

**PeaceWorks International Center for the Dances of Universal Peace
Annual Meeting and
Board of Directors Telecon Meeting Minutes**

8 June 2010

(Action Items in Italics)

BOD Members Present: Kabir Stuart McKinnon, Darvesha Victoria MacDonald, Halima Sussman, Allaudin Sandy Hill

Also present: Munir Peter Reynolds (Executive Director); Martha Bracken (Office Manager); Sky Majida Roshay (Administrative Assistant)

Absent: Maitreya Jon Stevens (BOD)

*Toward the One,
the Perfection of Love, Harmony and Beauty, the Only Being;
United with all the Illuminated Souls who form the Embodiment of the Master,
the Spirit of Guidance.*

AGENDA

Welcome

Approval of Minutes from April 20, 2010 Telecon

Financial Reports: 2009 Year End, 2010 Year to Date

Financial Housecleaning: reclassification of Balance Sheet items

Regions Task Group Report and Regions Policy

Communications

Name Change Discussion

Administrative Committee: DUP Logo Usage

Gift of *Wisdom Comes Dancing* books to Kamae Miller

Informational Items: NA Regional Telecon re MTG Guidelines, Maitreya to scan Dance booklets

Board Meeting Schedule

Check Out

Appendices

1: 2009 Year End Reports (Profit and Loss Statement, Balance Sheet)

2: 2010 Year to Date Reports (1 January – 31 May Income and Expense, Balance Sheet)

3: Regions Policy

4: Communications Plan

Next Telecon Date: Tuesday, 10 August, 5 p.m. Eastern time, 3 p.m. Mountain time and 2 p.m. Pacific time.

Out of Town Schedules

Darvesha and Munir will be at Wilderness Camp 25-31 July.

Sky Majida will be at Baking in Beauty 1-5 July and then on a family vacation until 18 July.

BOARD MEETING MINUTES

Welcome

Board dispensed with check in, in the interests of time constraints. Munir explained the hyper-link version of the backgrounder.

Approve Minutes of the 20 April Telecon

Allaudin moves, Darvesha seconds, that the minutes of the 20 April BOD telecon be approved for distribution. Passes unanimously.

Financial Reports: 2009 Year End, 2010 Year to Date

Kabir presented the 2009 final financial reports. These have not changed much from the previous draft versions, just a few loose ends to be corrected. So this is the final version of the finances for 2009. Appendix 1 contains the [2009 Profit and Loss Statement](#) and the [2009 Balance Sheet](#).

Munir presented the [2010 Income and Expense statement](#) through May 31. At that point, we are showing a \$11,700 deficit, but with Leaders Guild fees coming in, that should drop later in the year. Appendix 2 contains the 2010 Income and Expense statement and the [May 31 2010 Balance Sheet](#).

Financial Housecleaning: Reclassification of Balance Sheet Items

Munir and Kabir have researched various restricted funds items on the 2010 Balance sheet, which total over \$18,000; based on staff recollections and other research they feel these can now be moved to unrestricted funds.

3110 • Sami Mahal Project Fund \$1,500.00

Set up in the 1990's from the sale of Sami Mahal building near San Francisco, the Sami Mahal gift was for the publishing of Murshid's writings and for disseminating works in the tradition of Murshid Sam. This money was used for the book *Murshid*. Darvesha moves, Kabir seconds, that the \$1,500 Sami Mahal Project Fund be allocated to unrestricted funds in recognition of the previous expenditures on publishing *Murshid* and the plans to place dance related works of Murshid Samuel Lewis on the new IN website. Passes unanimously.

3111 • IOF/Middle East Restricted Fund \$1,278.00

Set up about the same time as the Sami Mahal project, this fund was set aside by the BOD set-

aside from the “profits” of the 1993 Middle East Dance Pilgrimage, to be used for future outreach in or concerning the Dances and the Middle East. Halima moves, Allaudin seconds, that the IOF/Middle East Restricted Fund be allocated to unrestricted funds in recognition of support of past Middle East outreach projects and plans to support increased networking among the Leaders Guild for outreach and other needs. Passes unanimously.

3112 • Fundraising Seed Money-EKM \$1,060.00

Ellen Fietz-Hall gave \$1,000 before 1994 to start a fundraising campaign. This item includes some interest earned over the years. Munir spoke with Ellen who agrees that the funds now be used to help launch the 2010 fundraising campaign. Halima moves, Kabir seconds, that with Ellen Fietz-Hall’s permission, the board allocates the Fundraising Seed Money given by her to unrestricted funds. Passes unanimously.

3113 • Pubs Development \$1,747.91

This item consists of mostly small donations given over the year to support publications. In the old print pubs catalog people gave money to support pubs development. Allaudin moves, Halima seconds, that the Pubs Development funds be allocated to unrestricted in recognition of upcoming expenses to place pubs resources on line in 2010. Passes unanimously.

3114 • IN 2009 Conference \$12,894.49

The PW board set these funds aside before December 2007 to match a Oneness Project grant to hold an international meeting of DUP region people. The conference was postponed indefinitely and the Oneness grant was never awarded. Halima moves, Kabir seconds, that the IN 2009 Conference funds be allocated to unrestricted funds in recognition of the reorganization, mission and goals of the international Dance organization. Passes unanimously.

3116 • FDM Donation from Oneness \$255.72

This money was given by Oneness Project to help send Foundation Dance Manuals to underdeveloped countries or those in need. Halima moves, Kabir seconds, that the FDM Donation from Oneness Project be allocated to unrestricted funds in recognition of plans to place the FDM onto the new IN website in 2010. Passes unanimously.

3115 • WCD Advertising \$225.00

This was money donated in the late 1990’s for promoting the book *Wisdom Comes Dancing*. Allaudin moves, Halima seconds, that this money be donated to Kamae Miller to use in conjunction with the Gift of Wisdom Comes Dancing books to Kamae Miller item below. Passes unanimously.

Kabir presented the resolution passed in January 2009 by the previous PeaceWorks International Board for payments to Saadi and Kamae. This encumbrance was never recognized as a liability on the books; he would like to do that now. Kabir recommends that we set up liabilities in the amounts of \$6,000 to Kamae Miller and \$18,000 to Saadi Neil Douglas-Klotz. These will be reduced each year as the payments are made. BOD agrees. *Kabir and Munir will sure this shows on the books.*

Halima comments that this feels really good, like housecleaning.

Regions Task Group

This task group (Munir, Kabir and Allaudin) have prepared the [draft regions policy](#), which has been posted on the website for comments. Based on the feedback, the task group now presents the draft to the BOD for possible acceptance.

Allaudin moves, Kabir seconds, that this draft be accepted by the Board as the final version. Passes unanimously. This [policy](#) is included in Appendix 3.

Communications

The task group continues working in other areas to move things forward. This includes communications.

Munir reports that there was positive feedback, and that the quarterly e-newsletters are fulfilling their intended purpose of supporting the development of the Leaders Guild. A concern is that, according to Constant Contact statistics, the “click-through” rate is still only about 50%, raising questions about why such a high proportion of recipients are, apparently, not opening the note. Could it be, for example, that the notes are being caught by Spam trappers? Allaudin has suggested that perhaps the help of mentors could be enlisted to encourage mentees to be sure they are receiving these communications; Munir feels that the key to resolving these matters is the login capability of the new website. He also mentioned upgrading the Constant Contact service to add more features at a nominal cost, and the task group encouraged that.

The task group has written a [draft communications plan](#) (Appendix 4) for the BOD to review. Halima moves, Darvesha seconds, that the draft be accepted as the final plan. Allaudin wonders if this will need periodic revision; Munir feels that this ought to be reviewed annually, along with budget and other reviews, probably toward the end of the year. The motion, with that stipulation, passes unanimously.

Kabir comments that he thinks these communications are beginning to have an effect, based on the good feedback and results, and that that will continue to grow over time.

Munir reports that communications and ideas are beginning as a way forward to begin contacting Ruhaniat leaders who have not paid dues in the past to join the Dance network. The first steps are to contact regions and find out if they are agreeable to allowing those people to pay their guild fees directly to IN rather than through the regions; and to send personal invitations from Pir Shabda and Darvesha to join the Guild. This could be followed by determination by a task force on how to contact leaders.

Halima comments that at the recent Ozark Sufi Camp, when this topic was discussed with strong Dance leaders who have not supported the Dance network in the past, the best-received approach was that of the Baraka and energy that those leaders bring into the fold and that preserving this ray of the Sufi message cannot be done without them. BOD appreciates hearing this.

Name Change

Munir noted the lively discussion on the website about possible names, and asks the Board for their thoughts on this. Halima, Allaudin and Darvesha agree that **Dances of Universal Peace International** is the most direct description of what we do and who we are. Darvesha says that people will continue to call us IN, which is who we are.

Kabir thinks that it is the best of the names we have been considering, and that his question is how we are going to use this name that so well describes what we do. Seeing “Dances of Universal Peace *International*” clearly delineates who we are, but does it dilute the energy of “Dances of Universal Peace” as what we do? He adds that “IN” really meant “international Network” in the past, but has come to signify “International” as well.

Darvesha adds that the word “Network” has confused people in the past; everyone belongs to the network. This organization is “International” or “IN”; she prefers “International” if people have been linking IN with “International Network.”

Halima says this board serves the international community; this name reflects that this Board supports the international community. It does not seem complicated to her.

Munir hears that the BOD is in favor of this new name; now time is needed to research whether a legal name change is necessary or not. In the meantime, he would like to post a note on the website and thank everyone for their comments and tell them where the organization is headed.

Munir notes that NA has already taken “Peaceworks” out of their public name. Kabir says that we still use “Peaceworks” sometimes and we need to become conscious of that. *Munir will begin to remove the word wherever it can be removed.* Halima adds that she hopes we can refer to the Board as “International” rather than the full “Dances of Universal Peace International.”

Administrative Committee: Logo Usage

The committee (Darvesha, Munir and Kabir) have been meeting to discuss administrative concerns, one of which is logo usage.

A question came from Andreas Beurskens of the German region leadership team whether there is any restriction on the use of the logo for merchandise (a wooden candleholder with a CAD-burned logo of the dances, t-shirts). Munir responded that, under the new policy, the logo may be used by any mentored leader (i.e. Leaders Guild member) and that there is no longer any restriction about items for sale.

A question came from the NA Board through Shivadam Adam Burke regarding merchandizing items, including the DUP logo, on the website www.Zazzle.com. The creator of the item receives 10% of the sales price, under Zazzle’s standard agreement. Munir discussed this with Shivadam and with Kabir. Munir wrote to Shivadam, “Because your idea presents us with a situation not really covered under the policy, we

need to have time to decide if we need and want to amend the logo policy, Therefore, I ask you to table the logo idea for a few months.” He added that NA may produce other items on Zazzle, eg. with Murshid Sam’s photo or other DUP memorabilia on them, as they wish.

Gift of *Wisdom Comes Dancing* books to Kamae Miller

On May 6, 2010 Munir spoke with Murshida Mariam Baker, who has power of attorney for Murshida Kamae Miller, the author of *Wisdom Comes Dancing*. They discussed the idea of gifting PeaceWorks’ remaining stock of *WCD* to Kamae so that the full benefit of any books sold in the future will benefit her. The book inventory could continue to be stored in Elizabeth Muller’s warehouse in Oklahoma City, OK, with fulfillment provided by Abwoon. Munir drafted an agreement to convey the books to Kamae with Mariam as the signer. Mariam is still reviewing the draft. Allaudin moves, Halima seconds, that pending completion of an acceptable agreement, that PeaceWorks International donate the balance of *Wisdom Comes Dancing* books in the PeaceWorks Pubs inventory to Kamae A. Miller. Passes unanimously.

Informational items

Darvesha and Malika Merrill will be resources for an NA regional telecon on the MTG Guidelines to be held June 9 and 13.

Maitreya has volunteered to help create the resource area of the new website by scanning all the Dance booklets and converting the DUP cds to .mp3 files. Thanks so much Maitreya! We will purchase a scanner for Maitreya to use with his computer out of the funds allocated for website development.

Allaudin asks if there are royalty issues around converting the CDs to mp3 files to put online. Munir replied that there certainly are, and that these need to be worked through.

Board Meeting Schedule

Kabir would like to set the following dates as a tentative schedule for the next year, knowing that people do not necessarily know their 2011 schedules yet. He also would like to propose 10 August as a meeting date if necessary. Halima would like to know ahead of time whether the 10 August meeting is actually going to happen; *Munir will let people know by 1 August if the meeting will be unnecessary.*

September 14

October 12

November 9

December 14

January 11

February 8

March 8

April 12 (Annual Meeting)

May 10

June 14

There being no further business the meeting was adjourned at 3:00 pm pacific time.

APPENDICES

Appendix 1: Peaceworks International Center for the Dances of Universal Peace 2009 Financial Reports

Profit and Loss Statement

	<u>Jan - Dec 09</u>
Ordinary Income/Expense	
Income	
4 · Contributed support	
4010 · General Donations	7,812.13
4124 · Restricted Funds Current Year	<u>4,000.00</u>
Total 4 · Contributed support	11,812.13
5 · Earned revenues-1	
5210 · Membership dues - individuals	16,189.00
5320 · Dividends & interest-securities	1,165.53
5440 · Gross Sales - Inventory	29,206.32
5445 · Cost of Inventory Sold	<u>(47,099.66)</u>
Total 5 · Earned revenues-1	<u>(538.81)</u>
Total Income	<u>11,273.32</u>
Gross Profit	11,273.32
Expense	
7000 · Grant Expenses	
7030 · Allocations to affiliates	<u>30,000.00</u>
Total 7000 · Grant Expenses	30,000.00
7200 · Salaries & related expenses	
7220 · Salaries & Wages Non Officer	18,866.00
7250 · Payroll taxes	<u>1,683.86</u>
Total 7200 · Salaries & related expenses	20,549.86
7500 · Contract Service Expenses	
7520 · Accounting fees	1,237.50
7540 · Professional fees - other	
7541 · Prof Fees Vol Coord	2,013.75
7542 · Prof Fees MTG Services	2,400.00
7540 · Professional fees - other - Other	<u>94.00</u>
Total 7540 · Professional fees - other	4,507.75

7550 · Temporary help - contract	543.00
Total 7500 · Contract Service Expenses	<u>6,288.25</u>
8100 · Non-personnel expenses	
8110 · Supplies	161.49
8130 · Telephone & telecommunications	5,323.03
8140 · Postage, shipping, delivery	3,218.59
8160 · Equip rental & maintenance	757.00
8170 · Printing & copying	904.09
8180 · Books, subscriptions, reference	<u>624.41</u>
Total 8100 · Non-personnel expenses	10,988.61
8200 · Occupancy expenses	
8210 · Rent, parking, other occupancy	<u>3,748.20</u>
Total 8200 · Occupancy expenses	3,748.20
8300 · Travel & meetings expenses	
8310 · Travel	342.24
8320 · Conference, convention, meeting	<u>395.00</u>
Total 8300 · Travel & meetings expenses	737.24
8500 · Misc expenses	
8520 · Insurance - non-employee	506.00
8590 · Other expenses	
8591 · Bank Charges	1,727.54
8592 · PayPal Charges	222.43
8590 · Other expenses - Other	<u>0.00</u>
Total 8590 · Other expenses	<u>1,949.97</u>
Total 8500 · Misc expenses	2,455.97
8600 · Business expenses	
8670 · Organizational (corp) expenses	<u>190.00</u>
Total 8600 · Business expenses	<u>190.00</u>
Total Expense	<u>74,958.13</u>
Net Ordinary Income	<u>(63,684.81)</u>
Net Income	<u><u>(63,684.81)</u></u>

Balance Sheet, 31 December 2009

Dec 31, 09

ASSETS

Current Assets

Checking/Savings

1121 · PUBS Key Bank Checking Acct.	11,784.89
1125 · Key Bank Money Market	

1126 · IN Funds Key Bank Money Market	28,063.46
1127 · Sales Funds Key Bank Money Mkt	<u>4,328.59</u>
Total 1125 · Key Bank Money Market	32,392.05
1135 · Shore Bank Money Market	
1136 · IN Funds Shore Bank Money Mkt	408.07
1137 · Sales Funds Shore Bank MoneyMkt	347.67
1135 · Shore Bank Money Market - Other	<u>50,000.00</u>
Total 1135 · Shore Bank Money Market	<u>50,755.74</u>
Total Checking/Savings	94,932.68
Accounts Receivable	
1200 · PUBS Accounts Receivable	<u>3,962.77</u>
Total Accounts Receivable	3,962.77
Other Current Assets	
1400 · Inventory	9,955.63
1460 · Deposits	38.19
1640 · Furniture & Fix. Orig. Cost	950.00
1745 · Furn & Fix Accum Depr	(950.00)
1750 · Computer Equipment Orig Cost	7,892.27
1755 · Computer Equip Accum Depr	<u>(7,892.27)</u>
Total Other Current Assets	<u>9,993.82</u>
Total Current Assets	<u>108,889.27</u>
TOTAL ASSETS	<u><u>108,889.27</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2010 · Accounts payable	<u>49.57</u>
Total Accounts Payable	49.57
Other Current Liabilities	
2130 · Payroll Taxes Payable	935.11
2140 · Sales Tax Payable	241.45
2410 · Shalem Center Fund	18,000.00
2420 · SRI - Kamae Fund	<u>6,000.00</u>
Total Other Current Liabilities	<u>25,176.56</u>
Total Current Liabilities	<u>25,226.13</u>
Total Liabilities	25,226.13
Equity	
3001 · IN Unrestricted Funds	28,387.36

3002 · FDM Unrestricted Funds	19,800.82
3003 · Pubs Unrestricted Funds	80,198.65
3100 · Temporarily Restricted Funds	
3110 · Sami Mahal Project Fund	1,500.00
3111 · IOF/Middle East Restricted Fund	1,278.00
3112 · Fundraising Seed Money-EKM	1,060.00
3113 · Pubs Development	1,747.91
3114 · IN 2009 Conference	12,894.49
3115 · WCD Advertising	225.00
3116 · FDM Donation from Oneness	<u>255.72</u>
Total 3100 · Temporarily Restricted Funds	18,961.12
Net Income	<u>(63,684.81)</u>
Total Equity	<u>83,663.14</u>
TOTAL LIABILITIES & EQUITY	<u><u>108,889.27</u></u>

Appendix 2: 2010 Year to Date Financial Reports

Income and Expense Statement. 1 January – 31 May 2010

	Jan 1 – May 31 2010	Budget	% of Budget
Ordinary Income/Expense			
Income			
Revenue			
Donations and Tithes	416.07		
LG Fees - Regions	0.00	15,000.00	0.0%
LG Fees - World Wide Region	0.00	2,500.00	0.0%
On-line auction	0.00	4,000.00	0.0%
Oneness Project Grant	5,200.00	5,200.00	100.0%
Sales	2,630.66		
Special gifts solicitation	0.00	4,000.00	0.0%
Total Revenue	8,246.73	30,700.00	26.86%
Total Income	8,246.73	30,700.00	26.86%
Cost of Goods Sold			
Cost of Goods Sold	1,617.05		
Total COGS	1,617.05		
Gross Profit	6,629.68	30,700.00	21.6%
Expense			
Accounting			
Financial advisor	0.00	300.00	0.0%
QuickBooks payroll service	272.66	260.00	104.87%
Tax preparer	0.00	700.00	0.0%
Total Accounting	272.66	1,260.00	21.64%
Contract Labor			
Admin Assist	555.00	1,440.00	38.54%
MTG Guidance Council Chair	1,875.00	7,500.00	25.0%
Total Contract Labor	2,430.00	8,940.00	27.18%
Employee wages			
Executive Director	5,733.35	17,400.00	32.95%
Office Assistant	3,215.27	5,850.00	54.96%
Total Employee wages	8,948.62	23,250.00	38.49%
IN Website Construction			
Site Builder	0.00	1,500.00	0.0%
Technical Designer	0.00	4,000.00	0.0%
z-Misc & Contingency	938.00	2,500.00	37.52%
Total IN Website Construction	938.00	8,000.00	11.73%

Office Expenses			
Equipment	385.46		
Internet Services	579.72	180.00	322.07%
Office Supplies	302.41	660.00	45.82%
Payroll Expenses	1,711.22	1,805.00	94.8%
Photocopying	2.53	200.00	1.27%
Postage	197.00		
Rent	813.25	600.00	135.54%
Telephone	544.48	720.00	75.62%
Transport	456.73	200.00	228.37%
Total Office Expenses	4,992.80	4,365.00	114.38%
z-Contingency Fund			
Pubs Closure	809.50		
z-Contingency Fund - Other	0.00	5,000.00	0.0%
Total z-Contingency Fund	809.50	5,000.00	16.19%
Total Expense	18,391.58	50,815.00	36.19%
Net Ordinary Income	-11,761.90	20,115.00	58.47%
Net Income	-11,761.90	20,115.00	58.47%

Balance Sheet

	May 31, 2010
ASSETS	
Current Assets	
Checking/Savings	
Key Bank checking	2,897.15
Key Bank Money Market	32,458.98
Shore Bank Money Market	50,934.38
Total Checking/Savings	86,290.51
Accounts Receivable	
Accounts Receivable	1,774.31
Total Accounts Receivable	1,774.31
Other Current Assets	
Deposits	38.19
Inventory	9,955.63
Total Other Current Assets	9,993.82
Total Current Assets	98,058.64
TOTAL ASSETS	98,058.64

LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	735.27
Payroll Taxes Payable	935.11
Sales Tax Payable	<u>241.45</u>
Total Other Current Liabilities	<u>1,911.83</u>
Total Current Liabilities	<u>1,911.83</u>
Total Liabilities	1,911.83
Equity	
Fund Balances	
Prior Years Unrestricted Funds	88,702.02
Temporarily Restricted Funds	<u>18,961.12</u>
Total Fund Balances	107,663.14
Net Income	<u>-11,516.33</u>
Total Equity	<u>96,146.81</u>
TOTAL LIABILITIES & EQUITY	<u><u>98,058.64</u></u>

Appendix 3: Regions Policy, PeaceWorks International Center for the Dances of Universal Peace

Dance Regions

The Mission of PeaceWorks (PW) is:

To cultivate excellence and spiritual depth in leading the Dances of Universal Peace and Walking Meditations by supporting the work of the Mentor Teachers Guild in guiding the Leaders Guild. PW also links the worldwide community of participants in the Dances.

As the administrative and fiscal arm of the Mentor Teachers Guild (MTG), PW extends support to mentors and leaders throughout the world wherever the Dances of Universal Peace are organized. PW also maintains an interactive website in several languages, which is its principal vehicle for linking the worldwide community of participants in the Dances.

Regions

In many parts of the world, regional dance organizations (Regions) have emerged over the years through which leaders and dancers in a particular area can create a more active local network, pooling resources to foster the growth and expression of the Dances their communities. Regions can link people and provide information and ideas in their local language, using communication tools like web sites, email, journals, and periodic regional meetings and teleconferences. They can also facilitate co-operative ventures such as regional dance retreats, trainings and camps, and

provide resources to assist those who organize and publicize individual dance circles. All of this can be accomplished in ways best suited to applicable cultural factors.

A Region can be created wherever the dance leaders in a locality decide that this would be advantageous. Experience has shown that for a Region to function successfully and sustain itself over the years requires a “critical mass” of mentors, dance leaders, dancers, and dance circles. Members of the leadership group of a Region need to learn and practice skills such as consensus-building, goal-setting, program planning and budgeting, as well as skillfully resolving conflicts that may arise.

Relations between Regions and PW

Prior to 2010, Regions were created under the auspices of PW. This is no longer the case. Regions are now completely autonomous entities created and governed locally.

Regions are free to finance themselves as they see fit. Many have adopted a membership basis in which leaders and dancers join the Region and contribute through annual membership dues. Another model is annual contributions from all dance circles in the Region.

While Regions are autonomous entities, they are encouraged to maintain an active relationship with PW to ensure coordination of programs and services and effective use of resources. It can be helpful in this regard for a Region’s leadership group to designate one of its members as a PW contact person – a function carried out by Regional Networkers in the former structure. PW maintains an active communication program with the leadership of each Region, including e-newsletters as well as periodic conference telephone calls.

Collection of Leaders Guild Fees

One of the functions of PW, on behalf of the MTG, is supporting and maintaining the Leaders Guild. The Leaders Guild consists of the entire body of mentored leaders of the Dances of Universal Peace who have been acknowledged by the MTG (at various levels, including mentors) and have agreed to uphold the MTG Guidelines. All dance leaders are expected to remain current with their annual Leaders Guild fees, which are collected by PW. Leaders Guild fees are the means through which the work of the MTG, and in particular the MTG Guidance Council, can be sustained.

Many Regions have agreed with PW to collect and remit the applicable annual Leaders Guild fees for all leaders in their Region. (Note: Dancers other than leaders do not pay Leaders Guild fees.) These fees are completely separate from any dues collected by Regions for local use. PW encourages and appreciates this assistance from Regions where mutually acceptable arrangements can be made. Otherwise, PW collects Leaders Guild fees directly from each dance leader.

Appendix 4: Communications Plan

PeaceWorks International Center for the Dances of Universal Peace
2010 Communications Plan

The Mission of PeaceWorks (PW) is:

To cultivate excellence and spiritual depth in leading the Dances of Universal Peace and Walking Meditations by supporting the work of the Mentor Teachers Guild in guiding the Leaders Guild. PW also links the worldwide community of participants in the Dances.

Communications Program Goals:

1. To encourage a sense of community and common purpose among Leaders Guild members
2. To support Leaders Guild members in ongoing development of the capacity to embody and teach from their spiritual depth
3. To build and maintain cooperative planning and close coordination between PeaceWorks and the DUP regions where they exist.
4. To build and maintain cooperative planning and close coordination between PeaceWorks, the MTG Guidance Council and the Sufi Ruhaniat International leadership.
5. To build a sense of common purpose and affinity among dance network leaders and Sufi Ruhaniat initiates and teachers.
6. To sustain PW International through a viable, contributing and growing Leaders Guild

Overview of constituencies, types of information and delivery methods

(Key: ED=PW Exec Director; PWB=PW Board member(s); MTG=MTG Guidance Council;

Key Stakeholders	Information conveyed/resources needed	Delivered by/Agent
DUP Region Boards	Organization structure, policy, financial and coordination	Quarterly emails/ED Periodic telecons/skype conferences/ED, PWB
DUP Region administrators	Member records, Guild Fee structure, funds transference	Email/Staff or ED Telephone coordination/ Staff or ED
Leaders Guild Members	MTG Guidelines and agreements, Leaders Guild information; resources and inspiration; coordination; our need for support and volunteer participation	Quarterly mass emails using Constant Contact/ED In-person presentations at DUP and SRI camps/ED&PWB Periodic telecons/ED, PWB, MTG Articles in region newsletters/ED&PWB In The Garden Yahoo Group/MTG
Mentors	Mentee records; Support for our need for Guild fees from all mentors and mentees; resources and inspiration; coordination for joint efforts	Periodic email communication from MTG-Guidance Council via direct email and MTG Yahoo Group On –line records retrieval/Leaders Guild Members Periodic mentor telecons and other events/MTG
MTG Guidance Council	Coordination with PW board on policy, budget, structure	Liaison to PW board (Darvesha, Halima) Email updates/ED Annual joint telecom meeting with PW board/ED
Senior Mentors II and III	Overview of issues, problems, opportunities, resources	MTG Guidance Council communications
Sufi Ruhaniat International Senior	Organization structure, policy, financial and coordination;	Copy on all key mass emails and correspondence/ED

Leadership (Pir, Wali Ali, Saadi, Others?)	Coordination with PW board on policy, budget, structure; nomination of PW Directors	Periodic phone and Skype visits by staff and board/ED Personal consultations (Chair, MTG-GC and Executive Director)
Oneness Project Board of Directors	Reports on progress in all key areas Our need for funding support Our need for fund-raising assistance	Copy OP Exec. Director on key mass emails and correspondence/ED Periodic phone and skype visits by staff and board
SRI Jamiat Khas who are Dance leaders	Information on revised dues structure	Add language to SRI web site/MTG Email communications from Pir, MTG-GC and PW BoD
General Public	General information and overview of the Dances and Walking meditations Links to information on events and resources	Web pages on old and new website/MTG, ED

* An annual e-report would be delivered to all the above

PW has at least the following means at our disposal with which to communicate:

Personal email
Mass email via Constant Contact
In the Garden Yahoo Group
MTG Yahoo Group
Dancing Peace Yahoo Group
direct mail
Old web site
New web site
DUP Groups on Facebook
In-Person Presentations at DUP Camps/Retreats
Telephone conference calls and Skype visits
Articles in *NA Journal* and region newsletters (Articles currently slated to appear in 2010 NA Journal and UK newsletter)
Webinars, public presentations, talks
Annual report
other?

PW needs to receive the following kinds of information (and from whom):

From Leaders Guild Members: Feedback on policy changes, new initiatives
From regions: Leaders Guild member contact information, dues payment information from regions and directly from Leaders Guild members
Coordination of info/links with region webmasters
From MTG-GC: Programs or administrative support needed to carry forward their work.