

April 9th, 2016

Dear Central family,

Scripture makes it clear that **God loves lost people**: Jesus came “to seek and to save the lost,” (Luke 19:10) and wants “everyone to be saved and to come to the knowledge of the truth.” (1 Timothy 2:17)

God wants us to have this same heart for the lost. He calls the church to focus outwardly and to care about those who don’t yet know Him. The Great Commission to “go and make disciples” (Matthew 28:19) is the driving force behind our mission to connect people with a life that counts for eternity. This mission influences every decision we make, including our *Next Gen in Ten* initiative and the launch of our downtown campus at the Bowden Youth Center this September.

However, in recent years, we have discovered that our name has become a hindrance to fulfilling our mission. Cultural and political forces have tarnished the word “Baptist,” creating a stigma that is preventing people from attending or inviting others to our church. Like it or not, the fact remains that *our name is keeping many people from hearing the gospel and coming to Christ.*

And so, after months of thought, prayer, research, and discussion, the staff and elders have unanimously decided that we will rebrand to **Central Church**. For a long time, we’ve referred to ourselves internally as “Central.” This rebranding is simply a matter of doing so externally and is motivated entirely by our mission of reaching lost people.

It’s important to note that we will still be legally and constitutionally known as *Central Baptist Church* but “doing business as” *Central Church*. So this doesn’t change who we are or what we believe; it is merely adjusting how we identify ourselves to the community and helping us more effectively reach them with the life-changing message of Jesus.

A change like this is sure to lead to questions and concerns. Many of these are addressed at **centralsf.org/rebrand**. Please read through these Frequently Asked Questions. I think you’ll find them very informative.

Over the next several weeks, we’ll be talking more about this transition. And you will have ample opportunity to join the discussion. Our staff and elders will be available in Adult Communities the next two Sundays (April 17th and 24th). We’ll also have a Town Hall Meeting on **Tuesday, May 3rd at 7:00 PM**. Then, even though we’re not proposing any constitutional changes, we will be holding an informal vote of affirmation on the weekend of May 14th and 15th. Look for more details to come.

God is doing incredible things in and through Central. We trust that this rebrand will position us to be more ready, willing, and able to faithfully serve Him.

For the sake of the Gospel,



Ben Lee
Elder Board Chair