

YFC – Incedo

From June, YFC will be known as Incedo, a Latin word with a variety of meanings:

- to awake
- to move forward
- to go

Reason for the change

YFC has changed from a youth organisation to a mission community focused on living by 6 values. There are numerous biblical examples of people being given new names to signify a new start or new calling.

And while we will always be grateful for YFC's history, the fact is the name ties us to a negative perception of evangelical Christianity in many people's minds.

Changing the name gives us the opportunity of a clean slate. We have the chance to make of the new name, what we can.

The Process

The name was formerly adopted at a board meeting on Feb 11th 2007.

A logo/font will be designed and released at the Gathering in June. We are not going for a big "launch" of the new name. Young people prefer to be part of something organic or underground rather than status quo. We want to let the new name filter out as it becomes the indicator of who we are.

It will be the name by which all parts of our mission will be known. i.e. wherever YFC has been used in the past, Incedo will now be used. YFC or Youth for Christ will not be used.

A few examples

- A Rock Solid brochure that names its parent organisation, will use Incedo.
- A poster for a Rock Solid event, that previously only had the RS logo, will be able to do the same. It can just state RS.
- Newsletters will use Incedo, anywhere they previously used YFC.

Legal Documents

We will work on changing legal documents like cheques, accounts, asset titles etc but there is no rush to do this. It will be processed methodically. Constitutionally we will be 'Youth for Christ New Zealand Inc trading as Incedo'.

Mentioning YFC?

Our view is that YFC should only be mentioned in one-on-one situations where the benefit is clear and necessary. If telling a school principal that Incedo is a new name for YFC, will assist with maintaining contact with the school, do so. The important guideline is to exercise caution. We want to give Incedo the best chance to establish itself as a new mission rather than just a re-brand of an old organisation. We are not re-branding we are rebirthing!

International YFC

We will still be a part of Youth for Christ International.

Questions

Contact the MLT if you have any questions, especially before publishing anything!

MLT

February 2007