

# Economics of Love

## Project Proposal

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## Executive Summary

### Objective

Our objective in initiating The Economics of Love project is to transition the American economy from its evolutionary concepts of scarcity, limited resources, and survival of the fittest, into a Biblical economy based on concepts of abundance, universal resources, and the distribution of love.

### Concept

Economics can be defined as the study of the movement of value within a society. 1 Corinthians 13:1-3 teaches that without love, there is no value to move. Economics is not an invention of man. The first distribution of value occurred when God said, "Let there be light" (Gen. 1:2). The laws which govern its movement have been in place since creation. The principles of economics have been operating in nature literally since time began.

The Bible declares that God is light in 1 John 1:5. The Bible also declares that God is love in 1 John 4:8 and 16. Whether you interpret those verses literally or metaphorically, the Biblical parallels between light and love are significant. Both are characteristics of God and are life sustaining forces of limitless power. It is no stretch to believe love flows through society following the same laws that distribute energy (light) through nature. Four of these laws, **Perpetual Benefits, True Value, Universal Resources, and Excess Value**, defined later, are the cornerstones of the Economics of Love.

The Economics of Love studies the nature and impact of love as it moves through society. Since God has given mankind the responsibility for its distribution, the magnitude of its impact is wholly dependent on the quality of its distributors. For this reason God Himself became man, in the person of Jesus Christ. His sacrifice on the cross is the definitive expression of love. To be a distributor of such love a man must first become a recipient. Christ's love enters anyone who signs the irrevocable contract offered in Romans 10:9-10, "...if you confess with your mouth that Jesus is Lord and believe in your heart that God raised him from the dead, you will be saved. For with the heart one believes and is justified, and with the mouth one confesses and is saved".

Believers are commanded to love God with all their heart, soul, mind and strength (Mk. 12:30) and also, to love his neighbor as himself (Mk. 12:31). But, obeying the command is not an obligation, it's a natural response. "We love [God] because he first loved us", 1 Jn. 4:19. The nature of love is that it is reciprocal and progressive. 1 Jn 3:16, "By this we know love, that he laid down his life for us, and we ought to lay down our lives for the brothers". Love is designed for distribution.

However, the command to distribute love was made with human nature in mind. Effective distribution requires constant vigilance from heart, soul, mind and strength against the enemy within. Love is invincible, but unguarded thoughts constantly short-circuit the power source. A spiritual war is raging in our mind. Our weaponry, outlined in 2 Cor. 10:3-6, is summarized in verse 5, "...take every thought captive to obey Christ...".

Taking every thought captive to obey Christ is a total commitment to do everything in love (1 Cor. 16:14). It is a personal resolve that love will dominate ones social life, family life and business life; that love will be reflected in every thought, every motive and every action. This will require reading the Bible diligently and praying constantly in a never ending quest to draw ever closer to God, the omnipotent creator—the source and power of ultimate love.

This level of commitment is the believer's reasonable service (Rom. 12:1). And providing tools to the local church that facilitate such commitment is the impetus behind the Economics of Love project.

## Goals

1. To establish genuine humility and unity within and throughout our national Body of Christ by the perpetual and universal distribution of love.
2. To unite around a prayer for personal, economic, and national revival, similar to the following: Dear Lord Jesus, let the American\* economy become an economy of love. Let love turn into repentance. Let repentance turn into salvation. Let salvation turn into revival. Let revival turn into a raptured\* America\*. \*(Feel free to replace "raptured" with your adjective of choice and "America" with your preferred country.)
3. To facilitate a hunger and a search for God throughout our nation.
4. To cultivate personal, and national repentance as a result of the distribution of love.

God promises in II Chronicles 7:14, "if my people who are called by my name humble themselves and pray and seek my face and turn from their wicked ways, then I will hear from heaven and will forgive their sin and heal their land".

## Problem

The problem is twofold. People don't know that God designed economics to distribute love. Most people think the economy is fueled by money. It's not; it's fueled by love expressed in value. Money and value are not the same thing. Value is built on love. It is a tangible item or action that fills your stomach when you're hungry, digs a hole when you're building or makes you laugh when you're relaxing. By itself, it satisfies your needs and/or your wants. Through love, value provides for your neighbor as well. Money does none of those things on its own. It has no intrinsic value.

Over time, money evolved from a convenient device to measure value, into a device with the power to define value. Just as money, not authorized by a sovereign nation, is counterfeit money; value not defined by a sovereign God, is counterfeit value. God designed value to have intrinsic worth and utility. Both nature and God's Word make that obvious.

Every value in nature and the Bible has limits, boundaries, and moral distinction. Food has value for people to eat. Too much food makes you fat. Limits. Water has value for people to drink, but not to breathe. Boundaries. Working is good. Stealing is bad. Moral distinction. Counterfeit values are deceptive because they appeal to our passions. They are values that exceed limits, ignore boundaries and lack morality. The Economics of Love has adopted the term **True Values** to distinguish them from the counterfeit.

Money, as a man-made measurement device, with an unnatural power to define value, is agnostic. It has no allegiance to any regulatory agency or moral compass. Thus, the values it defines and promotes, likewise, have no limits, boundaries, and moral distinction. Counterfeit values are destructive by nature.

Several problems arise from an economy that equates money with value. The following is only a partial list:

1. Since money sees no difference between true and counterfeit values, destructive influences can buy their way into economic dominance. The same dollar which buys food that feeds you, buys drugs that kill you.
2. In a traditional economy, only values that can be measured by money are exchanged. A true value, whose worth is beyond measure, has no economic impact. You can't buy food with loyalty or spend integrity at the gas station. Being the Good Samaritan had a price tag not a paycheck.
3. Because money wields the nearly unlimited power to acquire, greed tends to dominate traditional economies. Fake reports of shortages, in order to raise prices, are common during a disaster. "Never let a good crisis go to waste" is a rule of law for price gouging opportunists.

4. Greed creates **Excess Value**, a phenomenon that occurs when over accumulation turns a benefit into a destructive force so powerful that it destroys the system that stores it. Place a magnifying glass over a plant and the life-giving sunlight is concentrated beyond the storage limits of the leaves. The excess heat destroys the plant. Hoarding turns a home into a prison. Socially isolated hoarders are incarcerated within the walls of their excess.

The second part of the problem is the reason God instructed “*His people*” to turn from “*their wicked ways*” (2 Chron. 7:14). At the very least, turning from “wickedness” begins with a commitment to love God and others as His first commandment requires.

The Body of Christ is to be bound together in love (Eph. 4:6) and there is great power in unity. Unless church programs constantly challenge its leaders and congregation to circulate love with every thought, word and action love’s impact will be reduced to the level of the status quo. The unity in Christ’s Body will remain elusive. Nothing will change and the opportunity for God to heal our land will be delayed... again.

### Solution

The solution to every problem begins with love. Love is the ultimate universal resource. A **Universal Resource** is universally available, immensely valuable, generally available without cost, and is a platform on which other resources can be built. Everything that possesses true value is built on a foundation of love. 1 John 4:8, “... God is love”.

The Economics of Love emphasizes the Biblical principle of **Perpetual Benefits**, an idea drawn from combining Galatians 6: 9,10 with 1 Corinthians 13. Simply paraphrased, the combined verses say, “Always give genuine love to everyone by doing good and never stop.” Perpetually doing good is nothing more than transforming love into practical value, distributing it with every human interaction. Smiling, squelching an irritation, random acts of kindness...all examples of love transformed into practical value.

Human interactions form a power grid connecting us with every other person on the planet. Our speech, attitudes, and behavior form power lines of interaction that either switch on or off the flow of love. Our thought life regulates the love that travels through our homes, neighborhoods, where we play and where we do business. Wherever we go and whatever we do, value is measured by the amount of love that flows through.

The Economics of Love teaches and models how love can effectively move through every aspect of our lives, including the economy. Unlike traditional economics, the Economics of Love allows for no separation between our personal and professional lives. The phrase, “It’s only business. It’s not personal”, no longer applies.

### Method

Local churches and denominations will each lead their own Economics of Love Project. The collective impact of each church’s interpretation of the Economics of Love will transform the economy. They will economically unite on the basis of love, because unity is in the concept, not the interpretation. Doctrinal differences are irrelevant when economic participation is the only shared event, and love, in word, thought and action, is the only binding requirement. In loving behavior there is common ground, without the need for compromising any denominational distinctive.

Every church that joins the project will receive the Business & Community Church Directory website without charge. It is a vital tool for teaching, promoting, and practicing the principles of the Economics of Love. They will have complete freedom to adapt and teach those principles in a manner compatible with their beliefs.

The website will promote the distribution of love through two essential functions. It will serve as a business directory where local church members can advertise the sale of their products and services. It will also serve as a social media platform with characteristics similar to Facebook, Instagram and YouTube.

The social platform will encourage church members to create content in any of three general categories. In the “Talk” category they will be invited to post content that invites conversations, with fellow members, on topics of their choice. They will list the days and times they would like members to exchange love through conversation around a shared interest. Think of a phone call, instead of a Facebook comment, in real time, with real people you are likely to see the following Sunday in church.

Bible study groups, teams, clubs and other church sponsored organizations will use the “Meet” category to distribute love through fellowship, news, schedules and invitations to participate in favorite activities. Maps, contact information and bulletin boards within each post will serve as an information and communication center for interested church members.

The “Help” category will allow those in the congregation with special skills, knowledge or experience to offer love by freely sharing their expertise or over abundance (excess value) with church members in need. Through the networking option, with other churches, special needs can be met through the collective distribution of love from multiple congregations.

The purpose of the Business & Community Church Directory is to serve as a training platform for the distribution of love and fellowship within the local church and beyond (see Master Plan diagram). It will encourage local churches to commission businessmen, brandishing the tools of love, to serve as missionaries to the economy, supported by the collective power of the Body of Christ, united through the Economics of Love.

Love is a Universal Resource, valuable beyond measure, unlimited, and freely available. This, and other universal resources, both natural and the by-product of industry, will be leveraged by businesses trained in the Economics of Love. These missionary businesses, under the leadership of the Holy Spirit and supported by the Body of Christ (economically united), will first prosper, then thrive and ultimately transform the national economy into an economy of love.

## Project Outline

### PHASE ONE: Business & Community Church Directory (BCCD) Development

1. The prototype website is completed. And an Economics of Love blog page is added to the BCCD website.
2. The BCCD website is beta tested in five target churches.
3. Managed roll out and word of mouth distribution begins.

### PHASE TWO: Business Ministry Emporium Development (BME)

4. The BCCD website is expanded to include a link to the BME sub-domain. BCCD members of the Community side as well as the Business side will have the option to link their page to BME and have a return link on its website
5. The directory website is beta tested in 5 churches with a simplified BME.
6. BME is expanded with services created from universal resources.
7. A liquidity pool is created from monetized traffic that is to be distributed to members using their BCCD website.
8. The directory website links church members to the BME resource pool and encourages them to donate a portion of their proceeds to their local church through tithes and offerings.

### PHASE THREE: Model Missionary Business –

9. Locate, within each local church, entrepreneurs and business owners called to have missionary businesses.
10. Establish a business help center in the “Help” section of each church and introduce them to Followers of One.
11. Assist in finding marketing and other appropriate resources.

**PHASE FOUR: Distribution**

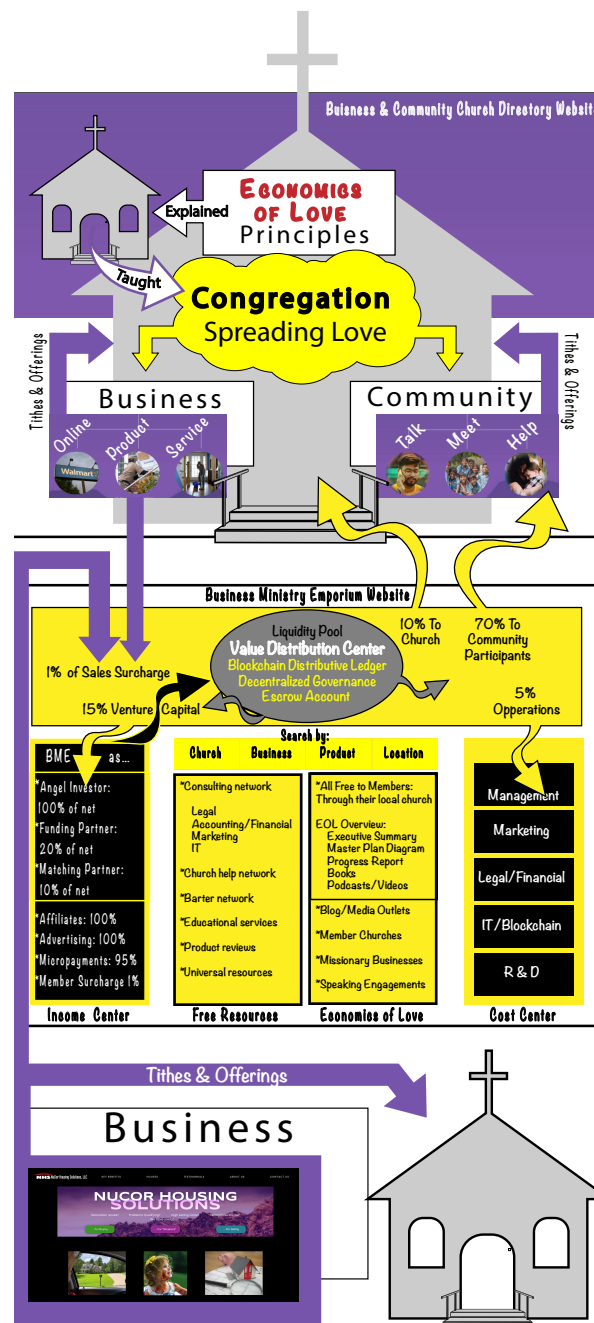
12. Church members use the directory website to distribute love socially and economically. They receive profit distributing love.
13. The church profits from the Economics of Love.
14. The church teaches the Economics of Love.

**PHASE FIVE: Economics of Love Foundation Development**

15. A research institute exploring natural and physical sciences for economics patterns is established.

**PHASE SIX: Mass Adoption**

16. The united Body of Christ distributes love in all its forms.
17. Love captures the American economy.
18. America and all other nations that worship God are raptured\*.



**Sample Missionary Business**

Definition: A business owned by a church member, dedicated the principles of the Economics of Love and committed to spreading love throughout the economy.

Click link for printable view of the diagram.

<https://economicsoflove.church/wp-content/uploads/2023/12/Master-Plan-Diagram-.pdf>