

What's In A Name?

Bruce Pfadenhauer

Loves Park, IL Church transition 2007

Now- *Windsor Heights Community Church*

Future- *Journey Church Ministries*

Some discoveries on names:

Names play a vital role and leave "first impressions".

- Avoid names that were contemporary yesterday.
- Avoid names that are street specific. (Cities can change street names; churches can change locations many times)
- Don't avoid using "church" as it is strongly related to the Christian faith. C. Peter Wagner says the name "church" attracts rather than repels.
- Avoid identifying your church with a smaller community in the name.
- It should be short, memorable, as well as easy to spell and pronounce.

Aubrey Malphurs-

"Enough research has been done to indicate that people, even the unchurched people, pay attention to church names."

"Denominational labels have not attracted people in an urban setting."

Woman's comment on the affect of a church name:

"I could have cared less what the name of the church was. I was lonely, hurting and needed to find a community that cared."

7 Ideas for Naming Your Church by James Dalman

1. Pray about it...and then pray some more.
2. Play with words and ideas.
3. Ask yourself if the name or idea fits. (Vision, style, belief)
4. Avoid generic names.
5. Avoid difficult names.
6. Don't go with public opinion.
7. Own it and promote it.

4 Essentials of Great Church Names

(Adapted from article in Chief Marketer by Jonathon Paisner of CoreBrand)

1. STRATEGIC Criteria-
Does the name reflect the personality of your church?
Is the name relevant to the key audiences you are called to reach?
Does the name stand out from the names of other churches in your city?
2. FUNCTIONAL Criteria-
Does the name work within the context of what is being communicated?
Is it appropriately descriptive or suggestive or evocative?
Are there any available web domains that could be used with the name?
3. LINGUISTIC Criteria-
Is the name easy to understand, explain and pronounce?
Is it free from inappropriate connotations to those you are trying to reach?

Other websites:

<https://churchanswers.com/podcasts/revitalize-and-replant/five-questions-to-ask-before-changing-your-churchs-name/>

<https://www.plainjoestudios.com/free-tool-renaming-church/>

<https://www.vanderbloemen.com/blog/change-church-name>