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***Gemeinschaft* and *Gesellschaft* or the Life and Death of Proselytising Organisations**

Gemeinschaft and *Gesellschaft*, the classical terms introduced by Ferdinand Tönnies in 1887, are ideal types of social relations at all levels. They are often superficially equated with soft (cultural) and hard (economical) aspects of society, but when applied as analytical concepts they can contribute to a better understanding of the internal dynamics of proselytising organisations. In this presentation religious organisations will be the recurrent case for illustrating that the concepts of *Gemeinschaft* and *Gesellschaft* are complementary to each other and not opposing ideal types of social relations. It will also be shown that both concepts are crucial

to consider in the mobilisation of resources for achieving a sustainable organisation with a potential for long-term growth. This approach can be expanded to many other organisations which have in common that they need to mobilise people in order to achieve their goals. In politics, the obvious parallels to proselytising religious organisations are political parties.