

CHURCH BRANDING • COMMUNICATION STRATEGY • EFFECTIVE TOOLS

 **BE KNOWN ^{AS} SOMETHING[®]**
Discover your thread.

© It's Not About Your Logo LLC 22

Because your community needs Jesus.

**PASTOR,
YOUR CHURCH IS
KNOWN FOR SOMETHING.**

**IS IT THE RIGHT THING?
WE CAN HELP.**



National church communication leaders for 20+ years.

- a teacher's heart
- loves Pastors & the local church
- dedicated to improving church communication strategy so more will be reached for Christ

- 34+ yrs of advertising, communication, design, writing, speaking

- Communication Pastor and Senior Church Brand Strategist

- Executive Director of Center for Church Communication (Church Marketing Sucks, Creative Missions, Spire, etc.)

- Former Director of Church Communication for Generis (one of America's largest church consulting groups)

- Former Strategic Communication Catalyst for 3000+ Florida Baptist Churches

- Creative Director & Brand Strategist for churches since 1990

- Sr. Creative Director at one of Eastern Canada's largest ad/branding agencies

- Award-winning Comm (BCAs, Hermes, Davey, Summit, Mercury, T-CAAN, etc.)

- Named "Most Influential Church Branding Agency" by Corporate Vision Awards

- 800+ published church comm articles

- Bestselling author of *Be Known For Something: Reconnect with Community* by Revitalizing Your Church's Reputation

- Inducted into The Church Network's Hall of Fame for "Significant Contribution to the National Church"

- Speaker at church, business, communication national conferences

- Former Director of Comm at large church

- Bible Teacher (class of 160+)

- Married to Tammy (1990); 2 sons

© **MARK MACDONALD**

Senior Church Brand Strategist

HALL OF FAME AWARD

SIGNIFICANT CONTRIBUTION TO THE NATIONAL CHURCH

PRESENTED TO MARK MACDONALD BY





**#2 AMAZON
BESTSELLER
IN CHURCH GROWTH**

**#3 AMAZON
BESTSELLER
IN CHURCH LEADERSHIP**

**1000s USE THIS BOOK TO
FIND THEIR LANE. WHERE THEIR
COMMUNITIES WANTS TO DRIVE.**

“Reading Be Known for Something for the second time in the last month. Hurting my head in the BEST SORT OF WAY.”

@ryanakers

CHURCH COMM FUSED

80% OF CHURCHES AREN'T GROWING

The church has disconnected from their reach area.

1/3 of most communities have no connection with a local church.

A negative perception of “church” has become pervasive. What we’re against.

Sadly, 1/3 of most communities don’t want to visit to a church.

Inside? Congregations have stopped listening and attending regularly.

1/3 of our communities (who attend) don’t know why they do.

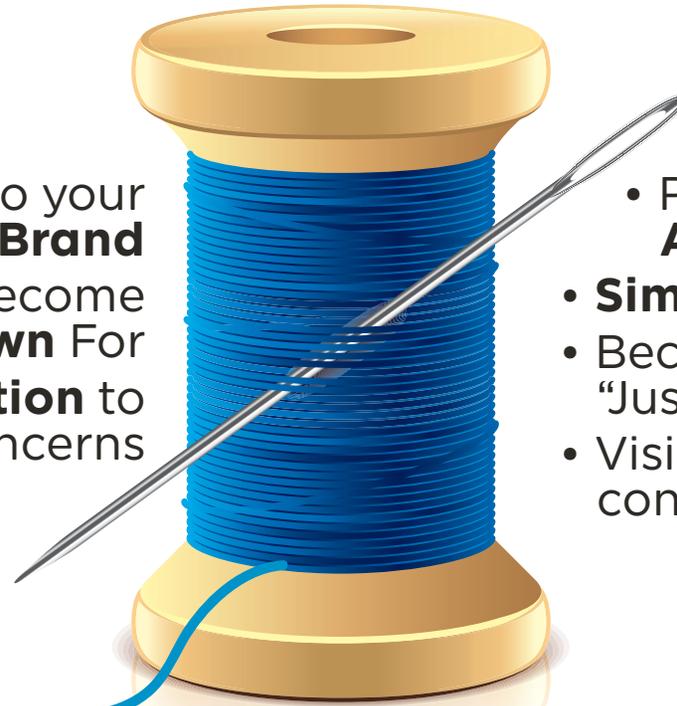
More and more, people are attending and listening less and less.

PEOPLE ARE CONFUSED WITH WHAT A CHURCH IS.

PASTOR, CONTROL YOUR PERCEPTION

- Foundation to your **Church Brand**
- What you become **Known For**
 - **Key Solution** to Audience's Concerns

- Path to **Audience Goals**
- **Simple** and **Memorable**
- Become **more** than "Just a Church"
- Vision, Mission, Values converted to **Benefits**



Discover your thread.



EVERY CHURCH NEEDS A THREAD



- PROVIDES EASY-TO-USE WORD OF MOUTH PROMOTION
 - UNITES MINISTRIES; TEARS DOWN SILOS
 - RECONNECTS WITH YOUR COMMUNITY
- IDENTIFIES A LANE PEOPLE WANT TO TRAVEL IN
 - SIMPLIFIES YOUR COMMUNICATION
- CREATES EASIER DIGITAL HUB STRATEGY



**BE KNOWN FOR SOMETHING
HELPS YOU DISCOVER YOURS**

HOW WE DO IT. WITH YOU.

THE BE KNOWN FOR SOMETHING PROCESS

OUR AWARD-WINNING CREATIVE TEAM DOES MOST OF THE WORK FOR YOU

COMPLETE CHURCH LOGO BRANDING PROCESS

APPROXIMATELY 6 MONTHS

DISCOVER YOUR AUDIENCE

DEMOGRAPHICS • FOCUS GROUPS

UNDERSTAND THEM SO YOU CAN LOVE THEM

Research your internal congregation & external community to discover potential for growth. This eye-opening investigation is foundational for church communication!

- DELIVERABLES:**
- Reach Area Map
 - Demographic Study
 - Research Analysis
 - Mystery Visit
 - ChMS Analysis
 - Focus Groups

DISCOVER THEIR NEEDS, CONCERNS, & GOALS

+

DISCOVER YOUR THREAD + VISUAL BRAND

BUILD YOUR BRAND

THREAD • LOGO • STYLE GUIDE

PROFESSIONALLY DESIGNED SO YOU CAN BE PROUD

Your logo system (visual brand). Establish personas and discover your thread to engage audiences. Then agreeing on naming, branding, logos, and design standards.

- DELIVERABLES:**
- Needs Assessment
 - Audience Personas
 - Thread Discovery
 - Logo Suite
 - Brand Foundation
 - Simple Style Guide

CREATIVE WRAPPER THAT ATTRACTS YOUR AUDIENCE

+

SAY LESS SO THEY LISTEN MORE

COMMUNICATION STRATEGY & BE HEARD

MESSAGING • WEBSITE • SOCIAL • EMAIL

CHOOSE HOW MANY MEETINGS PER MONTH

Your new brand comes alive! Learn how to communicate your thread online, in print, social, and more. Enjoy the encouragement of a virtual Communication Pastor with a strategy.

- DELIVERABLES:**
- Website Sitemap
 - Content Direction
 - Website UI/UX
 - Comm Strategy
 - Channels & Tools
 - Training & Coaching

THE STRATEGY AND PRACTICE OF ENGAGING PERSONAS

MONTHLY RETAINER

EYE-OPENING RESEARCH • AWARD-WINNING LOGOS • COMM STRATEGY • CHANNEL & TOOL DIRECTION • IMPROVED TEAMWORK

*“Effective Communication rises and falls on
how well you Know your Audience.”*

Mark MacDonald

**LEARN ABOUT YOUR AUDIENCE
DISCOVER NEEDS & GOALS
BE KNOWN FOR THEIR SOLUTIONS**



LOVE YOUR AUDIENCE
(AS GOD COMMANDED)

TELL A BETTER STORY

Talk less; so they listen more.

 **BE KNOWN  SOMETHING[®]**
Discover your thread.

When a Community is reached for Jesus; we rejoice with our Clients!



LAKE GROVE

PRESBYTERIAN CHURCH

Real. Active. Faith.

AUDIENCE

This beautiful church is nestled next to Lake Oswego in Oregon.

The congregation and community is a mixture of families, retired couples, and professionals who love the “get back to nature” lifestyle.

The church wanted to get the attention of the community who enjoys active living (often on Sundays).

THREAD

Authentic living is critical for this area of Oregon. Getting back to the basics: nature and activities.

Church is often overlooked.

Lake Grove is committed to bringing authenticity, activity, and faith together in a unique way.

VISUAL BRAND

Simple, earthy, and bold, this logo gives a nod to the church’s stain glass windows, the lake nearby, and the mountains on either side of the church.

The shape is reminiscent of a guitar pick that often accompanies their community’s music.

Colors are drawn from the natural setting of their landscape.

When an Organization calms their Communication; we applaud with our Clients!



**Florida Baptist
Convention**

Right Beside You.

AUDIENCE

The 3rd largest state in the Southern Baptist Convention understands their 3000 churches are mainly small and struggling. They need encouragement.

Ministry is difficult and challenging. Everything seems to be changing quickly and it's difficult to keep up.

The 6 regions of churches often feel alone (and different) while trying to reach communities who've lost interest.

THREAD

FBC corrects the church's perception that the convention knows how to do their ministry.

Instead, they want to encourage Pastors that the FBC is working passionately beside the local church:

Cheering on successes while helping understand their challenges.

 **BE KNOWN BY SOMETHING**
Discover your thread.

VISUAL BRAND

In this professional, simple, symbol, the sun breaks on a new day at the Florida Baptist Convention. The 6 regions represented in a protective shield that epitomizes the Sunshine State.

The warm colors identify each region in all FBC communication materials.

The "Right Beside You" thread hangs as an outreaching helpful hand (to the right of the logo).

When a Church unites under a Thread; we all celebrate.

cherry hills church

life together



AUDIENCE

In the large, flat fields of rural Illinois, the houses are set back from the main roads, feeling alienated from each other.

People are busy and authentic relationships are difficult.

Life comes and goes. Many in the community want to have interactions with neighbors, but it doesn't happen like they want. Life would be better with someone by their side.

THREAD

This church is about community. From the wide-open meeting spaces to the more intimate group settings, Cherry Hills wants their community to know they understand community life.

And then the critical introduction to real Life that's found in Christ.

Let's discover it. Together.



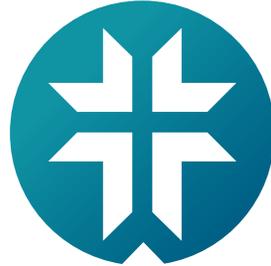
VISUAL BRAND

A church doesn't have to have a glitzy, bold logo. Especially when you live in a simple, rural location.

Their understated visual brand becomes recognizable by its lowercase simple font. And is personalized with a handwritten script to emphasize relationship.

For other visual applications they incorporate a simple dot (see above).

When a Community looks up to see a Church message; we delight with our Clients!



tallowood baptist

FIND YOUR WAY. TOGETHER.

AUDIENCE

This large Houston campus has watched their community quickly grow to the 4th largest US city.

Immigrants, professionals, and families all live within a few miles of this beautiful large church.

In such a large city, many are trying to climb the corporate ladder and many are getting lost in life entirely.

There's got to be a better way!

THREAD

Tallowood Baptist fully understands the independence of those in a big city.

Many want to discover their path.

Tallowood exists to come alongside that quest. To show them Jesus is THE way.

And because of Him, the Tallowood ministries want to do this together.



VISUAL BRAND

Refurbished and simplified an existing logo, this bold symbol has 4 arrows pointing together. Helping those who seek direction will find THE direction.

The arrows working together lead to the center because ministries combine their effort to communicate the cross.

The notch at the bottom becomes a welcoming entry point to the fellowship.

People in transition need Jesus; what a time to engage them!



PROVIDENCE

BAPTIST CHURCH

Start Here

AUDIENCE

Charlotte, North Carolina is growing exponentially; getting close to a city of 1 million souls.

This fast growth finds a city of professionals and families who are trying to understand “what’s next?”.

Not knowing where to begin in new beginnings is the sentiment of those starting over or starting fresh.

THREAD

Understanding that a church focused on an expanding diverse community could become the city’s largest church.

The Church, often built as the center of the community, is the perfect place to discover a new city and people.

Even more? People seeking a better life, can find it by starting with Jesus.

VISUAL BRAND

A simple welcoming circle states “join us” to those moving into Charlotte.

The plant symbolizes the growth that will occur from the foundational stem as well as reminds the congregation of their 3 mission statements.

The colors match the bricks of the church while adding a classic suite of colors for their classic structure.

Jesus is enough; and the Church connects a Community in need!



AUDIENCE

People for years have moved to Houston to be part of the oil industry.

Recently as the oil industry has struggled, many, who thought they would “hit it big”, have found despair and disappointment.

Kingwood, a suburb of families trying to find a better lifestyle in this up-and-coming community, collectively call out “there’s got to be more”.

THREAD

When you’ve tried almost everything to improve your life, yet discover nothing is as its promised, is a challenging place.

Maybe, even a church, can offer more to life than the world. Authentic community, genuine fellowship, spiritual direction, and it’s all based on Jesus: Who offers more than anyone could ever imagine!

VISUAL BRAND

The symbolized K (Kingwood) matches the tall lush trees that reach over the streets of beautiful Kingwood.

The logo’s leaves sprout from the strong foundational trunk as a sign of expectation and growth.

The colors symbolize growth and believability for anyone on the quest of a better life.



YOUR CHURCH CAN FINALLY

- EXPAND REACH & SIGNIFICANCE
- SIMPLIFY COMMUNICATION PROCESS
 - TEAR DOWN MINISTRY SILOS
- CREATE A WEBSITE HUB THAT'S LOVED
 - MOTIVATE YOUR COMM TEAM

**“GO OUT INTO THE HIGHWAYS AND HEDGES,
AND COMPEL THEM TO COME IN, THAT MY HOUSE MAY BE FILLED”**

LUKE 14:23

OUR CLIENTS LOVE US

We're excited to add your Pastor and church to our endorsements!

“By helping us better understand the needs of our community, Be Known For Something created ministry solutions that attract and influence our community for Christ.”

Noble S. Mosby, Dir of Comm



“Be Known For Something’s work is relevant and contextual for where and how the church should communicate and inspire in this digital age. His skills are scalable for churches of any size. We all should be listening!”

Mike Hunter, CCA, Pastor



“It’s been a fascinating journey of discovery through each and every step of the process. We whole-heartedly recommend them to every church!”

Joe Carbonaro, Exective Director

“Be Known For Something’s steady leadership and support has developed our new brand and communications that will significantly impact our work in the next century”

Phill Martin, CEO, TCN



“Mark made me feel like a Million Dollars”

Jon Carlson, Church Comm Designer

“I found your honesty and willingness to state the tough facts both refreshing and inspiring”

Jim Tucker, Media & Tech Pastor



“Mark, I thank God for you and your work at Be Known for Something.”

Rob Peters, Pastor



Pastor Jeff Nelsen
Lead & Teaching Pastor



“Our church is 115 yrs old. We needed a fresh start. [Be Known for Something] reenergized us as a church.”

CHERRY HILLS CHURCH



OUR TYPICAL DISCOVERY TIMELINE

6 - 9 MONTHS (BASED ON MOST PROJECTS)

Times are approximate based on team requirements to produce materials (after receipt of required materials and approvals)

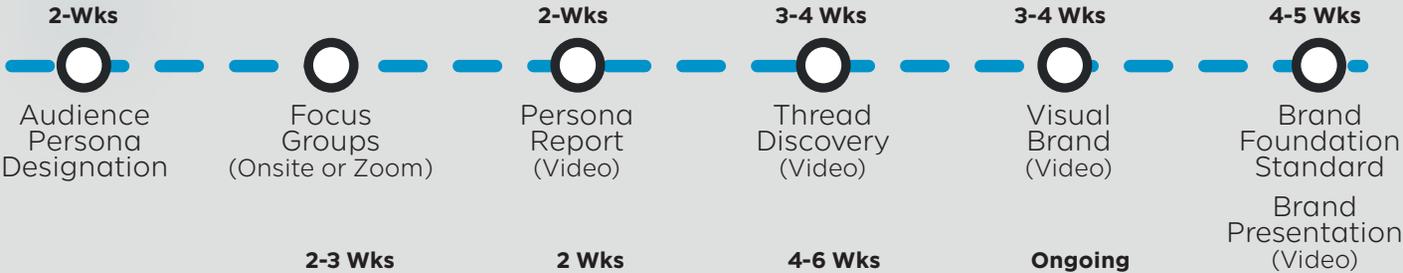
INCREMENTAL BILLING
AUDIENCE

AUDIENCE



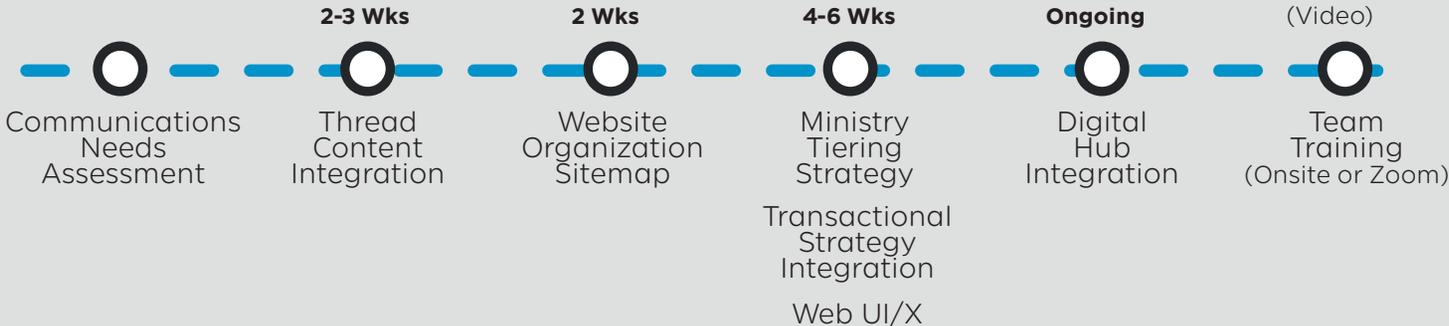
INCREMENTAL BILLING
BUILD BRAND

BUILD BRAND



RETAINER
COMMUNICATION

COMMUNICATION



Be Known for Something

6425 Huntscott Place, Suite 3
Jacksonville, FL 32258

Dear Pastor,

Thank you so much for the opportunity to partner with you and your church. It's exciting to know you're considering a re-brand. We'd be honored to add you to our prayer list as you start planning and executing this critical process. Having done many of these projects, we understand the complexity.

The Be Known for Something process? We listen, assess where you're at, and take a look at the entire request, so we can guide you in the best custom path. We also confirm pricing and scope to make sure no one gets surprises.

No one likes surprises!

We believe there's a effective solution that will work to unify your ministries. It starts with fully understanding where you are now, the scope you'd like us to help you accomplish, and then discovering a thread that will weave its benefits throughout your entire church (and into your community)! Then establishing a Graphic Standard to create fences to protect your brand image and thread. Ensuring everyone in leadership understands the communication strategy for your digital hub: website, email, texts, print, etc.

Please let me know if you have any questions! We're excited to work with you. Once an itemized contract is received, all of our contracts are initiated with a 25% down payment to get our team started. Blessing on your day!

Sincerely,



Mark MacDonald, Senior Church Brand Strategist
Be Known for Something Team



*Every branding project is unique,
challenging and different!
We use our framework to simplify
the communication process.*



TAKE **CHURCH** COMM TROL

**CHURCH BRAND • COMMUNICATION STRATEGY • WEBSITE CONTENT
• SOCIAL MEDIA • EMAIL CAMPAIGNS • PRINT • TEAMWORK**

It all starts with discovering your thread.

AND JOINING THE

CHURCH
COMMUNITY

THANK YOU

 **BE KNOWN ^{FOR} SOMETHING[®]**
Discover your thread.

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