



COMMUNICATION
STRATEGY

2026

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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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Communication Objectives

1

INSPIRE AND INFORM

Share where and how the Holy Spirit is leading and moving.

2

ELEVATE WESLEYAN VOICES

Communicate TWC vision and show how Wesleyans are making a difference.

3

ELEVATE THE GS VOICE

Share the General Superintendent's primary messages.

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.

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.