



This is where your story gets good.

## Willow Arts Brand Story

“They devoted themselves to the apostles' teaching and to the fellowship, to the breaking of bread and to prayer. Everyone was **filled with awe**...” Acts 2:42-43a

The Church began as a community filled with awe at what God was doing. As they went through life together, they experienced moments when they saw the hand of God intersect with their world.

Over time, awe and wonder was replaced with lifeless liturgy. The liturgy was not the problem, it was the lack of awe of God's presence. People lost the expectation that they would meet with God whenever they gathered. The Church became a place described by words like boring and irrelevant. Sadly, this is still true of many communities today.

These are the people we must reach.

How can we help more people rediscover awe?  
How can we reconnect people with God when life seems intent on breaking that connection?

We help connect people with God  
by crafting moments of awe and wonder that invite them out of their normal frame of mind  
and cause them to refocus on the things that we can only see with our hearts...  
the things that matter most.

Moments of wonder take many forms—

- a dancer's graceful motion,
- an actor's clever response,
- a singer's soaring melody,
- a teacher's eloquent words,
- a video's simple images.

No matter the form, the moment cuts through to the heart,  
causing laughter or tears or pain or hope to rise up from deep inside of each person that experiences it.

It's in these moments that people glimpse both God and themselves in new ways,  
in ways that propel them higher, deeper, farther into a dynamic, living relationship with Him.

How can we get better at crafting moments that move people higher, deeper, farther with their Creator?  
How can we develop our instincts so that we better sense how different creative elements  
need to work together to lead to a powerful moment?

We promise to devote all of our efforts to helping you answer those questions.  
We've developed relationships with many artists that help us  
move you into new levels of creativity,  
pull together the resources you need,  
share the ideas you're looking for,  
and offer hope for the ongoing task of crafting moments of awe.



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We'll work on this task together—  
a community of artists to encourage, empower, and support each other—  
as all of us focus on the goal of inviting people into the deeper reality of God and His world.  
The only way we'll be effective is by pursuing Christ ourselves and allowing Him to be formed in us.  
When that continually happens, creativity flows.

As we each pursue God and then offer our lives to His service, we will rediscover more than we  
imagine—  
more of God than we've experienced so far,  
new ways to creatively express His truth,  
connected communities filled with wonder,  
transcendent moments when we rediscover awe.

### **Rediscover**

Moments that Stir the Soul



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## Willow REVEAL Brand Story

*"God's kingdom is like seed thrown on a field by a man who then goes to bed and forgets about it. The seed sprouts and grows—he has no idea how it happens."* Mark 4:26 & 27 (Message)

For as long as we can remember, the only question we could ask about church was “how many?”

How many decisions for Christ? How many baptisms?  
How many members? How many each weekend?  
How many tithing? How many in small groups? How many actively serving?

But “how many” by itself doesn’t completely address what we’ve been called to do.  
“How many” is a good start, but it only measures what can be seen.

We need to measure the unseen. We need to get a glimpse of people’s attitudes, thoughts, and feelings.  
We need words that reveal the heart of each person, moving them at the deepest level.

We need a fresh view. We need a better question.  
We need a question that provides a context for us to understand the spiritual journey,  
so that we can accelerate people in their pursuit of Christ.

The question is simple, but we continually push it away.  
It’s the central question between us and God.  
And God was the first one to ask it: “Where are you?”

We’ve asked thousands of people to talk about their relationship with God.  
We’ve listened with no other goal but seeing how God works in people’s lives.

When we look at what we’ve heard, we see patterns. The view is scientific. The patterns are scriptural.

The insights provide a context to answer the question, “Where are you?” for every person  
pursuing Christ.

The health of your church is not just about the numbers.  
It’s about the movement of people toward Christ, toward deep love for God and genuine love for others.

Where are you? Where are the people that attend your services?  
Are they moving closer to God? What if you could know? What if you could see it?

“Where are you?”  
The answer is revealing.  
It’s actually God’s question to each of us.  
We’re just joining the conversation.

REVEAL

*It starts with you.*