

Grassroots Godism
6 Marigold Way
Burlington, MA 01803

February 20, 2020

Dear Unificationist Friend –

We are writing to inform you about an exciting new project called “Grassroots Godism.” The purpose of “Grassroots Godism” is to find an energetic, attractive way to introduce True Parents teachings to mainstream US culture.

We’ve been through a disheartening period of confusion, division and polarization. Last September, several of us started talking about undertaking an ambitious grassroots project. How about if we pull a few pieces together to see if we can make a difference?

What are those pieces?

- People, especially young people, suffering from moral/value confusion, in need of uplifting answers in a language that they can relate to ...
- The teachings of our True Parents, that are profoundly life giving for some, but impenetrable and even out of bounds for others ...
- Experienced and motivated Unificationist, whose diverse talents and expertise are so precious to God, but as yet so under-utilized ...
- The internet, a communications platform having profound impact on culture and civilization, but not yet fully used to benefit God’s providence...

We’ve had lots of conversations about what to do. Fifty-or-so people receiving this mailing have been part of that conversation - we thank each of you for that. For another roughly 150 people, this mailing serves as an introduction to the embryonic project that has arisen as the fruit of those conversations.

Enclosed, please find a booklet titled “*Grassroots Godism - Year One Game Plan*”. This document has been through ten iterations over the past five months. It is the result of conversations, feedback, research, meetings, and a survey. *Could you please take a few moments to carefully read through this short booklet?* We hope you will consider becoming a participant in and/or a supporter of “Grassroots Godism”.

Our Steering Committee *would appreciate hearing back from you.*

- Do you have comments or suggestions on the “Year One Game Plan”?
- How can you help?
- Do you have nominations for the positions & talent described in “Year One Game Plan”?
- Can you suggest someone we should add to our mailing list?
- Do we have your email address? If you are not sure, please send it to us.

Sincerely,



Steering Committee

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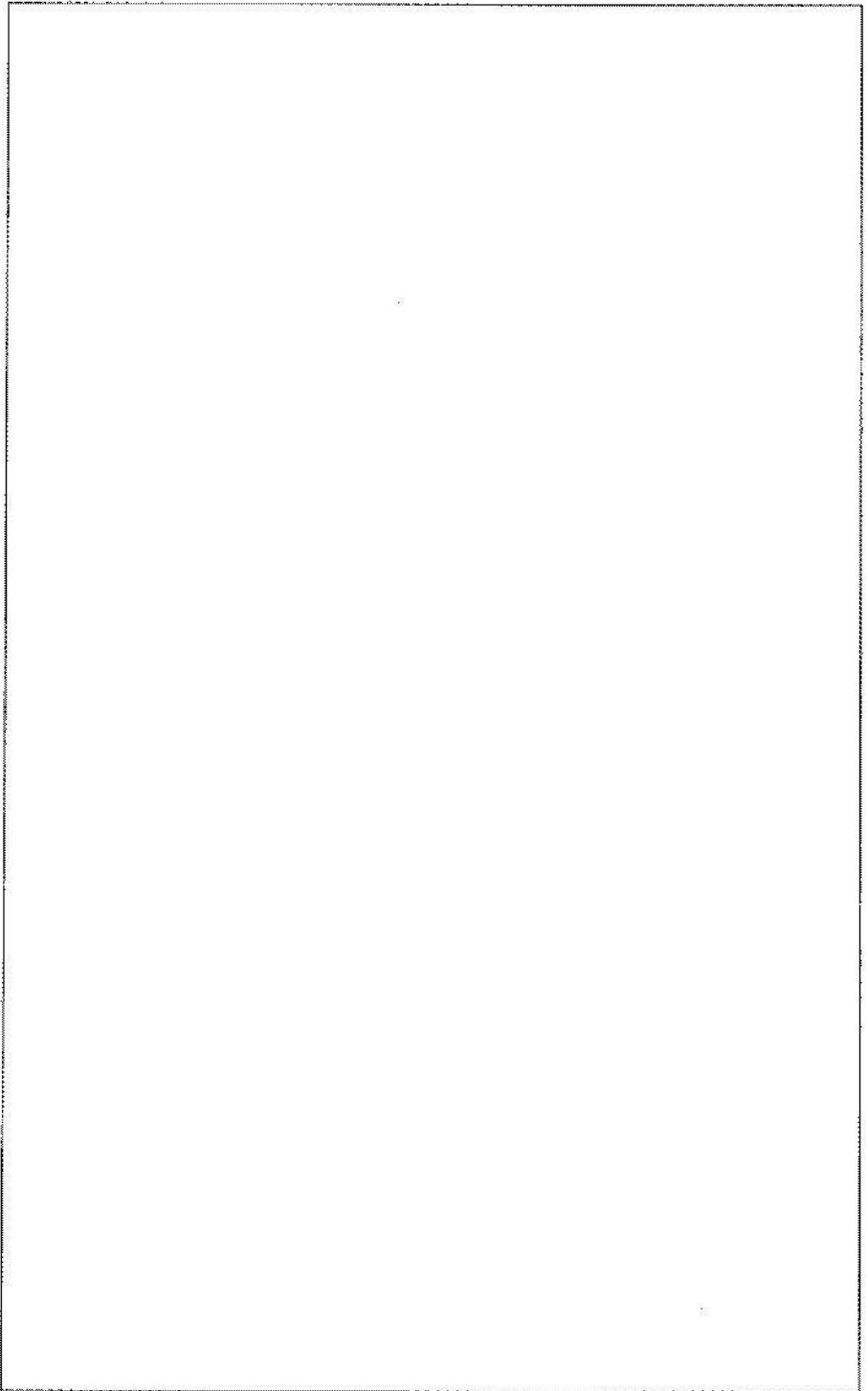
PS - Stay tuned for our “Kickstarter” campaign

Grassroots Godism

Year One Game Plan

- I. Underlying Assumptions & Motivations
- II. Statement of Purpose
- III. Products & Distribution Channels
- IV. Organization
- V. Year One Development Plan
- VI. Project Content

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Year One Game Plan

The Steering Committee is circulating this document to expand awareness, interest and involvement in this project, and to solicit comment/feedback from readers.

I. Underlying Assumptions & Motivations

A) Unique Value of True Parent's Words

True Parents have brought a new, higher expression of God's Word. God's intention is that the dissemination and application of this new understanding will contribute to the advance of God's providence and the betterment of humankind.

B) Relevance to the Tribal Messiah Mission

Our desire and responsibility as Tribal Messiahs is to liberate God, and to reach out to our family, friends and the public with spirit and truth. This requires us to be able to enthusiastically and effectively share the new understanding brought by our True Parents.

C) Need for Powerful Content and Effective Delivery

We are the most effective mediators between True Parents and our family and culture. To succeed, we need to be the creators of educational content that is attractive, powerful, easily communicated and readily understood by our family, friends, acquaintances, and the broader public.

D) Examples of Successful Platforms

TED Talks, Crash Course and Prager University are some examples of ambitious, highly effective web-based educational platforms. Their purpose is to provide content (primarily video) that impacts personal values and mainstream culture. They appear to be models to follow, *not necessarily for their content*, but for their design, communication strategy, and organization.

E) Available Unificationist Resources

Our October 2019 survey confirmed broad enthusiasm, primarily among our elder generation, for a "Godism" and/or "Headwing" advocacy project. Extensive and talented grassroots Unificationist resources (intellectual, technical and financial) are available to support this project.

F) Initial Skepticism

Though enthusiastic, the individuals referred to in paragraph (E) above are also generally skeptical. Talent and resources will be become available once these individuals are convinced an effective, trustworthy, and reliable organization and communication strategy is available.

E) Audience

Education/advocacy content should be readily accessible, easily understandable and appealing to:

- i. our family and people we casually meet
- ii. those with an initial interest in the Unification Movement
- iii. those who have known our movement but are disconnected
- iv. the broad public

II. Statement of Purpose.

A) Develop an organization, communication platform(s), and content to effectively **disseminate True Parent's teachings** on topics related to spiritual understanding ("Godism") and/or public policy ("Headwing") to the broad US public.

B) Through this effort, have a **beneficial impact on people's family and spiritual life**, leading to a more Godly lifestyle of selflessness and service.

C) By way of attribution, **expand True Parent's legacy and recognition**, possibly increasing support for and membership in Unification organizations.

III. Products and Distribution Channels

At the outset, the primary **product** will be concurrent, topical, on-line discussion forums. Each forum will be initiated and managed by a subject matter expert. We anticipate the end result of a web-based forum will be a "white paper", and possibly video content and subsequent forums.

Other products/output may include:

social media content	presentation materials
content for small groups	booklets
podcasts	flyers, business cards

The primary **distribution channel** will be a professionally managed and commercially promoted website. Other possible channels may include social media, YouTube, journal, seminars, essays, publications and conferences.

Content developed may be suitable for use and/or dissemination by various Unification organizations such as CARP, ACLC, UPF, etc.

IV. Organization

The organization for advancing the Statement of Purpose will have five elements – donors, a steering committee, an executive team, content developers, and a production/distribution team.

Donors

The source of financial support will be younger and older generation Unificationists who offer periodic, tax deductible contributions.

Steering Committee

The Steering Committee will be a group of 3 to 5 Unificationists, each with
i) a sound understanding of the teachings of our True Parents, and
ii) successful experience developing/operating professional organizations.

Their initial duties will include:

- prepare demonstration content and documents for fundraising
- raise initial financial requirements from donors
- interview and select the Executive Team
- supervise and support the success of the Executive Team
- develop guidelines/bylaws/oversite to ensure the project remains aligned with its purpose
- establish an editorial board (if necessary)

Executive Team

- Director* Full-time position, reporting to the Steering Committee
Develops and expands contact/resource list:
- | | |
|-----------|------------------------|
| Donors | Subject matter experts |
| Editors | Technical talent |
| Designers | Allied organizations |
- Identifies and coordinates content providers and the production team
Networks with allied organizations (such as ACLC, CARP, UPF, Focus on the Family, Ascend, etc.)
Establishes, demonstrates, and enforces organizational standards, purpose and controls
Manages productivity, quality control and continuous improvement
- Administrator* Part-time position, reporting to the Director
Supports the work of the Director, content developers and the production team
Manages financial and technical resources
Prepares and submits a periodic financial report to the Director and donors

Content Developers

Content developers are the core resource of the "Grassroots Godism" project. The purpose of other elements of the plan is to support the flourishing, creativity and success of numerous content developers.

Content on a specific topic or issue area related to the Statement of Purpose will be developed by two or more persons working together. They will produce impactful, "principled" content suitable for *public dissemination*.

The work of content developers is expected to proceed along the following sequence:

- i) Submit a topic/content proposal to the Executive Team for approval
- ii) Develop "principled" product or content, for review and eventual approval by the Executive Team (see Section III above)
- iii) Work cooperatively with the Production/Distribution Team on packaging and disseminating content

The Executive Team will provide support to content developers through access to additional subject matter expertise, technical and financial resources, as well as procedures for quality control and editorial review.

Production/Distribution Team

The Production/Distribution Team (Production Team) will have professional capability in all aspects of digital communications: branding, messaging, design, graphics, website development, SEO, video production, etc. Once content is approved by the Executive Team, the Production Team will work cooperatively with the content developer to design, package, market, distribute and track the content.

V. Year One Development Plan

- Steering Committee raises initial funds to support preparation and dissemination of demonstration content
- Steering Committee forms a temporary demonstration team to design, develop, produce and disseminate "demonstration content"
- Steering Committee receives nominations, interviews and selects the Director
- Director, with the assistance of the Steering Committee, interviews and selects the Administrator; final approval by the Steering Committee
- Steering Committee and Exec Team develops and disseminates promotional content and collateral documents to raise the initial financial requirement
- Executive Team solicits proposals from potential content developers, reviews and selectively approves projects
- Executive Team identifies or selects Production/Distribution Team; approval by Steering Committee
- Content developers prepare content for review, feedback, and approval by the Executive Team
- Production Team, with involvement of the Executive Team and content developer, designs, produces and disseminates content
- Director undertakes a year-end review to evaluate and improve each program element

VI. Project Content

Grassroots Godism will not have a set curriculum. The Director and Steering Committee will solicit or consider content on topics or issues area consistent with the Statement of Purpose. The content solicitation or selection process is likely to follow written guidelines that reflect criteria such as the following:

Broad - Topics should be diverse, relevant, timely and compelling. This breadth will enable the project to maximize its appeal to both content developers and the public. ⁽¹⁾

Prioritized - Some proposals/topics/issues are likely to be more closely related to the Statement of Purpose than others. Priority may need to be given to content depending on relevancy to accomplishing the purpose of the project.

Unifying – Content will appeal to, inspire and serve the broad population of Unificationists, regardless of perspective. Undoubtedly, controversy will occur with topics relating to religion and public policy. Nevertheless, the intention of the “Headwing” perspective is to enlighten and activate rather than polarize and agitate.

Expert - In terms of expertise, rigor and design, the quality of content distributed on the Grassroots Godism⁽²⁾ platform should be competitive with or comparable to other web-based education platforms.

Prepared by the Grassroots Godism Steering Committee

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FOOTNOTES

(1) Prager University's 2019 Annual Report presents the following “Category Spread” for its weekly videos during 2019: History (11 videos), Politics and Culture (19 videos), Foreign Affairs (2 videos), Economics (8 videos), Life Lessons (7 videos), Religion & Philosophy (5 videos).

(2) Terms used in this document such as “Grassroots Godism”, “Godism”, and “Headwing” may or may not retained as the project develops.