



The Rev. Dr. Rick
Young
President & CEO

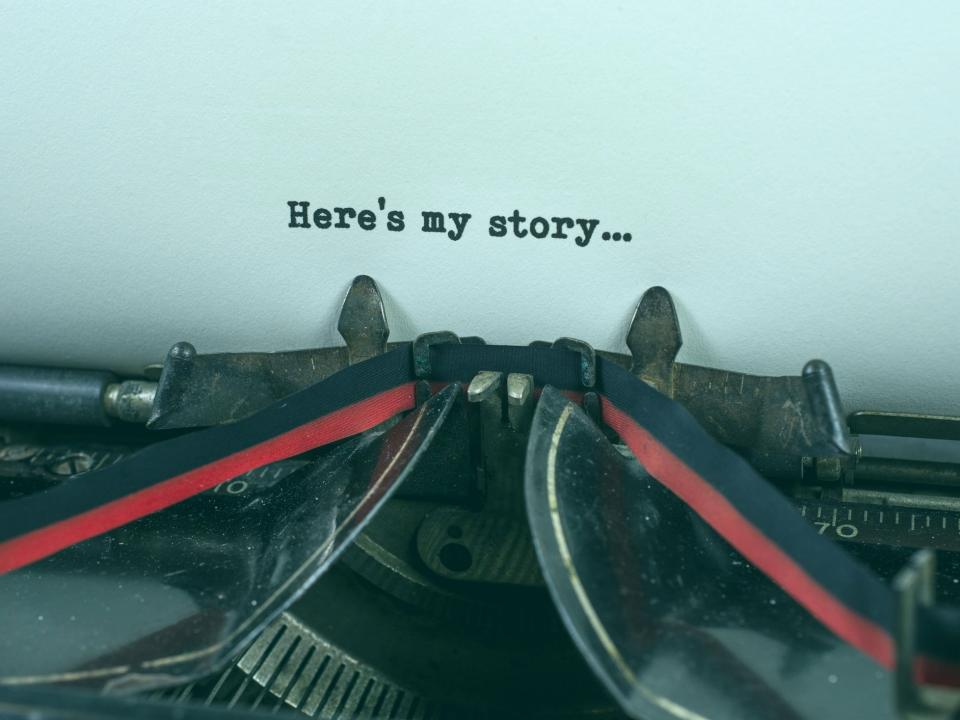
### Agenda:

- 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

























- Humor
- Pain
- Joy











4. How<sup>2</sup>: The Asking and the Telling



- 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

## 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!



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# QUESTIONS AND DISCUSSION



