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A Word About Branding *for churches & ministry groups*

Uncovering Your Brand

When you sit back and visualize your church through the eyes of someone who is just driving by, or found you on the web, or walked through the door for the first time, what kind of message do you see? What do you have to say? What is your culture like and does it line up with how you want others to see you? How can you more effectively communicate the message of Christ?

Your brand identity as a church is more than your logo—it's a commitment to how you communicate within your church body, and how you communicate the message of Christ to the world. What is your mission? What are your values? How do you communicate across ministry teams and to members? Take a look at these items to consider when developing a strategy toward uncovering your brand.

Items to Think About

Who We Are	Internal	External
<p>What is our present mission/vision statement?</p>	<ul style="list-style-type: none"> ▪ What do staff members think our mission/vision is? ▪ What does the congregation think our mission/vision is? <p><i>Example: If the church's mission is to share Jesus with the community, that message should be clear to all ministry teams, members, etc.</i></p>	<ul style="list-style-type: none"> ▪ What does the public sector think our mission/vision is? <p><i>Example: If the church is effectively sharing Jesus with the community, the church's visibility at community events and its own outreach activities will increase public sector awareness of the church's existence and perception of the church and its members as warm/caring/meeting needs, etc.</i></p>
<p>What are our objectives toward achieving our present mission statement?</p>	<ul style="list-style-type: none"> ▪ Do ministry teams have aligned goals that help everybody understand how to achieve the church's objectives? ▪ Does the congregation understand that each person has been gifted with talents and skills that can assist with the church's objectives? <p><i>Example: If the church's mission is to share Jesus with the community, one of the objectives toward achieving that goal might be hosting a pastry table at a local community event. Aligning individual gifts and talents might include baking pastry, setting up the table, organizing people/materials, etc.</i></p>	<ul style="list-style-type: none"> ▪ How do our internal objectives translate to the public sector? <p><i>Example: If the church hosted the pastry table at the local event, what did the public sector witness? Were the members smiling, engaging with the public, and focused on reaching out? Were the members bickering while setting up the area, or complaining about the shortage of cherry strudel?</i></p>

Who We Are	Internal	External
<p>What is our image?</p>	<ul style="list-style-type: none"> ▪ How do staff members see us? ▪ How does the congregation see us? <p><i>Example: "ABC Church is a warm and welcoming environment that promotes a personal relationship with Jesus and growing in faith."</i></p>	<ul style="list-style-type: none"> ▪ How does the public sector see us? <p><i>Example: Visitor to ABC Church arrives: There are no door greeters, no clear signage to help the visitor find the worship venue, and the visitor feels uncomfortable interrupting personal conversations to ask directions.</i></p>
<p>What are our values? How do those values support our mission and objectives?</p>	<ul style="list-style-type: none"> ▪ Do staff members understand our values? ▪ Does the congregation understand our values? <p><i>Example: "ABC Church is a place where you can come-as-you are and get real with God. Join us for our contemporary service at 11:00."</i></p>	<ul style="list-style-type: none"> ▪ How do our values translate in the marketplace? <p><i>Example: Visitor to ABC Church arrives in grunge clothing and notices that most people are dressed in office attire, especially the people on the platform, and the service style is very conservative.</i></p>
<p>What is our culture? How do our values affect our working environment?</p>	<ul style="list-style-type: none"> ▪ How do staff members and ministry teams contribute toward the working environment? <p><i>Example: ABC Church is a place where staff, ministry teams, and members communicate in an open, friendly environment.</i></p>	<ul style="list-style-type: none"> ▪ How does our internal culture translate outwardly to the public sector? <p><i>Example: Staff members at ABC Church are rarely available unless appointments are made in advance. Ministry teams operate within their own parameters. Many people are too engrossed in their own responsibilities to notice visitors, others who have questions, etc.</i></p>

Who We Are	Internal	External
<p>What is our communication structure?</p> <ol style="list-style-type: none"> 1. How does that structure contribute toward our working environment? 2. How does that structure support our values? 3. How does that structure support our objectives? 4. How does that structure support our mission/vision? 	<ul style="list-style-type: none"> ▪ What is the verbal and written communication style? ▪ What communication vehicles do we have in place? (example: paper, internet, intranet, face-to-face, media feeds like twitter/facebook, etc.) ▪ How is information disseminated to staff members? To teams? 	<ul style="list-style-type: none"> ▪ How is information disseminated to the marketplace? (print ads, letters/postcards, door-to-door, web site, media feeds like twitter, facebook, etc.)

Feeling Overwhelmed?

Taking an in-depth look at the communication style of your staff and ministry teams can seem daunting, but the results are well-worth the effort and will maximize your church's effectiveness.

Call us and let FredWorks Studios help you communicate the message of Christ.