



JESUSONIAN® FOUNDATION

August 18, 1989

Dear Society Officers:

Five years ago, I had my first booth experience at the People's Fair in Denver. Back then the booth idea was still in its infancy. The Rocky Mountain Urantia Society paved the way for this dynamic person to person outreach technique.

Over the last year I have been blessed with serving as Outreach Services Director for Jesusonian Foundation. I have had the opportunity to personally introduce the Fifth Epochal Revelation to a wide variety of people by working the booth exhibiting *The Urantia Book* at conventions and Expos throughout the United States.

Today, Jesusonian Foundation has evolved the booth concept into two professional booths, one indoor and the other outdoor. The visual attractiveness of the booths capture people's attention while inviting them to stop and inquire. The spiritual message and the look of the booth seem intriguing to those who come by. The enclosed photos show the booths.

Where Booths Work Best

During the last number of years we have experimented with placing *The Urantia Book* booth at various Expos and Conventions. The indoor locations which have been successful are generally spiritual shows such as the Whole Life Expo held in Los Angeles, San Francisco and now expanding to Seattle and New York City. The Los Angeles show attracts up to 35,000 people during the 3 day weekend. Most of those people attend the show looking for new view points in religion. At the Heart to Heart festival in Washington, D.C., attendance only reaches 2,000 to 3,000 people. At the Focus on You Expo in Colorado and Arizona the show attracts attendance between 5,000 to 8,000. The beauty of these spiritual shows is that everyone visits them to discover something new, be it crystals, *The Urantia Book*, Christianity, or the numerous other religious ideas that are presented.

We are currently testing a new show called *World Future View Convention* sponsored by World Future Society. This particular show draws an international audience interested in new ideas for the future. This years convention theme examines the hows and whys of change, the interaction of social, economic, political, biological, and technological forces throughout the world. We are cautiously experimenting with the booth at this show, hoping it proves to be a good place to display *The Urantia Book*. If not, the booth will not be repeated at the World Futurist show. Along this same line we have experimented with the American Academy of Religion for three years and abandoned ship after realizing that no one was particularly interested. The show was quite expensive and not fruitful in obtaining new *Urantia Book* readers. Conversely, shows like the Whole Life Expo in Los Angeles can gather up to 100 new interested readers who wish to attend study groups. Often 500 to 800 people will stop by the booth and inquire. We will pass out over 1,500 pamphlets of all types, often sell 30 to 40 *Urantia Book's*, and at least a couple hundred Life After Death magazines.

Optional literature for a booth could include:

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| a) 21 Steps to a Spiritual Awakening published by Asoka Foundation | c) Why I believe in <i>The Urantia Book</i> published by Asoka Foundation |
| b) Pioneers in a New Epoch by Dr. Meredith Sprunger | d) Description of <i>The Urantia Book</i> by URANTIA Brotherhood |

Who's Qualified to Work a Booth

Experience shows that simply walking onto a floor of a show and working a booth does not mean success. Without preparation an inexperienced booth attendant can give people too much information or the wrong information while forever turning away a potential reader from these teachings. During the last few years we have developed a training seminar which is presented the night before each major show. The session brings together the volunteer group for 2 or 3 hours of discussion, role playing, and teaching. Some of the issues we focus on are how to listen to the perspective new reader, how to draw out the needs of the inquiring person, how to avoid antagonizing people, and how to be a positive teacher. We've also conducted role playing sessions on who is the author of *The Urantia Book*. What does *The Urantia Book* say about reincarnation? Is this another Christian doctrine? The role playing sessions have proven most useful allowing people the chance to hear others present the views about *The Urantia Book* as well as allowing the group to helpfully criticize presentations.

If you are planning to do a booth, please do not hesitate to call us. We would be glad to send you any training materials we have available. With or without our training materials, please don't go to a show without having spent at least a study group night working on your presentations.

How To Get Started

If you are interested in doing a show in your local area, Jesusonian Foundation might be willing to help share the cost of the first couple of shows with your local organization. If you are interested in our participation please attend the show a year in advance and then submit booth space prices, approximate number of attendees, what type of show, who attends the show, who displays at the show, and why you believe this is an appropriate environment for *The Urantia Book* to be seen in. All requests for joint participation must be sent to us at least 3 months in advance.

If you are interested in attending a fair or a Expo in your area but aren't certain when or where they exist, you might try contacting your local Chamber of Commerce. They should have a full listing of all events. They also might provide you with a summation of each outdoor fair or convention and help you to understand if it's appropriate for a non-profit organization.

It is important to remember when doing a show that you are representing the Father in Heaven. In all the booth presentations we've been involved with we have never gone representing URANTIA Foundation or URANTIA Brotherhood. We go as dedicated religionists seeking to introduce people to our Heavenly Father and to the wonderful teachings of *The Urantia Book*. There is nothing official about our booth, we are merely believers spreading the gospel. With this attitude and a great deal of prayer before a show, a group can have success or at least experience the joy of service.

The booth opportunity allows dedicated readers to introduce *The Urantia Book* to interested people. The appropriate show is tailor made for discovering people with deep spiritual interest and inquisitiveness. Likewise, we constantly meet long time readers who have never met another reader before. We have overheard people who worked at a booth say they informed more people about *The Urantia Book* in 2 hours than they had in the last

Since Jesusonian Foundation represents the *Paramony* and the *Concordex* to the book industry, we attend the annual American Booksellers Convention, exclusively for book sellers, book publishers, and book distributors. This setting provides contact opportunity between new and established distributors of the *Concordex*, *Paramony* and other secondary publications. While the show is not overly exciting, we do make some good business contacts and acquaint the book industry with the secondary works to *The Urantia Book*.

Without experimentation, it is impossible to know which shows are wise exhibition opportunities for *The Urantia Book*. Dipping your toe in the water tests the temperature. Likewise, experimentation and testing is a good way to determine whether *The Urantia Book* booth will be successful. Before you establish a booth we suggest that you visit the proposed show and see what kind of booths and people attend the show.

For certain, some shows are inappropriate for *The Urantia Book*. For example: 1) craft shows without non-profit organizational displays should be avoided, 2) displaying at fundamental religious shows will bring animosity toward *The Urantia Book*, 3) political rallies or other non-religious shows will inevitably create unnecessary conflict, 4) book shows are best avoided since this is URANTIA Brotherhood's forte.

If you find a fair or show that is conducive for *The Urantia Book* please don't be discouraged by your first years results. At the People's Fair in Colorado it took a number of years to elicit interest. You may find yourself set up at a show and only have 10 or 20 people stop and inquire. Be not dismayed, working for the kingdom does not guarantee instant results. It may take many years, but patience and persistence will reap lasting rewards.

The Cost of Booth Space

The cost of booth space varies greatly between indoor and outdoor booths. Indoor booth expenses range from \$300 to \$1,200 for the rental space for booth occupancy. Beyond the cost of space is the cost of tables, chairs, electricity, vacuum cleaning and other hidden costs. A show can cost up to \$1,500. Outdoor booths are generally inexpensive. An outdoor booth space will cost between \$75 to \$130. The outdoor booths themselves are much less expensive. The photograph you see with this letter shows an outdoor booth costing about \$700. If we went together and ordered 10 at a time, the booth price would drop to \$600. The indoor booth costs approximately \$5,000. So, obviously outdoor booths are a lot less expensive in both rental cost and in the original cost of the booth.

What You Need to Man a Successful Booth

Much of the secondary literature developed by Jesusonian Foundation has been produced because of need. After attending a few booths we realized we needed basic pamphlets that would attract a broad spectrum of people. If you are interested in setting up a booth, our experience says you will need the following items:

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| a) <i>The Urantia Book</i> | f) Origins of <i>The Urantia Book</i> by Dr. Meredith Sprunger |
| b) <i>Concordex</i> | g) <i>Spiritual Perspectives in a New Age</i> by Dr. Meredith Sprunger |
| c) <i>Paramony</i> | h) Selected Excerpts from <i>The Urantia Book</i> published by URANTIA Brotherhood |
| d) <i>Life After Death</i> magazines | |
| e) Introduction to <i>The Urantia Book</i> by Jesusonian Foundation | |

The approximate ratio of items is as follows: For every 10 *Urantia Book's* you'll need 3 *Concordex*, 1 *Paramony*, 75 *Life After Death*, 150 Introductions.

10 years. Another comment, "It's the most apostolic work I have ever done for *The Urantia Book*." Most people leave the booth filled with the joy of spreading the gospel and look forward to future opportunities. By working at the booth we get a chance to teach and share what we have learned through our individual studies of *The Urantia Book*. It is a great person to person opportunity.

If you would like more information on the booth please contact me and I will assist you in any way possible.

Wishing you many blessings and God speed you as you go about His work for the kingdom.

In Friendship and in Love,

Leslie Thackeray

Leslie Thackeray
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