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# RESURRECTION & LIFE LUTHERAN

## MARKETING & RE-BRANDING – SCHOOL VISION

### WHY DID WE START THE PROCESS?

- a) Continuity in the Early Childhood Ministries that we offer to tie them together
  - Monkey Junction, Precious Lambs & Resurrection Lutheran School
- b) Create a Marketing strategy to reach the community
  - Mark 16:15 - *And [Jesus] said to them, "Go into all the world and preach the gospel to all creation."*
- c) Name recognition in the community
  - School is confused with RCLS (Rochester Central Lutheran School)

### WHY CORNERSTONE ACADEMY?

Definition of cornerstone - *The cornerstone is the first stone set in the construction of a masonry foundation, important since all other stones will be set in reference to this stone, thus determining the position of the entire structure.*

Acts 4:11 - *[Peter said]: "Jesus is 'the stone you builders rejected, which has become the cornerstone.'" [Psalm 118:22]*

- Jesus is the "Cornerstone" by which the school builds upon
- Jesus is the "Cornerstone" behind the ministry of the school
- Jesus is the "Cornerstone" by which the children will build their lives

***Cornerstone Academy will remain a ministry of Resurrection & Life Lutheran Church.***

### WHY ARE WE CONSIDERING TAKING LUTHERAN OUT OF THE SCHOOL NAME?

The goal is to remove any barrier to growing God's Kingdom.

Mathew 28:19-20 *[Jesus said]: "Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you."*

Acts 2:39 *[Peter said]: "The promise is for you and your children and for all who are far off—for all whom the Lord our God will call."*

- Many in the community have questioned if you need to be Lutheran to send their kids to our school.
- This is not in an effort to hide who we are. We think this will better enable us to reach unChurched and dechurched children and families.
- Religion will not become optional. Jesus remains the cornerstone of the foundation of the school.
- Law and gospel will continue to be used daily to sustain faith, and allow the Spirit to work on hearts that have not yet been brought to faith.

Change is never easy. A change as major as this one is sure to raise questions and concerns. We encourage all members to attend the voters meeting and ask these questions. We also encourage you to pray for God's blessings on our Voters Meeting and on all of the other work being done at Resurrection and Life Lutheran.