

One World Crusade Progressing Rapidly in America

David S. C. Kim

March 10, 1973

From OWC memos 4 and 5



OWC Rally in New York Church Center Director Joe Tully speaks.

Work is rapidly progressing on to new levels in America. As Commander Kim stressed, "Eventually OWC will influence America at the local, state, and national levels." One indication of the extent to which OWC can influence America is that our Leader was presented with the Key to the City of San Francisco on February 14, 1973. Since San Francisco is considered the Western "door" to America, his receiving this honor symbolized the opening of all America to him and the One World Crusade.

Organization, Methods, and Strategy

David Kim, in his memo of March 10, 1973, emphasized the importance of "team work and inter-departmental cooperation" between the different structures of OWC -- bus teams, state Representatives, Church Center Directors, and Itinerant Workers. He urged all mobile units to keep up to full strength in terms of membership, and to help other structures without sacrificing their full effectiveness. He said "share our common burdens with other structural systems in our movement, and stay strong and powerful. Strengthen your mobile units by gaining new converts, providing spiritual strength, and by showing people you are well disciplined and well organized. In this way you can bring a strong positive influence to the State Representatives and Church Centers you visit. They will be inspired by your motivation, zeal and sense of national unity among Heavenly brothers and sisters."

Working with the New York Church Center as a model for the rest of the nation, our Leader demonstrated new witnessing methods and strategies for winning members. Working with the 70 Dutch and Japanese trainees he instructed them to take three or more vans to the downtown area and wait for members to contact people on the streets. Then a few members transport the people to the Church Center for a 12:30, 4:30 or 7:30 lecture; then the vans return to the witnessing field and load up again. At the church center, three rooms were prepared: one for Principle of Creation, another for Fall of Man and Mission of Christ, and the third for Principle of Restoration. Our Leader also instructed the members to make cassette tapes of each lecture to be played to newcomers at their convenience, in order to save time and manpower. Eventually worldwide standard cassette tape lectures will be developed.

Commander Kim stressed that dedication, zeal, and youthful attitude go beyond the language barrier to influence people. "The Japanese Family prepare specially written signs to explain what they are doing. They approach and appeal to many people, regardless of the language barrier. Their sincere attitude, zeal and dedication are the real assets in recruiting an audience for the 3 daily lectures. During the 3-days campaign in New York City, 50 people on the first day, 80 people on the second day, and 46 people on the third day (raining all day) came to the New York Church Center lectures at three different times. The newcomers who came at 7:30 PM did not want to leave the center even after midnight, spoiling the sleeping hours of the regular members."

On March 8, a large Rally for God was held in front of George Washington's Statue at Federal Memorial Hall, in the Wall Street District of New York. Here is an excerpt from a report by Peter Mullen:

Large impressive steps surrounding a monument of George Washington were filled by 130 members of our Church at noon. Lined in ranks on either side of the monument platform, they sang powerful songs. On the platform, fifteen members held a 'One World Crusade' banner, and

spoke from a large two speaker system. Our voices carried three to four blocks. It was a very artistic arrangement, and the unity was good. One row of members stood on the highest level, holding New Age slogan signs in several colors.

Two or three songs, then a speech, was the repeated pattern. About nine powerful speakers from Japan, America, and Holland gave powerful messages, conveying our Father's sorrowful heart, and his agony for America. The crowd listening to us grew from 100 to nearly 1,000 people at peak times. An estimated 5,000 to 10,000 people stopped and listened for at least a short time.

Mr. Kamiyama maintained good unity and Hiroshi Matsuzaki led the speakers with very humble and loving introductions. A great spirit of love slowly but surely pervaded the normally frantic street corner. Clusters of people at times centered around one of our members to argue over an intellectual point, both during and after the rally. Many people craned their necks in astonishment, with their eyes very wide.

The message kept coming across: the purpose of life is to serve others, and we must give up our self-centered purposes and goals.

Effective methods in Pioneer Centers and Mobile Units

On March 5, Our Leader heard reports from HQ staff, MU Commanders, Itinerary Workers, State Representatives and Center Directors. Similar approaches were found to be effective in 4 pioneer States, each of which had won more than 10 new members. The approaches listed are:

- a. Main emphasis on lecturing, teaching and intensive study of the Principle on a continuing basis;
- b. A strict daily schedule and firm discipline similar to OWC mobile units;
- c. A Trinity system, meeting together in the morning and evening;
- d. "Master Speaks" used in morning prayer and devotion;
- e. Use of book tables on campus offering literature on religion and psychic phenomena;
- f. Non-credit classes on Campuses on religion, Divine Principle, psychic phenomena;
- g. Week-end workshops and one-day workshop approach;
- h. Adoption of Pres. [Young Hwi] Kim's lecture outline.

In addition to the above, recent successes by OWC mobile units were recounted. Among the reports: Mobile Unit 7, commanded by Jack Korthuis, lead a choir at an established Christian Church with an audience of 700, singing New Age songs; out of this, 70 people came to lectures.

In Omaha, Nebraska, bus team 3, led by Hugh Spurgin, on a 12-day campaign brought in six solid members using the three-lectures-a-day approach used in New York. This set a record in OWC history.

Visits to Mayors, Governors, TV appearances, newspaper and radio interviews with European members to explain OWC goals to the public were used extensively. Most of these cases were very positive and most of the responses were quite above average.

Divine Principle Tests

Commander Kim's report announced that the results of tests administered to OWC commanders indicated the need for deeper study. "I strongly urge you to study hard daily, understand the Principle in depth, and not only thereby give inspiring teaching and lecturing, but also impress Christians as well as non-Christians. Tests will be given often, as in Korea, where there are local, provincial and national tests on the Unification Principles. We will give tests whenever we have special training sessions with monthly or bi-monthly conferences. Train and prepare yourselves every day to be the best lecturers and teachers of the Unification Principles."