



The Living Truth Fellowship

MAGNIFYING JESUS CHRIST, THE LIVING TRUTH

The Living Truth Fellowship Strategic Plan

Updated for 2014

This document is an outline of the fourth published Strategic Plan of The Living Truth Fellowship (TLTF). 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. We are in the process of fleshing out each area into an actionable plan with a budget and 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

John Lynn on salary (John is the next hire TLTF is planning)

Bob Wassung on salary

Contract labor (Update: We currently have four contractors—Franco Bottley, Shawndra Higgins, Bob Maffit, Ken Schleimer—helping us with web design/video editing, social networking, manuscript editing, and web content.)

Volunteers as needed. Our current volunteers are:

- Bob Keck: Newsletter
- Leah Cooper: Online Store
- Rosanne Martino: Bookkeeper
- Bob Wassung: Research Fellowship coordinator
- Jon Touchstone: YouTube
- Christine Touchstone: Prayer Group / Fruit of D'Vine (FOD) contributor
- Marc Dickie: FOD contributor
- Larry Ramberg: FOD contributor

Focus on the promotion of *One Day With The Creator* (ODWTC), our flagship presentation, released in March, 2013

Revamp YouTube Channel

Translate ODWTC in Spanish and Chinese

Transcribe ODWTC and put it into book form

Subtitle the class to assist the deaf with learning
Connect with more youth and fire them up with the Word
Summer 2015 weekend meeting for our Fellowship Community
Expand our base of teachers on YouTube / FOD / Monthly meetings
Get a Chief Marketing Officer on a consulting basis

Phase 2

Find: Project Manager • Technical administrator • Editing staff • Marketing administrator • Translations • Outreach coordinator • Product Marketing/Product Management • Other workers 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.

Enlarge and Develop Fellowship Network

Help start new home fellowships through travel by Trustees, Elders, or anyone qualified to mentor and teach. Acquire transportation like an RV for John and others to spend time on the road visiting believers.

Also: Facilitate additional Webex teachings • TLTF Trustees or Elders can teach fellowships anywhere • TLTF can make web meetings available to others to facilitate remote fellowships.

International Outreach

Tentative trip to India in late 2014

Web Outreach

We need personnel to implement Google Ad Words in order to use the \$10K a month grant we have from Google.

Other Outreach Plans

Write the book on “The Administrations in Scripture”
Publish Bob Wassung’s book-in-progress, *No More Sea*.
Produce a TLTF Worship Album on iTunes
ODWTC Audio Seminar on iTunes
Film Jesus Christ The Diameter Of The Ages late 2014
Create a practical application series of seminars
Publish additional outreach and teaching materials

Determine a ministry HQ location and/or a camp location

Infomercial for ODWTC

Leaders conference

Own a cable broadcast network

Build a Vibrant YouTube Community

We have tens of thousands of views of our videos. We want to find ways to encourage these viewers to join our mailing list, visit our website, and become active in Internet and/or local fellowships. Update: This is still a work in progress for 2014.

Original Strategic Plan Items Now Accomplished

Franco Bottley on salary (Update: Since late 2011, Franco has been contracting for the ministry full time at a reduced rate. We are blessed to have him, and our website and publications are much better under his tender, loving care.)

Foundational Class

In March, 2013 we released our flagship foundational class, *One Day With The Creator* (24 hours), and thus far the feedback we have received from those who have watched it is spectacular. Promoting ODWTC, and continuing to promote *The End Times*, will be a major focus for 2014. We also now have the class available for rent or purchase on Amazon.

Facebook

The Facebook group we launched in 2012 continues to expand. Ditto for our Facebook page.

Twitter

We just launched a TLTF Twitter account to expand our online social networking and micro-blogging service that enables users to send and read "tweets", which are text messages to each other.

Pinterest

Also to expand our online social network we now have a presence on Pinterest, which is a visual discovery tool that people use to collect ideas for their different projects and interests. People create and share visual bookmarks that they use to do things like plan trips and projects, organize events or save articles and sharings.

Fellowship Network

We now have five weekly and three monthly Internet fellowships. These are advertised on our website on our Calendar of Events.

Publications

All books John Lynn has co-authored, differentiated from any current editions, are now available (*One God & One Lord, Is There Death After Life, Don't Blame God, The Gift of Holy Spirit*, et al.) on Amazon, Barnes & Noble, as well as e-Publish and Publish-On-Demand.

Online Store

We opened our online store in December, 2011. It features materials that help people spread the Gospel. Books and audio and video teachings head the list, but we also have artistic products, T-shirts, bumper stickers, and more. We are always looking for more biblically based products like this.