



12 examples of brand messaging for churches



Every church has a Jesus story to tell.

Get inspired to tell your own with these brand messaging examples from 12 churches across the U.S.

Our framework

One of the challenges of writing brand messaging for churches: to translate the best of business marketing for a ministry, without sounding salesy. We do this by looking at your church through this lens:

1. **Who are you?** This includes your mission, ethos, and theology. Different theological perspectives require different language.
2. **Who is your audience?** In the messaging process, you choose who you want to speak to. This requires a degree of cross-cultural communication, because your audience doesn't always speak the same theological language as you do.
3. **What is the shared win between you and them?** Brand messaging doesn't preach your entire message for you, but it invites people into a deeper conversation by helping you find common ground between your church and your neighbors.

Definitions

Brand promise: The primary value you offer. It functions as a tagline but usually places your audience at the center of the action. Apple's brand promise: "Think different."

One-liner: A short elevator pitch that answers the question "Why would I come to your church?" It takes place in three parts: (1) present the problem, (2) present your unique value, and (3) present the result your audience will experience.

Value propositions: Short statements that express (a) a "gain creator," or some improvement a person will see in their life, (b) a "pain reliever," or a statement for how you'll address a need, or (c) a "job performed."

Core story: A narrative, written in your brand's unique voice, telling the story of your primary audience encountering your church for the first time.

Brand promise

**Real life together.
Better because of Jesus.**

One-liner

More stuff and higher status doesn't always mean a better life.

At Sienna Community Church, we're investing in deep relationships—with Jesus, with each other, and within our community. So, together, we can find our significance in the God of the universe and who he made us to be.

Value propositions

Journey toward Jesus.

Journey with each other.

Keep the journey going.

Core story

You were created for a purpose.

One that gives you confidence and assures you're on the right path.

But life is complicated.

You might check all the boxes for the “good life” yet find yourself feeling empty, lost, or out of place.

We've been there too.

We've tried our best but realized something was missing.

We've searched for meaning and been misled.

We've reached out and hit walls of disappointment.

That is, until God showed us a better way....

Instead of pretending to have it all together, we're investing in authentic relationships—with Jesus, with each other, and within our community.

Together, we can step into the purpose God created for us!

So, we invite you to...

Journey toward Jesus—deepening your relationship with the One who loves you unconditionally.

Journey with each other—growing alongside people who care enough to get to know the real you, and empower you to live with purpose.

And keep the journey going—using what you've learned along the way to inspire others to take their next step toward Jesus.

Welcome to Sienna Community Church.
Real life together. Better because of Jesus.

Brand promise

Find purpose on life's path.

One-liner

Without the right directions, the road ahead of us can feel uncertain.

At Pathway Church, we help each other seek God's direction to build life-changing relationships, make a lasting impact, and discover real hope in Jesus.

Value propositions

Your path to life-changing connections

Your path to lasting purpose

Your path to real hope in Jesus

Core story

Life is funny sometimes.

A good day can leave us feeling on top of the world. And a bad one can make us wonder if this is the only way.

We've felt it too: the rush to get it all done, feeling overcommitted and underappreciated, chasing the opportunities, the status, the success.

Then, looking back at it all and asking,
"Is this all there is?"

And looking at the road ahead and asking,
"Where do I go from here?"

It's when we realized if we wanted real fulfillment, we needed real direction ... direction that could come only from the One who created us.

That's why we started Pathway Church.

To create a path to life-changing connections—meaningful relationships we can lean on in hard times.

To create a path to lasting purpose—starting with simple, practical ways to serve and love our community.

And to create a path to real hope in Jesus—where we discover strength, hope, and direction through God's plan for our lives.

Because when we know why we've been put on this path, we can travel it with confidence.

Live with direction. Welcome to Pathway Church.

Brand promise

Live a flourishing life.
Build a flourishing world.

One-liner

Life doesn't have to be pointless, plotless, or chaotic.

At GardenCity Church, we're learning to see our part in God's big plan, even when life doesn't make sense. Let's find our place in his story, and join his work in the world together.

Value propositions

We want you to experience:

Peace in God's presence

A place in God's family

Joy in God's diversity

Your part in God's story

Core story

The story of everything begins in a garden: Adam and Eve, two people dwelling in perfection, experiencing the pure joy of being fully known by their creator.

Until, of course, it all went wrong.

Ever since, the history of the world has been a long story of chaos, foolishness, and confusion. And if we're honest, that's how most of our lives feel today too.

Whether it's a tragedy you only experience second-hand, or a trauma that knocks directly on your front door, sometimes life just doesn't make sense. And yet...

There are so many moments of beauty, hope, and humanity—

so many people doing good, showing up, and making a difference—

that you have to wonder if God isn't finished with this beautiful world he made. You have to wonder if he's writing a better story, one that has a part for every one of us to play.

Including you.

At GardenCity Church, we are committed to finding our place in the story God is telling through his son, Jesus, and to living it out every day.

We invite you to join us as we seek to work with God...

to grow healthy, Christ-centered lives, and to discover what he would have us do to help restore what's broken.

Life will always be messy. But God's at work, and you can be part of what he's doing.

We are GardenCity Church: Live a flourishing life.
Build a flourishing world.

Brand promise

Your brokenness can be healed.
Start here.

One-liner

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

Be seen and welcomed just as you are.

Be transformed by God's forgiveness week after week.

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

Core story

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

People together with Jesus

One-liner

We all struggle—no need to hide it.

At Fellowship Church, we make room for everyone to be their authentic self so we can find real healing and transformation in Jesus *together*.

Value propositions

Fellowship means *real relationships*.

Fellowship means *no judgment*.

Fellowship means *God encounters*.

Fellowship means *practical faith*.

Core story

You're not alone.

That might sound obvious when you live in a city of millions. But we've felt alone many times before: in our struggles and uncertainties about life's purpose.

And we believed those "imperfections" would keep us from building the life we longed for or becoming the person, parent, or professional we dreamed we could be.

But all of that changed when we met Jesus.

While the hyper-religious of his day rejected "imperfect" people, Jesus was known for eating with prostitutes and sitting with lepers. He embraced imperfect people, flaws and all, and gave them hope.

He embraced us too. He gave us a seat at his table. He showed us a better future than we ever thought possible. And we didn't feel alone anymore.

And we want the same for you.

So, we invite you to join us at the table with Jesus. Don't worry about the "right way" to show up—just pull up a chair and be yourself.

When you do, you'll never feel alone again. Not when you have us. Not when you have Jesus.

Because at Fellowship Church, the path to transformation is people together with Jesus.

Brand promise

Anchored in truth.

Equipped for life.

One-liner

We all want a life that feels full, meaningful, and good.

Together at Coastal Church, we're growing in God's word, wisdom, and presence—so we can live equipped to experience his best for our lives.

Value propositions

Wisdom for everyday life

Growth for your whole family

Space to worship, wonder, and walk with God

Spiritual foundation for the next generation

Core story

Looking at life can feel like looking out at the open sea.

When all is calm, it's beautiful—blue water, rolling waves, clear skies.

But when the winds pick up and the sky darkens, you want to know you're ready...

with the wisdom, perspective, and support to face whatever's ahead.

We've been there too ... when the waves started rising.

Financial stress. Family tensions.

Spiritual questions. Tough decisions.

We knew we'd have to face the storms.

But we wanted to do it with confidence, not fear.

That's when we realized we don't have to do it on our own.

We have a God who created us. And we can root our lives in him regardless of what the weather brings.

We grow in God's word with teaching that speaks to real life today.

We make space to worship, wonder, and walk with God because knowing him changes everything.

We learn together as families with programs and studies for every age group to build a faith that lasts.

We invest in the next generation so kids can grow up knowing God's love and his word.

Because when we're equipped, we don't just face the storms of life. We grow through them—in God's word, wisdom, and presence, so we can experience his best.

Welcome to Coastal Church:

Anchored in truth. Equipped for life.

Brand promise

Live your God-given purpose.

One-liner

You're here for a reason. Start living with purpose.

At Purpose Church, we discover who God created us to be, grow in our faith, and step into our purpose so we can make a difference.

Value propositions

Live on purpose.

Grow on purpose.

Go on purpose.

Core story

Humankind wasn't created by accident.

From the very beginning, the creator had a plan.

Every soul, every breath, every step was designed with purpose.

But the world is loud.

Everywhere we turn, we're told who to be, what to do, and how to measure up.

It's easy to feel lost, and unsure of what really matters.

We felt that way too.

That is, until we got to know our creator.

We didn't always have the answers—but he did.

We didn't always know the way—but he did.

We didn't always see our purpose—but he always has.

At Purpose Church, we exist to know God, grow in him, and go out with purpose.

You can learn to live on purpose—encountering the God who created you and what his word says about your life.

You can start to grow on purpose—letting the Holy Spirit lead you so you can confidently grow into God's best for you.

And you can set out to go on purpose—sharing your story and discovering your purpose so you can make an impact in your world.

When we find our purpose in God, everything changes.

We see our lives differently.

We step forward with confidence.

We live with impact.

Start living your God-given purpose.

Welcome to Purpose Church.

Brand promise

Where barriers become bridges

One-liner

Does your life feel full of breaks and barriers?
That's OK. No gap is too wide for Jesus.

At Bridge Church, we want to connect you to a loving God and an authentic community so you can heal, grow, and build bridges for others.

Value propositions

You're not too far! There's a bridge for everyone.

Worship freely and learn about God. No walls or rigid rules.

Your spiritual, mental, and emotional health—growing together.

Find purpose in building bridges for others.

Core story

It's strange.

With a few clicks and finger taps, we can connect with others instantly. We do it dozens of times per day (or per hour; no judgment).

But if it's so easy to connect nowadays, why does it feel like we're living with more barriers and divides than ever before?

And it's not just other people dividing over the next big cultural or political topic. It's us feeling disconnected from ourselves—like we don't know who we truly are or what we were created for.

There are gaps—big ones.

If your life feels full of these breaks and barriers—like there's a missing link at the center of it all—you're not alone. We've felt the exact same way.

But for us, all of that changed when we met Jesus.

He taught us that we were created for authentic connection with God and people, and he showed us how to find fresh purpose in restoring broken connections for ourselves and others.

So we started asking ourselves: What would it look like to live in a world with more bridges?

We think it looks like more people connected to a loving God. More safe relationships to heal and grow with. And more people empowered to build bridges for others.

That's why we're here. That's what we aim for.

So, if you're looking to heal the divides in your life with a community of authentic and supportive people, we invite you to join us at Bridge Church:

Where barriers become bridges.

Brand promise

A life centered on Jesus

One-liner

You don't have to live a life defined by your circumstances.

At Worship Center, you can learn to center your life on Jesus and let his word define and transform the way you live.

Value propositions

Following God's word

Oneness in Christ

Compassion-fueled living

World-changing generosity

Core story

When you think through your future, it's easy to picture a simple, straightforward path.

You'll brace for the bumps, navigate around the pitfalls, and end up where you set out to be.

But of course, it rarely happens that way.

Life has a way of knocking you off balance—and suddenly, you lose focus, direction, and confidence.

What do you do from there?

We were there too.

With the wind knocked out of us, wondering how to keep moving forward when we weren't even sure which direction "forward" was.

We needed a focal point. A place to look to when our circumstances left us reeling.

Because we knew we couldn't change how often life knocked us down, but we could change what we focused on when we got back up.

At Worship Center, we fix our focus on Jesus.

Because when we put our confidence in him, we experience life with a whole new perspective.

We keep Jesus at the center of everything.

And we do it through these:

- His word and the wisdom it brings to our lives
- Countercultural unity, and the chance to celebrate the differences he's given us
- Compassion-fueled living, and the opportunity to serve one another in his name
- World-changing generosity, and the responsibility we have to use what we've been given to make an impact

When life feels unsteady, you don't have to lose your footing or your faith. You can center every moment on Jesus and live a full life of true transformation.

Welcome to Worship Center.

Brand promise

Live in the abundant hope of God's love.

One-liner

Our world feels flooded with darkness, negativity, and uncertainty.

But at Fountain City, we want to share the good news: When we follow Christ completely, we can live in the hope and abundance of his love.

Value propositions

Good news for your life

Good news for your relationships

Good news for the next generation

Good news for the world

Core story

It's easy to look at this world and see all bad.

From social media to news feeds, we wade through what feels like a never-ending flow of divisiveness, hardship, and confusion.

In the face of hopelessness, it only makes sense to ask:

Is there really good out there?
And even if there is, can it really change anything?

We were asking those same questions too.

It's when we realized we couldn't change the bad news

but we could seek the good news ... and that would change everything.

Because in Christ Jesus, there is hope.

There's good news for our own lives—real-life faith rooted in biblical truth and God's grace, love, and mercy.

Good news for our relationships—people who walk beside us and want to see us flourish in every season.

Good news for the next generation—the chance to encourage, equip, and empower them to pursue what God has in store.

And good news for our world—a message of God's unconditional love, lived out practically and spiritually from our street to the ends of the earth.

At Fountain City, we discovered that hope is out there. It comes from the God who created us.

And when we follow him completely, we can reside in his love and rest in his goodness.

Are you ready to live in the abundant hope of God's love?

Brand promise

Hope is ahead.
Turn north.

One-liner

A life that wanders in and out of the daily grind can be exhausting and unfulfilling.

True North Church helps people turn north toward hope in Jesus so they can live every day with energizing purpose.

Value propositions

Feel at home, not at church.

Relationships for the long haul.

Church can be fun?! 

Every journey honored.

Set your course toward growth.
We'll help you get there.

Your calling awaits. Look north.

Core story

There's an old story in scripture about a tribe of wanderers. But they didn't start out that way. For generations, they lived in captivity and enslavement in a foreign land. But then, one day, God freed them from their captors, and they fled into the wilderness for safety. They searched for a new land to call home. They longed for permanence and purpose. But instead, they wandered. Every day. For 40 full years.

But then, after decades without hope, God sent them a leader with a new message: "You have wandered around this hill country long enough; now turn north."

North—a new direction. A way out of the wilderness. Fresh hope, finally here.

God's message helped this old community of wanderers find their way home. But wandering isn't just an ancient problem. It's a today problem too.

If you feel like you're living without direction or are stuck in a daily grind without a sense of deep, satisfying purpose, we want you to know that you are not alone. We've lived that way too.

But then we heard God's message and followed his voice to find a new hope in Jesus—who he is, how he loves us, and what he wants to do through us for ourselves, our loved ones, and this entire community. And we want the same for you.

If you're looking to build a life that is well practiced in hope and purpose regardless of your circumstances, then we invite you to join us at True North Church.

Here, you can find a place to belong and be honest about your journey. You can build relationships that feel like the healthy kind of family. And you can find fresh purpose in building a new movement of hope and restoration for all of Fargo.

Hope is ahead. Turn north.

Brand promise

**Rooted in Christ.
Growing in faith.**

One-liner

Face life with steadfast confidence.

At Rooted Faith, you'll find rich soil to live, lead, and grow in purpose.

Value propositions

**Ground your life in
unshakable truth.**

Empower the next generation.

Prioritize family-focused faith.

Core story

In our lives, the weather changes without warning.

One day it's clear blue skies. And the next, trouble at work, surprises at home, or a grim diagnosis at the doctor's office.

The winds are roaring, the thunder is booming, and the rain is pouring down.

Suddenly, everything that once felt steady feels fragile.

When the storms roll in, you find out just how deep your roots go.

And it's in those moments that you start to wonder, "Will I stay standing through this?"

When storms come, stability is everything.

At Rooted Faith, we find it in Jesus.

We discovered the power of planting our lives in something unmoving and unchanging:

the steadfast love of the God who created us, and his plan for our lives and the lives of the people we love.

It's why we made the choice to start sowing seeds:

To ground our lives in the unshakable truth that God's given us through his word.

To empower the faith of the next generation and equip them to know, love, and follow Jesus with confidence.

And to prioritize family-focused faith so that our children and their children will continue to let Jesus lead in their homes for years to come.

Because when we plant our lives in the right soil, life's storms come and go—but the roots stay strong.

Welcome to Rooted Faith.

What message do you want to share with your community?



Want to explore how your church can translate your mission into messaging too?

Schedule a **free consultation call** with one of our consultants today to see how we can team up.

