

# Branding History

## Why are we changing our name?

The name change comes after a long process whereby our leaders have increasingly grappled with the question, "What foundations do we need to lay in order to grow our effectiveness over the next few decades?" Over the years we have gradually been introducing changes that reflect the desire that we are one organisation with several focuses. Recent discussions have focused on clarifying who we are as an organisation. The outcome of this grappling is our 'riverbanks'. This is about our focus being on connecting, building and sending Christ-centred disciple-makers who launch and lead spiritual movements.

Importantly, our leaders identified the need to be on this journey together. Hence, the theme of the strategic plan: 'Forging common identity and mission fruitfulness'.

The next step was to actually structure the organisation in a way that allowed better pursuit of our mission within the riverbanks. The outcome of this was the designation of all our ministries into Movement Strategies, Resource Strategies and Project Strategies. This allowed all our ministries to see how they fit with our mission of Connect, Build, Send – and how they can work together to fulfil this. Our Headquarters has also been undergoing change.

Our old name has long been recognised as unhelpful. It caused varying problems with our audiences (through the words 'crusade' and 'campus'). This in turn caused internal problems because some of us preferred to not use the CCCA name, which affected how we work together. Changes in how we communicate have also highlighted the need to combine our voices into one common identity. This will help us be noticed and heard in an increasing cluttered communication space.

## Why are our ministries now called strategies?

As we grappled with the question of future effectiveness for God in reaching Australia and beyond, we realised the need for our ministries to work closer together. While each of our ministries may see good results individually, it is by working together that we can see long-lasting and far-reaching results. We have tremendous creativity in our midst and we want to be similar and interdependent enough to learn from one another.

Thus, instead of an organization with multiple ministries with different purposes, we moved towards becoming one ministry with a single purpose (fulfilling the Great Commission by connecting, building and sending Christ-centred disciple makers to launch and lead spiritual movements). This is why we began calling our ministries 'strategies', because the word 'ministries' imply being separate from one another. Our strategies are the means of fulfilling this purpose. For example, the Power to Change strategy that works on campus will aim to connect, build and send university students to launch and lead spiritual movements.

## Why are we also changing our strategies' names?

Historically we have not had a clear and unified identity throughout our organisation. We were made up of lots of different parts, each with its own identity, purposes and culture. We believe we can have increased effectiveness by bringing about a major change in this organisational foundation. Our potential movement builders (e.g. students), our volunteers, our ministry partners and our churches find it difficult to connect us all together. An example of this is that we have missionaries working in different parts of the organisation attending the same church, but people in the church

and even their pastors do not know they work for the same organisation. This impacts our effectiveness.

There are many other reasons why a common name and identity is needed. We want to be able to work across strategies and to share resources and people. We want to be similar enough that people from one strategy can serve with another strategy easily, building on their strengths and experiences. This is opposed to having to learn a new language and even adjust to a new set of results. Ultimately, this affects the effectiveness of our missionary recruitment and retention, as well as diminishing our impact on Australian society.

We are aware that, for some strategies, changing their name means that they are losing names that have worked well for them. But this is a conscious decision by our leaders to build a common identity together. Imagine the synergy we can have when a young lady involved with Power to Change at her high school finds the same Power to Change at her university. Imagine the life-long impact she can have when she takes what she has learned about making disciples on campus and easily finds other strategies within our organisation that will continue to help her to make disciples in the next stage of her life. It is our hope that God will work through the whole organisation to impact Australian society more and more.

### **How will the strategies be called?**

All our strategies will be called Power to Change. The only exception is GAIN, which will retain its name for security reasons. While they will share a common name, our strategies are still committed to building movements in their specific focus.

Internally, we will use the following tags in referring to each others' strategies:

- Campus
- Youth
- Church Movements
- Global Aid
- Families
- Digital Strategies
- Film

To help us in our communication with each other, it is fine to use capitals for the tags internally, but not externally (see below). We will continue to use the designations of Movement Strategies, Resource Strategies and Project Strategies. Having these designations and their definitions are proving to be extremely helpful. It allows us to have the accurate expectations of one another.

Externally, all our strategies will be referred to as Power to Change only. For example, Student Life will be known as Power to Change, and not as 'Power to Change – Campus'. The only exception is GAIN, which will retain its external name for security reasons.

It is important that tags like 'campus' and 'campus strategy' do not become the new de-facto names of the strategies in Power to Change. They are all called Power to Change. Thus we should emphasise that they are strategies within Power to Change. As a result, we will never have terms like 'Power to Change – Campus' when referring to a strategy itself. If you need to explain more about your strategy, please use terms like 'the campus strategy of Power to Change' or 'the strategy of Power to Change that focuses on church movements'. Externally, please do not use capitals when writing the tags –

i.e. please use 'families', not 'Families'. This is to further emphasise that they are not names.

Our Style Guide will communicate how we can refer to our ministry context with business cards, prayer cards and our strategies (if this applies to you).

### **How will the name change affect our mission and focus?**

Our mission has not changed. We are still committed to fulfilling the Great Commission by connecting, building and sending Christ-centred disciple-makers to launch and lead spiritual movements by the power of the Holy Spirit. In fact, the name change comes after a renewed focus on our mission and a greater desire to see this happen.

Our focus is the up and coming generation of young people and young adults. We want to help them become disciple-makers for Jesus and do this through spiritual movements. We believe that they are a key group because they are available for engaging in community, willing to change, are the emerging leaders, are passionate and are dissatisfied with the status quo. These people are found in schools, universities and into their early thirties. We also value partnering with others in this focus.

We are very thankful for our heritage and what God has done through our various names and ministries. We believe that by coming under a common name and sharing our resources more, we will better reach and disciple the people on whom God has called us to focus.

### **When will the name change be formally announced?**

We are aiming to make a formal announcement to our ministry partners and the public about our name change sometime in November. The actual date depends on when we receive notice that we are officially trademarked as Power to Change. Our legal team has informed us that this is likely to be in early November.

Please note that this is an announcement only – Headquarters will not switch over to the new name until 1<sup>st</sup> February 2016. Some of the strategies will also switch over at that time, while others will wait until later in 2016. This is to ensure a smoother transition.

Our new website will be [www.powertochange.org.au](http://www.powertochange.org.au) and our missionaries' emails will switch to firstname.surname@powertochange.org.au.

### **When and how should I share about the name change with my ministry partners and volunteers?**

In November 2015, we will announce our new name via our website and a special edition of the mini Today newsletter that many of our ministry partners receive. We will also create a one-page document. All our missionaries will be asked to include this in their November or year-end newsletter. A special FAQ sheet for ministry partners and for the public will also be available on the CCCA Member Portal (for missionary use) and the public website at that time.

Thus, we would like to ask all our missionaries to not share the new name until the formal announcement in November. This is also for legal reasons. However, you are encouraged to let your ministry partners know that a name change is coming.

## Do my ministry partners who give financially need to do anything when we change to the new name?

The Finance Team will update all the details necessary so our ministry partners do not need to worry about their giving. The Finance Team will also notify them of any changes necessary. Minimal disruption is anticipated.

## What kind of resources and support will I receive?

To help you navigate through this branding process and roll it out to your ministry partners and volunteers, here is a list of available resources\*:

- A professionally designed template for business cards. (If you regularly use a business card, we will pay for this expense. Janet Doherty at Core Services will be coordinating this process.)
- A professionally designed template for prayer cards to give to ministry partners. (Headquarters will pay for your first 50 cards. Kathryn Bickerton at Core Services will be coordinating this process.)
- An event template for running a Vision Night with partners and volunteers
- An integrated and user-friendly website (shared by all strategies) in February 2016
- Guide on setting up or modifying your strategy's social media so that it reflects our new common identity.
- A Branding Policy & Style Guide to help you present the new name and logo and branding properly.
- FAQ sheets for missionaries, ministry partners and the public
- A one-pager explaining the name change, for you to insert in your newsletters to ministry partners. It will be available as a PDF as well as a link to a page on our website.
- 'Who is Power to Change?' video (updated from our 'Who is CCCA?' video)
- A new recruitment brochure
- Power to Change banners in each state
- A guide on how to adjust your newsletters to ministry partners to reflect the new common identity
- Opportunities and resources from Member Care to help you to feedback and process your emotions and reactions (both yours and others you may be in contact with) related to the name change.

\* Some of these resources will only be available in early 2016.

Go to the *Branding Toolkit* (Under 'Resources') on the CCCA Member Portal to access these resources.

If you would like to talk more the name change and rebranding process, please do not hesitate to contact a member of the Branding Task Force. They are Allan Gibson, Jim Rawson, Andrew Bryan, Amanda Ralston, John Mayne, Gareth Watkins and Cecilia Au. You can also speak to your National Strategy Director or relevant Core Services Team Leader

## **I see that we now have a Branding Policy & Style Guide to follow. Why do we have it? When should I use it?**

A Branding Policy & Style Guide visually explains the look and feel of a brand. It contains guidelines on how the name, logo, tagline, and other imagery are presented. Having a common Style Guide will enable us to present ourselves in a unified manner, which will help strengthen our common identity to potential movement builders, our volunteers and our ministry partners.

You are encouraged to consult the Branding Policy & Style Guide when you are designing anything that will be used to represent Power to Change (e.g. conference flyers, VACAs, brochures, etc.). This even extends to our correspondence to ministry partners, such as newsletters. Whenever the Power to Change name and logo is displayed, it is a good idea to consult the Style Guide. This is a new journey for us and will require all of us to learn together.

## **What do I do if someone from the media asks me about the rebranding?**

Please direct any media and external enquires to Allan Gibson.

If there is a question you are unsure about answering (perhaps from ministry partners or our volunteers), please don't hesitate to contact your leader or any member of the Branding Task Force - Allan Gibson, Jim Rawson, Andrew Bryan, Amanda Ralston, John Mayne, Gareth Watkins and Cecilia Au.

## **How did we choose Power to Change?**

When our trademark application for Cru was contested, we started to pursue other names. At the beginning of 2015, we conducted two missionary focus groups (one in Queensland and one in New South Wales) and a survey to all our missionaries, to invite suggestions for our new name. Over 140 suggestions were collected.

The Branding Task Force (BTF) examined each suggestion against NLT-approved name criteria and eventually came up with a shortlist of nine possible names. Many of these names featured the word 'Life' in it because many people had had that word in their suggestions. These nine names were then put through a preliminary check against the trademark registry to see if there were any possible conflicts. Unfortunately, six names had conflicts with existing trademarks in some form or another. Only three names were available: Discover Life, Radiate Life and Power to Change.

At this stage, the BTF consulted the suggestions from our missionaries again to see if we could find another name to add to this diminished shortlist. One more name was added to the shortlist (Movement Builders) and these four names were submitted to our lawyer for a more comprehensive trademark check. This comprehensive check eliminated 'Discover Life', so we were down to three possible names: Movement Builders, Power to Change and Radiate Life.

These three names were then field-tested during March and April. The field tests included feedback from missionaries, ministry partners, volunteers and people who have never heard of us before (including non-Christians). Our missionaries seemed to think that Power to Change was most likely to support engagement with Christians (e.g. potential volunteers and ministry partners) as well as non-Christians (e.g. individuals and school authorities). This view was upheld by the results of surveys with non-missionaries. Of the three names, Power to Change was clearly preferred by the 561 non-missionaries who filled in the survey.

At various stages along the way we have had advice from a leading Australian branding expert. A clear recommendation from him and from other branding experts was to not look for a “magic name” because this did not exist. Instead, they advised us to look for a name that garnered neutral to positive responses and then work to “give it flesh”. We also consulted with CCC ministries overseas about how they rebranded. A universal recommendation from them was that we should move to be a single name that rolls out simultaneously. They strongly recommended that we do not just change the corporate name and tackle changing the strategies’ names later.

### **Why did we choose Power to Change?**

Apart from the fact that it was the overwhelmingly popular choice from our field tests with over 600 people, there are several reasons why we like Power to Change. Firstly, it conveys an empowering message that we have the power to change ourselves, our communities and the world – through the power of Jesus. Secondly, it is a name that can work across our different strategies and the different people they interact with. Thirdly, the Canadians have found it a very helpful name for introducing themselves. This was supported by the experience of several of our missionaries as they field-tested the name with Christians and non-Christians. Finally, sharing a name with Canada allows us to not only pool our brand awareness, but to also share resources with them. They have kindly let us adapt the logo and style guide that they have designed. This enables us to focus our limited resources on other important things.

### **Is there a shortened form of the name, Power to Change?**

Given the efforts to create a common identity by changing our strategies’ names to Power to Change, it is important to ensure Power to Change is ‘top of mind’. Thus, we strongly encourage you to use the full name as much as possible. This is especially the case for official communications (such as training manuals, brochures, banners and formal letters).

Even in informal communications (such as cards to ministry partners) referring to ourselves with the full name, Power to Change, will help build the brand.

However, we understand that people may shorten the name in everyday communications. The only permitted abbreviation is P2C or p2c – but we strongly encourage you to use the full name, Power to Change, in all situations.

Even though ‘P2C’ is only to be used informally, we sought to register a domain name for ‘P2C’. Unfortunately, it is already owned by someone else and we were not able to register it.

### **What is the design concept behind the logo?**

We have adjusted the visual representation of the logo from Power to Change in Canada. The cross across the globe invokes the Great Commission, when Jesus commanded us to make disciples of all nations. It also symbolises Jesus’ interest in all people around the world. Most Christians with whom we field-tested this logo indicated one or both of these messages when they saw the logo. Used with the name, the logo indicates that Jesus has the power to change the world.

## Are you sure the logo will work for us?

Several of our more creative missionaries engaged with us about the logo. While their opinions differed based on style and colouring, their advice was constructive. Before our final version, we field-tested the name and logo with forty people from our focus audience (over 20 in high school, 10 uni students and the rest under 34 years of age). They were from QLD, NSW and VIC. The score they gave was 8 out of 10. Our conclusion was that we were on the right track and could go with the exact Canadian version.

## Why are we taking 'Christ' out of our name?

It is never our intention to take 'Christ' out of the name. In fact, it is because we are not ashamed of the gospel and the power of Jesus that we are changing our name. We want to become even more effective at bringing the gospel to different communities and that is why we have embarked on this process of refining our focus and mission, culminating in this name change. Our desire to connect people to Jesus has not diminished but grown sharper. This is also why we have created the tagline, "Connecting people to Jesus and each other". This will be used with our new name and logo to paint a picture of who we are.

In our old name the words that most often caused us problems were 'crusade' and 'campus'. The meaning of 'crusade' has changed from when the organisation first used the name in the 50's and 60's. 'Campus' is unhelpful because people assumed we only focused on universities, which limited their engagement with us.

## What should I expect in the months ahead?

In November (exact date will be confirmed soon), we will formally announce to our ministry partners and the public about changing our name to Power to Change. This does not mark an immediate switchover but the start of the public transition to Power to Change.

Please see the question, 'When and how should I share about the name change with my ministry partners and volunteers?' for more information about how this will be announced.

During our Connexion Conference in January 2016 (17<sup>th</sup>-22<sup>nd</sup>), there will be a special event and seminars to help all of us to transition well to the new name.

On 1<sup>st</sup> February 2016, Core Services and some of our strategies will officially change over to the new name. This is when the new website, new email addresses and general usage of the name will begin. However, we understand that some strategies will require a longer period to transition to the new name. So they will make the switch at a later date in 2016.

Each Strategy and HQ department has a roll out plan. There are differences in the roll out due to capacity and different needs, but we are all heading in the same direction.

Please also note that due to the increased demands the rebranding process will place upon our Core Services teams, some response times to your needs and requests may be delayed for a short season. We ask for your grace in this regard.

Please continue to keep an eye on the *Branding Toolkit* for resources to help you make this transition well.

## **How do we reference our association with Cru/Cru Global?**

The negotiations between Crusader Union and us are still ongoing and no conclusion has been reached yet regarding our association with the name 'Cru' in Australia. We would value your prayers and will keep you updated as decisions are reached.

## **What will happen to my email address when we officially switch over to Power to Change?**

Your new email address will be [name.surname@powertochange.org.au](mailto:name.surname@powertochange.org.au)

We had considered using name.surname@p2c.org.au but we have been unable to source this or a similar domain name.

The Tech Team has been enquiring with Google to work towards a switch over on 1<sup>st</sup> February 2016. They are hoping to make this as seamless as possible. Please look out for more information closer to the date.

You will still be able to access your old emails and emails sent to the old email address will be forwarded to you. Information will be made available once the Tech Team has resolved some issues.

## **What will happen to our current CCCA website?**

We are aiming to have one Power to Change website, which will be used by all our strategies (except GAIN – for security reasons). Tim Evans is coordinating this project, assisted by a team that is made up of people from different strategies.

The new website is [www.powertochange.org.au](http://www.powertochange.org.au)

It will be live from 1<sup>st</sup> February 2016. The current CCCA website will go offline from that time. People will be re-directed to the Power to Change website.

We will forward you more information about the website as it is made available.