

COMING TO THE OAK

IN 2020

Updated Website, Logo, Signage, and More



Written by the Elders at East White Oak Bible Church

When you think of East White Oak Bible Church, what image comes to mind? Do you see a building, a logo, a message, or the people?

We believe the church is made up of the people purchased by Jesus' blood. We are defined by the message of the Gospel! The church is not a building.

So how should our logo, signs, website, and promotion materials fit into the ministry of East White Oak? We're glad you asked! Throughout our history, East White Oak has continued to look to the future and ask how we can effectively minister to the community around us. Though our message will not change, we desire to communicate East White Oak's values and mission in a way that connects with the community around us. We want to break down barriers that prevent people from coming into our church. We want to be welcoming and meet people where they are! Romans 15:7 says, "Therefore welcome one another as Christ has welcomed you, for the glory of God."

East White Oak's longest-term pastor, Reuben Zehr, expanded our reach beyond the rural roads, drawing from Normal and Bloomington, likely influenced by Zehr's radio ministry on WJBC radio. This sense of community outreach via radio led to a focus on visibility throughout the next eighty-five years as the church budgeted for items such as direct

mailings, magazine, phonebook, and newspaper advertisements, billboards, television commercials and sermon telecasts. As these communication tools became less effective over the last two decades, the visibility budget has been decreased year after year. We are now faced with a culture whose contemporary communications are found through our website and an online digital presence. What does this mean for our visibility budget and strategy for 2020 and beyond?

Did you know that the very first impression of our church for many guests is our website? Did you know that visitors generally make a decision about whether or not they connect with a ministry within 8 seconds of visiting a webpage? We believe that it is important to continually improve and update our church materials in order to be attractive and welcoming to our guests and members, as well as those who are interested in our church—hopefully giving us the opportunity to connect with them in a deeper way and share the real heart of our ministry. Though we have made progress in improving our digital outreach, we feel that more can be done to improve our communications.

After much discussion among the staff and elders of the church, we have decided to hire a local Christian design company to assist us. We feel it is the best use of our resources (staff, finances) to help us accomplish our goals with excellence and efficiency. We are excited to work alongside this company over the next few months as we make changes to our logo, website, signage, and more.

Refreshing a church identity is much more than just designing a cool logo. It is our goal to clearly commu-



nicate a comprehensive understanding of East White Oak Bible Church's values and mission so we can accurately reflect them in all of our ministries and communications. We want to glorify God in how we communicate who we are to the world!

THE ELDERS HAVE SET THESE GOALS FOR 2020:

1. We want an attractive and functional logo at the center of our effort to create simple, consistent, and recognizable communications from East White Oak Bible Church.
2. We want a contemporary look to our communications that appeals to a wide variety of people both within and beyond the congregation.
3. We want to develop common and unifying terminology used across our ministries to make communication about East White Oak as simple, consistent, and understandable as possible.
4. We want to create an attractive, easy-to-use website as functional as possible so we have one place for people to go for information and communication within the church.

Completion of this work is forecast for Spring of 2020, and we are so excited to go through this journey as a church. We will keep you informed throughout the process!

TIMELINE OF COMMUNITY OUTREACH EFFORTS



1934 - 1971
REUBEN ZEHR RADIO BROADCASTS AND RADIO RALLIES AT EAST WHITE OAK

1949-2007
ADVERTISEMENTS PLACED IN PHONE DIRECTORIES, MAGAZINES, AND MORE



2004-2010
TELEVISION ADS, "FOR TODAY" RADIO PROGRAM, CABLE BROADCAST

2010-TODAY
RESPONSIVE WEBSITE, SOCIAL MEDIA: FACEBOOK AND INSTAGRAM

