

Minutes

Outreach Committee 1/9/12

Present: Tom Choquette, Andrea Barnes, Bobbie Dreier, Bill Rocap, Thomas Orjala

Absent: Tony Finstad, Jo Ann Wiedman, Lara Amyx

The conference call began at 2 PM EST.

Andrea: Described experiences as a traveling emissary visiting Wild Goose Festival, study groups and individuals and suggested it would be more economical to produce 3 day mini-conferences/ meet-ups as introductory workshops involving local readers and YaYAs to welcome new readers and promote a family feeling. Follow-up has been provided where local readers are active and willing. Ideally, outreach would be to supportive communities. Bill suggested on-line study groups and a buddy system.

Bill: Spiritual Vitamin packaging has been changed to a small box (60 day supply), only the most powerful quotes are being used, the website is being redesigned, marketing will be to churches. SV now available thru Fellowship web site. Bill will write a short ad and Bobbie will place on SocAdmin, Andrea in the Community Newsletter. Tuevo Orjala is distributing on consignment in Southern California.

Thomas: Requests sponsorship for a booth at the Spirit West Coast Del Mar Christian Music Festival. Would display SV, tee shirts, Urantia Books, "Call of the Spirit" and other spiritual books. Will send info to Tom for potential Truthseekers' sponsorship. He is looking for new venues to share The Urantia Book. Observed that at Grossmont College a "transformational tools for life" approach was taken. Is planning EXPOs in Milwaukee, Ashville, Skokie, the Wild Goose Festival. Will check to be sure of local support. RUN did 3 day intro in Fort Collins.

Bobbie: The Fellowship representatives to the Study Group Portal are John Hales, Emilio Coppola and Lenny Cowles. Bill said that the Portal is not on The Fellowship web site. Andrea will get it linked. Bobbie thinks study groups are still the heart of the movement although some have very old readers with little enthusiasm. She requested time to have a discussion about study groups at the next meeting. Andrea suggested that study groups be used in conjunction with Outreach Projects.

Tom (for Jo Ann): Jo Ann volunteered to do the "Service" segment of Outreach that Tom proposed. He announced that she will set up systems for getting involved in ministry - make opportunities accessible and available and possibly put something on the Fellowships web site informing everyone what was happening out in the community with service, and encouraging people to find a way to serve.

Tom (for Lara): Media and Marketing should be a standing committee. It needs to create The Urantia Book's face to the public, plan promotions and lures. A talented committee of media professionals volunteered. The media committee had \$12,500 approved and then taken away, mysteriously.

The NET committee grew from the need to have a responsive community to welcome those drawn in through marketing. The M/M Committee is deeply frustrated and is on hold until after the Summer Study Session. Andrea suggested that existing study groups should be strengthened and well-organized to provide the NET.

Andrea and Thomas stated that they need public relations materials for their outreach efforts. The new book cover can be used in the design of a brochure that describes who we are. Thomas reported that Patrick Yesh and Josh Wilson did a campus outreach and were well received at ASU which has 50,000 students.

Bobbie volunteered to facilitate a monthly conference call and to provide an agenda one week in advance. Next conference call is Saturday, March 3rd at 1:00 EST. Agenda will be sent February 25th. Get items to Bobbie by February 24th!

Meeting adjourned at 3:34PM.

Respectfully Submitted,
Bobbie Dreier
Secretary