

# WHY WE MAKE IDEAL ORGS & WHY WE DO IT THE WAY WE DO

The local orgs and their OT Committees as well as the local field is creating the Ideal Orgs. This is how this is set up for most orgs. A few Ideal Orgs that are strategic for world peace and worldwide dissemination are IAS sponsored.

What is the LRH background for operating the Ideal Org project in this manner?

Below are LRH references covering each point:

## Why is the OTC responsible for this?

In HCOPL 24 December 1966 HOW TO PROGRAM AN ORG SAINT HILL PROGRAMS, LRH mentions major programs at Saint Hill and he also mentions after the different programs who is going to take care of each.

Page 363 in OEC Vol 7:

*"Buildings for Scientology Orgs. (OT activities.)"*

Just before this line he writes:

*"General improvement of finances. (OT Activities.)"*

So the Ideal Org project in terms of getting a suitable building for each Class 5 org in the world and getting it renovated so that it can operate lies as a responsibility with the OT Committee.

## Why do we do fundraising?

In HCO PL 7 February 1965 KEEPING SCIENTOLOGY WORKING SERIES 1:

*"The contributions that were worthwhile in this period of forming the technology were help in the form of friendship, of defense, of organization, of dissemination, of application, of advices on results and of finance. These were great contributions and were, and are, appreciated. Many thousands contributed in this way and made us what we are."*

In HCOPL 2 December 1968 GUNG-HO GROUPS:

*"The most heavily worked-over income point of most civic-minded groups is the obtaining of contributions. These can be quite sizable."*

*They do not however come easily unless the the group has a nonprofit status and the patron can thereby deduct it from his income tax."*

*A group, however, that registers as a charity and is a member of existing nonprofit organizations can obtain contributions."*

*Governments have been known to contribute large sums to groups."*

*Contributions should be worked at but should be regarded as an irregular source of income and not counted on for the general running expenses of a group. Rather, they are like an affluence, and major projects are the best use for contributions and the best reason to get them – such as a new building for the group or a new hall, things like that."*

**Could we not instead just build up the finances with steady growth and then after some time we would have the needed finance?**

In 1982 LRH said the following in LRH ED 339R REVISION OF THE BIRTHDAY GAME 1982/83:

*"Speed of expansion is the problem of management. And it IS a problem. Let me give you some facts: this*



planet, politically, is an anarchy of nations. These nations are armed with (of ALL things on a small planet) atomic weapons. This is catastrophe in the making in any whole track history book. To compound this, economic and social problems exist far beyond the norm for such a civilization and these edge a political scene toward war.

And it isn't just atomic war: these same social and economic factors, with their attendant rising stats of brutal crime and ideological pressure, could bring about police states – as they are doing – in which no application of workable tech would be permitted and this whole civilization (as it has done before) could sink into a new dark ages that would swamp any forward motion toward freedom. And there are other factors which make speed imperative. We do NOT have any infinity of time to do the job."

### **Why doesn't the org make a mortgage in the new building?**

"Our orgs do not go into debt, do not finance themselves by borrowing. Our orgs make their own way. That is why they are still our orgs." – LRH

## **What did the founder do himself?**

HCO PL27 April 1959 WHY NEW BOOKS ARE FEW

"My program has gone as far as this: I have bought, with my own money and whatever I could gather, a place in Sussex that's quiet enough and remote enough for research and in which I can get lost enough to write. I emptied out all my loose cash, sold my boats and made my credit creak but we have a writing and research centre for the U.K" -LRH

## **Why are the new ideal orgs so big?**

Clearing Success Congress, 3 September 1962

YOUR SCIENTOLOGY ORGS AND WHAT THEY DO FOR YOU

"And now we're thinking in terms of new buildings and designing new buildings all over the world. In other words, we've kept it there for a long time; now we're going to keep it there with exclamation points. " ...

"It has been my ambition for a very long time to be able to say to any human being on Earth that they could walk up to any organization of Scientology, whether it was a center, a city office or a Central Organization - be able to walk in the front door and at the end of some, well you could even say a nebulous number of hours of processing, emerge out of that front door Clear. " ...

"You should support your organizations in your area .... "

"We Scientologists have got to pull together."

HCO Information Letter, 25 February 1962 IT CAN BE DONE

"To make nothing out of the enemy requires a strong position for ourselves. We cannot fire from nowhere. We need a base, a fortress, a steady firing platform. In short we need a strong central organization, steady effective staff members and precisely formed and compartmented posts and departments. To have less is to invite defeat. We cannot make nothing of the enemy unless we have these things. And unless we are willing to make something of ourselves. " ...

"Our enemies are aberration, human stupidity, social idiocies and the lies which are supposed to be life. It is adventurous to attack these things unless one has the right answers and can put them into effect and so erase the consequences of his attack. Well, we have the right answers and we are doing all possible to put them into effect and we'll suffer no consequences for having done so."

FLAG EXECUTIVE BRIEFING COURSE HOLD THE FORM OF THE ORG PART I

A lecture given on 4 March 1972

"Now, the org board itself should express itself on the floor of the org. You say, "Well, then the ideal org building would be something that had a big -- three long buildings, that would be the Executive Division and those three buildings would be in sequence, and then they would have buildings which are HCO buildings, and then it would have buildings which were Dissem buildings and then it would have Accounting Sections and then those would be that and go right on down to 6. And that would be absolutely correct. That would be how the org form should be built if you're going to build the building.



*Instead of that you rent buildings, and when you hire an architect they've got to get by the local planning authority. And the local planning authority, well, they're mostly monitored by how much they can make a building cost so that their friends who are in the building trade will be paid adequately and not starve, the poor fellows!*

*So, it would be rather hard at this stage of the game to actually layout a building. But if you had a huge concrete-floored barn, and you didn't know anything more about this or that or the other thing about what to do, the best thing to do with it is to shoot all of your public lines along one short line with a representation for each division and then have the working sectors of the division back from the public lines."*

## **Is image that important?**

HCO POLICY LETTER of 2 AUGUST 1965 Issue II  
CLEANLINESS OF QUARTERS AND STAFF IMPROVE OUR IMAGE

*"There is no quicker way to depress income and public goodwill than to have dirty quarters and slovenly staff.*

*While we know it takes income to make a place look smart and to have elegant quarters, this is not the point of this policy letter.*

*Clean floors, walls, woodwork and service rooms require very little. Clean washrooms and proper paper towels and tissue are an ordinary requirement.*

*As the world goes more beatnik it is hard to keep up a standard of cleanliness and good order.*

*But it can be done.*

*And for the sake of income and goodwill it must be done.*

*The world has been educated by business to a tradition of clean quarters and smart service. We must at least equal that.*

*Staff should be uniformed in orgs that can afford it. A clean, well-dressed staff inspires confidence and begets the payment of bills and more service.*

*The private Scientology practitioner fails mainly on his personal lack of professional address to his clients and his personal dress is sometimes pretty grim. This is what costs him his income.*

*An org, to get anywhere at all, has to look like a real org and its staff must look like professionals. Until they can be uniformed, they can be clean.*

*Similarly, until you can have really swanky quarters you can at least have clean quarters, walls, WCs and things picked up.*

*A clean set of quarters and a neat, professional-looking staff can increase your income by about 500 per cent.*

### **IMPROVE OUR IMAGE.**

**L. RON HUBBARD FOUNDER"**

L. Ron Hubbard EXECUTIVE DIRECTIVE  
LRH ED 102 INT 20 May 1970  
SUBJECT: THE IDEAL ORC

*"The ideal org would be an activity where people came to achieve freedom and where they had confidence they would attain it.*

*It would have enough space in which to train, process and administrate without crowding.*

*It would be located where the public could identify and find it.*

*It would be busy looking, with staff in motion not standing about.*

*It would be clean and attractive enough not to repel its public."*



"ORGANIZATION

The Earth measure of success is the amount of power, authority, people, wealth and property one controls. It is not necessary to bank it to your own name if you can dictate its expenditure.

The reason we are interested in success of this kind is because it is the wherewithal to reach and get the job done. Without that, these things, except for people, are trash.

It is all very well to idealize poverty and associate wisdom with begging bowls, or virtue with low estate. However, those who have done this (Buddhists, Christians, Communists and other fanatics) have dead ended or are dead ending. That route doesn't get the job done so it isn't a workable route.

The hard fact of this civilization is, given enough money or control you can usually buy or demand your way out of any game you don't want to play. Thus you can keep on playing the game you do want to play. It is always a matter of amusement to me to find out some attacker is after money. For that's an easy one.

To keep going on a planetary salvage job you have to have the means to salvage in the frame of reference of the planet. Hence, we need the above things to get the job done.

Therefore you have to have an organization. This makes it easy to handle the activities needful for salvage and to acquire or control the wherewithal to continue to salvage.

Without power, authority, people, wealth and property you cannot make enough impact at the level of reality of the individuals you are seeking to salvage.

If you only wanted salvage for one or two, then none of these would be needed in any vast amount. But large numbers being salvaged requires organization. And organization requires the other things to keep operating and remain real.

You can therefore know your enemies by those who seek to knock out any part of your:

- a. Power
- b. Authority
- c. Personnel
- d. Wealth
- e. Property.

As collective-think demands that these items particularly be knocked out, handling and continuing an organization is a rather arduous activity.

The individual is the effect of these items, however, so if one can maintain them, one wins.

One forms an organization only in order to do (1) workable technology, (2) good execution of the technology, (3) accumulate the identities of persons, (4) offer those identities something they will buy and (5) deliver what is offered under Promotion.

Because of the character of the bank and collective think, number (1) workable technology under Promotion is not possible to achieve by an organization or group. Group research is not merely too expensive, it is also only re-search of the work generated by an individual. New ideas never appear in group research so it merely polishes at best (and messes up at worst) what has already been done technically by an individual.

Therefore organization begins at (2) good execution of the technology, exists to do (3) accumulation of the identities of persons and (5) deliver what is offered. (4) Salesmanship-offering those identities something they will buy again is usually the work of an individual-thinking up ideas and offerings.

Therefore the central control point of an activity puts an organization there to do (2) good execution of the technology, (3) accumulation of the identities of persons and (5) delivering what is offered and works individually to find new ways to do (3) accumulation of the identities of persons and originates (4) offering those identities something they will buy.

Thus a central control point has a dual engagement-(a) To put and keep the broad organization there to do (2) good execution of the technology, (3) accumulation of the identities of persons and (5) delivering what is offered; and (b) to originate better ways to do (3) accumulation of the identities of persons and new ways to do (4) offering those identities something they will buy.



*Thus the relation of a central control point to the organization is very easy to understand.*

*The hardest work consists of keeping the organization from going banky and not doing (2) good execution of the technology, (3) accumulation of the identities of persons and (5) delivering what is offered. The most brilliant work consists of better ways to do (3) accumulation of identities of persons and effective things for (4) offering those identities something they will buy.*

*This is the totality of action by a central control point. If done well, the whole organization achieves the final objective and if done badly the whole thing dead ends.*

*Great pressures exist against a central control point to violate its needs for (a) to (e) under Organization above, and it is easy to surrender without realizing that surrender is fatal in our case to everyone on this planet and perhaps ourselves as well.*

*Resist these pressures successfully and the central control point then can do (2) good execution of the technology, (3) accumulation of the identities of persons, (4) offering those identities something they will buy and (5) delivering what is offered and everybody wins.*

*And that's all there is to organization.*



## Ideal Orgs are Fulfilling LRH's Intention for Churches of Scientology

### False Statement:

When referring to Ideal Orgs, squirrels quote out of context two LRH sentences: "Don't get interested in real estate. Don't get interested in the masses of buildings, because that's not important."

Squirrels have used these two lines to claim that our current expansion and opening of new Churches is not in alignment with LRH's policy.

### True Data:

The sole purpose of our Ideal Org strategy is to be able to deliver ALL the services LRH intended to make available to mankind and to do it in an environment conducive to people rapidly stepping onto and moving on the Bridge. HE IS HERE

The two sentences above are extracted from Lecture #1, ANATOMY OF THE HUMAN MIND CONGRESS, 31 December 1960, CREATING A NEW CIVILIZATION SERIES - THE GENUS OF DIANETICS AND SCIENTOLOGY

*We own a tremendous amount of property. We own a tremendous amount of material, and so forth. And it keeps growing. But that's not important. When buildings get important to us, for God's sake, some of you born revolutionists, will you please blow up central headquarters. If someone had put some HE under the Vatican long ago, Catholicism might still be going. Don't get interested in real estate. Don't get interested in the masses of buildings, because that's not important.*

*What is important is how much service you can give the world and how much you can get done and how much better you can make things. These are important things. These are all that are important. A bank account never measured the worth of a man. His ability to help measured his worth and that's all. A bank account can assist one to help but where it ceases to do that it becomes useless.*



7

In lectures and policies, LRH described his vision of an Ideal Org. It is this vision that is now being put into reality.

**Documents:**

- 1) Lecture, 4 March 1972, FLAG EXECUTIVE BRIEFING COURSE  
HOLD THE FORM OF THE ORG, PART I - ESTO #7
- 2) LRH ED 102 INT 20 May 1970 SUBJECT: THE IDEAL ORG
- 3) HCO POLICY LETTER OF 24 AUGUST 1965 Issue II CLEANLINESS OF  
QUARTERS AND STAFF IMPROVE OUR IMAGE
- 4) Lecture, 3 September 1962 YOUR SCIENTOLOGY ORGS AND WHAT  
THEY DO FOR YOU.



ESTO #7

4 March 1972

FLAG EXECUTIVE BRIEFING COURSE  
HOLD THE FORM OF THE ORG  
PART I - ESTO #7

A lecture given on 4 March 1972

...

Now, the org board itself should express itself on the floor of the org. You say, "Well, then the ideal org building would be something that had a big -- three long buildings, that would be the Executive Division and those three buildings would be in sequence, and then they would have buildings which are HCO buildings, and then it would have buildings which were Dissem buildings and then it would have Accounting Sections and then those would be that and go right on down to 6" And that would be absolutely correct. That would be how the org form should be built if you're going to build the building.

Instead of that you rent buildings, and when you hire an architect they've got to get by the local planning authority. And the local planning authority, well, they're mostly monitored by how much they can make a building cost so that their friends who are in the building trade will be paid adequately and not starve, the poor fellows!

So, it would be rather hard at this stage of the game to actually lay out a building. But if you had a huge concrete-floored barn, and you didn't know anything more about this or that or the other thing about what to do, the best thing to do with it is to shoot all of your public lines along one short line with a representation for each division and then have the working sectors of the division back from the public lines.



L. Ron Hubbard  
EXECUTIVE DIRECTIVE

LRH ED 102 INT

20 May 1970

TO: All Staff

FROM: Ron

SUBJECT: THE IDEAL ORG

The ideal org would be an activity where people came to achieve freedom and where they had confidence they would attain it.

It would have enough space in which to train, process and administrate without crowding.

It would be located where the public could identify and find it.

It would be busy looking, with staff in motion not standing about.

It would be clean and attractive enough not to repel its public.

...



HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 24 AUGUST 1965  
Issue II

Remimeo

CLEANLINESS OF QUARTERS AND STAFF  
IMPROVE OUR IMAGE

There is no quicker way to depress income and public goodwill than to have dirty quarters and slovenly staff.

While we know it takes income to make a place look smart and to have elegant quarters, this is not the point of this policy letter.

Clean floors, walls, woodwork and service rooms require very little. Clean washrooms and proper paper towels and tissue are an ordinary requirement.

As the world goes more beatnik it is hard to keep up a standard of cleanliness and good order.

But it can be done.

And for the sake of income and goodwill it must be done.

The world has been educated by business to a tradition of clean quarters and smart service. We must at least equal that.

Staff should be uniformed in orgs that can afford it. A clean, well-dressed staff inspires confidence and begets the payment of bills and more service.

The private Scientology practitioner fails mainly on his personal lack of professional address to his clients and his personal dress is sometimes pretty grim. This is what costs him his income.



17

An org, to get anywhere at all, has to look like a real org and its staff must look like professionals. Until they can be uniformed, they can be clean.

Similarly, until you can have really swanky quarters you can at least have clean quarters, walls, WCs and things picked up.

A clean set of quarters and a neat, professional- looking staff can increase your income by about 500 percent .

IMPROVE OUR IMAGE.

L. RON HUBBARD  
FOUNDER



CLEARING SUCCESS CONGRESS  
1962  
Lecture #8

3 September

YOUR SCIENTOLOGY ORGS AND  
WHAT THEY DO FOR YOU

A lecture given on  
3 September 1962

. . .

Well, one of our difficulties in holding together an organization is people. And these are awfully good people in Central Organizations. These are terrific people. At a sacrifice of considerable income and a lot of other sacrifices, these fellows and girls stay on the job and get the job done. One could not render a high enough tribute to them, because it has not been easy and they have done it extremely well. And they're still there and they've still got the show on the road.

And now we're thinking in terms of new buildings and designing new buildings all over the world. In other words, we've kept it there for a long time; now we're going to keep it there with exclamation points. We've even got the designs for these buildings.

Johannesburg is going mad because I just won't give them the word to go ahead on ... Somebody is willing to build them building and let them have the second, third and fourth floors of this building for headquarters, and so on. And they've got this deal, it's beautifully arranged and everything is fine. But that isn't the point. It wouldn't be their building. And they would outgrow it so fast, they wouldn't know what hit them. They would no more than get moved in to this new five or six thousand square feet of floor space, than they would have outgrown it.

Actually, it requires two types of building in one of these Central Organizations. It requires a city building, one that is downtown and rises straight up from the ground to some height. And it requires one out in the country which sprawls all over the place on one floor...



## DONATIONS FOR NEW BUILDINGS

### FALSE REPORT:

"There is no LRH policy that condones regging public Scientologists for donations for org buildings."

### TRUE DATA:

In HCO Policy Letter of 7 February 1965, KEEPING SCIENTOLOGY WORKING SERIES 1, LRH said:

"The contributions that were worthwhile in this period of forming the technology were help in the form of friendship, of defense, of organization, of dissemination, of application, of advices on results and of finance. These were great contributions and were and are appreciated. Many thousands contributed in this way and made us what we are."

In HCO Policy Letter of 24 December 1966 Issue I, Admin Know-How Series 10, HOW TO PROGRAM AN ORG, SAINT HILL PROGRAMS, LRH said:

"In past years we have had many problems resulting in programs as follows:"

(...)

"General improvement of finances. (OT activities .)

"Buildings for Scientology orgs. (OT activities .) "

In HCO Policy Letter of 2 December 1968, GUNG-HO GROUPS, New OEC Volume 6, beginning on page 846, LRH writes the following:

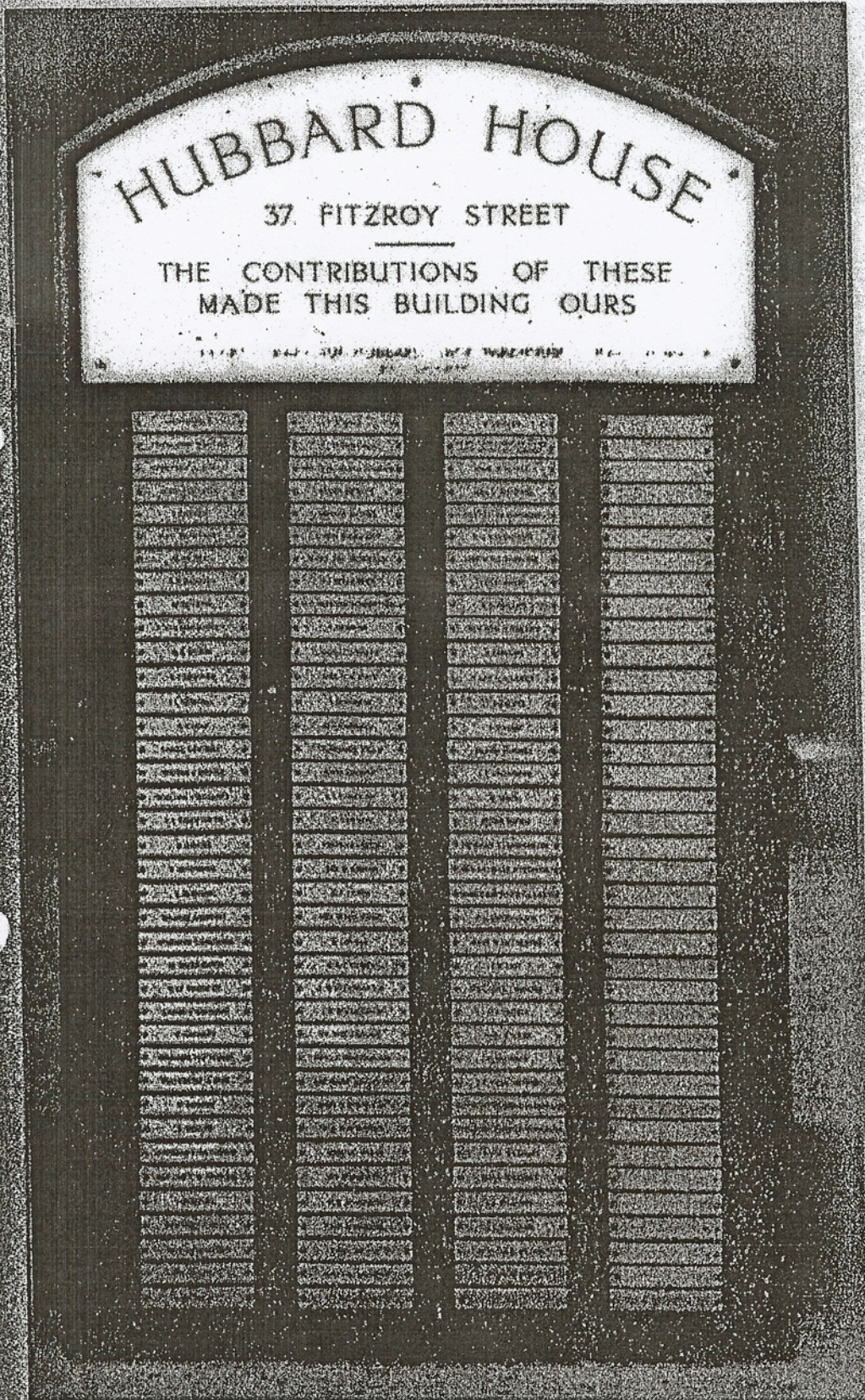
### "FINANCE

*"Most groups run by membership fees or contributions and are rarely prosperous enough to maintain themselves.*

*"The group activities are financed by the following:*



# FITZROY & THE FIRST FUNDRAISER



"THE CONTRIBUTIONS OF THESE MADE THIS BUILDING OURS" titled the honor roll from the first Scientology Organization building that was purchased through the donations of Scientologists.

It was 37 Fitzroy Street in London, in the mid 1950's and no small piece of the history which makes us what we are today.

From this stable point, LRH began the study into organizational charts and policies. And while this research would continue for some years into the future, its beginnings were here.

Imagine having stamped the future of Scientology with a contribution that bought the building that was the stable point for all the forward advance of Dianetics and Scientology of the time.

From this large step in history, came the early policy letters and bulletins and the very woof and warp of Scientology, its application, its promotion, its delivery, its training and everything that was necessary to move things forward.

What did such a contribution mean? What could certainly be said is that those who contributed and bought that building, the central hub of Scientology for some years, did do what it took to make sure that whatever potential could be had from such a new technology would get the facility needed to accomplish its ends.

In a time when the religion had hardly even begun, such contributions from the hearts of Scientologists were based on no more than the truth they'd seen in the technology from no more than just a few years, less than ten, and the potential to build a foundation where that technology



and its truth could be enhanced, disseminated and advanced.

In those days, there were no huge fields of Scientologists waiting to go forth and Clear the planet. There was only the dedication of the few with their own personal testament of their experience with a new technology still in development. And yet the actions of those few really did mean *everything* for the future generations and Mankind.

Those who did what it took to put that foundation there, in 37 Fitzroy, at the time when it was really needed, are remembered to this very day on that very same plaque.

Today, look closely at our Ideal Org strategy. Is it really so very different than at that time? Sure, today we have millions of Scientologists the world over—which is only to say that we have many times the resource today than Ron had back there at 37 Fitzroy. But the concept is the same.

We're building central orgs, and while they are the "hubs" of Scientology and expand out to build more groups, train those groups and missions in the technology so that they can in turn open up even more areas to Dianetics and Scientology, they do so with a lot more technology and services than was available in the mid 1950's. 37 Fitzroy was a large building for the time – largely capable of delivering the functions and technology available at that time. However, the technology of that day was very far from fully codified and laid down in easily consumable packs and courses, etc. There was no Golden Age of Knowledge or Golden Age of Technology. In fact, at this time there was not even a Classification and Gradation Chart to show the Bridge. Ron had only just begun the training of auditors in earnest and had no finalised and codified gradient of training.

Today, we have literally hundreds of services, each one uniquely able to address a very important part of life. We have the entire Grade Chart. Which piece of technology should be left out? Well, of course, none. But that requires a larger building, and organization to deliver the full breadth of Scientology today.

It's no wonder that miracles occur from doing exactly what Ron did, way back there at 37 Fitzroy – securing a building suitable to deliver all the functions of that organization, making it a stable base from which to expand, and building that organization to actually put to use all parts of the technology. That is our Ideal Org strategy – which has brought without question the single biggest expansion of Scientology the world over.

The people of Africa need our help. Our future generations need our help. They inherit the Scientology we leave them. And so we build Scientology for the long haul.

