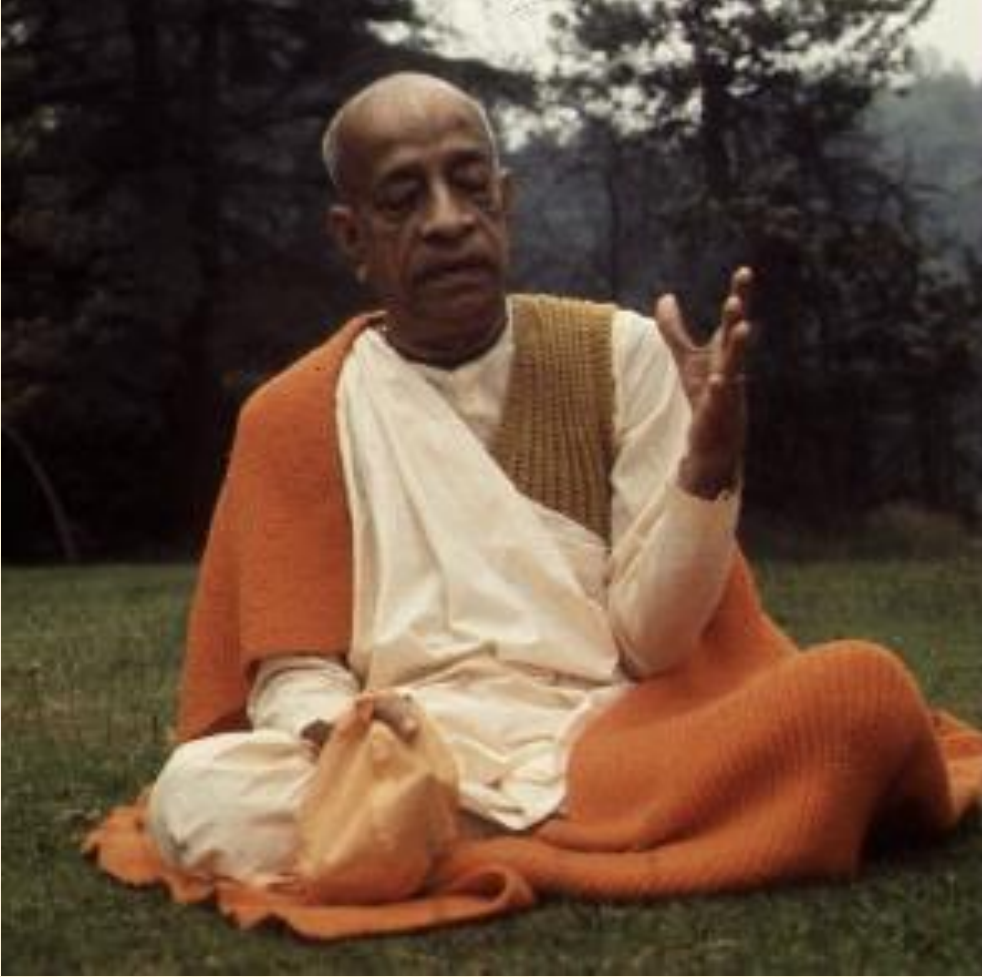


ISKCON Future Forward
28th June 2025

Akhandadhi das
& Kumar Grant

Bhaktivedanta Manor Outreach Review Report

A Project for the 50th Anniversary of
Bhaktivedanta Manor
1973 - 2023



Srila Prabhupada purport, SB 1.5.16

“The expert devotees also can discover novel ways and means to convert the non-devotees in terms of particular time and circumstance. Devotional service is dynamic activity, and the expert devotees can find out competent means to inject it into the dull brains of the materialistic population. Such transcendental activities of the devotees for the service of the Lord can bring a new order of life to the foolish society of materialistic men.”

Purpose

To consider the specific activities and mission of Bhaktivedanta Manor in operating, supporting and encouraging outreach initiatives accommodated both on-site at the Manor and within its geographical remit.

Purpose

The Phrase that defined the need for increasing the scope and effectiveness of current efforts was “**synergy & integration**”.

Synergy:

How best to enhance the interactions of our various initiatives so that the sum of our efforts is so much greater than the parts.

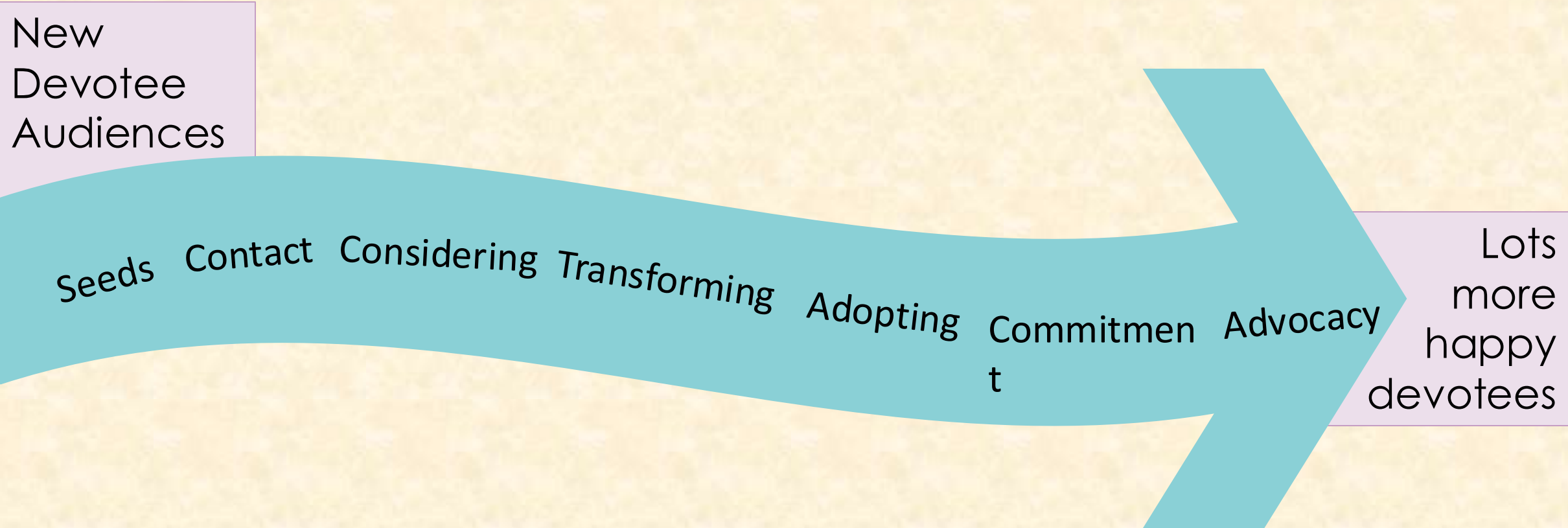
Integration:

Coordinating efforts not by management or centralisation, but by improved communications, cooperation and recognition of how those persons cared for by my programme will benefit from involvement of other programmes.

Theme One

More Devotees,
Happy Devotees

The Path of Devotion



Theme Two

Audience Groups

‘Everyone’s temple’ - the Manor’s branding statement for broad promotion

Becoming ***Everyone’s temple*** means that each individual who comes to the temple should discover the spiritual inspiration, fellowship and engagement they are seeking.

We need to cater for everyone without necessarily catering for everyone in the same way at the same time, or in the same place and circumstances.

Audience Groups

Demographic Relating to structure of a population
Age, gender, social, ethnicity.

Psychographic Relating to people's psychology
Interests, beliefs, attitudes, aspirations

Psychographic Audience Groups

New Devotee Audiences

Familiar

Has an upbringing or background making them familiar with aspects of Vedic, Hindu, Indian or Vaisnava culture & religion

Partially familiar

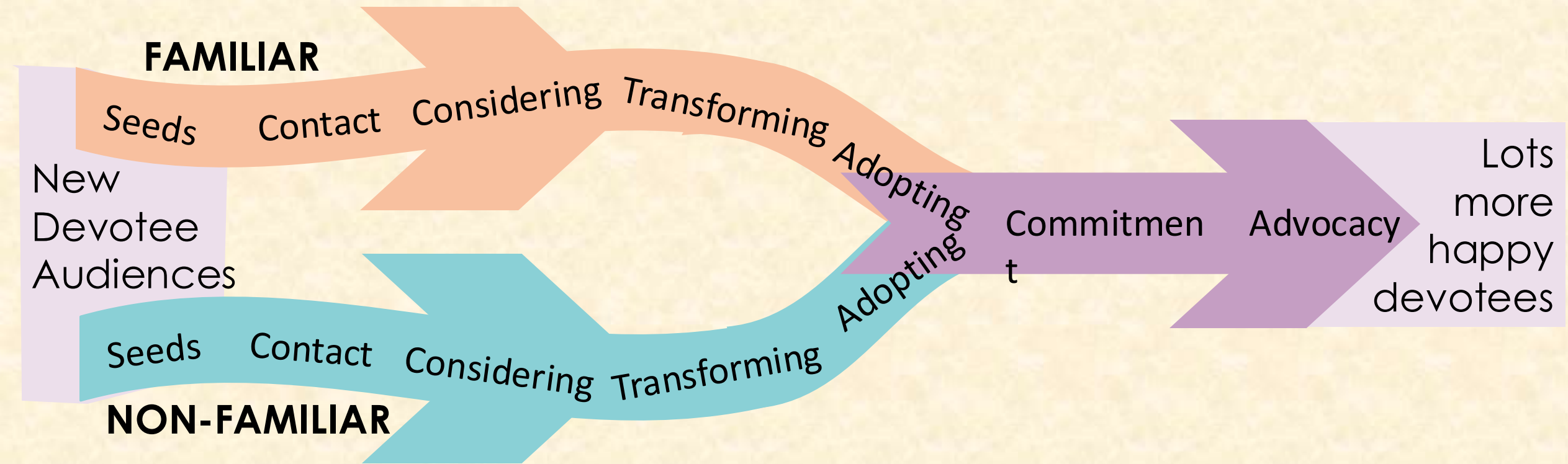
Non-Familiar

Has little familiarity or background with Vedic, Hindu or Vaisnava culture & religion

Familiar	Non-Familiar
Gita is a sacred book	Unaware or unsure if valid
Krsna is (a) God	Who's Krsna?
Been in a temple	May never have been inside a temple
Deity puja is normal	Strange idol worship
Spiritual teachers respected	Lost respect for religion & leaders
Vedic tradition is revered	Outdated & primitive
Sattvik upbringing	Non-sattvic conditioning
ISKCON is bona-fide	Is ISKCON a made-up religion?

Familiar	Non-Familiar
Sanskrit is a sacred language	What's this weird language?
Kirtan & bhajans	Why sing in foreign language?
Family encouragement	Unlikely
Relative or friend who is devotee	Don't know any devotees
KC related to their cultural identity	KC is rejection of family identity
Practices & restrictions are common	Are you serious?
Know what to do in ceremonies & festivals	New, strange & bewildering
Comfortable with cultural aspects	Do I have to wear the clothes?

The Path of Devotion



Theme Three

The Six sets of Initiatives

What is an Outreach Initiative?

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Sanga

All outreach initiatives are opportunities for others to associate with dedicated devotees.

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Sanga

All outreach initiatives are opportunities for others to associate with dedicated devotees.

Sanga – Quantity & Quality

Quantity of ways we offer our association

The number of on- & off-site & online interactions on offer,

The range of audiences to whom we offer association.

The number of devotees involved in daily/weekly outreach.

The regularity of interaction with fledgling devotees.

Sanga – Quantity & Quality

Quality of ways we offer our association

The demeanor and character of the devotees.

The training and guidance provided for our devotees.

The time we invest in giving our association

The sense of responsibility to follow-up new & old contacts.

Circumstances to discuss a person's doubts and misgivings

Sanga – Quantity & Quality

Individual

To be someone's personal friend in KC

Community

To offer genuine friendship and belonging

Sanga – Quantity & Quality

Individual

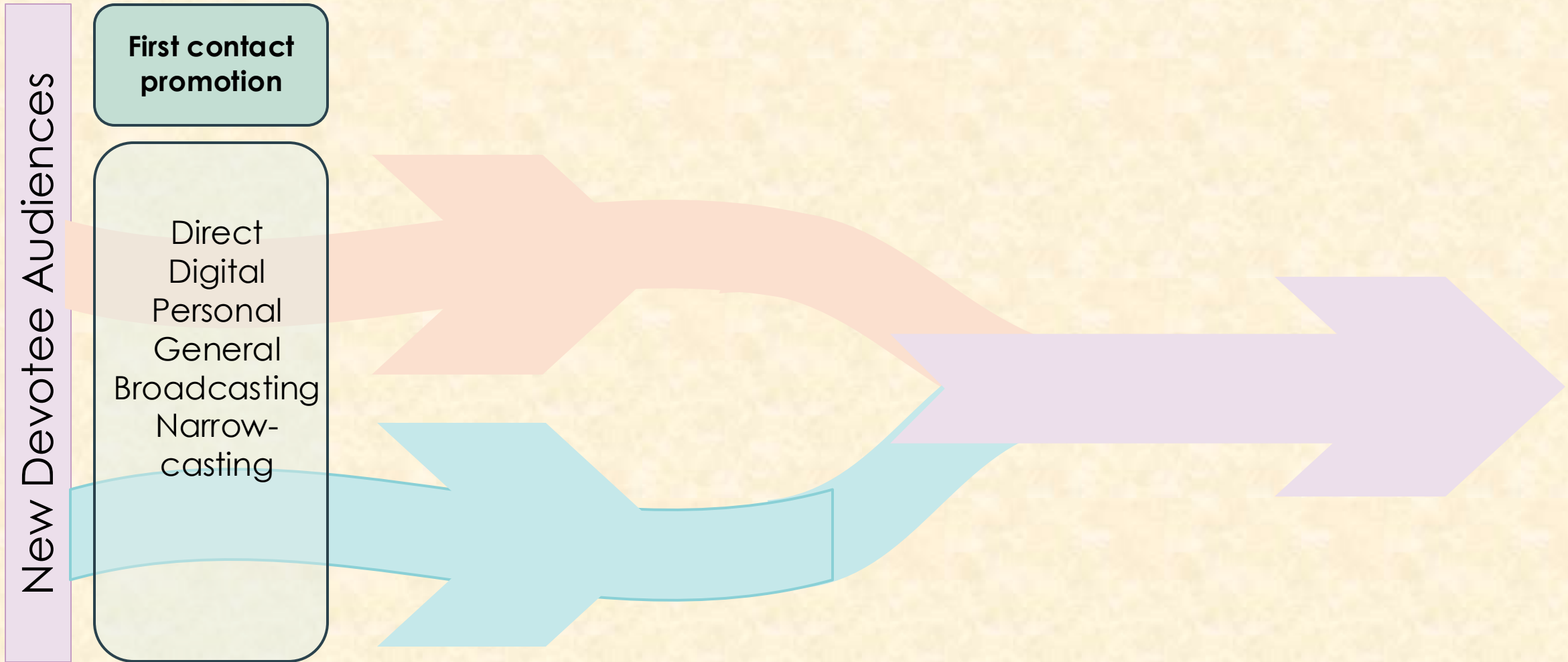
To be someone's personal friend in KC

Community

To offer genuine friendship and belonging

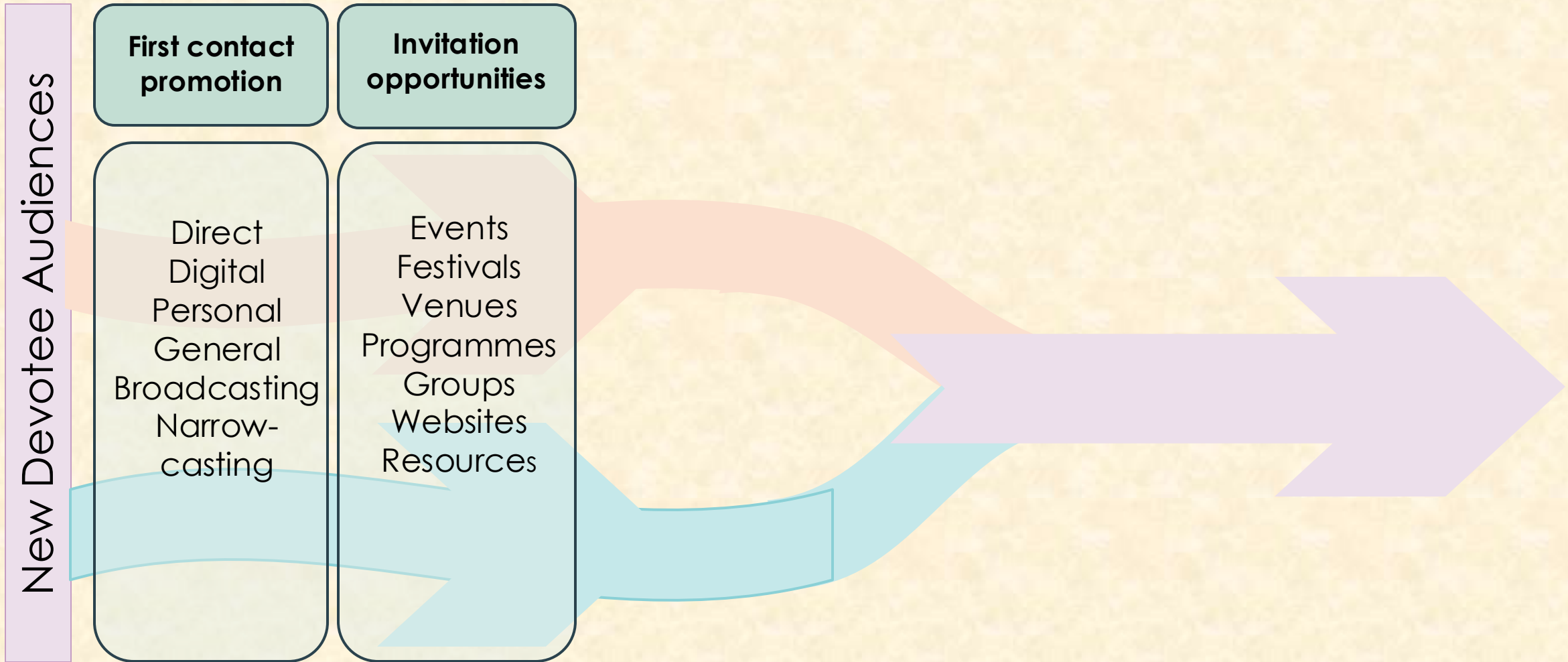
To help newcomers feel: **“I have found my people”**.

The Path of Devotion - Six Initiatives



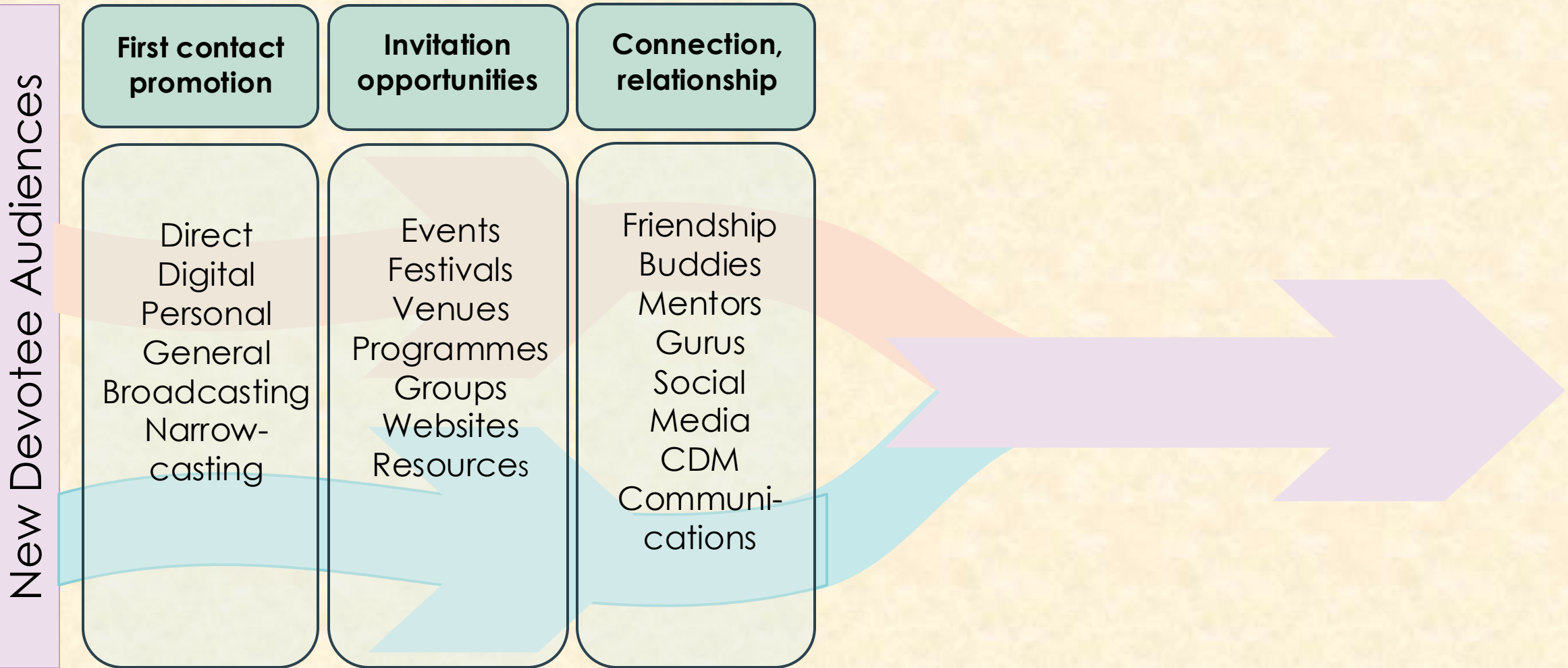
Six categories of Initiatives that aim to facilitate a full Path of devotion for all devotees

The Path of Devotion - Six Initiatives



Six categories of Initiatives that aim to facilitate a full Path of devotion for all devotees

The Path of Devotion - Six Initiatives



Six categories of Initiatives that aim to facilitate a full Path of devotion for all devotees

The Path of Devotion - Six Initiatives

New Devotee Audiences

**First contact
promotion**

Direct
Digital
Personal
General
Broadcasting
Narrow-
casting

**Invitation
opportunities**

Events
Festivals
Venues
Programmes
Groups
Websites
Resources

**Connection,
relationship**

Friendship
Buddies
Mentors
Gurus
Social
Media
CDM
Communi-
cations

**Cultivation
& nurture**

Association
Study
Practice
Service
Sharing
Culture
Rituals
Resolutions



Six categories of Initiatives that aim to facilitate a full Path of devotion for all devotees

The Path of Devotion - Six Initiatives

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**Immersion &
commitment**

Overnight
stays
Retreats
WWOOF
Ashram
Trips
Pilgrimages

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**Life-long
devotion**

Care
Support
Inspiration
Deepening
experience
Being valued
Engagement
Responsibility

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The Path of Devotion - Six Initiatives

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**Life-long
devotion**

Care
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Responsibility

Lots more happy devotees

Six categories of Initiatives that aim to facilitate a full Path of devotion for all devotees

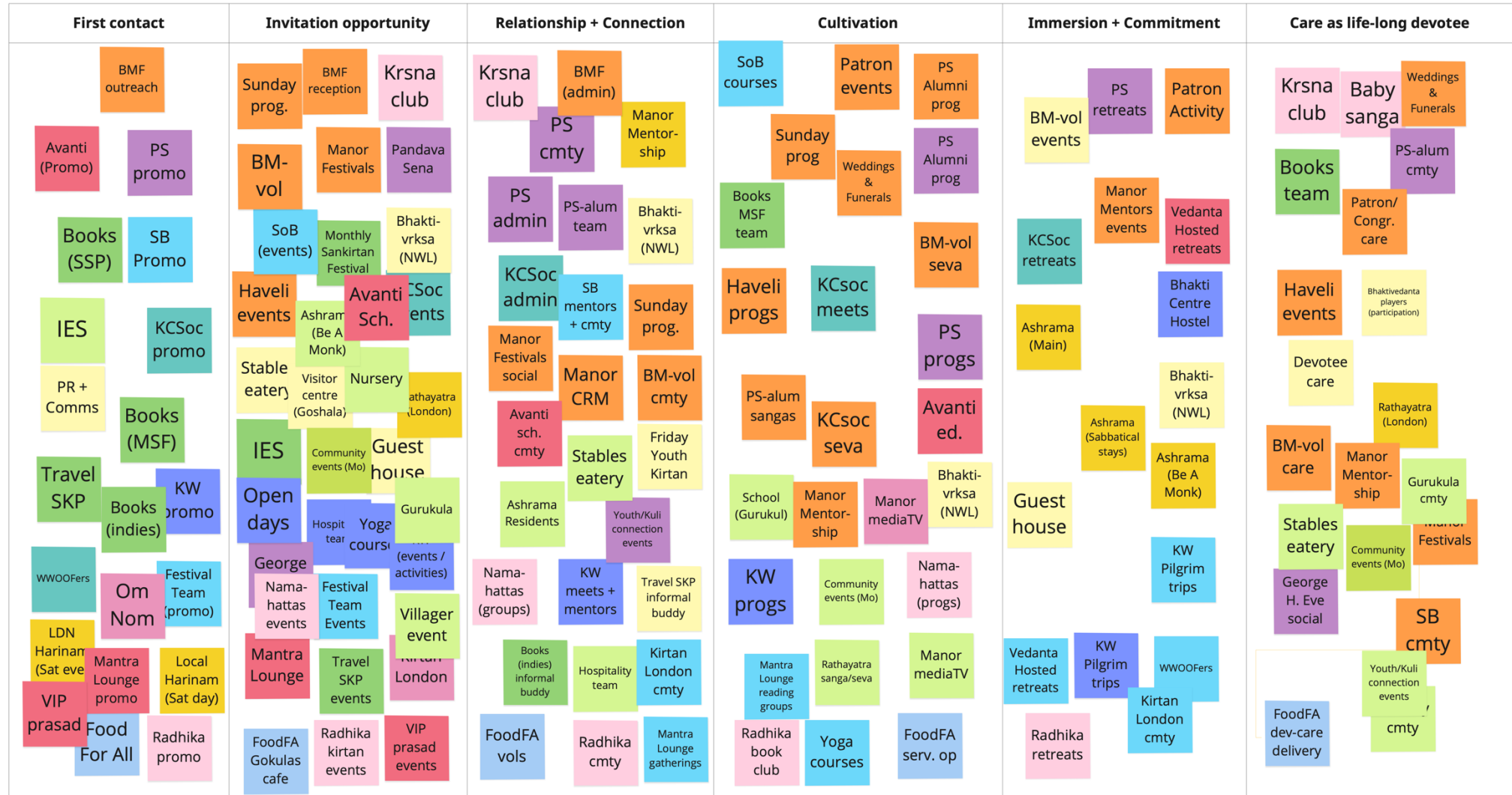
Eight “S”s for Spiritual Cultivation

Sanga	spiritual association
Svadyaya	spiritual study
Sadhana	spiritual practices
Seva	service for Krishna
Sankirtan	sharing Krishna with others
Sanskriti	spiritual culture
Samskaras	spiritual purificatory rituals
Sankalpa	personal commitment to self-discipline

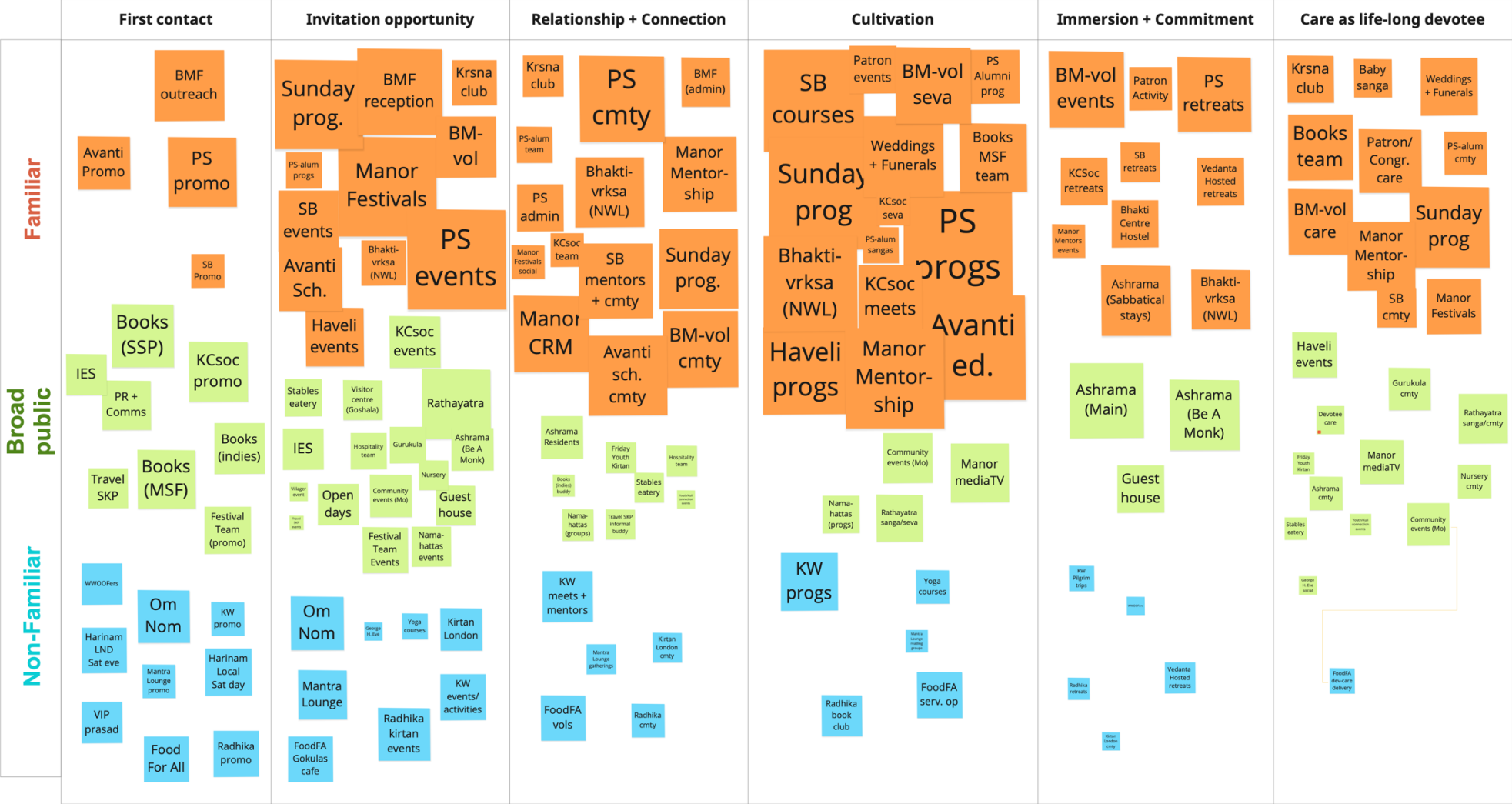
Theme Four

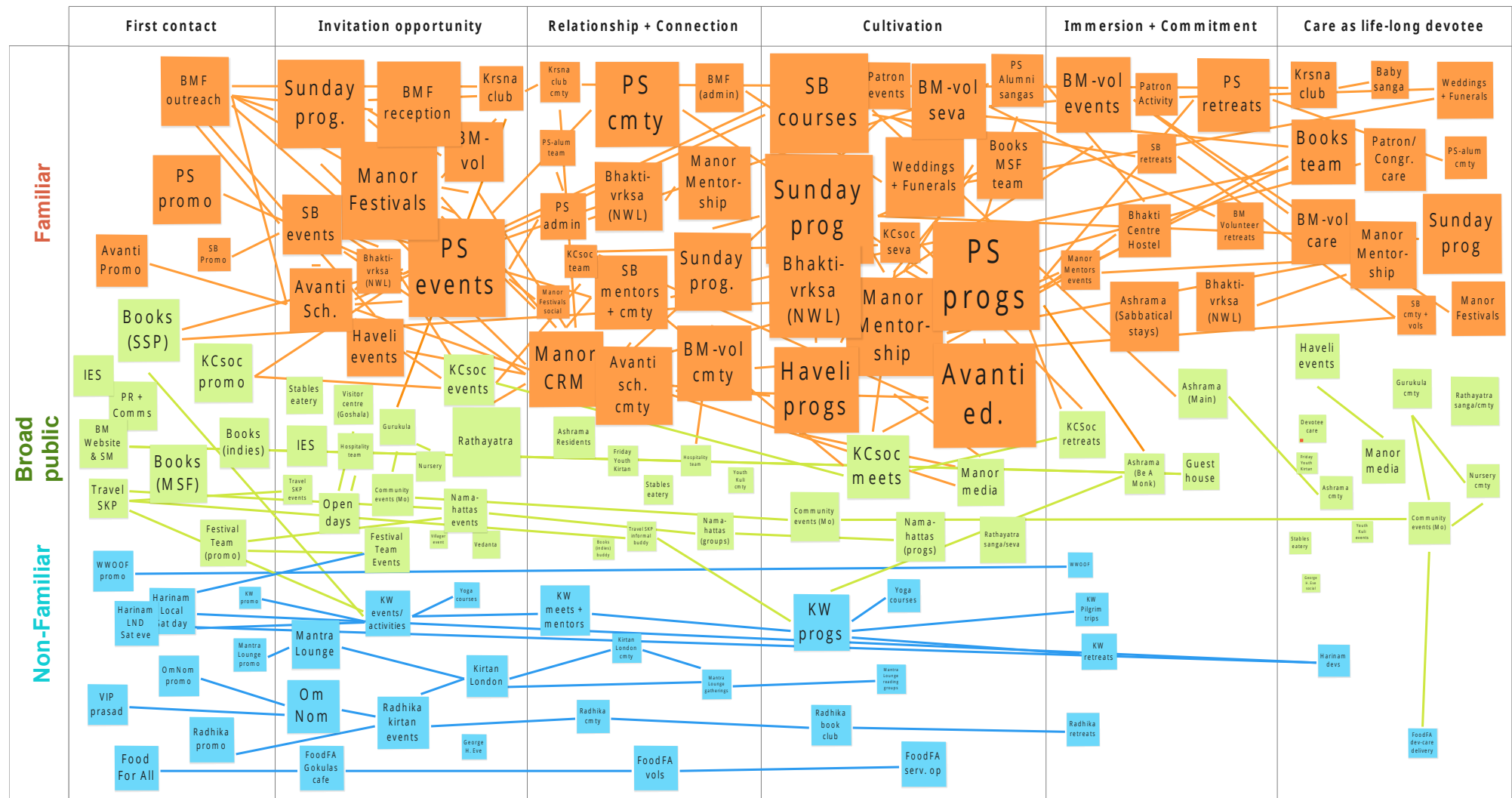
Outreach Analysis – the Initiatives

Path of Devotion (PoD) with key initiatives

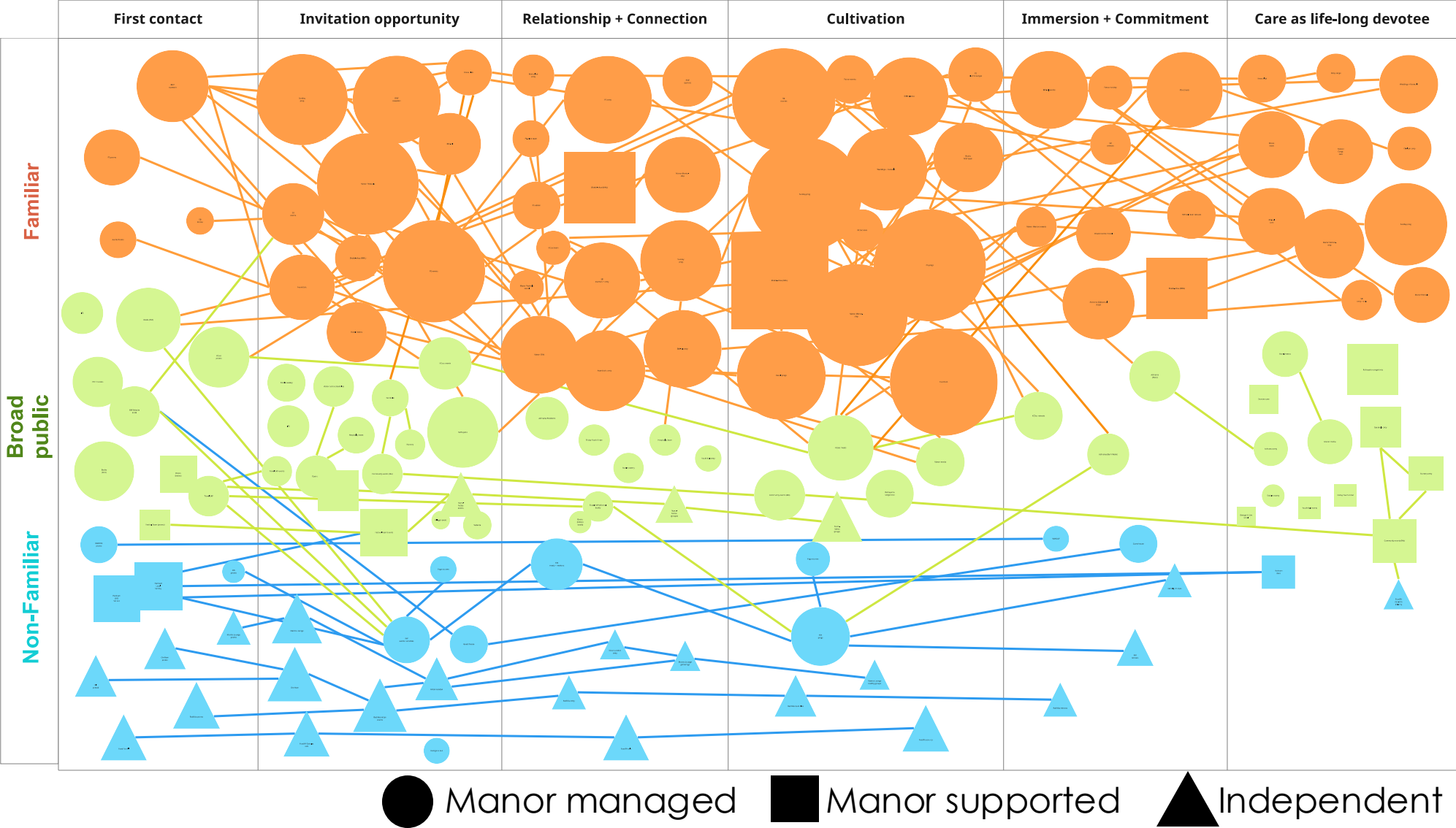


Initiatives by audience + Volume of activity represented by size





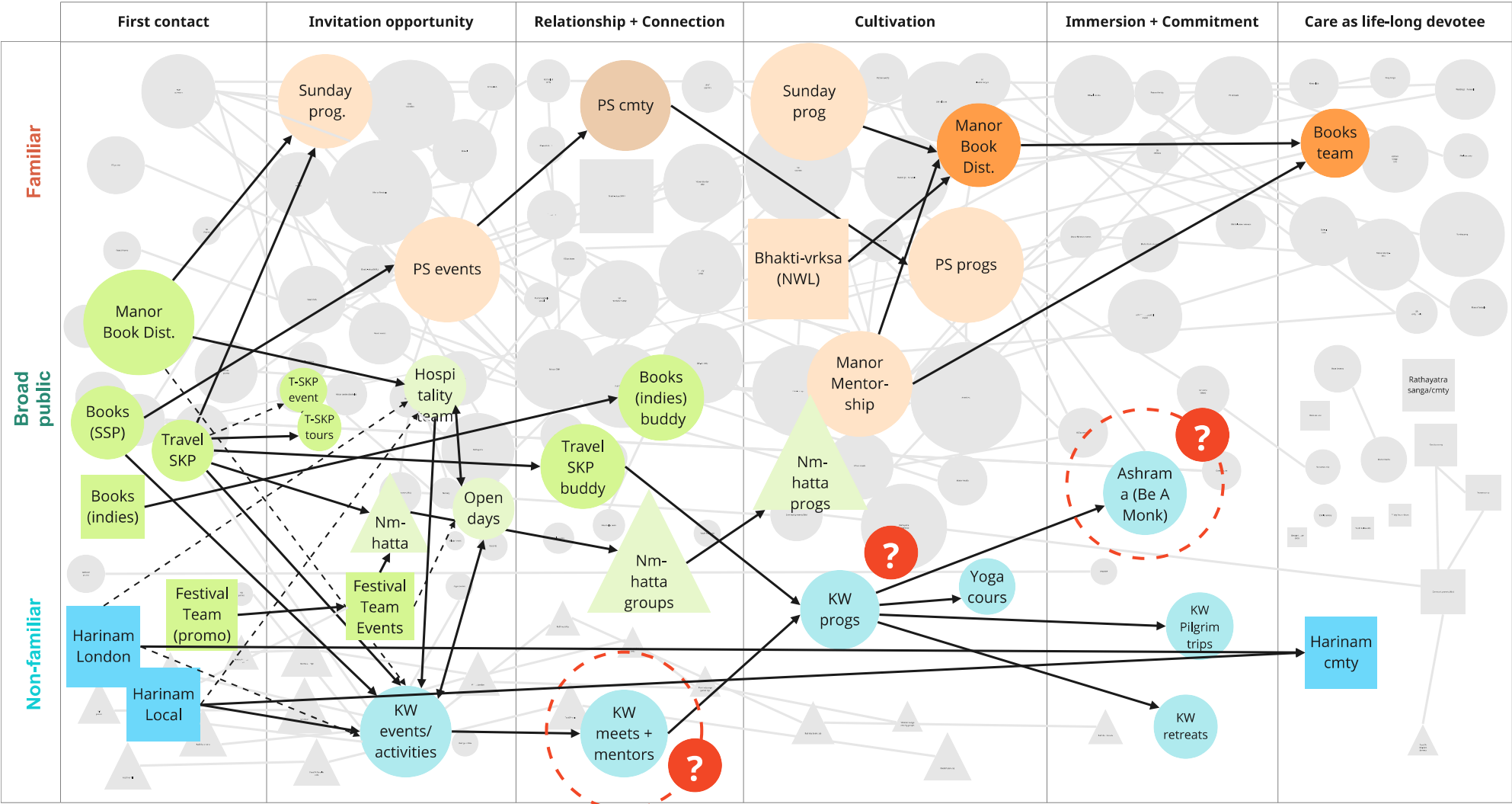
The Whole Story (high-horizon view of all initiatives and pathways)



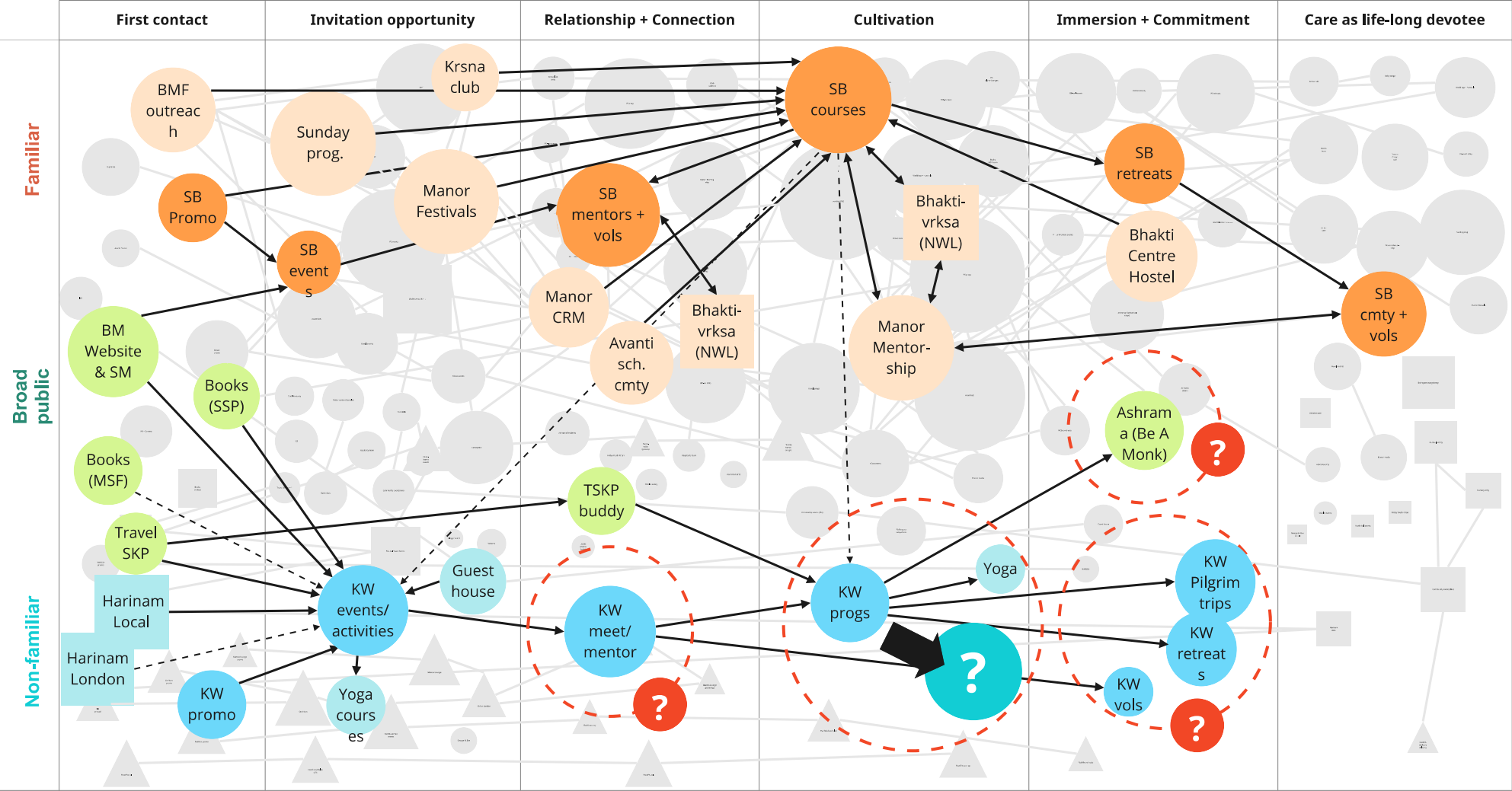
Theme Five

Outreach Analysis – Specific Pathways

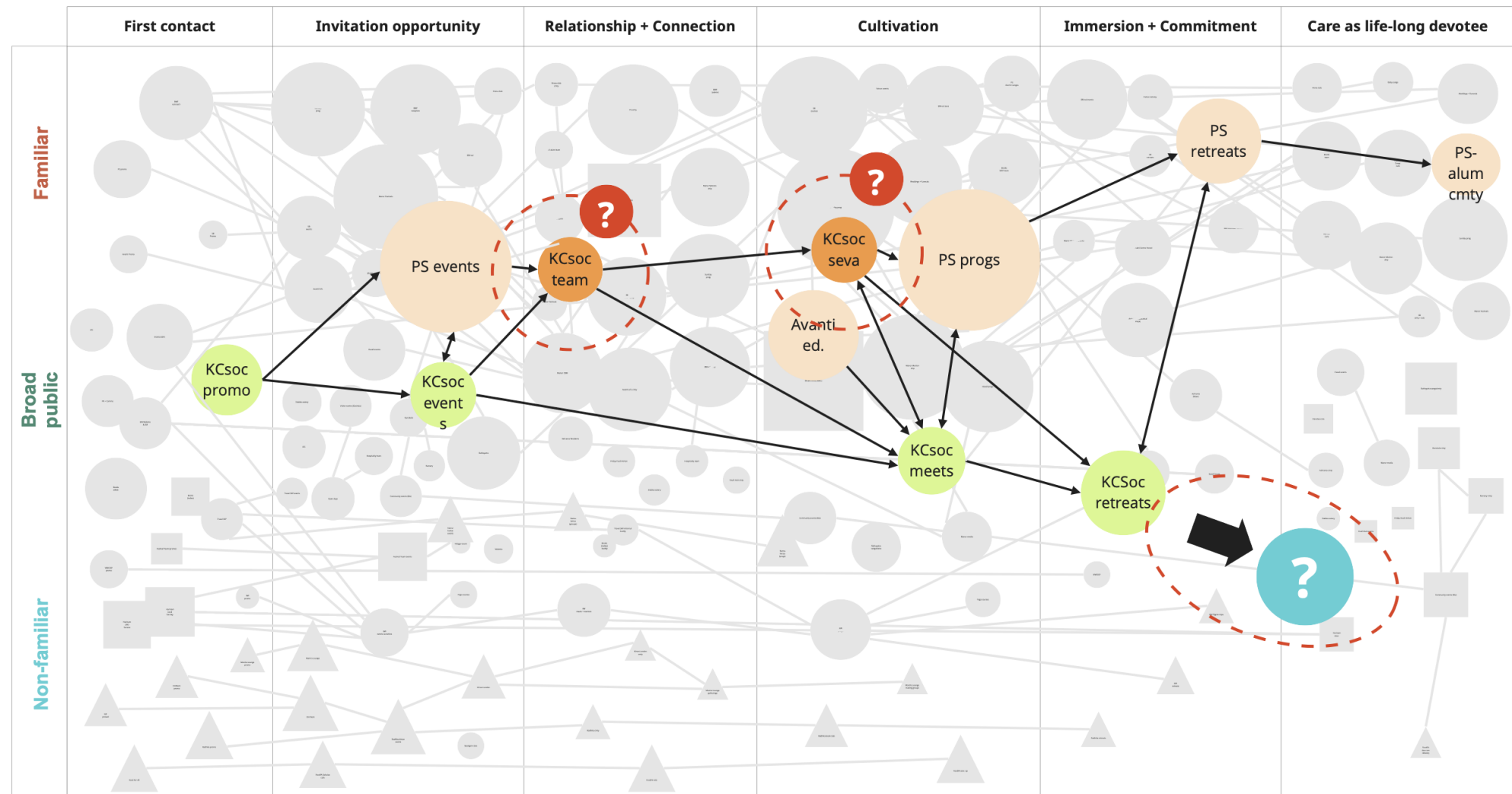
Pathway 1 - Sankirtan, Book Distribution, Harinam



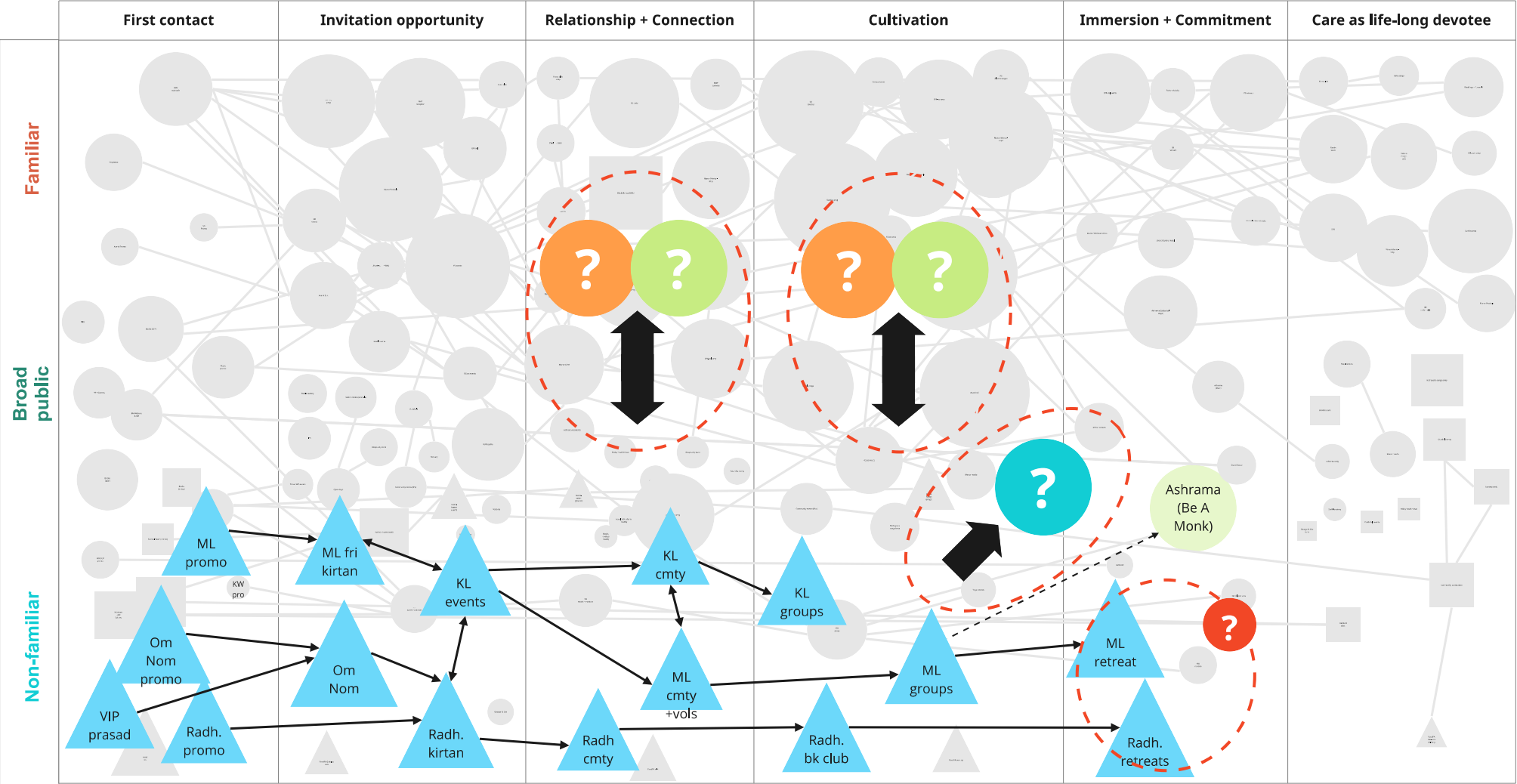
Pathway 2 - Krishna Wisdom + School of Bhakti



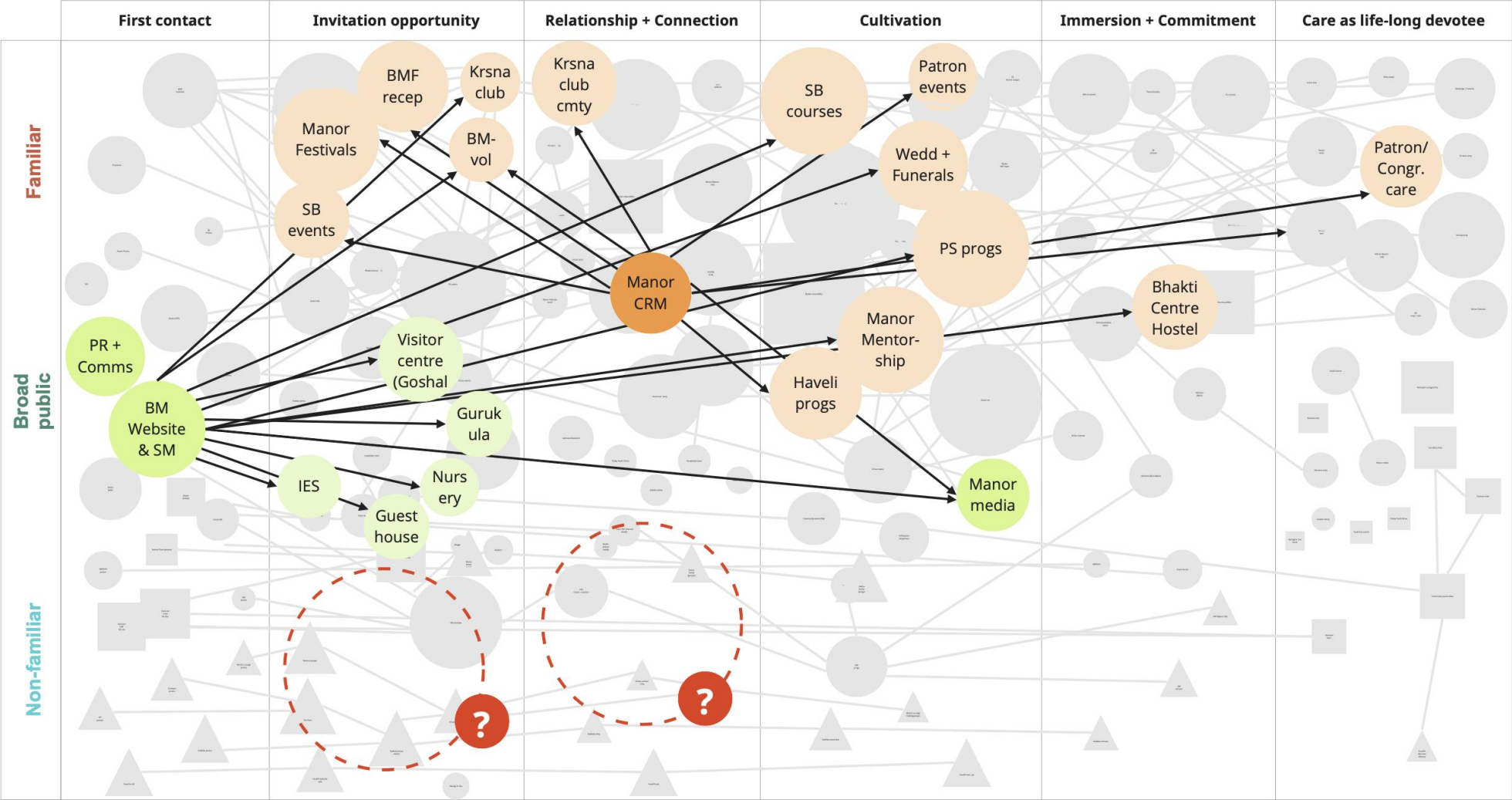
Pathway 3 - KC Soc



Pathway 4 - London Off-Site Progressive Initiatives



Pathway 5 - Manor Website, Social Media, PR



Main discussion topics

Role of the temple

Provision for multiple audience cohorts

Understanding our key psychographic cohorts

Are we “Demographically Compliant?”

What a seeker is looking for from KC

On-site & offsite initiatives

Communication and cooperation between initiatives

Re-orientation of facilities & resources, if an imbalance

Main discussion topics

Weekly rhythm

Specialist Programs

Link with the Deities

People need for regular worship events

Taking responsibility for fledgling devotees

Outreach coordination

Importance of prasadam

Outreach & fund-raising

Thanks

Hare Krishna