

More than 180 years ago, a group of Christ-followers came to Michigan with a calling to build and equip the church. Today, the work they began continues in new and exciting ways.

Each spring, we invite our member congregations—that means people just like you—to consider supporting our mission by giving to the region offering. Over the past year, we’ve been through a process that helped us confirm who we are, what we do, and why it matters. As this year’s appeal begins, we are unveiling some of the new logos and graphics that are a visual expression of our renewed purpose. The new “look” is fresh and fun. But it’s the heart behind it that matters most.

Our vision is to be a constant for affiliated churches navigating the sea of change in their local communities. We come along side to help churches like yours seek answers to difficult questions and adapt to new ways of more fruitful ministry. We train leaders and share resources so your church can more effectively love others and grow disciples. We help churches team up for maximum impact, share best practices, and pursue ministry inspired by an American Baptist perspective. In very practical ways, we consult with churches to help with vision casting; pastoral calls and transition plans; crisis management; capital fundraising; church planting; and more.

Whether you notice it or not, your pastor and leadership team depend on American Baptist Churches of Michigan year-round. In turn, during this period of giving, we depend on you.

UNDERSTANDING OUR KEY IMPACTS

For Pastors | We assist with recruitment; placement; leadership development and training; and we give pastoral care/support. We share access to our consultants who complement local church teams with their expertise.

For Leaders | We provide training; organize and fund mission opportunities; and help individuals prepare for ordination.

For Church Members | We support your pastors; help make connections to other churches; share resources for spiritual growth; and provide care in times of crisis.

For Partner Orgs | We promote collaboration; help advance the mission of groups like camping ministries and Friendship House; and provide connections to ABC within the region and across the nation.

LIVING OUR VALUES



The Church Was Made For Mission

We are actively involved in God's work to redeem the world.

Leadership Matters

Christ-like leaders ensure the church is effective in fulfilling its mission.

Measure Growth With More Than Numbers

The fruit of ministry is shown in ways more significant than numerical increase alone.

Diversity Adds Depth

We can celebrate our differences because of what we share in common.

We Are Unified And Free

We are guided by the same Spirit and retain broad freedoms of practice.

The American Baptist Churches of Michigan icon is a stylized Christian cross. At first viewing, the symbol is easily recognized as ecclesiastical. On closer review, the shape of the mark suggests a deeper meaning. It evokes "a coming together" and celebration of unity in diversity.

The negative space (or gap) in between the two halves of the cross represents the adaptive challenges this family of churches hopes to address, together. Journeying across this gap requires leadership. The mark reflects that the region exists to train and care for pastors for the purpose of leading healthy churches, and as a result, grow the Kingdom.

The line of the logo and primary typeface are clean and modern, suggesting a mission that is relevant and fresh today. The secondary typeface is classic, pointing back to the region's rich history. The color palette is bright and positive, drawing from the blue of the sky and green of the Earth, and reflecting the region's commitment to engage, love, and serve the world around us.

CELEBRATING OUR VISION

American Baptist Churches of Michigan is a family of churches committed to a common purpose. We exist to help God's Kingdom come in local communities throughout our state. We support our family by caring for pastors, identifying and training leaders, and by guiding churches in times of transition. We are urban. We are rural. We are everything in between. We are free. We join together because we want to, not because we have to. The things we hold in common help us celebrate the things we see differently. We are inspired and informed by a history of justice and diversity. While our roots keep us grounded, they don't prevent us from breaking out in new ways. We are citizens of an ever-changing world. We strive to be a constant to churches navigating the sea of change. We don't fear tough questions and we admit we don't have all the answers. Still, we keep seeking. We keep moving ahead. We are Baptist. We may surprise you because we're a different kind of Baptist. We're on a mission. We believe God intends to rescue the world and we won't miss the chance to be part of the story, having been rescued ourselves. We are active. We're on the field, not watching from the sidelines. We are loving God and leading strong. Together.