

ASOKA FOUNDATION, INC.

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Executive Committee of URANTIA Brotherhood
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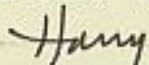
Dear Members of the Executive Committee,

Enclosed is some information pertaining to a project which Asoka Foundation is planning to undertake. An ad similar to the enclosed will be placed in several magazines. When (if?) we receive responses, we intend to send out the two enclosed pamphlets along with the enclosed cover letter. At that point, we will measure the effectiveness of the approach by its results in terms of book orders.

The purpose of the project, obviously, is to get the book out. We believe that this particular approach is a dignified means of doing so, since only those who call or write to request information will receive it. Based on the assumption that only a small percentage of the population is ready for the book, this approach is an attempt to cast a net into the deep in an attempt to sieve out those who might be interested. It should be considered a limited experiment designed to test whether the concept is an effective one.

This letter is written in the spirit of keeping you informed, and to give any of you an advance opportunity to talk us out of carrying out the project, should you feel it unwise. Please write or call me if you have any comments or suggestions. Our present timetable is to place the advertizing sometime in March.

All best wishes,


Harry McMullan, President,
Asoka Foundation, Inc.

