



THE WHOLE STORY: Inspiring Generosity Through Individual Story Telling

Presented by: The Rev. Dr. Rick Young



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Agenda:

1. What's the Big Deal?
2. Telling the Right Stories: The "Who" Matters
3. Whatever Do You Mean?: The Five Elements of Good Storytelling
4. How²: The Asking and the Telling



1. What's the Big Deal



TRADITIONALLY

Why is storytelling so important?

- Connects us to our humanity
- Links us to our past
- Glimpse into future
- Always defined us – before oral or written language
- Imaginations crave outlet
- Inspire emotions



IN OUR CHURCH TODAY

Why is storytelling so important?

- Stories resonate in our congregations
- Message needs to be heard multiple times in many different voices
- Encourages participation and member involvement
- Works well with narrative budget

Here's my story...





2. Telling the Right Stories: The “Who” Matters

A diverse group of people of various ages and ethnicities are smiling and holding a large, dark blue sign. The group includes a young girl in a grey sweater and purple shorts on the left, a young girl in a pink tank top and blue jeans on the right, and many people in the background of different ages and backgrounds. The sign is the central focus, with the text 'Anyone can tell their story...' written in white, bold, sans-serif font.

**Anyone can
tell their
story...**



Should Be Active in the
Life of the Church



Mission-Minded Matters



Don't Forget Generosity
Recipients



3. Whatever Do You Mean?: The Five Elements of Good Storytelling

A photograph of a concrete sidewalk running through a green lawn. The sidewalk is composed of several slabs separated by expansion joints. The grass is vibrant green and appears to be well-maintained. The lighting suggests a bright, sunny day.

1. SIMPLE

- Easy to understand
- Clear language
- Memorable

2. EMOTIONAL

- Humor
- Pain
- Joy



A man in a light blue shirt and dark pants is helping a young child learn to ride a bicycle on a paved path. The child is wearing a light green helmet and a light-colored long-sleeved shirt. The man is leaning forward, supporting the child from behind. The scene is set outdoors during sunset, with a warm, golden glow and long shadows. In the background, there are buildings and trees. A semi-transparent white box is overlaid on the bottom left of the image, containing text.

3. TRUTHFUL

- Believe what you are saying
- Be honest
- Stay true to your audience

4. REAL

- First-hand experience
- Actually witnessed
- Even if generational,
use own words



5. VALID

- Good story
- Universal concept
- Spark interest





4. How²: The Asking and the Telling



ASK THE RIGHT
QUESTIONS

- What does generosity mean to you?
- Why do you give to the church?
- What mission/project/activity is most important to you? Why?
- Can you tell a story of a time or situation where someone was generous to you?
- How has the church and/or mission work changed you?





HOW: Telling the Story

- Written, spoken, video
 - Always plan and rehearse
 - Three minutes or less
 - Create content for your specific audience
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WHEN AND WHERE: Telling the Story

- Sunday Morning
- Sunday School
- Small Groups
- Mission Groups
- Newsletter
- Minute for Mission
- Year round
- Not just at 11:00 A.M. Service
- Interactive Media
- Stewardship Kickoff
- Panel Discussion
- Mission Fair

You're not alone!

BIG NEWS:

**TPF'S LEGACY
BUILDER IS HERE FOR YOU!**



WWW.TPFLEGACYBUILDER.ORG

QUESTIONS AND DISCUSSION





Thank You!

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