

BRAND TOWN HALL

Dion Garrett, Senior Pastor | January 2018

Purpose

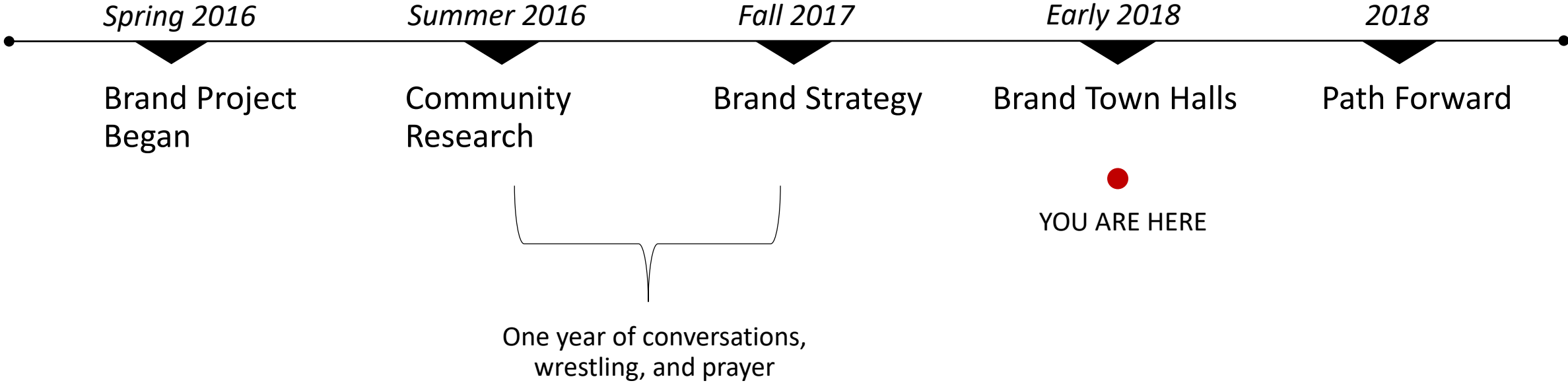
Why we're here tonight:

- Share with you the work to date
- Capture your feedback and ideas
- Discuss the path forward

Why we started STJ brand project :

- Clearly articulate who we are
- Align internal and external perceptions
- Ensure a positive impact

Overview



TONIGHT, WE WELCOME YOU INTO THE JOURNEY TO HELP DETERMINE OUR PATH FORWARD ...

Support Along the Way



AMY CALVIN
Branding & Marketing
Former St. John board member



LINDA GARAVALIA
Research

COMMUNITY RESEARCH

A Summary

Methodology

Focus Groups

2 audiences:

- Unchurched
- Dechurched adults

2 age groups:

- 21-34
- 35-54

Objectives

- **Brand Perceptions and Awareness**

How is STJ perceived vis-à-vis other churches in West County?

- **Motivations and Barriers**

How can STJ appeal to these audiences and what barriers need to be addressed?

- **STJ Brand Position and Messaging**

What specific messages about STJ are relevant and motivating?

What We Looked At

1. The ideal church experience

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2. Most appealing church attributes

+

3. Most appealing STJ messages

Their description, unprompted.
What they want – and don't want
from church.

Rating a list of 13 qualities of a
church in terms of how appealing
to them.

Their reactions and response to a
statement about
St. John.

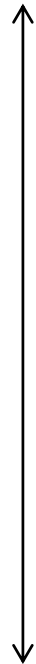
1. The Ideal Church Experience

Before seeing any statements, respondents were asked to imagine their ideal church experience. They envisioned:

Inclusive, welcoming and accepting
No judgment
Accepting of all / non-denominational
Feel connected to others in the church
Not too large, not a mega-church
Brings the community together
Committed to helping local community
Messages are personally relevant
Grounded in the Bible, yet meaningful for today
A balance of traditional and modern
Relaxed and casual, not stuffy or rigid
Programs to engage children and teens

2. Most Appealing Church Qualities

Most
Appealing



Least
Appealing

- *Everyone is welcome, no matter their beliefs or practices. No judgment is passed.*
- *Messages are culturally relevant. Leader talks about real life, real problems, real situations.*
- *Church cares about doing good and being involved in the greater community.*

- *Church cares as much about the people not attending as it does those who are members.*
- *Casual dress is acceptable.*
- *Adults at church are a variety of ages.*
- *Church environment is informal.*

- *Church services are available on your schedule, online streaming, etc.*
- *Church is digitally savvy and engaged in social media.*
- *Christ is a central figure of the church.*
- *Music sounds like something you'd hear on pop radio station.*
- *Church practices traditional activities (Lord's prayer, communion, etc.)*
- *Messages are tied back to the Bible.*

3. Appealing STJ Messaging

“At St. John we are a progressive community of people that follow Christ with relevance – current culture and current life application. Diverse seekers come to St. John, dressed as they are and listen to contemporary music with applying dynamic sermons to today’s tough issues. This is reflected in many ways but ultimately we welcome all in our worship no matter where they see themselves theologically, encouraging people to think for themselves while accepting others who might think differently. St. John’s mission is to help all people to live an abundant life for those seeking answers to everyday problems. For this reason, St. John is always facing outward to the community, the country and to the world to help others.”

Positive Reactions to STJ Messaging

Many of the ideas conveyed were relevant and compelling to respondents – even surprising for some.

- Aligned with their own descriptions of the ideal experience.
- Positioned St. John as different from what they remembered or expected based on the name.
- Highlighted how attending STJ would benefit them personally and benefit the community.

“I think of churches like The Crossing or The Journey as being more progressive and accepting, so realizing there are others out there like this came as a surprise.”

“I would be more interested in attending St. John after reading this, because it makes it sound not as formal... I always thought Lutheran churches were really formal.”

Neutral to Negative Reaction to STJ Name

“Not having been raised Catholic, every saint is the same to me.”

“You automatically think it’s Catholic.”

“I would change the name. St. John sounds too old. It’s old school, too Christian. If you’re trying to be modern and more progressive, why go to such an old name?”

- The name suggested a more traditional and formal church experience -- not the relaxed or casual environment that the messaging statement described.
- Some perceived that any church with “saint” in the name is a Catholic church

Outdated Association of STJ

“It looks like a big place that I’m going to have to roll up my sleeves and try to figure out where to go.”

“Their sign used to say St. John’s Lutheran Church and it looks like they’ve taken the Lutheran out of it. Which is fine, maybe they’ve split... become more non-denominational.”

“They have different services. They have the traditional service ... and then a service more like The Crossing in a different area, with a band.”

While some respondents were familiar with St. John Church, their associations were superficial or dated (remembering the “varied” services from 4-5 years ago).

Associations with STJ:

Looks large (size of buildings)

Family-oriented

Good school

Traffic on Manchester Road

If St. John Church were a car, it would be a Suburban or a Yukon.

Associations with Other Area Churches



New
Entertaining, lively
Open-minded
People are genuine
Messages apply to your life
“A production” like a concert

Tesla or a new Buick (not your grandmother’s Buick)



Huge
Have childcare available
Different types of services
Traditional and contemporary

Any type of car



Large, very popular
Rams players attended
Members are super committed
“Speak in tongues”
Good summer camp

A big SUV

“When I hear St. John Church, it sounds formal. I wouldn’t associate it with the casual setting that I’m looking for.”

“We have tried several churches, there were a few where we went for several months, but I haven’t found one where I felt at peace – somewhere that had the same values as I had growing up.”

“Growing up and always going to non-denominational churches, it still sticks in my mind that St. John is a Catholic church – from the name.”

“I grew up Catholic, went to Catholic school but didn’t get confirmed, so it’s been on the back burner for me. With my daughter, I’m trying to figure out what to do...we’ve been to The Crossing a few times.”

Barriers to Attending STJ

- Limited awareness of the church
- Perception based on experience 4-5 years ago
- Questions/confusion about denomination
- Church campus looks big, hard to navigate
- Name sounds like a Catholic church (*“all saints are Catholic”*)
- Perception that STJ is traditional, formal (*“not new or modern like The Crossing”*)
- Limited awareness of programs/events for teens

Conclusion

1. *The ideal church experience*

+

2. *Most appealing church attributes*

+

3. *Most appealing STJ messages*

They described what we offer

They ranked highly what we offer

They liked what we offer

We offer what many people are looking for in a church ... but their perceptions of us aren't accurate

PERCEPTIONS ≠ REALITY

BRAND STRATEGY

Expressing Who We Are

What Should We Do?

*Share Findings, Get Input,
& Articulate Our Brand*

Meet the **Brand Team**



Trish Alexandre



Stacie Brasseur



Allison Brune



Amy Calzada



Rick Fessler



Neal Weber



Brian Ollivo



Sharon Schaller



David Jameson



Annmarie Wallis



Ray Ward



Ashley Mendez



Karl Kamrud



Adam Kurklewicz

**Not listed-Mindy Jeffries*

STJ Brand Staff Team



Pua Coffman



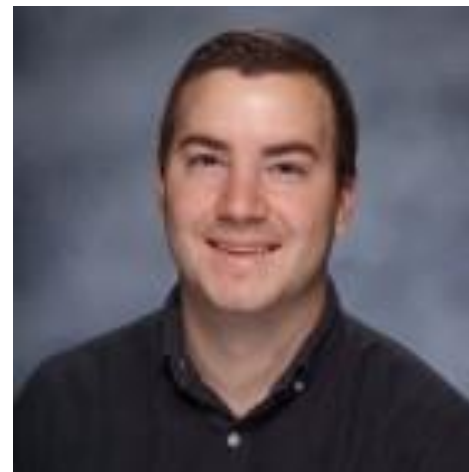
Jeff Cook



Julie Lorenz



Kelli Porta



Jon Shepherd



Chris Toomey

Other Conversations

- Board of Directors
- Shared with Elders
- One-on-one meetings
- ETC!

Organization Name

OUR CHURCH

Tagline

Shorthand descriptor (optional)

Promise

Our unwavering commitment

Bringing together imperfect people in pursuit of a whole life.

Pillars

How we deliver on the promise

**Unconditional
Acceptance**



**True-to-Life
Approach**



**Inspiring
Connections**



**God-Directed
Journey**

- Open our doors and hearts to people of all stages of life and faith, making every effort to put people at ease.
- Recognize our universal imperfection and offer everyone freedom from guilt and judgment.
- Encourage belonging before believing (e.g., Getting Started vs. leadership affirmation).
- Hold regular events, services, and activities built for newcomers and unchurched (e.g., Family Forward, July 4).
- Engage with the community as partners, not projects (e.g., Open auditions, Bryan Hill Elementary, Baccalaureates).

- Feature engaging message-series that bring together biblical truth and reformation wisdom to tackle real-life issues, situations, questions, and emotions.
- Teach in a humble, transparent, and vulnerable way to ensure accessibility and clear takeaways for everyone.
- Base ministries and classes on life needs (e.g., Financial Peace, Daniel Plan, NextGen curriculum).
- Offer age, gender, and life-phase specific initiatives (e.g., Core, Summit, QuarterLIFE, Men's events, MOPS).

- Hold connecting events (e.g., Getting Connected, men's and women's events).
- Create environments that foster and facilitate "face-to-face" connections with God.
- Energize with music that connects the head and heart.
- Connect people to Jesus's grace through baptism and communion.
- Empower for and encourage connection through local and int'l missions.
- Provide care ministries to offer support and connection through difficult seasons (e.g., GriefShare, DivorceCare).

- Seek to reveal God's true, loving character; reflected in people's lives.
- Deny the status quo by taking a future-looking, Spirit-led, visionary approach to church.
- Teach disciplines that show people how to know, trust, and hear from God directly (e.g., 1.1.15.6 & Growing Deeper).
- Encourage people to continually take next steps on their journey.
- Celebrate life change of any kind, substantial or subtle.

Proof

Reasons to believe

Personality

The manner in which we deliver the pillars

In-Touch | Open-Hearted | Enterprising | Faith-Filled | Thought-Provoking

Organization Name



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Most Common Church Names in the U.S.

There are 600+ churches with the name St. John



Church Name	Churches
first baptist church	5,115
church of christ	2,854
first united methodist church	2,149
first presbyterian church	1,960
united methodist church	1,488
seventh-day adventist church	1,478
first christian church	1,309
calvary baptist church	1,197
church of the nazarene	915
trinity lutheran church	892
salvation army	867
first assembly of god	744
church of god	677
faith baptist church	663
st john's lutheran church	601
grace baptist church	600
first congregational church	575
assembly of god church	565
new hope baptist church	540
zion lutheran church	523

Most Common “Saint” Church Names in the U.S.

“Catholics, so far, have resisted the renaming urge, remaining loyal to their saints, the Virgin Mary, and Trinity, and significant faith events.”

— *Star-Tribune, MPLS-STP*



Saint	Churches
John	3,713
Paul	3,210
Mary	1,832
Peter	1,362
James	1,270
Joseph	1,153
Mark	1,062
Luke	1,053
Andrew	789
Matthew	724
Stephen	582
Michael	532
Francis	530
Thomas	511
Patrick	431
Anthony	381
George	329
Ann(e)	282
Nicholas	253
Elizabeth	220

Modern Names Backed by Big Denominations



saddleback church



Redeemer
CHURCHES & MINISTRIES



NORTH POINT
COMMUNITY CHURCH



THE UNITED METHODIST
CHURCH OF THE RESURRECTION

Recent Church Name Changes

- *Ballwin Baptist Church* > **The Rock Church of STL**
- *First Lutheran Church* > **Community of Grace** (MN)
- *University Baptist Church of Coral Gables* > **Christ Journey** (FL)
- *First Baptist Church of Perrine* > **Christ Fellowship** (FL)
- *Coral Baptist Church of Coral Springs* > **Church By The Glades** (FL)
- *First Baptist Church of Ft. Lauderdale* > **First Ft. Lauderdale** (FL)
- *Manhasset Baptist Church* > **Shelter Rock** (NY)
- *Maple Grove Evangelical Free Church* > **The Grove** (MN)
- *Bethel Assembly of God* > **Bethel's Rock** (MN)
- *Mt. Olive Assembly of God* > **The Mount** (MN)

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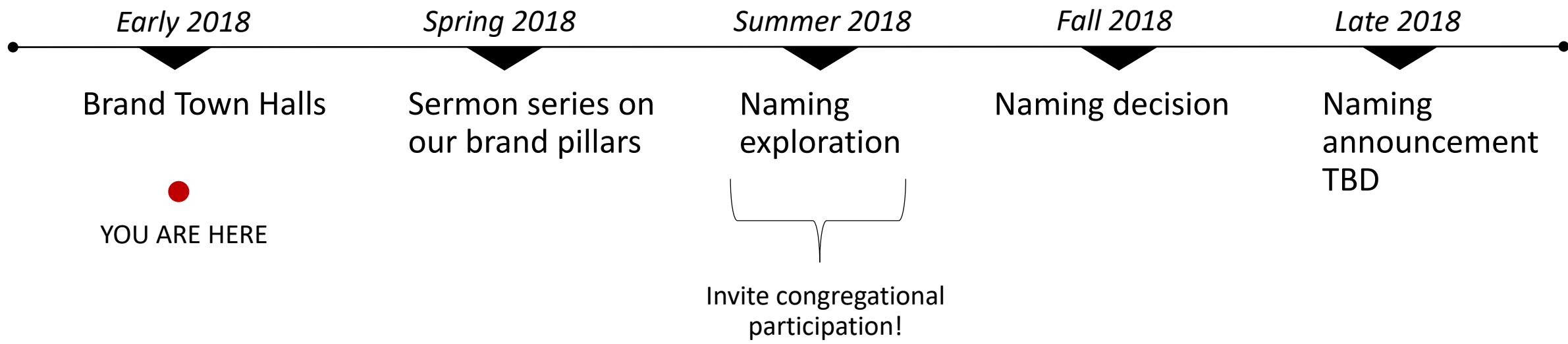
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WHAT'S NEXT

Our Path Forward

Our Path Forward



THANK YOU FOR JOINING THE JOURNEY!

QUESTIONS | DISCUSSION

Thank You!