

ATTRACTING SEEKERS, ENERGIZING FRIENDS

A Campaign for the Future of Quakerism



THEE QUAKER PROJECT
QUAKER MEDIA FOR THE INTERNET AGE

Case for Support

Seekers are looking for us.

Let's make sure there's something exciting for them to find.

Thee Quaker Project is an online ministry dedicated to reaching seekers and Quakers and inviting them to take the next step on their spiritual journey.

We are developing a network of high-quality, highly visible media projects that will span online platforms—a network which will evolve as the internet does. This network will be a spiritual resource and a discovery tool that will have a dramatic impact on the future of Quakerism and the lives of hundreds of thousands of spiritual seekers around the world.

Our first step is to understand the audience.

Why are seekers drawn to Quakers?

- ❖ A religious tradition that believes in peace & simplicity
- ❖ Ongoing spiritual community
- ❖ A place for pause and contemplation in their busy lives
- ❖ To rekindle a fond memory from upbringing or Quaker education
- ❖ A refuge from dogmatic religion
- ❖ An LGBTQ affirming church

Hundreds of thousands of people are looking for one of the above. The first place they will look is online.

“This is such a powerful outreach to Quakers and others who are seeking spiritual community. It’s a much needed resource to share the good news about the Religious Society of Friends.”

—Kaye, Denver CO

A Strategic Approach

It takes skill and expertise to get seen online.

In an era when everyone is perpetually online, there are many outlets competing for our attention when we log-in. This has been called the “attention economy.”

There is no guarantee that “if we build it, they will come.” That’s why we are implementing a disciplined, strategic approach to raising the profile of the Religious Society of Friends on 21st century media platforms.

Our approach to visibility: how to get seen online

- ❖ Make high-quality, spiritually-inspired media
- ❖ Adopt design models with proven success
- ❖ Use a metrics-based approach
- ❖ Leverage keyword research and analytical tools
- ❖ Maximize shareability and word-of-mouth-marketing

The Religious Society of Friends has been hiding its light under a 21st century “bushel”

Inspired by the Early Friends’ strategic and prolific use of the printing press, our mission at *Thee Quaker Project* is to change that in the digital age.

“This is the best thing to happen to all Quakers since QuakerSpeak”

—Chris, Washington State

Planting Seeds for the Next Generation

If we are to reach young people, we have to get better at online media

According to a 2023 study by the Office of the Surgeon General, social media use by youth is nearly universal. **Up to 95% of youth ages 13–17 report using a social media platform**, with more than a third saying they use social media “almost constantly.”

Additionally, **young people are facing a chaotic and concerning future**. In a 2021 study, the University of Bath found that 75% of young respondents said, “the future is frightening.”

Whether it be climate catastrophe, political turmoil, racial and economic injustice, war, or migration, young people are facing rapid, tumultuous change. These oppressions weigh especially heavily on young people who are hungry for tools to navigate the future. Like seekers in the 17th century, they are looking for spiritual answers outside of the traditional church.

Our approach to reaching a younger audience online:

- ❖ A hip and playful social media presence
- ❖ Authentic, spiritually “real” conversations
- ❖ A modern aesthetic—editing style and pace that matches the media young people are accustomed to
- ❖ Employment of young staff that understands their audience
- ❖ An unflinching approach to issues that matter to young people

“I credit Thee Quaker Project for increasing the weekly attendance of our meeting, which has broken attendance records several times in the last several weeks. Last year at this time I would often be the only attendee that was under 35 - now it is not uncommon for there to have 6 or more young adults.

When you sit in silence each Sunday you don't learn about the faith's history. Your podcast has filled that "Sunday School" role for a lot of us.”

—Logan J, Iowa

A Creative Team With a Proven Track Record

Our team specializes in online visibility for spiritual media

Jon Watts, Executive Director



As a longtime Quaker media-creator and entrepreneur, Jon has been publishing Quaker media online for over 15 years. After his early viral success as a Quaker songwriter in the early days of Youtube, Jon's *QuakerSpeak* youtube channel would become one of the most successful outreach efforts in the history of Quakerism, with over 5 million views.

As Friends wrestle with the future and how to engage with internet media, Jon's expertise in online marketing and reputation among Friends has led to speaking invitations all over the world, including recent plenaries at Ohio Valley Yearly Meeting, Intermountain YM, and Australia Yearly Meeting, which published Jon's talk as a pamphlet entitled "*Quakers, the Internet, and What's Next*"

Zack Jackson, Podcast Producer

Zack Jackson is a podcaster, pastor, and professor. Along with his wife Nichole, he is the co-founder of Open Table United Church of Christ in Pottstown, PA. He is deeply passionate about telling stories that inspire awe and wonder.

Zack has created podcasts for large universities, local schools, and everything in between, and is excited for the opportunity to lift up stories of spiritual courage and Quaker wisdom with *Thee Quaker Podcast*.



Maeve Sutherland, Daily Quaker Editor



Maeve Sutherland is a communications professional who never recovered from her wonderful childhood at a Quaker elementary school. As a Thomas J. Watson Fellow, Maeve spent a year living in "Peaceable Kingdoms," pacifist intentional communities around the world, where she learned that everyone has a role to play in shaping a better world.

Covering the Breadth of the 21st Century “Media Diet”

Why we are building a network of interlinked projects

Each seeker has their own unique “media diet.” Some in our target audience only listen to podcasts and don’t look at email, and for others it is the opposite. Some will only be on tiktok and youtube. Often this is generational: boomers are on Facebook, millennials are on instagram, and their kids are on tiktok. **We aim to meet seekers where they are, publishing regular, engaging content on their platform of choice.**

We have begun our endeavor by launching a network of 3 interlinked projects:

1. **A weekly Quaker podcast** which covers a wide range of topics
2. **A daily Quaker devotional message** delivered to subscriber emails
3. **A partnership video service** for Quaker Meetings to benefit from the expertise of our professional media-creation team

While each of the three components stands on its own as a valuable resource, together they create a powerful interlinked ecosystem of media projects.

Each project generates opportunities for seekers to encounter the spirit within and learn about Quaker faith and practice. Listeners of the podcast and readers of the Daily Quaker regularly share with us how our work has deepened their engagement and spiritual curiosity, often leading them through the doors of a Quaker meetinghouse.

“I am very new to Quaker ideas and explorations, but Thee Quaker has gently supported my understanding and experience in such an honest and open way that it has felt freeing and connecting. Then, attending a meeting for worship following listening to the podcast, I had a sense of home. Thank you.”

—Siri K, Oregon

Thee Quaker Podcast

Stories of Spiritual Courage

Podcasting has catapulted from obscurity to the mainstream in the last ten years, with **one-third of Americans** now reportedly listening to podcasts on a regular basis.



Thee Quaker Podcast launched in May 2023. Since then, we have built an audience of more than 4,000 regular unique listeners from 121 countries, and that number is growing daily.

- ❖ 58 Episodes
- ❖ 130,000 Downloads
- ❖ 146 Countries

It takes something special to earn the trust of listeners and keep them coming back. That's why we fashioned the podcast after popular shows like This American Life, Radiolab, and On Being. Our episodes are well-researched, well-executed, and consistently delivered audio journalism.



Thee Quaker Podcast was recognized by the Associated Church Press with the “best in class” award for audio storytelling in our first season.



Quaker Meeting for Worship
4.1K views • 1 year ago



The Grimke Sisters
2.6K views • 1 year ago



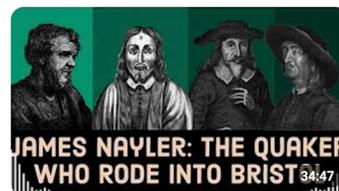
Who Are Modern Quakers?
2.5K views • 1 year ago



A Quaker Pacifist Joins the Military
1.9K views • 1 year ago



Inside a Semi-Programmed Quaker Meeting for Worship
1.1K views • 1 year ago



James Nayler: The Quaker Who Rode into Bristol
862 views • 1 year ago

Listen at [QuakerPodcast.com](https://www.QuakerPodcast.com)

Quaker Videos

In 2022, video made up 82% of all internet traffic. It's a fact that Friends can't ignore if we are to stay relevant in the internet age.



The third program of our revolutionary vision for the future of Friends, **Quaker Videos**, revolves around creating a regular Quaker presence on online video platforms. This project will range from playful “viral” Quaker videos, to short, vertical “TikTok” style videos, to intimate, high-production profiles of Quaker Meetings.

Our objective for Quaker Videos is to build a broad, engaged audience of viewers for whom Quakerism plays a role in their spiritual path—whether they are just discovering Friends or are ready to start attending a Meeting.

We aim to build a broad reaching project that functions as a “funnel”—reaching millions of viewers to entertain, inform and inspire them—and eventually guiding them into discovery of their local Quaker community.

Quaker Videos is a project in development. We are completing the pilot phase and expect to move into full production in 2025.

Watch our first pilot video, a Quaker Meeting profile:

[Youtube.com/quakervideos](https://www.youtube.com/quakervideos)



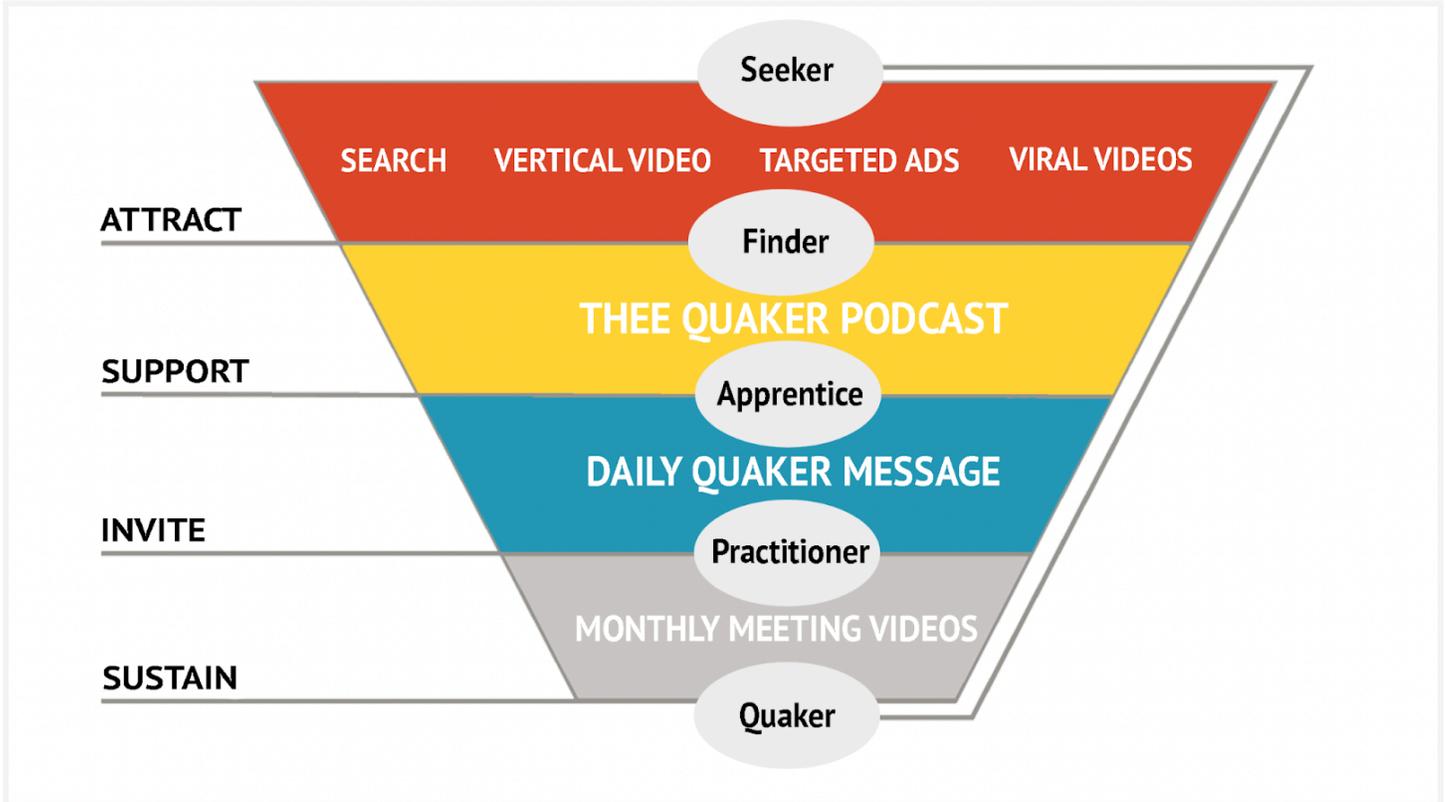
“Thee Quaker inspired me to take a leap of faith and attend my first meeting. As a newcomer I was afraid that I would not be welcome, but that was the furthest thing from the truth. Thanks to your project, I have found a spiritual home.”

—Julie, Netherlands

A Radical Audience-Building Strategy

The Path from “Seeker” to “Quaker”

How does an encounter with *Thee Quaker* encourage seekers to take the next step on their spiritual path?



Each audience member sits on a spectrum from “never having heard of Quakers” to active attendance at their local Quaker meeting. Our job is to invite them to take the next step on their spiritual journey, leading them through the door of their local Quaker Meeting.

“I’m new to Quakerism as a religion, but evidently I’ve been a self-made Quaker my entire life. Thee Quaker has been an incredible resource for me to learn about who I Am. I feel more connected to a “spiritual history” or “ancestry” that I didn’t know I had. Thank you. The production quality is excellent. The information is valuable. And connecting with it has been a Joy.”

—Jeremy F, Washington State

Let's Bring Quakerism into the 21st Century.

Join us as we tackle the biggest question of our generation.

In just less than two years, *Thee Quaker's* network of projects has touched thousands of lives and brought seekers meaningful ways to reflect on their own spiritual path and consider how they might come into Quaker faith and practice.

We could not have made these accomplishments without the early investments of numerous donors and several Quaker foundations.

- 600 donors from 11 countries
- Gifts as large as \$100,000 and \$200,000
- Quaker foundation investments ranging from \$2,000 to \$250,000
- Total \$907,000 in contributions since getting our 501(c)3 in 2022

Now we turn our attention to building the sustainment model for these high-impact projects over the next 5 years.

What your investment will help us do:

- ❖ Greatly increase the visibility of Quakerism
- ❖ Speak to the spiritual hunger of people of all ages around the world
- ❖ Attract tens of thousands of spiritual seekers to Quaker Meetings
- ❖ Innovate the funding model for Quaker organizations
- ❖ Achieve financial sustainability for our first 3 projects

As 21st Century Quaker media organization, we have a meaningful opportunity—and, we believe, a responsibility—to reach well beyond the current boundaries of Quakerism.

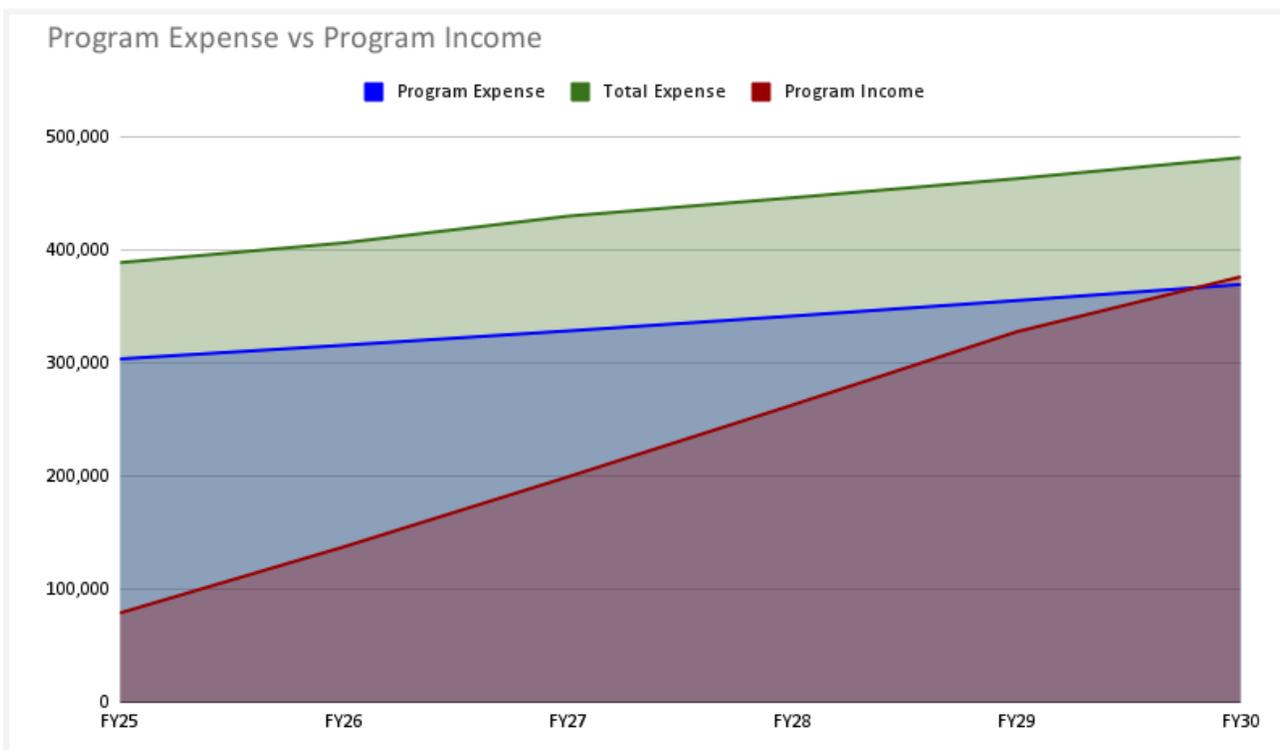
We are nourishing all those who seek support on their spiritual path and who resonate with Quaker values, sentiment, and spiritual practices.

Our Funding Model

A 5-year plan for Sustainability

Thee Quaker Project seeks to innovate the Quaker funding model for the 21st century with the goal of generating the majority of our income from listener/reader support and advertising by the fifth full year of our operations. Thee Quaker Podcast and the Daily Quaker Message are already building supporter and advertiser income.

Your investment in *Thee Quaker* during this startup period will enable each project to become increasingly self-sustaining over the next five years.



2025-2030

Total cost: \$2mm

Campaign goal: \$1mm

“I support this project monthly because I hope you can help a new generation of seekers.”

—Frances B, New Hampshire

An Investment in the Future of Quakerism

We now are seeking investments from Friends to enable *Thee Quaker* to realize this vision.

Campaign Goal: \$1 million

Gift Size	Number Gifts Needed	Total \$ this Level	Cumulative Total
\$ 250,000	1	\$ 250,000	\$ 250,000
\$ 150,000	1	\$ 150,000	\$ 400,000
\$ 100,000	2	\$ 200,000	\$ 600,000
\$ 50,000	3	\$ 150,000	\$ 750,000
\$ 25,000	4	\$ 100,000	\$ 850,000
\$ 10,000	6	\$ 60,000	\$ 910,000
\$ 5,000	10	\$ 50,000	\$ 960,000
Under \$5,000	many	\$ 40,000	\$ 1,000,000

“Friends Meetings have struggled for years to find ways to share our testimonies, values and history with the greater community, especially younger generations. This project opens a way.”

—Albert W, North Carolina

What Friends Are Saying About *Thee Quaker*

“This is the future of Quakerism.” —**Janice B, Australia**

“I’m not a big “techie” person, but if this project is the way of the future (and I believe it is) then I am honored to help advance the effort.”

—**Molly C, Massachusetts**

“I am so excited for this project. Great people with a strong spiritual leading.”

—**Iris G, Washington State**

“Thank you and your team for this magnificent service, bringing the Daily Quaker to us all. It is such a very rich space. Your daily emails have inspired me to take up a Quaker service again that I had laid down.”

—**Elsbeth H, Australia**

“This project helps align us with today’s world, and nudges us away from living in the past.”

—**Tom V, New Mexico**

“Jon’s new project is so important for the development and promotion of Quakerism, just like his QuakerSpeak work was.”

—**Marna H, New York**

“Quakerism could use an updated social media presence!” —**Ben C, Philadelphia**

“Every morning the Daily Quaker brightens my day, and reminds me of what is truly important, and that there are other people thinking and feeling as I do. I feel spiritually nurtured every day. Thank you!”

—**Birgit A, Germany**

“It began with Quaker videos and then on to Thee Quaker Podcast. I have been studying about Friends since February 2022 and because of these podcasts I made the decision to become a member of San Francisco Meeting House. Thank you.”

—**Marilyn S, San Francisco**

“I love to get food for thought to start my day. I am not anymore able to participate in Meeting for worship in person but the Daily Quaker helps me to feel like I’m a part of the Quaker way of living. Much needed these days.”

—**Helena H, Sweden**

“The good work being done here cannot be overstated.”

—**Thomas S, Tennessee**

BOARD AND STAFF

Thee Quaker Project Board of Directors:

Holly Baldwin
Gary Farlow
Dan Kasztelan
Mackenzie Morgan
Lisa Motz-Storey
Jennifer Newman
Trayce Peterson
Diane Randall
Andy Stanton-Henry
Traci Hjelt Sullivan
Fritz Weiss

Thee Quaker Staff

Jon Watts: Executive Director
Zack Jackson: Podcast Producer
Maeve Sutherland: Daily Quaker
Message & Social Media Coordinator
Hannah Mayer, Operations Coordinator
Michael Wajda, Fundraising Consultant

BOARD OFFICERS



Holly Baldwin,
Clerk



Mackenzie Morgan,
Recording Clerk



Traci Hjelt Sullivan,
Treasurer

“All we possess are the gifts of God. Now in distributing it to others we act as his steward.”

– John Woolman, 1763

BOARD MEMBERS



Andy Stanton-
Henry



Dan Kasztelan



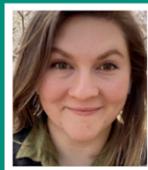
Diane Randall



Fritz Weiss



Gary C. Farlow



Jennifer Newman



Lisa Motz-Storey



Trayce Peterson