



Module 12: Exam/Marketing

Let the wise listen and learn yet more, and a person of discernment will acquire the art of guidance.

Proverbs 1:5

I am certain you are questioning why this module was not titled Final Exam! The answer is simple—nothing in the world of knowledge and learning should ever have a final moment! Similarly, as an Animal Chaplain the pursuit of knowledge through study, reflection, experience and prayer continues *ad aeternum*—without end. Why?—because the differences and variances in people and animals and in ceremonies, celebrations and services, continue to evolve.

The way we “market” our services will also continue to evolve. And because we are still in our infancy, patience will be important.

There are many religious institutions out there with varying degrees of concern for animals. People will continue to go back to “what they know” and are comfortable with especially for spiritual nourishment. That said, there are opportunities for spiritual nourishment that will come for a variety of reasons.

I strongly believe that we all need to start by being a positive, spiritual voice for animals in need, therefore establishing a credibility with people. Once we can build this momentum, opportunities to serve will surface.

Our new Facebook page, “Animal Chaplains for Noble Strength” is a good starting point for this collective voice as we will establish relationships with those in animal care.

Furthermore, one of my favorite mantras is that we need to learn from each other—human or animal. In keeping with this philosophy, our family of Animal Chaplains will meet regularly to share experiences and lessons learned along the way, as well as to discuss how we have strengthened our weaknesses, and developed our strengths to be more effective in adding value and significance to the people and animals we encounter and administer to along our Animal Chaplain journey.

Module 12: Exam

1. In your opinion what are the three most important things you learned in this course? How will you apply this learning to the practical application of the Animal Chaplain Ministry? What if anything would you add?
2. List at least two areas you feel you are not sufficiently developed for in order to succeed in your ministry. What is your game plan to change this situation? Is there something you feel I can do to help you become a more empowering Animal Chaplain? If so, kindly explain?
3. What will be your contribution to making the world understand the value of animals; to teach them about their rights as creatures of God, rights to life, love, happiness, dignity and respect? How will you carry out this plan?
4. What are your thoughts regarding the Animal Chaplain Ministry? How would you speak to others expressing interest in answering the call to become an Animal Chaplain? What advice would you offer? Would I be able to help here?
5. Please provide any thoughts you can contribute towards a marketing plan that can assist our family of Animal Chaplains.

Congratulations!

**You have successfully completed
Module 12. Your journey has just
begun!**