



The Living Truth Fellowship Strategic Plan

Updated for 2013

This document is an outline of the third 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. Updates from 2011/2012 are included where pertinent. Additions for 2013 are marked as such. 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)
- Paul Knopf on salary for his operational role
- Contract labor (Update: We have four other part-time contractors helping us with bookkeeping, editing, social networking, and web content.)
- Volunteers as needed. Our current volunteers are:
 - Bob Keck: Newsletter
 - Leah Cooper: Bookstore
 - Angel Miranda: Graphics
 - Jon Touchstone: YouTube
 - Christine Touchstone: Prayer Group / Fruit of D'Vine (FOD) contributor
 - Marc Dickie: FOD contributor
 - Jeannie Zedan: FOD contributor
 - Elizabeth Lynn: FOD contributor
- Focus on the promotion of *One Day With The Creator* (ODWTC), our flagship presentation (new entry for 2013)
- Revamp YouTube Channel

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- 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 2013 weekend meeting for our Fellowship Community
- Ordain and/or hire ministers
- Expand our base of teachers on YouTube / FOD / Monthly meetings
- Get a Chief Marketing Officer on a consulting basis

Phase 2

Find: Project Manager • Researcher • Finance 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 though 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 2013

Web Outreach

In 2012 we implemented better searching capability into our website. Twitter is still to come.

Other Outreach Plans

- Write the book on “The Administrations in Scripture”
- 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

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- Leaders conference
- Own a cable broadcast network

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 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 2013.

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**

Update: In 2011 we filmed *The End Times* (6 hours) and *One Day With The Creator* (24 hours). *The End Times* was released in February 2012. *One Day With The Creator* is in post-production and will be released in Q1 of 2013. Promoting ODWTC will be a major focus for 2013.

- **Facebook**

In 2012 we launched a Facebook group, and we continue to expand it as well as our Facebook page.

- **Fellowship Network**

Update 2012: We have started three new 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.). Also, e-Publish and Publish-On-Demand were done in 2012.

- **Online Store**

Update: We opened our online store in December, 2011. It features materials that will 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.

- **Google Ad Words Update**

We received a generous grant from Google to advertise using Ad Words. This has driven tens of thousands of people to our web site and YouTube channel.