

GOALS...

by Harry McMullen

The one goal of all our Urantia activity should be:

To lead souls to the Father

The only way to accomplish this is to show him forth in our lives and to proclaim his gospel. These are mandatory in our personal lives. In partial contrast, the opportunity for URANTIA Brotherhood is to proclaim God's truths by disseminating the book, where his teachings are uniquely set forth. As an organization, I don't believe that we are well suited to proclaim the gospel directly to the world as some strive to do. Therefore, our goal of leading souls to the Father can be restated as getting:

More readers.

To accomplish this, we have two primary and interrelated supporting strategies from which all else follows:

More books, and
More and better study groups.

More books sold and distributed implies more readers, who come together into study groups. With our support in a variety of ways, these groups coalesce, and membership grows.

Since our goals are planetary, we should set them based on what we feel God wants and figure backwards from that goal to arrive at our timetable.

In the spirit of throwing a number onto the table, our goal could be:

To have 100 million active readers by 2055

That would indeed be a fitting way to celebrate the 100th anniversary of the

publication of The URANTIA Book.

To achieve that goal implies the need to distribute large numbers of books. Our distribution goal, then, might be:

500 million books in 30 language by 2055.

We should analyze the world by continent, nation and language, and determine the best manner of approach. Prior to each translation, we should have a

certain number of study groups in place, and a plan for expansion. Responsibility for areas should be delegated to key "natives," and as activity becomes greater, the geographical areas of responsibility should be decreased accordingly.

Within the USA, a lower retail price for The URANTIA Book would so obviously enhance distribution that it hardly need be mentioned. •