

HOMECOMING MESSAGING BLUEPRINT

Version 1.1, 02/21

BASIC INFORMATION

CLIENT:

Living The Word Church

LOCATION:

Collinsville, IL

PRIMARY

DECISION-MAKER:

David Hawkins

IDENTITY

WHO ARE WE?

MISSION

Building Victorious Disciples of
Jesus Christ

VISION

Find healing. Restart your fire.
Make a difference.

CORE VALUES

We Value Jesus
"Jesus Matters to our Daily
Lives"
We Value Application of
Scripture
"Teaching is for Life-Change"
We Value Growth

"Real followers of Jesus Grow"
We Value Community Groups
"Growing Larger and Smaller at
the Same Time"
We Value Service
"Every Member is a Minister"
We Value Innovation
"Changing Methods...
Unchanging Message"
We Value Unity and Diversity
"Focusing on the Things that
Unite Us, Not the Things that
Divide Us"
We Value People
"People Matter to God"

We Value Emotional/Spiritual
Health
"All of you are important to
God"
We Value Integrity
"A culture of Love and Honesty"
We Value Excellence
"God deserves our best"
We Value a Graceful Community
"Living in restoration"
We Value TEAMWORK
"Working together towards one
common goal"

PULSE WORDS

HOW DO WE FEEL MOST?

Radiant	Human	Rise
Renewal Soothing Healing Warm	Transparent Uncloaked Compassionate Authentic	Quicken Spur On Vision Uplifting

BRAND VOICE

HOW DO WE REPRESENT JESUS TO OUR AUDIENCE? (Click [here](#) to view all 12 Christ Archetypes.)

PRIMARY VOICE: JESUS AS HEALER

When we first encounter Homecoming, we encounter Jesus, the humble servant of all, the gentle healer and benevolent counselor. We hear Jesus speak with this voice [when he reaches out to touch the man with leprosy](#), and we hear it foreshadowed in [Psalm 103](#).

Homecoming is not an initiative that condemns those who have been away. Instead, it is an optimistic voice, full of grace. When people encounter the Homecoming brand, they should hear a non-threatening voice of welcome. They should feel like Living The Word Church is a place to rest and recover from toxic church culture and divisive politics.

Brands with a similar voice include Aveeno, Dove, [Churchome](#), and [The Hub](#).

SECONDARY VOICE: JESUS AS CREATOR

As we get to know Homecoming, there's more than "come heal and recover." The church needs to be reimagined, and that's something that's happening at Living The Word Church. This is Jesus' visionary voice—our Savior is an innovator and imaginative problem-solver.

We hear John speaking about Jesus the Creator in John 1:3: "Through him all things were made; without him nothing was made that has been made."

Brands that speak with a similar voice include Disney, Dyson, and Lego.

AUDIENCE

WHO ARE WE TRYING TO REACH?

PRIMARY AUDIENCE PERSONA

Ryan and Joanna are a Millennial couple who:

- Hunger for a real church experience
- Have questions about faith that can be wrestled with/who want to know more
- Want a place to belong without being used
- Want to be the answer to the pandemic of racism

PSYCHOGRAPHICS

WHAT DO THEY WANT?

HOPES

To feel positive about the future.
To be a healthy, whole person—my best self in the world.
To be with people who make me better as a person.
To have a faith that makes sense.
To know my purpose and live it in the world.

ROOT HOPE: To live fully, joyfully, and healthfully.

FEARS

That negative circumstances will rob my positivity.
To be less than my best, drained of my vitality.
To have no one to turn to for encouragement, hope, and help.
To hold onto a faith that doesn't hold up in the real world—or to lose my faith altogether.
To feel lost and purposeless.

ROOT FEAR: That my life won't reach its full potential.

MESSAGE

Communicate the shared win.

VALUE PROPOSITIONS

AUDIENCE HOPE	AUDIENCE FEAR	VALUE PROPOSITION
To feel positive about the future.	Negative circumstances will rob me of positive forward momentum.	Reclaim hope. ● Recover the good. ● Discover where you can help. ● Resurrect God's promises in your life.
To be a healthy, whole person—my best self in the world.	To be less than my best, drained of my vitality.	Reclaim wholeness. ● Learn how to set healthy boundaries. ● Find ways to take exquisite care of yourself. ● Reset your relationships.
To be with people who make me better as a person.	To have no one to turn to for encouragement, hope, and help.	Reclaim community. ● Surround yourself with people who make you better. ● Find honest spaces where you can be real. ● Search for lives <i>you</i> can help enrich.
To have a faith that makes sense.	To hold onto a faith that doesn't hold up in the real world—or to lose my faith altogether.	Reclaim authentic faith. ● Know what Christian faith is—and what it isn't. ● Say goodbye to the posers and hello to Jesus. ● Recapture the joy of the Bible.
To know my purpose and live it in the world.	To feel lost and purposeless.	Reclaim purpose. ● Rediscover the call on your life. ● Get in God's presence and hear what he's saying now. ● Renew your relationship with the people of God.

BRAND PROMISE

ROOT HOPE	ROOT FEAR	BRAND PROMISE
To live fully, joyfully, and healthfully.	That my life won't reach its full potential.	Find healing. Restart your fire. <u>Reclaim your life.</u>