

MARKETING OF PROPERTY - For FCF Home Members – March 30, 2000

A. PRAYER & PROPHECY

By Grant & Sharon – February 29, 2000

1st question: June wanted to know if the Lord had anything to say about this 94 Club dinner not working out. Was it the Lord that stopped it, or should we have done something differently?

2nd question: Concerning marketing our property; that is, either renting out the property or the guest room, what's the balance between making enough money to make it worth our while financially, & public relations?

3rd question: In marketing our property, how much should we allow for a disruption of our day to day life & ministry?

Jesus speaking: You've discussed & prayed about this topic of marketing the property, an inspiration borne through an idea given by Pat Flack. There are many ways of looking at this & indeed many of you are looking at this in different ways! Without a clarity of purpose, purposes cannot be established, the goal cannot be defined, nor that goal reached. So you must trace this back to its source, back to the original vision & the reason for it all; Primarily to raise funds for the Foundation, a means of support, & secondarily a means of meeting people who might be able to help the Foundation in some way, or you help them. Lastly, you have the factor of local neighbors & friends, as well as potential customers who know about the Bed & Breakfast services which were offered in the past.

By trying to take on too much, you may accomplish little. Therefore, it's better that you seek the priority & seek to accomplish that first before you then determine how much more you can take on. Start small & build from there.

If the primary purpose is to make money for the Foundation using the property in some way first of all apply that template to each situation that arises. The original idea was to bring in an amount of income with the least amount of effort on your parts. You might be able to grow into more as time goes on, but again, start small, get a feel of the situation & know your situation well before you attempt to branch out further.

Once you've applied the template of the finances, apply the template of reaching people who could really help you in your work—the movers & the shakers, as well as those with the funds who have the potential to help in that way.

If you can go further & also apply the template of catering to the needs of those that already know this property, either through Bed & Breakfast rentals as in the past or neighbors or acquaintances, then also seek to do this. However, if you cannot apply all three templates at once, start with the first; and then go further & apply the second; & so on.

Again, return to the source, where was this vision borne & from whence did it come? What is the purpose? Define this & make this your mission statement, as far as marketing the property.

Jesus speaking: Events come & events go. And in this case of the [94 Club] dinner not working out, it's not that it wasn't My will, but people also have to make choices too. I told you to go ahead & leave yourself open to this dinner. That doesn't always necessarily mean that they will happen.

Just as in the case with Dr. Chris wanting to have the 4 couples come down & have time off together. You prayed about it & I said to leave yourself open to this. And yet, this thing also did not work out. It's not that it definitely wasn't My will. It could have been My will if that's the way the choices & decisions of those involved had flowed.

This is yet an important thing that you consider concerning your property, whether it's in having these dinners for Drs., for neighbors, for PR, or in renting out your rooms. Your time is valuable & I would that you spend it on the highest & best of My will. And most of the time it would be toward fund raising, and ministering to those who could help in a bigger way, but there will also be times that I will move you to do so for the PR of your neighbors.

But you mustn't feel like you have to do everything the way Ed & Sally did it. Because you are different, & people expect changes when new people move in. They don't expect everything to be run the way that it was before. So don't feel bad about this dinner not working out. It just happened to be a course of nature.

Jesus speaking: Recently I have told you through your king & queen that your ministry is most important, that all you who have been called to this ministry must indeed put it first. And your day to day activities, the day to day routine, is part of that ministry.

If the marketing of the property can complement the overall FCF ministry in some way, then that is good. But remember the proportions of how all this should operate. Marketing the property was made for the FCF mission, not FCF for marketing the property. So that is to say, if marketing the property will help in the overall FCF mission, then that is good. But if in any way it distracts from the day to day activities & the day to day servicing of the Homes & your present responsibilities, then that is not so good.

The point here is, how much would marketing the property, & how much does marketing, distract from the overall operation? Again, the ideal that it does not distract at all, but it is part & it complements it. Of course, the ideal is not always possible, but the ideal is something that should always be kept in mind whenever a decision is made on an event.

Each situation must be weighed on the scale. What does it really accomplish? What finances does it bring to the ministry? Are people reached with the Gospel &/or your message in some way? And lastly, & the point here is, how much energy is consumed on the part of your workers & how much are they distracted from their day to day routine & ministry?

If a function was to raise money but it causes a lot of extra wear & tear on your people, & takes days of preparation & therefore days of recuperation, then you must weigh how cost effective that cash contribution really is. For I have called you to a ministry that is far above cash & far above wages—a job which is so important & yet there are so few available to do it. So do not overtax yourself. Do not spread yourself too thin. Do not allow any situation to be too taxing & work against the balance of what it's really accomplishing for the overall mission in the way of finances or whatever.

[Grant: On the subject of distraction, I was just reminded, at least in my mind I projected how a wedding would be a really good kind of situation in that it would be taking place for several hours during one day of the week & in many cases a weekend, where we might not even be working in our offices. But even if we were working in our offices, hopefully that kind of activity could take place & not really distract us from doing our desk work. And therefore, the idea of just renting out our property for a wedding & an outside coordinator and caterer taking care of all of this seemed like an ideal situation.

Whereas, I know from talking to Dawnie, for example, she said she was involved for a couple days with the dinner for the Drs. & then it set her back for a few more days of catching up. So while that was an effective thing in once sense, in perhaps clearing a couple hundred dollars, we also have to weigh the unseen costs, you might say, of someone in our Home being involved in it to the point that office staff falls behind in our other office work.]

[Sharon: I was getting something along the lines of before we have anymore dinners, or any other kind of function that we get ourselves straight in this area, so that we're all speaking the same thing in that everyone has a real peace about it. Especially since the last dinner actually took a lot of time on a number of the girls' part.]

Prayer: During the above prophecy, I was just reminded of an excerpt of a prophecy that we had just received from the Folks as counsel. It said, "For the most part, I do not advise these at FCF to take on outside jobs, nor to strive for extras. For I have called them to a mission. I have called them to work for Me & would that they spend most of their time & attention to this end." How does this principle apply in this situation, Lord?

Jesus speaking: In the case of the quote mentioned, this applies to jobs, but it could very well apply to these other marketing opportunities of the property. While these marketing opportunities are obviously much closer to being part of your ministry, or at least they should be, in itself it could be a distraction, in some cases, from your ministry just as jobs are.

First of all, whether it is a job or whether it is marketing the property, the mission of FCF will go on. There will still be responsibilities to take care of, & a lot of this revolves around desks & phones & faxes. This you'll have to do regardless of whatever else you're able to pack in. So you must be choosy & particular about what else you can pack in so as not to distract from your day to day flow of ministry activities.

All of these are big decisions & all must be prayerfully considered. You have much to learn & much to consider in making each decision, & therefore, the best advice is to go slow. Apply the criterion and those opportunities that are most obviously of Me will come to pass. Whereas, those which are not will not come to pass.

You ask why this situation of the 94 Club did not come to pass. How does it fare against the criterion that I've already outlined?

You must realize that you cannot do it all. No business can attract every customer in the neighborhood. No store has something in it that everybody wants, nor is it able to make sales to everyone. You simply have to define what it is that you're selling, what the conditions & situations are, & then accept the fact that just a percentage of your potential people out there are actually going to buy something in your store. And that's just the way it is.

Remember that marketing the property is just a means to the overall end that FCF is trying to accomplish. It is not an end in itself. Therefore, you need to define what exactly it is that you have the faith to offer & offer that. Do not bend, do not be dissuaded, do not feel that you are failing if for some it is acceptable & some decide to pass on by. Define what your plan is & then stick to your plan. And give it some time. Do not try to bend this way or to bend that way or to bend any which way or you'll find yourself bent out of shape! Take a position & stand in that position & see who it attracts.

Why didn't the dinner with the 94 Club work out? Why didn't the think tank with Dr. Chris & colleagues work out? Why did the dinner with the Drs. work out? While there are many reasons, consider that in the one case the situation was prayed about longer & looked at from all angles & there was a greater time to prepare & pray about it. Whereas the other situations were more jumped into or pushed. These clearly did not work out.

Without counsel, purposes are disappointed. So there will need to be counsel & a way to decide on these things before they get too far undertaken, before everyone is sort of swept along in the wake of it. For purposes to be fulfilled, each situation will need to be counseled about until you have established more of a clarity of what your policy is.

The worst thing you can do is to push ahead without having that counsel, without all involved properties feeling very involved. The undertakings that you undertake should seem good to all, & all have the faith to pursue them. Whatever is not borne in counsel may not be born at all.

[Sharon: I was just getting the quote, "Good, better, best. Never let it rest until your good becomes better & your better, best!" I got not to just go for the good stuff, but to go for the best & the Lord's highest.]

By Larry March 5th, 2000

Questions:

- 1. Why did the Hiway 94 club dinner fall through?**
- 2. What is the balance between having functions here for PR sake and profitability?**
- 3. How much should we let the property marketing disrupt our schedule?**

(Jesus Speaking) What is the balance, what is the goal, what is the purpose for all of these things? As always, the purpose is to preach the Gospel and to make it possible for others to do the same. All that you do, all that you think, all that you are, should be focused on this one simple goal. Everything else is simply a means to an end. The goal, the end, is to preach My Message of love and salvation.

Within My overall Will and within this single, simple, and overriding goal, there are many decisions to be made, many smaller paths that can be taken to get you to the goal, to help you achieve the goal. It is good that you seek Me about each of these minor paths to take to the goal. So the first answer, is that you should always, consciously, ask yourselves whether the particular activity will help you to either directly preach the Gospel, or will provide the funds for others to preach the Gospel, or will provide good PR for you to be able to continue to function to make possible the preaching of the Gospel.

As far as "what is the balance between PR and profitability", the most important thing you should remember, is that you need to ask Me every time before making a decision. The general counsel and advice I am about to give you should be considered as just that; general counsel that helps to define the big picture, but it should not replace hearing from Me specifically in each case. It is to help you understand how to formulate your questions each time, when things and possible events come up. But please remember to ask Me everything, each time. These words that I tell you now, are for the purpose of clarifying your vision. It is a keynote for the ministry of marketing the property and other forms of fund raising, and applies to most activities you will engage in here.

The balance lies in having a clear grasp of your overall task here. What is your task? Why are you here? How are you called to serve Me and to facilitate the preaching of the Gospel? I have called you to be a coffer into which I may inspire those with wealth to pour into My Work. You are a tool, a channel, a resource, to enable My Family to preach My Message in a more efficient and effective way. Your ability to function in this new world of registration and rules, infiltrating the system as a fifth column, depends mostly on My blessing, but it also depends on both good PR and profitability. PR is profitable, financially profitable. But it is important to remember that PR solely for the sake of PR, because you are concerned or worried or because you feel somehow inferior to the world system, is not beneficial, because the motive is wrong and this can cause the focus to be off and cause you to miss opportunities. PR because you are worried that someone will not think well of you is not wise, because it diverts you from the vision I am trying to give, it diverts you from the goal. It is the exact difference between waging an offensive war or defensive war. No army ever won a defensive war. You need not have an "excuse me for living" attitude and engage in defensive PR, the kind that you do because you are worried that if you don't comply with a request, people will talk about you or when information about your being part of The Family gets out, that it will count against you if you don't let people do these things on their terms. That is a defensive war.

Instead, wage an offensive war, and look for opportunity, then seize it, according to My leading. It is not a ministry for the faint of heart, nor one for those who feel guilty about seizing that which I place in your path. For you do not seize opportunity for yourselves, to feather your nest, or to place pillows under your arms. You are to be as Robin Hood – aggressively, actively, hungrily seeking to transfer the wealth of the rich sinners into the hands of My faithful ones on the field who are serving Me with all of their hearts, with little support. Spoil Egypt and the Egyptians! They have plenty, and are going to spend it somewhere. I wish to use you to cause them to spend it on My Work. But I need everyone one of you to grasp this vision, to understand that not only is there no shame in pursuing profit for the My Glory and My work, but it is exactly this to which I have called you.

Therefore, be bold, be honest, be upfront about what you are here for: to raise money for missionary and humanitarian projects. Let people know that this is what you are here for, and that this is what you want from your relationship with them – that you want to give them an opportunity to invest in the best possible Work, that will give them many special rewards and blessings, and give them the satisfaction that comes only from giving to another. Be wise, be circumspect, be dignified in doing this, and be sure to properly cultivate your potential donors. The first meeting is not usually the best time to seek donations, and when it comes to your neighbors, of course you need to be extra wise and raising fund from them is not the primary purpose of you relationship with them. In all cases be patient and prayerful. But do not forget to see each person or organization you meet as two things: as a soul in need of My Love, and as a resource to tap to transfer the wealth of the sinners into the Work of the just – My Work, my children, my missionaries. Pursuing PR that does not focus on these issues, or friendships that do not further these goals, are less than the best use of your time.

Systemites live for money, they operate in a world that is controlled, shaped, and dominated by money and the pursuit of money. Do not be shy or coy or apologetic about what you are here for. You have a right to be here because I have called you to be here, I have sent you here, I have called you here. Even the laws and mores of man recognize your right to be here. Claim that right, and be not overmuch influenced by fears that you have to bend more than any systemite would bend on these business matters. Systemites relate to one another on a business level. They understand that there is no such thing as a free lunch, and in the world of humans, this is true. Salvation is a free gift, and you, My precious children live in a world of wonder, a supernatural world of love where not only lunch is free, but your entire lives are free, because I own it all and I give it all to you freely, My loving and adoring Brides. But you should know that it is not so in the world of man, and you need to toughen yourselves up in the area of seeing business opportunity and dealing with it. Be not shy, nor ashamed of seeking financial profit. That is one important reason why you are here. So do not be soft and wavering on these business matters. Be kind, be loving, and manifest all the fruits of My Spirit. But be

clear in your hearts and minds and communications as to what you are here for. It would help to form a well prayed through business plan that all of you understand and agree to, so that you are all pulling in the same direction, a common understanding that will help guide your discussions and focus your prayers for specific guidance as situations come up.

The Hiway 94 club came at you unawares, and you were unprepared for their request. You did not have a grasp of what to do, how to respond, what to say. It is good that you sought Me and prayed for My guidance in that situation, but far more important than that one decision, is the fact that you need to learn these principles. It has been difficult for those speaking with potential customers to know what to say or how to say it, because you do not have a concrete, united vision or plan. You've had to take each one as it comes, learn from it, pray about it, and see what can happen. But when you are taken unawares and unprepared like this, those of the world sense that and recognize that as an opportunity for them, or at times, it makes them feel unsure as to whether to use your services. Please spend time praying and discussing and forming a plan that can be used as a base of strength for those dealing with the outside on these matters, a framework of understanding that will strengthen your spirits and minds in these encounters, both expected and unexpected. Consider the 94 club a learning experience, an experience designed to focus your attention on the need to form a workable plan, and to cause you to seek Me on these matters that I may speak unto you.

It is important that you learn to say no. Learn to say "here is how it works, take it or leave it". Learn that in the world of business, either you are in control, or they are in control. It is not My will that My children be pushed around by worldlings who have not my interests or Love at heart. I wish to be in control through you, as well as operating outside of your awareness in ways you know not, to accomplish My Will. But I am limited by the choices of people, including your choices, and by your faith and focus, as well as the choices of those whom you minister to. But again I say, if you are operating in the frame of mind that you are seeking opportunity, on My terms to benefit My Work, it will become clear to you when opportunity knocks, and it will also become more clear to you when it is the knock of an imposter, or the knock of a time waster. It will become clear to you when it is the knock of a potential opportunity, but which requires molding, shaping, and negotiating, to discover if it is the true knock of opportunity, or the knock of an imposter or the knock of a time waster. Seek Me desperately each time to find out what My terms are, and then pray and work and act to make things happen according to those terms. That is the way of business, My business, and the way I am teaching you, My faithful businessmen and business women, to think and act. Give yourselves to Me in this way, and let us move forward together to bless My children. Do not worry that your hearts will become barny and materialistic or that you will become too businessy or lose the simple childlike faith of the children of David. This work is My Will for you, where I am guiding, and I would never lead or guide you into waters that were unsafe for you. Just stay close to Me and do it MY way, the way of the spirit, the way of hearing from Me, the supernatural way of hearing My voice, and know that just as I have these many years, I will continue to give you what you need spiritually to balance and counteract the negative input and effect of the world on you through your contact with the world and their ways. Fear not, for I am with you, be not dismayed, for I am thy God. I will strengthen you, I will help, yea, I will uphold you with the right hand of my righteousness.

B. MARKETING PROPERTY COMMITTEE--March 21, 2000 (Larry, June, Grant)

Summary: We studied over the above prophecies, as well as reviewed earlier ones we had received on the subject, and discussed them. These more recent prophecies told us to go back to the source of how the marketing of the property came about and that was basically from these meetings with Pat Flack and the main emphasis or goals from those meetings was both a fundraiser and a way of prospecting new potential donors. Then we looked over the other prophecies that we got with respect to why the 94 club dinner didn't work out and related questions and highlighted a number of instances—it was at least half a dozen instances—where the Lord made it pretty clear that **finances** was really the main goal of marketing our property.

In a couple of cases it was also mentioned—or inferred—of **prospecting potential donors** and all.

And in another couple of cases it was reference to **local PR**. So using that ratio as well as the confirmation of the prophecies themselves, we put a major emphasis on the actual finances that each of these particular functions would bring in. And not only bring in, but also what we would stand to **profit** financially after all is said and done—including all our manpower and so forth.

A fourth thing besides the amount of money, prospects, and local PR is also the **use by the Fam**—although that didn't really come up in these particular prophecies it is another factor to consider in this. In actuality it is the biggest use at this present time.

Summary of conclusions from last meetings on marketing property

On our website at present for Brookside Farms we list weddings, company picnics, family reunions, dinner parties, day retreats, luncheons, meetings, and lectures. We have calculated that weddings—if someone were just to rent the property—could pay about \$100 an hour. Whereas us handling a dinner party might be \$30 an hour, so there'd be quite a range between all these different functions.

- 1) **Regarding the commercial renting of the rooms bed and breakfast style:** I think our conclusion was that we would not do that, we'd keep it more available just for the Family. Also if there was a wedding we would need to attach a room to that probably. But if people from outside did approach us about wanting to stay, we would explain that we do have one cottage on the property that is for our "Gold club donors" and people who make a \$250 donation get to stay there. At least that was the basic gist of it.

Weddings: We hope to clear \$750 on an event on the average wedding and that's without catering it, as much as possible steering people through a wedding coordinator. However that's the ideal. If people don't wish to work through a wedding coordinator than we might ask for more than the \$750 since June would probably end up just being drawn into the vortex of helping to coordinate or handle phone calls, whereas that's what they'd otherwise be paying the wedding coordinator to handle.

On the other end of the spectrum say someone has offered us \$300 for a very small wedding set-up and they are going to handle all catering and all other things that we'd probably go for that; we wouldn't pass up the \$300.

Another point relating to weddings: it seems like a room that's relatively adjacent to the terraces and not something as far away as the quest cottage would be needed for the bride and for them to have the facilities and be close enough for the big wedding dresses and so forth.

- 2) **On luncheons and meals:** Here our financial motive would be to clear \$500. If we were to have the meals served outside we could probably handle somewhere in the area of 75 to 120 people. Of course we don't know how realistic it would be for 75 people to come to a daytime lunch at any one time, but the point here is the larger the crowd the greater chances of making a reasonable profit that would make it worth our time.

The thing that would be the least profitable and may not be able to work at all would be having meals inside the house since we can only comfortably sit 20 to 25 people, and unless you charged them the equivalent of \$40 or \$50 a person, we couldn't any more get close to the profit margin as the other situations. Also there's the inconvenience of them being in the house and us having to serve and clean up, whereas if we had a larger group outside, a caterer might be able to handle the serving and cleanup, and we wouldn't need to be as involved.

- 3) **Picnics on the grounds:** On the picnics we tossed out this idea of charging \$50 an hour for example, but really on any of this with any of the figures mentioned above we really need to do some research by calling around to other like situations and see what they are charging and if everybody is charging much, much lower than this for example then we could determine whether it would even be worth our while to do it. If they are charging much, much more than we can always reevaluate.
- 4) **Spiritual retreats:** That is being fulfilled with the Family with missionaries on furlong, people coming over for free days or for fellowships or whatever, but it's not really something that we can offer or advertise to the public.
- 5) **Evaluation System:** We don't know how to go about this yet, but we thought of coming up with some sort of point system so you can evaluate each individual thing. For example, how it rates on a scale of one to ten regarding the financial income, how it rates on a scale of one to ten regarding the influence and PR or possible donors, prospects, local PR. Also how the disruption factor would enter into that equation—the amount of manpower on our side, and so forth.

- 6) **Concerning The Fam**, circumstances may dictate us being mindful of people paying their expenses as much as possible—that is when they come here. Maybe not having a set rate like an actual border base might have per night, but giving everyone the opportunity to donate to the “FCF Mission Fund” since what we are talking about here is folks that are in comparatively wealthier USA and those funds could go toward real genuine missionaries on the field. We also have to cover our own cost here—our monthly budget. Another option would be people contributing to that in some way financially, but perhaps that would be more when people stay on a longer term. Whereas if it’s just a one day situation like a wedding or a party having everybody just contribute materially—someone brings wine, someone brings chips, and so forth.

As we realized a lot of extra work does happen when you have more people around and the longer more people are around a lot more work happens which does impact us and our ministry just through domestic jobs of more dishes, more garbage, more cooking, more cleaning, and so forth. Maybe we need to institute some practical things like have these little cards that we hand out to visitors at dinner time, everybody is there and the people who are regularly on dishes then act more like the overseers of who ever draws what ever card to help in the kitchen—like putting dishes away, washing them, mopping the floor, taking garbage out, what ever the case may be.

And by the same token we need to finalize this introduction to being at the FCF home things which could be handed out to people on arrival so they realize that we are doing a nine to five and so just to be mindful of our time and not walking into the work areas more than they have to and so forth. So while we’d maybe put on this intro letter not to be banging away on the piano during the daytime when people’s offices are nearby and they might be on the phone. Another whole factor here is when children enter the equation as far as people who come and visit us and stay with us here at the home that it adds a whole new dimension of work and noise and so forth. I don’t know if you can actually rule out parents bringing kids, but if there is an option for the kids not to come with the parents, that would be preferable. We are talking about younger kids here in particular.

(end)