

National Council Recommendations Committee Strategic Summit Analysis and Recommendation

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Current Situation

As we approach the anniversary of True Father's Seonghwa, we see many positive developments toward the building of Cheon Il Guk. Under True Mother's leadership we have seen a new emphasis on transparency, youth leadership and witnessing efforts.

To realize True Mother's goals, we face a major challenge in communicating our profound message to the American public. In our National Council Survey, 65% of the respondents rated our performance in this area as poor. In particular, we need to communicate and deliver value to prospective members, especially to the critical demographic of 18 – 25 year olds who are most likely to make a long-term commitment

Strategic Summit Analysis

In our recent Strategic Summit, we asked some key questions and received a great deal of input. Here is my analysis of the data:

Offering – what are we about? We are working to realize an ideal world, which is the fulfillment of God's 3 great blessings: Self-realized individuals; healthy and loving families; a peaceful, free and sustainable world culture.

How? This is all possible through understanding and practicing revolutionary principles taught and modeled by our founders, the Rev. and Mrs. Moon. We offer programs, activities and a support community to teach and implement these principles:

Spiritual growth through a profound understanding of our relationship with God and a clear path of personal transformation and development.

Principles and skills to realize a lasting marriage and family that can be blessed by God

A profound understanding of the process by which all races, religion and cultures can find reconciliation and mutual understanding.

Our Image: We should be perceived as people who genuinely love God, love others and want to help them find health and happiness.

Our Founder's image: Our Founders should be seen as lovers of God, humanity and creation. They are visionaries inspired by God, showing the living example of healing by serving others.

A Strategic Shift

We need to make a Strategic Shift where we focus on the needs and ideals of the people we are trying to reach. This is a paradigm shift for many, and we will also need retraining.

It should be strongly noted that making a Strategic Shift does not in any way diminish the importance or centrality of True Parents, or the core traditions, beliefs and practices of our faith. We must be proud and honest about all these things. Rather, we are leading with the practices and actions taught by True Parents that the public can understand, embrace and be transformed by.

We need to build a system that will provide increasing levels of understanding, growth and commitment through the four levels:

Public image – Image of our group from media and external observation

Beginner – Introductory exposure to our programs

Committed member – Accepts Divine Principle and True Parents

Ministry – Dedicated Tribal Messiah and minister to others

This is an escalating structure. Not everyone will go to a higher level, at least right away, but some percentage will, if we do this properly.

Church Growth and Tribal Messiahship

It became clear at our conference that the goals of Church Growth and Tribal Messiahship are not always the same, yet each are important. We need to pursue both.

Short Term Recommendations

Currently, we have very limited resources, especially in the area of dedicated youth. It is essential that we focus these resources.

Revive and Staff an Education Department. We need programs that will help people to realize our stated goals, such as spiritual growth, great marriages, happy families and word peace. Existing members and Second Gen need this, too. This includes:

Gather existing materials and programs under a consistent brand in a central electronic location that is interactive and easily accessible. This should include UTS training and be generally available to the field.

Identify initial programs that will provide the most value for target demographic groups.

Develop “Branded” Family Fed Programs that provide skills training in these areas. Where possible, take from what we have already developed in previous efforts.

Identify / recruit teachers, experts and teacher training

Create “Branded” materials for class and small group studies

Identify / recruit a champion / leader for each area

Develop a certification and follow-up process

Create and staff Pilot Projects for Tribal Messiahship. We need models of success for tribal messiahship.

Support a full-time, dedicated leader for this.

Target and support projects in key areas.

Develop materials and programs to advance this effort.

Actively measure progress.

Create and staff Pilot Projects for Church growth. We desperately need some “models of success” in church growth before we institute widespread national changes:

Recruit and fund a dedicated, full-time staff of best and brightest for witnessing.

Establish a dedicated Witnessing department with a full-time department leader focused on recruiting new members.

Select one or two areas for Pilot programs. Focus on young singles.

Develop and tune a recruitment program working with Education Dept.

Include social media and arts

Test new, more attractive Branding

Create a Witnessing Committee of experienced witnesses that will support the dedicated leadership.

Create an Internet Witnessing team. Social media is the future. We need to focus in this area right away.

Recruit and fund a dedicated leader and team.

Develop a strategy to market and support the overall strategy over the internet.

Team should be able to meet, witness and make relationships with new members over the internet nationwide.

Appoint a Strategic Program Manager.

Long-term Recommendations

Hire Professional Public Relations and Marketing firms.

Do professional market research on what motivates our target demographic groups.

Fund projects in alignment with our Strategic objectives that will advance our brand and image

Develop our Brand. Right now, our branding is confused. “Family Fed” or “Unification Church”? Both are vague. We should give some thought to the name, logo, slogans and language we are using, then incorporate into everything.

Develop a Service Component.

A key part of Level 1 is public service, especially as it aligns with our Strategic objectives. It furthers our goals of a good world, inspires those who want to work with us and opens the public to learn more.

We have had programs in the past. Consider what might be revived or rebranded.

Develop more Level 3 and Level 4 programs. We will need these as members join.

Provide DP Training. The IPEC program is a big step.

Develop Blessed Family support programs. We need to help our own families as well.

Establish Missionary and “Actionizing” programs for those who wish to dedicate themselves.

Create Leadership Training Programs. We need to invest in the future.

Expand programs to recruit and train Pastors (perhaps at UTS...).

Develop skills training for all programs.