

Developing creativity in the local church

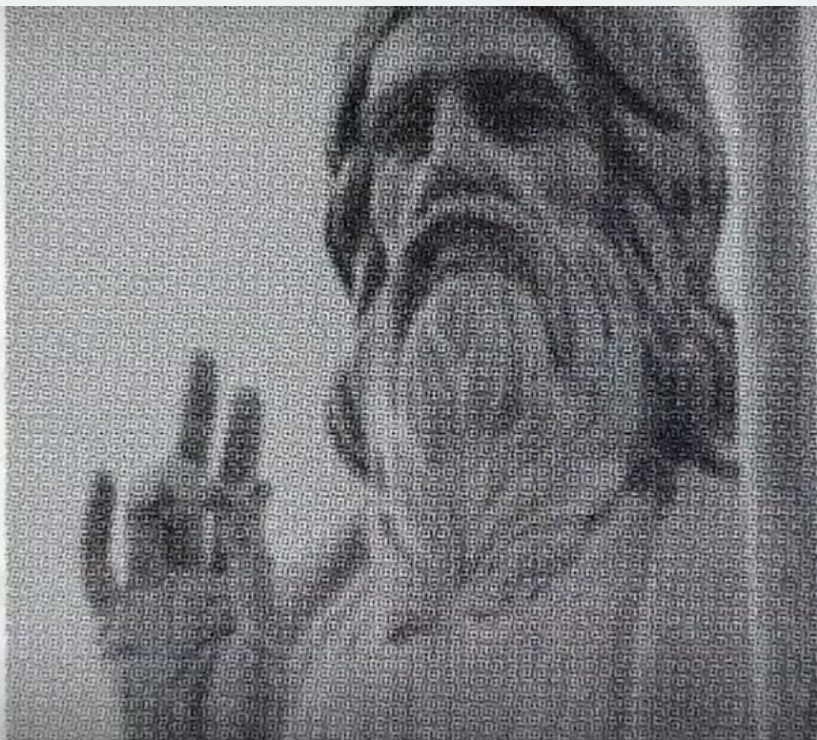
The State of the (Creative) Church

Why does creativity matter when it comes to the greatest story ever told?

Modern evangelism should be about more than repeating age old talking points, it should be about telling stories, painting pictures, and placing inspiration over fear. Such storytelling was a major facet in Jesus' ministry. Using relatable illustrations, He made complex truths simple.

Branding, design, marketing strategy, creative communication, film, immersive production experiences—these are mediums for modern day parables. So let's tell the story that really matters in a way that connects with the world that's ready to hear it. Let's breath life, fresh life, into dry bones.

Yellowbox



The State of the (Creative) Church



The numbers don't lie

4,000

Every year in the United States, over 4000 churches close their doors for good —compared to the annual average of 1000 churches planted.

2.7M

Every year, 2.7 million leave the church, in most cases leaving as hurting and wounded victims of some kind of abuse, disillusionment, or neglect.

4X

The number of Americans ages 18-29 who have no religious affiliation has nearly quadrupled in the last 30 years. In other words, the fastest growing religion in America is no religion at all.

Isolationism, shallowness, anti-scientific views, judgement (especially regarding sexuality), exclusivity, and an unwelcomeness towards asking hard questions are primary reasons listed for leaving the church.



We believe that the local church is the hope of the world.

Established to be a lighthouse of hope, a community of open arms, and built on a covenant of love—the church was destined to be a cultural influencer. Even in the face of a dying American church, we still believe.

We still have hope. Because God isn't finished raising the dead in us. But if the local church is the hope of the world, we need to trade in our picket signs for open arms. We need to retire rhetoric that's more American in nature than Christian. We need to provide a clear picture of a God who cares about real people, facing real issues, seeking real answers.

Painting that picture correctly requires us to push the traditional boundaries of creativity in the local church.



This is why it's our passion at Yellowbox to develop creativity in the local church.

Inspiration

By inspiring and equipping creatives, we push the envelope of originality, ingenuity, and cultural influence of Christian creativity. or unappreciated.

Education + resources

Through coaching and educational programs for pastors, we build healthy creative processes in the local church aimed at attracting and retaining creative talent.

Creative services

We further the vision through workshops, events, resources, and a full range of creative services.



**The story of the
local church isn't
over, we've just
been telling it the
wrong way.**