

THE
 FOUNDATIONAL CONTEXT
 FOR
 ESTABLISHMENT CULTIVATION

Establishment Cultivation							
I N T R O D U C T I O N	The Situation			The Broad Strategies			C O N C L U S I O N
	The Trends	The Contra- dictions	The Objective	The Issues	The Strategies	The Urgency	
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INTRODUCTION

1. We are in the midst of the great turn. We are setting our bearings on a new course. Summer '73 has appropriated the secular face of the guild and in line with the new direction, this PSU is charged with the task of seeking out methods of cultivating the establishment. Our arena includes the establishment hierarchical structure of both the church and the secular society. The purpose of this document is to state the trends, the contradictions, the objectives, the issues, the broad strategies and, finally, the urgency of the task at this time. As such this document is the foundational context for creating the trans-establishment methods and systems. It will provide basic insights for this point in time and will indicate movemental directions and tasks necessary to include the established society in our global mission.

ESTABLISHMENT
RELATIONSHIP
TRENDS

2. Establishment hierarchies in all arenas of life, church, industry, government, education, etc, are combing the landscape of new ideas and scrutinizing all they see in an urgent search for methods and systems that enable authentic engagement in their respective tasks. As the movement surfaces in the world and begins to deal with the establishment, it finds a widely diverse yet generally positive response. The movement has experienced an ever-increasing involvement of the establishment in movement support activities, such as formal and informal program endorsements, jobs for those in the movemental order, and key contacts for professional services to enable the movement in society.

ESTABLISHMENT/
MOVEMENT
CONTRADICTIONS

3. As the movement makes the great turn to the world, we begin to reflect self-consciously about our relationships to the secular and religious establishments. Existing relationships show that the establishment does not act or respond from a revolutionary stance and, thus, our relationship is not as firm as we would desire. Following from this, then, it appears that our stories and images do not deal concretely with the change dynamic and the fear of risk. The inconsistent use of language and movemental jargon tends to thwart establishment overtures toward us. The consistently intentional use of language in stories will be a large part of our tactical decision to deal creatively with the establishment. Part of the transestablishment style is the effective use of all resources. We find that many gifts and contributions are not distributed as intentionally as they could be and that information on job opportunities, establishment contacts, etc. have been lost in personal files and memories where they are inaccessible to the movement as a whole. The gift of diversity among movemental ranks has created confusion and frustration among certain areas of the establishment and thwarts their move into the resurgence.

ESTABLISHMENT
CULTIVATION
OBJECTIVES

4. Effective cultivation of the established society would be a dual thrust of bringing the establishment to experience the fulfillment of radical expenditure and utilize their strategic positions as the pathway to the masses. In order to move toward this goal, the following strategic objectives have been identified:
1. To build the myth of the movement which speaks directly to the various forms of the establishment in their contexts.
 2. To formulate methods which illustrate the transestablishment style in the context of comprehensive global strategies.
 3. To develop a data and distribution system throughout the movement that will enable us to effectively use establishment resources and contacts available to us.
 4. To generate and implement models of formulation which enable establishment cultivation at local and regional levels and which hold individual contacts in the global structure.

CRITICAL
MOVEMENTAL
ISSUES

5. In the turn to the establishment and in the formulation of the methods to cultivate it, the movement faces some critical issues. The first is to decide which arenas are most critical in relation to comprehensive movement timeline. In order to prioritize effectively, it will be necessary to examine the battleplans of the LENS course, the Local Church Experiment, the Guild, Movemental Guardians and the task areas of penetration, permeation, and inkind contributions. Such a scrutiny will help to locate pressure points and key establishment persons who can enable the solidification of establishment endorsement. The second issue is the method of approach so that the establishment recognizes a consistent thrust and a common movement. Thirdly, the movement must research and decide at which level a data-coordination system is best held and how to effectively commonize the input process. A fourth issue following upon the third is to decide how we will maintain and control data output and dissemination to insure that the cultivation task is not rendered impotent.

BROAD MOVEMENTAL
STRATEGIES

6. The time and the issues demand movement strategies that will be articulated now as broad strategies. The first and most general strategy is the recontexting of vocation in the realm of caring for the globe. Much work has been done in this area already, but the strategy focus will be incorporating that body of wisdom into our story about the movement. A second strategy is to decide priorities in establishment cultivation in the frame of local man rather than a global movement. We have the vehicles in LENS, the Local Church Project, and our metro strategies; the demand now is to bend them to a new purpose. The third strategy is to hold the tension between bureaucratic efficiency and the deep resolve to employ the methods of revolutionary effectiveness. The fourth strategy, touching on these first three, is that, although we envision a global communication system, our strategy will provide

for a common story and cultivation model so that movement people at the local and regional levels can use it effectively. The fifth strategy calls for verifying our intuitive strategies through further study to establish the appropriateness of what appears at this time to be the indicative of cultivating the established church hierarchy at the continent and area level and cultivating the secular structures at regional and international levels. Finally, we must devote serious effort to discerning the most effective entry level points in both the church and secular structures at which we will initiate our cultivation strategies.

MOVEMENTAL
TRANSESTABLISH-
MENT URGENCY

7. The resurgence of the human spirit is bubbling a new age for the movement and the world. Men everywhere sense the need for a radical sign of authentic caring which gives hope in the midst of collapsing social structures. After twenty years of research, planning, and maturing, the decision to create, implement, and be the Guild concretely necessitates courting, enticing and nurturing the establishment in order to build global care structures. The growth of the movement in sheer size and in expanded tactical scope indicates we can take the stance of embracing the establishment and utilize its resources. // The great turn to the world means accepting our interdependence with established society, creating methods and styles to cultivate that interdependence on behalf of the entire globe. //

CONCLUSION

8. This document stands by itself as the story of the present situation. But it is probably more important as an indicative for the future. // We need the establishment for the movement. The establishment needs movemental wisdom to change society into one that cares for the globe. // We have pointed toward the articulation of the transestablishment style; more work needs to be done as we begin to exercise that style. We have pointed towards the interdependence that is shared with the establishment as the movement begins its great work in the larger context of formulating the secular/religious and religious/secular. Cultivating the establishment is a major strategy of that task.

INTRODUCTION

1. The wisdom of the grassroots is the source of power for the forces who are building the models of a new society. The initiation of that society has caused us to consider the strategic relationships with the establishment that will be necessary in the future. These two given facts led to the cultivation PSU's survey of the research assembly. By this methodology the identity of people deemed important was intuited. Some comments relating to the data collection method, the significance of the results and the recommendations for the future are pertinent.

INTENT OF THE SURVEY

2. The intuition survey was the vehicle through which we intended to record the feel of the summer assembly participants for the "important" people in North America at this time. The priority was given to inclusive participation in the survey, and as the assembly became deluged with questionnaires an effective methodology has to be devised to ellicit the participants' interest. Secondly, to be open to that which was beyond our bias, a minimum context or screen was provided. A third means of minimizing the loss to the comprehensive research of the summer was a short time allotment (10 min. usually) for completing the form.

RESPONSES

3. Over 500 forms were completed. More than 90% of these had 10 entries and the total number of data bits was close to 5000 as some participants listed 12 or 15 names. The top three individuals (Nixon, Kennedy, Trudeau) each were named more than 150 times. The diversity of individuals was large, with over 125 scoring multiple votes and as many as 250 names were suggested counting the single entries. The political arena claimed seven of the top ten named individuals and held a predominance throughout the list. The economic arena was second with cultural classifications providing the third.

REFLECTIONS

4. Numerous insights were revealed in the evaluation of the result. The most striking revelation was the influence of current news stories (i.e. Senator Sam Erwin was catapulted into tenth place in the polling and Senator Howard Baker was 37th). The trend to popularity or notoriety evident in the results seems to be reinforced by the quickness required to complete the form. The lack of context led a few participants to apparently mis-interpret the question and listed local community figures or general arenas. The Canadian participants were often identifiable by their definite tendency to name more Canadian figures. In fact, the overwhelming number of U.S. citizens in the results probably is due to the imbalance of participants. (Another interesting result was Mayor Daley of Chicago being the 4th most mentioned individual.) We felt it would be helpful to review the ballots of international participants as a separate facet but did not code the survey forms to allow this. Our anxiety of the effect of using a cabaret dynamic

to elicit survey participation did not appear to be necessary as the objective of full participation within a short time was realized with almost the total absence of unserious answers.

RECOMMENDATIONS

5. Out of our experience with this survey we propose the following:
 1. The survey should be done periodically to keep the data current and to allow the "immediate news" or notoriety effect to be identified and compensated for, if appropriate.
 2. The depth of insight that could come from an assembly-wide brainstorm and gestalting session may be appropriate in 1974.
 3. The validity or need for separating the arenas of social process in collecting the data should be explored to evaluate the effect of this conditioning.

INTRODUCTION

1. The task of this phase of the PSU was to explore the methodology of obtaining the present status of the movement's relationship to establishment. To begin a history of contacts, a questionnaire was developed to record information from the Research Assembly participants. The form of the questionnaire was designed in the context of "What would a regional house prior or co-ordinator find most helpful to know?"

INTENT OF THE QUESTIONNAIRE

2. The questionnaire was intended as a way of gathering data which then existed only in persons' memories. Our task presupposition was that establishment cultivation has been going on continuously, though, there was no collected resource file. Thus, we were out to initiate the recording of the movement's contacts with the establishment up to the present time. The data to be collected was expected to be such that its interchange among regions and areas would intensify regional cultivation.

RESPONSES

3. The responses indicate many contacts in the educational community, such as college professors, deans, heads of departments. In the arena of in-kind donations we have resources ranging from computer time to soap to fresh fruit. In our relationship to the established church, responses indicated many contacts with bishops, and other church officials across the continent. The number of responses was fewer than we had anticipated, possibly because of the comprehensive form of the questionnaire. A number of people decided that the type of information requested could be supplied by the regional house prior.

REFLECTIONS ON THE DATA

4. The data gathered begins to hold the relationship already existing between the establishment and the movement. As might be expected at the beginning of the Great Turn, most of our cultivation has been in the area of the church. However, this questionnaire, makes it apparent that we have contacts with all arenas of the establishment. The questionnaire revealed the fact that as the movement needs the establishment, the contacts will be available. What this points to was the phenomena of hallway conversations that shared significant stories of establishment cultivation yet these did not show up on the collected questionnaires. Also more than half of the returned questionnaires indicated that it would be worthwhile to have a further conversation with the participant submitting it. Finally our experience in this phase of the PSU confirms that 1. the movement has already achieved a remarkable relationship of respect and support by the establishment 2. very little documentation and consequently, interchange of this effort has gone on 3. that as the necessity for a particular contact arises, a monumental effort will finally yield the missing link that gains entry.

Summer '73

Establishment Cultivation
Team 7

MOVEMENT - ESTABLISHMENT CONTACTS

July 27, 1973

Week Four

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RECOMMENDATIONS

5. The movement has extensive contact with the establishment and we are now at a time of intensifying this. This PSU found that our revolutionary methodology has conditioned the movement to be resistant to the bureaucratic function. We found it difficult to record establishment contact history. A future PSU needs to determine the method of both gathering and disseminating cultivation data.

INTRODUCTION

As the turn to the world shifts the emphasis of the movement, tools are needed to enable that decision. The cultivation of the establishment is going to depend on many visits that will be made over the next several years. Businessmen, political leaders, bishops, and other influential people will be visited to elicit approval and support of the movement's work. The story of the movement in concise and yet articulate form is crucial to this task.

TELLING
MOVEMENT STORY

The attached 4x4x4 is intended to be used for many kinds of visits, however it is tailored particularly to in-kind donations prospects as a median model. In creating the story, we discovered that much work, thought and creativity have gone into the back-up material for this 4x4x4. Years of visitation models, development calls and letters have helped in arriving at this 4x4x4.

IN-KIND
CONTRIBUTIONS
RATIONALE

The Long-range Demand category is most amenable to tailoring for each particular situation. Realizing that placing a demand on a person's life is an enabling strategy and a demonstration of care, it is appropriate to make a request. Such things as in-kind items needed in the future, a note of approval or his own participation might be possibilities at this point in the conversation.

FUTURE
CULTIVATION
PROJECTS

The next step we envision is that a PSU be held to review this 4x4x4 for internal consistency, wording and additional insights. This PSU will also add stories and write out a sample narrative based on this 4x4x4. A further implication is the compiling, refining or developing of material for the visits. Research must be done into past materials and then the development of a brochure that is low-key yet powerful in impacting the consciousness of the establishment must be completed. Another PSU will review, compile and develop printed materials that will be left with the contributor.

Resurgence		Serious Renewal		20 Year Model		Current Task	
Intro to E.I.	Research Focus Training Emphasis Demonstration Sign Based in Chicago many intern'l ctrs	Global Scope	Global Village interconnectedness of Globe World-wide interdependence Renewal must be central.&worldwide	5th City	Westside Chicago Model Renew'l 1953 5 Basic Presuppositions Signs of renewal Global impact: Movement	Immediate Need	Present program activity-summer Scope of current work Pressing Need i.e. vehicles Necessity of Demonstrations
Basic Concerns	Group of families recovery of deep values People everywhere are concerned Pointing up possibilities	Visible Demonstration	Every man can see renewal Comprehensive care structures Signs of radical engagement Community project- 5th city	Courses World-wide	Curriculum re: vocation each year 25,000 partic. globally Imaginal Ed. weekly & weekend courses	Long-range Demand	Situation Request Deal with blocks Follow-up
Collapse in Society	Collapse of family relationships collapse of neighborhood collapse in vocation 1-1 Projects Inadequate	Reduplicable in any Community	Contentless Model ALL Participating Anyone can see HIMSELF involved In every neighborhood	Global Replication	7 cities part in building community effort through local congregat. Renewal strategies realized Expand to metro centers	Benefits	E.I. non profit Self supporting staff Donations tax deductible Publicity benefits
Spirit Issue	Underlying issue must be dealt with Matter of motivity At man's core Key to all problems	Long-range Model	Lasting effect not immediate at least 20 yr models self-motivating models Renew all struct. simultaneously	Local Man Research	9 Summer of intensive research People from all walks of life Global Community Signif. involved in creating hist	Gracious Farewell	Acknowledge their interest Follow-up step Thank you Goodbye