

Family Life Christian Church

Brand Strategy Overview



Strategic Focus: Identity

Section 1

Who are we?

Our Culture

How we experience our brand internally

Vision

An unbroken family

Values

Like Jesus, we value...

- Unchanging truth
- Unashamed obedience
- Unrelenting forgiveness
- Uncomfortable generosity
- Undivided leadership

Mission

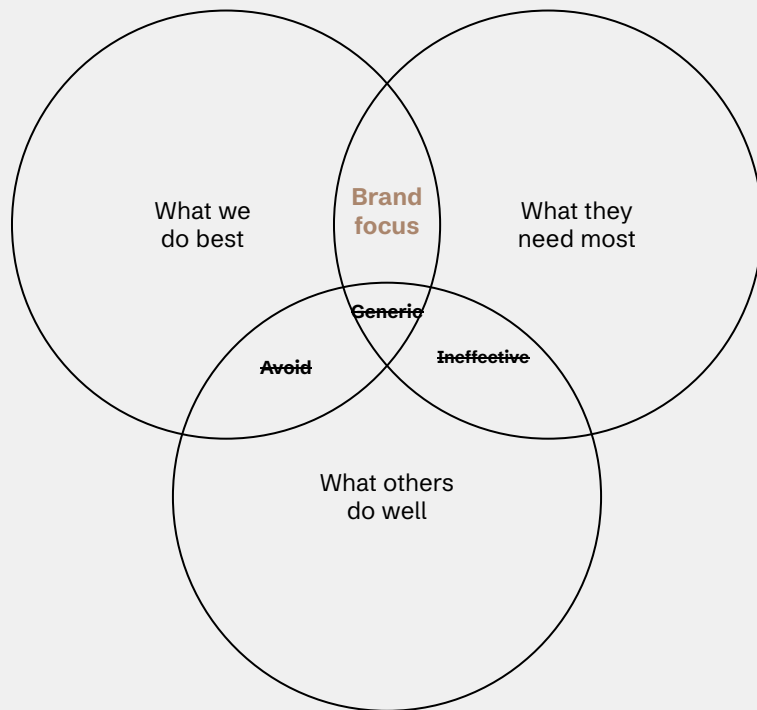
Love better. Grow deeper. Live stronger. Reach farther.

Key Scriptural Foundations

- Titus 2
- Story of the prodigal son (especially the younger brother)

Brand Focus

The intersection of what we do exceptionally well, what our audience is looking for, and what no one else does the way we do it



Helping people heal so they can live unbroken lives

We are a church of broken people helping one another love better, grow deeper, live stronger, reach farther—so we can live restored as members of God's unbroken family together.

Our Strengths

What we do well that our audience
needs to know about

Strength: Making sure everyone feels seen

How We Do This

- An open environment to come as you are
- Person-to-person discipleship and small groups

How It Supports Our Mission

- *Be loved better* so you can love yourself and others.
- *Grow deeper* in your understanding that God forgets no one, even those who feel insignificant.
- *Live stronger* by never doubting your worth.
- *Reach farther* by helping others know they are individually loved by God.

Strength: Making sure everyone feels seen

How Our Values Make It Happen

We *obediently* share God's *generous*, overflowing love with everyone, even those who are shunned by society. In doing so, we demonstrate the *truth* that we are all equally sinful and the *forgiveness* Jesus earned covers all of us. Our lay *leaders* play a key role in doing this by greeting everyone on Sundays and creating small-group environments that feel safe, loving, and nonjudgmental.

How Our Vision Makes It Happen

Being unconditionally loved by God's *unbroken family* helps you know that God loves you unconditionally too.

Strength: Reconciliation with God and others

How We Do This

- Weekly communion meditation
- Worship, prayer, and anointing

How It Supports Our Mission

- *Love others better* by being willing to work through hurts.
- *Grow deeper* in your understanding of what reconciliation with God takes: the death of his son on the cross.
- *Live stronger* by having healthier relationships.
- *Reach farther* by witnessing how since God reconciled himself to you, you can reconcile with others.

Strength: Reconciliation with God and others

How Our Values Make It Happen

We believe the *truth* that we all need God's forgiveness, and Jesus earned it for us. We *obediently* extend this same forgiveness to others. While we hold healthy boundaries in relationships, we ask God to give us *generous* amounts of understanding for the people who have hurt us so we can work toward *forgiveness* in our hearts. Since reconciliation can be countercultural, we are *leaders* in making it happen within our families and our community.

How Our Vision Makes It Happen

Though we are all broken, reconciling with God and one another is what allows us to be an *unbroken family*.

Strength: Intergenera- tional experiences

How We Do This

- A place for children during worship
- Older generations pouring into younger generations

How It Supports Our Mission

- *Love better* by having people to pour into and people to pour into you.
- *Grow deeper* in your understanding of the body of Christ.
- *Live stronger* by having an unbroken family to lean on.
- Help the whole body of Christ *reach farther* by excelling at your role in it.

Strength: Intergenera- tional experiences

How Our Values Make It Happen

We believe the *truth* that God values each person equally and therefore *forgives* every sin. We *obediently* use our gifts to serve him, *generously* giving of our time, talents, and treasure. We empower our people to be *leaders* in areas in which they excel to support the rest of the church.

How Our Vision Makes It Happen

Each person has a unique place and role in our *unbroken family*—which means everyone is loved and everyone's contributions matter.

Market Frame of Reference

Other consequential brands that intersect with ours

Churches we don't want to be confused with

Canvas Church

“Experience God in a life-changing way.”

Hope Church

“Renewing lives through the HOPE of Jesus Christ.”

Fresh Life Church

“Find life and liberty in Jesus Christ.”

Brands that resonate with our audience

Carhartt

“Outworking them all since 1889.”

Wrangler

“For the ride of life.”

Ariat

“For those who live out loud,
outside the lines and outdoors
every chance they get.”

Vans

“Off the wall.”
“Always pushing.”

Our Brand Personality

If our brand was a person, who would they be?

The Family Gatherer

The role of Family Life Christian Church is to gather broken people together so God can heal us and seal us into one unbroken family. We strive to be a safe, approachable presence in our community in which everyone feels welcome, no matter where they're from. Once people are in the door, we create relational environments where people can be open about their struggles, connect with one another, and heal relationships with one another and with God.

Tone Words

How do we sound?

Truthful

We are honest about how we ourselves are broken. We call out sin when we see it, but we do so compassionately and with empathy.

Too truthful: Sounding blunt. Calling out sin without the promise of salvation.

Not truthful enough: Sounding timid. Implying that God's forgiveness means anything goes.

Hopeful

Though we each come to God broken, he doesn't leave us that way. While we don't minimize people's struggles, we frame them as only parts of the journeys God has for them.

Too hopeful: Overpromising, such as that God will take away all our troubles or that his healing is a one-and-done thing.

Not hopeful enough: Implying that healing is passive rather than an active process.

Strategic Focus: Audience

Section 2

Who are we trying to reach?

“Reaching for Restoration”

They May Look Like

- Wide variety of ages and generations
- Mostly white
- Mostly blue collar

What They Have in Common

- Like the younger-brother prodigal, they recognize their brokenness and are seeking acceptance, forgiveness, and healing
- Familiar with church, even if they don't currently attend
- Conservative
- Independent; don't like being told what to do
- Friendly and neighborly, but wary of people from other states

Hopes, Fears & Challenges

Why our audience needs to know about us

They Want

To feel like they matter to someone

They Fear

Being alone

Their Challenge

“All my relationships are surface level. Can I find people who really, truly care about me?”

Which is why they need to know we prioritize:
Making sure everyone feels seen—*because each person matters*

They Want

To stop hurting so much over broken relationships

They Fear

That important relationships can't be repaired

Their Challenge

“I don't know if I can be forgiven” or “I don't know if I can forgive them.”

Which is why they need to know we prioritize:
Reconciliation with God and others—*because relationships can be repaired*

They Want

To be part of something bigger
than themselves

They Fear

Being a cog in a machine—
meaningless and purposeless

Their Challenge

“I don’t feel like I belong
anywhere. Can I find a place
where I feel like I can make a
difference?”

Which is why they need to know we prioritize:
Intergenerational experiences—*because each person has a place and a
purpose in God’s unbroken family*

Root Hope

To be whole

Root Fear

They cannot be “fixed”

Root Challenge

“I’m messed up and messy.
Would you still welcome me and
help me make things better?”

Which is why our brand focus is:
Helping people heal so they can live unbroken lives

Personas

What our audience looks like



Persona 1

Wendy (66)

Her Life Today

- Works as a nurse
- Has lived in Kalispell her whole life
- Was a single mom; her son is grown and lives out of town
- Was raised going to church regularly but now rarely attends

How She Experiences Our Audience's Root Challenge

- As an unmarried young adult, she got pregnant, and her family disapproved. Her relationship with them fractured, and she stopped going to church because of the whispers.
- She struggled to make ends meet as a single mom, but once her son was grown, she started saving to retire at 65 and buy an RV. Now the high cost of living has stalled that dream.
- She feels like her life has been one big disappointment. Her whole life she's been knocked down and frowned upon, and now her future is once again up in the air.

How She Finds Us for the First Time

- One of her patients goes to Family Life Christian Church and talks about how it's helped him heal and reconcile relationships. He says it feels like one big family.
- She googles the church and clicks through to their website. What does she see that makes her wonder if the church could be a safe, welcoming place for her?



Persona 2

The Weston Family: Cameron (43), Liz (41), Baker (11), and Cora (7)

Their Life Today

- Originally from Washington state; moved to Kalispell during COVID when their jobs went fully remote
- Were active in their church in Washington but struggle to feel welcome at any church (or any place) in Kalispell

How They Experience Our Audience's Root Challenge

- Liz and Cameron feel lonely in Kalispell, but their kids are thriving, so they don't want to force them to move away.
- They're both too empty to pour into their marriage. They've started arguing a lot and they can see it's affecting their kids, but they don't know how to get out of this cycle.
- Their son is on the cusp of teenagehood and they need a supportive community to help them navigate their marriage and the next phase of parenting.

How They Find Us for the First Time

- Liz is scrolling on social media and sees an acquaintance's post about Family Life Christian Church. She sees people of all ages, from Montana and elsewhere, all together.
- When she checks out the church's feed, what does she see that makes her wonder if her whole family could feel welcome and supported there?

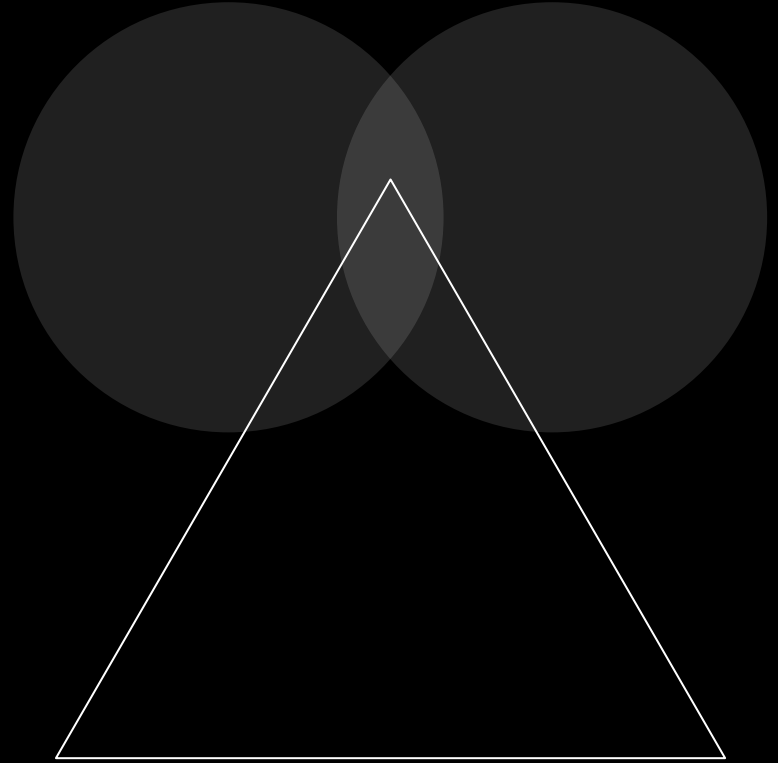
Family Life Christian Church

Messaging Blueprint



Strategic Message

How do we invite others into our mission?



Core Story

Our brand script

We were battered. Cracked. Laced with wounds.

We tried to mend ourselves. We sought good relationships,
tried to make good choices. But whatever we filled ourselves
with always drained away, and we still felt empty.

So we started to wonder—

Could we be healed?

Was there something inherently broken in us?

What—or who—could possibly fix us?

Then we met Jesus.

We learned that yes, we are broken. But we also learned that
he could make us whole.

We want you to experience that too.

Come in, be seen, and be welcomed by people who will show you God's unconditional love.

Build relationships across generations to help everyone in your family find a purpose.

And be transformed by God's radical forgiveness week after week.

We're each imperfect, but God has sealed us together into one unbroken family. We invite you to join us.

Welcome to Family Life Christian Church.
Your brokenness can be healed. Start here.

Brand Promise

Our main promise to our audience

Our main headline

Your brokenness can be healed.
Start here.

Substitute brand promise for tight spaces, like merch and logo lockups

Live unbroken.

One-Liner

Our elevator pitch

When we come to God broken, he doesn't leave us that way. At Family Life Christian Church, we are a community of imperfect people recognizing our need for healing. We help one another love better, grow deeper, live stronger, and reach farther—so we can live out God's love as his unbroken family.

Value Propositions

Our promises to our audience

Strength: Making sure everyone feels seen

Be seen and welcomed just as you are.

At Family Life Christian Church, we prioritize LifeGroups, small groups where everyone feels seen. Experience God's unconditional love through people who love *you* unconditionally.

Get connected ›

Strength: Reconciliation with God and others

Be transformed by God's forgiveness week after week.

At Family Life Christian Church, we remember Jesus through communion every Sunday after a time of meditation and reconciliation. Join us for worship, and witness how God's radical forgiveness helps you heal your heart and repair relationships.

Learn what to expect at worship ›

Strength: Intergenerational experiences

Find your value in God's family, no matter your age.

At Family Life Christian Church, we believe everyone has a place and purpose in God's unbroken family. If you have children, bring them to worship so they can witness reconciliation and know they belong. Build relationships across generations so you can learn from and pour into others.

Get involved ›