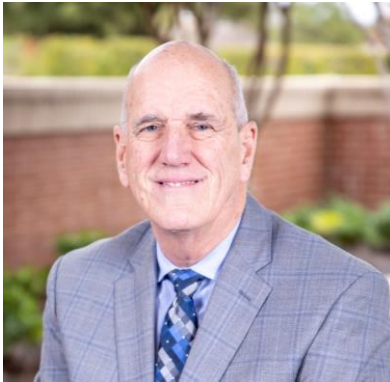




# STORYTELLING FOR ALL GENERATIONS



# Bridging the Gap for You Today:



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**Boomer**  
*President*  
Texas Presbyterian Foundation



**Stefanie Marsden**  
**Gen X**  
*Relationship Manager*  
Texas President Foundation



**Jake Wilson**  
**Millennial**  
*Relationship Manager*  
Texas President Foundation



# Agenda:

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- 1. Why Storytelling? The Importance of Impactful Communication**
- 2. Knowledge is Key: Generational Influence and Adaptation**
- 3. Moving Forward: Telling the Right Story in the Right Way**

# 1. Why Storytelling?





## 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

A photograph of a church interior. A large Gothic-style window with a pointed arch and tracery is the central focus. The window is flanked by two tall, narrow, arched doors that are open, revealing a bright outdoor scene with green trees. The church pews are visible in the foreground, and the ceiling has a ribbed, vaulted appearance. The overall lighting is bright and natural, coming from the window.

## 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

# 2. Knowledge is Key



# Who are we talking about?





# SILENT GENERATION: 1925-1941

- High level of trust and participation in institutional church
- Golden years, retirement, grandchildren, fixed income
- In many of our churches, keeping the lights on
- We must focus on estate planning





# BABY BOOMERS: 1942-1960

- Lower rates of saving, lower rates of giving than elder generations
- Less likely to pledge and/or tithe than elder generations
- Much of charitable giving comes from disposable income

# GENERATION X: 1961-1981

- Giving is personal and usually understood as a spiritual discipline
- Money is a tool
- A generosity motivator is spiritual growth





## Millennials: 1982-2003

- Millennials are eager to support your church, but not in the same way as their parents or grandparents.
- They're less attached to religious institutions than older generations, and they don't just give out of a sense of obligation.
- For millennials, the why is more important than the what.

# GEN Z: 2000-2010

- Will be the most ethnically and racially diverse generation in history (also referred to as “Plurals”)
- Frugal towards resources; green-biased
- Globally savvy and aware; world at their fingertips



A photograph of four diverse young children walking in a school hallway, holding hands and smiling. From left to right: a girl with curly hair wearing a blue polka-dot shirt and teal pants; a boy in an orange shirt and blue jeans; a girl with long dark hair in a yellow and grey striped shirt and blue jeans; and a boy in a blue shirt and blue jeans. They are all wearing backpacks. The hallway has a polished floor and colorful decorations on the walls.

# Gen Alpha: 2010-2025

- Digital natives and mini millennials
- High tech-savviness and short attention span
- Diverse and globally minded
- Adaptable, resilient and independent
- Environmentally conscious

### 3. Moving Forward





# YOUR TEAM IS YOUR FOUNDATION:

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**Generosity Champions**

**Communication  
Plan**

**Marketing Plan**

**Investment Partner and Policy**

**Gift Acceptance Policies**

**Pastor and Session Support**

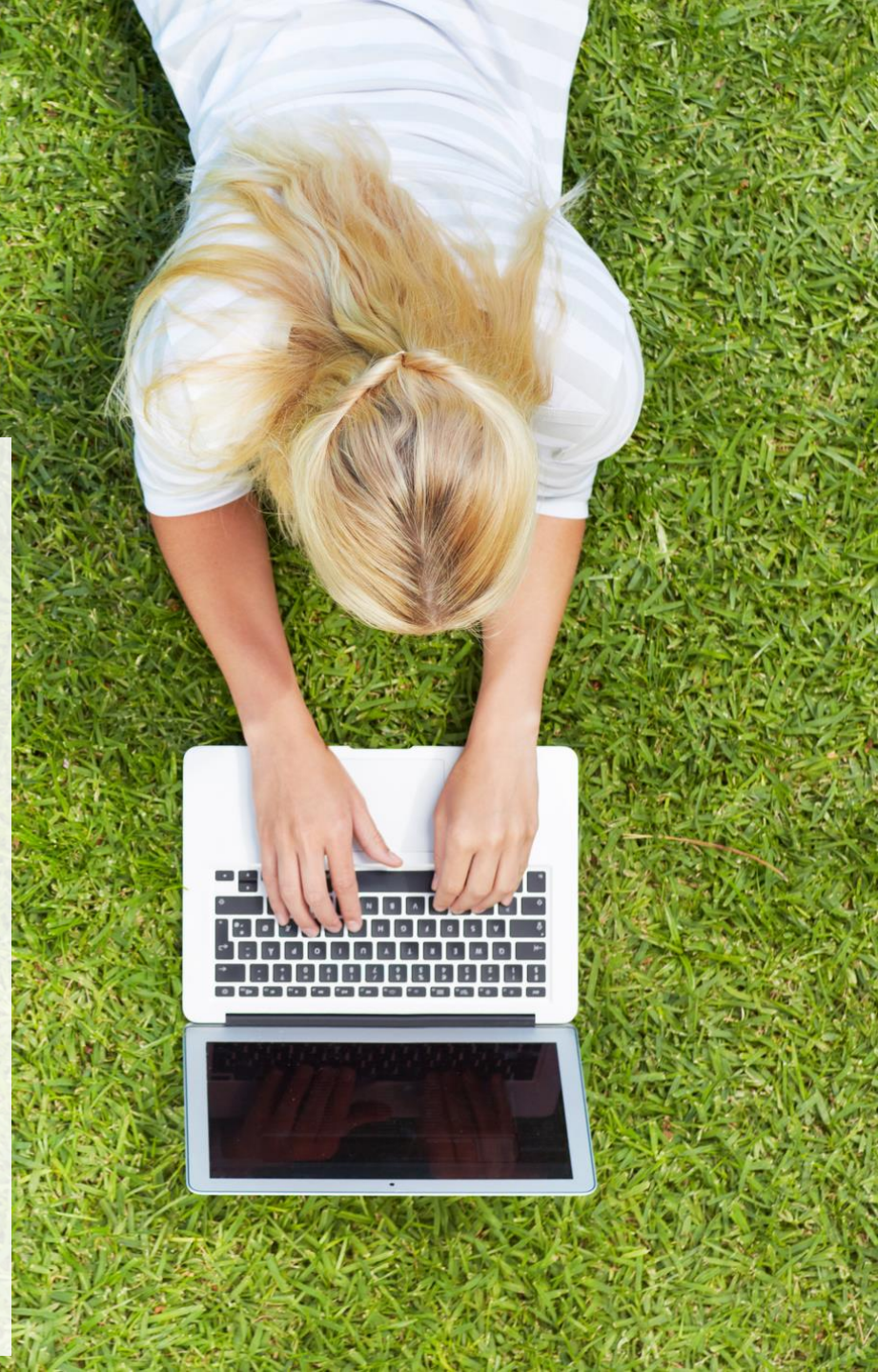




**But first..  
A VISION  
and  
MISSION**

# Strategic Recommendations

- Remember that you will need to speak differently to each generation represented in your congregation
- Identify individuals to participate in your storytelling efforts
- Explain how the church or organization spends and invests money in mission
- Create meaningful connections by sharing relatable stories
- Encourage mission experience
- Make it easy for all to give
- Communicate via all channels
- Offer education via financial planning and management courses



# Questions to Consider:

- Does my church or organization have an inspiring vision and a strong generosity message to use in our storytelling?
- Do we offer different ways to give and is this publicized?
- Are we being transparent with our finances and mission work?
- Are we providing and encouraging mission experiences?
- Is our website current and engaging? Can you donate from our website?
- Are we scared of changing, or are we eager to adapt?
- Are we telling the stories of success in our mission/vision?
- Are we saying thank you?





# TPF'S LEGACY BUILDER IS HERE FOR YOU!



## Have you seen our TPF Legacy Builder Website?

- It's smart, and it's free.
- We built it for everyone.
- Everything you need, all in one place.
- You can choose your own adventure.
- It's full of helpful tips and tricks.
- Every page connects us with you.



# Q&A and THANK YOU!



## We're here for YOU!

For questions or more information, please reach out to us.

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