

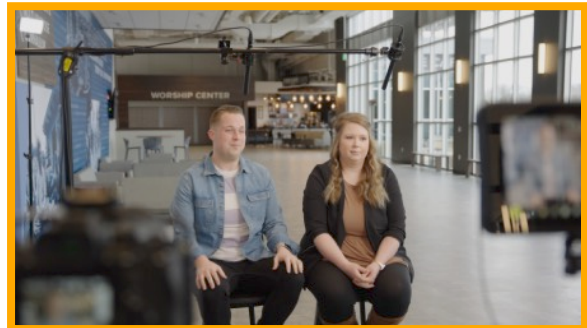


GATHERING STORIES

Our Approach

As we look to line up interviews for filming, here is direction on the kinds of stories we are looking for and some ideas on how to find them. Overall, people don't have to know a lot about the generosity initiative to be able to tell their story and have it apply to the initiative objectives. The goal is to find great stories that will inspire people and get them excited about the church, generosity and the vision that is ahead. Some specifics for creating a

schedule for filming, plan for about 40 minutes per interview for people who are sharing their story. If you are planning to just get a sound bite from someone, about 20 minutes should suffice. Also, have people wear a solid color shirt, no crazy designs or logos (this is not a Nike commercial :) and preferably not white.



Life-change stories — These are stories of people (individuals, couples, families) who have been impacted by God through the life of the church. Stories of people coming to the church, being baptized, marriages saved and people overcoming addictions. This can also include stories from ministries within the church where life change has happened.

Generosity stories — These are stories of people who have been generous or have experienced generosity done to them. This could be people talking about how God led them to be generous toward others in various ways...either with money, time, serving, etc. Or a story of how someone grew in their generosity as they took a step up the giving ladder, moving from occasional to tithing or from consistent to extravagant giving. On the flip side, this could be a couple who just had a baby and their small group provided meals for them. Or maybe a family who was out of work and the church helped them in a significant way.

Initiative-specific stories — These are stories that relate specifically to the objectives of the generosity initiative. Typically these will correspond to the 2-3 main communication handles that the initiative is funding. For example, if one of the areas is world outreach, you would want to hear from someone who had been on a short-term mission trip or who is involved in overseas mission partnerships of the church. Or maybe one aspect of the initiative deals with a new student space, so hearing

from a young person about how this ministry of the church helped them find their way back to God would fit well.

How do we find great stories?

There are many ways to find great stories in your church. A primary way to do this in generosity initiatives is through the 1:1s where Pastor is meeting with people and hearing their stories. Another way is to ask your small group leaders and ministry leaders for people in their circle of influence who have stories to tell. You can start with an email to all of them and then follow up with a phone call as well. You can also ask church staff for stories that they have encountered. You can also put something on social media, the front page of your website, or in the weekly bulletin encouraging people to share their story of why they love the church or about the impact it has made in their life.

Tips for how to ask people to share their story

- Be positive about the filming experience. Generally, people don't have a positive outlook when considering being filmed. Assure them that it's a relaxed environment where it will be a conversation together.
- Explain the reason for filming and the purpose of the final videos. This can help them see the bigger picture and the impact their story can have.
- If you've got some information about their story, maybe from a pastor or another leader, be sure to share with them that person's name and why they thought it would be great for them to share their story on video. That will help give a personal connection to why they are being asked to share. Also, knowing a bit ahead of time about their story will help you as a director during filming.

What to tell people before they arrive

- Share with them the schedule for filming and time allotted for their interview. Giving them this information ahead of time works best so they know what to expect.
- Tell them what to wear. It's best to avoid logos and crazy patterns. Solid color attire usually works best. No shorts if possible.