

# Generosity Storytelling

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**They triumphed over him by the blood  
of the lamb and by the word of their  
testimony.**

**12:11**

**Revelation**



# Types of Stories

- Resolved Stories (stories of the past) – Illustrating Triumph  
*[Sometimes on the topic of giving can come across bragadocious]*
- In Process Stories (stories of the now) – Illustrating Engagement
- Stories of Impact (giving TO)
- Stories of Givers (giving FROM)



# Finding Stories

- Events that cultivate stories
- 1:1 conversations
- People of substance who are asked great questions
- Stories lead to more stories



# Overcoming Objections

- Affirm humility
- Keep the focus on Jesus
- Scriptural precedent for sharing stories
- Cast vision of impact
- Alleviate concerns (i.e. will I have to share numbers, e





**The sharing of a story is discipleship  
cultivation for the person sharing it as  
much as it is for the people hearing it.**



# The Use of Stories – In Sermon

- Message foundation – to inspire prior to a sermon
- Message application – near the end of a sermon
- Message pivot – to transition from scriptural foundation to practical application
- The power of an outro – What are you wanting me to think, feel, or do as a result of this story?



# The Use of Stories – In Multiple Discipleship

- All Staff Meeting – accountability and inspiration
- Small Group Leader Training – vulnerability and growth
- Serving Team Huddles – peer encouragement and challenge
- Classes / Rooted / Topic-specific venues
- Diversity of story is key





# The Use of Stories – In Multiple Comms Outlets

- Weekly E-News – calls to action or encouragement
- Offering Moments – verbal encouragements plus invitation
- Social Media Posts – Instagram stories/reels and facebook vids
- Quarterly Update letters/emails




# The Interview Process – Tips Prior to Filming

- Do not give them the explicit questions beforehand; give them the general idea of what the interview is about but no specific questions lists or else they'll be too “rehearsed.”
- 40-45 min blocks of time if shooting in single location for all interviews; 2-3 hours if doing specific setup in home or personal location
- Consider inviting the staff or lay person with the closest relationship to the interviewee to be a part of the interview behind the camera
- Give them plenty of lead time and options; don't let a “I can't come that day” stand in the way of someone sharing a great story.

# The Interview Process – Interview Questions

Character build questions first:

- Introduce yourself; kids (if applicable); campus (if applicable), etc.
  - How did you first come to ABC Church?
  - What are you involved in here?
  - What was a spiritually-significant moment for you or your family at ABC Church?
  - [Other specific questions possibly around a ‘known’ story.]
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# The Interview Process – Interview Questions

Generosity questions second:

- Tell me why you choose to give to ABC Church.
- What are you learning lately about generosity, and how is God challenging you in this?
- Who or what has God put in your path recently to challenge you on the topic of generosity?
- What have been some of the difficult aspects of being generous, and how has God worked in your life to overcome them? (Or maybe you're still working some of this out...)

# The Interview Process – Interview Questions

Generosity questions con't:

- As you look into this next season in the life of our church, how do you anticipate this season stretching and challenging you in your generosity?
- Why do you consider ABC Church a good investment of your time and resources?
- What excites you about the future of ABC Church?





# The Interview Process - Interview Questions

inputs:

- The Apostle Paul tells us in 2 Corinthians 9:11 that we have been enriched in every way to be generous on every occasion. If you were God, would you give you more money?
- Genesis 4:2-5 tells us the story of Cain and Abel and how these two men gave very differently. Abel gave God his first and best, not knowing what his situation would be going forward; Cain, by contrast, waited until the harvest had been produced and gave God 'some.' Does your giving drive your spending and saving, or does your

# The Interview Process – Interview Questions

Generosity questions – related to specific spiritual inputs (con't)

- Genesis 22 – What is your Isaac?
- Luke 12 – Are you building bigger barns in your life?
- 1 Timothy 6 – Are you using money/wealth as a tool for God or a tool for you?
- Colossians 1 – Are all things by Him, to Him, through Him, and for Him, or are all things by your mortgage, through your mortgage, and for your mortgage? Or by your kids, to your kids, through your kids, and for your kids?

# Inputs

First

Eternal  
Perspective

Trust

Surrender

|

# Output

% \$

Output  
Oppression

Output Pride





# Gratitude

- Show appreciation privately and publicly for their vulnerability and bravery in sharing this story
- Personal gift related to the church or to your city
- Handwritten note
- Lunch/dinner
- Future conversations about their story and continued journey



**And now, brothers and sisters, we want you to know about the grace that God has given the Macedonian churches. In the midst of a very severe trial, their overflowing joy and their extreme poverty welled up in rich generosity. For I testify that they gave as much as they were able, and even beyond their ability. Entirely on their own, they urgently pleaded with us for the privilege of sharing in this service to the Lord's people.**

**2 Corinthians**

**8:1-4**



**And they exceeded our expectations: They gave themselves first of all to the Lord, and then by the will of God also to us.**

**But since you excel in everything – in faith, in speech, in knowledge, in complete earnestness and in the love we have kindled in you – see that you also excel in this grace of giving.**

**8:5,7**

**2 Corinthians**

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