NEW CHURCH MINISTRY

brand building for new churches
• Icebreaker
• What we can learn from churches with strong branding
• Who is your audience?
• How can you help them?
• 100 Images Exercise
• Resources
• Today/Tomorrow Exercise
• Q&A
1. Your name
2. Congregation’s name (if it’s launched)
3. Where you’re from
4. Have you worked on branding before?
• **INNOVA Award nominee**
• Knows who their **audience** is
• **Consistent** visual and narrative elements BUT
• **Flexible** enough to evolve with the times
• **Brand assets** in line with brand identity
Who are you trying to connect with?
While it’s tempting to say everyone, you cannot reach or please everyone. Think about your strengths.
Can you be more specific about your target group?
• **Youth** - what are the ages? Do any of them have special needs? Learning disabilities?
• **Young Adults** - what is the age range? Are they working yet? Having families?
• **Older Adults** - What is the age range? Would they have mobility or hearing issues?
• **Families** - Do you include couples? Those with children? Blended families?
• **LGBTQ** - Are you aware of this community’s needs? (Housing insecurity, biphobia, transphobia, discrimination at the workplace, etc.)
• **Immigrants** - newly landed or settled? Can you or others speak their language?
• **Persons with disabilities** - are you including intellectual disabilities? Those with ASD?
• **Musicians** - Pianists? Organists? Singers? Guitar players?
• **Prisoners** - male, female, juvenile, those transitioning out?
• **Military** - Are you prepared to minister to vets, those with PTSD, families?
• **New members** - Are they new Christians? Returning? What about church hoppers?
• **Other**
Don’t know
  • Who do we appeal to right now? Why?
  • Who do the other churches in our city appeal to?
  • Is there an underserved demographic in our community? Who are they?
  • What does our community look like?
  • What is the average income in our community?
  • What is the average educational level in our community?
  • What kinds of jobs are represented in our community? White collar? Blue collar? Artists? Medical professionals? Young entrepreneurs?
  • What kind of lifestyles are represented in our community? Outdoorsy? Runners? Sports fans?
  • What kind of worship experiences aren’t represented in our community?
  • What are our strengths?
Think about this person(s) as the main character(s) in your story.

What are their problems?

how can you help them?
Why do you need to know this?

how can you help them?
• What about your church would lead your character to it and help solve their problem?
• Choose from the 100 images on the wall. Each of you has been given a set of 50 stickers. Write your initials on them and place them on images you think represent the church your main character would attend. You have 10 minutes!
Why did you vote the way you did?
• On the TODAY paper, write down what you learned from your brand, like beliefs, personality traits or strengths and weaknesses.

• On the TOMORROW paper, list the things you hope your brand will achieve or become over time.

• There’s a blank space between the two. Think about the changes you could make to bridge the gap.
• 10 Questions to Help Identify Your Church’s Target Audience
  https://www.cdfcapital.org/questions-church-target-audience/
• Brand Identity (What colours and fonts mean)
  https://99designs.ca/blog/tips/brand-identity/
• Fiverr - logo design
• Canva - allows you to upload brand kit
• This presentation will be uploaded to NCM website
Questions?
Comments?

For more brand building help, feel free to contact me at ncompton@churchextensionfmr.org