



A Story to Tell

October 5, 2021 - 11:00 am, EDT

Presented by:

Laura Watson, Director of Stewardship Services

Today's Agenda:

1. Why stories?
2. Story-telling basics
3. Impact stories
4. Bringing finances to life
5. Next steps

“Jesus told the crowds all these things in parables; without a parable he told them nothing.”

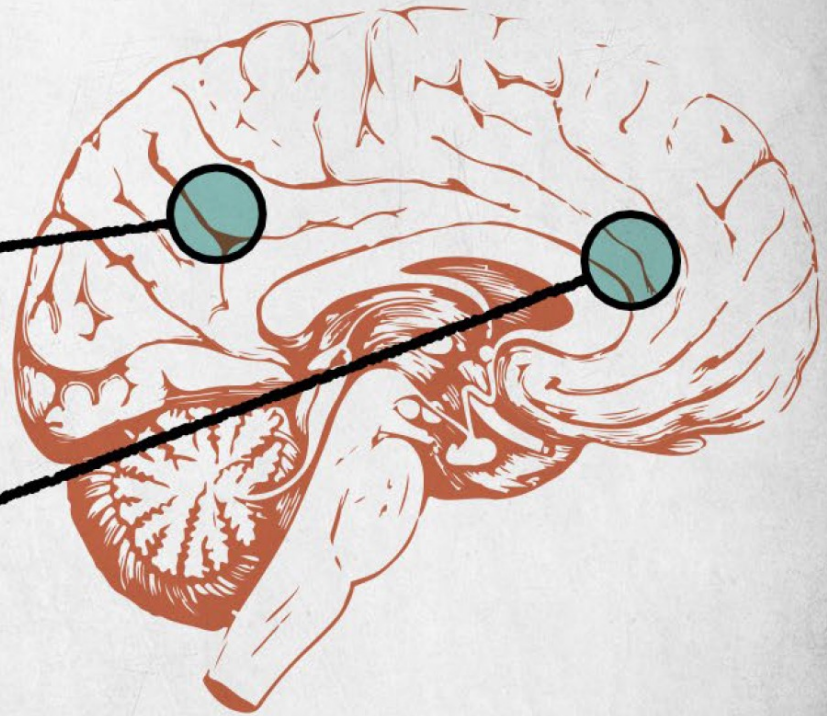
Matthew 13:34

WERNICKE'S AREA

LANGUAGE COMPREHENSION

BROCA'S AREA

LANGUAGE PROCESSING



VISUAL CORTEX

COLORS & SHAPES

WERNICKE'S AREA

LANGUAGE COMPREHENSION

OLFACTORY CORTEX

SCENTS

AUDITORY CORTEX

SOUNDS

BROCA'S AREA

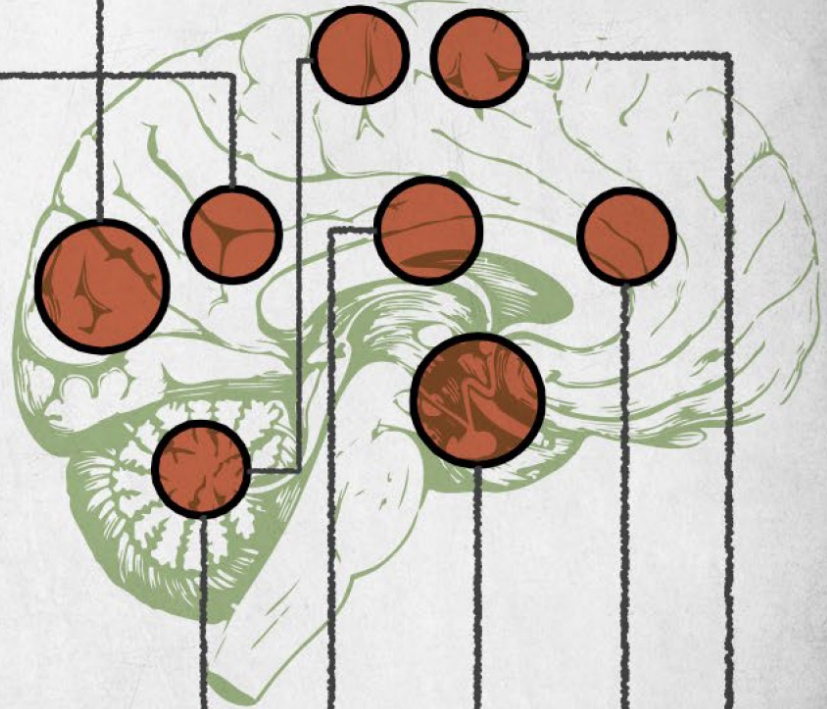
LANGUAGE PROCESSING

MOTOR CORTEX

MOVEMENT

SENSORY CORTEX & CEREBELLUM

LANGUAGE COMPREHENSION



“Humans are not ideally set up to understand logic; they are ideally set up to understand stories.”

Roger Schank

Story-telling basics:

1. Understand your audience
2. Understand motivations
3. Make stories tangible, shareable and frequent
4. Voice, body, space
5. Less can be more



Six Word Stories:



“For sale, baby shoes, never worn”

“I leave. Dog panics. Furniture shopping.”

“Home run. Catch. eBay auction. Rich!”

“Logged out. Pulled plug. Found life.”

“The stories we tell literally make the world. If you want to change the world, you need to change your story.”

Michael Margolis

Impact stories:



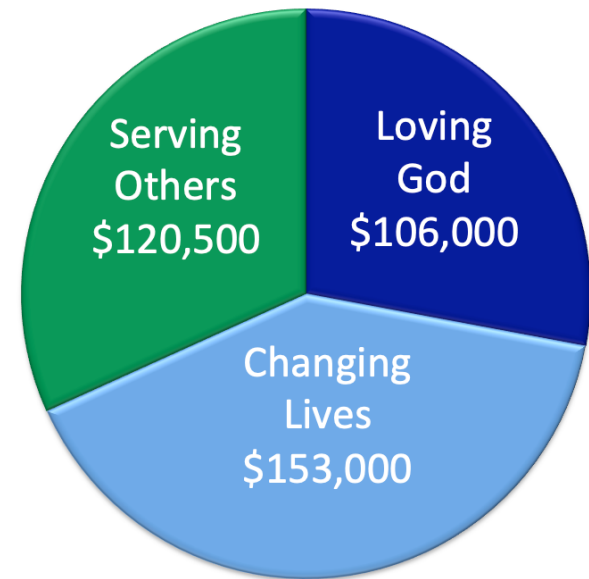
1. Investing in ministry, not paying the bills
2. Sharing a reason for the ask
3. Live, recorded, in writing, on social media, all of the above
4. Pictures
5. Prompts

Bringing Finances to Life:



1. Narrative budget or financial statements:
2. "This is what God is up to when..."
3. "Rich" Church mindset
4. Creative testimonials

2020 Mission and Ministry Funding



“There’s no need to make a big fuss” as leaving a portion of his estate to the church is “probably something everybody will do...they just didn’t send in their card yet.”

He went on to say:
“It’s not about me. It’s about this place and what it has done for me. It’s about worshiping in God’s Acre as the sun rises on Easter morning. It’s about making sure this church will be around for another 245 years. It’s about God’s hand in my hand my whole life. My goodness, how could I not give back?”

Next steps:

1. What stories does your church have to tell?
2. Who has gifts for story-telling?
3. Map out a plan.
4. Let MMFA help!

“What can we say about who, where, and what God is in our church? Is there anything about our experience of Christ that is beautiful enough to share? If not, why not?”

Debi Thomas