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CONTENT CREATION: WOODMEN REBRANDING PROJECT

Content written by Bill Roberson for Executive Summary presentation to Lead Team

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BACKGROUND

Woodmen Valley Chapel is a non-denominational church with multiple locations throughout Colorado Springs. The church has been around for 39 years but had not engaged in the branding process since 2008. With new leadership and a new vision for reaching the Springs - and the world - it was time for a refresh. The rebranding effort began in 2015 and has been fully integrated.

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BRANDING TEAM FOCUS POINTS

Woodmen Valley Chapel has identified the following main problem in Colorado Springs and American society in general that the lead team feels called to address: Loneliness is rampant in society today. It's ironic that even though we are bombarded with so many forms of communication today, people have never felt so lonely. In Christ, we know we can find true fellowship with others ... ultimately with God and our neighbor. But when we're isolated, when community doesn't exist, people lack accountability for their faith and fall into a "lazy faith." Without community, there is no opportunity to show love and grace to others ... there is little commitment to others. Things are just too overwhelming so people fall anonymously into the crowd. This can especially happen in large churches unless community exists. God meets us in personal relationship ... we are called to live in relationship. In an age with virtual relationships and personal "spirituality" there is no question there is a universal, God-given desire to **belong**.

Woodmen Valley Chapel's vision to answer the problem of lack of community, loneliness, and lazy faith comes in our desire to build a robust, healthy, loving, life-giving community through Gathering, Connecting, Growing, and Contributing together as the body of Christ. Woodmen must overcome a certain amount of inertia caused by years of perception of the church as a "performance by an elite few" to a church of wide-spread participation in all forms of ministry.

The Woodmen Brand Character is one of Encouraging, Joy-filled Explorers - We have an explorer's heart. We are constantly learning, growing and developing. Not looking for the easy way out but facing life's challenges head on ... together. We are active participants in the world around us who strive each day to be closer than the day before. We encourage each other, seek out celebration and fun and we choose joy along the way.

Are you still searching for a place to belong?

Life presents us with many choices. The school with the great upside or the one with the pristine pedigree? Stay on the diet or enjoy dinner? Step into a bigger story or continue with the status quo?

We turn to many places for answers in the hope of making the right selection. Sometimes we go it alone and sometimes we reach out for help.

One thing we've learned at Woodmen is reaching out takes courage and a little tenacity. Those traits don't always come natural to all of us. There are times we are afraid and times we lack the insight to step out boldly.

But we have decided to step out nonetheless.

Would you join us?

Our lives have been marked by a Savior who calls us into a deeply personal journey away from isolation and toward community. We believe he wants us to take action in spite of our uncertainty. To dare to act as though we truly are better together.

The journey really is more compelling if we go together ... would you join us?

We're not saying it will be easy. We simply choose to move forward anticipating the sweat and sacrifices will be worth it in the end. Our connection to the one who sacrificed so much to bring us near compels us to continue moving forward. He will meet us on this road ... of that we are convinced.

From our vantage point the only thing that's missing is your voice. The one thing we can never replace is the part you have to play. It's OK if you're not sure what that would look like. We can discover that together.

Does the thought of going together awaken something deep within you? It would bring us such joy to walk beside you.

Would you join us to discover the place where you belong?