

## Name Change FAQ

World Renew, a new name for the Christian Reformed World Relief Committee (CRWRC), was approved by Synod, the decision-making body for the Christian Reformed Church of North America on June 12, 2012 and came into effect on September 1, 2012. Here are few answers to questions you may have about this change:

**Q. Where did the idea for a new name come from?**

A. The idea came from a strategic planning and visioning meeting of World Renew/CRWRC's board of delegates in February 2011, after they spent time in prayer reflecting on where God would want our organization to go and be in the next 50 years. As they considered global trends, issues and opportunities; they noted a need to consider a new name to strengthen the organization's relationships with CRC members while also continuing to broaden its constituent base of support.

They noted several limitations of the CRWRC name:

- The name "CRWRC" didn't connect well with new members of community-based CRCs,
- Christian school principals said that the organization's name was too exclusive for engaging their multi-denominational student bodies to support our projects,
- The CRWRC name was not helpful for garnering support from donors in Europe where we have collaborative relationships with a good number of Christian organizations,
- The term "Relief" in our name did not communicate the broad spectrum of the organization's ministry from justice and advocacy, leadership development and training, literacy and agriculture, to disaster response and rehabilitation
- Young people said that they prefer to link with organizations that are known for quality programming but not exclusive to one denomination
- The term "Christian Reformed" can be exclusive and does not encompass the 84 partner organizations that World Renew/CRWRC works with from a variety of denominational backgrounds around the world. It also does not encompass the growing number of volunteers and supporters we have - many of whom are coming from other Reformed denominations beyond the CRC

**Q. It seems like this process was quite quick; what was the timeline and how were World Renew/CRWRC's constituency involved?**

A. As mentioned above, the idea generated out of a strategic planning time with the organization's board of delegates in February 2011. However, discussion of whether the name "CRWRC" ought to be revisited has come up many times over the past twenty years. Since February, there have been many steps in our process:

- May 2011: The CRWRC Board Joint Ministry Council passed a plan to research the feasibility of changing its name. After a call for proposals was sent out and numerous firms explored, World Renew/CRWRC contracted with a communications firm to lead it in this investigation and naming process.
- August 2011: Every World Renew/CRWRC constituent and donor with an email record was presented with an extensive survey about their perception of the work that World Renew/CRWRC does, their support for it, their perception of the current name, and their openness to a new name. Their survey showed support for an organizational name change, and over a thousand new names were recommended by survey participants.
- October 2011: Through bulletin announcements and electronic communication, a fuller span of the

organization's constituency was presented several name options in a survey. While this survey demonstrated that we had not found the "right" name, it also encouraged us that it was the right time to find and launch a new name.

- October -November 2011: World Renew/CRWRC staff and other representatives sought out opportunities to talk personally with individuals, churches and deacons to engage them about the name change and determine their support as we moved forward.
- December 2011: After new naming ideas were considered, the name "World Renew" was presented to the Board Joint Ministry Council as the new name recommendations. Subsequently, new logos, nameplates and taglines were explored as a way of better exploring how the name would work in reality.
- February 2012: Again through bulletin announcements and electronic communication, the full constituency was asked for feedback to two design and taglines that were being considered as ways to present World Renew as CRWRC's new name. There was feedback with a majority affirming the name and with a minority expressing concerns about it. The concerns raised were helpful for revising the tagline and for determining the process of how it would best be presented with logo, nameplate and tagline.
- February 24, 2012: The Board Joint Ministry Council unanimously voted to rename CRWRC as World Renew with a tagline: Living Justice. Loving Mercy. Serving Christ.
- May 2012: The CRWRC Board of Delegates voted unanimously to rename CRWRC as World Renew with a tagline: Living Justice. Loving Mercy. Serving Christ. The CRCNA Board of Trustees also voted in favour of the name change.
- June 2012: Synod, the decision-making body for the Christian Reformed Church, approved the change of the name to World Renew.

**Q. If the CRC Synod voted to change the name on June 12, why did it not come in to effect until September?**

A. While the process for World Renew/CRWRC to develop a new name began more than a year ago, we couldn't move forward with implementing the change until after the name "World Renew" was approved by our board, the board of the Christian Reformed Church in North America, and the CRC Synod. After that approval had been secured, World Renew/CRWRC staff began the work of updating all of its print and online material to include the new name. This included creating a new website, designing and printing new letterhead, and creating new business cards for all staff members. Because this process took some time, we decided on a September 1 launch date. This also coincided well with the beginning of the church year.

**Q. Does a name change mean the organization is leaving the CRC denomination or abandoning a Reformed theology and practice?**

A. Not at all. While World Renew/CRWRC wants to make sure that our name invites others to join us in ministry, we will also continue to speak to and about the Christian Reformed Church that forms the basis of our identity. We are proudly an agency of the CRC and will continue to work closely with the other agencies of the CRC. Our by-laws require that board members are all members of the CRC and their appointments are ratified by Synod. Our policies of governance require a biblical worldview be followed throughout all our work so that communities and lives can be directed to a message of Christ's salvation and a renewal of relationships with God, their neighbor and creation. Thus, our Reformed theology and actions will not change with a name change.

**Q. Will the costs for this name change process be taken from programs that were helping the poor?**

A. No, several generous donors with a vision for what a new name might do to enhance our work worldwide have come forward to cover all the costs associated with surveying our various audiences, developing a name, and implementing the change-which means that no regular donations to World Renew/CRWRC to address poverty or disaster have been re-directed away from the intent of donors to our ongoing work.

Q. How will donors be sure that the new name is really for the same CRWRC organization that they have grown to trust, to love and to support for so many years?

A. There will be a significant transition time where the CRWRC name will be attached to World Renew, until everyone is aware that it is one and the same organization. Our staff is working with consultants to plan a first-rate transition effort that will make certain that World Renew will be understood to embody CRWRC's full fifty-year heritage. We trust that the trust, love and support that CRWRC engenders in our constituency will be effectively transferred to World Renew for the next fifty or more years ahead.

Q. Will current wills, estate gifts, or recurring monthly donations designated to CRWRC have to be changed?

A. No, this will not be necessary since the names "CRWRC" and "World Renew" will both function legally. Our legal documents will note that we are now World Renew but also that we continue to do business indefinitely as CRWRC.

Q Why World Renew?

A. World Renew is a name that speaks less to who we are (a "Christian Reformed Committee") and more to what we are about: our mandate, our mission - namely renewing the world through Christ and as His ambassadors.

As we considered how to capture the entirety of CRWRC's ministry within a new name, we kept being drawn back to Revelations 21:5 "He who was seated on the throne said, 'I am making everything new!'"

This is a very Reformed idea and is also at the heart of what we do - working to turn situations of poverty, disaster and injustice back into what God originally intended for His children.

We trust that our new name will provide a unique opportunity to explain our worldview, as well as our holistic and systemic approach to address poverty, disaster and injustice.

Q. Does this mean that CRWRC is no longer Christian?

A. Not at all. CRWRC is and has always been a Christian organization. That has not changed. We have decided to place a cross prominently in our logo and to also use the phrase "serving Christ" as part of our tagline. Our website and print materials will also clearly spell out our Christian identity.

Q. How will this affect the 50th anniversary celebration that I had planned to attend/my church was planning to host for CRWRC?

A. The celebration of World Renew/CRWRC's 50th anniversary and the 40th anniversary of World Renew/CRWRC Disaster Response Services will continue as planned. We are still the same organization and have much to celebrate as we look back over the past five decades.

Q. I have a poster/brochure/annual report from CRWRC in my church/school/business, how can I get a World Renew one instead?

A. CRWRC has launched itself as World Renew in September 2012. New materials are now available on [worldrenew.net/order](http://worldrenew.net/order) or by calling 1 - 877-272-6201. Additional World Renew materials for individuals, schools, and churches will be sent out over the course of the next year.