

**DETAILS OF THE PERPETUAL PRINTING FUND
For Ongoing Printing of The Urantia Book**

In 1980, in an effort to help URANTIA Foundation secure funds for the seventh printing of *The Urantia Book*, the Finance Committee of URANTIA Brotherhood, under the chairmanship of Frank Sgaraglino, developed the Perpetual Printing Fund. This fund, the terms and conditions of which were approved and accepted by URANTIA Foundation, was designed to work as outlined in the December, 1980 issue of the *URANTIAN...News From URANTIA Foundation*:

FUND RAISING FOR THE SEVENTH PRINTING

EXCITING NEWS!

URANTIA Foundation has established a URANTIA Book Printing Fund. All funds received as a result of the coming seventh printing fund raising campaign will be used specifically for the seventh and subsequent printings of The URANTIA Book.

HOW WILL IT WORK?

When a URANTIA Book is sold, the cost of printing that book plus ten percent (inflation factor) will be allocated to a special fund. When we are ready for the eighth printing, the money will be taken from this fund for that specific purpose. We will continue this same procedure for all future printings."

This Perpetual Printing Fund has worked as envisioned for the seventh, eighth, and ninth printings of *The Urantia Book*. It should have worked equally as well for the tenth printing, completed in March, 1990. However, inexplicably, URANTIA Foundation has claimed in its April, 1990 'SPECIAL REPORT to Readers of *The Urantia Book*' that there were insufficient funds to pay the entire \$250,000 cost for this printing. The analysis below will indicate that there should have been over \$307,000 in the Fund when the ninth printing ran out--more than sufficient to pay for the tenth:

PERPETUAL PRINTING FUND HISTORICAL PERSPECTIVE

Printing/Yr	Books Printed	Estimated Cost	Funds Available
Seventh(81/82)	23,114	\$176,700	\$201,606*
Eighth(84)	25,000	\$205,000	\$212,750**
Ninth(87)	30,000	\$250,000	\$258,750**
Tenth(90)	30,000	\$250,000	\$307,500**

* Initially contributed funds.

**Projected funds available for subsequent printings reflect replacement contribution for each book removed from inventory only, and do not include any carry-forward fund balance. The replacement costs used in these calculations are derived from URANTIA Foundation's audited Financial Statements and are: \$9.25/book for the seventh printing, \$10.35/book for the eighth and \$10.25 for the ninth. Direct costs for book printing were \$7.23 for the seventh printing, \$8.20 for the eighth, \$8.33 for the ninth and tenth printings.



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NEWS... From URANTIA® FOUNDATION

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WHEN DOES THE FUND RAISING BEGIN?

As you will remember, this fund raising program was first announced in the last issue of this newsletter. Also, the chairman of the URANTIA Brotherhood Finance Committee gave a report on the initial plans for the fund raising at the August Workshops in Lake Forest, Illinois. The Committee is now in the process of developing the program and making preliminary contacts. We are happy to report that even before plans for the fund raising have been finalized, a number of people have reacted to the first announcements of the drive by donating or pledging money toward the seventh printing.

HOW MUCH IS NEEDED?

We need to raise \$210,000 in order to print 25,000 books. This is not an easy goal to achieve. The Brotherhood Finance Committee has accepted this challenge. They will assist the Foundation in this effort since the Foundation does not have enough personnel to undertake such a fund raising program and both organizations as well as all students of The URANTIA Book share a direct and mutual interest in its continued availability. This fund drive for the seventh printing is separate and distinct from our annual joint fund appeal letter from URANTIA Foundation and URANTIA Brotherhood which asks you to contribute to cover the general operating costs of both organizations for the coming year only. Our hope is that even in these difficult economic times you will make a special effort to contribute to both appeals as the printing of new books and operating costs are both essential. We know that all of you will give this your serious consideration so that when you hear from the Committee, you will respond in a generous manner.



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NEWS...From URANTIA® FOUNDATION

7th PRINTING

By the time you receive this newsletter, the production of the 7th Printing of The URANTIA Book will have been completed!

Since the first printing of The URANTIA Book in 1955, over 110,000 copies have been printed and sold. Two-thirds of those copies have been sold in the last eight years. For many years now about 90% of our sales are to bookstores, with B. Dalton Booksellers being our largest buyer.

The new printing will not affect our current policies. The price will remain at \$34.00; bookstore discounts are 40% for 5 or more copies and 30% for 1 to 4 copies; individuals can receive a 20% discount on purchases of 5 or more books (when sent to one address); libraries receive the maximum 40% discount for any number of copies.

7th PRINTING FUND DRIVE

We wish to extend to all who have so generously donated to the 7th Printing Fund our grateful thanks and appreciation for your kind and thoughtful support. As you will remember, the Finance Committee of URANTIA Brotherhood undertook the responsibility to manage a campaign to raise the funds for the 7th Printing of The URANTIA Book. The goal of the campaign was set at \$210,000 for the printing of 25,000 copies of the book.

The fund raising campaign was designed to proceed in several steps or stages. The first step was to contact a small number of individuals who had been very generous in their donations of funds in the past. The second stage of the campaign was to contact the entire mailing list either by telephone or mail. As many telephone numbers as possible were obtained for people on the mailing list who lived within the continental United States.

In early March, dozens of volunteers spent several days contacting 1,344 people by telephone. At the same time, another 1,501 were contacted by mail.

Of those contacted by telephone, 39% pledged a specific amount, 40% were "open" (i.e., these people indicated it was financial hardship that would not allow them to donate). The amount of specific pledges totaled \$35,391. As of June 30, 77% of these specific pledges have been fulfilled in the amount of \$29,870. Of those who gave an "open" response, 27% have responded giving a total of \$6,890. The cumulative result of the telephone campaign is that 41% of those contacted have responded by giving a total of \$36,093. Of those contacted solely by mail, 17% responded by donating a total of \$14,969. Also, about 100 people, including the volunteer telephone callers, were contacted in person.

The total number contacted by all methods was 2,945. To date, 29% of the mailing list has responded in the amount of \$109,329. This 29% is roughly double the usual response rate of 12% to 15% that is received from the annual joint URANTIA Foundation/URANTIA Brotherhood solicitation letter for general funding support. The 29% includes a strong effort from our international friends. As English is not the primary language for most of them, we appreciate their extra effort.

Since the time of our original estimate, the printing company has informed us that the actual number of copies will be nearer 23,000 and the cost nearer \$185,000. We have some additional large pledges totalling \$45,000 which added to our \$109,329 gives us \$154,329. So, we are about \$30,000 short for the cost of the 7th Printing. Also, through the use of volunteers, Brotherhood Committee members, and office staff, we have been able to keep the total cost of the fund drive at about \$4,000. We would like to recover this cost so, added to the \$30,000, our final goal is an additional \$34,000.

If you have not already given, or if you initially gave a smaller amount and wanted to see how the fund drive would progress, now is the time to donate. We are in the last leg of our race to reach the goal and though we are only \$34,000 short, it will require an extra effort or push to make it. We will be billed in September for the printing, so we will have to take money from our general revenues to make up the difference if there is a shortage. Please help if you can and know that your help is greatly appreciated.

Finally, we wish to extend our sincerest appreciation to URANTIA Brotherhood and particularly to the Brotherhood's Finance Committee for a highly commendable job. The tireless effort they have made in this large and important task is truly praiseworthy. This endeavor exemplifies the ability of URANTIA Foundation and URANTIA Brotherhood to work together toward our mutual goals.