

# Lama Yeshe Wisdom Archive



*[www.LamaYeshe.com](http://www.LamaYeshe.com)*

Publishing the FPMT Lineage  
A Five-Year Plan  
2008-2012



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## 1.0 Executive Summary

The Lama Yeshe Wisdom Archive is the definitive collection of teachings of Lama Thubten Yeshe and Lama Zopa Rinpoche—in essence the life works of both Lamas.

Lama Yeshe and Lama Zopa Rinpoche were pioneers in the spread and development of Buddhist teachings to the world outside of Tibet and India. The teaching style of each Lama is unique and extraordinary; together, their teaching presents the most profound aspects of Buddhist philosophy in both an easily accessible traditional format and an equally accessible contemporary format based on the truths of universal psychology.

Lama Yeshe passed away in 1984; Lama Zopa Rinpoche continues to teach. Founded in 1996 by Lama Zopa Rinpoche, the Lama Yeshe Wisdom Archive's mission is to capture and preserve these teachings and make them available in various ways in order to extend the outreach of both Lamas to the maximum extent possible.

Since its inception, the LYWA has become firmly established, building a technological infrastructure to safely store Archive materials and establishing a web presence that provides both free Internet access to published teachings and secure access to the entire Archive to editors working on the teachings. Also, with well over 500,000 books in print, the Archive is a leading provider of teachings by these two Lamas and a gateway for countless people into the study of Buddhism.

### 1.1 Mission

The Lama Yeshe Wisdom Archive's two-fold mission includes stewardship of the Archive and making available the teachings it contains.

As stewards of this precious resource that is the Lamas' pure teachings and advice, we:

- Manage the recordings that have been collected since the early 1970s and collect recordings of on-going teachings
- Oversee the transcription of Archive recordings
- Collect and digitize photos of the lamas
- Store the recordings, transcripts and images safely, cataloging them in databases to make them accessible for research
- Prepare transcripts and images for publication and distribution

Our ultimate goal is to make Lama Yeshe's and Lama Zopa Rinpoche's teachings as easily accessible and widely available as possible.

## 1.2 Our Unique Offering

The Dharma taught by Lama Yeshe and Lama Zopa Rinpoche is pure. It comes to us through direct oral transmission by way of an unbroken lineage of teachers going back to the Buddha himself. These teachings are truly a solution to all the world's problems because they attack suffering at its source—the greed, anger and other afflictions that plague the human mind. Moreover, they are addressed to a contemporary, worldwide audience and are not only easy to understand but easy to practice as well.

Lama Yeshe's and Lama Zopa Rinpoche's teachings are exceptional and unique; for more than thirty-five years they have been extremely effective in turning people's minds towards the Dharma, bringing great benefit to the whole world. These teachings are even more precious because one can see that they come from the Lamas' personal experience, and because the Lamas taught in English the power of their transmission is not lost in translation.

## 1.3 Objectives for the Next Five Years

Beginning in 2008, we are seeking to rapidly increase the number of transcripts and audio recordings published, both in print and through our website, [www.LamaYeshe.com](http://www.LamaYeshe.com). We propose a 5-year plan—*Publishing the FPMT Lineage*—in order to meet these objectives:

- Assemble a team of transcribers that can swiftly increase the percentage of transcribed recordings in the Archive
- Assemble a team of editors to increase the volume of checked and edited transcripts and manuscripts ready for publication
- Increase the volume of freely-available books, transcripts, recordings and images available in print and through our website
- Establish the Archive as a library for students of the FPMT's various education programs—and for all Dharma students worldwide—providing authentic Dharma teachings on a multitude of topics and practices for research and study

Through this increased visibility, we will broaden our base of support to fund our continuing operations in the future.

## 1.4 Keys to Success

In order to successfully meet our 5-year goals it is necessary for the Archive to:

- Improve the quality and consistency of recordings by having a trained individual traveling with Rinpoche and recording his advices and teachings
- Identify and train a team of qualified transcribers
- Identify and train a team of qualified editors for Lama Yeshe and Lama Zopa Rinpoche's teachings
- Continue to develop our website to improve its usability and establish it as an authentic and comprehensive resource for researching Dharma teachings and practices



## 2.0 Products and Services

The Archive produces books, DVDs and online transcripts drawn from the teachings of our two main teachers, Lama Thubten Yeshe and Lama Zopa Rinpoche, along with lineage lamas such as His Holiness the Dalai Lama, Pabongka Rinpoche and others.

On average, we produce 4 new books and 2 new DVDs each year.

We are also developing a well-organized, easy-to-use web interface that will be a portal to our published materials and the unpublished Archive collection. Each year we add approximately 2,000 pages of teachings and 50 audio files and podcasts.

### 2.1 The Teachings of Lama Yeshe

The Archive contains teachings of Lama Yeshe dating back to 1971. Nearly all of the recordings we have of Lama Yeshe's teachings—some 250 teachings—have been transcribed; more than half remain unchecked and unedited. This work is highly specialized and very few people are qualified to do it.

Preparation and publication of Lama Yeshe's teachings is of the utmost urgency for the FPMT because those who listened to his teachings directly and are best suited to work on them are getting older. The following topics await publication:

- General teachings: public lectures, interviews and so forth
- Sutra teachings: commentaries, *lam-rim* (steps of the path to enlightenment) topics, refuge and precepts
- Tantric teachings: deity practices
- FPMT advices: to centers, directors, monks and nuns
- DVDs, with accompanying subtitles and edited transcripts

If successful, the current initiative to assemble a team of editors to work on transcripts of Lama Zopa Rinpoche's teachings will not only result in many more Lama Zopa Rinpoche books being published; it will also free up LYWA resources to publish more titles by Lama Yeshe.

### 2.2 The Teachings of Lama Zopa Rinpoche

Since 1971, Lama Zopa Rinpoche has also been giving extensive teachings on the lam-rim, tantric commentaries, advice and much else. The Archive contains nearly 1,400 recordings of Lama Zopa Rinpoche's teachings, encompassing many thousands of hours of teachings, and it continues to grow. About 700 of these teachings remain to be transcribed and the majority of those that have been transcribed are still to be checked, edited and published. The main reason so little has been done has been a lack of financial support for transcribers and editors.

LYWA is committed to publishing all of Rinpoche's teachings, starting with his lam-rim teachings in particular. On the basis of his personal experience, Rinpoche has given detailed explanations of the main steps of the path to enlightenment, including guru devotion,

perfect human rebirth, impermanence and death, refuge, karma, bodhicitta, meditative concentration and emptiness.

This compilation requires Rinpoche's teachings to be transcribed, the transcripts checked, and the checked transcripts organized by topic, so that they can be edited into a comprehensive set of volumes containing teachings on each topic in the lam-rim. Editors funded through our membership program have already done much of the groundwork in this area and this material is now ready for further development.

Once edited, these teachings will be available on the LYWA website, where Dharma teachers and students researching the lam-rim will be able to access detailed material on all these topics.

Materials awaiting publication include:

- Lam-rim commentaries
- Essential lam-rim preliminary practices
- Thought transformation texts
- Death and dying teachings
- General advice
- Tantric commentaries
- Audio recordings

## 2.3 The LYWA Website: The Library of the FPMT

The Lama Yeshe Wisdom Archive website is the portal through which FPMT study program students—and all other Dharma students worldwide—can access teachings and commentaries on a multitude of Dharma topics and practices. The Archive website provides the capability to:

- **Freely read and download** any teaching published by the Archive
- **Search the text** of all the teachings published on the website, including our books
- Explore related topics and materials through our system of **tags and categories**
- **Listen to audio recordings** of the teachings and read along with unedited transcripts
- **View photos** of the lamas dating back to the early 1970s up to the present
- **Search the database** of every teaching event stored in the Archive to find out the status of the transcript (archived, transcribed or published) and follow links to published material where available
- Search the text of **all the transcripts**—including those unedited and unpublished—in the Archive (*secure access for editors and researchers*)
- **Download any transcript or recording** in the Archive (*secure access*)



All of these capabilities continue to be developed and become increasingly useful as more material is edited and made available.

## **3.0 Marketing**

The Lama Yeshe Wisdom Archive is marketed to a variety of audiences:

### **3.1 The FPMT**

A primary means of connecting Dharma students to the offerings of the Archive is through the FPMT. Our books are widely distributed to FPMT Centers and made freely available so that Center visitors are provided with an easy way to connect with the teachings of our Founder and Spiritual Director. We also provide thousands of books to the FPMT's Liberation Prison Project, which sends them to prisoners worldwide. A link to the Archive's website is highlighted on the FPMT's home page and is often included on individual FPMT Center websites.

The Archive is a fundamental source of material for the FPMT's education programs, such as Discovering Buddhism at Home and the Basic Program. Students are referred to the website to read or download required materials. Furthermore, they can consider the LYWA website to be their research library, where they can research the thousands of pages of teachings on a variety of topics and practices.

LYWA also advertises in every issue of the FPMT's *Mandala Magazine*.

### **3.2 Other Students of Buddhism**

Other students of Buddhism come to our website to read teachings or order books. Approximately 1/3 of our traffic originates from links from other websites (not including the FPMT website). Furthermore, nearly 10% of visitors are introduced to the Archive when they search the Internet for Lama Yeshe and Lama Zopa Rinpoche, or for some Dharma topic.

One of the most popular offerings on our website is our podcast. Released monthly, a podcast is an audio recording of Lama Yeshe or Lama Zopa Rinpoche, usually about 90 minutes in length. About 20% of our website traffic comes from podcast listeners. Podcasts are listed with providers such as Apple's iTunes and other podcast index sites.

We also publish a monthly e-letter containing Archive news and a previously-unpublished teaching by either Lama Yeshe or Lama Zopa Rinpoche that presently goes to over 5,000 subscribers.

The Archive also advertises in Buddhist periodicals, such as *Snow Lion*, *Shambhala Sun*, *BuddhaDharma* and *Tricycle*.

### **3.3 The General Population**

Archive materials can be found on many popular internet sites. We have taken advantage of social networking sites such as Facebook and Twitter, and posts are made to discussion groups and blogs. Video of the lamas can be found on YouTube and Google Video. Archive books can be ordered through Amazon (in print and for Kindle), eBay and Barnes & Noble, and our books can be searched through Google Books.

We advertise on Google as well, so people searching for general Buddhist topics will see the link for our free books.

## 4.0 Staffing and Financial Summary

LYWA was established with virtually no seed funding and has developed and carried out its mission solely through the kindness of our many supporters, all of whom we thank most sincerely. LYWA supporters include:

- Donors giving as little as \$5 to help cover the cost of shipping their free books
- Benefactors who give at least \$20 per year
- Members who have given \$1,000 or more
- Grantors who fund specific projects and programs



### 4.1 Current Staffing

*The core team* of managers located in Lincoln MA oversees all the operations of the Archive and coordinates a team of editors and transcribers located around the world.

Nick Ribush oversees all operations and is the primary editor of Lama Yeshe's teachings.

Jen Barlow oversees all technical operations: archive storage, network, databases and website and also manages finance, budgets and human resources.

Ani Tenzin Desal oversees order and donation processing and our membership program, and is also our Technical Archivist and transcriber coordinator.

Wendy Cook consults on editing, design and production, and assists in fundraising.

*Staff outside the Lincoln office:*

Ven. Ailsa Cameron edits various compilations of Lama Zopa Rinpoche's teachings.

Ven. Connie Miller is editing Lama Yeshe's biography *Big Love*.

Gordon McDougall is the Managing Editor for the PFL project and oversees the team of PFL editors.

Ven. Bob Alcorn (volunteer) prepares Lama Yeshe DVDs from Archive videotape.

David Zinn manages the Image Archive and produces images for web and print.

Our group of staff and volunteers around the world totals 24. See Appendix A for an Organizational Chart.

### 4.2 Summary of Financial Activity 2005 – 2008

In partnership with our supporters LYWA has managed archive materials, built a web presence, and published and distributed well over 500,000 books. Below is a summary of our financial activities for the past four years:

<b>LYWA Financial Summary</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Income</b>				
Gifts and Grants	217,200	221,300	323,400	793,900
Membership*	95,000	41,700	37,400	43,700
Sales	13,800	14,800	14,000	21,500
Royalties & Interest	8,000	6,400	6,700	13,600
In Kind / Services	3,100	7,100		
<i>Total Income</i>	<i>337,100</i>	<i>291,300</i>	<i>381,500</i>	<i>872,700</i>
<b>Expense</b>				
Salaries & Benefits	169,300	162,500	154,000	190,500
Publishing & Distribution	59,100	83,500	83,700	115,000
Administrative & Computers	28,800	27,500	32,700	33,400
Occupancy	18,000	33,800	27,400	30,800
Contributions	13,400	27,400	10,300	8,000
Travel & Miscellaneous	27,400	15,500	21,300	26,000
<i>Total Expense</i>	<i>316,000</i>	<i>350,200</i>	<i>329,400</i>	<i>403,700</i>
<i>Net Operating Income</i>	<i>21,100</i>	<i>(58,900)</i>	<i>52,100</i>	<i>469,000</i>

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>
<b>Balance Sheet</b>				
Total Assets	219,200	157,900	211,400	709,800
Current Liabilities	8,400	13,000	14,400	23,900
<i>Net Assets</i>	<i>210,800</i>	<i>144,900</i>	<i>197,000</i>	<i>685,900</i>

\*Membership donations actually received; does not include pledges.

### 4.3 Our Membership Program

In 2003 we launched a membership program with goals laid out in a five-year plan. This program supported part-time editors who worked primarily on Lama Zopa Rinpoche's lam-rim teachings and advices. Presently, membership funds support the editing and publication of our free books by Lama Yeshe and Lama Zopa Rinpoche.

The membership donations we received in the first three years of the program resulted in a surplus for those years. In 2006 we produced a number of books and DVDs that we had been working on for some time and the payments made to produce these were funded from our previous years' surplus. Thus we were not short of funds in 2006, even though the table above shows a deficit for that year.

## **5.0 Publishing the FPMT Lineage**

With established sources of funding such as outlined above, we could continue to maintain the Archive, develop our website and keep up our present rate of publication. But it is clear that this rate of publication only makes available a small percentage of the immense collection that is the teachings of Lama Yeshe and Lama Zopa Rinpoche.

Our five-year plan, *Publishing the FPMT Lineage*, will provide for the transcribing, editing, publication and distribution of a far greater number of teachings than we are able to currently prepare. These publications will form the basis of future FPMT Education programs and establish an ever-growing resource for FPMT study program students, and other students all over the world.

With the implementation of this plan we expanded our team to include a new traveling recording technician and support teams of transcribers and editors. Our office in Lincoln will manage and work together with these new teams in addition to managing the Archive of transcripts and recordings.

## **5.1 Strategy and Implementation Summary**

The new team of editors will work on Lama Zopa Rinpoche's complete and extensive lam-rim commentary. This could be based on a new version of *Wish-Fulfilling Golden Sun*, which would then also provide a foundational outline for the FPMT education programs. Books will be released as volumes on particular topics and distributed through outlets such as the LYWA website, the FPMT store, Mandala Books, Wisdom Books, Snow Lion, and more.

Checked and edited transcripts produced during the editing process will be posted on the LYWA website, greatly increasing the amount of material currently available. This will create a library for FPMT and other Dharma students around the world for research and study.

As soon as Lama Zopa Rinpoche's and Lama Yeshe's teachings are transcribed, checked and edited, they can be posted to the LYWA website, where they are tagged with categories and keywords. As a result, the lamas' teachings can be made immediately available to website visitors researching a Dharma topic or practice. The website will contain all the edited transcripts, regardless of whether or not the material is ultimately published in book format.

## **5.2 Five-Year Goals and Benchmarks**

Within five years, the team of transcribers and editors will:

- Increase the percentage of transcribed teachings to at least 80% (up from the present 50%)
- Categorize the bulk of Rinpoche's lam-rim teachings into lam-rim categories
- Produce 2-4 books per year for a total of 13 books over 4 years.
- Triple the volume of teachings available through the Archive website, establishing it as a primary research tool for FPMT and other Dharma students worldwide

In addition, this plan will:

- Allow the primary editor of Lama Yeshe's materials (Nick Ribush) to devote more time to this highly specialized task and to train other Lama Yeshe editors

- Provide content to the FPMT Education Department for the development of their study-program materials

### **5.3 Proposed Staffing Plan**

The core team in Lincoln MA will be supplemented by the following positions:

- Traveling recording technician
- Transcriber coordinator
- Transcribers (3-4)
- Managing editor for Lama Zopa Rinpoche titles
- Book editors (3-4)

This broader team will carry out the goals of the *Publishing the FPMT Lineage* program over five years. The teams will most likely be located in various countries around the world, since their work can be conducted over the Internet. All of the Archive material is available through logging onto our servers in Lincoln; email and internet phone is our primary methods of communication.

Provisions have been made in the plan to provide the traveling recording technician, transcriber coordinator and transcriber team with laptops and equipment to perform their duties. It is assumed that the editors will already have their own computers.

### **5.4 Funding Strategy**

In order to employ the teams of transcribers and editors that will help us accomplish our future goals, including transcribing teachings already in the Archive and greatly increasing the number of teachings prepared for online and print publication, we need help from individuals that can fund the salaries for these teams.

We are pleased to have been offered a matching grant to help us raise the funds for this project. After an initial gift of \$45,000, this donor will match contributions up to \$500,000, in order to meet our \$1,045,000 goal.

We hope you will join our efforts to make the life-changing, even world-changing, teachings of Lama Yeshe and Lama Zopa Rinpoche available to all people everywhere for the benefit of all sentient beings. For the past thirty-five years a small group of dedicated students has worked hard under limited financial circumstances to establish a solid base of the Lamas' pure Dharma teachings and bring them to the world as best as possible. We now have an opportunity to develop this base in an unprecedented way and make the FPMT tradition universally available. Please help us do so—your contribution will be matched dollar for dollar: whatever you give will be doubled.

### **5.5 Funding Forecast**

The following is the project budget which shows how the money that is raised for the *Publishing the FPMT Lineage* Project will be spent:

Publishing the FPMT Lineage Project Budget

*	2007-08	2009	2010	2011	2012	2013	Total
<b>Funding</b>							
Gifts and Grants	545,000						545,000
Match Gifts (US)	25,970	24,680	35,000	35,000	35,000	30,000	185,650
Match Gifts (Sing)		6,353	20,000	20,000	20,000	20,000	86,353
Match Gifts (Aus)	47,430	20,622	30,000	30,000	30,000	30,000	188,052
Interest Income		12,151	10,000	8,000	6,000	3,794	39,945
<b>Total Income</b>	<b>618,400</b>	<b>63,806</b>	<b>95,000</b>	<b>93,000</b>	<b>91,000</b>	<b>83,794</b>	<b>1,045,000</b>
<b>Expenses</b>							
Equipment	2,493		950				3,443
Recording Tech	23,050	13,250	15,000	15,000	17,000	17,000	100,300
Transcribers Team	4,761	20,604	22,000	22,000	24,000	24,000	117,365
Managing editor	5,250	25,200	29,000	31,000	31,000	33,000	154,450
Technical Archivist	10,000	15,000	15,000	17,000	17,000	17,000	91,000
Admin costs	34,000	19,945	17,000	17,000	19,000	19,000	125,945
<i>Subtotal: Admin &amp; Mgmt</i>	<i>79,554</i>	<i>93,999</i>	<i>98,950</i>	<i>102,000</i>	<i>108,000</i>	<i>110,000</i>	<i>592,503</i>
Book editors (2.5)		8,395	25,000	25,000	59,000	59,000	176,395
Web Editor	12,000	11,251	12,000	12,000	14,000	14,000	75,251
Image/Audio/Video	23,788	33,063	35,000	35,000	37,000	37,000	200,851
<i>Subtotal Editing</i>	<i>35,788</i>	<i>52,709</i>	<i>72,000</i>	<i>197,000</i>	<i>209,000</i>	<i>213,000</i>	<i>452,497</i>
<b>Total Expense</b>	<b>115,342</b>	<b>146,708</b>	<b>170,950</b>	<b>214,000</b>	<b>226,000</b>	<b>231,000</b>	<b>1,045,000</b>

\* Numbers for 2007-2009 are actual; 2010-13 are budgeted. Due to a slower than expected rate of hiring qualified transcribers and editors we will be able to spread the funds out over an additional year (2013).

## 6.0 Beyond the Five-Year Plan

On 28 April 2007, Lama Zopa Rinpoche wrote me a letter in which, among other things, he said,

“It is definitely a big loss that more material is not being published, this is a big loss in regards to the activities of the whole organization. This is a big loss. This is one of the main functions of the organization and it has got stuck. We need to change old view of how to do this....

“The main activity for FPMT organization to be able to benefit sentient beings and it is through the teachings and advice that this is done. So this is the main way to benefit others....

“This is the main way that the organization can benefit others, in many different languages, so if it gets stuck in English, then it gets stuck in all the languages....

“You need to think how to get the material published, available for others. Please remember the teachings are HOW the organization benefits....

“We need to think differently so material is made available quickly, all the talks, teachings so many years, so that they can be made available. Every day this doesn't happen it is a big loss for the organization....

“Please remember this is the major benefit of the organization. This is how the organization can benefit sentient beings, through the teachings and advices, that have got stuck.”

Since receiving that message I've taken Rinpoche's advice as a mission statement for the Archive: that as well as online teachings, we should make more books of Lama's and Rinpoche's teachings available.

By implementing the LYWA's Five-Year Plan and increasing the visibility of the Archive's resources as the “Library of the FPMT”, we can make much more material available for FPMT education program students and to the general public far into the future.

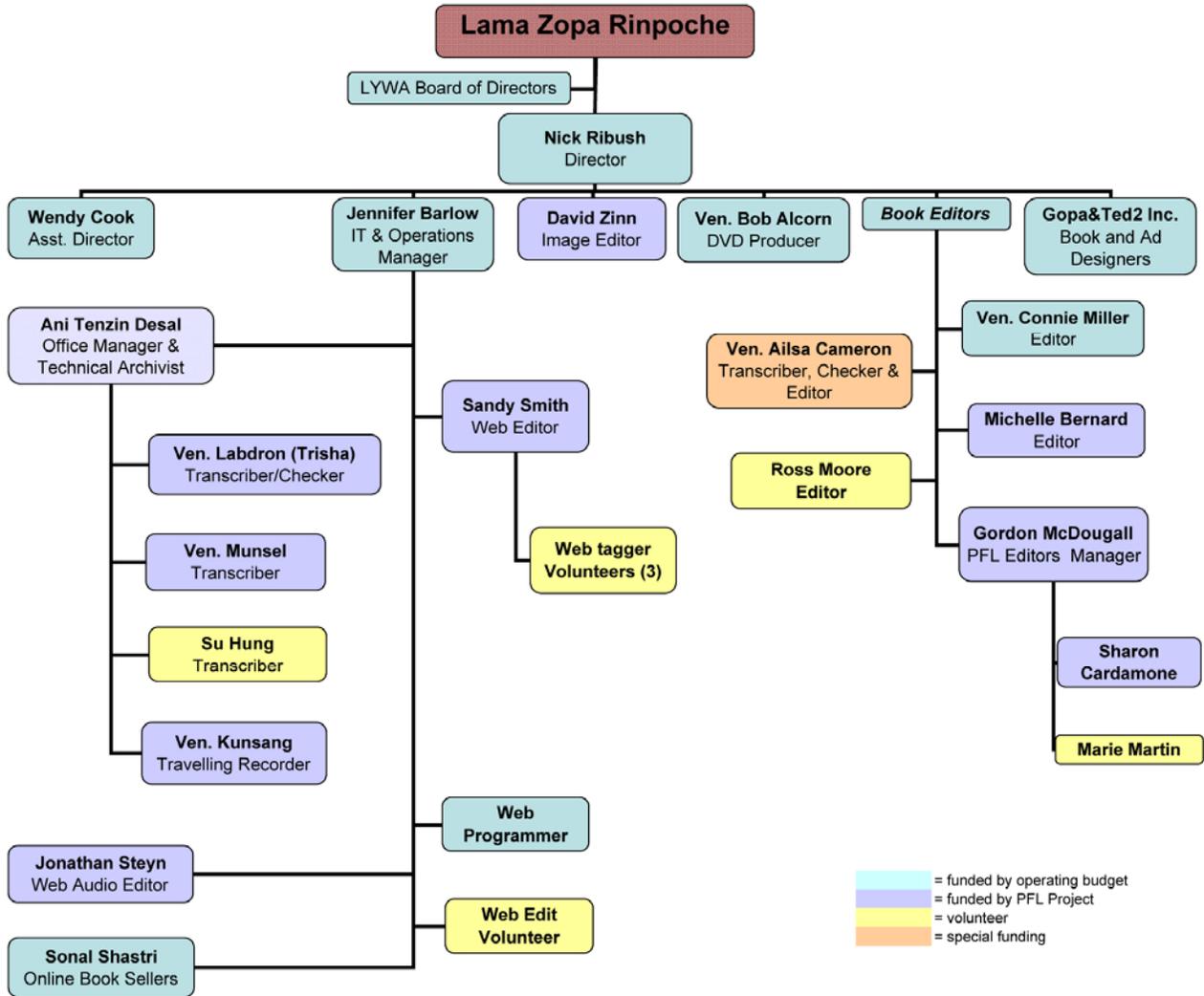
In addition to providing material for books and study guides, the LYWA website can be vastly developed to become an incredible resource for FPMT and other Dharma students everywhere.

And perhaps the most important thing we can do is to use the LYWA's resources as a basis for training teachers in the FPMT tradition...senior FPMT students can use Lama Zopa Rinpoche's early lam-rim teachings in particular to introduce future teachers to the Kopan-course style of teaching, which is really the heart of our education system: an experiential training in the lam-rim.

Nicholas Ribush  
Director  
Lama Yeshe Wisdom Archive



# Appendix A: LYWA Organizational Chart





## Appendix B: LYWA Survey February 2008

We recently asked Archive friends and supporters to give us some feedback about our work. We invited people to respond to a brief online survey; the responses to the multiple choice questions are summarized below; there were numerous free-form comments.

*For the past ten years the Lama Yeshe Wisdom Archive has been publishing Buddhist books for free worldwide distribution. There are now more than 400,000 free LYWA books in print.*

*Some people have questioned the need for free books; others have suggested that people don't value free books as much as books they pay for.*

*So before we publish more free books we would like your opinion. Please help us by answering these few questions. Thank you so much.*

<b>1. Have you ever held one of our free books in your hands?</b>		
	<b>Response Percent</b>	<b>Response Count</b>
Yes	85.5%	547
No	14.5%	93

<b>2. Have you ever read any of our free books on LamaYeshe.com?</b>		
	<b>Response Percent</b>	<b>Response Count</b>
Yes	67.0%	424
No	33.0%	209

<b>3. Have you donated money to the Lama Yeshe Wisdom Archive?</b>		
	<b>Response Percent</b>	<b>Response Count</b>
Yes	56.5%	361
No	43.5%	278

4. Please indicate your level of agreement with the following statements:						
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know	Response Count
Publishing books for free increases the number of people that book can reach.	<b>67.0%</b> <b>(430)</b>	24.3% (156)	2.6% (17)	0.6% (4)	5.5% (35)	642
Publishing books for sale increases the number of people that book can reach.	8.2% (52)	20.4% (129)	<b>33.9%</b> <b>(214)</b>	19.0% (120)	18.4% (116)	631
People respect books they have paid for more than free books.	2.4% (15)	17.3% (110)	<b>44.1%</b> <b>(280)</b>	26.1% (166)	10.1% (64)	635
Lama Yeshe Wisdom Archive should continue to publish free books.	<b>70.5%</b> <b>(452)</b>	25.3% (162)	1.9% (12)	0.5% (3)	1.9% (12)	641
Lama Yeshe Wisdom Archive should focus more on publishing books for sale.	2.1% (13)	13.7% (86)	<b>44.3%</b> <b>(278)</b>	17.9% (112)	22.0% (138)	627

5. Are you a Member or Benefactor?	Response Percent	Response Count
Member	18.6%	118
Benefactor	7.1%	45
<b>Neither</b>	<b>52.0%</b>	329
Don't Know	22.3%	141

6. What do you think of the level of LYWA's fund raising activity?	Response Percent	Response Count
Too much	1.6%	10
Not Enough	15.4%	98
Just Right	32.2%	205
<b>Don't Know</b>	<b>50.9%</b>	324

<b>7. In thinking about your support of the Archive, how important are each of these activities?</b>					
	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>	<b>Don't Know</b>	<b>Response Count</b>
Collecting and preserving the recordings of Lama Yeshe and Lama Zopa Rinpoche.	<b>93.7% (597)</b>	4.9% (31)	0.0% (0)	1.4% (9)	637
Developing LamaYeshe.com as the gateway to the lamas' teachings, recordings and images.	<b>81.5% (521)</b>	15.6% (100)	0.5% (3)	2.3% (15)	639
Transcribing and editing the lamas' teachings.	<b>90.9% (580)</b>	7.7% (49)	0.3% (2)	1.1% (7)	638
Publishing Dharma books for free distribution.	<b>78.7% (502)</b>	17.9% (114)	1.6% (10)	1.9% (12)	638
Publishing Dharma books for sale.	39.6% (249)	<b>43.4% (273)</b>	11.8% (74)	5.2% (33)	629
Publishing DVDs of the lamas' teachings.	<b>65.9% (417)</b>	29.4% (186)	2.5% (16)	2.2% (14)	633

Here is a sample from some of the 539 respondents who offered free-form comments:

- I could not be more pleased with the free books that I have received. I am on a very tight budget and these free books have allowed me to have access to the Lamas' works and share them with others. Without the books being free, I personally would not have ever had the opportunity to read these wonderful books. I have shared them with others and they are valued by them as well. The books are wonderfully written, inspiring, easy to follow, and great reference materials. I greatly appreciate them and believe that the free books have done the same for others also in my financial situation. Thank you so much!
- When I was working at the Liberation Prison Project and prisoners would write to us, I lost count of the times I would think to myself, Lama Yeshe is going to blow this guy's mind. And then letters would come back saying how much they enjoyed the book and can they have some more. Being able to send those books to prisoners is just HUGE. It was my first introduction to the teachings of Lama Yeshe as well.
- As a centre, they are a great resource to give to new students or people who are investigating Buddhism. It is a manner of cultivating generosity and increasing the accessibility of teachings by our lamas. There are many free publications from the Theravada tradition where the language and presentation style can be an obstacle to Westerners. Lama's and Rinpoche's teachings are brilliant for a Western audience. I think this is one of the most important projects of our organization.
- They are ESSENTIAL for the operation of FPMT Dharma centers as they help us to practice one of the four means of gathering disciples as soon as someone enters the door. THANK YOU FOR LYWA BOOKS!