



COMMUNICATION  
STRATEGY

2025

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# Our Unique Value Proposition

**THE WESLEYAN CHURCH** (TWC) is a Spirit-led, praying movement called to evangelize and make disciples of all people by:

- Equipping believers
- Developing leaders
- Multiplying churches
- Transforming communities

## VISION STATEMENT

Transforming lives, churches and communities through the hope and holiness of Jesus Christ.

## COMMUNICATION VOICE

**Honoring | Honest | Hopeful**

In all of our communication, it is our commitment to be honoring of our past, honest about our present and hopeful about the future.

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# Key Messages

## MISSION

### *What* we are called to do.

Transforming lives, churches and communities through the *hope and holiness* of Jesus Christ.

## VISION

### *Where* we want to be.

Celebrating every time a disciple makes a disciple and a church multiplies itself, until The Wesleyan Church has a *transforming presence* in every ZIP and postal code.

## IDENTITY

### *Who* we are.

We are a *Kingdom Force*: Women and men, lay and clergy, multiethnic, multigenerational, multieconomic — Everywhere to Everywhere.

## METHOD

### *How* we get there.

Every church has a call to reach their here, near, hard and far places in the world. *Acts 1:8*

## KEY MESSAGE ONE

# Hope and Holiness

## EXPANDED MESSAGE

Our mission is rooted in the transformational power of Jesus — bringing hope and holiness to individuals, churches and communities everywhere.

The Wesleyan Church is a Spirit-led, praying movement called to evangelize and make disciples of all people by:

- Equipping believers
- Developing leaders
- Multiplying churches
- Transforming communities

### MISSION

*What* we are called to do.

**THE MISSION:** Transforming lives, churches and communities through the *hope and holiness* of Jesus Christ.

## SUPPORTING TAGLINES & PHRASES

- Bringing Hope and Holiness.
- Made new.
- The time for renewal is now. The place for renewal is here.
- Empowered by a faithful God.
- Audacity to believe.\*
- Lives, churches and communities made new.
- Holiness means there is hope — now.

## 1–2 SENTENCE COPY

We are called to be a transforming presence in lives, churches and communities through the hope and holiness of Jesus Christ.

Enabled by the Holy Spirit, everyday believers carry the hope and holiness of Jesus in every part of life.

Lives, churches and communities made new through the hope and holiness of Jesus Christ.

## KEY MESSAGE TWO

# Transforming Presence

## EXPANDED MESSAGE

Our vision is the multiplication of disciples and churches through Christ's renewing work. We long for a transforming presence in every neighborhood and region.

### VISION

*Where we want to be.*

**THE VISION:** To be a *transforming presence* in every ZIP and postal code.

## SUPPORTING TAGLINES & PHRASES

- Lives, churches and communities made new.
- Equipping to be a transforming presence.
- A transforming presence.
- Celebrating lives, churches and communities — made new.
- Become a transforming presence.
- The movement is multiplication.

## 1-2 SENTENCE COPY

Celebrating every time a disciple makes a disciple and a church multiplies itself, until The Wesleyan Church has a transforming presence in every ZIP and postal code.

Everyday believers, equipped to be a transforming presence in their homes, church, family, community, relationships and through causes of biblical justice.

Become a transforming presence as part of God's Kingdom Force across the globe.

## KEY MESSAGE THREE

# Kingdom Force

## EXPANDED MESSAGE

The Wesleyan Church is not just an institution; we are a Kingdom Force. We are women and men, lay and clergy — a multiethnic, multigenerational, multieconomic people from everywhere who are willing to go anywhere.



*Who we are:* A diverse, Spirit-empowered movement sent from Everywhere to Everywhere.

## SUPPORTING TAGLINES & PHRASES

- A Kingdom Force.
- Everywhere to Everywhere.
- Empowered by the Holy Spirit.
- Kingdom imagination.
- A diverse, Spirit-empowered movement.
- A significant movement of God involves us all.

## 1-2 SENTENCE COPY

The Wesleyan Church prays to become a movement — a Kingdom Force unleashed — “Everywhere to Everywhere” to see lives, churches and communities transformed.

Become a transforming presence as a part of God’s Kingdom Force across the globe.

Filled with the Holy Spirit, we are the movement of The Wesleyan Church — God’s Kingdom Force unleashed.

## KEY MESSAGE FOUR

# Acts 1:8

## EXPANDED MESSAGE

Acts 1:8 is more than a model; it's our mandate. It shapes how we live the mission: reaching our here, near, hard and far places. This calling is woven into The Wesleyan Church's DNA — to be a Spirit-led movement proclaiming the good news, guiding every wandering soul into God's kingdom and transforming society through the hope and holiness of Jesus Christ.

### METHOD

### *How we get there.*

Every church has a call to reach their here, near, hard and far places in the world. **Acts 1:8**

## SUPPORTING TAGLINES & PHRASES

- Wesleyans are an Acts 1:8 people.
- Empowered by the Holy Spirit.
- Here. Near. Hard. Far.
- Everywhere to Everywhere.
- The movement of God through the people of God.
- From here to the far places, we are a Spirit-led movement on mission.

## 1-2 SENTENCE COPY

"You will receive power when the Holy Spirit comes on you; and you will be my witnesses in Jerusalem, and in all Judea and Samaria, and to the ends of the earth." (Acts 1:8, NIV)

Every church has a mission to reach their here, near, hard and far places in the world.

Wesleyans are an Acts 1:8 people — empowered to go where Jesus is already at work and inviting us to join him.