



Christ Church

Strategic Plan

A FIVE-YEAR PLAN FOR EXCELLENCE IN STUDENT MINISTRY

YEAR: 2018-2022



We want to influence a generation!



We strive to do ministry in a way
that touches students' hearts!



We're becoming a church that
"pays it forward!"

Message from Our Lead Pastor



Christ Church has decided to make a bold move by restructuring our entire ministry to make sure we give students the gift of an unconquerable faith, an unstoppable drive, and an insatiable passion to serve Jesus Christ. The shift began in December 2017 after I read what Jesus said to His disciples, “Don’t push these children away. Don’t ever get between them and me. These children are the very center of life in the kingdom” (Mark 10:14, The Message Bible). I have read that passage hundreds of times but never before had it struck me with the same impact. This time, I put myself on the receiving end of His rebuke, as if I was standing alongside the 12 disciples. Jesus was calling for His disciples to make ministry to children a MAJOR priority.

After I dried my tears, I knew that our emphasis and focus toward ministry to children, teens, and college students had to soar to a whole new level. The statistics are frightening: About 70 percent of kids stop attending their local church after they graduate high school. Although half of them return a decade later, the need for relevant ministry that is equipping the heads and hearts of students is more real now than ever. Impacting a generation is more than having a hip student ministry that lacks real depth and connection with students—who crave authenticity and have a strong desire to create a legacy.

As you read this Five-Year Strategic Plan, you will learn of our attempt to give our children a God legacy. I ask that you join us by praying, sharing your resources, and helping us serve the spiritual needs of students within our congregation and community. In doing so, your actions will echo the sentiments of Henry Ward Beecher, the famous 19th-century preacher who said, “Children are the hands by which you take hold of heaven.”

Our King Cometh!

A handwritten signature in black ink that reads "Dr. David Ireland". The signature is fluid and cursive, written on a light-colored background.

David D. Ireland, Ph.D.

Lead Pastor

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Jesus said, “And whoever welcomes a child like this in my name welcomes me.”

– Matthew 18:5
(*God’s Word Translation*)



Five-Year Strategic Plan

SECTION 01

West Campus (Rockaway, NJ)



East Campus (Montclair, NJ)



Christ Church is responsible to the northern New Jersey region, including students, parents, members, and external stakeholders. This strategic plan helps to guide the church's decision-making for the next five years (2018-2022) in achieving its vision and mission for the student population of our church, including where to focus, how to approach our ministry, and how to best allocate people, time, and resources. Our actions, along with other regional churches, directly impact the spiritual climate and the God legacy of students within the region.



Five-Year Strategic Plan

SECTION 01



EXECUTIVE SUMMARY

Christ Church is well known for its ministry to adults but does not have that equal reputation and effectiveness in regards to ministry to students. Our desire is to make a shift so that Christ Church can be better positioned to capture and execute God's dream for students in this region.

Since its inception in 1986, Christ Church has been involved in every phase of student ministry in one form or another, as generations of children have grown up in the church. However, there is now a critical need for us to reimagine, redevelop, re-engineer, and redeploy our efforts in a more comprehensive and deliberate manner to better serve our students in the days ahead.

This strategic plan distills discussions that have taken place over several years, particularly the period beginning in December 2017, when members of the Board of Trustees, Executive Management Team, and Pastoral Team endorsed a student ministry movement for the church. In January 2018, a broad cross-section of perspectives from today's contributors—teenagers, college students, parents, grandparents, and industry leaders in the areas of strategic planning

and branding met for a full day to discuss a holistic approach in addressing this important demographic over the next five years (2018-2022) and beyond.

Cognizant that all Christian young people are on a *quest* to know God and live out their lives in full devotion to His purpose, we have rebranded all facets of student ministry to bear the name "Quest". Hence we now have:



Quest Kids



Quest Teens



Quest College Ministry



Quest Young Adults

These next five years will prove to be stellar years for our ministry especially as it relates to students.

Mission

The Church's mission statement is: "We exist to unite people to God and people to people". This mission statement is fleshed out in the ministry in which we serve the student population, including a curriculum rich in spiritual principles, artistic expression, practical training, and fun activities in an inclusive and diverse environment that builds healthy friendships.

Vision

Our vision is captured in one word, IMPACT, with each letter capturing a distinct visionary purpose. Through this vision, Christ Church establishes direction, objectives, timetables, and lifelong pursuits of its mandate. Since the inception of Christ Church, one of the core aspects of our vision, was to bring focus to the importance of our ministry to students.

Integrate

To be a church that is racially, culturally, and ethnically integrated. Our message on promoting reconciliation and restoration among the races is a very real one to us. Acceptance of people is our calling and passion.

Music

We feel God's mandate to build a worshipful congregation where praise music plays a significant role. Our worship will be celebrative, prophetic, and rich in the participation of the performing arts.

Prepare

We strive to prepare the next generation to reach their potential for Jesus Christ. Innovative methods of instruction will be utilized so that children under our influence may respond to the call of God and serve their generation as gifted leaders.

Academic

Education must be sought-after and embraced by God's people. To succeed in a competitive and secularized world and to serve as the next generation of leaders, students must engage in their spiritual education, own their learning, and feel accepted and supported in our ministry.

Community

We believe that serving the needs of our community is part of our Christian responsibility. Therefore, we will continue to develop Bible-based social programs to help solve some of our community's problems. We have declared "war" against the social plagues of chemical abuse, teenage pregnancy, family crises, and Biblical illiteracy.

Train

The Great Commission must be fulfilled! Trained missionaries, theologians, specialists in church matters, and five-fold ministry gifts are needed to address the needs of the 21st century. Christ Church strives to ensure that its membership is both Biblically literate and skilled in applying the word of God. We view ourselves as developers of leaders in every age category.

Five-Year Strategic Plan

SECTION 01

Strategic Planning Principles

By carefully aligning our values, work, and goals within a strategic plan, we ensure the student ministry is moving in the right direction to achieve our mission and values. This strategic plan uses the following guiding principles:

1 Enrollment

In order to achieve a full enrollment of students in our nursery through college programs, we will create and implement effective plans for marketing, outreach, and a clear brand identity.

2 Program

We will provide our students with a ministry that is relevant and engaging while meeting their spiritual needs at every developmental level within the context of our culture, both local and global.

3 Personnel

In order to attract and retain highly qualified staff and volunteers who are committed to the ministry's mission to students, we will carry out plans for supporting an environment of inclusiveness, sense of belonging, and ongoing training and development.

4 Finance

We plan to achieve financial sustainability that will allow us to carry out our long-range plans and establish the ministry on a firm foundation for the future.

5 Campus

We want to create and implement a plan that will allow us to make the best use of our campus and facilities in order to carry out our mission.

6 Community

We want our student ministry to become a lively center for spiritual education, social responsibility, and engagement in the community.

“Teach children how they should live, and they will remember it all their lives.”

– Proverbs 22:6
(Good News Bible)

Five-Year Strategic Plan

SECTION 01

Introduction

Pared to its bare essentials, this strategic plan is about two things: 1) making manifest, in the life of our student ministry, our founding mission; 2) making intentional and visible our aim for the highest quality in student ministry. Our plan is based on the input of teachers, families, students, church members, staff, and community leaders. Together we captured a bold new vision for student ministry.

Strategic documents and, by extension, a ministry's priorities are notable not only for what they contain but also for what they exclude. As you delve into this document, keep in mind that there is an enormous amount of ministry activity that is not explicitly discussed herein, but is still an integral component of continuous improvement in what we do and how we do student ministry. This important concurrent work throughout the church will bolster our ability to accomplish the outcomes set forth for excellence in student ministry.



Five-Year Strategic Plan

SECTION 01



“It is easier to **build strong children** than to repair broken men.”

– Frederick Douglass

4RStudents | The Movement

SECTION 02

In February 2018, our Christ Church family started a movement—and the sight of students becoming wholly devoted followers of Jesus Christ has gripped us so powerfully that we have called the entire congregation to action.

Our goal is to create an exemplary ministry to students that shows the next generation that they are not only the key to our tomorrow but also a vital component to our today. We want to establish a ministry that is so in tune with students that it enables us to positively influence their actions and minister to their needs so that they become bold believers—ready to leave a mark on the world. We're fired up around the idea that our ministry and service to kids, teens, and college students must become one of our strongest areas of proficiency as a church.

Our strategic plan to improve our effectiveness in reaching and serving a generation incorporates a fourfold approach:

REBRAND



We are rebranding our student ministry to ensure our Church engages and equips students by touching their hearts and minds with the gospel of Jesus Christ. This rebranding includes the development and execution of a robust five-year strategic plan to make our student ministries one of the leading programs in New Jersey and beyond.

REACH



Through relevant and younger methods of communication including social media and media, we will connect with more students and families within a short driving radius to our campuses. Families with students will be made aware of our presence, programs, and ability to serve them.

RENOVATE



Through the generosity of our Church family, our aim is to renovate and make our student meeting spaces irresistible. The journey to a robust faith often starts with a spiritual encounter that originates in a well-designed, age-appropriate worship space that engages the mind and heart.

RECRUIT



There is no limit to the impact a well-trained and highly gifted person can have on a student. Our plan is to hire, develop, and recruit the best volunteers, the ones with the biggest hearts for students, and equip them to make an eternal difference in students' lives.

4RStudents | The Movement

SECTION 02

“Every child you encounter
is a **divine appointment.**”

– Dr. Wess Stafford



Fourfold Strategy

SECTION 03



In January 2018, a cross-section of the staff and congregation met for a strategic planning session to answer two questions: 1) What does an exceptional student ministry look like and; 2) What must Christ Church do to have one of the best student ministries in New Jersey and beyond over the next five years? A synthesis of the answers gathered at the meeting reflects the following fourfold strategy.



Fourfold Strategy

SECTION 03

Strategy 1: Friendly Community Through Social Engagement

Objectives

1. Intergenerational mentoring among young adults, teens, and tweens will be an important part of our ministry.
2. We will put in place an active Parent Advisory Group to regularly and actively solicit and use parent, community, and student feedback to inform our major decisions.
3. Implement relevant and meaningful service projects in the community with schools, nonprofits, and public organizations to address the felt needs of those they serve or the goals of the organization.
4. Coordinate and implement external educational, as well as cultural and recreational social activities that promote student engagement and development.
5. Create learning opportunities regarding social issues relevant to their communities while developing a greater understanding of and appreciation for diversity.

Strategy 3: Engaging Content Through Effective Leadership

Objectives

1. Our student ministry will utilize excellent curriculum that is educational, relevant, engaging, and age-appropriate.
2. The leadership team will draw from a strong parent-focused volunteer base.
3. A well-trained and gifted paid and non-paid staff will oversee specific age groups.
4. Unwavering recognition of volunteers to create an exciting and enthusiastic place to serve.
5. Ongoing engagement and communication with volunteers will be a priority, using social media, fellowship opportunities, and small teams.

Strategy 2: Fun Atmosphere Through Diversity

Objectives

1. We will incorporate activities that are fun, engaging, and interactive, that foster and build authentic friendships.
2. We will create relevant, age-appropriate events, such as mission trips, concerts, and conferences that create life-defining moments for each person.
3. We will integrate students into adult services, social events, and activities that will enhance our community.
4. Our activities will be intentional and far-reaching—fostering inclusiveness among members at each developmental stage.
5. The atmosphere will evoke an engaging God-focused, high-energy worship experience.

Strategy 4: Irresistible Space Through Creative Expression

Objectives

1. Our space will be specific, relevant, and dedicated to the age groups we serve.
2. The environment will be visually pleasing, warm, relaxed, and creative in design to create a sense of belonging and community.
3. The space will be equipped with a modern, state-of-the-art system for check-in, technology, and media capabilities.
4. We will work with staff, volunteers, and parents to create a campus-use plan that will ensure safety, security, and sensible use of the property.
5. We will fully use our campus facility to promote experiential learning.

Fourfold Strategy

SECTION 03



Measuring Our Progress

Our mission and vision reflect its connection to our top strategic focus. A strategic plan requires metrics—specific measurements that track our progress annually over the life of the plan. These metrics keep us focused and working collaboratively as a team for the sake of our students.

“I have no greater joy than to hear that **my children are walking in the truth.**”

– 3 John 1:4
(English Standard Version)

Fourfold Strategy

SECTION 03

FIVE-YEAR METRICS Quest Kids

5-YEAR PLAN	OBJECTIVES & ACTIONS
1st Year 2018	<ul style="list-style-type: none"> » Recruit and appoint a Children's Pastor who will report to a new leader—a Pastor of Student Ministries. » Retrain entire staff and volunteers to understand and achieve our Five-Year Strategic Plan (Years 2018-2022) as it relates to Quest Kids. » Rebrand ministry to children including renovating all kids' space with funding from 4RStudents. » Increase the number of volunteers by 75 people. » Institute an Express Check-In system and video security cameras.
2nd Year 2019	<ul style="list-style-type: none"> » Increase weekly attendance by 20% of Year 2018. » Provide a stronger teacher-training curriculum so all teachers are more dynamic and engaging in their presentation. » Offer VBS to 400 students in the summer of 2019. » Launch a Special Needs Program within Children's Church. » Increase the number of volunteers by 50 people from 2018. » Launch an After-school Program for area kids.
3rd Year 2020	<ul style="list-style-type: none"> » Increase weekly attendance by 15% of Year 2019. » Establish a vibrant Parent/Teacher Association (Parent Advisory). » Have 25 kids go on a missions trip. » Share load in hosting a regional children's conference. » Develop After-school Program to serve 150 area kids.
4th Year 2021	<ul style="list-style-type: none"> » Increase weekly attendance by 15% of Year 2020. » Host a concert for children aimed at fostering deeper discipleship. » Offer two external educational and/or cultural awareness trips. » Increase the number of volunteers by 60 people from 2020. » Present a one-week summer institute on Writing and/or Debating.
5th Year 2022	<ul style="list-style-type: none"> » Increase weekly attendance by 15% of Year 2021. » Improve teacher-training curriculum and the effectiveness of all teachers to be more creative and engaging in their presentation. » Continue co-hosting our 2nd regional children's conference. » Increase the participation of children in adult services. » Further grow and develop VBS and After-school Program.

FIVE-YEAR METRICS Quest Teens	
5-YEAR PLAN	OBJECTIVES & ACTIONS
1st Year 2018	<ul style="list-style-type: none"> » Recruit and appoint a Youth Pastor and an Assistant Youth Pastor who will both report to a Pastor of Student Ministries. » Retrain entire staff and volunteers to understand and achieve our Five-Year Strategic Plan (Years 2018-2022) as it relates to Quest Teens. » Rebrand ministry to teenagers including renovating all teen spaces with funding from 4RStudents. » Increase the number of volunteers by 100 people. » Create ministry to middle school students (6th- through 8th-graders) as distinct from high school students (9th- through 12th-graders).
2nd Year 2019	<ul style="list-style-type: none"> » Increase weekly attendance by 20% of Year 2018. » Provide a stronger teacher-training curriculum so all teachers are more dynamic and engaging in their presentation to the youth. » Take 25-30 teens on an international missions trip. » Increase the number of volunteers by 25% from 2018. » Launch a teen program aimed at forming a community at CC.
3rd Year 2020	<ul style="list-style-type: none"> » Increase weekly attendance by 15% of Year 2019. » Establish a vibrant Parent/Teacher Association (Parent Advisory). » Have 25-30 teens go on a missions trip abroad. » Partner with area churches to host a regional youth conference. » Develop a teen summer program to serve 100 area teens.
4th Year 2021	<ul style="list-style-type: none"> » Increase weekly attendance by 15% of Year 2020. » Host a teen concert aimed at fostering deeper discipleship. » Offer two external educational and/or cultural awareness trips. » Increase the number of volunteers by 100 people from 2020. » Present a one-week summer institute on Writing and/or Debating.
5th Year 2022	<ul style="list-style-type: none"> » Increase weekly attendance by 15% of Year 2021. » Improve teacher-training curriculum and the effectiveness of all teachers to be more creative and engaging in their presentation. » Offer our 2nd regional youth conference. » Launch a career and mentoring program that promotes socially responsible and culturally engaged teens. » Create quarterly community service projects that develop compassionate, responsible, and social justice-minded teens.

FIVE-YEAR METRICS

Quest College Ministry

5-YEAR PLAN	OBJECTIVES & ACTIONS
1st Year 2018	<ul style="list-style-type: none"> » Recruit and appoint a new director for the pastoral side of ministry to college students who will report to the Pastor of Student Ministries. » Retrain entire staff and volunteers to understand and achieve our Five-Year Strategic Plan (Years 2018-2022) regarding Quest College Ministry. » Rebrand ministry to college students including creating and renovating their social space with funding from 4RStudents. » Increase the number of volunteers in Young Adult Ministry by 75 people including 40 new shuttle drivers to serve area colleges. » Develop the paid Internship Program to serve 30 students annually.
2nd Year 2019	<ul style="list-style-type: none"> » Increase weekly attendance by 20% of Year 2018. » Provide a stronger teacher-training curriculum so all teachers are more dynamic and engaging in their presentation to young adults. » Increase the Right@Home program to serve 30 students annually. » Add two more shuttles to our shuttle service (making it four), which translates to picking up another 45 students weekly. » Develop a functional Millennial Advisory Group that shapes the way CC engages and ministers to this demographic.
3rd Year 2020	<ul style="list-style-type: none"> » Increase weekly attendance by 15% of Year 2019. » Host two conversations/workshops annually on topics like dating, singleness, and building interpersonal marriage-readiness skills. » Have 30 young adults go on an international missions trip. » Develop a mentoring program that parallels a semester. » Develop the paid Internship Program to serve 50 students annually.
4th Year 2021	<ul style="list-style-type: none"> » Increase weekly attendance by 15% of Year 2020. » Partner with a college ministry to host a weekend of ministry to our college kids as a means of promoting deeper discipleship. » Offer two external educational and/or cultural awareness trips. » Develop a program that offers a year abroad for five college students who want to serve as a short-term missionary. » Offer five CC scholarships that cover five students' books for a year.
5th Year 2022	<ul style="list-style-type: none"> » Increase weekly attendance by 15% of Year 2021. » Increase the Right@Home program to serve 50 students annually. » Offer five scholarships to Urbana for the leaders of our College Ministry. » Develop a program that offers a year abroad for 10 college students who want to serve as a short-term missionary. » Create quarterly community service projects that develop compassionate, responsible, and social justice-minded young adults.

SWOT Analysis

SECTION 03

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. These four elements were broadly discussed at the January 2018 strategic planning session. The SWOT analysis is organized into internal and external factors. An examination of the Strengths and Weaknesses of the student ministry identifies what we do well and where it needs to improve. The external environment identified the outside forces that could pose Opportunities or Threats for the student ministry over the next five years (2018-2022).

The top four categories are listed below:



Strengths

1. Priority on Academic Excellence
2. Racially and Culturally Diverse Ministry
3. God-centered Worship Experience
4. Community Engagement
5. Value Healthy Families



Weaknesses

1. Volunteer Recruitment
2. Age-appropriate Curriculum
3. Use of Facilities
4. Cultivation of Creative Arts
5. Irrelevant Message Across Age Groups



Opportunities

1. Parental Involvement
2. Scholarship and Dedicated Funding
3. Special Needs Education
4. Certified and Trained Staff
5. Extracurricular Activities



Threats

1. Volunteer Retention
2. Innovative Use of Media and Technology
3. Changing Demographics/Generation
4. My Parents' Church Mentality
5. Competition with Secular Programs

SECTION
03

“If I could relive my life, I would devote my entire ministry to **reaching children for God.**”

– Dwight L. Moody

Branding Strategy

SECTION 04

With its varied worship styles, diverse ethnicities, cultures, brands, and sub-brands, the student ministry of Christ Church has always posed a branding challenge. A fresh look at the student ministry in conjunction with our mission and vision statement now creates an opportunity to refine our identity and marketing approach to highlight differentiating strengths and our most prominent commitments and characteristics.

Introduction



A brand is a person's gut feeling about a product, service, or organization. In essence, a brand is what people say about you when you leave the room—it is a reputation.

The primary ministry of Christ Church has a brand—transforming worship, dynamic preaching, the diverse and welcoming congregation are all hallmarks of our brand. The student ministry has a brand, which prior to this exercise, was hard to articulate. A rebranding strategy had to be undergone.

Branding is the process of purposefully shaping the perceptions of parents, students, and external stakeholders about our student ministry. In January 2018, a few hours were spent with a cross-section of the church to discuss branding, the general perceptions (reputation) of our current student ministry, and areas with room for development.

This branding strategy document synthesizes the responses from the branding strategy session while applying elements of the “briefing process for brand strategy.”

Branding Strategy

SECTION 04

Jesus said, “Don’t push these children away. Don’t ever get between them and me. These children are the very center of life in the kingdom.”

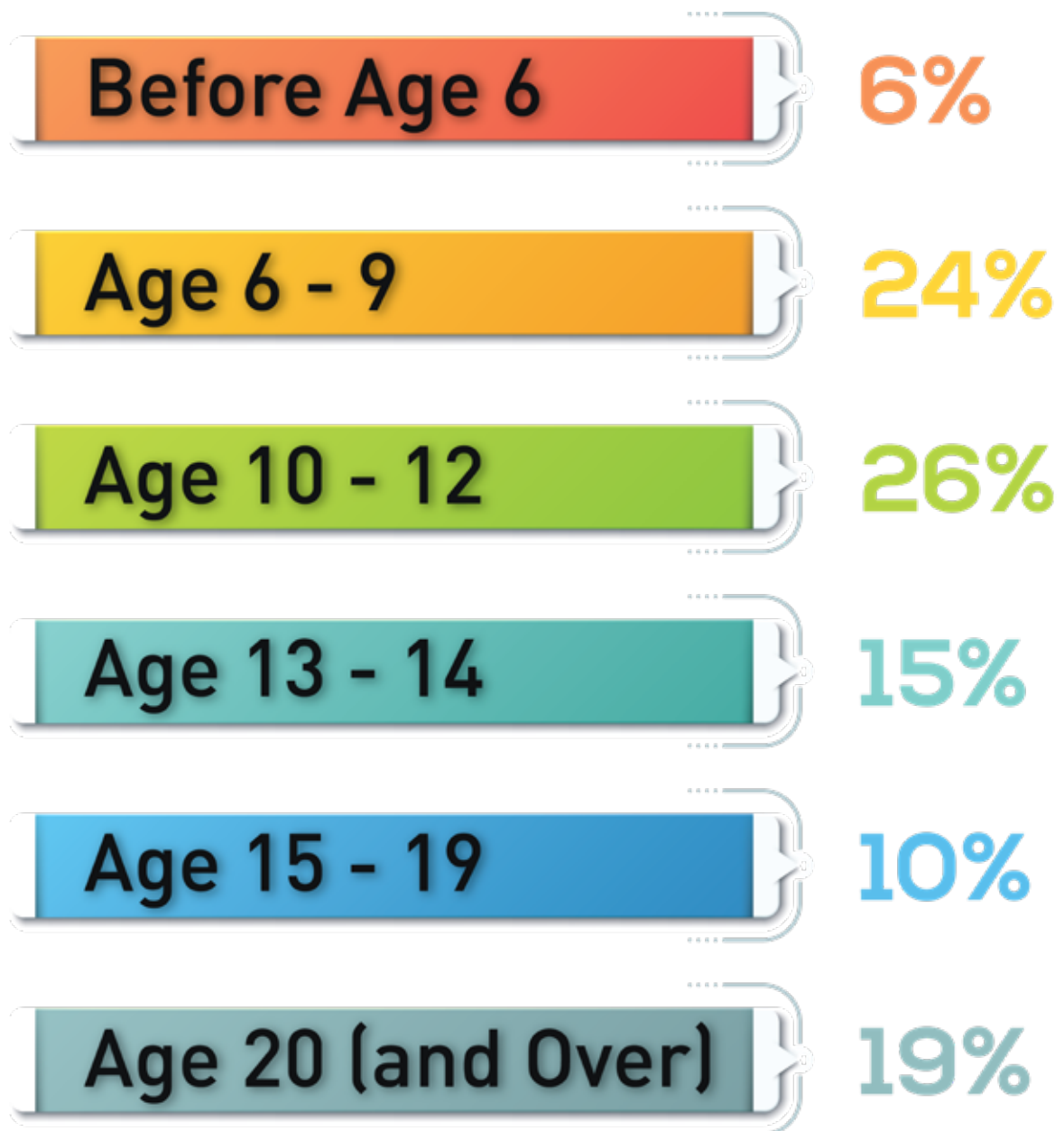
– Mark 10:14
(The Message Bible)



Branding Strategy

SECTION 04

Age at Conversion



Source: Southern Baptist Theological Seminary (1995-1996 Survey)

Branding Strategy

SECTION 04



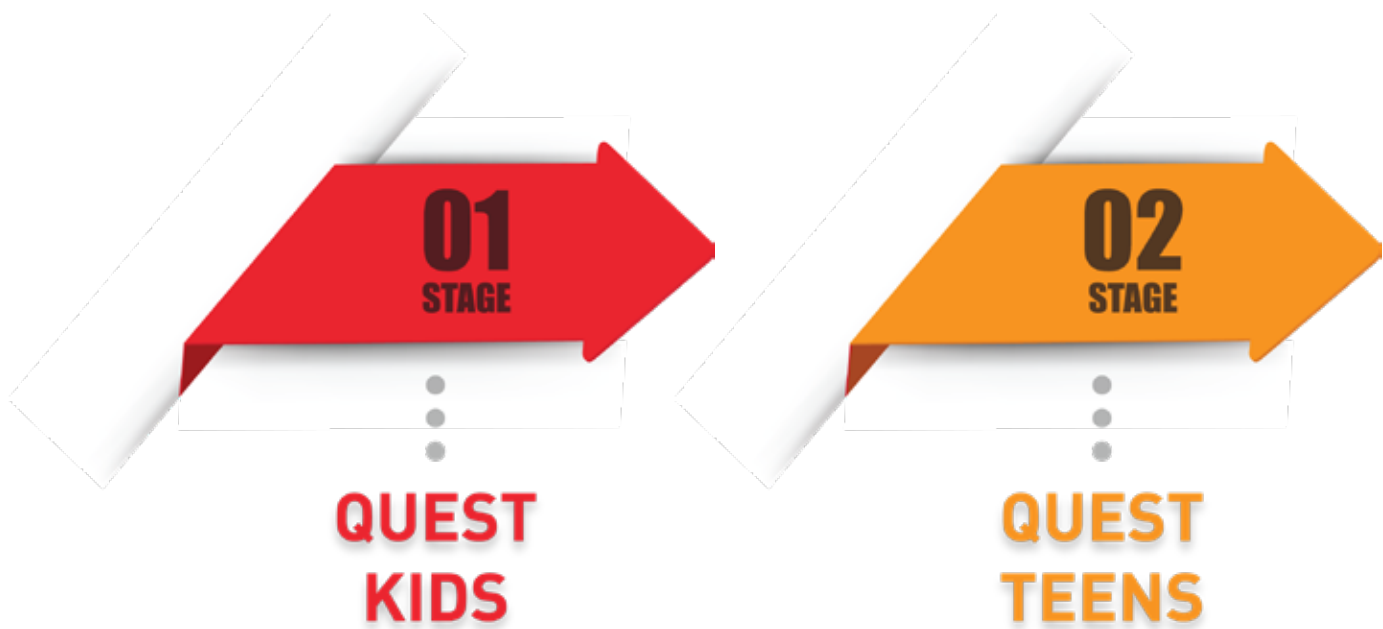
“The soul is healed by being
with children.”

– Fyodor Dostoevsky

Branding Strategy

SECTION 04

Student Ministry: The Development Journey



Branding Strategy

SECTION 04

Student Ministry: The Development Journey

03
STAGE



QUEST
COLLEGE STUDENTS

04
STAGE



QUEST
YOUNG ADULTS



Our Story: Student Ministry

Birthered as Tabernacle of Love Ministries in 1986, our church started with six adults. We began holding services in several locations, including the Irvington Manor in Irvington, the Holiday Inn in Springfield, St. Andrew and Holy Communion Episcopal Church in South Orange, and catering halls in Scotch Plains and Bloomfield, New Jersey. In the growth stages of the ministry, many families with children of different ages joined the church. We expanded from a small classroom where we worshipped with a traditional style of children's church: i.e., worship, Bible teaching, and fun activities.

In 1994, the church was renamed to Christ Church and purchased a 900-seat Romanesque Cathedral in Montclair, New Jersey. The church then grew which resulted in our hosting multiple weekend services. Our student population soared alongside of the adult membership. We began looking for additional ministry space. Our search took us to Rockaway Township.

We purchased the former Hewlett-Packard site from its subsidiary—Agilent Technologies.

This 107-acre picturesque site became our second campus, which we refer to as our West Campus. The Montclair cathedral is our East Campus. In 2009 we began holding services at the West Campus. Although the full build-out of this site has not occurred to date, the newfound emphasis on ministry to students has caused us to renovate both campuses for greater effectiveness in impacting the next generation.

Equally important is the recruitment of “stars” to serve in all branches of student ministry. As you learned from the metrics outlined in the implementation strategy, each year there is a strong push to grow and develop our volunteers. The aim is to have a waiting list of people ready to serve students in deepening their relationship with Christ.



Branding Strategy

SECTION 04



Branding Strategy





SECTION 04

Brand Description

A brand description highlights the brand's reasons for carrying out specific activities. Christ Church continues to be committed to authentic, gospel-led ministry that fulfills the Great Commission (Matthew 28:19-20).



We do what we do because we want to see Christianity thrive in the next generation. The only way that is possible is to offer a unique, Spirit-empowered approach to student ministry that produces young disciples who know and can defend their faith in the secular spaces where students traffic daily. We've discovered that young people are on a *quest* to know God and live out their lives in full devotion to His purpose. That's why we have rebranded all facets of student ministry to bear the name QUEST. Hence we have:

-  Quest Kids
-  Quest Teens
-  Quest College Ministry
-  Quest Young Adults



Branding Strategy

SECTION 04



Branding Strategy

SECTION 04

“I want our students to have a God legacy.”

– David D. Ireland, Ph.D.
Author & Lead Pastor

Brand Mission

A brand mission defines our methods to achieving our brand’s goals. The mission statement of Christ Church is strong. The student ministry will use the values of this mission to capture their sub-brand and achieve its foundational objective. For example, “Quest Kids exists to unite kids to God and kids to kids.”

These missional values include:



A genuine encounter with God.



A celebrative and Spirit-directed worship experience.



A friendly, fun, and family-centered environment.



A racially and culturally diverse community.



Branding Strategy

SECTION 04

Brand Vision

A brand vision creates a visual representation of what success looks like at a specific period.

At the end of year 2022, our vision for student ministry is to have an irresistible and magnetic environment created by adults and students that fosters transformational experiences with God.



Branding Strategy

SECTION 04



Core Brand Values

Core values define what our student ministry and, therefore, what our brand should stand for. These values include:

- Committed to spiritual growth
- Rewarding and engaging experience
- Outstanding Bible and social engagement
- Friendly and fun environment
- Sense of community
- Creative activities and programs
- Supportive and dynamic staff
- Excellent volunteer base



Branding Strategy

SECTION 04

Brand Personality

Brand personality is a set of traits that define the characteristics of our student ministry and make us unique. It is what we want to instill in people during student ministry events or activities—the emotional takeaway.



Friendly



Spiritually
Uplifting



Visionary



Caring



Empowering



Encouraging



Supportive



Fun



Committed



Creative



Inspiring



Nurturing

Branding Strategy

SECTION 04



Brand Essence

The brand essence, also known as our DNA, is the most succinct definition of our brand—capsulated into the phrase:

A Place of Belonging

Branding Strategy

SECTION 04



Brand Promise

The brand promise is the one thing we can identify that we consistently promise every time.



Where You Meet God



Come Empty – Leave Full

Brand Positioning Statement

A brand positioning statement is our defining feature or benefit that we provide to our students and stakeholders.



Diversity in
congregation



Great locations



Outdoor
athletic field



University
connections



Stability in
leadership



State-of-the-art
media and
technology



Congregational size



Regional influence

Branding Strategy

SECTION 04



Our Target Audience

Christ Church is home to nearly 9,000 members from all ages, races, ethnicities, and cultures with varying needs and commitments. Hence, for optimal personal and spiritual growth, we must have programs and services in place and specific student ministry that capture the attention of prospective parents, students, educators, volunteers, and external stakeholders.

Our goal is to train every age group to pursue their full potential: spiritually, intellectually, and socially.

1

**Kids
(0 to 4 years – Newborn,
Babies, Toddlers, and
Preschoolers)**

We aim to create a place that is safe, secure, and a sanitary environment, which sets the foundation for infants, toddlers, preschoolers, and young hearts that church is a place that captures their attention and imagination with fun activities, which help them explore God's world.

2

**School-age Children
(Ages 5 to 10 years –
Kindergarten to 5th
Grade)**

Our student ministry incorporates activities that are fun, engaging, and interactive, that foster authentic friendships. Children will be attracted to a mixture of small and large group gatherings and teacher-led Biblical storytelling using forms of multimedia, interactive play, and group participation.

Branding Strategy

SECTION 04

3

Middle School/Tweens (Ages 11 to 13 years – 6th to 8th Grade)

We will partner with parents in creating a strong, gospel-centered foundation in our middle school students through a time of worship, learning, and studying the Word of God, and living out Biblical community in small group discussions.

4

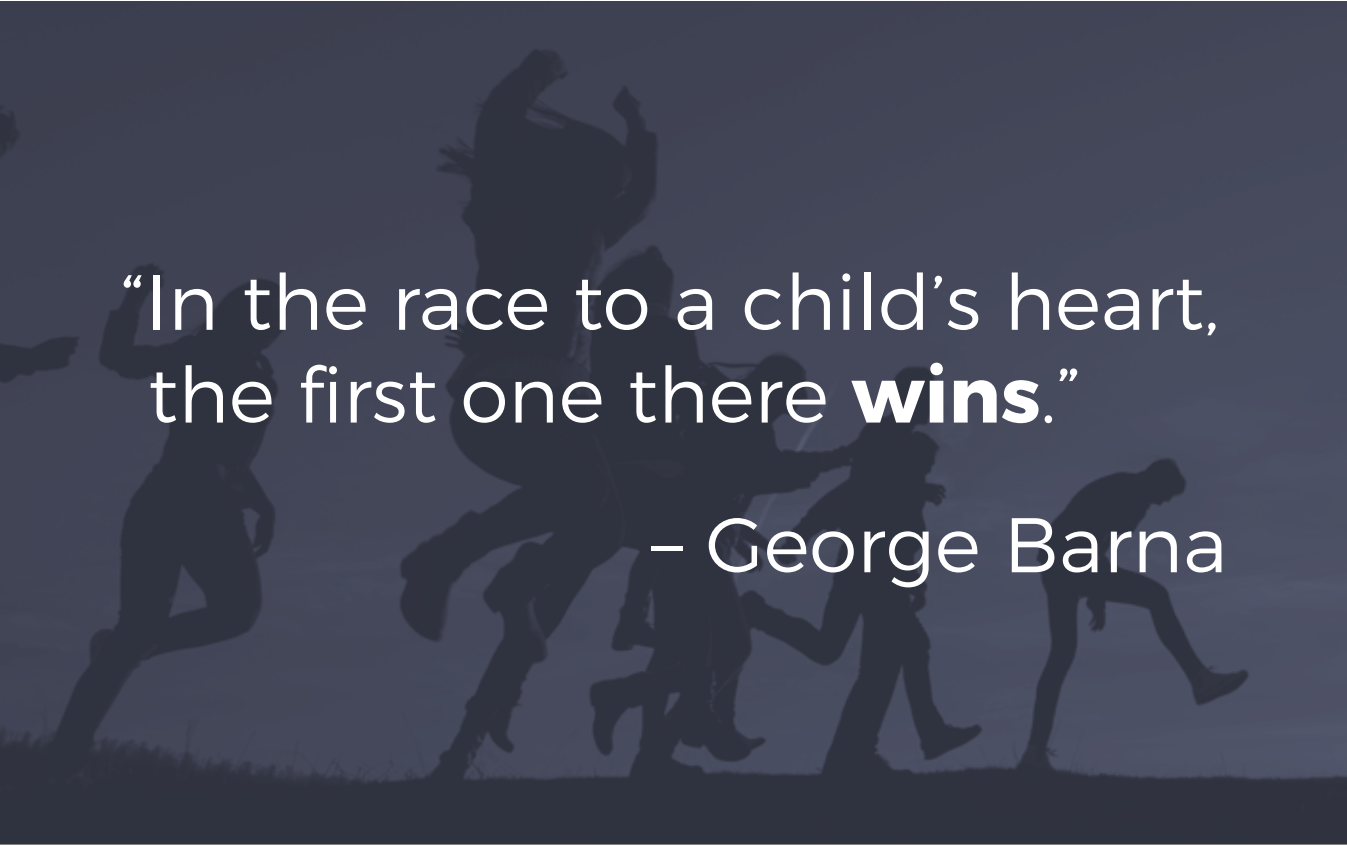
Teenagers (Ages 14 to 18 years – 9th to 12th Grade)

We will create an environment where life-on-life discipleship takes place. Our ministry will attract teens utilizing a time of worship, followed by large group teaching by a select group of qualified adults speaking God's truth in a relevant and engaging way.

5

College Students (Ages 19 to 29 years)

We will provide an in-depth approach to reaching the young adult demographic for Jesus Christ through Biblical teaching, community building gatherings, cutting-edge events, innovative programming, and leadership development.



“In the race to a child’s heart,
the first one there **wins.**”

– George Barna

Christ Church

MORE INFORMATION



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