

# New Organization for Outreach and Education

## Discussion Agenda

### Overview

The vision for this initiative is to emphasize the human and social aspect of the Geoism movement rather than the economic aspect. Economics will still be involved but not as the main tenet. **The main focus is the simple message of sharing the resources of nature** with the goal of improving quality of life. A lot of this simple yet powerful message gets lost in all of the economics and tax talk of current efforts. The propaganda is thick to keep the prevailing biases strong in favor of the land monopoly. These biases need to be chiseled away bit by bit but there are very few people chiseling on the public psyche at large. Every mention, no matter how big or small, is a chisel on the psyche where a seed can then be planted. Every little bit counts. After enough area has been tilled over time the seed can then grow that much more. The social humane aspect is an easy message for people to relate and the younger generations are much more social and sharing minded than older generations.

The mission is to provide socially compassionate-centric outreach and education especially towards younger generation involvement. Some policy lobbying efforts not limited to LVT such as sovereign wealth funds and permanent funds, economic sociology, social issues such as poverty and injustice, and whatever else might be needed or useful. There are lots of popular social issues waves that we can ride to get the movement more into the mainstream and acquire the needed numbers power factor for change-making. The movement cannot rely on a small quantity of wealthy and influential players. The public must be knowledgeable and mobilized in a fashion similar to the Sierra Club or NRA to enact and maintain Geoism policy.

This effort is for spreading the word about the Geoism concepts as alternative models for socioeconomics. Without the power of numbers (as in quantity of supporters) the movement will continue to operate in the shadows and any successful policy changes will not last, similar to what happened in Pennsylvania. This is a basic principle of public administration. There is little effort focusing on expanding with the important basic core concept of sharing the resources of Earth. Our low and declining numbers are evident and the usual critical feedback I receive amount to people waiting for a superhero savior type person to turn the movement around instead of a coordinated collaborative effort by all of us. Keep in mind, as much as we all hope to turn the movement around, these kinds of immensely high expectations are distracting and destructive. We are only concerned about planting seeds.

Henry George wrote that we all have a right to resources of earth because of our existence and we cannot suppose some have a right to live in this world and others do not. This is a perfect example of the theme of this new organizational effort. There are also plenty of other notable people that have advocated the same nature sharing Geoism mindset that will leverage for our mission as well. This new effort will include the ideas of Henry George as well as other resource sharing options such as permanent funds, sovereign wealth funds, citizen dividends, etc. There are other worthwhile perspectives to include as well that can be added as we develop.

## Strategy

There are a vast amount of ways to tell people that sharing the resources of Earth is better than privatizing and hoarding the resources of Earth. These are resources we all need to survive and such basic sociological principles are not considered nor understood by the majority of people. Values based advocacy is a sure winner according to linguists like George Lakoff. Each audience will react differently to any given method. **A soft, gentle, considerate, inclusive, emotionally intelligent, compassionate minded approach is essential.** We do not want to be overly combative. We are simply name dropping a simple idea. Some methods can include:

- Simply stating that nature is meant to be shared by all life.
  - Example: The sun, air, and water should not be owned.
- Explaining that we all have the same basic human needs.
  - Example: We all need to eat, breathe, drink, and live together on Earth.
- Tell people what notable people have said about sharing the resources of Earth.
  - Example, Paine, Jefferson, George, Churchill, Einstein, etc.
- Use and explain examples of Permanent Funds and Sovereign Wealth Funds.
  - Example: Norway, Texas, Alaska
- Talk about Land Trusts, Cooperatives, and Land Value Taxation.
- Simply mentioning that there are alternatives to capitalism, communism, and socialism.
  - Example: Geoism, Georgism, Egalitarianism

## Naming

A couple of names have been nominated for this new effort. Many people are put off by the name Georgism, saying it sounds like a cult. Considering also our expanded platform beyond Georgism we must choose a fitting name that both captures attention and represents our mission. Here are a few names that have been suggested:

- Geoism Society
- Geoism Foundation
- Unitism
- The Geoliberty Society
- The Geocivic Society
- Open Source Civilization
- Other: \_\_\_\_\_ (Write your suggestion in a message and I will keep track.)

## Materials

All materials will be open source, versioned, discussed, and modifiable by members and participants as needed and part of a collaborative effort. There may need to be multiple versions for each document to cover every angle in our wide and ideological target audience. Some examples include:

- Orientation welcome packet for people wanting to be involved in this effort.
  - Information about the movement
  - Information about the organization
  - Lobbying regulations
  - Communication tips
  - Flyer.
- Basic standard PowerPoint presentation template for people to give presentation locally
  - Adapt as needed for each meeting and audience
- List of officials that are open to Geoism concepts.
- List of people and groups to target.

## Membership

At the beginning membership and participation should be open to whoever wants to contribute. Following an open source style model will allow community involvement to flourish. Perhaps in the future we can acquire additional funding to achieve our goals from a structured membership model. This is way down the road. We should have a core group of people that maintain the organization.

## Action Items

To start off we should be engaged in small activities with small goals in mind. None of these will probably be done at the same time but rather selectively and periodically over time. Here are a few ideas that were suggested:

- Video Series
- Animations
- Presentations
  - At churches, schools, family gatherings, or home based meetings similar to MLM events
- Posting flyers
  - At college campuses, office boards, and public bulletin boards
- Purchasing ad space
  - On Google ads, social media, magazines, newspapers, billboards, bus stop posters
- Engage popular radio and podcast personalities to merely mention Geoism
  - Joe Rogan, Howard Stern, local stations, Democracy Now

We could also be considered as a service oriented organization for the movement similar to a front desk.

## Funding

While simply spreading the word is largely free to accomplish, we will undoubtedly need funding to perform some of the action items. Grant writing may be needed. GoFundMe type donations might also be useful. Setting up specific campaigns for an action item can be discussed as a group. Sponsorship is another option for other organizations to gain exposure and can include a front page mention on our website along with a link back. While our initiative is simply for spreading the word, the other organizations are there for inquiring people that want to get more involved.

## Evolution and Growth

Considering our wide set of Geoism values our efforts must be open to change with the times. Advancing technology can make our efforts easier as well as more difficult. Keeping relevant is important for the success of our mission. Ideas from members must be welcomed and honored as we have a wide array of ideals. Supporting each other is also important. We need to also show the public that we mean what we say and act as a unified organization.

Examples

