

# ISKCON

## International Office of Public Affairs

July 14, 1985

Dear Maharajas and Prabhus,

Please accept my most humble obeisances at your feet. All glories to Srila Prabhupada and to the ISKCON acaryas.

Please forgive another re-scheduling for the first of three mandated North American GBC/TP/Reg Sec. meetings for this Vaisnava year. This has happened because the Bombay temple court case requires the presence of Srila Tamal Krishna Goswami and Srila Gopal Krsna Maharaj in September. Therefore, after consultation with as many GBC members, temple presidents, regional secretaries, and sannyasis as possible, we have re-established the time and venue as follows:

Dates: August 17th & 18th (with the 19th open  
as an optional extra day if needed)

Location: New Vrindaban

Remember, the purpose of this and the ensuing two meetings for this year is to develop North American preaching goals and strategies and to move towards a North American management structure or continental assembly program that we feel would best facilitate the strategies agreed upon.

To date, the agenda topics submitted by ISKCON leaders for the August meeting are:

1. New Vrindaban: its purpose, its role in the cultural conquest of North America, how it can be viewed as integral to all North American preaching, how the entire N.A. continent can benefit from working with this community.
2. Sankirtan & Book Distribution: How to increase qualitatively as well as quantitatively, using creative intelligence. How to tie in distribution with over-all strategies.
3. Over-all preaching strategy for the continent: formulation of North America-wide strategies for realizing our goals to distribute more books, make more devotees and/or members and to gain more societal acceptance.
4. Work toward an over-all management structure (continental assembly-style or otherwise) to foster greater interaction, sharing of resources, more genuine cooperation at highest management levels, greater stimulation for creative ideas.
5. The position of the spiritual master: his relationship to his GBC or non-GBC position, to his Godbrothers, to the GBC body, to regional secretaries, presidents and sannyasis, and to the people in general.
6. A strategy to use a food-related cultural conquest program: combines Food for Life, IFR, cooking classes, Sunday feast, prasadam displays (at festivals, malls, universities, on streets, in parks, etc.), all ISKCON literature relating to prasadam, restaurants, and farms into one single, unified approach to the public, proving that

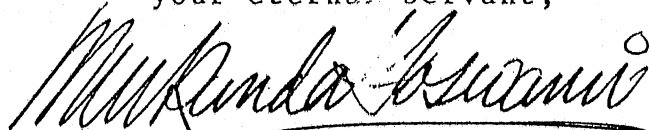
Founder-Acarya: His Divine Grace A.C. Bhaktivedanta Swami Prabhupada

- ISKCON is actively engaged in bringing about a better world.
7. Harinam: establishing ways to revive and surpass prior levels of Harinam Sankirtan as a front-line preaching program for North America.
  8. Back to Godhead: How to expand and improve.
  9. The Hindu Alliance: how to utilize it as a front-line affiliation program.
  10. Coalitions: What groups should ISKCON leaders join and be active in? Anti-abortion, vegetarianism, better health, better environment, improved farming conditions, church groups, local political action groups, etc.
  11. Congregational preaching: How can more people be induced to join FOLK and Life Membership programs in North America? What angles of preaching strategy can best achieve more dramatic results in this crucial area? New Vrindavan has been suggested to offer advice and guidance.
  12. Lord Caitanya's 500th Anniversary: What can be done in North America to honor Lord Caitanya in the immediate and long-term future?
  13. Fund raising: How can ISKCON North America get on a more sound financial footing for the long term? Long-range strategies could be discussed in addition to the usual shorter-term-style planning on this issue.
  14. Image: What role it plays in reaching North American ISKCON's goals. How can it be enhanced? What exactly is the image now, in realistic terms? What are the prospects for changing it, and what are the methods?
  15. Goals: What are the principal goals ISKCON of North America should set for itself in order of priority? Setting such a priority would make it easier to focus on primary needs and primary strategies.
  16. Varnasaram: How it relates to preaching strategy, folk programs, etc.
  17. Gurukula: How it can most conveniently and logically be organized and how all this ties in with over-all preaching strategies.
  18. Communications: What role communications plays in achieving agreed-upon goals for the continent; the nature and importance of such communications and how to organize and implement various types of internal communications.

Of course this list is by no means exhaustive, and I hope it stimulates you to think of other ideas and/or to re-organize the above, perhaps in more logical and appropriate ways.

I look forward to seeing you at the meeting, and beg to remain

your eternal servant,



Mukunda Goswami