

FAIR HAVENS

CAMP & CONFERENCE CENTRE

WHY THE CHANGE?

Here's a look into what factors affected the changes we've made, and the direction we're headed:



AT A GLANCE

Challenges

- Lack of Awareness of What We Do
- 'Christianeze' Terminology. (Ministry and it's various meanings)
- 'Fair Havens Ministries' is a familiar name, and changing will take time.

Planned Outcomes

- New Logo displays unity
- Clear to non-Christians what we do.
- Still the same Camp & people!
- Allows us to achieve an "umbrella approach" to marketing.



"The Lord is at work at Fair Havens in many intentional ways. Our goal is to catalyze the work that the Lord is already doing by bolstering the brand of Fair Havens, encouraging more growth to in turn allow for increased ministry opportunities.

Clarifying the brand image of what we do is simply a step in our pursuit of what God is doing here."

Brian Bylsma

Camp Director & CEO

A BRIEF HISTORY & SOME CONTEXT:

Over 82 years of God-fearing service, Fair Havens has developed tremendously in both community size, and what we do. Starting as a small two week only summer conference strictly for AGC members, it is now a year-round ecumenical ministry offering programs and opportunities year round to thousands of guests! We now offer four major programs: **Family Camp** (9 weeks of family fun), **Conference Centre** (Retreats year round), **Outdoor Creation Experiences** (our Outdoor Christian Education program), and **Stepping Stones** (our youth discipleship program), all of which make up a significant portion of what makes Fair Havens special!

As we surveyed our various user-groups we quickly realized that most of our program attendees only thought we did **1 of the 4!**

Often we had comments such as...
"Oh, that's the youth camp, right?"
"That's the retreat centre"
"It's just a family camp, isn't it?"

...Which doesn't paint a full picture of the beauty of the work that God is doing at Fair Havens. We simply cannot let our guests think that we do only one of the four, because each has an equal and important Kingdom mission and vision impact!

Another response we received from non-Christian guests of Fair Havens was a lack of understanding of what "Ministries" meant. To those not familiar with the terminology, Ministry is a government organization, or just a basic religious organization, much like Islamic Centres are also Ministry operations - although we're quite different from both of them.

THE OBJECTIVE:

The ultimate goal of the rebrand was set to accomplish one major goal: make it abundantly clear what Fair Havens is, and especially, what we do.

Task #1 - The Umbrella

To unite Fair Havens under one name, with a clear picture that we come to Fair Havens for family camp, conferences, Outdoor Creation Experiences, and Stepping Stones.

Task #2 - The Name

To clarify with our industry, our guests and our soon-to-be guests what we are, and what we do.

Task #3 - The Communication

Ensure that all communication going forward has clear representation on behalf of Fair Havens Camp & Conference Centre.

THE DECISION:

The decision was made after significant time spent praying, discussing, reviewing and repeating this process until we felt at peace on the decision to rebrand the camp:

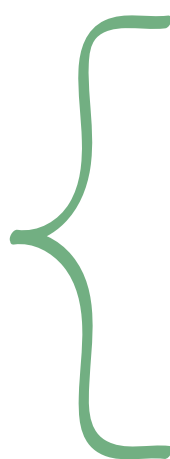
Fair Havens Camp & Conference Centre

The logos on the right hand side display colour and uniformity across all of our programs.

The **AV** is in reference to our focus being primarily on our goal to **bring Heaven here on Earth**.

The **Darker Blue/Green** signifies our physical space being both forest and water based.

We are one camp, working together to serve our one God - and that's not up for debate.



FAIR HAVENS

CAMP & CONFERENCE CENTRE



FAMILY CAMP



CONFERENCE CENTRE



OUTDOOR CREATION EXPERIENCES



STEPPING STONES

OUTCOMES

Benefit One:

Camp & Conference Centre is a clear indicator of what our physical space offers. It's a campground with conference centre type buildings!

Benefit Two

The new logos clarify what Fair Havens does by displaying unity across the looks of all of our program brands.

Benefit Three

This rebrand comes at a pivotal point in Fair Havens history. No longer being owned by the AGC leaves significant leeway for clarification on what we are. We believe this is the *best* way to do it.

Benefit Four

The original Dark Green & light brown is shared across 57 other camps across Canada. The different shade of Green is unique, and tells our story!

Drawback 1

Not having 'Christian' or 'Bible' in the name may make it seem to be as if we're hiding that we are Christians.

Our plan to mitigate this:

We strongly believe that what makes a Christian Camp a Christian Camp has nothing to do with the name, and everything to do with its actions. Our goals, mission, vision, ministries and programs will continue to be Bible focused, placing continued importance on our guests to reconnect with God and their families.

Drawback 2

Everyone knows us as "Fair Havens Ministries". The switch is going to take some time.

Our plan to mitigate this:

We need **your** support in this. Ultimately, it is to the support of our valued guests that will determine whether or not Fair Havens succeeds as a ministry, let alone in this rebrand. We thank you in advance for making the switch in terminology.

FREQUENTLY ASKED QUESTIONS

We've heard lots of questions about the rebrand; here's some quick answers to what we've heard the most: *If you have more questions, send them to info@fairhavens.org! We'd love to clarify these for you.*

"With Fair Havens no longer being owned by the AGC, are you changing any Rules & Regulations?"

No! Our statement of faith and belief in the model of Fair Havens for both sustainable business and successful ministry means we want to preserve and GROW this image of what safe and biblical Christian camping is!

"But, why not have 'Christian' in the name as well? Are you afraid of being a Christian Camp?"

One significant factor we weighed upon was whether or not to have a 'Christian' title. Ultimately, what makes us Christians is not what we call ourselves, but what we *do*. In all of our actions we are unapologetically Christians. Mission, Vision, Programs, you name it - we do it for the Lord. So why not just say that in the title? If one non-Christian family comes up and experiences the Lord for the first time, it was worth the name change! We will love and serve every person who comes on grounds, and we don't want the negative connotation of what the word Christian can be to affect the positive actions of what God does here.

Additionally, there are plenty of Christian organisations that do not explicitly display 'Bible' or 'Christian', this move is simply to clarify the confusion around who we are, what we do, and what we offer.

We are increasing our Christian Programming yet again, and plan to do it next year as well!

We are *proud* of the Grace and Glory of Jesus Christ.