

DISTRIBUTE TO: District through Territory Leaders, Zone and Territory Offices
FROM: SGI-USA National Leaders
SUBJECT: November 2021 Sustaining Contribution Campaign

Thank you very much to everyone for your hard work during the publications campaign. We closed out October with thousands more subscribers than we had at the beginning of the month, and many have also switched to auto-renewal. This is the fruit of your hard work and dedication. We greatly appreciate you!

And now, on to November and our Sustaining Contribution campaign, which runs from November 1 through December 19, 2021. This is another great opportunity for all of us and our members to express our deepest appreciation to this amazing practice and also create great good fortune while advancing kosen-rufu.

What's "different" compared with past campaigns?

One thing that's different is that information about whether a specific individual is participating in Sustaining Contribution will not be available, although there are download-able reports that will show the current number of Sustaining program participants in a given chapter or district.

The reason SGI-USA took this step is out of sensitivity to the heightened awareness that many members have about protecting their privacy and personal information.

What's the same?

What remains the same is the essence of our campaign – namely, that:

- By creating a Sustaining Contribution program or by increasing your existing Sustaining amount, we make an offering to the Law. When we offer something of great value for the sake of Buddhism – and financial contributions are, along with their time, the most precious offerings our members can make – we cannot help but create causes for tremendous good fortune that will definitely manifest in the present and the future, in our lives and in the lives of our families as well.
- In addition, funds contributed will be used to advance the “forces of the Buddha” in these very troubled and confused times. There is no more noble undertaking than this!

So, in a circumstance where we cannot know who among our members is participating and who isn't, the key factor will be our own determination, pride and action as Sustaining program participants.

As with all SGI campaigns, compassion flowing from profound prayer, joy and conviction emanating from our lives as leaders, along with openly and warmly sharing our own experiences in faith with sustaining contribution, will be the key to victory.

In this month of November, the founding month of the Soka Gakkai, let's continue to cherish each precious member and engage in heart-to-heart dialogue.

In conclusion, Ikeda Sensei shares that “continuity is strength.” Let's pray, take action and share freely at discussion meetings, Zoom visits, or any time about Sustaining Contribution, the fortune and benefit it entails, and the great impact that such contributions have on kosen-rufu. Thank you very much again!