

Church family,

Last fall, our First MB family voted to change the name of our church. We believe God is leading us into a “New Day” where we desire to reach many more people in our community — especially those in their 20s and 30s. While several changes are coming, we believe a new name will be an important first step to help us reach that goal.

We need your help. You know who we are. You ARE who we are. Your voice is important as we land on a name that effectively tells our community who we are and where we’re going.

Here’s what the process will look like:

- **Step 1: Help us name our church.** Fill out the form at [firstmbchurch.org/name](http://firstmbchurch.org/name). Take it seriously. Pray about it. Don’t just Google “popular church names.” Think about what makes us—*us*. Think about something that will fit with our tagline: “Real people. Real faith. Real impact.” Those phrases really say a lot about who we are, and we’re looking for a name that will match.

Church names can be “theological” or “metaphorical.” Visit [firstmbchurch.org/name](http://firstmbchurch.org/name) to watch a video from Pastor Brent explaining the difference and what will be the best fit for us.

Remember: We want an *aspirational* name—something that explains who we *aspire* to be as God leads us to the New Day.

One more tip: Please don’t Google any names you come up with to see if they’re taken. There are sneaky people out there who snatch up available URLs (web addresses) based on popular searches. We’d hate to lose a great URL, so please leave the searching to us.

We’ll be taking name suggestions through August 7 at [firstmbchurch.org/name](http://firstmbchurch.org/name). Take time to think and pray, but don’t wait too long.

- **Step 2: A volunteer team will narrow the list.** A group of about 40 people (our Name Change Team, Leadership Board, staff, and volunteer leaders) will process these names and return a list of around 10 possible new names.
- **Step 3: Vote for your top 5 choices.** We’ll share a list of our top choices on a Sunday morning. You’ll be invited to vote on your top 5 names.
- **Step 4: Final vote.** You will be invited to vote on the new name out of the top 3 remaining choices.

We anticipate this part of the process will take about 3 months. We'll be sure to communicate these crucial dates so you don't miss any votes.

If you have questions for our Name Change Team, submit them online at [firstmbchurch.org/name](http://firstmbchurch.org/name).

This is a big decision and we're grateful for your help. You already give us a "good name" in our community. Thank you for your help as we move forward together.

---

A couple tips for choosing a great name:

A powerful name is:

- Simple
- Memorable
- Easy to pronounce
- Easy to spell

Think about things like:

- Phonetics (what the combination of letters will sound like when spoken out loud)
- Symbolism (are there positive or negative associations that come to mind?)
- Alliteration (repetition of the same letter or sound at the beginning of words)
- Allusion (hinting at an idea without mentioning it explicitly)

When choosing a name:

- Go for the unexpected. We want something that will set us apart from other churches in our community. We don't want generic and boring. But...
- Keep it simple. Don't try to communicate *everything* in just a few words. Aim for one or two main ideas only.