

What is the Mission of the American Unification Church?

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Mother Moon is asking the American church to do its part to fulfill the mission of bringing in seven million new members by the year 2020. How does our American church translate the Vision 2020 goal into specifics that can deliver the performance and results Mother Moon is expecting?

Our church is a not-for-profit (NFP) organization. NFPs inherently have operating and management principles different from a business or government entity. A business fulfills its task when a customer buys the product and is satisfied with it. Government fulfills its function when its policies are effective, and the citizens register their approval at the polls. The “product” of the nonprofit institution is to bring about a change in the human condition.

The product supplied by our church is “the transformed human being.” Our product is intangible compared to the Ford Motor Company, a business that seeks to sell cars to a satisfied end user. Yet, our church needs effective management even more than a business does, because we don’t have a conventional “bottom line.” We are prone to consider everything we do to be “the Lord’s work” and have a hard time abandoning any providential mission or project we consider to be mandated by God’s will — regardless of whether the project brings results. Any business enterprise must use profits as a means to measure success; maybe not in the short term but certainly over the long haul. It is not the only measure to use, but it is concrete. How long can a business continue to operate if it does not make a profit? A business executive’s performance and results will be measured by the financial bottom line.

Our Vision 2020 mission is clear in one sense: seven million new members in the next seven years. How is performance in the American church to be defined as we move through this seven year period? How will our leadership in the American church organize and manage for results centered on the Vision 2020 goal? How will church volunteers be supported and held accountable for any defined results? Of course, we expect our church to be around long after the year 2020, so what are the long-term goals of the American church? How do we get to agreement among various constituents within our institution about long-term goals? Focusing on short-term results (seven years) is not a long-term strategy.

We can start out by asking ourselves the following question: “What is the fundamental change our American church wants to make in society and human beings?” Once this is identified and agreed upon by all constituents (not easy), we then project that goal into the concerns of each constituent within the institution. The goals of Barrytown College, the Universal Peace Federation (UPF), Women’s Federation for World Peace (WFWP), CARP, American Clergy Leadership Conference (ACLC), and the local UC churches throughout America, etc., are integrated into the larger mission of our institution. This is hard work!

Peter Drucker (the acknowledged father of modern management) identifies four primary areas all nonprofits must focus on to convert good intentions into actual results: a plan; marketing; people; and money. Let’s look at a couple of the key elements he addresses. Drucker notes that the nonprofits use many of the same terms and tools as a business when it comes to marketing, but the process is really quite different because the non-profit is selling something intangible, an abstraction, i.e., a changed human condition. This is something you transform into a value for the customer. This is selling a concept, and selling a concept is very different from selling a product. He also points out that nonprofits need to practice a special form of marketing responsibility, whereby instead of saying “We know what’s good for them...[nonprofits ask] What are their values? How do I reach them?”

Our American church leadership must now translate the Vision 2020 goal into specifics so that each of us can make our contribution to help fulfill this goal. We need to translate the mission into action. We must know where to allocate our resource to get the desired results. Perhaps we will add on to what is already there or get rid of some things that are no longer of great significance. What is important now? What is our strength right now? What are we doing well right now that we can do even better? Where can we really make a difference, considering our limited resources of money, people and competence?

Most of all we ask ourselves: “What do we really believe in and what are the opportunities we can pursue to act upon our beliefs, based on our competence?”