups and special friends on our mailing list. The result has been sales totaling more than 6,000 copies. A new mailing, telling about the magazine, will be sent to 5,700 homes. We expect the results to be very positive.

In a recent survey completed by 40 people receiving the "Life After Death" magazine, over 95% ranked it good or great. In relationship to other religious publications, again 95% ranked it good or very good. 73% said the magazine was a great or a very great help in introducing new readers to concepts in *The Urantia Book*.

The magazine "There is Life After Death" was written to comfort people

who are facing death, feeling isolated in the universe, or suffering the loneliness and despair at the death of a loved one. The magazine reviews *The Urantia Book's* promise that faith in God insures eternal survival in a loving, orderly, and intelligent universe.

We are excited about the testimonials we have received relating the effect this publication achieves in cheering persons facing death including Aids patients.

2.

**New members join the
Jesusonian Foundation's Board
of Directors
and Board of Advisors**

Janelle Balnicke, a producer of educational films for the Smithsonian Institute, has recently joined our Board of Directors. Janelle, a long time reader of *The Urantia Book*, brings a fresh, seasoned, yet conservative perspective to our Board. The Board of Directors now consists of Dr. Meredith Sprunger, Duane Faw, Janelle Balnicke, and Mo Siegel.

Ken Raveill of Terrell Publishing Company, Inc., has been added to the Board of Advisors.

3.

**Jesusonian Foundation Moves
to New Offices**

Six months ago we moved to new offices at 1790 30th Street, Suite 400, Boulder, Colorado, 80301. Three full

time people staff the office: Mo Siegel, President; Peggy Anne Douglass, Office Manager; and Leslie Alana Thackeray, Outreach Service Director. The offices are large enough to provide working space for at least 12 volunteers.

4.

**Person to Person Outreach
Ministry**

For the past two years, the Jesusonian Foundation has attended selected, strategic conventions catering to spiritually searching individuals. We rent exhibit space and display *The Urantia Book* within a colorful professionally-designed booth. Our policy of outreach mandates person-to-person contact; therefore, we maintain a one-to-one relationship where numerous local volunteers answer questions posed by those who stop at the booth and express real interest in the Revelation.

This year we attended the Whole Life Expositions held in San Francisco, Los Angeles, Denver, Washington, D.C., and Phoenix, as well as the American Academy of Religion in Boston. The Jesusonian Foundation also represented the Concordex and Paramony at the American Booksellers Association.

The impact of person-to-person ministry is very powerful. Over 2,000 people have been personally introduced to *The Urantia Book* at these gatherings. We are currently seeking additional conventions for *The Urantia Book* booth. Next year the World Futurist Convention (July 16-20, 1989) in Washington, D.C. has been added. Any

ideas for others? Would you like to work a booth?

5.

Training for Teachers and Leaders

After numerous convention experiences, it became obvious that we needed to train volunteers working *The Urantia Book* booth. For example, the volume of individual inquiries at the Whole Life Expo in Los Angeles was so high, it took 22 volunteers to cover the booth over a 3-day period. Because of the intense challenge of this service, a training program has been implemented.

This training program, conducted the night before a convention opens, prepares *Urantia Book* readers for the difficult questions they will encounter during the convention. Special training and emphasis is placed on asking good questions, answering those questions clearly, developing listening skills, dressing appropriately, and speaking wisely. One technique used is role-playing where potential volunteers answer questions such as: Who wrote *The Urantia Book*? Is this a Christian work? What does *The Urantia Book* say about reincarnation? What does it say about suffering? We're pleased with the success of this program and plan to expend more resources in this area.

6.

New release from the Jesusonian Foundation: Introduction to *The Urantia Book*

A dedicated team of writers and scholars has developed a new introduction to *The Urantia Book*. This 12 page color brochure provides new readers with a clear overview of the subject matter contained in the book. This introductory brochure helps you

- Explain *The Urantia Book* to non-readers
- Initiate contact with potential readers
- Project a positive image
- Explain who wrote the book
- Establish credibility
- Communicate with confidence
- Deal with hostile inquiries
- Motivate others to read *The Urantia*

Book.

The price for this 12 page color brochure is low, providing people an inexpensive professional introduction to leave with new readers.

7.

John Byron's Universe Art Print Series

John Byron's paintings of the universe are original inspirations of art conceived from *The Urantia Book's* descriptions of the heavens. These prints appeared in the "Life After Death" magazine. Because of popular request, two of his paintings, "The Master Universe" and "The Journey to Paradise" have been made into art prints. These art prints are now available.

8.

Dr. Meredith Sprunger's Inspirational Brochures

Dr. Sprunger, one of the elder statesmen of *The Urantia Book* movement, has written several inspirational brochures related to the spreading of *The Urantia Book's* teachings. These brochures have been freshly edited and reprinted. For those serious about letting their light shine when testifying about *The Urantia Book's* transforming teachings, these thoughtfully crafted pamphlets are invaluable teaching guides. And when it's time to answer the tough question about how *The Urantia Book* came to be, Meredith's brochure "Origins of *The Urantia Book*" is fabulous.

9.

The Study Group Wholesale Policy

The Good Cheer Press, a subsidiary of the Jesusonian Foundation, distributes secondary works that help you enjoy, understand, and share *The Urantia Book*. Included in our list of secondary works are: the Concordex, the Paramony, "Life After Death" Magazine, the new Introduction to *The Urantia Book*, John

Byron's Master Universe art print, John Byron's Journey to Paradise art print, Dr. Meredith Sprunger's brochures, and A Family Meeting Handbook by Robert Slagle. We also supply *The Urantia Book*.

As of October 20, 1988 all qualified *Urantia Book* study groups will receive wholesale prices on Good Cheer Press™ products. For example, Concordexs and Paramonies, normally priced at \$12.95 will be available to study groups for \$6.95. Life After Death magazines normally \$3.95 will wholesale for \$1.95.

We hope these low prices will give study groups greater access to secondary works.

10.

Mo Siegel On The Speakers Tour

During the past several months I have spoken at Urantia conferences or to Urantia groups in Arizona, Iowa, Oregon, Southern California, and Colorado. My subject is "Servers of the Circles - Putting Love into Action." This two hour presentation gives a broad overview on how we can further the Fifth Epochal Revelation.

With growing frequency, I am also teaching introductory classes to small groups of spiritually searching people. Personal testimony to strategic audiences kindles interest in the Revelation.

During December, January, and February, I will be speaking to corporate executives in 8 cities. The audiences, over 1,000 strong, will hear me speak on the "Job of Top Management." Even though these lectures are primarily business oriented, the promoters insist I tell the audience about my current work at the Jesusonian Foundation. Hopefully, a few seeds can be planted about *The Urantia Book*.

11.

Our Volunteer Team Keeps Growing

During the last year more than a hundred volunteers participated in Jesusonian service projects. They supported our work by staffing the

outreach booths, providing general clerical support, writing, research, editing, typesetting, and art production. We welcome your offers of assistance.

12.

The University Scholarship Program

The University scholarship program, initiated in 1986, was an essay writing contest for students interested in comparative religion. The contest requested students to write comparative essays on Jesus' concept of the Kingdom of Heaven in the Bible and *The Urantia Book*. Donors contributed funds so that prize money could be awarded to the winners. After extensive planning and preparation, the project was launched. The results were disappointing and the program will be discontinued.

We consider all of our outreach programs to be in a period of testing. We thought the Scholarship Program was a viable idea. We tried it, it didn't work! We could become discouraged after failing, but we shall possess our souls in patience and try something else. For those that supported this effort, thank you! We all learned together.

Current Projects

The following projects are currently being developed.

1.

Outdoor Booth in the Development Stage

Booth space at indoor conventions can be expensive, ranging from \$500 to \$1,000 a weekend. Plus, a professional indoor booth can cost \$5,000 and the number of conventions where it is wise to display *The Urantia Book* remains limited.

In most major cities outdoor fairs abound. For instance, the People's Fair in Colorado attracts almost 200,000

people during its 3-day festival time. At this year's fair many non-profit organizations had exhibits. The non-profit booths ranged from Dianetics and Save the Whales to local churches and the United Way. The Rocky Mountain Urantia Society has sponsored a *Urantia Book* booth for four years. The experience in Colorado is one of moderate interest and slow growth, yet we feel this form of outreach should be continued.

Along this line, a professional low-cost outdoor booth is being designed by the Jesusonian Foundation. Once this prototype has been tested, it will be made available to *Urantia Book* study groups in various communities. Booth space at an appropriate outdoor fair can be rented for around \$100.00. At the very least, Jesusonian will use the booth to increase our person-to-person outreach at fairs.

2.

Study Group Herald™ Newsletter

The building of thousands of study groups doesn't happen through osmosis. As we all know, it takes hard work! That's why the Study Group Herald has been initiated. This newsletter, designed as an informal communications tool will assist study groups in their growth. Each newsletter will contain a reference guide for 12 full classes for the next quarter. These fully developed study group classes offer fresh input to study groups. At the moment, the classes are topical studies. The newsletter will also cover:

- How to attract new readers
- How to deal with disruptive members
- Quick and easy recipes for snacks
- A bulletin board for study groups to use to communicate between each other
- A classified ad section
- Special reports on successful study groups.

3.

Future Publications of The Jesusonian Magazine

After surveying readers of the "Life

After Death" magazine, the following subjects were chosen for the next Jesusonian Magazines:

1. The religion of Jesus.
2. The ten most asked questions in life answered by *The Urantia Book*.
3. How to raise successful families.

All Jesusonian Magazines are designed to bring new readers to *The Urantia Book* while clarifying its teachings for current readers.

4.

Training for Teachers and Leaders

The Training for Teachers and Leaders seminars will continue throughout next year. Improvements are being made and extended, all day seminars are under consideration. We are especially interested in developing speakers who are comfortable in appearing before those selected groups whose audience might be good prospects to become readers. If you are interested in helping in this area, please let us know. We are in need of qualified people to assist in this project.

Projects for the Future

1.

Outreach to Ministers

During the next 24 months, the Jesusonian Foundation will mail a personal letter from Meredith Sprunger introducing ministers to *The Urantia Book*. During the past 5 years, Meredith has mailed over 8,000 of these letters to United Church of Christ ministers offering to loan them a copy of the book. About 4% of the ministers took him up on his offer.

New letters will go out to those Christian leaders that may exhibit interest in new religious thought, such as ministers in Unity Church, Religious

Science etc. The relative success of this project over the past 5 years encourages us to carefully expand this form of outreach.

2.

Introductory Study Course for New Readers

As you know, *The Urantia Book* seems complicated to non-readers. You may have introduced the book to a potential reader, had them drop into your study group on the night you were reading Paper 19, and never heard from them again. This experience is common. Thousands of people who have bought *The Urantia Book* stopped reading because they did not understand it. Comments such as, "I started on the Foreword and put the book down" are common. When asked, "Did you read the life of Jesus?" most of them look amazed and say "I didn't know that was in *The Urantia Book*."

Introducing someone to the book is the first step. We believe that a viable second step would be to invite participants into a 7 night or all day introductory class. The objective of this introductory class would be to help a new reader understand the depth and breadth of the teachings of *The Urantia Book*. After completing the introductory class, the newly introduced reader would then have adequate understanding and orientation to participate in study groups, social activities, and worship groups.

Duane Faw and Bob Beal are developing the introductory classes. Since there will be no pat formulas to the most effective way to make introductions, both men are taking different approaches. If you are interested in developing either a 7 night or all day introductory class in your area, please write immediately. We would like to see many different classes offered.

Do you think this idea makes sense?

3.

Videos

Research is being conducted on the

feasibility of developing one of three videos:

- A. The Teachings of Jesus
- B. An Introduction of *The Urantia Book*
- C. Life After Death

Since the technique of outreach for the Urantia movement is person to person ministry, expensive videos are hard to cost justify. What we have in mind would not be produced for mass television audiences but made for you to share in your home.

The feasibility study will be completed next year, incorporating these guidelines: (a) adequate funding raised to produce top quality (b) protection and reinforcement of the copyright of *The Urantia Book*

In all our Jesusonian projects, the protection of the copyright of *The Urantia Book* is paramount.

4.

An Audio Introduction to *The Urantia Book*

If the newly written introduction to *The Urantia Book* meets with success, an extended audio version will be developed. Our objective is to produce secondary works for introducing people to *The Urantia Book*. We would like to equip current *Urantia Book* readers with the necessary tools to spread the teachings of the Fifth Epochal Revelation. Believing that *The Urantia Book* was given long before its world mission, functional tools are being developed to reach select audiences.

5.

Fund-Raising Capabilities

As with all non-profit organizations, the Jesusonian Foundation constantly needs money. The Foundation is supported by a small group of individuals who give their resources for the promulgation of these teachings. Our annual budget now exceeds \$150,000 and there are \$200,000 in unfunded projects. Our fund raising policy precludes sending broad based letters of solicitation to *The Urantia Book* community.

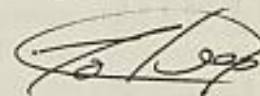
To meet our growing budget needs we are taking the following actions:

A. I am making a concerted effort to find spiritual hungry people of means and to personally introduce them to *The Urantia Book*. I do not expect immediate results, however, over the long term I am anticipating financial success for organizations furthering the Fifth Epochal Revelation.

B. This year the Jesusonian will apply for grants from non-profit foundations not affiliated with *The Urantia Book*. Our hope is that philanthropic organizations will be attracted to this work and willing to help support us even though they are not *Urantia Book* readers. Time will tell if this methodology will work.

If you are interested in helping support any of the projects described, your tax deductible donations are greatly needed. If you want to help on any of the projects, or have more ideas for future projects, please do not hesitate to call or write. Thank you for your concern. We appreciate it. Please help, however and whenever you can! We need your prayers and support.

May the Spirit keep you strong,



Mo Siegel, President
Jesusonian Foundation

The Jesusonian Foundation® is a non-denominational, non-profit, tax-exempt organization dedicated to spreading the teachings of *The Urantia Book*. We are unaffiliated with URANTIA® Foundation, URANTIA® Brotherhood, or any religious groups but are supportive of everyone advancing truth.