

Official Unification Church Fundraising Guidelines

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Unification Church Mobile Fundraising Team Captains at their March conference in New York City

In order to best reflect the principles of the Unification Church and the teachings of Reverend Sun Myung Moon, certain Church policies pertaining to the solicitation of contributions should be clearly understood by all members. While these policies have always been in effect, problems have arisen in isolated instances where certain members may have misunderstood one or another of these guidelines. Accordingly, we urge strict adherence to the following guidelines:

1. Before any fundraising activities are to begin, members should be aware of state and local solicitation laws, and, where appropriate, approval must first be obtained from the proper municipal or state officials. If permission is denied for any reason, a report should be made to the national MFT staff. Remember that any application or report filed will reflect upon the Church, and all factual information must be accurate. If any question arises as to the factual matters or interpretation of the law, the regional or national staff should be contacted.
2. When speaking about the extent of the work done by our Church, clearly present those aspects which you know to be true and correct. Vague, misleading or misrepresentative statements that imply something other than the true nature of our work can only cause serious complications and damage. You will be successful if you explain the real work that the Church is performing.
3. The virtues of love, service, humility and sacrifice, which are known to both God and man as being good and eternal, shall be practiced and expressed by all members. Over aggressiveness, rudeness or use of high-pressure tactics are strictly forbidden, in accordance with our religious teachings.
4. All members must clearly display official Unification Church Identification Cards on their outer garment.
5. All irregular solicitation, i.e., indoor theatres, funerals, church services, etc., is not condoned by the Church.
6. Solicitation at street lights or intersections must first be approved by the proper authorities.

7. Solicitation in residential areas shall be conducted only during the hours of 9:00 a.m. and 8:30 p.m. Some local ordinances may further restrict the time or manner of residential solicitations.

8. All municipal regulations pertaining to the solicitation of funds, i.e., time or place, must be followed, and all rights of private property respected.

9. Always be truthful when speaking with municipal officials or police officers. Have a sense of promoting good community relations in every situation. Remember, others will want to come back to the same city sometime.

10. All members should provide literature to anyone expressing genuine interest in the Church.

The greatest policy of all is simple, honest, truth. God will certainly bless our efforts if our presentation is clear, precise and direct. The following is a list of activities that your efforts go to support. You may select from this list an activity or activities you would like to mention:

- 1) Domestic and foreign missionaries
- 2) Unification Theological Seminary
- 3) Evangelical tours
- 4) Preparations for a University
- 5) Religious publications
- 6) Other Church sponsored cultural civic programs
 - a. New Hope Singers International
 - b. Sunburst
 - c. Voices of Freedom
 - d. Go-World Brass Band
 - e. D.C. Striders Track Team

Steer away from using vague phrases such as: Christian youth counseling, youth development, or young people with emotional problems. These can be used as adjectives in describing our work, but they are certainly not nouns or the formal title of our Church. Too often people mistakenly interpret these phrases as the official title of group soliciting.

Do not ever say that we:

- 1) help crippled or mentally retarded children
- 2) operate drug programs or rehabilitation centers
- 3) offer marriage or psychiatric counseling
- 4) operate orphanages for underprivileged children.

Although our work affects all these things, they are not our main focus and may be misunderstood if mentioned in this way.

Since we are not selling items, but asking for donations, two words that create a wrong impression are "buying" and "selling." The use of these two words imply that our solicitation is of a commercial or marketing nature. Funds solicited are strictly on a donation basis and a distinction must be made between the two concepts. The easiest way to phrase the amount we would like to receive as a donation is, "Most folks help with one dollar," or, "Most everybody gives one dollar."

Remember that no product used in connection with solicitation of contributions may be offered for sale. The product may be made available to all those willing to listen to your witnessing on the teachings and activities of the Church, whether or not a contribution is actually made.