

A SPECTRUM FOR THE 21ST CENTURY

# GROW *the Vision*

**“The church has important things to say. We must rediscover what they are and develop language to communicate them effectively.”**

**Alvin Kwiram, first President, *Spectrum*, Volume 1, Number 1, 1969**

**S**pectrum was founded with an audacious vision that has engaged an exceptional community for more than 50 years now. It is unlikely that the founding group would have imagined that we could now explore issues and share stories and viewpoints with a simple click, swipe or tap rather than depending on printing presses and postal service.

Our growing community is interested in an expanding scope of topics. The evolution of technology with which to facilitate timely and enriching exchanges is rapid. It's time to make a big commitment to ensuring a robust foundation for the future of the original vision.

We can strengthen the bonds of our community and inspire courage, graciousness and renewal within Adventism with your generous support.

**Will you join us in putting together a dynamic global platform for the most important conversations of the 21st century?**

**“SPECTRUM is...established to encourage Seventh-day Adventist participation in the discussion of contemporary issues from a Christian viewpoint, to look without**

**prejudice at all sides of a subject, to evaluate the merits of diverse views, and to foster Christian intellectual and cultural growth.”**

***Spectrum*, Volume 1, Number 1, Page 1**

1969 SDA World Membership - 1,953,078  
1969 SDA North American Division - 426,295

2020 SDA World Membership - 21,723,992  
2020 SDA North American Division - 1,265,754

## Spectrum Archive Project \$85,000



Our Archive of more than 2,000 articles, essays and commentary is an unsurpassed collection of the best of Adventist progressive thought and research.

For more than 50 years *Spectrum* writers, scholars and contributors have made *Spectrum*'s website and journal our church's most influential independent public voice. Our Archive of more than 2,000 articles, essays and commentary is an unsurpassed collection of the best of Adventist progressive thought and research.

Currently, our Archives are divided between the website and the journal, so anyone trying to search for an item needs to already know where it originally appeared. For instance, was that fascinating article by Kendra Haloviak Valentine in the Journal or on the website? One has to do a double search if your first guess is not correct. And the Archives do not include our various audio and visual materials from conferences and presentations. The Archive Project will fix these challenges by bringing together all the *Spectrum* material in one place for searching. In addition, we would like to create a regular feature on our website that highlights articles from the past that are pertinent to the present—similar to what the *Washington Post* does in its Retropolis section, where, as they say, “The past is rediscovered.” We’ll need a curator who is familiar with the materials in our library and who will be able to retrieve relevant content at the right time.

In response to requests from readers and researchers, the Archive Project will unlock *Spectrum*'s vast collection and assure that our rich past of scholarship and meaningful inquiry continues to contribute to current conversations. Reposting of important and interesting articles from our past will engage new readers as well as remind longtime readers of our distinguished legacy.

**We're ready to create access to our unparalleled historic, enlightening and transformative archives. Will you help us?**

### How \$85,000 Will Grow the Vision:

- \$25,000 - Builds and installs a fully searchable Archive of all material.
- \$60,000 - Supports Archive management for five years:
  - ✓ Maintains and updates the Archive with new *Spectrum* content
  - ✓ Curates and reposts content that is relevant to current discussions
  - ✓ Provides assistance to scholars, students and readers.

### Spectrum Internet Audience (as of December 15, 2020)

- 92,858 users
- 146,625 sessions/month
- 20% <65 years old; 19% 23-34 years old
- 52% female; 48% male



# Bonnie Dwyer Journalism Fund

## \$75,000



*Spectrum helps balance the governing integrity of this worldwide church by amplifying the voices of its members through its independent reporting.*

Under Bonnie Dwyer's leadership, *Spectrum* has published distinctive independent reporting on activities of SDA entities and representatives around the world and encouraged more transparent communications and accountability by the Church.

As the 2015 General Conference (GC) session in San Antonio, Texas began, the GC planned only to live-stream the devotional meetings and Sabbath services. The presence of *Spectrum* writer Alexander Carpenter at a business session where delegates would vote on issues related to the ordination of women ultimately led to the decision by the GC to livestream business meetings of the Executive Committee at the GC sessions and the annual spring and fall meetings. Carpenter's readiness to livestream the proceedings with his own equipment helped the leadership realize there was room for improving communications with the global membership.

In the following year, *Spectrum* broke a story about inappropriate behavior at the highest level of the South African Division after being approached by local church members to report on the situation. The Executive Committee of the South African Division sided with its church members who had sought action against the President. He was removed from office and given a church to pastor.

*Spectrum* helps balance the governing integrity of this worldwide church by amplifying the voices of its members through its independent reporting.

**We're ready to guarantee timely and relevant reports on Adventist institutions, events, and individuals for the next few years. Will you help us?**

### How \$75,000 Will Grow the Vision:

- \$5,000 to \$7,500 - Covers average costs of research, communications, travel and an honorarium for the reporters who produce a special report for *Spectrum*.
- \$75,000 - Enables *Spectrum* to assign onsite or in-depth reporting on a variety of subjects and in numerous locations over the next few years, providing the writers sufficient time and resources with which to continue our legacy of quality independent journalism.

### Spectrum Social Media Followers (as of December 15, 2020)

- 48,000 Facebook - Majority are men between 18-34 years of age (locations include Indonesia, Madagascar, Nepal, Nigeria, & South Africa)
- 12,000 Twitter
- 1230 Instagram
- 50 LinkedIn



# Cyberspace Upgrade Project

## \$100,000



To enable first-class content presentation, integration, and access by our global audience for this new decade, we must redesign and upgrade our digital platform.

**S**pectrum intends to create the premiere web presence within Adventism. Our online space will continue to host honest and courageous conversations and artistic expression on a variety of topics, including issues not addressed in traditional Adventist church spaces. We will offer a dynamic digital gathering place where visionaries and opposition can respectfully interact and where many dimensions of the evolving Adventist Story will be shared.

To enable first-class content presentation, integration, and access by our global audience for this new decade, we must redesign and upgrade our digital platform. Our current Drupal 7 platform will no longer be supported by the vendor after November 2022.

Furthermore, with the explosion in the volume and formats of content *Spectrum* wishes to share with an international audience, we can greatly improve our interfaces with various technologies to improve the user experience. Equally important to an organization with limited staff and budget, we could incorporate programs that reduce the amount of labor involved with posting content and communications for our various audiences.

**We're ready to provide a powerful new engine and versatile chassis for our future cyberspace journeys and conversations. Will you help us?**

### How \$100,000 Will Grow the Vision:

- \$15,000-32,500 – Design Phase creates blueprint for new website's features and aesthetics, the functionality of the sitemap, and additional tools to make the management and use of the website more efficient.
- \$30,000-60,000 – Development Phase builds the new website infrastructure according to the blueprint approved. Purchase of a hosting plan and any third-party tools required will be included in this phase.
- \$55,000-97,500 – Maintenance Phase continues into the future as there will be required domain renewals, software version upgrades, annual database archiving, and necessary troubleshooting and fixes.

### Spectrum Podcast Listeners

- <37,727 downloads in 2020
- 75% USA; 6% Australia; 4% Canada





# Expanding Our Global Community Project

## \$75,000



**We want to double our footprint in the next few years: double the number of Journal subscribers, double the website traffic, and double our social media followers.**

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cross five decades, Adventist Forum has provided a space for fellowship with other Adventists and seekers who value curiosity, beauty, discourse, critical thinking, and multiple perspectives.

The informal Sabbath gatherings in New York and Boston transitioned to a nonprofit organization facilitating robust global discussions and the production of the *Spectrum* journal, website and social media, books, podcasts, and events. A number of Forum Chapters also continue the tradition of convening regularly for stimulating presentations and discussions.

We want to double our footprint in the next few years: double the number of Journal subscribers, double the website traffic, and double our social media followers. We believe many more individuals and groups would find participation in the *Spectrum* community a significant blessing. And we would benefit from their fresh energies, interests, and perspectives.

**We're ready to launch this global growth initiative as we have new leadership coming on board to implement our new strategic plan. Will you help us?**

### How \$75,000 Will Grow the Vision:

- \$38,000 – Funds salary for a social media manager to design posts and implement social media strategy on Facebook, Twitter, Instagram, LinkedIn, and any other social media channels we add in the future.
- \$12,000 – Pays for advertising on Facebook and Twitter.
- \$25,000 - Covers various memberships/subscriptions to enhance our social media postings and virtual events, boost staff capabilities and efficiencies, optimize our lead generation and conversion rates, and provide more sophisticated analyses of our social media opportunities.

### Spectrum eNewsletter Subscribers

- 4095

### Spectrum Magazine Memberships

- USA – 768
- International – 91

### Spectrum Donors

- >600



# Anchor the Vision Project

## \$670,000

This project supports the salaries of the essential core group of people who keep the Spectrum world spinning and also assists with the overhead expenses connected with our corporate office center.

**C**all it **Base Camp, Headquarters, or Spectrum Infrastructure.** This project supports the salaries of the essential core group of people who keep the *Spectrum* world spinning and also assists with the overhead expenses connected with our corporate office center.

**Staff.** A small one which does big things—such as editing the Journal, website, social media, newsletters and an array of other internal and external communications. Working closely with the Board and other volunteers, the staff organizes the details of executing the Adventist Forum's strategic plan. The memberships and contributions which make everything possible must also be solicited, legal tax receipts issued, and funds channeled to the intended purposes. The staff interacts with everyone from officials of Adventist institutions and church members to the general public or media as well as those in the Spectrum community or partner organizations.

**Headquarters.** Our small office space is essential for managing the yearly flow of events, publications, board and committee activities, and official organizational archives and records. We have rent, utility, phone, banking, postage, office supplies and other expenses associated with base camp activities.

**We're ready for our new leadership team to focus on engaging with our community and implementing our new strategic plan—instead of worrying about having to raise funds to cover payroll and maintain our basic operations. Will you help us?**

### How \$670,000 will Anchor the Vision for three years:

- Payroll (staff & contractors) Support - \$211,333/year
- Office & Business Operations Support - \$12,000/year

$$\$223,333 \times 3 \text{ years} = \$670,000$$

# Legacy Gifts

## Stewardship today for tomorrow and beyond



We are so very grateful to those of you who thoughtfully include *Spectrum* in your financial planning or estate planning process.

To align what one sees and thinks with what one does. To consider both what is timely and that which is timeless. To search for bridges between the past and present and across the ravines and ridges that separate us. These are consistent hallmarks of the *Spectrum* community.

Many of you transfer these habits of acting on your beliefs into your philanthropic interests. We are so very grateful to those of you who thoughtfully include *Spectrum* in your financial planning or estate planning process. As

you organize legacy gifts which will represent your values, there are several ways to direct your gifts while also maximizing tax and income benefits.

Here are a few options to keep in mind:

### Required Minimum Distributions (RMDs)

Donate stock/assets *directly* from your IRA to a charitable organization. You will pay zero income tax and your donation counts directly towards fulfilling your annual RMD.

### Donating Appreciated Assets

Give your appreciated stocks *directly* to the charitable organization.

- You will not pay short-term or long-term capital gains taxes.
- You will claim the entire value of the appreciated stock—not just the profit—as a charitable deduction.

### Charitable Remainder Trusts

Want to leave a legacy gift but need cash flow and tax deduction now?

- Set up a Charitable Remainder Trust (CRT)
  - ✓ Donate assets to CRT
  - ✓ Receive charitable deduction
  - ✓ Draw from CRT each year for personal use
  - ✓ At the end of the term, balance of assets transfers to designated charitable beneficiary

### Life Insurance Policies

Consider naming a charitable organization as the beneficiary of a life insurance policy. You might use some of your assets to purchase a life insurance policy.

**Will you honor and support the future of the Spectrum Community by making a Legacy Gift which will be a testimony to values that are meaningful to you?**

## Campaign Commitment Form

I/We wish to support the Spectrum Grow the Vision Campaign as follows:

**Total Amount of Gift Commitment:** \$ \_\_\_\_\_

\$ _____ Spectrum Archive Project	\$ _____ Bonnie Dwyer Journalism Fund
\$ _____ Cyberspace Upgrade Project	\$ _____ Expanding Our Global Community Project
\$ _____ Anchor the Vision Project	\$ _____ Use the funds where they are needed most

**Payment Plan** Beginning date: \_\_\_\_/\_\_\_\_/\_\_\_\_ ☐ one-time ☐ over 1 year ☐ over 2 years ☐ over 3 years

**Payment Schedule** ☐ monthly ☐ quarterly ☐ semi-annually ☐ annually ☐ to be decided

☐ My gift is eligible for the Board's Matching Donation as I am a first-time donor or have not donated since January 2019.

Print Name(s)\* \_\_\_\_\_

Signature(s) \_\_\_\_\_ Date \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### For Donation Recognition

☐ List as written above ☐ List as anonymous ☐ This gift is in honor/memory of \_\_\_\_\_

### Campaign Payment Method

☐ Check ☐ Credit Card/Debit Card (Enter information below) ☐ PayPal  
☐ Other \_\_\_\_\_ ☐ To be determined

### For an immediate donation by credit card card

Credit Card (Check One) ☐  ☐  ☐  Amount \$ \_\_\_\_\_  
 CC# \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV2 \_\_\_\_\_  
 Signature \_\_\_\_\_ Email \_\_\_\_\_  
 PRINT Name(s) \_\_\_\_\_

Additional Notes \_\_\_\_\_

Please make gifts payable to **Adventist Forum** at PO Box 619047, Roseville, CA 95661-9047.