

PURPOSE, INTENT & GOALS FOR THE URANTIA BOOK FELLOWSHIP WEBSITE

January 2008

"As faith-enlightened and spirit-liberated sons of the kingdom of heaven, you face a double responsibility of duty to man and duty to God while you voluntarily assume a third and sacred obligation: service to the brotherhood of God-knowing believers."

Three primary areas of focus for the development of web resources:

1. **Dissemination of the revelation**
2. **Socialization of the God-Knowing believers**
3. **Administration of all dissemination and socialization efforts.**

Dissemination:

- ***Education*** – Educational materials for readers at beginning, intermediate and advanced levels. Also educational materials targeted to young children, youth, adolescents, young adults, parents, etc. These things should be easy to print.
- ***Public Relations*** – material for potential new readers, journalists, the press, and people checking out what the teachings are about.
- ***Marketing and Branding*** – Taking advantage of current events by preparing relevant articles and information that people are searching for on the web and can be directed to our site. Example: Articles and references in The Urantia Book to Mary Magdalene as many searches were going on during The Da Vinci Code book and movie press hype. People are always searching and we have the opportunity to bring people to our site through science, philosophy, religion, especially if currently topical. A rich and robust cache of articles, a plethora of articles that are searchable on the web can bring many people in contact with our website, our organization and The Urantia Book.
- ***Retail*** - purchase options for The Urantia Book and secondary items.

- ***Outreach*** – Downloadable and printable brochures and introductory documents to assist others in their efforts of dissemination.

Socialization:

- ***Communication*** – Email lists, electronic newsletters, downloadable publications like the Herald and The Mighty Messenger, posting news of interest to Urantia communities, administrative announcements for Fellowship members.
- ***Calendar of Events*** - Urantia related with dates, time, location, contact info (There is a very nice one on the Urantia Archive site.)
- ***Pictures, Articles and Information*** - of readers and people in the movement past and present.
- ***Contact Info*** – for Societies, committees, Fellowship staff and officers, study group & related study group help.
- ***Conference info*** - Fellowship Conference announcements

Administrative:

- ***Database*** - For the Fellowship and for Societies and related groups.
- ***Book keeping/Accounting*** - for Fellowship and for Societies and related groups.
- ***Files*** - with forms, procedures, policies, contracts and agreements, etc, password protected at various levels. For Fellowship officers, EC, GC, employees and contracted. Also for Societies and related groups.
- ***Organizational structure*** - what the TDA, EC and GC are and who they currently are. Easy access to society information and contacts. Password level protected.
- ***POS*** - On-line Point of Sale connected to the accounting package.
- ***On-line reports*** - various accounting reports, membership reports, etc. A variety of reports that improves the management of projects, activities, committees and events of

the organization.

The Goals for our Website

Dissemination:

GOAL: Be the premier site for dissemination of The Urantia Book.

- Make the book less mysterious and more relevant
- Make the book readily available and relatively easy to purchase.
- Offer the book available in every language whenever possible.
- Offer relevant beginner, intermediate and advanced studies of the book.
- Offer good children's and family courses for the book.
- Maintain a pace of technology development sufficient to assure our ability to provide state-of-the-art web resources and services including multi-media, interactivity, and administrative support for dissemination programs.
- Identify opportunities for stimulating traffic we may not have already considered.

Note: Concerning dissemination, there are three basic groups of visitors to our site.

1. Those who read the book and are looking for contacts and/or information.
2. Those who happen upon our site and know nothing about the book or about us.
3. Those who have heard something about the book and are curious about it and/or us.

Catering our menu of information to these basic groups is a good way to measure the relevance of what we add to or take away from the site.

Socialization:

GOAL: We want to make it simple for readers and interested people to find and connect with each other.

- Create the most comprehensive list of contact people available anywhere.
- Make the most comprehensive Study Group Directory available anywhere.
- Add International groups and willing reader contacts whenever possible.
- Provide a comprehensive, accurate and up-to-date calendar of events.
- Create and provide links to online resources like online study groups.
- Maximize connection to other online communities like My Space.

Administration

GOAL: We want to have highly efficient administrative systems that will allow us to do more meaningful work.

- Automate database and administrative functions wherever possible.
- Provide basic user account options with memory capability.
- Automate response to when response is called for, wherever possible.
- Provide a good FAQ to alleviate having to answer the same questions all the time.
- Automate conference registration.
- Automate online purchase options and integrate them with Quickbooks.

