



American Ethical Union

Inspiring Ethical Communities

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ANNUAL REPORT

Report for Society Development Taskforce

Chair(s) Bill Aul

Please provide brief updates on the following areas of your Committee that occurred or developed during 2018-19:

In June of 2018, the Society Development Team created a "New Society Form" to use as our main avenue for connecting to potential organizers. It was posted on the AEU's website. By September of 2019, we realized there was little progress, we decided to change our strategy. At our October meeting, we decided to try a more hands-on approach, sending members of the team to visit targeted markets in person. The designated team member would provide an informational workshop to teach prospective organizers about the tenets of Ethical Culture and how our Societies function. We would then follow-up with monthly Platforms modeling an Ethical Society. We believe that people who have no experience with an ES will have a much more successful experience forming new Societies after connecting with a representative face to face. That way, relationships can develop, questions can be answered immediately, and dialogue can be exchanged in real time. We planned on launching this model in Kansas City, MO and Los Angeles, CA in April. As with everything else COVID-19 put a halt to our efforts. In May, we decided to create a product to support the Members At Large program which was developed in 2018. We are working to create an online community with online platforms, discussion groups, private Facebook groups, etc. The rationale of this program is modeled on the success of present Zoom meetings that various Ethical Societies are experiencing. We are presently developing the foundation for this program and wish to launch it sometime in 2021.