

# Name Change

## FAQ

<b>Why the Name Change?</b>	
	1. More accurately reflect our demographic and mission field – Our church is comprised of people from Mason, Monroe, Fairfield, Liberty Township, West Chester, Trenton, Franklin and beyond. We have grown beyond the range of our local school system and beyond the bounds of a community that would understand the word “Lakota.”
	2. Reflect the mission of the church both internally to the church and externally to the region – Our church’s “win” is to center people’s lives on Jesus Christ. We want our name to accurately reflect what we are all about as a church family.
<b>Why the name Center Pointe Christian Church?</b>	
Why Christian Church?	We are part of the Restoration Movement and one of the mottos of the early days of the movement was “we are not the only Christians, we are Christians only.” We want to continue to be known as a Christian Church. It both reflects our plea to unite all believers on the bible and our heritage as Christians only.
Why Center Pointe?	Simply, the name Center Pointe accurately reflects our mission to center people’s lives on Christ. We want Him to take residence in the Center Pointe of people’s families, homes, thoughts, actions, behaviors, relationships, etc.
<b>Why change the name now?</b>	
Right timing for internal alignment	The past 3 years at Lakota have been focused on bringing clarity to issues such as: 1) focus and direction – the win of Christ centeredness; 2) core values - the wheel; 3) clear path – connections room to starting point to next steps to life groups and the core. The name highlights these most important aspects of our focus as a church family.
Right timing for community focus	It was important to have clear direction in the above “internal” items before making a concerted effort to “reach out” to the community. This fall is the first targeted season for outreach, beyond word of mouth, which made it a good time to help the community understand who we are as a church.
Right timing in light of other programming changes	The name change is appropriate in light of the changes occurring in several key ministries to align around the wheel. The children’s ministry is redefining their programming and how they communicate who they are. They are becoming “kids pointe” ministry. They are developing an overdrive room where the values of seek, study, serve and share are taught to our children. The student ministry is more clearly aligning their programs around the wheel. They are redefining how they do ministry in terms of a 360 degree view of the Christian walk. Changing the church’s name helped to reinforce what the church is focused on in all areas of ministry.

### How much will the name change cost?

	All costs associated with the name change have been planned within the 2008 budget. Many of the following items would be required regardless of the name change. For example, advertising to the community, updating bulletins and letter head. The lettering on the exterior sign is estimated at \$1,500-\$2,000.
Legal Costs	The legal costs are being covered by a private donor.
Advertising Costs	The outreach budget is being used to cover any cost associated with getting the word out to the community. The outreach team was planning on 2008 being the year to begin a concerted effort to reach out to the community regardless the result of the name change decision.
Internal Costs	Since we are keeping the same logo, internal signs will not be changed. Other items such as a bulletin redesign or letterhead costs are covered in the regular office budget. Careful planning has gone into managing the current resources so that items such as bulletin paper will run out near the time when the new name is instituted.
Merchandise Costs	Church partners will purchase merchandise at their own discretion.

### Who is helping to implement the changes?

Outreach Team	Keith Wilson – Life Groups and Outreach Minister, has recruited a team of individuals from our church who bring educational and practical experience in the areas of marketing, creativity and technical support. From the point of the announcement, they are carrying out a plan to implement the changes.
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### Important Dates

May 4, 2008	Announce to Leadership Teams
May 11, 2008	Church wide announcement
May 11-September 7	Various touches with the church and community to promote the changes/team planning for kick off date/taking care of specific items related to name change
September 7, 2008	Kick off Sunday – name officially takes effect