

Ten Year Crusade 1953-1963

Launching of the Ten Year Crusade

Bahá'í Geography 7
Teaching the Bahá'í Faith

The Ten Year Crusade

The Guardian, Shoghi Effendi, launched the *Ten-Year Crusade 1953-1963* that aimed to take the Bahá'í Faith to all the places mentioned by 'Abdu'l-Bahá that had not yet been opened by 1953. All those who were first to arise and settle in those places were named **Knights of Bahá'u'lláh**, and their names were later placed on a scroll laid under the threshold of the Shrine of Bahá'u'lláh. This is the story of their victories.

Intercontinental Teaching Conferences

The crusade was launched with four Intercontinental Teaching Conferences in 1953, in Kampala, Uganda, Chicago, Illinois USA, Stockholm, Sweden, and New Delhi, India. The Chicago conference also saw the dedication of the Bahá'í House of Worship in Wilmette, Illinois, USA.

Intercontinental Teaching Conferences

I hail with a joyous heart the convocation in the heart of the African continent of the first of the four Intercontinental Teaching Conferences constituting the highlights of the world-wide celebrations of the Holy Year which commemorates the hundredth anniversary of the birth of the Mission of the Founder of our Faith. I welcome with open arms the unexpectedly large number of the representatives of the pure-hearted and the spiritually receptive Negro race, so dearly loved by 'Abdu'l-Bahá, for whose conversion to His Father's Faith He so deeply yearned and whose interests He so ardently championed in the course of His memorable visit to the North American continent.

(Shoghi Effendi, From a letter dated February 1953 to the African Intercontinental Teaching Conference)



African Teaching Conference, Kampala 1953

International Teaching Conferences

I am reminded, on this historic occasion, of the significant words uttered by Bahá'u'lláh Himself, Who, as attested by the Centre of the Covenant, in His Writings, "compared the coloured people to the black pupil of the eye", through which "the light of the spirit shineth forth". I feel particularly gratified by the substantial participation in this epoch-making Conference of the members of a race dwelling in a continent which for the most part has retained its primitive simplicity and remained uncontaminated by the evils of a gross, a rampant and cancerous materialism undermining the fabric of human society alike in the East and in the West. eating into the vitals of the conflicting peoples and races inhabiting the American, the European and the Asiatic continents, and alas threatening to engulf in one common catastrophic convulsion the generality of mankind.

(Shoghi Effendi, From a letter dated February 1953 to the African Intercontinental Teaching Conference)

International Teaching Conferences

I acclaim the preponderance of the members of this same race at so significant a Conference, a phenomenon unprecedented in the annals of Bahá'í Conferences held during over a century, and auguring well for a corresponding multiplication in the number of the representatives of the yellow, the red and brown races of mankind dwelling respectively in the Far East, in the Far West and in the islands of the South Pacific Ocean, a multiplication designed ultimately to bring to a proper equipoise the divers ethnic elements comprised within the highly diversified world-embracing Bahá'í Fellowship.

(Shoghi Effendi, From a letter dated February 1953 to the African Intercontinental Teaching Conference)



Bahá'í All-America Intercontinental Teaching Conference, Chicago, Illinois, May 3-6, 1953.

North American Teaching Conference, Chicago 1953

Chicago Conference May 1953

On the occasion of the launching of an epochal, global, spiritual, decade-long crusade, constituting the high-water mark of the festivities commemorating the Centenary of the birth of the Mission of Bahá'u'lláh, coinciding with the ninetieth Anniversary of the Declaration of that same Mission in the Garden of Ridván, and synchronizing with both the convocation of the All-American Intercontinental Teaching Conference in Chicago, and the fiftieth Anniversary of the inception of the holiest Mashriqu'l-Adhkár of the Bahá'í world and its dedication to public worship — on such a solemn and historical occasion I invite His followers, the world over, to contemplate with me the glorious and manifold evidences of the onward march of His Faith and of the steady unfoldment of its embryonic World Order both in the Holy Land and in the five continents of the globe.

(Shoghi Effendi to US NSA May 1953)



Dedication of Bahá'í Temple, Wilmette, USA 1953



European Teaching Conference, Stockholm 1953

Guide book
to the
Ten Year Crusade

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

THE BAHÁ'Í FAITH

1844-1952

INFORMATION STATISTICAL AND COMPARATIVE

Including Supplement

TEN YEAR INTERNATIONAL BAHÁ'Í TEACHING

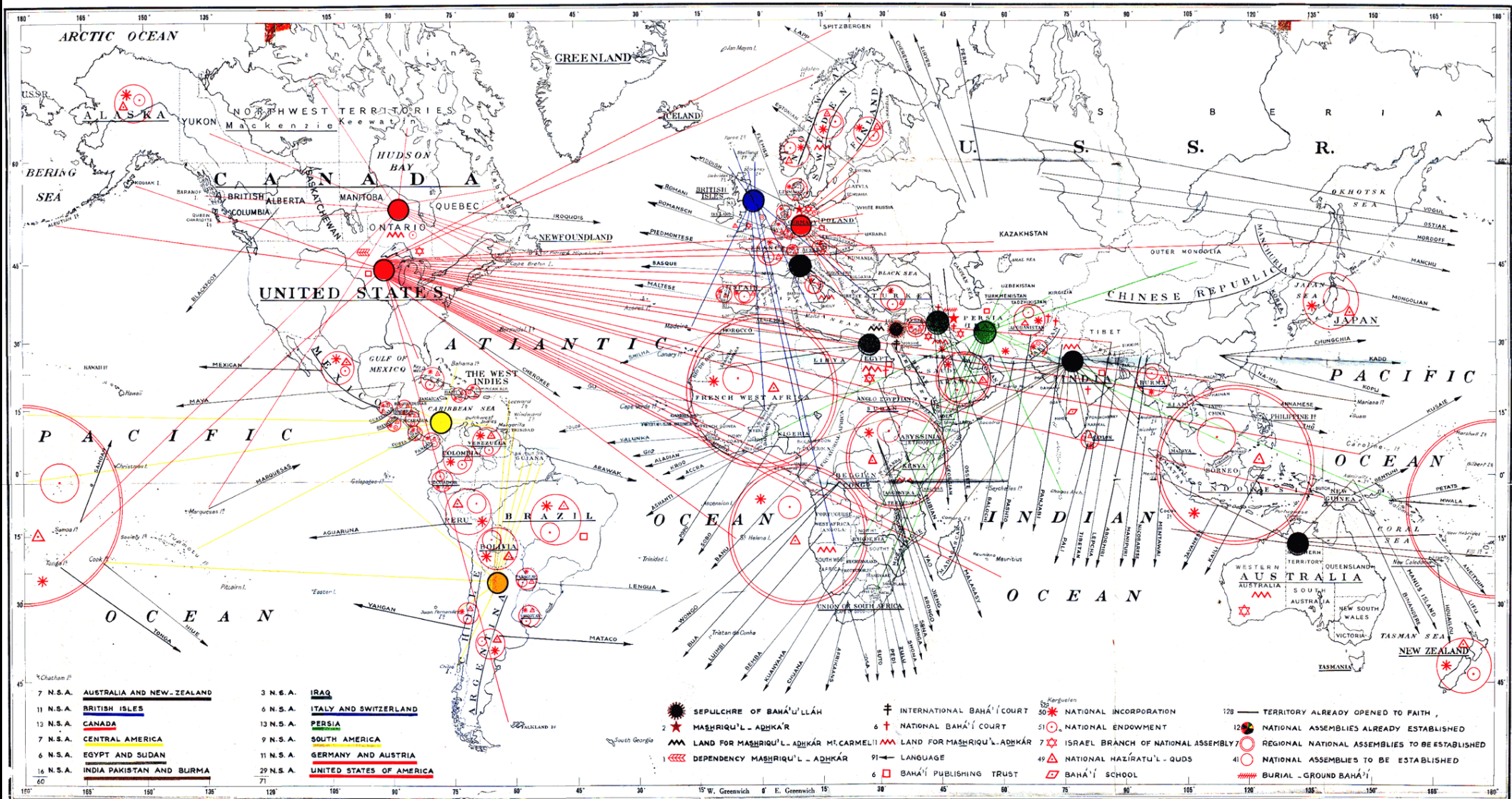
AND CONSOLIDATION PLAN

1953-1963

Compiled by

SHOGHI EFFENDI

Guardian of the Bahá'í Faith



The Guardian's Map of Crusade Goals 1953

The call to teach

Having... obtained a clear understanding of the true character of our mission, the methods to adopt, the course to pursue, and having attained sufficiently the individual regeneration --the essential requisite of teaching--let us arise to teach His Cause with righteousness, conviction, understanding and vigor. Let this be the paramount and most urgent duty of every Bahá'í. Let us make it the dominating passion of our life.

(Shoghi Effendi. "*Bahá'í Administration: Selected Messages 1922-1932*", (Wilmette: Bahá'í Publishing Trust, 1980), pp. 69-70)

The call to teach

Let us scatter to the uttermost corners of the earth; sacrifice our personal interests, comforts, tastes and pleasures; mingle with the divers kindreds and peoples of the world; familiarize ourselves with their manners, traditions, thoughts and customs; arouse, stimulate and maintain universal interest in the Movement, and at the same time endeavor by all the means in our power, by concentrated and persistent attention, to enlist the unreserved allegiance and the active support of the more hopeful and receptive among our hearers.

(Shoghi Effendi. *"Bahá'í Administration: Selected Messages 1922-1932"*, (Wilmette: Bahá'í Publishing Trust, 1980), pp. 69-70)

The call to teach

Let us too bear in mind the example which our beloved Master has clearly set before us. Wise and tactful in His approach, wakeful and attentive in His early intercourse, broad and liberal in all His public utterances, cautious and gradual in the unfolding of the essential verities of the Cause, passionate in His appeal yet sober in argument, confident in tone, unswerving in conviction, dignified in His manners--such were the distinguishing features of our Beloved's noble presentation of the Cause of Bahá'u'lláh.