

Brief Update on Higher Purpose Forum (was Grassroots Godism)

Jim Edgerly, Mark Anderson, Cheryl Wetzstein and John Hessel
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HIGHER PURPOSE FORUM

The website you have been looking for!

Dear Fellow Unificationist,

We wrote you a few months ago about the “**Grassroots Godism**” project. This letter is an **update** on the progress of our endeavor.

Firstly, we have *changed the name* of the website. In response to feedback from a number of you, we determined that “Grassroots Godism” may not be the best name for this website. After considering dozens of names, we decided on “**Higher Purpose Forum**” and have reserved that domain name. Watch for our new website, www.HigherPurposeForum.org this summer!

Our Steering Committee has added Cheryl Wetzstein, distinguished writer for *The Washington Times*, who brings her skills to the content development effort. **Our team**, all volunteers, now includes Henri Schaffler (website development), Roger Wetherall (marketing), KwonSook Gerena (CRM), Yoshi Shiotsu (SEO), and Katie Fiske (bookkeeping).

As you may recall, our goal is to publicly disseminate engaging applications of **True Parents’ teachings** on timely topics related to spiritual understanding (Godism) and public policy (Headwing). In keeping with our calling as Tribal Messiahs, we seek to have a beneficial impact on people’s personal, family and public life, and possibly provide them a gateway for more activist engagement with us.

We are now completing a limited initial fundraising campaign; we have our database up and running; and our website and branding design are in development. Our goal is to have a “**Stage 1**” website with “demonstration content” up and running by the end of June.

The centerpiece of the project will be our “**Content Developers.**” These will be Unificationist subject matter experts who will be compensated for their contribution to the project. They will host and moderate on-line discussion forums on timely and compelling topics.

This format will allow input and debate on multiple topics being concurrently hosted by the website. We hope that this interactive approach will connect members and non-members alike into **evolving and improved content.**

One simple REQUEST: We are hoping to increase our mailing list. If you can suggest someone who may be interested in this discussion, could you please send us their contact information. Thank you.

So, that’s our update. Thanks for reading...we hope you find it interesting!

Sincerely,

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Higher Purpose Forum Steering Committee
