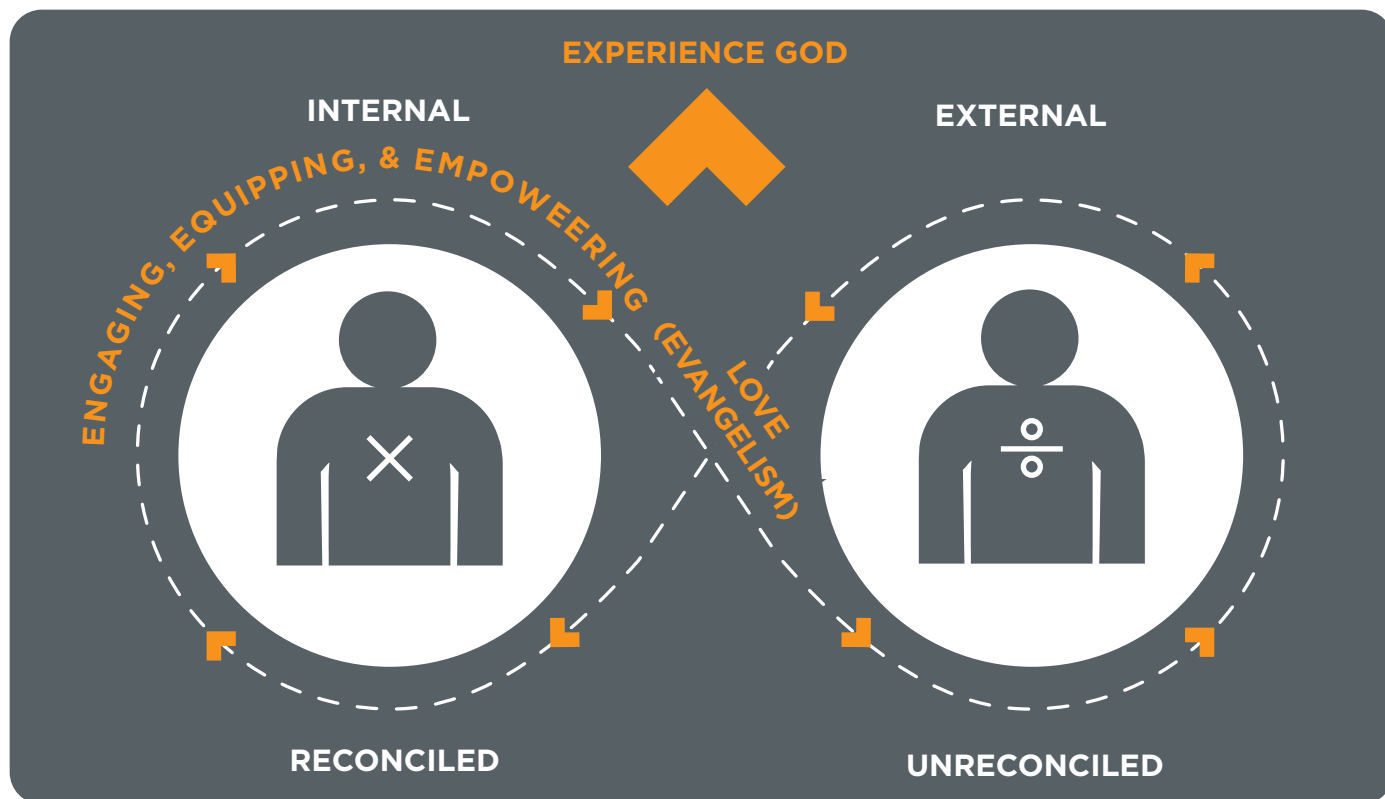


BRAND STRATEGY:

TARGET AUDIENCE



Sanctuary will Engage, Equip and Empower our Internal Reconciled Audience to love (Evangelize) the External, Unreconciled Audience in North Minneapolis so we may all live a life of Experiencing (Worshipping) God.

THE SANCTUARY AUDIENCES

In order to know how to shape our ministries, message, visuals and strategies to reach our audiences, we need to know who they are:

| INTERNAL | EXTERNAL |
|--|---|
| <p>THE RECONCILED AUDIENCE</p> <ul style="list-style-type: none"> • Multi-ethnic • Urban/suburban • Diverse (Ethnically, Socio-economically, Intergenerationally, Family Unit, Suburban/Urban) • Young & Busy • Friendly • Justice-minded • Stylish/hip • Family Oriented • Young Families • Emerging • Spiritually hungry • Reconciling • Funky • Non-traditional • Reconciliation Focused • Purposeful & Intentional • Progressive | <p>THE UNRECONCILED AUDIENCE</p> <ul style="list-style-type: none"> • North Minneapolis Residents • People of the city in Spiritual, Economic, Social, Emotional, and Physical despair • The unchurched • Our neighbors • Multi-Ethnic (African-American, Hmong, Latino, White, etc...) • Urban • Young Families • Youth and Children • Gangs • Dissected Families • Families lacking basic human needs • Hip Hop Influenced • Mass Media Culture Influenced • In Crisis • Like you and me • Transient |

SANCTUARY'S CORE VALUES - The 5 E's

The Experience of Worship, Equipping & Formation, Empowerment & Advancement, Engagement & Care, Evangelism & Outreach