

## THE NAME NARROWING PROCESS SO FAR

Now that the name, River City Church has been recommended to the congregation, it might be helpful to know what process we have walked through to arrive at this point. The elders recommended that we begin a name change process in November 2019 and received some initial feedback. We had a congregational meeting in January 2020 focused on a potential name change and have been getting more detailed and extensive feedback since then.

### NAMESTORMING PHASE

January 2020 also began a timeframe for people to suggest potential names, as well as give feedback on the process. We also included an option to suggest a name through a paper feedback form and included a name suggestion card in the bulletin for two weeks in a row. Through that namestorming process, our congregation suggested 119 names (we have previously said 123, but we realized that we counted a couple of names twice by accident). The creativity and participation in that process was really encouraging. Thank you to anyone who submitted a name.

### NAME NARROWING PHASE

On February 9, we finished taking suggestions and then asked an initial group (Name Narrowing Team, Deacon Committee, Elders, and Staff) to score all 119 from 1-5, which helped us narrow the list down from 119 to a more reasonable number to discuss within the Name Narrowing Team. On February 16, a team of 12 met to prayerfully discern a final five to be considered. The team was comprised of Mike Jones, Rick Swanson, Eleanore Allen, Dick Rasmussen, Jenny Deming, Jeff Schaper, Richard LaBorde, Rachael Jolivette, Jeremy Adelman, Carrie Paulson, Alex Baxley, and Dalton Nowicki. As we narrowed the list of names down to five, we considered which names accurately reflect (1) our identity and vision as a church, (2) which names would be inviting and welcoming to our family, friends and neighbors, (3) which names were pleasing to the ear, and (4) whether there were other churches in town with the same or similar name. Throughout that process, we believe that God's Spirit was leading us, and we arrived at five names in a unified way. It was not easy, and we all felt the weighty responsibility of the task.

### NAME FEEDBACK PHASE

In late February we began a process of getting feedback on the five potential names. We conducted two New Name Feedback Meetings and had some very fruit discussions together. We also created an online survey and got feedback from over one-hundred people. The survey participants were both inside and outside our church. We had young and old, urban and suburban, Christian and non-Christian, and overall a good range of perspectives.

Through the feedback and survey, it was clear that River City Church had the most positive feedback overall. For all eight questions we asked River City Church had the most favorable results, and that remained true when we broke the responses down by varying demographic markers as well.

### NAME RECOMMENDING PHASE

The elders have reached a point where we feel confident recommending River City Church to our congregation as our new name. It is a name that connects to our vision and mission well. It tells the story of our history as a church, as well as the history of our city. It is also a very positive image throughout the Bible, often referring to the nourishing presence of God.

Our church has participated so well up to this point, and we are asking you to let your voice be heard again. Please complete the online survey to let us know your response to the name recommendation. And reach out to one of our elders directly if you have any additional feedback and thoughts.