

August 20, 2025

T.C. Cumhurbaşkanlığı
Cumhurbaşkanlığı Külliyesi
06560 Beştepe - Ankara
TÜRKİY

TO:

His Excellency President Recep Tayyip Erdoğan
President of the Republic of Türkiye

CC:

His Excellency Hakan Fidan, Minister of Foreign Affairs
His Excellency Mehmet Nuri Ersoy, Minister of Culture and Tourism

Subject: Proposal to Enhance Türkiye's Public Diplomacy and Engagement with
Evangelical Americans

Your Excellency

On behalf of Visions International, Inc. (VI), I am honored to submit a proposal aimed at enhancing the Republic of Türkiye's public diplomacy **by fostering long-term constructive and lasting relationships with the Evangelical community in Texas**—a key demographic with considerable cultural, social, and political influence in the United States.

About Visions International (VI)

VI is an emerging, values-driven public relations firm committed exclusively to peacebuilding, humanitarian outreach, and goodwill-centered initiatives. Founded on the principle that all nations are part of one human family, VI provides both local and global PR services that bridge cultural divides and correct harmful misconceptions through ethical media strategies, modern storytelling, and culturally resonant engagement.

Our evolving tools and processes—including the [Common Cause and Vision Lifecycle \(CCVL\)](#)—offer a structured, long-term pathway for building trust between civil societies and faith-based communities. Through these frameworks, VI enables governments and community leaders to reduce friction, challenge inherited biases, and promote mutual understanding across diverse populations.

Proposal Overview

We propose a **pro-active and targeted public relations campaign** to help Türkiye improve its image and build mutual understanding with Evangelical communities in Texas, as a pilot/experiment initiative with the potential for national expansion. This campaign will center on breaking isolation barriers and identifying and commissioning compassionate leaders from both the U.S. and Türkiye to serve as faith-based peacemakers, who will collaborate to identify common causes through storytelling, cross-cultural engagement, and multifaith dialogue initiatives. Through a focus on faith leader engagement and **education**, Türkiye can model a **new form of "faith-leaders-only" missionary** activism—one that respects theological boundaries while promoting goodwill and is acceptable across religious lines.

Proposed Campaign Phases

1. [The Ishmael to Isaac White Rose Call to Evangelical Peacemakers](#)
A grassroots outreach initiative to recruit and commission Evangelical pastors in Texas as peace ambassadors.
2. [NextGen Peacemakers](#)
An outreach initiative to recruit and commission young Evangelical university students as peacemakers.
3. [Sacred Rivals on Vacation](#)
A YouTube video series targeting the mainstream Evangelical population, featuring Türkiye as a destination for **medical tourism and cultural exploration**. The video series will be entertaining and educational.
4. **The Best Peace Idea Challenge**
Online competitions via www.Handshake4Peace.com to crowdsource creative, culturally grounded peacebuilding ideas from across the globe.
5. **Public Affirmation of Shared Values**
High-visibility peacemaker conferences hosted jointly in Türkiye and the U.S. to officially endorse shared principles and common causes, such as the proposed [Evangelical-Muslim Common Cause Accord](#). Signing a Covenant constitutes a major milestone in Evangelicals-Türkiye relations.

6. Implementation of the [Common Cause and Vision Lifecycle \(CCVL\)](#)

A structured, long-term engagement framework to maintain momentum and measure results across participating communities.

Evangelical-Friendly Educational Materials

To support this effort, VI will also incorporate content specifically developed for, and positively received by, Evangelical consultants, including:

- [The Recital: A 23-Year Extraordinary Phenomenon in the Wilderness](#) by Ayman Alhasan
- [Dear Pastors and Priests: Messages from Peace-Loving Muslim Families](#) by Ayman Alhasan

These resources will serve as cultural bridges, helping Turkish narratives connect more authentically with American Evangelical audiences.

Financial Proposal

In the spirit of transparency and adaptive partnership, we propose a cost-plus payment model with the following terms:

- Each project phase will be jointly planned and cost-estimated in close coordination with the Ministry of Culture and Tourism.
 - All promotional (e.g., white roses) and educational materials (e.g., books, videos) created by Visions International or Ayman Alhasan and distributed in support of this initiative will be billed at cost.
 - Pilot initiatives will be launched in select regions of Texas and, contingent on their success, expanded statewide.
 - VI will invoice the Ministry solely for actual costs incurred, following the successful completion of each phase. Itemized invoices will include a modest 5% profit margin.
 - All costs will be fully transparent and scalable, based strictly on the scope and geographic reach of the project.
 - A deposit is required when signing the contract.
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Conclusion

This initiative offers Türkiye a unique opportunity to lead the way in global cultural diplomacy and faith-based reconciliation—addressing decades of misunderstanding with wisdom, humility,

and strategic vision. If successful, it could serve as a model for transforming Evangelical-Muslim relations worldwide, fostering dialogue, trust, and long-term peace across religious and cultural boundaries, inshaAllah.

We respectfully invite your excellency to consider this proposal and would welcome the opportunity to discuss it further at your convenience. Thank you for your trust and your commitment to a more peaceful and connected world.

Final Remarks

- An electronic version of this proposal (PDF), including active URLs, is available at www.handshake4peace.com/turkey.
- I delivered an earlier version of this letter with the above two evangelical-friendly books to the Turkish Consulate in Houston, Texas, via Larende Strategic Partners on June 30, 2025. Also sent an email to contact@tccb.gov.tr on July 6, 2025.
- I respectfully request that Your Excellency kindly acknowledge receipt of this letter by any means deemed appropriate.

With sincere respect,



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