



# SHAPING OUR STORY: Inspiring Generosity Through Individual Story Telling

Presented by: Stefanie Marsden



**Stefanie Marsden**  
**Relationship Manager**

# Agenda:

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1. What's the Big Deal?
2. Telling the Right Stories: The “Who” Matters
3. Whatever Do You Mean?: The Five Elements of Good Storytelling
4. How<sup>2</sup>: The Asking and the Telling





# 1. What's the Big Deal





## 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





## Why is storytelling so important?

- Stories resonate
- Message needs to be heard multiple times in many different voices
- Encourages participation



Here's my story...





## 2. Telling the Right Stories: The “Who” Matters



A large, diverse group of people, including men, women, and children of various ages and ethnicities, are smiling and holding a large, dark blue sign. The sign is positioned in the center of the image, and the text "Anyone can tell their story..." is written on it in white, bold, sans-serif font. The background is a solid light blue.

**Anyone can  
tell their  
story...**



Should Be Active in the  
Life of the Camp





# Mission-Minded Matters





Don't Forget Generosity  
Recipients





### 3. Whatever Do You Mean?: The Five Elements of Good Storytelling





# 1. SIMPLE

- Easy to understand
- Clear language
- Memorable



## 2. EMOTIONAL

- Humor
- Pain
- Joy



A man in a light blue shirt and dark pants is helping a young child learn to ride a bicycle on a paved path. The child is wearing a light green helmet and a light-colored long-sleeved shirt. The man is leaning forward, holding the child's back and the bicycle. The scene is set outdoors during sunset or sunrise, with a warm, golden light illuminating the path and the surrounding area. In the background, there are some buildings and trees. The overall mood is supportive and encouraging.

## 3. TRUTHFUL

- Believe what you are saying
- Be honest
- Stay true to your audience



# 4. REAL

- First-hand experience
- Actually witnessed
- Even if generational,  
use own words





# 5. VALID

- Good story
- Universal concept
- Spark interest





## 4. How<sup>2</sup>: The Asking and the Telling





ASK THE RIGHT  
QUESTIONS



- What does generosity mean to you?
- Why do you give?
- What mission/project/activity is most important to you? Why?
- Can you tell a story of a time or situation where someone was generous to you?
- How has the mission work changed you?





## HOW: Telling the Story

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- Written, spoken, video
  - Always plan and rehearse
  - Three minutes or less
  - Create content for your specific audience
- 

## WHEN AND WHERE: Telling the Story

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- |                      |                         |
|----------------------|-------------------------|
| • E-News             | • Year round            |
| • Small Groups       | • Interactive Media     |
| • Mission Groups     | • Camp Session kick off |
| • Newsletter         | • Panel Discussion      |
| • Minute for Mission | • Mission Fair          |



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# QUESTIONS AND DISCUSSION







Thank You!

**Stefanie Marsden**

*Relationship Manager*

Texas Presbyterian Foundation

[Stefanie.marsden@tpf.org](mailto:Stefanie.marsden@tpf.org)