

## A. CONTACT INFO

<b>Ministry Name</b>	The Living Room Study
<b>CEO Name &amp; Title</b>	Steve Wiggins, Founder
<b>Primary Contact &amp; Title</b>	Steve Wiggins, Founder
<b>Address, City, State, Zip</b>	4675 Edgewood Place, Riverside, CA 92506
<b>Phone</b>	(951) 453-6050
<b>Fax</b>	
<b>Email</b>	<a href="mailto:swiggins@harvest.org">swiggins@harvest.org</a>
<b>Website</b>	<a href="http://www.livingroomstudy.org">www.livingroomstudy.org</a>

## A. KEY INFO

<b>Year Founded</b>	2006
<b>Total Employees (FT &amp; PT)</b>	0
<b>Total Volunteers</b>	2
<b>Total Board Members</b>	5
<b>Total Donors (last 24 months)</b>	0
<b>Organizational Memberships</b>	<input type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input type="checkbox"/> Christian Management Association (CMAonline.org) <input type="checkbox"/> Christian Stewardship Association (stewardship.org) <input checked="" type="checkbox"/> Other: Administrative Pastorate of Harvest Christian Fellowship, Riverside, CA
<b>Is your IRS 990 form available for public inspection?</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Do you have an annual audited financial statement that meets ECFA's Standard No. 3 and is available to the public?</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> We will meet this standard by (date): _____

## C. FINANCIAL INFO (per ECFA reporting categories – www.ecfa.org)

	<b>Last Fiscal Year Actual</b>	<b>Current Fiscal Year Budget</b>	<b>Estimated Budget 2010</b>
<b>INCOME</b>	Living Room Study is applying for non-profit status.	Can project start up budget for 2009	Can project for 2010
Donated Income	None		
All Other Income	None		
<b>Total Income</b>	None		
<b>EXPENSE</b>			
Program Services			
General & Administrative			
Fundraising			
<b>Total Expense</b>			

## D. OUR "ELEVATOR SPEECH" (external)

<b>Brand Promise</b> (slogan or tagline)	We are raising the Christian faith of a generation, by aggressively pursuing them with God's Word and Discipleship
<b>What do you do?</b> (50 words or less)	We are reaching a generation of people, (ages 18 to 30 years old) by asking them to read the Bible, a chapter-a-day, and emailing them a daily devotional. Once a week, we gather to discuss every seventh chapter in Coffeehouses, where there is a high probability that the un-churched or non-believer would discover the group.
<b>Key Endorsements</b>	Harvest Christian Fellowship, Riverside, CA    Calvary Chapel Redlands, CA    Mitch Glaser, Chosen People Ministries, NY

<b>Our “BHAG” (Big Holy Audacious Goal) is:</b>	Develop an international and national network of Living Room Studies, connected by a web hub, whereby people are discipled through shared Biblio-centric learning and life experiences.
---	---

### E. THE FIVE DRUCKER QUESTIONS (internal)

From: *The Peter F. Drucker Foundation Self-Assessment Tool: The Five Most Important Questions Every Nonprofit Organization Must Ask* (leadertoleader.org)

<b>1. What is our mission?</b>	Raise the faith of a generation by raising their Biblical knowledge.
<b>2. Who is our customer?</b>	Our PRIMARY customer is the post high school young adult who is either un-churched, or feels disenfranchised with church. Our SUPPORTING customers are: Church leaders and Bible pursuant Christians.
<b>3. What does the (PRIMARY) customer value?</b>	Honesty and integrity. They call themselves “missional”, anti-traditional. They want ministry to be personal, and a venue where they can invite irreligious or less-religious friends.
<b>4. What have been our results?</b>	Our Riverside study has grown to average 150 for the weekly study, and over 500 on the daily email list. Fountain Valley, CA, Coffee Bean & Tea Leaf, averaging 25 each week with 50 on its daily list. Redlands, CA launch: January at Augies Coffeehouse.
<b>5. What is our plan?</b>	We want to increase our network of Church leaders who are concerned with leading this generation beyond the salvation experience, into a lifestyle of Bible-centered discipleship.

### F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>2 working models, with a third on the way</li> <li>Free use of ministry space negotiated</li> <li>Local church partners decreases overhead</li> <li>Low overhead enables private funding</li> <li>Very high interest and participation from a largely un-churched population of 18 to 30 year old people.</li> </ul>	<ul style="list-style-type: none"> <li>Finding skilled communicators with a comprehensive Bible knowledge.</li> <li>Finding locations for ministry to over 50 attendees.</li> <li>Communicating Branding, Marketing, Messaging rubrics for this model</li> <li>Securing funds to develop and grow this ministry.</li> </ul>	<ul style="list-style-type: none"> <li>By 2010, there will be an estimated 50,000 coffee shops in US</li> <li>Partnering with churches on a national basis that want to reach the 18 – 30 year old churched and un churched population</li> <li>Economic declines incentivize shop owners to allow ministry</li> </ul>	<ul style="list-style-type: none"> <li>Territorial local Churches</li> <li>Monitoring Bible teaching at local sites in multiple locations throughout the country/region</li> <li>Still establishing funding base</li> <li>Cults or other opposition may perceive sites as platforms for disruption or recruiting.</li> </ul>

### G. THREE STRATEGIC (and specific) WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	I am seeking help in establishing the Living Room Study as a religious not-for-profit organization/ministry. I need assistance in the formation and development of this ministry.	Winter 2009
2	I am looking for people who know how to market and communicate ideas, primarily to the Church-at-large.	Winter 2009
3	I am seeking partnerships with organizations/churches/ministries whose missions already align, in order to reach the un church population of 18 to 30 year olds.	Spring 2009
	<u>Major Prayer Request:</u> Establish the Living Room Study as a full time ministry helping people’s faith grow through daily interaction with God’s Word on a local, regional and national basis.	