



# WACKY WORLD

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## CASE STUDY

How Crosspointe Church partnered with Wacky World Studios to grow attendance by creating immersive interior environments.



## INTRODUCTION

Crosspointe Church is a multi-campus church founded in 2006 in Southern California with locations in Anaheim, Brea, and Ventura, ministering to over 1,500 members across the three campuses. For the first ten years, the church maintained a congregation fluctuating from 70 to 100 members. The turning point was in 2016, when the church purchased a 45,000 square-foot commercial space in Anaheim.

Head Pastor Brian Moore's vision was to create an environment with multi-generational appeal that fostered fellowship and community with a deep commitment to reach the next generation of believers.

## CHALLENGE

Moving to a new location, Crosspointe Church wanted to create a space that would foster and facilitate growth. With their newly acquired commercial space, the church identified its goals for the space:

- Reach the **next generation**
- Encourage **human interaction**
- Make a strong **first impression**
- Build a connected **family/brand**
- Teach God's Word



# SOLUTION

Crosspointe Church prioritized its children's ministry as the focal point of the buildout. They engaged industry-leader Wacky World Studios to design, program, fabricate, and brand an integrated environment. Wacky World Studios transformed the 45,000 square-foot commercial space through:

- 360° **wallcoverings**
- Custom Biblical-themed **graphics**
- Custom children's ministry **logo**
- Strategic **age-group branding**
- Building **signage**
- Two-story **themed indoor playground**
- Integrated check-in **kiosks**
- Integrated custom **furniture**

## DESIGN OUTCOMES

The new space designed by Wacky World Studios created a captivating first impression from the moment one stepped through the front doors:

- **Children** were immediately engaged in communal play
- **Parents** instantly met other parents
- **Member and visitor** interaction grew thanks to the casual lobby setting
- **Branding** and photography created highly effective marketing materials drawing new families to the church



## MEMBERSHIP METRICS

According to Crosspointe Church, Wacky World Studios' implementation of Crosspointe's objectives sparked overwhelming growth in six years:

- **Membership** grew from 70 to 1,500
- Location expanded to **multiple campuses**
- Annual **tithing** increased by **200%**
- Annual **baptisms** grew **600%**
- Weekly **volunteers** grew **276%**

## HORIZONS

In 2023, Crosspoint Church launched a capital campaign to better serve its communities, including updates to the Brea and Ventura children's ministry campus experiences.



## CONCLUSION

Church membership and visitation multiply when churches invest in immersive environments and experiences, particularly for their children's ministries. Children are a catalyst for church growth and attendance; incorporating branding that is tailored to children, as well as creating spaces that are designed to engage the whole child, are vital to reaching the next generation of believers and developing consistent attendance.



“ Every thriving church I’ve visited had one thing in common—a children’s ministry brought to life by the incredible talents of Wacky World Studios. It was never a question that we would partner with Wacky World Studios to bring our vision to life. ”

Brian Moore, Lead Pastor

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