

This is just some of the accomplishments from the previous year. Separate reports have been written for each of these activities and were posted on SocAdmin.

## 1) **Outreach Intros, Expos, and Activities**

- a) We ***gave introductions to the book*** in the following cities:
  - i) San Diego (included a full three-day mini conference)
  - ii) Salt Lake City (included 2 introductions and a street fair)
  - iii) Coeur d'Alene, Idaho
  - iv) Seattle Washington
  - v) Reno, Nevada
  - vi) Minnetonka and Sartell, Minnesota
  - vii) **THIS ACCOMPLISHED:**
    - (1) Many new readers were introduced to the book, joined and/or strengthened groups.
    - (2) So many existing readers go to come together for fellowship and training in introducing the book.
- b) **Expos were completed in:**
  - i) Austin
  - ii) North Carolina
  - iii) The Wild Goose Festival both east and west coast
  - iv) Portland
  - v) Skogie, Illinois
  - vi) At the 6 Outreach Fairs in Colorado an estimated 19,500 laid eyes on our booth and the distinctive Urantia banner. (Thanks for the banners Thomas)

## **OUTREACH COMMITTEE – GOALS for 2013**

### 1) ***Speaker and Introduction Development Committee***

- i) Develop 6 good speakers that can deliver an effective introduction to the book
- ii) Train 2 people that will set up the speaking circuit
  - (1) Speakers will work with active Societies to begin with.
  - (2) Local people are involved as much as possible in the intro to help foster the ability to give intros on their own.
  - (3) Churches, universities, and local venues will also be used for the speaking tours.
- iii) Have each of the 6 speakers do at least 6 introductions to the book in various places throughout the year.
  - (1) That is 36 introductions to the book. If only 3 people attend each intro that is 108 very good, detailed intros to the book, plus the local groups are energized by watching the intros and can more easily explain the book to someone new.
- iv) We will create a FaceBook page “Urantia book speakers” announcing intros, inviting speakers, display videos, etc. This will be a private area.

## **2) Book Outreach**

### **2) GOALS**

- i) We will do at least 12 expos this year.
  - (1) Money will be saved by identifying expos that are close to home so travel expenses are minimized.
  - (2) We will identify expos that have a good support system of readers and study groups so that the new readers will have a support system.
  - (3) Twelve expos equals hundreds of exposures to the book at each one.
  - (4) Average of 30 books sold at each one – 360 books in the hands of truth seekers.
- ii) Send books to various target markets: Mormons, Masons, UFO enthusiasts, etc. Follow up with speaking engagements.

## **3) Media Team**

### **a) GOALS**

- i) We need videos, banners, cards, meeting expenses, web content and new brochures.
- ii) We would like existing readers to work on media projects.
- iii) We want to have a branded look based on Gary Tonge's cover art.
- iv) One idea is to have a contest - give \$1000 away to the best intro brochure. Or best intro video. Or best topical video like "what happens when you die"
- v) We think a Media Roundtable is a good idea. Where people meet face to face.
- vi) Our free book card recipients are being followed up on with information about activities and study group information.

## **4) Community Liaison and Leader Development**

### **a) GOALS**

- i) Traveling emissary that visits study groups, asks for donations, gives intros, mobilizes the Societies, and encourages membership.
- ii) Work with existing UB readers that attend church and help them develop relationships with their church, empower them to talk to their pastor, set up talks at the church or advertise for groups at the church that may be interested in seeing a intro video and then discussing the book.
- iii) Be the moderator on our new website blog that facilitates communications between new readers, long time readers and matches people with a study buddy.
- iv) Several times weekly check out our online 'reputation' using google alerts and participate in discussions, correct erroneous information, etc.
- v) Work with Larry Bowman as the moderator for Societies, Study groups, GC and EC members as they explain their plans for the future of their committee and lay out plans. Do we all have access to each other's minutes from our meetings?
- vi) Help Societies develop their Outreach Committee (maybe by inviting us for a speaking or expo.

- vii) This person is the Fellowship's representative in the field.
- viii) Similar to the area coordinator
- ix) Recruit potential leaders/teachers and train them thru implementing our service projects.

## **5) Study Group Development and Support**

### a) GOALS

- i) Strong study groups create a strong organization. They are our foundation.
- ii) Have a great, professional looking 'support package' that is sent to all study groups.
  - (1) Offer them: outreach material, an intro video, etc.
    - (a) Brochures, audio CD's
    - (b) Article about outreach
    - (c) A great intro video they can use to show friends.
    - (d) Info about upcoming gatherings
    - (e) Ideas for effective study groups, topical ideas, etc.
    - (f) Encourage them to keep a roster of their members contact info.
    - (g) Have them join The Fellowship and become a donor.
- iii) Have study groups find out about street fairs or expos in their area. And let them know that they have a support team. We do this once we research expos and fairs.
- iv) Always publicize what we are up to and get a newsletter that goes out monthly to study group leaders.
- v) Send great emails and links to study groups so they can become a member online.
- vi) Make calls to each group. Get them involved in what the larger community is doing.
- vii) Offer to fly in for a special topical study group gathering if they can have at least 20 readers there.

## **6) Special Programs**

### a) GOALS

- i) 'Special projects' is a part of our committee that leaves an opening for us to continue to invent new outreach ideas.
- ii) The media team will help us SELL our ideas and fundraise for us.
- iii) Implement NEW ideas for outreach
- iv) Let's keep inventing!

## **7) Books**

### a) GOALS

- i) We need books to place in libraries, a free book card program, and other gifting programs.

- ii) This is our flagship program and has created more excitement and interest in our readership than anything! People that generally wouldn't introduce someone to the book are doing so because of the free book card program.

**8) Travel**

- a) Many of these projects require travel expenses. We are reducing our travel this year by driving to as many events as possible but we still need this money to get our work done.

**Thank you,**

**The Outreach Committee Team**

Andrea Barnes, Chair

Thomas Orjala

Paula Thompson

Mary Jo Garascia

Lynn Goodwin

Elizabeth Michal