

## Encouraging Generosity through Storytelling

At Falls Church Presbyterian Church we recognize that everyone has a story. Stories are what connect us as human beings; at FCPC we have stories of faith, of family and friendships, of church history, and of how God has worked through his Church for this world. Storytelling is vital and we want to hear your story.

If you are reading this, you have probably been asked by someone on the Generosity Team or connected to the Annual Fall Stewardship Campaign to tell your story to our congregation. We are grateful for your consideration. Storytelling builds connectedness; both the teller of the story and the listener walk away with a different perspective. So we hope that by telling your story you not only encourage others in the church family to consider how it impacts them but also are blessed through the very process of storytelling.

Whether you are someone for whom telling a story is second nature or one who is excited, yet nervous, at the prospect, we have put together a guide below to assist you as you prepare to tell a story with impact, a story that tells our faith community what Christ is doing in and through you at FCPC. We hope the points below will be helpful, but also know that the Generosity Team is always available to answer questions or assist when needed.

1. More with Less – Effective stories are concise. This doesn't mean they aren't rich in detail, but try to keep the story on the shorter end to keep the listener engaged. Believe it or not, one to three minutes is better than four to five.
2. Ask without Asking – The most effective stories about stewardship leave the giving part out. The story plants the idea of stewardship, allowing the listener, on reflection, to make a decision about giving.
3. Focus the story on impact – By telling the listener how an experience impacted you they can see themselves in the story.
4. Avoid summarizing what ministries do – the great work that FCPC is doing will be highlighted through other aspects of church outreach. Your part is to zero in on something that has had meaning to you.
5. Have fun! - Stories can bring out memorable aspects of our ministries that may stick with the listener for years. That one story may be the thing that makes giving possible!

### Recording your storytelling video

- Record in a landscape, i.e., horizontal view.
- Be sure to have good lighting—you don't want light behind you.
- Have the camera around eye level; too low and we'll get a nice view up your nose!
- Speak loudly enough to be heard without the volume set at maximum. If you can hear the playback clearly around half volume, that's a good volume for the livestream.
- Upload the completed video to Google Drive, DropBox, or something similar by **noon of the Thursday before the Sunday you are scheduled**, and email the link to Diane Maloney ([dmaloney@fallschurchpresby.org](mailto:dmaloney@fallschurchpresby.org)).