

The 60–50 ISKCON Connection Campaign

Executive Summary

1. Executive Vision: The 60–50 Initiative

The 60–50 campaign connects two major milestones: ISKCON's 60th anniversary in 2026 and the 50th Tirobhava anniversary of Srila Prabhupada in November 2027.

The global initiative launches October 2, the anniversary of Srila Prabhupada's arrival in the United States. The goal is to address organizational fragmentation by expanding the ISKCON Connection database and helping create a globally connected family.

This is more than a registration drive. By ensuring that followers are “connected and counted,” the campaign provides the GBC and local leaders with a stronger foundation for global coordination and future growth.

2. The Historic Offering at Srila Prabhupada's Samadhi

A central objective is to create a permanent record of the worldwide ISKCON family as an offering to Srila Prabhupada.

The names of all registered ISKCON Connection members will be micro-engraved on copper plates. Beginning in November 2027, the plates will be formally offered and placed at Srila Prabhupada's Samadhi Mandir in Sri Vrindavan Dham. The offering will continue annually so that future members can also be included.

This creates a lasting expression of gratitude and a permanent record of the worldwide ISKCON family.

3. Membership Philosophy and Constitutional Affirmation

ISKCON has adopted a standardized membership definition in its Constitution to support a unified understanding of what it means to belong to Srila Prabhupada's family.

The official membership statement is:

“I wish to be counted as part of the spiritual family of the International Society for Krishna Consciousness (ISKCON), and I will practically support its mission. I accept the teachings of Lord Krishna as presented by His Divine Grace A. C. Bhaktivedanta Swami Prabhupāda, Founder-Ācārya of ISKCON. I am grateful to participate in this spiritual movement intended for the upliftment of the entire human society.”

Membership is based on three criteria:

- Desire to belong: A voluntary choice to be counted as part of the ISKCON family.
- Practical support: A commitment to support the mission in a way feasible for the individual.
- Philosophical alignment: Acceptance of Lord Krishna's teachings as presented by Srila Prabhupada.

Registration focuses on the individual's sincere desire to belong, rather than on a specific level of ritual practice. Bhakti practices are encouraged but are not a requirement for registration. This inclusive approach is intended to reflect the full scope of the global community.

4. Global Scope and Regional Registration Targets

The campaign goal is 500,000 members. Regional targets help local leaders understand how their efforts contribute to the global objective.

Region	Registration Target
India	350,000
USA & Canada	50,000
Europe	40,000
Latin America & Caribbean	15,000
Africa	10,000
Oceania	10,000
Russia	10,000
Middle East	5,000
Southeast Asia	5,000
Far East Asia	2,000
South Asia	2,000
Central Asia	1,000
Grand Total	500,000

India represents 70% of the global goal, while North America is the second-largest target. These benchmarks provide a framework for regional growth and coordination.

5. Value for Local ISKCON Centers

ISKCON Connection provides tools to help Temple Presidents and congregational leaders cultivate their communities while connecting local participation with the global ISKCON family.

- Local center opt-in: During registration, members can opt in to receive updates from their specific center.
- Custom QR codes: Use posters and handouts to track registrations attributed to your center.
- Unique tracking links: Use in temple newsletters and digital outreach.
- Dedicated landing pages: Register people for ISKCON Connection while collecting local surveys or sharing news.
- Mailing-list integration: Incorporate registration into your existing temple sign-up process.

Beyond monthly regional reporting, ISKCON Connection can provide data based on the city members enter, helping leaders map and cultivate their local communities.

6. Data Privacy, Security, and Confidentiality

Trust and data integrity are central to the ISKCON Connection relationship.

- Data collected: Name, email, city, and country, with optional initiation details.
- Third-party protection: Personal data is not shared with third parties.
- Confidentiality: Information is used only for communications the member chooses to receive.

Important for leaders: We are not asking for your mailing or donor lists. We are asking you to distribute campaign communications to your own lists. You retain control of your data; ISKCON Connection serves as a facilitator for deeper connection with the global mission.

7. Implementation Roadmap: Leader Action Steps

1. Assign responsibility: Designate a local team leader or coordinator, ideally someone responsible for congregation or community development.

- 2. Set a local goal:** Use current donor and attendance data to establish a realistic registration target.
- 3. Choose channels and printing:** Select QR codes and/or landing pages. Determine printing needs for A3 posters, trifold brochures, and cards.
- 4. Launch the campaign:** Begin with a dedicated Sunday Feast talk focused on ISKCON's 60th anniversary and its purposes. Follow with segmented WhatsApp and email outreach.
- 5. Report monthly:** Use the global team's monthly reports to track progress. Share successes, innovations, and challenges so the global strategy can be refined.

8. Support Toolkit and Resources

High-quality materials are available to reduce the administrative burden on local teams.

- Promotional videos: 2-minute and short versions for Sunday Feasts and social media.
- Graphics: Canva templates and PDFs for A3 posters, trifold brochures, and handout cards.
- Templates: Suggested Sunday Feast announcement language and ready-to-use email and WhatsApp messages.

Leader support and links:

- Public Resource Drive: [Google Drive Link](#)
- North America Google Group: Join for exclusive resources
- North America WhatsApp Group: Real-time support

Contact:

- Campaign website: iskconconnection.org/campaign
- Office email: Office@ISKCONConnection.org
- WhatsApp: +1 (914) 860-0108
- Personal support: Pancharatna das (Pancharatna@gmail.com)

Get Connected. Get Counted.

The 60–50 campaign is an opportunity to offer Srila Prabhupada a historic gift: a unified, connected, and counted worldwide family. By mobilizing your community, you help ensure that every devotee is included in this offering at Vrindavan. Let us work together toward the 500,000-member milestone for the pleasure of our Founder-Ācārya.