



For 45 years, Walk Thru the Bible has been a face-to-face, live events-based ministry. We have ministered to millions of people around the world using this model of ministry and this type of setting. From our live events to teacher training, from pastor conferences to instructor events and more, our ministry model—while it has undergone edits and refinements and even a reimagining—has focused on life-on-life discipling and equipping. The model of instructor/participant interactivity and the shared camaraderie of a group gathered together has benefitted and impacted many, many people around the world.

In July 2019, we launched a 3-year vision to double our global ministry impact. Practically, that means we will be impacting almost 4 million people in 130 countries by fiscal year end 2022. Year 1 of the plan was a building year for us: technology infrastructure, staff additions to increase bandwidth, international cohesion, and more. Then, Year 2 of the doubling plan started in the midst of the COVID19 pandemic.

Since the pandemic hit our world and lockdowns were felt everywhere, we've been unable to have face-to-face teaching or live events, at least not with any kind of regularity. Many churches are either closed (still) or only partially open. Many schools are (still) conducting classes online. Instructors and trainers are unable to attend live trainings, nor can they teach Walk Thru events in a live setting.

As a ministry, our mission is helping people everywhere live God's Word. When the pandemic hit, we knew we had a choice: we could sit back and wait for it to be over, or we could figure out how to minister to people during it.

We decided to run toward people who are hurting, anxious, and afraid, people who are **looking for answers that only God's Word can give.**

We embraced this new reality and quickly pivoted to minister in new ways. Choosing this path has not only allowed Walk Thru's ministry to continue to reach people, but has opened up new opportunities we could have never imagined. By using technology and capitalizing on digital and online opportunities, we have been reaching people all over the world with the Word of God.



The 7 Growth Strategies



Progress: At the 6-month mark of Year 2

Here are the Year 2 goals as well as the progress we've made toward them for the 6-month mark of Year 2:

1 | GLOBAL KIDS' MINISTRY YEAR-TWO GOALS:

- Expand kids' ministry in 3 regions (South Asia, East/West Africa, and Asia Pacific) resulting in ministry impact of 760,000 kids by 6.30.2021.

All strategy, logistics, budgeting, and training plans completed. All 3 regions have a total of 1,000 teachers trained and are beginning to

teach students. However, total impact numbers will be impacted by COVID lockdowns, especially if schools and churches close or remain closed in these regions.

- Recruit global kids' leadership and training team, including hiring a U.S.-based global kids' leader by 11.1.2020 and at least 3 in-country coordinators by 12.1.2020.

U.S.-based global kids' coordinator plus in-country training coordinators have been hired in 3 regions.

- Recruit at least 25 Christian K-12 school teachers to be trained as *otLIVE* or *ntLIVE* instructors by 1.1.2021 who will each teach at least 50 kids by 6.30.2021.

This initiative was delayed due to extra pressure on Christian school teachers (virtual teaching, load and time constraints, school budgets); however, we had very high interest and our first-ever Christian school teacher training will be held virtually in June, 2021. Impact numbers will be measured in Year 3.

2 | TECHNOLOGY YEAR-TWO GOALS:

- **Develop WTB mobile application that is launched by 1.31.2021, or 7 months after funding is secured, with the goal of 7,000 downloads in the first 5 months.**

The WTB mobile application is on schedule to launch in April, 2021.

- **Create and launch *Step Into the Story* Podcast with premier of first episode by 9.1.2020, with 300 downloads by 1.1.2021 and 1,000 downloads by 6.30.2021.**

The Step Into the Story Podcast launched on 9.15.2020, with more than 1,050 downloads to date.

- **Livestream 2 courses (new or repurposed) at no cost to at least 500 devices in FY2021.**

Step Into the Story NT was livestreamed in July, 2020 and is still on our YouTube channel, with total views across the series of 4,314. We are currently preparing the content for the second livestream course for FY2021, to be produced and aired this spring.

3 | PARTNERSHIPS YEAR-TWO GOALS:

- **Expand global partnerships by developing two new partnerships in each of the 10 regions by 6.30.2021, resulting in a 500-person ministry impact.**

Each of our regional directors has established at least 2 new partnerships within their region, with the goal of reaching new audiences.

- **Identify and secure 6 new partnerships with U.S.-based ministries with a 500-person impact each and 1 partnership resulting in a 5,000-person impact, by 6.30.2021.**

We are in discovery conversations with several potential partners, as well as one large global organization. Many of these potential partners are interested in working with Walk Thru the Bible, but have expressed concerns about holding training events at this time. Still, we continue to keep the momentum going.

4 | LIVE EVENTS YEAR-TWO GOALS:

- **Expand Phil's public presence as WTB's president through at least 20 public speaking engagements with at least 4 specifically to church leaders, speaking to a total audience of 10,000.**

We've had some success with securing speaking events in the upcoming months. Some of these will be virtual events vs. live teaching events.

- **Relaunch God's Grand Story campaign with simpler pricing structures and enhanced marketing efforts resulting in 10 church-wide campaigns with an average of 150 people per campaign.**

Our content and design team are working to reimagine certain aspects of the God's Grand Story campaign. Marketing and branding efforts will begin this spring to reach out to churches in order to meet the impact goals.

- **Develop comprehensive lead generation strategy resulting in 75 churches per quarter requesting information about hosting a live event.**

Marketing efforts to generate live events leads is ongoing. While most churches are not having live events right now, we are seeing increased interest and discovery conversations from churches that don't know us. We are working to refine the marketing strategy, as well.

5 | CONTENT CREATION AND DISTRIBUTION

YEAR-TWO GOALS:

- **Produce the next course in the Biblical Character Series—titled *Refuge*—and make it available for marketing to the U.S. audience by 1.1.2021, resulting in 400 products sold by 6.30.2021.**

Refuge: Finding Home in a World of Change (on the life of Ruth) has been produced and launched to several of our international regions and in the U.S., as well.

- **Leverage website and social media pages as platforms for new and expanded content offerings through (a) new Walk Thru Voices video content weekly, (b) written blog content every 2 weeks, and (c) other free resources.**

This media strategy has resulted in much more branding awareness of Walk Thru the Bible, increased engagement and downloads of free resources from our website and in various follow-up email series. Our weekly Walk Thru Voices videos are viewed 100 times on average. And The Daily Walk Devotional Podcast had 66,000 episode downloads in 2020.

- **Finalize content development for new teacher training course by 9.1.2020 and produce all materials by 4.1.2021 for distribution through regional directors.**

Content creation for this course has faced several setbacks due to the COVID19 challenges of our international partners who are collaborating with us on this project. The completion and distribution of this course will be moved to Year 3.

6 | PASTOR INSTITUTE TRAINING YEAR-TWO GOAL:

- **Expand our pastor institute in 4 regions in which 200 pastors are trained in each region who teach at least 100 people in FY2021.**

Our pastor training has expanded to include 4 regions: Southern Africa, Asia Pacific, South Asia, and Central & South America (which have combined their pastor training for more impact to Spanish speakers). So far, almost 300 pastors have been trained to teach Walk Thru the Bible resources to their congregations, small groups, and other audiences.

7 | PERSECUTED CHURCH YEAR-TWO GOALS :

- Establish a partnership with 2 ministries to distribute Fiery Trials at no cost in FY2021.

We have experienced COVID19 delays in the content creation and distribution of this project. This project will likely be continued into Year 3.

- Develop and create a devotional resource on 52 passages that minister specifically to persecuted and/or suffering believers that is distributed to 10,000 people directly or through partnerships in 2021.

After meeting to consider what types of devotions would be helpful to persecuted and/or suffering believers, we have developed a strategy to meet this goal. We are currently in the content creation phase of this project.

- Expand ministry in the MENA region by training at least 10 instructors in 8 countries by 12.1.2020 and ensure that each instructor teaches 3 events in FY2021.

More than 800 instructors (total) have been trained in this region so far, with 51 events held with more than 10,000 people impacted.

“I am doing a new thing”

Year 2 of our 3-year plan to double global impact has truly been a year of new things. As we’ve said before, with a pandemic and global lockdowns, lots of social unrest, and political turmoil, this year didn’t look like we planned.

But God:

- gave us courage to try new things;
- gave us creativity to create new kinds of content and explore digital opportunities;

- gave us and our global partners inspiration to deliver ministry in new ways.

We’ve delivered high impact ministry in ways we never could have foreseen, all through the grace of God and your support.

We have accomplished a lot, but there is much still to be done. We are grateful for your partnership and your prayers. We are grateful for the hard work of our regional directors and our country directors—for the compassion for the people in their regions, for the passion they have to share the Word of God, for their willingness to teach in new ways, and more. And we are grateful to all of the men and women who faithfully, prayerfully, and passionately teach God’s Word through Walk Thru the Bible’s events and biblical resources to people all around the world—to children who come from families of other faiths; to believers who are suffering for their faith; to married couples whose marriages are struggling due to today’s stresses and strains; to people who don’t understand the Bible or know how to apply it to their lives; to people who are fearful about what is happening in the world right now, and so much more.

We’ve heard story after story of how God is continuing to work through Walk Thru the Bible, especially during pandemic lockdowns. We’ve reached new audiences, new people, that we never have before because of digital platforms.

And why do we do all of this?

Because we are committed to helping people everywhere live God’s Word. Because we know that engaging with Scripture on a regular basis is the biggest factor in spiritual growth. Because we know that the Bible changes hearts, changes lives, changes everything.

God’s Word reveals His plan of salvation, shows us His character and His heart, and leads us to an abundant life. It is His gift to all of us, and through His grace, Walk Thru is bringing His Word to the world. We hope and pray that you will continue to walk alongside us.

Serving together with you,



Phil Tuttle
President

