



Reflecting on your
Campaign and Receptivity

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Content

04. My holy, My divinely ordained Revelation may be likened unto an ocean
05. This is the day in which to speak
06. To convey to seekers the forces operating on the world stage and the solutions offered by the Revelation of Baha'u'llah
07. I see it... because I believe it
08. You will see how the world is upset with internal conflict
09. Your campaign
10. Phases of each cycle within Intensive Programs of Growth ..initial/future planning
11. Some training aspects of "Entry by Troops" to consider
12. Gathering around a table for Reflection
13. Around a table "Reflection" agenda
14. Preparing your Personal Teaching Team

Content...continued

15. Some campaign materials to be considered
16. Seeker email contact list for your campaign
17. Your Personal Campaign Tracker
18. Where to find some receptive souls
19. Finding some receptive seekers
20. Some additional ideas on finding like minded friends
21. Phone Caring Outreach
22. Finding some receptive seekers by doing a neighborhood or friends survey.
23. iPhone Teaching
24. Tabling at University or Fairs
25. Fair or Event Contact List
26. Neighborhood based activities
27. Acting in unity does not mean we all do the same thing.
28. About Receptivity
29. Outside Influences on Receptivity
30. Respect for other people's customs
31. Receptive souls are waiting for us , but we have to reach them.
32. Six questions that may help determine some receptivity
33. Some observations regarding evaluating receptivity
34. Widen the circle of your friends
35. Swift as the twinkling of an eye ye can, if ye but wish it, reach and partake of this imperishable favor

[Click here
for list of
questions](#)

...and strive to attain the shores of this ocean.



O My servants! My holy, My divinely ordained Revelation may be likened unto an ocean in whose depths are concealed innumerable pearls of great price, of surpassing luster. It is the duty of every seeker to bestir himself and strive to attain the shores of this ocean, so that he may, in proportion to the eagerness of his search and the efforts he hath exerted, partake of such benefits as have been pre-ordained in God's irrevocable and hidden Tablets.

Baha'i World Faith, p. 66

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This is the day in which to speak

Reflection meetings are aimed at finding ways to share the Divine Message with the waiting masses. Above all, the friends should be encouraged to remember Bahá'u'lláh's call "This is the day in which to speak."

ITC, 2003 Apr 23, Building Momentum, p. 20

To convey to seekers the forces operating on the world stage
and the solutions offered by the Revelation of Baha'u'llah

Having an "outward-looking orientation" also suggests that it is important for Bahá'ís to understand more deeply the forces operating on the world stage and the solutions offered by the Revelation of Bahá'u'lláh. Our task is to convey to seekers that we are all living in the same world, facing common trials, and striving to fulfill similar, long-held aspirations for the human race. Our expressions of solidarity with our fellow human beings must be sincerely voiced and genuinely felt.

ITC, 2003 Apr 23, Building Momentum, p. 19

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I see it... because I believe it



**Let your vision be world-embracing,
rather than confined to your own self.**

Baha'u'llah, *Gleanings from the Writings of Baha'u'llah*, p. 9

You will see how the world
is upset with internal conflict



..."You will see how the world is upset with internal conflict, and many lands are dyed in human blood, - nay the earth is kneaded with gore. The flame of war is so ablaze that such terrible struggle finds no parallel in the war records of any of the middle or recent ages. Heads have become like grains and the war like mill stones, - nay even worse. Flourishing lands are ruined, cities completely wrecked and thriving towns annihilated. Fathers have lost their sons, sons are made fatherless, and mothers have shed tears of blood over the death of their youthful sons. Children are made orphan, women are helpless, and the world of humanity is forced backward in all respects. The wailing cry of fatherless children is raised abroad, and mothers' pathetic lamentation reaches the high heaven.

The source of all these catastrophes is racial fanaticism, patriotic fanaticism, religious fanaticism and political fanaticism. The source of these fanaticisms is ancient imitations, religious imitations, racial imitations, patriotic imitations, and political imitations. As long as following such imitations persists, the very foundation of humanity is wrecked and the world of man is in great jeopardy.

Now, in such a shining age when the realities have become manifest and the mysteries of the universe are disclosed, the morn of Truth has dawned and the world is illuminated.

... The oneness of the world of humanity: All men are God's sheep and God is the tender shepherd and shows supreme love to His whole flock; nor has He distinguished any above others. "Thou shalt find no difference in the Creation of the Merciful One. All are His servants and all seek His Bounty."

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"Have you heard of the Baha'i Faith?"

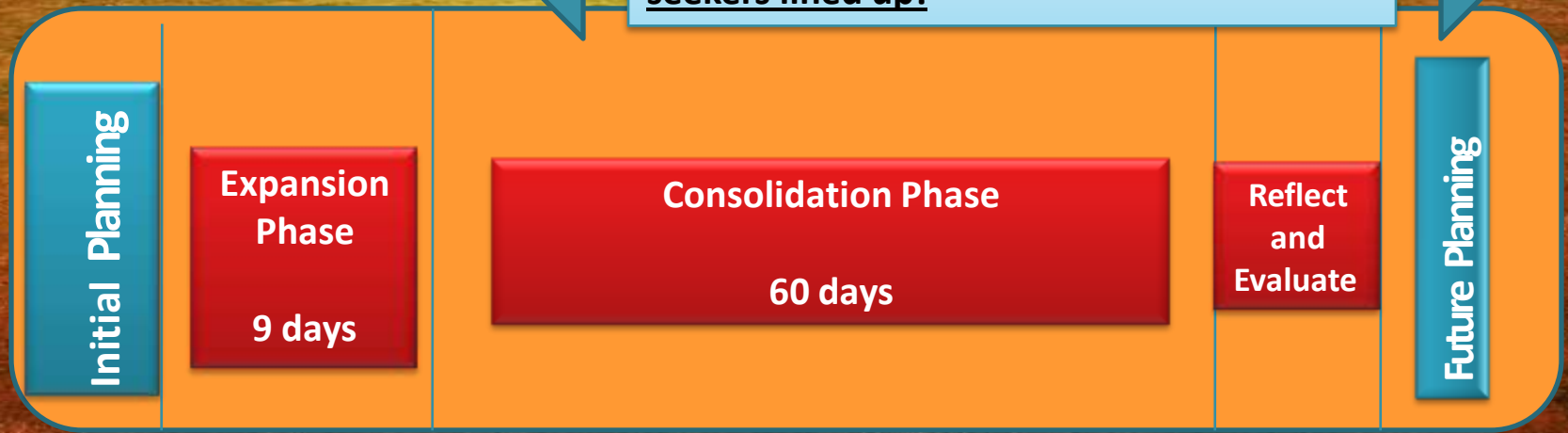
Your campaign



Phases of each cycle within Intensive Programs of Growth

“As currently conceived, an intensive program of growth is straightforward, simple and effective, but implies a level of exertion that tests the resolve of the friends. Conforming well to the vision we presented five years ago, it employs a few measures that have proven to be indispensable to large scale expansion and consolidation. It **consists of cycles of activity**, in general of **three months’ duration** each, which proceed according to **distinct phases of expansion, consolidation, reflection and planning.**”

Period to continue planning, consolidating and get ready for expansion cycle. Start your campaign again if you do not have seekers lined up!



1 week
Time to be ready
for teaching only

2 weeks
Time to plan next
expansion goals

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Some training aspects of "Entry by Troops" to consider



Identifying Receptivity

Your Personal Teaching Plan

Effective Campaign Tracking

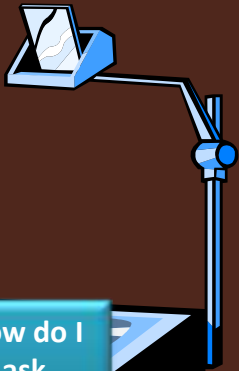


Deepening or Consolidation



Networking into The Core Activities

Making concept choices about your presentation



Answering questions from the Writings

Learning about concepts vs information



How do I ask seekers to enroll?

Gathering around a table for Reflection



Some aspects of our Reflection:

- Preparing your personal teaching plan.
- Planning your campaign for family, friends, co-workers and neighbors.
- Practice your presentation.
- Track and evaluate your ongoing teaching campaign for effectiveness and results.
- Hand tailor our hand-outs to the seekers' interests, passions and events that have an appeal.

...”be asked to identify instances of success, analyze the most effective approach and develop a short course on how to....”

Ruhi Book 7 section 18 p. 77

Around a table “Reflection” agenda

Teaching Team members:

Expansion phase:
Sector (teachers):

Consolidation phase:
Teaching area:

- Open with a prayer
- Review of personal teaching plan(s)
- Dialogue on Campaign mail-outs
- Discuss Seeker list
- Analyze Receptivity
- Network seekers into Core Activities
- Seeker Types
- Review fireside/home visit invitations
- Practice Presentation (s)
- Practice answering questions
- Practice Sequencing

- Conceptualize your “Registration Invitation”
- Make plans for Consolidation visits
- Network new believers into Core Activities
- Analyze/evaluate new believers journey that lead to enrollment
- Closing Prayer

All above topics have **worksheets** included in this presentation. Make sure you bring them to your Reflection Table meeting.

Comments or additional items:

Preparing your Personal Teaching Team Campaign



- Make a list of all of your seekers you met at a fireside, devotionals or amongst your friends, family or co-workers and neighbors.

- Decide whom to invite to a home visit or core activities.

- Look at the tracking form of our seekers to whom we email twice a month a copy of the US National Baha'i Newsletter, 5 different Youtube videos on Prayers and the Life of Baha'u'llah, articles on the Faith or community events. This activity is good for those friends who are not quite ready for direct teaching.

- Whenever you are not teaching in a home fireside you can work on your teaching campaign that day instead. Sometimes your next visit is just a phone call away.



Some campaign materials to be considered

Always be ready

Brochures

Core Activity invitations
**Home visit appointment
calendar**

Contact business cards
how to reach you

**Pretty Home Visit
invitation cards**

**A specially designed FREE
prayer and musical
fireside CD**

**As follow up gift to say
thank you**

Inspirational slide shows

Anna's Presentation

Heart to Heart

YouTube videos

Articles on the Faith

Seeker newsletters

Your Personal Campaign Tracker

[Click here for list of questions](#)

Seeker Name:

Contact date and how you met:

Address:

Email Address:

Ph#:

Skype/ Conference#/ / Password

Date	Nat'l Newsletter	YouTube video # 1	#2	#3	#4	#5	Articles on the Faith

Results/ Comments:

Unit#:

Teacher(s):

[Click here for list of questions](#)

Where to find some receptive souls



[Click here for list of questions](#)

Let's do Lunch!

Finding some receptive seekers



Parents of children or Junior Youth

Holy Days or Socials

Door to Door Teaching

Survey the neighborhood or with friends

Firesides in the neighborhood

Seeker Response List

Friends, Family, Neighbors or Co-workers

Invitation to a Core Activity
Fireside or Home Visit

Study Circles

Devotionals



[Click here for list of questions](#)

Some additional ideas on finding like minded friends



Zabine Van Ness

Organizer of **Cafe Baha'i** –
The Earth is just One Country

- List your fireside or activity here for members on this list to find you.
- There is a minimal charge for this.

Craigslist

Look for recent arrivals in town who are hoping to connect with a new community



•Join FREE several groups and meet people in YOUR neighborhood. Choose some groups whose activities include conversations on spirituality.

[Click here
for list of
questions](#)

Phone Caring Outreach

We have at the present time a script to reach out into our neighborhood by phone. We will be using a reverse directory to talk to friends or neighbors that live near by. We might offer a prayer if this is a time of need. Or extend an invitation for a home visit to talk about aspects of spirituality. Offer a children's class or invite them to a home devotional. We have prepared a special gift of a CD that includes some prayers, a musical fireside and some songs. This is a free give away to show our appreciation.

Finding some receptive seekers by doing a neighborhood or friends survey.

Friends and Neighbors Survey of “Spirituality in our daily lives”

This project is sponsored by the Bahai’s of _____ . It is completely voluntary and ideas or interests are suggested to see if religion has a place in your life at the present time.

This is in follow up on a National Survey done recently on “Religion in America.” We are wondering how close our neighborhood is aligned with those current ideals.

If requested we will be happy to share with you the results shortly. All we ask is your email address and first name only if interested.

- | | | | |
|---|---|---|-------|
| •Do you believe in God? | Y | N | Maybe |
| •Do you believe that God sends Divine Messenger/s? | Y | N | Maybe |
| •Do you have a book of Divine Inspiration that gives you comfort and guidance? | Y | N | Maybe |
| •Do you believe in “Life after Death?” | Y | N | Maybe |
| •Do you go regularly to a Church? | Y | N | Maybe |
| •Do you believe that Science and Religion must agree or else you have superstition? | Y | N | Maybe |
| •Do you believe that World Peace is possible? | Y | N | Maybe |
| •Would you support a “One World Global Community?” | Y | N | Maybe |
| •Do you believe that God chose only one religion as His Chosen People and all others are condemned? | Y | N | Maybe |
| •Do you believe that Heaven and Hell are real places? | Y | N | Maybe |
| •Is religion necessary for a happy and balanced life? | Y | N | Maybe |

First Name: _____ Email: _____ Contact #: _____

Survey Taker: _____ City/Community: _____ Email: _____

Date: _____



iPhone Teaching



Your iPhone needs PDF capability

.... The details of the presentations will change as on each occasion, different questions are asked and different interests are expressed.

Ruhi Institute, *Teaching the Cause*, p. 89

- Anytime you find yourself with a friend be prepared to listen for that special occasion that might present itself.
- Find out if he/she is a receptive soul.
- Find an opportunity to let the seeker ask you some questions that touch on his interests.
- Pictures are worth a thousand words. Let your seeker look on your iPhone and read some of the quotes. It will be fun to be able to respond within a few seconds to some of the questions with colorful graphics and photos with quotes directly from the Writings. Memorization sometimes is tough under pressure.
- Try to make a home visit appointment so that you can be more private. Most iPhones have the calendar ready to go. You would want a more quiet environment so that you can concentrate better on specific questions that come together in a concept rather than information sharing.

Tabling at University or Fairs



3X Award winning booth for Florida Baha'i Historical Society



Life after Death



Christ and Baha'u'llah



Native American Indians



Principles

From among all those that they encounter...they seek out souls with whom they can share a portion of that which He has so graciously bestowed on humanity.

Universal House of Justice letter, dated Dec. 27, 2005

It is important to have a booth or table that looks inviting and is conducive to allow the seeker to come inside and sit down for a more private chat. Do not forget to have interest cards and a contact information sheet ready to go. Without it you are just another proclamation event.

Set up "Heart to Heart" that has tracks with a variety of content pages sensitive to your visitors or culture. Once you have a receptive soul try and see if you can extend an invitation to a fireside or a home visit. We have noticed that a lot of campus tables generate a number of conversations on the station of Christ and Baha'u'llah.

Make sure you have your appointment book to set home visit dates. Give them your information card so that they know how to contact you in case of cancellations. Make sure you get the seeker's first name and email address for a "follow-up campaign."

Neighborhood based activities



It is our task to set up a system capable of receiving large numbers of people wishing to enroll in the Faith, and this calls for larger numbers of small neighborhood-based activities.

Stephen Birkland, ITC representative
Atlanta Conference, Dec 2008

Acting in unity does not mean we all do the same thing.



Unity of thought is unfulfilled if it is not translated into unity of action. Acting in unity does not mean that we all do the same thing. On the contrary, when a community devises a plan of unified action, and the diverse talents of every believer are used to the fullest. Our powers multiply...

About Receptivity



As mentioned in the Ridvan message this year, the friends everywhere are learning how best to apply a range of approaches and methods in sharing Baha'u'llah's message, in keeping with the receptivity of their listeners.

Outside Influences on Receptivity

“We cannot segregate the human heart from the environment outside us and say that once one of these is reformed everything will be improved.” Shoghi Effendi wrote, “Man is organic with the world. His inner life moulds the environment and is itself also deeply affected by it. The one acts upon the other and every abiding change in the life of man is the result of these mutual reactions.”

Respect for other people's customs

Culture Matters



The first concerns how one responds to the various elements of a culture.

...it is not difficult to identify those elements of a culture that are either in clear agreement with the Teachings of the Faith or in direct conflict with them....

One special element of every culture is its perception of what is polite and courteous. When the subtleties of politeness are not understood, it is easy to offend a people or even, hurt them.

The second point you will need to bear in mind when working among other people is that, if approached with proper attitudes, the interaction between diverse cultures is actually an enjoyable experience.

The diverse peoples of the world may be seen as points scattered on the outer surface of a sphere with Baha'u'llah at its center.....if each one of these points, if each one of these peoples, is allowed to move along its own direct path towards Baha'u'llah, they will naturally come closer to one another. Their cultures will change and be enriched as they each make contributions to emergence of a world civilization.

Ruhi Book 6 section 30 p 140-141

- We have several sequences and quotes in our tracks that are culturally sensitive and give guidance from the Writings.



Receptive souls are waiting for us , but we have to reach them.

You should study them well and carry out the exercises with great care. These exercises are designed to help you reach some conclusions about how you will explain the Faith to different groups of people.

Ruhi Book 6 Teaching the Cause Section 6 pg. 93

Six questions that may help determine some receptivity

- Do you believe in God?
- Do you believe that God sends messengers?
- Do you believe that God's messengers also brought a revelation to which you would turn in time of need?
- Do you believe in the existence of a soul?
- Do you believe in life after death?
- Are you interested in matters of spirituality?

“...It is impossible to lay down hard and fast rules about what makes a person receptive, we can identify some of the contributing factors. These often make people more receptive at certain points in their lives for a particular length of time...”

**** See possible responses under “Your Presentation”**

Ruhi Institute, Book 6 – *Teaching the Cause*, p . 86

Some observations regarding evaluating receptivity

- If you get a “yes” to all or most of the questions you might have a receptive soul ready for a home visit.
- If you get a “no” to all questions you might choose to invite them to a devotional or fireside for the time being and check back again in a while.
- You will get a “yes” on all questions from any fundamentalist believer, but that might still be not be a receptive soul.
- You will also get a “no” from an agnostic or atheist on all questions but still might have a receptive seeker.
- Look for a “maybe” that leans towards a yes.

[Click here
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questions](#)



Widen the circle of those interested in the Faith

“The expansion phase,” the House of Justice added, “often a period of two weeks, demands the highest level of intensity. Its objective is to widen the circle of those interested in the Faith, to find receptive souls and to teach them.”

Learning and the Evolution of the Bahá'í Community Paul Lample
Plenary talk given at the 32nd annual conference of the Association for Bahá'í Studies pg. 7– North America
29 August to 1 September 2008

this incorruptible gift

O My servants! The one true God is My witness! This most great, this fathomless and surging Ocean is near, astonishingly near, unto you. Behold it is closer to you than your life-vein! Swift as the twinkling of an eye ye can, if ye but wish it, reach and partake of this imperishable favor, this God-given grace, this incorruptible gift, this most potent and unspeakably glorious bounty.

Baha'u'llah, Gleanings from the Writings of
Baha'u'llah, p. 326