



The Living Truth Fellowship
MAGNIFYING JESUS CHRIST, THE LIVING TRUTH

TLTF Strategic Plan

Updated 2012

This document is an outline of the second published Strategic Plan of The Living Truth Fellowship. As such, it is meant to provide the reader with an overview of the direction TLTF is going. A few explanatory sentences about each topic are included as well as key bullet points. Updates from 2011 are included where pertinent. New Additions for 2012 are marked as such. We are in the process of fleshing out each area into an actionable plan with a budget. We welcome your input. Please email feedback@tltf.org

TLTF's budget is based on donation levels. Percentages of funding (budget) will be set up in order to enable the Strategic Plan. In order to action the Strategic Plan and meet the needs of the ministry, which do fluctuate, dedicated people are needed full and part time.

In order for people to accomplish the work we need done, they need a salary unless they are independently wealthy.

Phase 1

- Franco Bottley on salary (Update, Franco is contracting full time for the ministry at a reduced rate. We are blessed to have him, and our website and publications are much better under his tender, loving care.
- John Lynn on salary (John is the next hire TLTF is planning on).
- Paul Knopf on salary for his operational role (This is a new entry for 2012).
- Contract labor (Update, we have four part time contractors helping us with bookkeeping, editing, social networking, and web content).
- Volunteers as needed.

Phase 2

• Hire and ordain Ministers • Project Manager • Researcher • Finance manager • Technical administrator • Editing staff • Marketing administration/CMO • Social Networking administrator (We moved this up to phase on and hired a contractor for this position in Q3) • Translations • Outreach coordinator • Product Marketing/Product Management • Other as needed / Office space as needed.

Outreach

People reaching, teaching, and helping others is a cornerstone of Christianity. TLTF wants to do whatever we can to promote local fellowships where believers can bless and be blessed by one another.

Foundational Class

Our goal is to have a kind of “Truth 101” class that allows the listener to come to an accurate knowledge of God’s Word in a short period of time. The goal will be for the class to provide a common ground for truth, a point of reference around which people can rally in likeminded fellowship. Another goal is that they use it to reach out to those who have never heard the truth.

- Class name needed
- Topics to be finalized
- Demographic: lean towards Teens / Young Adults
- Multi-Distribution model
- Production Schedule (tentatively May 23-30, 2011)
- Venue /Teachers to be determined.

Update: In 2011 we filmed *The End Times* (6 hours) and *One Day With The Creator* (24 hours). *The End Times* class will be released in January 2012. *One Day With The Creator* is in post-production, and should be released in Q3 of 2012 or sooner.

Web Outreach

- Website / Facebook / YouTube / Twitter
- Google AdWords
- Campus Outreach
- Home fellowships
- Start one yourself
- Help start home fellowships though travel by Trustee, Elder, or anyone qualified to mentor and teach.

New item for 2012: Build a vibrant YouTube Community

We have tens of thousands of views of our videos. We want to find ways to encourage the viewers of our videos to join our mailing list and visit our website.

Develop Fellowship Network

- Facilitate Webex teachings
- TLTF Trustee or Elder can teach fellowships anywhere
- TLTF can make web meetings available to others to facilitate remote fellowships.

Update: We run web fellowships monthly with John Lynn teaching. We will start more additional Internet fellowships in 2012 for smaller groups of people.

International Outreach

- Tentative trip to India in late 2012 • Acquire transportation like an RV for John and others to spend time on the road visiting believers.

Create a practical application series of seminars, including:

- Building godly character • Reaching teens / young adults • Raising godly children • Proper sexual behavior.

Publish Outreach and Teaching materials

All books John Lynn has co-authored, differentiated from any current editions. OGOL, ITDAL?, DBG, TGOHS, *et al.*

- ePublish now • PublishOnDemand later • Clift Notes” versions • Write the book on The Administrations in Scripture.

Update: All books John Lynn co-authored have been ePublished, and physical publishing will be coming in Q1, 2012.

Camps and Conferences

Create fun and festive environments where people can come together, worship, and enjoy Christian fellowship for a dedicated period of time, allowing them to have a break from the world.

- Tentative Regional Weekend (2012 / 2013) • Youth Weekend (Date TBD) • Tentative Family Camp (2013).

Online Store

We want to be able to offer whatever materials will help spread the Gospel. Of course, books and audio and video teachings head the list, but we hope to also have cool T-shirts, bumper stickers, and more. If you know of products that would be a blessing to others, please let us know. These materials would promote TLTF as a vehicle to move the Word, and bring in a little income.

Update: We opened our online store in December, 2011.



Partner Plan

TLTF's financial future is based primarily on the donations of its members. Besides providing materials, teachings, and fellowships to bless our constituents, what, if anything, should we do to foster financial partnership? What should partnership with TLTF mean?

- Value to partners
- Define the plan.

Influencing Hollywood with a Christian agenda

TLTF, where possible, would like to inspire people with God's matchless Word, and have them use that inspiration to create wonderful books and movies that will bless millions.