



Tolman

Thomas Tolman Family Organization

Strategic Plan 2016-2020

Mission Statement

The mission of the Thomas Tolman Family Organization is to promote love, unity, healing, forgiveness, friendship, and the spiritual and temporal welfare of all family members through achieving the following objectives:

- (1) Complete true, accurate, and complete genealogical records of both our ancestors and living members “worthy of all acceptance” (See D&C 128:22, 24).
- (2) Document and share inspiring personal histories of both our ancestors and living members.
- (3) Preserve genealogical records and personal histories for future generations and make these records and histories available to all family members.
- (4) Provide all of the descendants of Thomas Tolman the opportunity to receive the blessings and saving ordinances of the temple.
- (5) Assist family members in their research and writing of personal histories.
- (6) Assist family members to create strong and active family organizations built on principles of truth.

Vision

“Brothers and Sisters, I promise you protection for you and your family as you take this challenge to find as many names to take to the temple as ordinances you perform in the temple and teach others to do the same. And if you accept this challenge, blessings will begin to flow to you and your family like the power of the river spoken of by Ezekiel (See Ezekiel 47:1-5, 8-9) and the river will grow as you continue to perform this work and teach others to do the same. You’ll find not only protection from the temptations and ills of this world, but you’ll also find personal power: power to change, power to repent, power to learn, power to be sanctified, and power to turn the hearts of your family together and heal that which needs healing.” (Elder Dale G. Renlund, RootsTech 2016 Family Discovery Day)

The vision of the Thomas Tolman Family Organization is to assume a leadership role in helping families establish strong family organizations committed to fostering healthy family relationships through actively participating in family history work, family service, family reunions, and family preparedness—consequently reaping the promised blessings including personal power, protection, forgiveness, love, healing, and exaltation.

“Happiness in family life is most likely to be achieved when founded upon the teachings of the Lord Jesus Christ. Successful marriages and families are established and maintained on principles of faith, prayer, repentance, forgiveness, respect, love, compassion, work, and wholesome recreational activities.”
(Excerpt from The Family: A Proclamation to the World)

Values

The Thomas Tolman Family Organization values those principles of truth that lead to lasting peace and happiness as contained in the gospel of Jesus Christ and as exemplified in the lives of our ancestors.

Goals and Supporting Objectives



Phase I: Reorganize (April to October 2016). As a consequence of advances in family history technologies and the family home fulfilling its intended purpose, we need to regroup and refocus our efforts as a family organization while maintaining the legacy and founding principles of the organization. This phase ends in October 2016 upon completion of goals and supporting objectives 1 through 4.

Phase II: Reconnect (October 2016 to April 2017). Once we are reorganized and have achieved the goals and supporting objectives for phase I (Goals 1-4), we will begin a campaign to reconnect with all current and former members of the organization. Equally important, we will connect with cousins of all ages who have never been a part of the family organization and invite them to be active participants. This phase ends in April 2017 with a goal of 2,000 members after which new membership goals will be established.

Phase III: Reengage (October 2016 and beyond). Our family organization is a legacy of tremendous hard work and sacrifice of time, talents, and means for the great work of turning our hearts to our ancestors. The core of the organization will remain focused on encouraging families to build strong family organizations and lasting family relationships through engaging in indexing, personal histories, ancestor histories, genealogical research and temple work, family reunions, family service, and family preparedness. This phase will be ongoing with annual updates to our strategic plan in these core areas.

“It should be clearly understood that Satan will do all in his power to ruin any plan which calls for organizing families. He fully realizes that the success of the Church lies in Family Organization. If he can destroy the spirit of a family home evening, upset the harmony between family members, foil plans for reunions, projects, etc., he honestly believes he can still win. Families which are well organized are the most efficient organization on earth to destroy his efforts.”

(The Savior, the Priesthood and You, p. 171)

Goal 1 (Reorganize): Based on advances in family history technologies and as a consequence the family home fulfilling its original purpose, transition the Thomas Tolman Family Organization to adjust to these changes.

Supporting Objectives:

- 1.1 Sell the family home for between 250K and 260K by 1 June 2016.
- 1.2 Donate a portion of the proceeds from the sale of the family home to establish a Tolman Family exhibit at the Bountiful Museum.
- 1.3 Provide artifacts to the Bountiful Museum for a Tolman Family exhibit including a concept to inspire the importance of family organizations.
- 1.4 Establish a plan for the disposition of remaining proceeds from the sale of the family home to help preserve the family organization and promote its purposes.
- 1.5 Establish and maintain a Thomas Tolman Family Organization Strategic Plan to guide the future of the organization.
- 1.6 Update the Thomas Tolman Family Organization history from 2004 to present.
- 1.7 Complete the records scanning project and establish a plan to upload and preserve these documents both on Family Search Memories and the new family organization website.
- 1.8 Reassess the family organization Executive Board and Committee positions and each corresponding duty description to ensure they are properly aligned for the future success of the organization.

“It is important for us also to cultivate in our own family a sense that we belong together eternally... We ought to encourage our children to know their relatives. We need to talk of them, make effort to correspond with them, visit them, join family organizations, etc.” (President Spencer W. Kimball, Family Organization and Records Pamphlet, Quarterly Stake Conference 1977, The Church of Jesus Christ of Latter-day Saints)

Goal 2 (Reorganize): Rebrand the family organization website as the new “Virtual Thomas Tolman Family Organization Home.”

Supporting Objectives:

2.1 Select a professional, cost-effective website service that will support all the desired specifications and functions as outlined in 2.2 through 2.8.

2.2 Create a home page with a banner that includes the featured story of the month, featured get-involved activity, major family news stories, featured publications for purchase, and a featured how-to or tip of the month (e.g., genealogy research, indexing, personal histories, family reunions, family service, etc.). Below the home page banner, highlight each of the eight “Get Involved” activities in 6.1 through 6.8. Include on the home page the ability to subscribe to the family organization social media sites (e.g., Facebook, Instagram, and Twitter) and monthly e-newsletter. Develop a concept for the home page that might include a picture of the family home, ancestor photos, and/or the family coat of arms.

2.3 Create an “About Us” tab with the following drop-down menu options: strategic plan, brief history of the organization, executive committee with a short bio of each member, coat of arms description, and financial statement.

2.4 Create a “Donate” tab with list of current donation objectives, a statement that 100% of the donation will be used towards the selected donation objective, a link to financial statement, and the ability to receive donations by credit card, check, or PayPal.

2.5 Create an “Our Ancestors” tab which provides a gateway to learn more about our ancestors including links to websites such as the Oakley project.

2.6 Create a “Family Store” tab to sell family publications and provide links to discounts for family members for things such as temporal preparedness items. Include the ability to pay for such publications via check, credit card, or PayPal.

2.7 Create a “Downloads” tab to make archived family newsletters and other scanned family records available to family members.

2.8 Create a “Contact Us” tab that includes a mailing address, e-mail, link to subscribe to e-newsletter/blog, and the ability to subscribe to Thomas Tolman Family Organization Social Media sites.

2.8 Create a “Get Involved” tab that includes information on indexing, ancestor memories, personal memories, family reunions, preparing names for temple work, family service, family preparedness, and donating to the family organization.

“When the full measure of Elijah’s mission is understood,...it applies just as much on this side of the veil as it does to the other side of the veil. So, the hearts of you fathers and mothers must be turned to your children right now, if you have the true spirit of Elijah.” (President Harold B. Lee, Family Organization and Records Pamphlet, Quarterly Stake Conference 1977, The Church of Jesus Christ of Latter-day Saints)

Goal 3 (Reorganize): Establish and maintain clear objectives for the use of donations made to the family organization and encourage family members to donate.

Supporting Objectives:

3.1 Establish processes and procedures for inclusion in the family organization bylaws for approving and managing donation objectives.

3.2 Develop an initial list of donation objectives for publication on the family organization website.

3.3 Ensure the family treasurer accounts for all donations and publishes a yearly report on the family website.

“Much of the heavy lifting and hastening of the work of salvation for both the living and the dead will be done by you young people.” (Elder Quentin L. Cook, Roots and Branches, CR, April 2014)

Goal 4 (Reorganize): Develop social media sites for the Thomas Tolman Family Organization on Facebook, Instagram, and Twitter.

Supporting Objectives:

4.1 Maintain the Thomas Tolman Family Organization Facebook page and achieve 1,500 followers by April of 2017.

4.2 Establish and maintain a Thomas Tolman Organization page on Instagram and achieve 1,500 followers by April of 2017.

4.3 Establish and maintain a Thomas Tolman Organization Twitter account and achieve 1,500 followers by April of 2017.

4.4 For all family organization social media sites, develop a schedule of recurring posts that correlates with the Thomas Tolman Family Organization website including the featured ancestor story of the month, featured get involved activity, major family news stories, featured publications for purchase, and a featured how-to or tip of the month (e.g., genealogy research, indexing, personal histories, family reunions, family service, etc.).

4.5 Encourage family members to post family news on the family organization social media sites including deaths, births, marriages, serious illnesses, mission calls, etc.

“While temple and family history work has the power to bless those beyond the veil, it has an equal power to bless the living. It has a refining influence on those who are engaged in it. They are literally helping to exalt their families.”

(Elder Russell M. Nelson, Generations Linked in Love, CR, April 2010)

Goal 5 (Reconnect): After goals 1 through 4 are achieved, connect with new family members and reconnect with current and past membership of the family organization.

Supporting Objectives:

5.1 Gather all known contact information (e-mails or addresses) of current or former members of the family organization and reconnect with these cousins and invite them to visit the new family organization website, subscribe to the social media sites, and get involved in the available activities listed 6.1 through 6.8.

5.2 Establish a plan to reach out to cousins that have never been a part of the family organization and invite them to visit the new family organization website, subscribe to the family organization social media sites, and get involved in the available activities listed under goal 6.

5.3 Ensure that by October of 2016, we are prepared with 12 months' worth of website and social media posts including featured ancestor stories, how-to articles, tips, featured get involved activities, etc.

“I invite the young people of the Church to learn about and experience the Spirit of Elijah. ... I promise [that] you will be protected against the intensifying influence of the adversary. As you participate in and love this holy work, you will be safeguarded in your youth and throughout your lives.”

(Elder David A. Bednar, The Hearts of the Children Shall Turn, CR, October 2011)

Goal 6 (Reengage): Invite family members to get involved and participate in the family organization and its stated objectives.

Supporting Objectives:

6.1 **Indexing.** Establish a Thomas Tolman Family Organization Indexing Group and index one million records by the end of 2020.

6.2 **Ancestor Family Memories.** Ensure key stories, photos, and documents of ancestors are uploaded into Family Search Memories and shared on the family organization website and social media sites as appropriate. Consider the principle of abridgement from the example of the Book of Mormon.

6.3 **Living Family Member Memories.** Encourage each family member to upload their key stories, photos, and documents on Family Search Memories and to post stories to the family organization social media sites. Consider the principle of abridgement from the example of the Book of Mormon.

6.4 **Genealogical Research and Temple Work.** Encourage family members to find family ancestors including descendancy research and take names to the temple to give them the opportunity to accept the saving ordinances of the temple.

6.5 **Family Reunions.** Encourage families to hold regular family reunions and virtual family reunions by providing reunion tips, reunion reports, etc.

6.6 **Family Service.** Encourage family members to participate in family work days and family service projects to help accomplish family history work and lift those in need. Encourage families to share their experiences on the family organization social media sites.

6.7 **Family Preparedness.** Encourage family members to be spiritually and temporally self-reliant.

6.8 **Donate.** Encourage family members to donate to the donation objectives listed on the family organization website.