THE EPISCOPAL CHURCH IN CONNECTICUT  BRAND FORMATION

MARCH 15, 2014
Marked by the physical and symbolic move of the diocesan operation from its historic home to re-purposed industrial space in a revitalizing area, the Episcopal Church in Connecticut has embarked on a path of defining its relevance in today’s world.
God loved into creation – the universe, earth, humanity. It was diverse, and it was good.

Human sin entered and distorted our relationship with God, one another, and creation.

God yearned to make all whole again. This is God’s mission.

God chose and liberated a people, sent the law and the prophets.

God came in Jesus, fully human and fully divine.

In Jesus’ life, death and resurrection we are restored to unity with God and each other.

God sent the Holy Spirit, empowering the Body of Christ.

God commissions us in baptism to participate in God’s mission of restoration and reconciliation.
BRAND OVERVIEW
The Episcopal Church in Connecticut is in transition, mitigated by larger macro-trends within the broader faith communities in our society as well as evolutions on the national and regional scene for the Episcopal Church:

- Declining membership
- Changing role of ordained leadership
- Financial pressures
- A changing need for what the central bodies of the church provide to their organizations at large
This transitional time marks an opportunity to:

- Re-focus and re-define the literal identity of the Episcopal diocese in Connecticut

- Answer questions about the role of the diocese in relation to individual parishioners, individual parishes, affiliated organizations, the larger faith community, the national church, and beyond.
This transitional time marks an opportunity to:

- Re-focus and re-define the literal identity of the Episcopal diocese in Connecticut

- Answer questions about the role of the diocese in relation to individual parishioners, individual parishes, affiliated organizations, the larger faith community, general church, and beyond.

How do we assure the Episcopal Church in Connecticut will continue to grow in God’s mission of restoration and reconciliation in the world, and how do we create and inspire vitality amongst its constituents and affiliations?
A score of interviews were done with a diverse range of concerned individuals throughout the diocese. The findings and insights were fairly universal.
## SITUATIONAL ANALYSIS

**Clergy and Parishes**

<table>
<thead>
<tr>
<th>PROACTIVE</th>
<th>REACTIVE</th>
<th>PASSIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Positively take charge of their destination</td>
<td>• Take charge of their destination when in peril</td>
<td>• Let their fate take charge of itself (or leave in God’s hands)</td>
</tr>
<tr>
<td>• Seek out information and answers with lead time to put them to best use</td>
<td>• Seek out information and answers only in urgent need</td>
<td>• Await for answers to be provided to them</td>
</tr>
<tr>
<td>• Are collaborative leaders, working with others for joint success</td>
<td>• Are inwardly focused on self-preservation, and collaborate only in necessity</td>
<td>• Are more loners than joiners</td>
</tr>
<tr>
<td>• Have a long term vision, but short term benchmarks towards reaching it</td>
<td>• Have a short term vision towards survival, but can be procrastinators</td>
<td>• May see a long term vision, but take few concrete steps toward realizing it</td>
</tr>
</tbody>
</table>
We are social entrepreneurs of the living word of Jesus.

Through measured risk and initiative, social entrepreneurs innovate to create positive impact in the world they live in.
The Episcopal Church in Connecticut is a faith community network of socially entrepreneurial parishes and people that delivers relevant word and works, inspired by the teachings and the life, death, and resurrection of Jesus, and the Anglican tradition.

For individuals, outward organizations, and communities—both local and global.

Because we participate in God’s Mission of restoration and reconciliation in our every day lives, within our communities, and our world.
Centered in the love and teachings of Jesus, we are interconnected; we provide information and facilitate communication between individuals and organizations in and outside our walls and membership.
To help articulate who we are, as well as how this will engage our constituents, it is essential that we consider our motivational forces.

<table>
<thead>
<tr>
<th>EMOTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving engagement and involvement from the way it will make someone feel</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FUNCTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting the <em>rational decision</em> for a person to actively engage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND ESSENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The <em>soul of our organization</em>, striking both emotional and functional chords</td>
</tr>
</tbody>
</table>
COMMONLY HELD EMOTIONAL MOTIVATIONAL DRIVERS

**RECEDENT DRIVERS**

**For the glory**
in it for me; inwardly focused

**Identity**
wearing your denomination as a badge, your parish as a club

**Pride**
feeling better than others

**Reward**
entitlement to heavenly rights for rote compliance

**Fear**
of the wrath of God; of what you can’t, or don’t choose to control

**Duty**
practicing faith out of tradition, or a desire to comply, rather than mindfully act

**FORWARD/ASPIRATIONAL DRIVERS**

**Love**
a pure expression to God and Jesus, and an expression of nurturing towards your fellow human

**Identity**
as a part of a greater, proactive community of hope and caring, guided by faith

**Reward**
the gratitude of witnessing communal betterment through active contribution

**Self-Fulfillment**
gaining spiritual growth through the experience of acts that benefit both ourselves and others

**Empowerment**
feeling a sense of ownership, as well as accountability to the outcome of your faith community
OUR EMOTIONAL MOTIVATIONAL DRIVERS

Communal Reward
Interconnected in our sharing of God’s love and forgiveness with the world, for the abundance of all

Nurturing
A community for receiving and giving care and healing

Spiritual Growth
An opportunity to realize, understand, explore, and extend our faith

Empowered Accomplishment
Inspiring proactive self-responsibility, and achievement of goals
**Worship**: the ritual and outward expression of faith

**Education**: to learn from, and teach others from a Christ-centered foundation, for the betterment of our daily lives and society

**Mission**: acting on God's mission with time, skills, passion, and money to provide shared, attainable, actionable, and tangible benefit to others

**Community**: the physical profile, and the commonalities that unify and inspire participating individuals to identify with it, and welcome others to join

**Relationship Building**: within the community, within one’s daily life, within one’s relationship with Jesus
The diocese is uniquely known to operate within several spheres: the body of other faith denominations, the general Episcopal Church, and the network of the local and regional community we live in.

Here in Connecticut, we have the opportunity to be more than participants, but leaders in the trajectory of God’s mission across the realms we live within.
BRAND ESSENCE DRIVERS

We will be defined as much by what we aspire to and what we reach, as by what we aim our final destination to be.
Hierarchical
Top down, closed loop communication, on a diocesan and parish level

Insular
Focused on those, and what is inside

Complacent
Awaiting direction and passive compliance

Short-viewed
Focused on the problems of today/survival versus the vision of a thriving future

Slow-paced
Frozen by the inertia of fear, or on the function of small/interim tasks that get in the way of larger ones

Duty
Practicing faith out of tradition, or a desire to comply, rather than mindfully act
**Centrifugal**
Cascading out from a Christ-centered truth and inspiration

**Organic**
Each body lives within and exist for and because of the others, and all are interconnected and interdependent

**Proactive**
Taking a personal responsibility, and a defined role in the shared flourishing of all, leading by example

**Symbiotic leadership**
Catalyzing action from within the fabric of the organization, rather than above it; tangible vision must have shared ownership
As one of the first dioceses to be formed in the USA, The Episcopal Church Connecticut has a long legacy, but also remains in the progressive, prayerful forefront of the issues our world faces today.

We have the opportunity to known as an inspirational, and aspirational institution, and become a meaningful catalyst and communicator, aimed at healing in today’s world.

centered on our faith, the teachings of Jesus, expressed spiritually through the Episcopal tradition, we spread the good word and works outward through the world

we lead by example, defined by who we are and what we do in Christ

we are facilitators of an interdependent network beyond our walls and vocations

we all thrive by providing for all by the many
OUR GUIDING COMMANDMENTS

1. We are centered in and inspired by God’s love in Jesus through the power of the Holy Spirit
2. We are an Interdependent Network
3. We lead through Collaboration vs. Ediction
4. We Inspire Proactivity: we engage people, then energize them, then empower them
5. We Operate Transparently
6. The “church” is Defined by the Community it Serves, not the four walls in which it resides
7. We are led by Shared, Tangible Vision, inspired by a higher purpose
8. We take a Shared Responsibility for our measure of success, marked by attainable milestones and the possibility of unimagined dreams
9. We are a Resource and a Gateway to opportunity and growth, not a source of answers
10. We are Social Entrepreneurs and Innovators in the extension of the living word and work of Jesus
The Episcopal Church in Connecticut is a faith-led organization created from history, living in today, working for tomorrow.

In the past, the Episcopal Church Connecticut was seen as a partitional part of the lives of a few.

In the present, it is a striving community reaching out, and inviting the world around it to be agents of healing change.

In the future, it will be viewed as a catalyst that has creating a meaningful difference well beyond its realm.
The emotional experience is the filling of the spirit with the love of Jesus for the world, expressed in worship and works.

The intellectual experience is the practical application of teachings of scripture, equipping people to cope, thrive, and participate in the positive advancements of our world community.

The physical experience is the interconnection between the communities we are a part of.

Being a part of the Episcopal Church in Connecticut is to say we are a proactive part of the healing of the world.
NAMING RECOMMENDATIONS
BRANDING TRANSITION

From:
The Episcopal Diocese of Connecticut

To:
The Episcopal Church in Connecticut

Replaces “diocese”,
which is a relic of the presence of a hierarchical, ruling authority
with “church,”
which represents the more homogeneous fabric our faith community in the future

Communicates that the church is part of the large whole of TEC,
but resides and works “in” Connecticut,
emphasizing the importance of our connection
with and outreach to our local and regional communities
BRANDING TRANSITION

(recommendation as amended by Joint Leadership Groups 3/15/14)

From:

Diocesan House

To:

The Commons

Changing “Diocesan House” to “The Commons,” marking not only the physical change of location, but a change in intent of the place, and a focus of priority, and activity.

“Commons” is a parochial early American/New England term, connecting us to our region, but more importantly signifying that this is more than an office, it is a meeting place, a place for collaboration, and exchange