

2004: Vision s Strategy s Tactics

Alliance for Separation of School & State

Marshall Fritz s Comment Draft 2.7 (near final) s Jan. 2, 2004

Please send comments

By noon (your time) Sat. 1/3/04 to Marshall@HonestEd.com

Vision & Strategy

2004 . . . Keep the Vision & Strategy . . . Change the Tactics

Henry Ford had a vision of every household owning a dependable automobile. His strategy was to invent one and make it affordable by mass production. He started by building and testing prototypes. When one was good enough, he changed tactics to mass production by inventing the assembly line. His vision came true: the “Model T.”

We need our own assembly line. My vision has been constant since February 17, 1990: Schooling entirely separated from the state. I learned from two early strategies, then in mid-1994, with advisor Virgil Swearingen and others, we began the “Family Responsibility Strategy.” This means individual families separate their own children from state schools in sufficient millions to trigger a society-wide transition from school-by-government to non-government-schooling for every child.

We see our job as building the constituency for this transition. That constituency will act through hundreds of organizations to actually make the transition. Supporters of the transition to Honest Education are quite varied in their politics, theologies, ideologies, and ethnicities, but share certain beliefs. Please see sidebar.

What we mean by “Separation”

By “Separation of School and State,” we mean ending local, state, and national government involvement in the content, standards, accreditation, attendance, credentialing, and financing of K-12 schooling.

Success will be the removal of all children from tax-funded schools and the refusal of families to plead for government subsidies for schooling.

Shared Beliefs
We want children to grow into responsible, competent, caring adults and are alarmed that so many are failing to reach this goal.
We believe that the time has come to recover the age-old belief in the duty and right of families to provide for the education of their children.
We recognize that situations in which parents are unable or unwilling to fulfill their duties require extended families and society to play a secondary role in providing educational opportunities. Further, we distinguish between “society” and “government,” believing that the world is arranged so that society can fulfill these responsibilities without using government force.

Success hinges on families re-assuming their responsibility for the education of their own children.

When Separation is complete, the Alliance will celebrate—then cease operations in an orderly fashion.

Our work over the past ten years has been to identify objections to separating school and state and developing persuasive answers for them. Like Henry Ford, we’ve been tinkering and testing to develop our “Model T.”

In early 2003, advisor Ed Hurlbutt brought me the idea that became “Honest Education,” our name for our Model T! Now it is time to change our tactics to mass production.

Let’s roll Honest Education off the assembly line!

Changing Our Tactics to Mass-marketing

Honest Education . . . Broader Appeal . . . More Compelling

In **Honest Education**, teachers don't tell students to keep the Big Questions of Life at home and church. Rather—as appropriate—they teach them to develop answers to these questions that matter to all humans.

Of course, these discussions are different for a 6-year-old who asks, “Will I see Spot in heaven?” and a 16-year old asking, “Why is there evil in the world?”

In **today's dishonest education**, teachers, students, and parents are deceived by politicians, judges, and school leaders who say a person can segregate his thoughts into compartments: home and church versus school, the workplace, and the political process. This stunts the growth of personal integrity.

Rather than integrating their moral values into all aspects of life, Johnny and Jill are taught that moral values are merely personal, private feelings.

SOME OF THE BIG QUESTIONS OF LIFE

- ◆ *Why am I here? Is there any purpose to my life? How can I know what it is?*
- ◆ *Why is there so much suffering in the world? How should I respond to the suffering of others? How should I handle my own?*
- ◆ *Why is there so much evil in the world? Who should I trust about what is right and wrong?*
- ◆ *Is there a Supreme Being? Does he care about us?*
- ◆ *What is truth? Are there any permanent truths? If there are, how can I find them?*

Dishonest education demands “thought segregation,” the opposite of integrity. Witness the soloist tenor at church at 11am on Sunday who at 11am on Monday is shredding—without qualms—Enron audit reports. Without integrity, he “dis-integrates” his life.

Honest Education, as defined above, cannot be done with children in a classroom who are being raised in different belief systems. The teacher in such a common school is in a terrible pickle. If she honestly shares her beliefs on a Big Question, she undermines parents who give their children different answers.

Her candor and honesty causes intolerable turmoil. Parents rightly complain that the teacher is abusing her authority by undermining them. The turmoil spreads to administrators, school boards, attorneys, and eventually, the courts. She may even lose her job.

To be blunt, we're saying that genuine education is not possible when teaching in common children raised with incompatible belief systems.

This might sound odd, but imagine if the Supreme Court required “Common Sports.” If all teams must practice together in one place, how could a coach decide something as simple as “watering?” Should it be 82°F for the diving, or 20°F for the skaters? Delivered by sprinklers to please the football, baseball, and soccer players? Or in squeeze bottles to please the basketball players? What a mess!

Such a coach would be reduced to leading calisthenics. “Sports” would become mere physical conditioning—a bad joke, boring to all.

Steve Wozniak, the genius inventor of the Apple computer, said: *Four years in the typical American high school is enough boredom for a lifetime.* When we teach school subjects in a way we'd never teach sports, merely allowing our children to do intellectual calisthenics instead of using those skills to tackle the Big Questions, is it any wonder the students in our “common schools” are so bored they drop out?

Honest Education is persuasive because it goes deeper than the mere sad results of school-by-government. It gets into the *causes*. Adversaries can't rebuff us with simple claims that more money or some pet teaching method can address the problem.

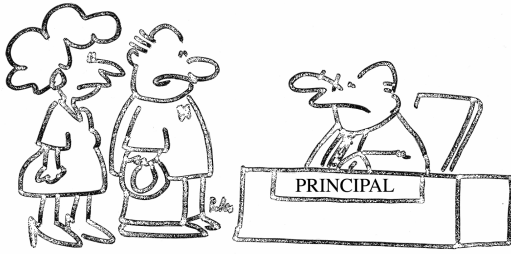
Further, the very words “Honest Education” finally give us an attractive name for our goal. The ancient Hebrews had a sweet label for their goal, “The Land of Milk and Honey.” Now, we do, too.

With the Honest Education concept, we can show how politician-run common schooling, by its very nature, is not education at all. It's just indoctrination and conditioning. Further, we can show how state schooling sours the building integrity in our children by teaching them “thought segregation.”

Further, by citing the failure of school districts such as Kansas City that already spend over twice the national average: we can easily refute the claim that more money would solve the school mess.

Dis-honest education is skills training and indoctrinating the politically correct attitude-*du-jour*. Most teachers are the willing agents

CITY PUBLIC JUNIOR HIGH SCHOOL



"Just one question — why do you always teach our kids to revere the Government?"

World's Inflexible Public School Lesson

Always: *Our leaders are wise. They want the best for us. When in doubt, trust government, not parents.*

Wartime: *This war is necessary. Our country is in the right.*

With nary a protest, teachers support the temper of the times, be it slavery, race superiority, ethnic culture-cleansing (for example, American Indian, Mexican, Cajuns, Quaker pacifism, religious fundamentalists, etc.). Today, the D.A.R.E. program teaches children to be police informants on their parents.

Promoting Honest Education

CDs, Audio Cassettes, & Marshall's Book, "Intolerable Risk"

FREE CDs and cassettes are the tools we're using to launch the drive to Honest Education.

You probably know I'm a salesman (IBM for many years), and a talker (started late, still trying to make up for it).

Writing is hard for me. That's why my first approach to spread the Honest Education idea was to develop a speech.

Also, with the help of advisor Bud Macfarlane, we're trying a new tactic: *Give the CD and audio cassettes away for FREE!* His experience giving away 500,000 tapes and CDs convinced me that we can expect 1 out of 20 to send a contribution to pay for the other 19.

We started giving them away on Sept. 20 and have shipped over 2,000 so far, including over 800 from one appearance on Marlin Maddoux' "Point of View" radio show. The results have been generally positive so far, though we've seen some areas we can improve in. For example, we're fixing some known weaknesses in the donation-request form and continuing the test. Keep your hopes up. Mine are quite high!

Honest Education—the Book

Five years ago, friend George Schwappach suggested I write a book. The time has come. I'm about 1/4 through writing the 150-pages and hope to have it published in May, 2004. The working title is:

Unacceptable Risk!
Public Schools Stunt Johnny's Mind,
But Honest Education Can Help it Grow

In the research, I came to a deeper understanding of why most people have a near-unshakeable faith in politician-controlled schooling. It rivals Charlie Brown's faith that, *this year*, Lucy will actually allow him to kick the football. But in my book, I'll use my new-found understanding to demonstrate that we can overcome faith in notions like George Bush senior's *America 2000*, Clinton's *Goals 2000*, and now George W's *No Child Left Behind*.

You're wise enough to recognize those names are fluff. All children move at different speeds at different times in different subjects. The only way to make sure nobody gets left behind is to make sure nobody moves!



A Million Volunteers

Mass-marketing via Passionate Volunteers

Henry Ford invented a process to mass-produce his Model T's. We need to invent a process to mass market Honest Education. Consider that Rotary, Toastmasters, and Alcoholic Anonymous have harnessed millions of volunteers. So can we.

We are putting our major emphasis on helping volunteers have fun and feel a part of something big by devoting time and talent promoting Honest Education. In the last 10 years, my ability to support volunteers has been sporadic, inadequate, but sometimes fruitful. This time, we are approaching volunteer support differently, by delegating.

Interim Honest Ed Icon. Can you design the real one?

First, we'll recruit and train self-starters to be Volunteer Coordinators for each project, for instance, public speaking, language translations, exhibitor tables, etc. Read on to learn more.

Also, we're hiring a full-time person to work closely with me in Fresno to be the Director of Volunteer Support. See page 8. A central part of that job will be building a volunteer culture of "passion tempered by a kindly spirit." Certainly a cheerful heart will be a primary requirement.

2004 Volunteer Projects

VIP Research & Approach

Bob Dolbow, Florida, is our volunteer Coordinator for VIP Research & Approach—a big title for an important job. I get about 10 VIP names each week that are worth researching and approaching.

Some are celebrities (e.g., actor Tom Selleck, suspense author Dean Koontz, talk-show host Dr. Laura Schlessinger). Others are professors, teachers, principals, and school board members; some are religious leaders; others are policy leaders in think-tanks and government. All have shown a leaning in our direction and are worthwhile to approach.

Of course, we also need prosperous people who like freedom. Hollywood producer Jerry Bruckheimer and PayPal founder Peter Thiel come to mind.

I get swamped researching these leads. I need help. That's where Bob comes in. He'll recruit and train VIP Research Associates to do the heavy lifting. Volunteers can specialize in their area of interest.

To discover how you can help, please email to Bob at VIPResearch@HonestEd.com.

Exhibitors

Exhibit organizers are action people who set up a display table at conferences, conventions, county fairs, and even in front of retail stores that allow it.

The main skills needed are initiative and organizing. Depending on the number of hours your booth will be open, you'll recruit several people to help.

Vicki Pate, Alaska, is our volunteer Coordinator of Honest Education Exhibits. Her first project is "Booth in a Button," by which you'll download easy-to-follow guidelines, plus all the masters ready for copying into handouts and attention-getting posters. To be notified when Booth in a Button is ready, send an email to Exhibitors@HonestEd.com.

If you have booth experience and can help us further develop this concept, please advise Vicki.

Public Speakers

If you feel the call to be a speaker for Honest Education, we can help you develop your presentations and find audiences. Lead or join our Speakers' Club: Email Speakers@HonestEd.com. If you want to learn to be a competent speaker for Honest Education, you should start by joining Toastmasters. See www.toastmasters.org/about.asp.

Writers

For the next few years, our volunteer writers have an big advantage over their competitors in the selection/rejection process of magazine and newspaper editors: Honest Education is new. Publishers love novelty because readers like novelty.

Your passion and knowledge of Honest Education will put you ahead of other submissions that are full of the same old stuff of smaller classes, higher pay, longer year, and more testing. Join our Writers' Club. Email us at Writers@HonestEd.com.

Professionals Remodel Alliance Website

18-Month Effort to be Released January, 2004

Our remodeled “HonestEd.com” website may become our single most effective way to find people interested in our message. While it can never replace the face-to-face approach in helping the inquirer see that we are sincere people with good intentions, it can fascinate the seeker so that he seeks contact with one of our volunteer advocates.

Our website was initiated by volunteer Peter Cappello, Calif., and enhanced for several years by volunteer Greg Dirasian. About two years ago, we

began using paid consultants Chip Switzer, Wash., and Geoff Braun, Calif. They have done yeoman’s work in adding power and good looks to our webpage.

Greg is back as webmaster, now as a paid contractor. In January, 2004, we plan to announce the remodeled website, renamed HonestEd.com. Sep-School doesn’t stick in the mind, and it’s a bear to spell on a talk show. “HonestEd” is snappier. I hope most people think of an uncle, not a used card dealer.

IMPROVEMENTS TO OUR WEBSITE

EZsearch—Today you can see the Proclamation Signatories arranged by state, city, or ZIP code. By moving to the “SQL” style database visitors will be able to search for people like themselves, be it occupation, ethnicity, political party, religion, hobby, etc.

EZinfo—Each newcomer has questions. Our advocates get new objections. Board members Virgil Swearingen and Cathy Duffy helped make it easy to find information without getting lost.

EZshopping—We plan to add an on-line store in the first quarter, 2004. This is more important than you might think. Our advocates must invite conversations about Honest Education with strangers as well as with friends. We can help by providing conversation starters such as imprinted T-shirts, ball caps, etc.

Imagine a grandmother with two home-schooled grandchildren. When she finds out number three is on the way, the urge to shop overwhelms her. She immediately starts her quest for some cute “onesies.”

Note to single guys:
A “onesie” is a one-piece outfit for babies that fits over diapers.



Women tell me that onesies and toddler T-shirts with this imprint will be irresistible! The important part isn’t that we make a few dollars supplying imprinted stuff with various sayings. The purpose is to make it easy to start conversations.

Mom takes her babies to the park and chats with the other moms. How long until a mom asks what Johnny’s T-shirt means? Bingo!

The store will also have books, tapes, CDs, etc., as we do need to be ready with a good answer when our conversation starter works again.

EZdonate—You might think this is my favorite feature. Maybe. I do like to pay people on time. Donations are the only way we can have the staff needed to support volunteers.

People can give by credit card or PayPal when they sign the Proclamation. I believe this will cause a revenue stream enabling us to provide more services to volunteers.

EZupdate—This sounds mundane, but when we got 2,500 signatures the day WorldNetDaily.com had a big story tying us to James Dobson’s comment that Californian’s should “get the kids out of public school,” the deluge overwhelmed us.

I’m looking forward to days when our new website handles 10,000 per day just fine.

But that’s not the best part! With the new database, Signatories will be able to update their information at will. It will be easy to add “personal data” so people can find you in their searches. If you’re a Mormon or a Muslim, an airline pilot, West Point grad, or ballet dancer, you want to show up when somebody searches on that item.

The easy addition of searchable demographic data by more of our Signatories will help new visitors make their decision to join us. They like finding “people like them” who’ve already endorsed the Proclamation.

Internet Volunteers

Volunteers Needed to (a) Supplement our Professional Web Development And (b) Use the Internet to Promote Honest Education

If you enjoy email and/or the Internet, you just might find a rewarding outlet for your volunteer energy by helping us develop or promote the website. Even novices can find ways to help, especially in promoting HonestEd.com. (See below)

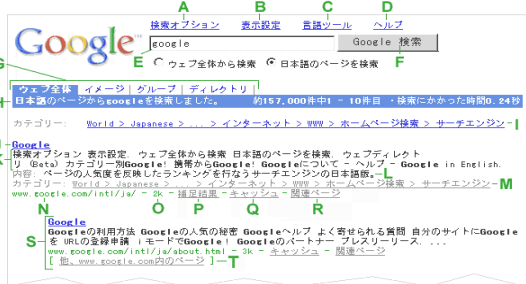
Before we recruit volunteers to implement new website features, we need to find a volunteer to be our Director of Volunteer Web Developers.

This person is an experienced web developer in his/her own right and is interested in developing or using managerial skills. It's hard to imagine a more challenging task. Perhaps organizing a half-dozen opera prima donnas to sing as a choir could be tougher—but I doubt it.

If you are interested in this challenge, please email to WebDevelopment@HonestEd.com. Use the same address if you want to join the web development team.

Promoting Honest Education on the Internet

A powerful website is useless without promotion. We need to have thousands, then tens of thousands of visitors each day. So we also need to develop a Web Promotion Team. It might number 10-20, and many of them will have no prior experience in web promotion. But they are willing to learn. Much of it requires no programming or web knowledge at all.



Again, we need to find a Director of Web Promotion first. Then together we can recruit and train the dozen or more Web Promotion team members. If you can consider a role in this crucial aspect of our growth, please email me at WebPromotion@HonestEd.com.

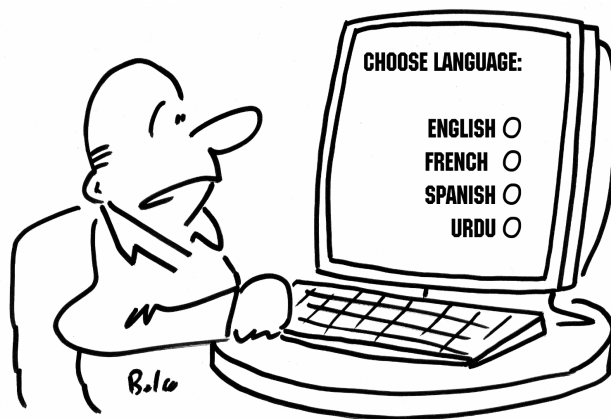
Also, please see the Affinity Email Forums on the next page. This is another great activity for a person who likes email but is not knowledgeable about website design.

Many Languages Project

Honest Education is needed in every country in the world. It is quite possible that nations such as India, El Salvador, the Czech Republic, etc., will leapfrog ahead of the U.S. on this issue. Nobody knows. But whichever country is first to move to Honest Ed, it will help all to answer any objections better than the most persuasive sound-bite.

We chose Spanish as our first step on the long road of translating our website into other languages. Volunteers from Colombia, Guatemala, and Mexico have us off to a good start.

Now we should start with Portuguese, Italian, French, German, Swedish, Russian, Urdu, etc. But before we do—as with other volunteer projects—first we must find a manager of the process.



"Urdu?"

While this person may speak several languages, that is not a requirement. The task is organizational: Recruit volunteer translators, send their work product to other native speakers for review and improvement, and when ready, send the translations along to the web team for implementation.

If you might volunteer to be Director of Web Translations for a year, translating one or more documents, please email your thoughts (in English!) to ManyLanguages@HonestEd.com.

Affinity Marketing Comes to the Alliance

*People Like Me are
More Likely to Listen to Me*



Affinity Web Pages

So far, we have six Affinity Web Pages: Bible-based, Catholic, Objectivist (followers of Ayn Rand), Humor, Spanish, and LDS (Mormon). Just like the Discussion Forums below, we foresee several dozen other Affinity Interest Pages.

Each such page needs a Page Manager. This person selects articles dealing with some aspect of Honest Education that is particularly interesting to his/her affinity group. For instance, if the pope were to say something helpful to us, it would be unlikely to belong on the LDS or Humor pages.

The Page Manager does not need any particular Internet knowledge. The web team takes care of that. Your job would be to find appropriate articles and give that information to the web team. They will take care of creating the web page and all the “links” required. If you might like to be a Page Manager, please send an email to AffinityPage@HonestEd.com.

Affinity Internet Forums

Dale Reed of Seattle has kept our email forum active for years. Now we need to create a dozen or more affinity forums, for instance, school teachers, blacks, Presbyterians, former Marines, Italians, Utahans, liberals, political activists, etc., etc.

Once again, we need a person who can manage this. He/she will teach each new Affinity Forum Director our standards for politeness and sticking to the subject. He/she will have a talent for mediating the disputes that are sure to arise when passionate people become too frank..

If you can consider being our Director of Affinity Internet Forums, or would like to lead such a forum in your particular area of interest, please email us at AffinityOnLine@HonestEd.com.

Affinity Telephone Conferences

We have made good use of telephone conferencing for many years. I have run over 400 conferences myself and even do a bit of consulting on the side. We now have a 24/7 service where 5-8 people call at the same time for a 60-90 minute teleconference. Also, Internet conferencing is a tool starting to come into its own.

During 2004, I hope to find a volunteer Director of Affinity Voice Conferencing. I'll train that person in effective teleconference management. (My commercial rate for that training is \$1,000, and it's a bargain.)

Then that person will train volunteers from different aspects of the movement, from public speaking to school teachers, from Baptists to blacks, from Georgians to Georgists, etc., to run their own teleconferences with people who share that specific interest. Some may be a regular monthly “meeting,” with a speaker and Q&A, others will be training sessions on particular activities, and still others will be support groups for people breaking new ground in a particular area.

These teleconferences may allow us to venture in a new area: Volunteers receiving an income.

I expect many of the voice conferences to be so valuable to volunteers that they will gladly pay not only the \$3.00 long distance for a 90-minute teleconference, but also a \$7.00 tuition—ten bucks for a 90-minute intimate training session is a good deal.

We can share this income with the Director and the teleconference manager. Hmmm....a hobby that pays a little bit!

So, once again, if you might be tempted to be our coordinator of the whole thing, or would prefer to run teleconferences for a specific affinity group, please send an email at AffinityVoice@HonestEd.com.

Hiring a Rare Person for Three Tasks

Maybe you can suggest a candidate?

In January, 2004, we plan to begin the search for a rare person for a challenging opportunity.

Person Description

1. Intelligent; well educated. I want to learn from him/her.
2. Eager to learn; coachable. I want to teach him/her.
3. Relocatable to Fresno, Calif., with intent to stay here 5+ years. If married, *spouse* wants to move to Fresno.
4. Versatile. Excellent writer. Public speaker or can learn. Comfortable on phone with strangers. Can travel 10-20 percent of time.
5. Kind. Deals with adversaries without “gotcha” attitude. Cares about children—not just abstractions of children.
6. Energetic, yet balanced. Job is insatiable, not mere 40 hours/week. A workaholic who holds his/her family as less important than his/her career is not desirable.
7. Passionate in his/her beliefs.

Job Description

The rare person will wear three hats. As we grow, he or she will give up one or more hats to new staff.

Hat 1: Director of Volunteer Support

In 2004, we plan to plunge into utilizing volunteers to mass market Honest Education. It takes more than a conventional manager to lead volunteers; he or she will need extra helpings of gentleness and tact. For all their talent, energy, and intentions, volunteers are volunteers. The power-of-the-paycheck is absent.

Just like employees, volunteer candidates must be attracted; chosen; trained in methods; equipped

Request for Support

We have our “Model T,” Honest Education! Now we need to mass-market to draw millions to move their children out of government schools.

I believe an exodus of 10 million or more will trigger a society-wide collapse in our Charlie Brown faith in school-by-government. This exodus grows every time one parent grasps that government sc

with tools; coached and inspired for effectiveness; evaluated. Some need corrective guidance, even re-assignment; sadly, a few will need to be “let go.”

Further, because we plan to recruit volunteers to manage other volunteers, the Director of Volunteer Support needs to be able to manage managers.

Hat 2: Assistant Development Director

In the wonder world of non-profits, the euphemism “development” is used for fund raising. I will retain primary responsibility for fund raising. In his role as Assistant Development Director, our new person will help me develop direct mail prospecting packages, work with consultants to write fundraising letters, test them on a variety of rented address lists, write quarterly progress reports to help donors know that their gifts are being used wisely, and assist me research and approach potential major benefactors.

Hat 3: Bridge to the Future

Fresno home-town hero William Saroyan’s last words are said to be, “I always thought God would make an exception in my case.”

Mirth aside, I’ll turn 61 in 2004, and with the health hits I’ve had, I think it prudent to plan for me to stay in the job for about five more years. To fulfill our vision, we need to move beyond *Marshall-as-the-hub-of-the-wheel* into a new era where each of us is a thread in a large tapestry. So I expect that each new member of the leadership team to think of him or herself as an understudy with the potential to become president.



I’m ready! The prostate cancer is gone and the chemo is behind me. I feel like I’ve been shot out of a cannon and could go wing-walking!

Or course, launching the push to Honest Education requires finances and volunteers. Please send your most generous tax-deductible contribution today, and consider being one of our volunteers who pioneers the mass-marketing of Honest Education.

Marshall Furt

