

2017 National Survey Results and Review

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April 22, 2017

The North American 2017 National Survey recently concluded with over 300 entries submitted. The intention of the survey was to capture the current view of “Witnessing and Education” as well as “Community Health” in the North American movement at this time.



We received a lot of insightful feedback from the survey responses. Though some of our findings may seem disheartening, others are very encouraging. We conducted the survey to get an accurate view of where we now stand as a movement both to improve and acknowledge the efforts that are already being made. The following is a summary of our survey conclusions.

On the whole, we found that becoming victorious Tribal Messiahs is important to us, though the current environment of our movement is not always conducive to Tribal Messiahship. For instance, many of us expressed that Sunday Services, while often life-giving for ourselves, could be improved to be more life-giving for our guests, friends, and extended families. Similarly, while most of us regularly attend Sunday Service, very few of us witness on a regular basis, and we often pursue Tribal Messiahship without the involvement of our family. This has contributed to a general sense of uncertainty about our 2020 goals for growth.

Our sincere desire to become victorious Tribal Messiahs, however, is a significant reason for hope. Tribal Messiahship is one of True Mother’s foremost concerns, and it speaks volumes to the heart of the American movement that we are attuned to that concern. Tribal Messiahship is the main focus of our national strategy, hundreds of members have already committed to pursuing Tribal Messiahship with their families, and new Witnessing and Education Coordinators are being appointed in each district. These coordinators are stepping up precisely to encourage and support witnessing in their communities, not just as an activity but as a lifestyle—a holistic way for our families and communities to build life-giving relationships with everyone we meet.

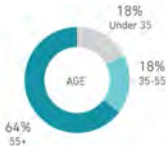
Our sincere thanks to all those who submitted responses to the 2017 National Survey. We are looking forward to working together as an American family and learning from each others’ challenges and victories. Please take some time to browse through the survey results below.

The logo features a central white circle containing the text '2017 National Survey'. This circle is surrounded by a ring of ten colored segments in shades of green, orange, red, grey, teal, and dark blue. The entire graphic is set against a grey background with a white horizontal band.

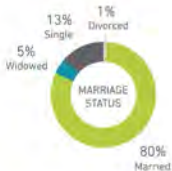
2017

National Survey

Survey Entrant Demographics



Survey Entrant Demographics



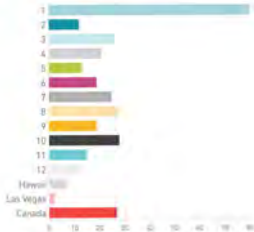
Survey Entrant Demographics

Occupation

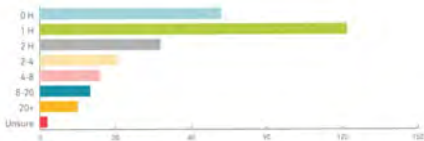


Survey Entrant Demographics

District / Country



On average, how many hours do you intentionally witness to someone PER MONTH?



On average, how many times do you attend Sunday Service each month?



How included is your family
in your Tribal Messiahship
activity?

31.94%
Included



68.06%
Not
Included

Are you currently working in a trinity, or small group, specifically focused on witnessing or Tribal Messiahship?

Yes
32%

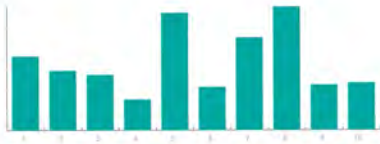


No
68%

On a scale from 1-10, how much do you think you are going to increase your Tribal Messiahship Activities in the coming year?



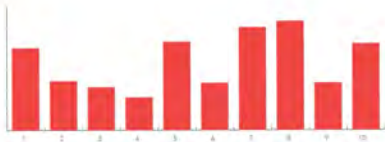
How much do you enjoy Sunday Service as a life giving experience?



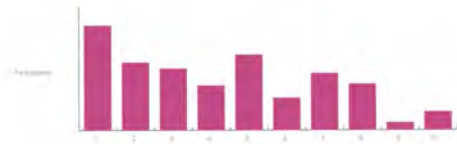
How comfortable are you to bring a guest to Sunday Service?



How comfortable are you to bring a guest to other church events?



To what degree do Sunday Services or other church events help your Tribal Membership?



How healthy would you rate the relationships between the families in your community?



If things continue as they are, how likely do you feel your community is to grow significantly by 2020?



What type of support would you like to receive from a District level Witnessing and Education Coordinator?

"Assist with branding and marketing our movement and our local efforts."

"Clarify how to Bless people."

"Coordinate communications and help connect people, organizations and events."

"Facilitate communication between local and national leadership."

*"Facilitate outreach activities
"Help integrating people into the community."*

"Model Tribal Messiahship."

"Provide a clear plan of action."

List the regularly occurring educational classes that you are aware of in your local community? (DP, Unification Thought, Family Values, etc.)

"2 and 7-day DP CARP workshops."

"Bible studies."

"DP Seminars, Marriage courses."

"Ni Shim education, ACLC Prayer Breakfast, Small group meetings."

"Lecture training WS, CARP and KODAN meetings, Turning Point workshops."

"None"

"Once per week DP Education that is poorly attended."

"Quarterly 1-day workshops."

"Youth workshops."

Are you aware that there have been 4 and 7-Day DP workshops at IPEC every month for the past year and a half?



Have you attended an IPEC
4 or 7-Day workshop?

Yes
20%



No
80%

What do you expect of IPEC DP education?

"Discovering the truth and learning the heart of God and True Parents. I would like to a facility like this on the East Coast."

"Divine Principle Application"

"Education on how to be a better witness."

"Education should be provided locally instead of national."

"IPEC workshops should be free for members."

"Marriage and parenting education."

"Opportunities for new members to be educated and old members to be revived."

"Unity of heart with Heavenly Parent and True Parents."

"Various levels of education for multiple audiences."

What type of educational opportunities do you think should be provided at IPEC?

"Divine Principle education in multiple languages."

"DP education tailored for Christian clergy."

"Education on how to create and run our own local workshops."

"Family and Marriage education to help people lead a strong Blessed life."

"Global Peace Strategy."

"In depth Divine Principle education."

"True Parents' Life Course."

"Unification thought."

"Youth leadership training. Witnessing leaders training."

What type of educational opportunities do you think should be provided in your local community?

"Basic Divine Principle education."

"Blessing education."

"Divine Principle, Unification thought and Internal guidance."

"Family and Marriage education."

"Less ideological education, more practical."

"Outdoor activities."

"Training on how to teach DP."

"Tribal Messiah education, DP education."

"Witnessing and Fundraising workshops."

What type of educational experience would you most likely invite a guest to?

"2-day Spanish workshops"

"Blessing education."

"CAPP workshops"

"Culture festivals, DP seminars, marriage enrichment programs."

"Experiential activities that involve adventure and are centered on DP"

"Family values education."

"Holiday parties."

"Inspirational, fun events."

"Short introduction events with songs and food."

"Weekend workshops in the countryside"

What did you join?



Why did you join?

"To change the world."

"I felt a spirit of love and I saw people who were sincerely trying to realise the ideal of building the Kingdom of Heaven."

"Because the Messiah was on the earth and I wanted to heal the broken world."

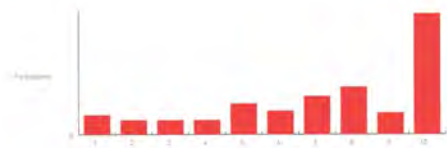
"I experienced God for the first time, through the divine principle and members."

"I'm a second gen. I think by the time I consciously made the choice to join, it was a church not a movement. But whatever you call it I think both a church or a movement can make a difference in the world so I don't need care what we call it."

How clear is your understanding of what it means to be a Tribal Messiah?



How important is your victory as a Tribal Messiah to you?



What does "being a Tribal Messiah" mean to you?

"A bridge between your extended family, anyone else, and True Parents."

"Being successful in raising and Blessing my family and in-laws and working with at least 12 other families toward the same goal."

"Blessing 430 couples."

"Giving my family and friends the chance to hear the Divine Principle."

"Helping others understand God's heart and find and follow True Parents."

"I still don't fully comprehend the meaning."

"Representing God and True Parents in my community."

Has there been something holding you back from being successful in Tribal Messiahship? If yes, what do think is the cause?

"Complications within my family."

"Conflicts in the True Family."

"Financial difficulties and concerns about church governance."

"I don't feel inspired to introduce people to our movement as it is."

"Lack of desire - it seems like an unachievable ideal."

"Lack of support and understanding of how to build membership."

"Miscommunication in my family disunity among local leaders."

"My busy schedule."

"My lack of education and understanding."

"My lack of understanding of how to explain and teach the Principle."

What witnessing initiatives are you happy to build upon? This means, what is currently working that you'd like to continue?

"Being involved in outside organizations like Toastmasters and Lions Clubs."

"Building strong relationships with the people I want to witness to."

"Campus witnessing one on one."

"Community Service days."

"Interfaith activities and fun community activities."

"Natural witnessing everywhere I go."

"Weekly youth group gatherings."

What type of local events would you feel inspired to bring your friends and neighbors to?

"A 4th of July picnicking contest!"

"Annual block parties put on by WFWP"

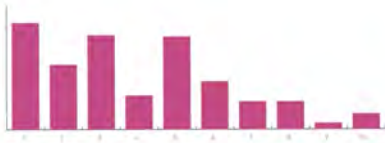
"Home group party, cultural events and festivals, marriage enrichment programs."

"One on One DP reading."

"Philosophy and Religion round table discussions"

"Sports events and events that surround people's passions."

How much is the Church helping you succeed in Tribal Messiahship?



What ways do you feel the church could support you in being a successful Tribal Messiah?

"A much more engaging local Sunday service. Also, a healthy balance of social and educational events. On the national level there needs to be more transparency."

"Guest friendly, weekend workshops in the country with great teachers."

"Help bring unity in the True Family"

"Less of a church and more of a celebration of families working together"

"Modern, interesting, interactive materials like videos and web content that can easily be shared and digested. Things like the Create a Life You Love video."

"Preparing more physical materials for witnessing."

"Some more face-time with the leaders - especially for small churches that are geographically challenged."