How to Choose a Great Church Name

By Dr. Ed Love

The name for a new church will often be in the heart of a church planter from the very inception of the vision. As passionate as the church planter may be about the name, he or she should be very careful not to finalize the name without reflection on some vital considerations. The following questions should be asked and answered before solidifying the new church's name:

- What denomination are you attached to?
- Is your denomination perceived as positive or negative in the community?
- Is it advantageous to have the denomination in the church name?
- Have you asked a sample within the community about how they would respond to your church name?
- Does your church name communicate your identity or vision?
- Does your church name capture a compelling image?
- Is there a particular geographical image that connects to the community that your name could capture?
- If you were to have another campus or site in another community, is your name reproducible?
- Does your church name take a lot of explaining?
- Does your church name inspire people within the community?
- How do lost people respond to your name?
- Is your name short, memorable, and easy to spell?
- Does your church name contain any level of prejudice or polarization?
- Does your church name contain doctrinal positions that might alienate some?
- Does your church name leave a positive perception?
- Does your church name confuse people?
- Does your church name contain the word "church?" There was a time when new churches tried to avoid a churchy persona, but sometimes it's good to be direct and say what it is upfront.
- Is your church name already taken by a ministry in the area?