



CHURCH NAME DISCOVERY TOOL

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Strategic naming should always follow a process that 1) ensures you're aiming at something and 2) helps to narrow your focus in support of your church's purpose and story. Resist the urge to start generating a list of names to put to a vote.

First, put some thought into your re-naming strategy by filling out your answers to these 6 critical questions to ask when renaming your church:

Why do we want to rename our church? If it's not broke, don't fix it... but if there's a strategic reason to change your name, get out the tools.

A What are the primary, strategic reasons for your name change? Are you moving locations, transitioning leadership, or introducing a new missional focus?

B Are you changing your name because you're bored of the old one? Yes ☐ No ☐

C Are you using a name change to cover up internal conflict? Yes ☐ No ☐

D Would a name change signal a change of the personality and focus of your church? Or would the rest of the church remain the same?

What is our church's history?:

Your future stands on the shoulders of where you've been.

A How was our church started? By whom and for what reason?

B What are the biggest and most formative milestones in the life of our church and why?

c Since the beginning what has remained the same?

D Since the beginning what has changed the most and why? Is the change recent?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Where are we going?

Paint an imaginative picture of your preferred future.

A When we close our eyes, use our imagination and walk into our church 5 years from now, what does it feel like, what do we see?

B What does success look like?

C How would we describe our church to someone who has never been—what would we emphasize?

D What are the real values of our church, the things caught more than taught?

What kind of names are we drawn to?

There are different kinds of names. Determine what type and style best fits where you're going.

A What do we hope for in a new name?

B Do we have any mandatory things that must be included in our name or things to avoid?
(denomination, descriptor, etc.)

c Do we have any geography or landmarks that should play into our new name?

D What other church names do we see as being effective and why?

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How could our new name be interpreted negatively?

Just because an idea makes sense in an elders' meeting doesn't mean it reads that way for everyone else.

A What are some weird ways others could misinterpret the meaning of your name?

B What does your name communicate to people outside of the church? Inside?

C What cues or connotations can be inferred from the name?

D Does your new name make a good website URL? What words does it unintentionally form?

While you're at it, check to see if your name ideas are available as a website URL, Instagram, or Twitter handles.



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