

Jeff

JONES

PASTOR, AUTHOR / DALLAS, TX



Since 2004, **Jeff Jones** has served as the Lead Pastor of Chase Oaks Church, a multi-site church in Dallas recognized as one of America's largest and fastest-growing churches. He loves Chick-fil-A, Alabama football and most importantly, making it easy for any person to experience the profound love of Jesus. Jeff is also the host of a podcast called [The Good Complex](#), which he launched in order to create a place where common good is the focus and love, grace and humility win the day. Jeff is a graduate of Dallas Theological Seminary.

AVAILABILITY

- Occasionally available weekends and nights with notice
- Central time zone (Dallas, TX)
- Avail via Zoom, Skype or phone. Does have access to a landline, if necessary
- Unavailable on Sundays
- Unavailable the week of July 31
- Unavailable on Fridays in August & September
- October availability is limited

LISTEN



Click on the image to the left to listen to Jeff's podcast, The Good Complex, where he and different guests present conversations that demonstrate the good that is too often ignored.

EXPERTISE

- Evangelism
- Spiritual formation
- New testament theology
- Training and leadership development

CREDENTIALS

- Master of Theology from Dallas Theological Seminary
- Lead pastor of a large, multi-site church in the Dallas area for 20+ years, an Outreach Magazine Top 100 church in size and growth
- Leads a church that focuses on reaching the de-churched and skeptics and part of the Irresistible Church Network
- Started a spiritual formation and leadership development organization that now operates in 30 countries

ONLINE

Click the icons below to find Jeff online or tune in at the 31:00 mark to watch as he talks with Dwight Jewson, one of the world's leading branding consultants and a contributor to 'Rebranding Christianity'.



TO BOOK AN INTERVIEW, CONTACT:

JASON JONES 512.720.2996

JASON@JONESLITERARY.COM



Mike

HOGAN

CHIEF MARKETING OFFICER / DALLAS, TX



Mike Hogan is a business executive and brand marketing expert. He has led some of the world's largest brands as Chief Marketing Officer and brand strategy consultant, including Frito-Lay, GameStop, Microsoft, Campus Crusade and Feed the Children. He and his wife Brenda live in Dallas and attend Chase Oaks Church.

AVAILABILITY

- Available weekends and nights
- Best availability is generally early AM or late afternoons, early evenings
- Central time zone (Dallas, TX)
- Avail via Zoom, Skype or phone. Does have access to a landline, if necessary

WATCH

Click to watch Mike and Jeff talk about 'Rebranding Christianity'.



EXPERTISE

- Branding
- Corporate marketing, development

TITLES, CREDENTIALS

- Served for a decade as the Chief Marketing Officer at GameStop
- Former VP of U.S. & International Marketing at Frito-Lay
- Principal, Strategic Frameworking (brand consultancy)
- Board Chairman, Feed the Children

"...We have a significant problem—virtually no one outside of Christianity associates Christians with radical love. I.e., we have a branding problem. And it is our problem to solve."

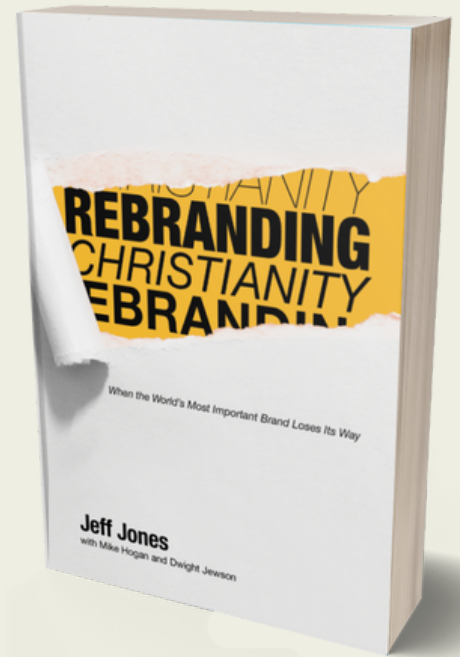
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ABOUT THE BOOK



[Click for
additional info](#)

REBRANDING CHRISTIANITY: WHEN THE WORLD'S MOST IMPORTANT BRAND LOSES ITS WAY

Dallas pastor Jeff Jones and Former VP of U.S. & International Marketing at Frito-Lay Mike Hogan examine Christianity in the United States from the perspective of branding—a concept familiar to most Americans. Two thousand years ago, Jesus established the Christian "brand" by commanding His followers to "Love as I have loved you." Radical love was to be the brand identifier of the Christian faith. But just as any once-powerful brand can lose its way, so has the American church, as it's instead become synonymous with anger and intolerance, rather than love and acceptance. What happened and what's the way back?

AUDIENCE

- Christians who are disillusioned by the tone of popular evangelical leaders who come across as angry and "victimized".
- Those (primarily Gen Y and Gen Z) who are 'God positive' but have rejected the church. It is a message saying there are many out there who take Jesus' charge to "Love as he loved us" seriously.

UNIQUENESS, RELEVANCE

- See the recent branding crisis with **Bud Light** and **Target**. Branding, messaging is critical and people are leaving those brands behind because of what they've communicated they're about. The same thing is happening with the church.
- Campaigns like the \$100 million **He Gets Us** campaign are happening because the church has an image problem.
- There is a love problem in the church. And too many pastors have responded by blaming others. We admit there's a problem. And admitting to the problem is the first step towards a solution.
- Millions, particularly Gen Y and Gen Z, feel the church has no place for them and are asking "Where is the love that Jesus spoke of?" We're here to say there are many churches that feel as you do. We're just being drowned out by louder voices.
- This is undoubtedly a unique approach. And by approaching the issue as we do, we hope to create a framework for people to understand the problem and gain hope for a solution.

SUGGESTED QUESTIONS

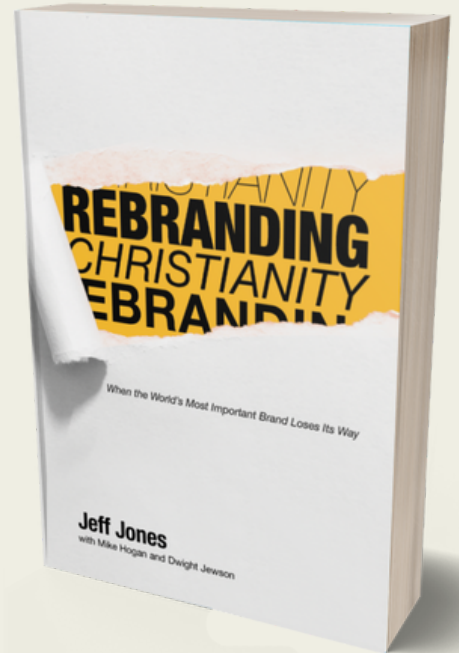
- A lot of people might be offended by your comparing the church to a can of Coca-Cola or a Marriott. How would you respond to them? Why are they the same?
- Does the church in America need a total brand reboot? Why? And how in the world does that happen? What do you believe IS the Christian brand right now? What should it be?
- Once lost, how do institutions, including the church, regain trust?
- Tell me about this notion of Christianity as a brand? Why did you choose that analogy? How does it help us to understand the situation?
- What do you say to those who have been hurt by the church and are tired of the angry voices of evangelical pastors?
- What do you say to those who claim there's nothing wrong with the church—that it's misunderstood or misrepresented by biased media?
- What do you say to those who say it is not the job of the church to win a popularity contest, but rather to remain stalwart in the face of a declining culture?
- You use a number of brand case studies. Not all of them ended well. Which do you find particularly encouraging for the church?
- You talk about rebranding Christianity as a movement. What do you mean by that? What exactly are you asking people to do?
- Isn't many people and pastors thinking of the church as a business a big part of the problem?
- Does the church today use its power on behalf of the powerful ... and not the *powerless*?

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JEFF JONES
MIKE HOGAN
EST.
2023

Excerpts

REBRANDING
CHRISTIANITY



A few passages found inside:

"The Christian church in the U.S. is like a once revered hotel or restaurant that has lost its way.

It used to be a welcoming place where people would be respected and treated to an amazing experience, but the food has gone bad, the service is rude and people no longer feel welcome."

"Radical love is the Jesus brand. It's the way Christians roll—or should. The earliest Christians embodied this love and turned their world upside down (as some opponents of Christianity in the book of Acts observed). The Christians largely won over a skeptical world with the alluring force of the love they displayed. Church history demonstrates that the way early Christians loved people—including those who were persecuting them—was impossible to ignore. **Two thousand years later, we have a significant problem: virtually no one outside of Christianity associates Christians with radical love.** We have a branding problem, and it is our problem to solve."

"The trend away from the US evangelical church was already in full swing, but the perfect storm of the COVID-19 pandemic, rising racial tension and a contentious presidential election greatly accelerated the trend. The outside culture perceived Christians as out of touch, self-serving and hypocritical. Skepticism turned into repulsion, significantly hastening the mass movement away from Christianity. Unfair treatment of Christians may certainly be part of the story, but what if the current backlash against Christianity is one that Christians have mostly brought upon themselves? What if the whole idea of Christians entering into culture wars was a really bad and unbiblical idea? Unsurprisingly, when you fight against those you are called to love, they don't appreciate it. When you make enemies of those you're supposed to reach, they won't feel the love. We need to understand the massive mission drift and identity crisis of evangelicals represented by Christian nationalism and its misuse of influence and power. The politicization of the Christian mission has brought about a misplaced identity and created the backlash that we feel today. Christian nationalism is at the core of the misguided and counterproductive attempts to regain influence. **We shouldn't be surprised by the backlash because we created it.**"

"America is not a Christian nation now and it never has been. This is not just my opinion, it's a historical fact and a good biblical theology. America is unique because many of its founding fathers were Christians and many biblical values are included in the US Constitution—values which have certainly benefited this country. However, America is and always has been a kingdom of this world. It's part of the worldly system, not part of God's above the world kingdom. Any biblical principles that have been applied in America have been done so imperfectly and incompletely. This country is not ours to reclaim as Christians ... because we never had it to begin with."

"The apostle John reminds us that the radical love of the authentic Jesus brand will cast aside fear. Perfect love expels all fear. Love isn't afraid of people who disagree. Love doesn't put people down, it raises them up. Love listens. Love honors. Love refuses to see people as 'the other' and then castigate them for *being* 'the other'. **Love moves against the proliferating 'us versus them' cultural mentality** by seeing humanity as one group of people, made up of individuals with innate dignity. Love finds common ground. That allows us to form relationships with those who Jesus loves and calls us to love."

"One of the most common charges that the emerging generations make against Christianity is that our welcome is narrow and that we reject those who are unlike us. The irony, however, is that a wide welcome should be one of our greatest strengths because that would reflect the heritage and spirit of our founder. Jesus' form of hospitality welcomed all people into relationship with Him, especially those who were marginalized. **This wide welcome often got Him in hot water with the religious elite, who confused acceptance with approval.**"

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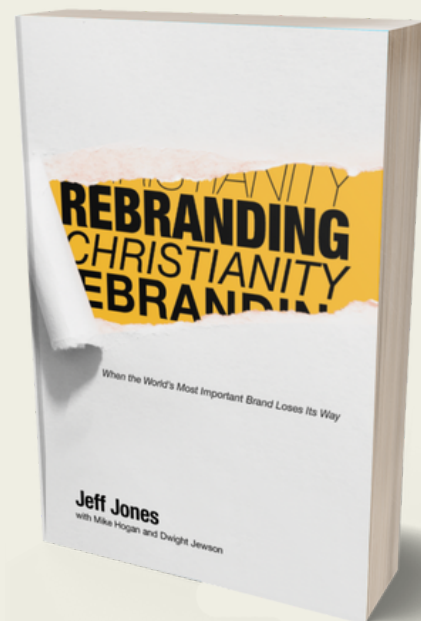
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ENDORSEMENTS

“Rebranding Christianity starts where the gospel starts, with grace, love and a call to change for people who often fall short. But this is not an easy book to read. It is honest about where much of the church is and how it has come up short in what—and, more importantly, *who*—it claims to represent. The book argues in practical detail for another way that is better in touch with Jesus’ heart and actions, the one who died for us while we were yet sinners. This book will help you recover that focus. In the rebranding, with a wedding of grace, love and a changed way of relating, the people of God can better represent the heart of the God they love.”



Darrell Bock — Executive Director for Cultural Engagement, Howard G. Hendricks Center for Christian Leadership and Cultural Engagement / Senior Research Professor of New Testament Studies, Dallas Theological Seminary

“I think the evangelical church is in trouble. In fact, I’m skeptical it will survive the next generation. I agree with Jeff Jones—the solution is going back to the admonition that was left, to the practice that permeated the early church, to... well stop reading this and start reading the book, it’s really good and it points us in the right direction.”

Pete Briscoe — Executive Coach, Host of the Kindavangelical Podcast

“The message of Jesus Christ is the greatest and most triumphant message we will ever encounter. One can see from the trajectory of the culture, that many no longer think of it as relevant, impactful or life-changing. In this thought-provoking book, Jeff uses an ingenious approach to compare the brand of Christianity to other successful brands. As a result, readers will walk away enticed by a renewed perspective of what it means to represent the brand of Jesus Christ well.”

Jada Edwards — Author, Bible teacher

“American Christianity is at an important turning point, and this book will help move the church toward a much-needed correction back to the original brand as given by our Founder. Jeff has effectively led a next paradigm church for decades that is changing the perception of Christianity in his own community and therefore serves as a reliable guide to help move us to a better place.”

Steve Stroope — Founding Pastor, Lakepointe Church

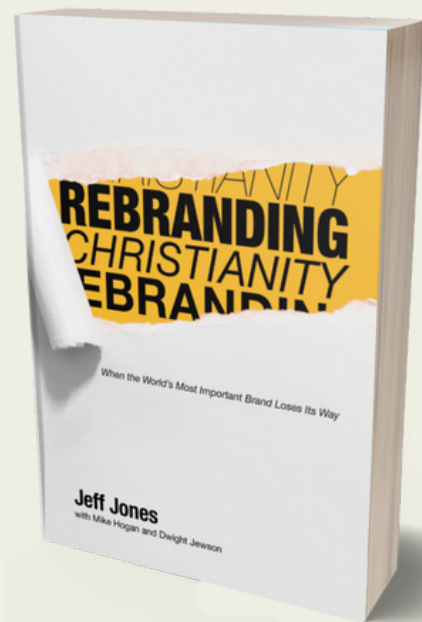
“Rebranding Christianity creates a conversation I believe every Christian leader should be having with their teams and churches. This book did a phenomenal job of not just stating the problem but providing clear and practical solutions for how Jesus followers can win over a skeptical world.”

Ryan Leak — Executive Coach and bestselling author of *Chasing Failure*

ENDORSEMENTS

“People who were nothing like Jesus liked Jesus, and he liked them back. But the same can’t be said for Jesus followers today. And that’s a problem. Jeff brings a unique perspective on how Christians can use a 21st-century approach to clearly reflect what is already true about Jesus’ irresistible gospel. It’s a must-read for pastors, followers of Jesus and anyone who longs to recapture the power behind Jesus’ message from two millennia ago.”

Andy Stanley — Author, Communicator, Senior Pastor of North Point Ministries



“A few years back, when faced with the perfect storm of a pandemic, racial tensions and a polarized presidential election, our country was blown far away from whatever Christian roots had existed. And pastors struggled knowing how to respond and more importantly, how to lead the church through this storm. So, with the skill of both a church practitioner and the insight of a biblical scholar, Jeff Jones offers practical and time-tested solutions that will help pastors navigate through these difficult times. As a friend and a fellow pastor, I’ve watched Jeff live and lead what he teaches, and pastors and church leaders will benefit greatly from considering and utilizing Jeff’s teachings. And personally, I look forward to leading others through the principles laid out in *Rebranding Christianity*.”

Dr. David Ashcraft — Pastor Emeritus, LCBC Church / President and Founder, The Advantage

“*Rebranding Christianity* is a compelling and timely perspective on the American church and how we, as church leaders and everyday Christians, can rebuild Christianity’s reputation. Jeff, Mike and Dwight build an insightful biblical and business case that is critical for every church leader to embrace moving into the future.”

Kadi Cole — Leadership consultant, executive coach and author of 'Developing Female Leaders'

“When you lose your way, you need a guide to get you headed back in the right direction. I can’t think of a better person to guide us than my dear friend, Jeff Jones. *Rebranding Christianity* lays out a practical way for each of us to see the real heart of Jesus for all people. This book will change your thinking and challenge you to reach others in a deeper, more meaningful way. This book is the start of something new – an encouraging guide that could be just what we need to make the American church fruitful again.”

Patrick Kelley — Founding and Senior Pastor, River Pointe Church

“If the word 'brand' throws you off, take another look. Far from a manual on marketing Christianity, Jones and his fellow authors call Christians to recover the heart of Jesus’s message, and the ultimate evidence for Christianity’s truth, unconditional love for others. If you struggle to hold on to hope in the future of Christianity in America, read this book to face our failures, discern root causes, and to discover hope for a better future in the power of God—if we make crucial changes. Read this book and give it to a friend!”

Bruce B. Miller — Senior Pastor, Christ Fellowship and Author of *Leading a Church in a Time of Sexual Questioning*

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