



Campus Crusade
for Christ
International

Global Renaming

Change Marketing™
at work



The Challenge

Aligning diverse global perspectives to identify a unifying name for a movement with deeply rooted local identities and worldwide presence.



Our Audience

A cross-functional collective of leaders and global stakeholders stewarding the positioning and new branding of Campus Crusade for Christ International.



Key Insight

Audiences cared more about the mission, vision, and values behind the movement than the name itself, making a legacy name the stronger, more unifying choice.



Our Story

Campus Crusade for Christ International is a global movement of interdependent ministries, united in our mission to help fulfill the Great Commission.



Creative Craft

We developed tailored messaging playbooks—including custom communications for each VP—designed to reflect what matters most to their regional audiences while reinforcing the shared mission.

Researching perceptions of the global name and what drives a unified movement



CCCI Global Naming



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CCCI | Research Summary

About this document

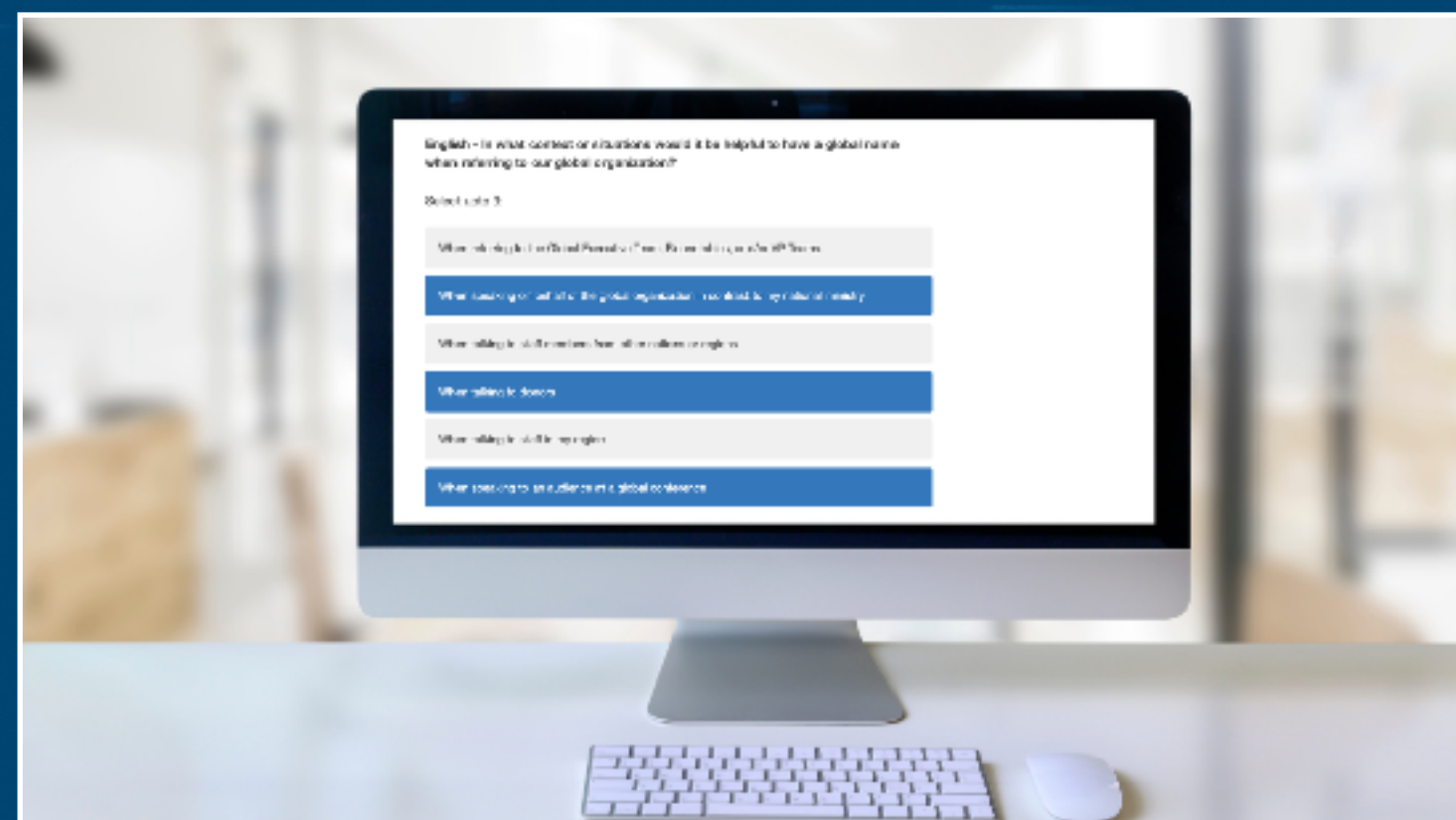
This is an executive summary of the research activities LOCAL conducted to inform CCCI's Global naming strategy. It consists of themes found in the data collected from three research phases that were conducted over the last 3 months.

Research objective

Assess the perception of the organization's current global identity by staff of all backgrounds and gather key insights that would help inform a unique name and brand marketing plan.

Methods used and participants

Phase 1	Interviews	Global VPs	16 participants
Phase 2	Survey	Global, National, Staff, and Partner levels	Sent to 500 participants, 320 responses
Phase 3	Focus Groups	National leaders and Donors	7 regional groups, 5-6 participants each



How We Anchor the Findings



CCCI | Focus Group Discussion Guide

Format:

60-minute group sessions with an average of 6-8 attendees, facilitated by LOCAL and hosted via Zoom. LOCAL will provide a Zoom link and call-in information in the meeting invite for each conversation.

Section 1: Introductions (15 mins)

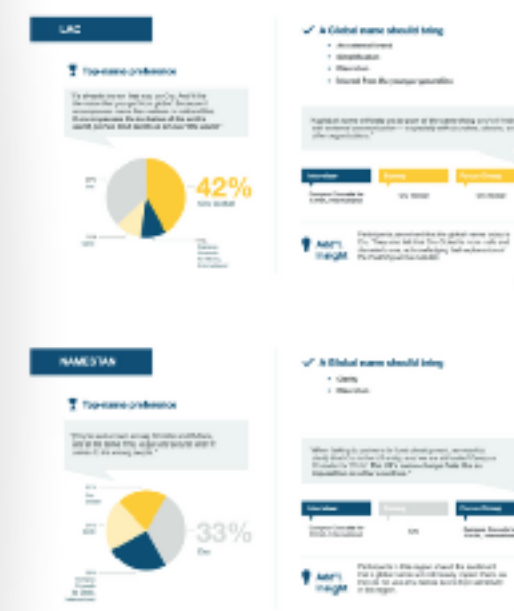
Good morning/afternoon! I'm NAME, I'll be your moderator for this session. First, we want to thank each of you for joining us today for a very important conversation around our global name and identity. Before we jump into introductions and questions, we want to ground the group in why we are here.

The Process: Focus groups are the final step in an extensive research process that was started in September. To date, we have conducted 17 individual interviews, surveyed 500 staff and partners with a 64% response rate, and are finishing up with seven focus groups- one per region.

Conversation Starters

Possible Prompts:

- What from the research findings surprised you regarding any of the regions?
- How do you believe each of the regions/strategies/capacities would receive each of the names?
- When you think about the future of the organization, how do you see the global name representing our purpose?
- How did the presentation cause you to feel differently about the most unifying global name?
- What do you think is most important as we begin to use the global name?



What We Tested

2 Alignment to the Global Direction

- Calling
- Vision
- Mission
- Values

The Global Direction has been referred to as 'part of their DNA'

as a result of how deeply are ingrained the values, mission, vision, and calling.

This unified belief in the mission should be leveraged, while communicating the name to further bring the feeling of unity as a Global organization.

"The mission, vision, and calling are our DNA. I didn't know the organization's name when I joined, and yet I was actually involved in the mission and calling."

- Focus Group Participant, NAME/ID/V

The Global Direction document plays a fundamental role in our organization. While others have the Global Direction document, you typically start with vision sharing, then incorporate the Global Identity with others.



Research Overview

A core document detailing the research goal, audience, and methodology, including interview, focus group, and survey approaches. Each method was designed to build on the learnings from the previous one.

Interviews, Survey & Focus Groups

LOCAL created all research materials—including interview and focus group guides, pre-read documents, handout booklets, and a Qualtrics survey translated into five languages to capture global staff insights.

Research Report

A comprehensive synthesis of insights gathered from nearly 400 leaders & staff members through different research methods—highlighting key themes, regional perspectives, and clear recommendations to guide the global naming decision.