



CONGREGATIONAL NAME CHANGE DISCUSSION

(June 2021)

Resolution Passed by Voters

- ▶ A) We formally grant the Unstuck Team and the Church Council the permission and blessing to pursue this renewed mission and vision with a goal of renaming and soft launch in fall of 2021 and a full public relaunching as a new congregation in fall of 2022;

(June 2021)

Relaunch Name/Logo Materials
(\$12,000)

- ▶ Considering new names for our congregation
- ▶ Work on changes as we work on new brand/identity.

Why?

- ▶ It supports a fresh community identity
- ▶ It provides a stronger alignment to a modern brand.
- ▶ It matches the ministry focus and culture we are seeking to engage
 - ▶ “A place where faith & life intersect”
- ▶ Memorable, Intriguing, Sticky

PROPOSED: Crosspoint Church

- ▶ It nicely aligns to the vision of “Where faith and life intersect” and helps to connect with the message of a place to connect to grow your faith
- ▶ It holds the word CROSS which has same meaning as the original name Cross and Crown (focus on the cross – Jesus the cornerstone of our faith)
- ▶ It provides a focal point to which and from which disciples are sent.

Questions:

- ▶ Are there other “Crosspoint Church” near?
 - ▶ The nearest church with that name is in north Austin (McNeil Road – Presbyterian), but there are few in Texas or the US in general (a few big ones but compared to other names like Grace, Faith, etc. it is not a highly used name or frequently used in a different denominations)
- ▶ What would web URL be?
 - ▶ www.CrosspointGTX.church or www.crosspointGTX.com (or both)

Questions:

▶ Would we keep “Lutheran”?

▶ Not on “public” marketing.

- ▶ Removing any barriers we can to people hearing the Gospel.
- ▶ People pass us by because they “are not Lutheran”
- ▶ Doesn’t mean much to the unchurched other than “they are not that.”
- ▶ WELS people & Lutherans are not our “avatar” but they will find us (WELS Locator) – want to connect with the disconnected.
- ▶ Lutheran is most often identified with ELCA

Questions:

- ▶ What are the legal ramifications?
 - ▶ File for “DBA – Doing Business As” and maintain “Cross & Crown Ev. Lutheran Church” as official name.
 - ▶ Not sure if we would change Articles of Incorporation.

Questions:

- ▶ What about Divine Savior?
 - ▶ While there was interest, the feasibility to move forward is 2-3 years to even consider and at this time they are not considering new sites.

Comments received:

- ▶ *I feel that with all the positive changes we are making, we need to move forward and be progressive with a new name change that reflects our hearts. I am Excited!*
- ▶ *The name I like best of all given is Crosspoint. I reasoning behind Crosspoint.*
- ▶ *I like the new name. I noticed this for definitions: <https://www.freethesaurus.com/point> Besides point meaning “place”, notice that it also has meanings for “essence”, “purpose” and “aspect”...which then all relate to the cross. I like it better with the “e” on the end.*

Timeline:

- ▶ February 6 – Congregational discussion
- ▶ February 7 – Council discussion
- ▶ February 20 – Voters meeting
- ▶ If approved...
 - ▶ Development of logo & branding
 - ▶ Target Easter to begin meeting with new name.
 - ▶ September 2022 – Large community “Relaunch”