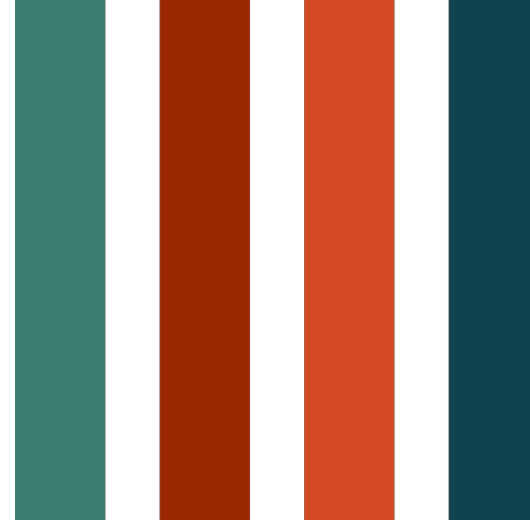




FOCUS ON STORYTELLING

What's your narrative?



**"STORIES HAVE POWER. THEY DELIGHT,
ENCHANT, TEACH, AND INSPIRE.**

**THEY ARE THE CURRENCY OF HUMAN
CONTACT."**

- ROBERT MCKEE





Create a compelling Narrative

list three things that make your community unique:

- Theology
- About the leader
- Objectives/ Mission
- Actualities

DOES IT MATTER?





To whom?

Understanding your audience

- Who attends and why?
- Age
- Income
- Psychographics
- What do they want from you?



Craft a compelling message

-  Talk to your people
-  Find real life stories
-  Find a theme
-  Test visuals



Use multiple
methods to share
your message



- Print
- Audio
- Video
- In-person



FOSTER COMMUNITY INVOLVEMENT

Don't just talk about it! Make a meaningful impact!

Then you'll have a REAL story to share!





Growth takes time and consistency.

- Tell your story so others know it.
- Ask them to share your stories.
- Tell new stories.
- Make your stories matter.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead





“

It's not enough to do what you've always done. Having a great story to tell requires having engaged in great action.

YOU ARE

GOD

EXPRESSING