

## Marketing Tag Line Development Session

Wednesday, June 14, 2017 – 6:30 p.m. – Fellowship Hall

We as a congregation have worked hard over the past year to clearly identify who we really are and who we want to be going forward. Our “Dream Nights” have helped us fine-tune our vision of our church, but now we have to find a way of letting those who don’t know us – and the community who thinks they do – know that we are so much more than they might have realized in the past. This is our first step:

### Apple: “Think Different”

A marketing tag line is a catchphrase or small group of words that are combined in a special way to identify a company – in our case a church. Here are a couple you likely will recognize:

**M&M: “Melts in Your Mouth, Not in Your Hands”**

**BMW: “The Ultimate Driving Machine”**

**Bounty: “The Quicker Picker Upper”**

Here are a couple from churches around the country:

**Loving God – Loving People – Changing the World”**

**Big Faith. Radical discipleship. Spiritual family.**

**Inclusive – Inquiring – Involved**

We hope you will mark your calendar for Wednesday, June 14<sup>th</sup> at 6:30 p.m. to brainstorm with your fellow church members. The more people who attend, the more creativity we can tap into. As Nike always says, “**Just Do It!**”

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**Hero Central  
2017 Vacation Bible School  
July 10-14**

**“Discover your strength in God”**

We need volunteers to help in a variety of roles. Call Kelly Mitcham at 336-596-6581. You can now register children online at <http://2017.cokesburyvbs.com/FBCLEX> or pickup registration forms in the church office. Some items needed: masking, packing and colorful duct tape, fishing line, black spray paint, school glue, heavy duty construction paper (red, blue, yellow), tag board/poster board (white), tissue paper (yellow, orange, red), safety fencing (orange, yellow), foam insulation boards, sturdy boxes (prefer new), table cloths (4 red, 4 blue, 4 yellow), and 2 large refrigerator/freezer boxes.

**“A Collection for the Children”**

Our summer mission project is collecting school supplies for local children who live in poverty and for the foster children of Davidson County. Almost 32 percent of children in the City of Lexington and 21 percent of the children in Davidson County live in poverty—a total of almost 14,000 children! We want to help these children get ready for the new school year by providing book bags and school supplies. Our church goal is 500 book bags full of supplies. We will distribute the supplies before school begins as a prelude to our Missionfest on September 10. You may elect to make a financial contribution or shop yourself for the needed items listed below:

- Regular size quality book bags
- Three-ring binders with individual subject dividers
- Ruled composition books
- Wide-college ruled notebook paper
- No. 2 pencils
- Glue sticks
- Crayons, 24-count
- Washable markers
- Colored pencils
- Flat pencil pouches

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