



Core Values & Branding Summary

*Salem is **Living The Story** in our hearts and with our hands--bringing light, warmth, and nourishment to the community. Our church is a candle glowing from the east side to the world, welcoming all to the body of Christ. We shine through our music, ministry and mission. Here, households of all shapes reflect God's light, and we embrace our neighbors near and far. Salem's glow gently awakens the world to God's love.*

At our core, we care about...

Diversity

- We think diversely, and we want there to be space for all of us to be open and in relationship with one another.
- Our neighborhood matters to us. Our East Side neighbors are diverse, and we want them to be in community with us, Christian or Neighborly.

All-Generations Community

- We believe that God calls us to be a congregation that includes younger generations along with the elders we already have.
- We have invested a lot in younger generations through the decades, now we need to know a new way to do this.

Serving God

- Our wider community, including worldwide, matters to us. We want to help and serve all people.
- Our foundation supports local and global needs in major ways.

Music

- High quality classical and praise music are equally important to us.
- We believe that music is a gift of God for the world and has the power to heal.

Warmth

- The light of God shines through us in our hospitality and service to the world.

We hope for Salem's future...

1. to Be a Safe **Community for all to grow** in faith and experience community.
2. to Invite and **Serve young families and youth across generations** to build church and community with them.
3. to **Embrace diversity** and serve our Eastside neighbors and beyond.
4. to **Respond to transitions** and societal/cultural shifts.
5. to **Use new marketing strategies** to communicate God's love.