

Chapter 10: An Organizational Model for Pro-Family Activism

This chapter is written as a guide to help pro-family people organize themselves into an effective social and political force. It outlines a simple and practical organizational model designed to focus the talents and resources of pro-family volunteers on a single goal: the creation of a healthy family-centered society. This model will work most effectively with a group of at least 20 people, but it can be modified for use by any sized group.

Our original motivation may be to stop the homosexual political and social agenda, but our strategy must look past the “gays” current tactics to see the bigger problem: the “gay”-sponsored philosophy of sexual promiscuity that is gradually turning the whole society away from marriage and family values.

As Christians, we have our own, or rather God’s, agenda to pursue. We don’t want just to stop the “gays.” We want to make our society a better place to live in, filled with strong and healthy marriages, secure and happy children and stable, prosperous, family-oriented communities. We have a missionary vision.

This guide provides only general advice about how to fulfill our vision. The specific goals, programs and tasks must come from the volunteers themselves and the leaders who arise from among them.

In the cooperative effort, each volunteer offers personal experience, information, skills and resources to achieve the goals set by the organization. Differences of opinions and personality conflicts, if they arise, can be overcome by continually refocusing members on the vision and not on personal issues. There are so many different projects which need to be done that all volunteers can be useful and creative in their work and involved in projects that reflect their own priorities.

This model is dependent on the sacrificial attitude of those who participate. They participate because they care about the health of the society and the future of their children and grandchildren. The success of the organization they create is directly related to the members’ generosity with their time, expertise and money.

The Pro-Family Agenda

Our agenda is to create a more family-friendly world. Our strategy is to identify, train and organize pro-family activists to promote marriage and family as the most essential, important and valued elements of society.

We work to promote and defend family values in four key spheres of influence:

- Education
- Business
- Government
- Media

Our primary purpose is not to stop the homosexual political and social agenda, but to change society to make it strongly pro-family. We want every sphere of society to promote and protect marriage and family values. The homosexual movement will be rendered ineffective in proportion to our success in re-validating and re-empowering the family, since the two perspectives cannot co-exist in the mind of the public. One cannot believe that society should be based upon strong families while simultaneously believing that it should allow unlimited sexual freedom. Furthermore, homosexuality will occur much less frequently if families are healthy and well-informed about children's development and emotional needs.

Team Development

The first step in developing the model is to organize pro-family volunteers into four teams which address the four spheres of influence (education, business, government and media). Separate training seminars and regular meetings will be scheduled for each team.

Each team

- is divided into two or more project-oriented task groups, each with its own leader.
- has a director, or task coordinator, whose job is to hold team meetings, to assign volunteers to task groups, and to facilitate the work of the groups.
- follows a three-phase plan.

Three-Phase Plan

- First phase: organize the task groups to gather information and become fully informed about their team's sphere of influence.
- Second phase: develop goals and a plan of action based on the research from phase one and divide the work of implementing the plan among the task groups.
- Third phase: implement the plan through the cooperative action of the task groups, holding

regular team meetings to report progress, assess whether goals are being met, and modify the plan of action as necessary.

NOTE: Through research, investigation, consultation with specialists and information sharing, team members must become specialists in teaching others how marriage and family benefit society and how sexual promiscuity, including homosexuality, harms society. To this end, training in public speaking and presentation may be advantageous.

A. The Education Team

Primary goal: promote and defend the pro-family agenda in the field of education, with special emphasis on public schools, community colleges and state-funded universities.

The homosexuals devote a lot of their time and resources to influencing children and youths in the schools because they know that these young people will shape the future of the nation. If they can influence these children to become homosexual or pro-homosexual, the future of the nation will belong to the “gays.”

Education is controlled from four centers of power:

1. Teachers and their organizations (primarily unions).
2. Administrators, including specific political leaders and government bureaucrats.
3. Producers of educational resources such as textbooks and curricula.
4. Parents.

Each center of control must be protected from infiltration by “gay” activists and persuaded to actively promote marriage and family values to students.

Team members should gain influence with each of the four centers of control, and these should be included in each part of the three-phase plan.

Homosexual activists always seek to gain control of the most strategic positions, but they will use any base of influence as a starting point. Sometimes it is a teacher, sometimes an administrator or a member of the educational bureaucracy.

The presence of “gay” activism can be recognized by the appearance of homosexual propaganda in the school or university, specifically any teaching that homosexuals are born “gay” and cannot change. This is always the first level of propaganda.

The next level is the teaching that homosexuals are victims who must be protected and that opposition to homosexuality is the equivalent of racism. The more advanced the “gay” influence in an institution, the more aggressively hostile the will be the propaganda campaign against people who disagree. A strongly homosexual-controlled institution will forbid any open disapproval of homosexuality and punish those who speak against it.

Each member of the team should make it his or her personal mission to change the educational system to become strongly pro-family. This will not only protect children from entering into a risky and self-destructive life of homosexuality, it will give them a more secure future in a healthier society.

To reiterate, each member of the team takes specific actions to fulfill this vision, according to the team's goals and plan and the mission of the task group.

Special Considerations for the Education Team

Information Gathering

Information gathering will be an essential and ongoing part of the Education Team's function. The team will need to find the answers to the following questions, (among others):

- How does the educational system work, who controls it, how is it controlled?
- What is currently taught to students about marriage, family and sexuality at every grade level?
- What resources are used to teach these things, who produces them, and who decides what resources will be used?
- How far have the "gays" already infiltrated the school system, and who are the pro-homosexual activists?
- Which teachers, administrators and politicians are pro-family, and how dedicated are they to protecting family values?
- What are the teachers being taught about marriage, family and sexuality?
- What existing resources are available to use to teach about marriage and family?
- What social statistics on family issues are available for this locality ?

Goal Setting

The members of the Education Team should create an action plan with specific goals based on the information that is gathered in phase one. Some possible actions include

- creation of a Pro-Family Teacher's Association to help organize teachers who value marriage and family values.
- preparation and distribution of educational resources to help teachers and administrators understand why marriage and family are good for society and why homosexuality and sexual promiscuity are harmful to society.
- preparation and distribution of teaching materials for every grade level which promote marriage and family values in age-appropriate ways.
- creation of a list of key politicians and administrators who have substantial influence in the educational system and selection of emissaries from the Education Team who will work to establish relationships with these individuals and provide them with pro-family resources on an ongoing basis.
- identification of the "gay" activists in the school system and creation of a monitoring system to keep track of their activities and to expose any manipulation of the students under their authority.

- preparation of new policies and laws for adoption by the schools and controlling government agencies, causing schools to promote healthy family life and forbid teaching or condoning sexual promiscuity, including homosexuality.
- preparation and public distribution of a report or series of reports on education in the schools as it relates to marriage, family values and sexual promiscuity, including homosexuality.
- creation of a public advertising campaign about the value of teaching marriage and family life skills to young people.

Project Implementation

The Education Team should allocate individuals and task groups to work to achieve the goals set by the team. It should meet regularly to discuss the progress of the work and share new information and suggestions.

It is important to set realistic goals and to divide the work so that it is shared among the volunteers according to their skills, time and level of dedication.

Whenever any goal has been achieved, or a specific stage of a project has been completed, the persons responsible should be honored by the team.

After each task or goal is achieved, the team should move on to the next one. New tasks and goals should be added as the organization grows and matures.

B. The Business Team

Goal: To promote and defend marriage and family values in the business world and to raise money to support all of the teams.

The homosexual strategy for businesses is to force them to accept and promote the “gay” agenda. One of the first aims of pro-homosexual legislators regarding the business community is to forbid businesses to hire or fire on the basis of “sexual orientation.” Once such a law is in place, homosexual activists hunt for wealthy businesses to sue for breach of the law. Businessmen should be aware that they should not cite homosexuality as a basis for firing or not hiring someone, since that may violate anti-discrimination laws. However, if a homosexual person has exhibited poor job performance or if their resume or interviews show they are not the best candidate to hire for the job, they can be fired or not hired for those reasons just like anyone else.

In large companies “in the closet” homosexual activists work to get other activists into the hiring positions, from which they will then hire large numbers of homosexuals. When they have enough activists inside the company, they form an employee group and demand political concessions, such as special company benefits for “domestic partners.” They also insist on mandatory “sensitivity training” for all employees. This consists of classes that attempt to force employees to accept and believe the standard “gay” propaganda. Any employees who show disapproval of homosexuality in these classes may be quietly targeted for removal; it is usually possible to make sure that there is enough negative comment in someone’s employee file so that they can be plausibly fired on some work-related issue.

“Gay” employee groups work continuously and aggressively in a coordinated effort to take full control of the company, after which time they use all of the assets and power of the company to advance the homosexual agenda in the community, especially through the awarding of contracts, the placement and message of advertising, the company’s charitable donations and sponsorship of events, and company membership in and endorsement of “gay” activist organizations.

It is very important for Business Team members to develop tactics to prevent businesses within their sphere of influence from being used as tools in the “gay” strategy.

The Business Team will follow a two-track approach to influencing the business community: a positive track and a negative track.

The Positive Track

The Business Team can create a campaign to focus local firms on the theme of family-friendly business. Local business owners can be invited to join an association of pro-family businesses which will receive free advertising in a special family advertising directory which will be mass-produced and distributed to churches and public venues that cater to families. Any pro-family business is listed in the directory if it accepts a simple statement of pro-family principles and practices. Member businesses will also have the right to display a special logo in their place of business and in any advertising they may do in the community.

The directory will be funded by the sale of additional advertising space beyond the basic free advertising given to member businesses.

The Negative Track

A special task force of the Business Team will focus on anti-family businesses and try to get them to change their business practices.

This group will identify businesses that cooperate in promoting the homosexual agenda in the community, either directly through their own business activities or indirectly through donations to homosexual projects or organizations. Group members can try persuasion and information to influence the owners of these businesses. If this approach fails, the task force can organize boycotts, picketing, publicity and other legal means to try to influence these businesses to become pro-family or at least neutral.

Special Considerations for the Business Team

Information Gathering

Information gathering for the Business Team should be quite simple. It involves identifying which businesses are pro-family, which are anti-family and which are neutral.

The task force charged with changing the stance of anti-family businesses should also determine what tactics are legally allowed as regards boycotts and pickets of private firms.

Goal Setting

The Business Team's initial goal and tactics are determined by the two-track approach described above.

The positive-track group should:

- establish a Statement of Principles that defines what it means to be a pro-family business.
- create a well-designed logo for family-friendly businesses to display.
- produce a Business Directory that will:
 1. list the pro-family businesses in some logical order.
 2. be visually appealing and persuasive to the people who will use it in their shopping decisions.
 3. include a variety of attractive advertising options for purchase.
- organize a group of volunteers and/or salesmen to personally visit business owners, present them with the Statement of Principles, and invite the pro-family businesses to join the association and/or buy advertising in the directory.
- print and distribute the business directory.

The negative-track group should:

- objectively determine which businesses are anti-family.
- organize a group of volunteers (and provide them with compelling facts and figures) to visit these business owners and attempt to persuade them to become pro-family or at least neutral.
- create and distribute a boycott list of businesses that refuse to stop supporting the homosexual agenda.
- organize public demonstrations and/or pickets of businesses which are the most harmful to the cause of protecting family values -- but only after the legal right to do so has been determined.

Project Implementation

The Business Team should meet regularly to allow all the members of the team to stay current on the status of the projects and to provide a venue for members to invite prospective volunteers.

The team should develop additional projects which will help promote family values in the business community.

The team should work continually to educate the business community about the importance of marriage and family values in creating a stable and prosperous community, reducing crime, improving the quality of employees' lives, etc..

The team should solicit contributions from pro-family businesses to help to fund the work of the organization.

The Government Team

Goal: the promotion and defense of marriage and family values in and through government at every level.

Homosexual activists work diligently to gain power in government in order to change laws and policies to provide special status and benefits for themselves, to eliminate special status and benefits for married people and families, and to silence or punish people who disagree with them. Government protections for marriage and family are appropriate and necessary because of the importance of family to the overall health of society. But protections for homosexuality are destructive because they condone behavior that is harmful to the people who practice it and to society. Most people know these facts, so why have certain politicians embraced the homosexual agenda?

Most politicians respect only power. Political power in a democracy comes from four sources:

1. the will of the people.
2. individuals or groups with lots of money.
3. well-organized social/political activists.
4. mass media.

The homosexual movement has lots of money, a highly organized group of activists, and considerable favor with most news and entertainment media. They strategically focus their energy on convincing a few key political leaders that “gay” money and activism are powerful enough to protect their political allies from the anger of the pro-family majority and to help them win campaigns. Unfortunately, until pro-family citizens get organized, this “gay” strategy usually works. However, when the people who care about family values actively compete for influence in the political process they can usually win, because they still outnumber those who support the “gay” agenda. But the longer pro-family people delay entering the political arena, the more citizens will become pro-“gay” through propaganda and other social manipulation, since “gay” activists can continue their work virtually unopposed.

The Government Team is divided into five task groups:

- Lobby Group A seeks to influence the legislative branch of government.
- Lobby Group B seeks to influence the executive branch of government.
- The Elections Group works to build a database of pro-family voters and volunteers and educate them about the political process and the issues.
- The Issues Group identifies all laws and policies currently being addressed by government which stand to impact the family.
- The Victory Fund Group raises money to help elect pro-family candidates.

Special Considerations for the Government Team

Information Gathering

The Government Team needs to have a complete understanding of the political process. It must consider, at minimum, the following questions:

- What are the political offices of the area and who holds these offices?
- Which officials are pro-family, anti-family or uncommitted?
- Which are the most important political offices?
- Which are the political offices that control how money is spent?

Project Implementation

Lobby Groups. It is important to develop a file on each office and each person who holds office, so that the lobby teams can have enough information to effectively communicate with each official. The members of these groups should work to develop positive relationships with political officeholders, and should recruit volunteers who either already have such relationships or are good at forming them. The groups should continually supply pro-family information to receptive politicians and seek to help them in any way they can, including working on campaigns and serving as volunteer staff. It is especially important to provide simple, well-documented, authoritative pro-family information to officials who are being pressured to adopt anti-family policies or legislation. The parent organization should provide such information in the form of fact sheets (see Section Four).

Elections Group. This group's primary task is to identify all the pro-family voters of the area and incorporate their names and other information into a database. The database should be accessible by political district and other useful criteria. The best way to build a database is to circulate a petition that only pro-family citizens will want to sign. The group can recruit volunteers and manage the circulation of the petition.

Issues Group. This group is responsible for educating the public (and particularly those in the database created by the Elections Group) about all pro-family *and* anti-family political issues. Group members should continually monitor pro-family news and resources and immediately circulate relevant items among team members and pro-family voters, including a call to action when appropriate. Actions may take the form of calls, emails or personal visits to elected officials to ask them to take pro-family stands on issues which are currently being considered by the government. Other actions might be giving testimony at a hearing, organizing a public meeting, organizing a demonstration or picket, writing letters to the editors of major newspapers, getting out the pro-family vote or publicizing an elected official's position or voting record on an issue.

Victory Fund Group. This group has the task of raising money to put in the victory fund, to be used to fund campaigns, ballot measures, etc. It can use every legal means of raising money. Emphasizing appeals for donations from wealthy people and institutions who are known to be pro-family is generally the most productive course of action. The group must also know all the laws

regarding spending money on elections.

The Media Team

Goal: to influence and develop media outlets in the following ways

- encourage existing media to become pro-family, or at least to cover pro-family issues and events fairly.
- create various pro-family resources (literature, films, etc.) and distribute them to the public.
- create strong (secular, not religious) competitors to the anti-family media (or buy the companies which operate them) if we cannot make the existing media pro-family.

The mass media may be the most important sphere of influence in society. It has the power to shape public opinion, lionize or demonize public figures, focus public attention on specific people or issues at strategic moments, and, over time, to define reality for the people who rely upon it for information.

The homosexual activists always target the media first in their campaign to change society. It is thus essential that our organization begin immediately to compete for influence in the mass media.

The Media Team is divided into four groups:

- Group 1 is focused on print media: newspapers and magazines.
- Group 2 is focused on broadcast media: television and radio.
- Group 3 is focused on Internet media (excluding online versions of print and broadcast media outlets)
- Group 4 is focused on producing and conducting a survey to determine how pro-family or anti-family various media are.

Special Considerations for the Media Team

Information Gathering

The media team will need to do a lot of research, including:

- identifying all of the media outlets within the scope of your mission field.
- categorizing each one by numerous criteria: type of media company, market in which it operates, its target audience, audience size, and other important factors.
- identifying the decision-makers in the media companies.
- identifying the reporters in the media companies.
- determining individuals who are favorable or antagonistic to family values.

Goal Setting

The Media Team may adopt a plan to prepare a comprehensive report on the state of the local or regional media. This will involve all groups and utilize the research described above in a practical way. The report can be prepared in any of several forms (print, film, radio) or in any combination of forms. Carrying out this project will help the groups achieve their information gathering goals.

Project Implementation

After the publication of the report there are a number of projects which may help the team gain influence in the media:

- formation of a pro-family news agency to gather pro-family news from around the world and customize it for use by the local media.
- creation of an outreach program to help news reporters and editors learn the value of promoting the pro-family perspective.
- creation of a journalist training and/or employment service to help pro-family journalists get jobs in the media.
- creation of a for-profit business corporation to raise capital to start or buy and operate secular media companies.
- development of a pro-family journalists' association.
- production of pro-family products for mass media: documentary films, literature, etc..
- establishment of an awards program to honor pro-family journalists.

These are just a few possibilities. The Media Team will choose among these and other projects.

Conclusion

This chapter is not intended to be a complete guide to every aspect of starting and growing a pro-family movement. It provides some basic, logical first steps toward this goal. The key to success will be the rise of leaders from the ranks of the organization's volunteers. These motivated and creative men and women will make the vision of the organization their own, and will build upon the foundation we have described here.

All volunteers should always be encouraged to use this organization as a place to exercise their own skills and talents. The organization should always try to be a source of support for everyone who steps forward with a plan or idea that can advance the pro-family agenda. However, it is also important that no one moves forward with any project in the *name* of the organization unless that project is approved by the leadership. If the organization keeps good order and stays focused on its goals, it will be in a position to accomplish much.