

PRINCIPLES FOR BEING CHRISTIAN AND DOING CHURCH
FOR SUCH A TIME AS THIS

Denominational and Kingdom Vision

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Principle Three: Vision that respects denominational loyalty but has a kingdom emphasis and vision

Significance of Brands in Life

- Most everything we use comes from brands
- We develop brand loyalty

The Branding of the Faith

- Luther, Martin Luther
- Presbyterianism, John Calvin
- The Anglican Church, King Henry VIII
- Methodism, John Wesley
- African Methodism, Richard Allen
- African Methodist Episcopal Zion, John Varick
- Christian Methodist Episcopal Church, William Miles
- Baptist, John Smyth
- Church of God in Christ, Charles Mason
- Progressive National Baptist, Gardner C. Taylor
- Full Gospel Baptists, Paul Morton
- Society of Friends (Quakers), George Fox
- Christian Scientists, Mary Baker Eddy
- Jehovah's Witnesses, Charles Taze Russell
- William Miller and Ellen White, Seventh Day Adventists
- Salvation Army, William Booth

Religious Brands

- Strengths of religious branding
 - Provide filters for receiving faith
 - Systems of doctrine
 - Standards for legitimating ministry
 - Organization for advancing Gospel
 - Establish institutions for learning, healing, and relief

Weaknesses of religious branding

- Loyalty that can work against our own best interests as believers
- Fracture unity that was vision of Christ
- Competitive and warring spirit
- Denominational maintenance and kingdom focus

Other Forms of Branding

- Building Branding
- Gender Branding
- Worship and Music Branding

The Attitude of the Lord Jesus

- Not a group but the kingdom
- Matthew 4: 17
- Luke 4: 16-20
- Luke 17: 20-21 (Within because we are essentially spiritual beings)

Corporate Model and a Kingdom Model: Pepsi and Jesus

- Pepsi diversification
- Kingdom diversification
- The Twelve Apostles
 - Matthew and Simon the Zealot
- The Crucifixion and Resurrection
 - Simon of Cyrene
 - Dying thief
 - Nicodemus and Joseph of Arimathea

Contemporary Images

- The World Council of Churches

A Parting Word of Wisdom from Jesus the Brand Breaker

John answered, "Master we saw someone casting out demons in your name, and we tried to stop him, because he does not follow with us." But Jesus said to him, "Do not stop him for whoever is not against you is with you." Luke 9: 49-50