



Timeline & Important Dates

END OF MAY

Finalized logo and style guide

JUNE-JULY

Low-key changes around the building

AUGUST

Lots of preparation for the launch date

SEPTEMBER 8, 2024

Launch Party!

We are so excited for this name change. **FaithLife Church** allows us to clearly communicate what we're about.

When people in the community hear or see our new name, our core message will be the first thing to stand out rather than our geographic location or denomination.

Keep Updated



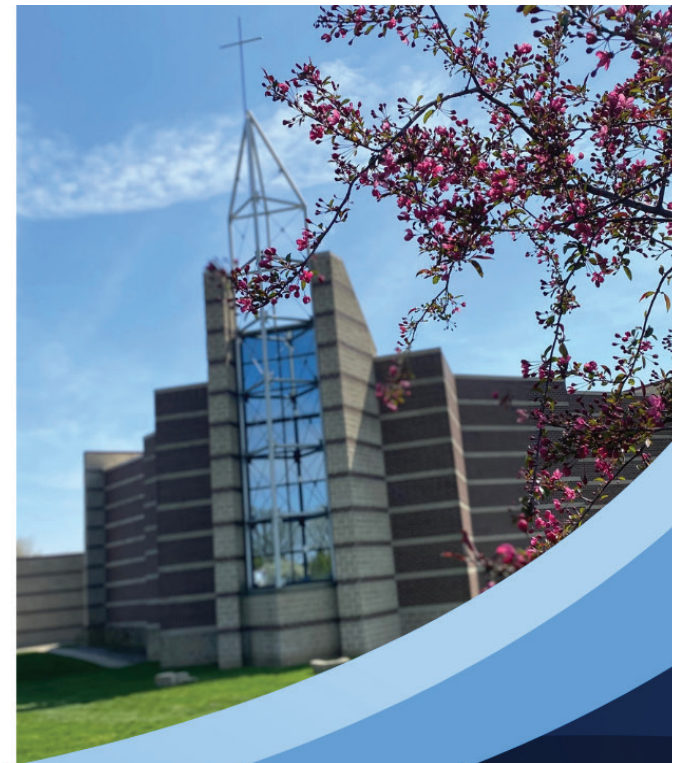
stmarkscr.org/namechange



319-447-0100



communications@faith-life.org



A New Chapter

FaithLife Church



Questions & Answers

WHY FAITHLIFE?

Our new name encompasses our mission of connecting faith and life! Did you know that “St. Mark’s” was chosen in 1945 because there were no other churches by that name? The main reason we want to move away from it today is that people generally associate it with a Catholic name. Secondly, there is a Methodist church in our area with the same name. Additionally, the reason for dropping Lutheran from our name is because of the:

1. General lack of denominational loyalty these days.
2. Lowering any barriers to people coming to our church who otherwise would not because we are Lutheran.
3. Data shows that having your denomination in your name and branding deters certain segments of our society from trying us out.

ARE WE BECOMING A NON-DENOMINATIONAL CHURCH?

No. We are simply dropping “Lutheran” from our branding. We will still be Lutheran in theology and practice.

WILL WE STILL BE AFFILIATED WITH A LUTHERAN DENOMINATION?

Yes - nothing changes in this regard. We are affiliated with LCMC (Lutheran Churches in Mission for Christ) • lcmc.net

Doing Business As

The Church Council filed and has been approved in Iowa to do business as (DBA) “FaithLife Lutheran Church.” This means that while we are still officially “St. Mark’s Lutheran Church of Cedar Rapids,” according to the state of Iowa, we can use the name of FaithLife Lutheran Church, FaithLife Church, or simply FaithLife going forward to conduct business, just like we often call ourselves St. Mark’s. *That’s what we plan to do!*

How Will People Know We’re Lutheran?

There are a few strategies we currently utilize and will utilize in the future to inform people of our Lutheran identity:

1. Word of mouth.
2. Strong digital presence including Google AdWords and social media.
3. An “About Us” page on our website detailing our Lutheran heritage and beliefs.

Our website (both current and future) will have clear access to our statement of beliefs. With proper use of SEO (Search Engine Optimization), our name will appear if a person searches for a Lutheran church.