

Dissemination:

Planting the Seeds of Lasting Growth



THE URANTIA BOOK FELLOWSHIP

A STRATEGIC VISION FOR DISSEMINATION BY THE
THE STRATEGIC PLANNING AND VISIONING COMMITTEE

Members of the Strategic Planning and Visioning Committee

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Why we serve:

The spirit-led child of God is the most powerful force by which the Heavenly Father can uplift His mortal sons and daughters. Urantia Book readers can become this dynamic, living expression of love, mercy, and ministry bearing witness to spiritual realities of a Heavenly Kingdom. The purpose of this vision for dissemination is to transform this organization into a vehicle which serves these mighty servants who will uplift the children of God and this planet by the liberating teachings and truths of this revelation.

Our Vision:

The Urantia Book Fellowship is the organization that supports the creative dissemination of the Fifth Epochal Revelation for *the purpose of sharing the fact, teachings and truths of The Urantia Book.*



Our Mission:

To *encourage* and *support* individuals in their *teaching, ministry, and dissemination activities* by helping them *realize their full spiritual potential as living translators* of the Fifth Epochal Revelation.

A New Approach to Strategic Planning

This document is not a strategic plan but a Strategic Vision. This Strategic Vision will be used as a guiding document to develop several phases of a strategic plan for dissemination over a period of ten years. This document articulates dissemination goals that have been developed from visioning sessions with the General Council.

We have been mindful that the real challenge to strategic planning is not only the development of a plan, but also the implementation and execution of that plan. Previous attempts at strategic planning have produced detailed plans that appear to have been too overwhelming to implement. However, such works reflect much that is good about dissemination and will be studied for the wisdom they produced as these plans unfold.

Our approach has been to keep the planning simple by approaching execution of a plan step-by-step as we are led by a vision.



To accomplish all our goals we must grow in our capacity as an organization to prepare for the greater challenges of dissemination that lay ahead. We will we build a

scaffolding based on successive accomplishments that can lead to achieving goals that are not yet attainable for an organization that needs to grow in its capacity to serve.

Once we have gained the consent of the General Council for this Strategic Vision we will begin to execute the preliminary goal that has been outlined. Each phase of the strategic plan for dissemination will be presented to the Executive Committee for approval. As we progress in the execution of each phase we will also refine the Strategic Vision as we gain experience, accomplishments and wisdom. Each year this Strategic Vision can be refined and will be re-submitted for approval. As we progress the General Council will have continued opportunity to reflect on the work of the strategic plan and apply new insights and clarity to this Strategic Vision.

This process will allow for a strategic plan that can maximize the input and participation of the General Council and Fellowship members as the process unfolds. It allows us to remain focused when there are changes in officers, leadership and councilors--all the while, new officers, presidents, councilors will have the opportunity for participation and input.

Our Goals for Dissemination



Fellowship Dissemination Initiative

- Create and promote a hallmark dissemination project that will firmly identify the Fellowship with outreach and dissemination.
- Select a project that will exemplify the creative ideals for dissemination as expressed in the visioning sessions of the General Council.
- This project will be a catalyst for team building and organizational spirit that will bring focus and energy to our work together in the Fellowship.
- Our project will become a vehicle for inspiration, vision, and leadership for other dissemination projects.



A Supporting Service Organization

- Emerge as the preeminent organization that provides resources, support, and communication for dissemination activities.
- Shift away from centralized organization to achieving dissemination goals through coordination and collaboration with the base -- move towards grassroots development and growth.
- Capitalize on internet presence and IT resources to make our dissemination services available.
- Manage and distribute collective resources for wisdom, techniques, experience, and analysis for dissemination.



A Resource for Training and Development

- Become passionate students of dissemination methods and diligent teachers by sharing this knowledge with others.
- Provide assistance and foster study for the development of messaging, communication, and presentation of teachings to target markets.
- Help individuals and groups develop leadership and organization skills for dissemination projects.
- Support study, development and distribution of personal ministry methods and projects to aid individuals and groups.

Fellowship Dissemination Initiative

If the Fellowship is to become a leader in the field of disseminating the fact, teachings, and truths of The Urantia Book, then we must lead by example. We can show ourselves and others that great things can come through cooperative service by successfully delivering a major dissemination project that is the focus of the Fellowship's energy.

Our flagship dissemination project will bring us focus, momentum, fun, team building, experience and new energy to take us forward towards our other goals for dissemination. But this project is the first step, a primary step, that if successful can catapult our group towards new accomplishments. The choice of such a project or projects is a decision for the General Council and will be further developed through a process of visioning, practical consideration, and appreciative inquiry.

A Supporting Service Organization

The Urantia Book tells us that the ideal form of government is one that functions in a coordinating capacity. The ideal organization does not do all the work, but rather coordinates and supports the work that is done by all who serve the purposes of our organization. The question before us is are we a central organization or are we a coordinating organization that serves a broad base of readers?

How do we become an organization that supports the dissemination efforts and activities in a coordinating capacity? The challenges of study and dissemination are far greater than the size of our organization and we are called upon to engage and enlist Urantia Book readers, study groups, and societies to work together towards this collective and common goal. We are called upon to lift together in the spirit of social and spiritual cooperation. This requires leadership of individuals and enlightened policies, practices and teamwork from those who labor with our organization.

This dissemination effort will cause us to rethink how we can function in the spirit of a true service organization by looking to transformations that will yield greater levels of cooperation, communication, engagement, and excitement for the worthy cause of fostering the spread of the Fifth Epochal Revelation.

A Resource for Training and Development

Who is qualified to train others? By what methods? These are valid concerns and it bears reminding that training and development takes on new meaning in a service organization that is functioning as a coordinator of resources.

Training is often times necessary and practical when learning the challenging skills for teaching, ministry, and dissemination. But these skills do not come from one organization, or a select group of individuals--they are the collective wisdom of generations of men and women who have learned and failed, strived and succeeded in the efforts of dissemination.

What is most needed is not the authority to speak to singular methods and manners of dissemination, but a willing agency to collect the wisdom of dissemination and then be willing to share these skills and techniques with others as they are experienced and documented.

Providing training and development for dissemination is as much about expressing the willingness to explore and study successful methods of teaching and ministry as they are about the willingness to share this wisdom.

New directions for our work.....

What is different about our approach?

Have Fun

What a charge we have -- to share the Fifth Epochal Revelation with the world. It can become a burden if we take on this charge without joy, passion, and humor. A Fellowship dissemination project is why we are here--to experience joy in our labor together.

Develop The Grass Roots

Do we have the organizational structure in place to make the yoke light or are too few carrying the load? Let's look at making this a strong grassroots organization so that we may all share in the labor. How do we gather more servants and how can we serve the servants? How can we use the thrill of dissemination opportunities to bring more laborers into the fold.

Expanding Our Service Through the Internet

How do we increase our service capacity? From communicating dissemination activities and resource coordination to pooling collective wisdom and developmental training, our internet presence can provide the critical support structure that serves all who labor for this revelation. We have available tremendous resources, from podcasts

to video conferencing for training and coordination, that can break new ground in the services that we can manageably provide. Let's take full advantage of this tool.

Developing the Message and Identifying the Market

Presenting the truths and teachings of the Urantia Book to a target market or through personal ministry depends on translating these teaching into messages that will be found receptive. How thrilling to consider a cooperative effort to intelligently seed this revelation.

The Student, the Teacher, the Trainer, the Leader.

What do all of these capacities have in common--- passion for learning and sharing. A true service organization needs passionate servants with dedication. Such servants rise from study groups, independent readers and personal service experiences--the grass roots environment of our local readership communities. As these servants grow and expand in their service capacity, the Fellowship is there to support and expand their talents so that they may serve others as teachers and as leaders.

Dissemination depends on study and personal development. Study group initiatives need invigoration. The integration of study and dissemination will bring new focus and purpose to study groups and advanced personal study.

Challenging dissemination opportunities depends on personal spiritual growth and advanced religious development. Let these challenges renew ourselves with a heightened appreciation for the study and experiential living of the truths and teachings of The Urantia Book.



Our Core Values:

How Will We Serve Together?

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This section will be developed following a visioning session that is designed to develop a common set of core values that characterizes our loving-service together as Fellowship members.

From Visioning Session to Strategic Vision

How Did We Get Here? This is “our” plan. All of what you see are the results of the visioning session by the General Council at the January 2010 meeting. You shared your thoughts, projects and ideas. Below are the ideas that we distilled from this process and the solutions that we applied.

1. The General Council is a very diverse group with a number of approaches to dissemination. Many were interested in creative dissemination methods and an equal number appeared to be interested in the more traditional approaches to dissemination.

Solution: Become a service organization that supports and allows for all diverse approaches to dissemination. Our mission statement uses the phrase “To support creative translations....” allowing for the creativity of each individual as a “living translator.”

2. Team building is a very important exercise that comes from visioning and essential to our work together.

Solution: Develop a major dissemination project that will be a source of team building, energy and cooperation. Use the visioning session throughout the development of the strategic plan over the ten year period.

3. The GC is committed to long range projects.

Solution: Commit to a ten year strategic plan.

4. Electronic media is a valuable method in the dissemination effort.

Solution: Transform our IT capabilities into a vehicle that will allow us to become the premier resource for dissemination communication, support, and coordination on line.

5. Service, service, and more service--councilors want to live the revelation in action.

Solution: Become the supporting organization that serves the servants by helping them realize their desire for service. From our vision: help individuals “realize their full spiritual potential as living translators of the Fifth Epochal Revelation.”

6. The Fellowship can be a clearinghouse for support of dissemination projects.

Solution: Become a true service organization by operating in a coordinating capacity rather than a controlling capacity. Our service is to support disseminators and their initiatives through resources, coordination and communication.

7. The Fellowship needs to develop its organizational efficiency, methods, and procedures to support various dissemination efforts--to become a clearing house.

Solution: Rethink how we operate as a service organization to solve efficiency problems. Focus on developing the grassroots. Move away from a centrally controlled, centrally initiated form of organization.

8. Dissemination requires a better understanding of the areas of greater receptivity to the revelation and the assistance and development of messaging that targets these areas.

Solution: Become a resource for training and development of dissemination activities with key focus on study and assistance in the development of the message and an understanding of the target areas.

9. Dissemination is as much a spiritual endeavor that prospers by the embodiment of living truth as it depends on the effectiveness and creativeness of dissemination projects and ideas.

Solution: Connect the activities of study groups with the goals of dissemination. Personal growth and development is nurtured by personal and group study. Study groups produce the teachers and leaders who become successful disseminators. From our vision, “to help them realize their full spiritual potential as living translators” we recognize that dissemination is as much an understanding of the truths as it is an embodiment of the truth.