

Outreach using Craigslist or Facebook

In **seeking interesting, non-threatening ways to introduce The Urantia Book** to thousands of hungry truth-seekers who are yearning for such a beautiful revelation, I have come up with an idea that we can all participate in.

It's an idea that started 25 years ago when I had an extra phone line put in my house and bought an answering machine so that people could call in and hear a recorded 2-minute message about The Urantia Book. Over the years hundreds, if not thousands, of people listened to that message because of a simple ad I would run every week in a local newspaper. The little ads that said things like:

- Atheists! Challenge your beliefs!
- A truth-seekers paradise!
- Religion, Science, and Philosophy can be harmonized!
- Free yourself from fear!
- You can survive death!
- Are you spiritually hungry and still searching?
- Jesus, a fresh new look 2,000 years later.

All followed by "For a free taped message on The Urantia Book call ***-****"

Mo Siegel and Paula Thompson picked this up and ran with it creating a campaign in the Denver/Boulder area that was seen by thousands.

Today we have so many new tools at our fingertips and it occurred to me that this method could be morphed into something different but powerful.

So, what I have done is listed an ad on Craigslist in the 'general' section which is under 'Community'. It's very, very simple to place an ad on Craigslist.org. If you would like to try this in your area, and need any help, please contact me. In the subject line of the ad I simply say "You can survive death!" or some other one liner that you like. What will grab them and make them want to click on that link?

Then I put in the Body of the ad the following:

For a free taped message about The Urantia Book call 800-288-3772 or read it here:

The Urantia Book's contents are staggering in their scope and diversity. The Urantia Book has thousands of readers the world over. If you haven't heard of it it's probably because it hasn't been publicized or commercialized. It's not a cult with any strange rules or practices. There are no dues to pay and no human being to exalt in connection with the book.

While The Urantia Book holds the answers to the world's deepest questions it does not close you down to the truth contained in other religions. It says we would be better off to see the best in each other's religions and focus on the truth we have in common.

The Urantia Book is to be used, as a springboard for developing a personal relationship with God. Jesus said, "In preaching the gospel of the kingdom, you are simply teaching friendship with God." Nothing is more important than a firsthand experience of God, and realizing that we can have a loving relationship with God, for ourselves and in our own lives. The Urantia Book fosters tolerance for all sincere efforts to find God, and is true to the teaching of acceptance, forgiveness and love which Jesus so graciously lived 2000 years ago.

The book offers a very straightforward, commonsense approach to God, the universe, our planet and mankind. It plausibly answers the seemingly unanswerable questions like; What happens when we die? How will we ever all learn to get along? Are we the only intelligent beings in the universe? Can religion, science, and philosophy be unified and harmonized? Who are we and where are we going? What is the purpose of life? Why do bad things happen to good people? You will find The Urantia Book's answers to be a revelation beyond imagination. The answers are logical and unequivocal.

The Urantia Book doesn't dull life, it sharpens it. It doesn't attempt to set you apart as a saint in an Godless world. No matter what religion you are, or even if you have no religion, The Urantia Book will intrigue and inspire you.

Go ahead, be skeptical! Get the book for yourself and read it. If it brings an unexplained smile to your face and rings the chord of truth in your heart, you may decide, as so many have, that it's true. The Urantia Book removes fear and doubt and restores faith. It opens hearts to the reality of God's love and to the fact that we live in friendly and well-ordered universe. It offers humanity a wonderful new perspective on our world. That's why we want to share it.

You can find the book in libraries and bookstores and read and listen to it free online, just search U-R-A-N-T-I-A Book. There are also study groups in most US cities. If you would like more information about the book or a list of study groups you can go to our website at www.urantiabook.org or leave your email address and we'll send you a list of ways to access the book for free online.

This script is very similar to the original but Paula made a few changes that, I think, make it really good. I am also including a picture of the book cover on the Craigslist post. If you right click on the image here you can save it to your computer and upload it later when posting on Craigslist.

When you call in you'll hear Paula Thompson speak it which is really nice to hear. She's got one of those warm, sincere, and persuasive voices that is easy to listen to.

Please consider doing this in your area.

Simply:

go on to www.craigslist.org

go to 'Community' => "General" then in the top right corner you see "Post". Just click that and then fill in the subject line (as I've suggested here or come up with your own one-liner), then fill in the body of the thing just like an email using the above 800 number and text. You can start an account and there is no charge or big forms to fill out. *Keep your ad updated monthly.*

Here are some other ideas for one-liners to put in your Craigslist.org 'subject line'.

- The Urantia Book: Simply the most important book on our world!
- How to Be Happy
- Synthesizing Science and Religion
- Effective Prayer
- Angels: Their Purpose and Function
- Primary Priorities in Life: The Art of Living
- Relationships are Eternal Things: Ends in and of Themselves
- The Phenomenon of Mind and its Relationship to Spirituality
- Marriage and Family: Partnering with The Opposite Sex and Partner Choosing
- Education: What Should Our Priorities Be in the Twenty-first Century and Beyond
- The Life and Teachings of Jesus: What is his REAL GOSPEL?
- The Future: What to Expect

Good luck and contact me if you need any help.

Andrea Barnes