

REACHING OUR COMMUNITY WITH THE GOOD NEWS OF CHRIST

We are excited to share our plans of how we are working to effectively reach our community with the Good News of Christ. The calling of Woodland is to be an EVERY DAY CHURCH that doesn't only minister on the weekends, but serves others each day. We want to communicate the message to our community that our church is not just one ministry, but many.

God wants us to make our mark. To show this, we have developed a mark – a logo – to represent what we do.

The mark is the W which represents **THE WOODLAND COMMUNITY**. Our community is made up of different parts and we want everyone, no matter how they are engaged, to feel that they are a part of us. The W is a sign for our three core ministries that help us serve.

- **WOODLAND COMMUNITY CHURCH.** We provide ministry through our church programs to reach the lost, grow to become more like Christ and be engaged in service. This is represented by the blue center part of the W. The church is at the center of all we do and oversees all ministries to connect with our community.
- **WOODLAND COMMUNITY ACADEMY.** We provide ministry through Christian and academic education. The academy is comprised of our preschool, elementary school, middle school and school of fine arts. This is represented by the orange left part of the W.
- **WOODLAND COMMUNITY CENTER.** We provide ministry to engage people in recreation, community events and activities. This is done through our new Woodland Community Park and our existing fitness and gathering locations. The community center is represented by the green right part of the W.

We want this symbol to be an outreach tool that fosters conversations with those who see it. We want to tell others that it is a mark for Woodland Community Church and what we do to reach our community with God's love. It not only promotes what we do, it gives us a way to connect with those we may or may not know.

The W does not replace our church logo containing the cross, it is an additional symbol to help communicate ministries that are the catalysts that help us connect with those around us. You'll continue to see our church logo of the cross around our campus. The sign on the road will continue to have our church logo and say Woodland Community Church. Our welcome center will continue to have our church logo. You'll also begin seeing the W in places on our campus that we use our "every day" ministries. These include on the outside of our new Middle School and administration building and in the lobby of our worship center as it's used for both worship and community events.

We hope you'll help us spread the word about **THE WOODLAND COMMUNITY** and invite people to get involved with us whether it's the church, academy or community center. They are all ways for us to share God's love and share the Good News of Jesus.