



TLTF Strategic Plan

November 2010

This document is an outline of the first 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. 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

A Budget for TLTF was discussed, which will be based on donation levels. Percentages of funding (budget) were 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 focus on doing the work of the ministry full time, they need a salary unless they are independently wealthy.

Phase 1

- Franco Bottley on salary
- John Lynn on salary
- General Administrator
- Contract labor
- Volunteers as needed

Phase 2

- Hire and ordain Ministers
- Project Manager
- Researcher
- Finance manager
- Technical administrator
- Editing staff
- Marketing administration / CMO
- Social Networking administrator

- 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

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

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

International Outreach

- Tentative trip to India in late 2011 or 2012
- Transportation 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

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.

- Regional Weekend (2011 / 2012)
- Youth Weekend (Date TBD)
- Family Camp (2012 / 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.

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.