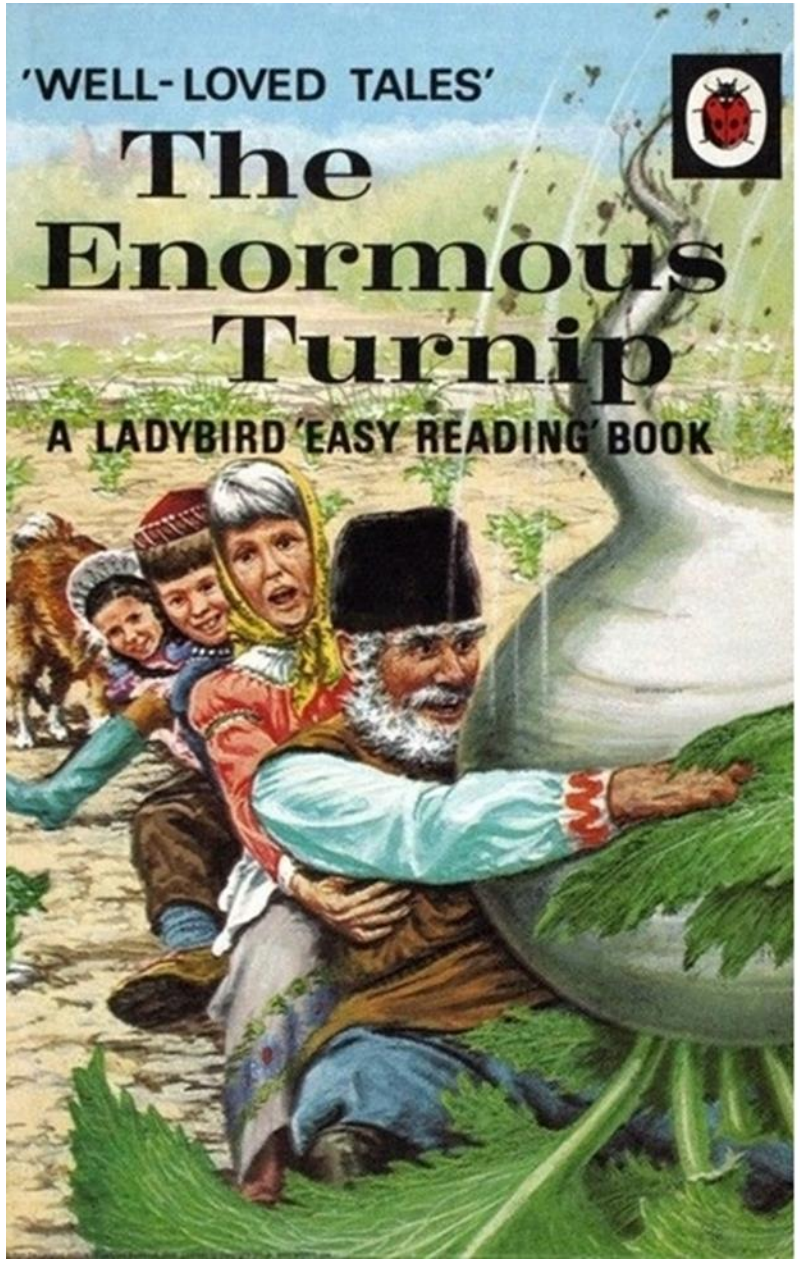
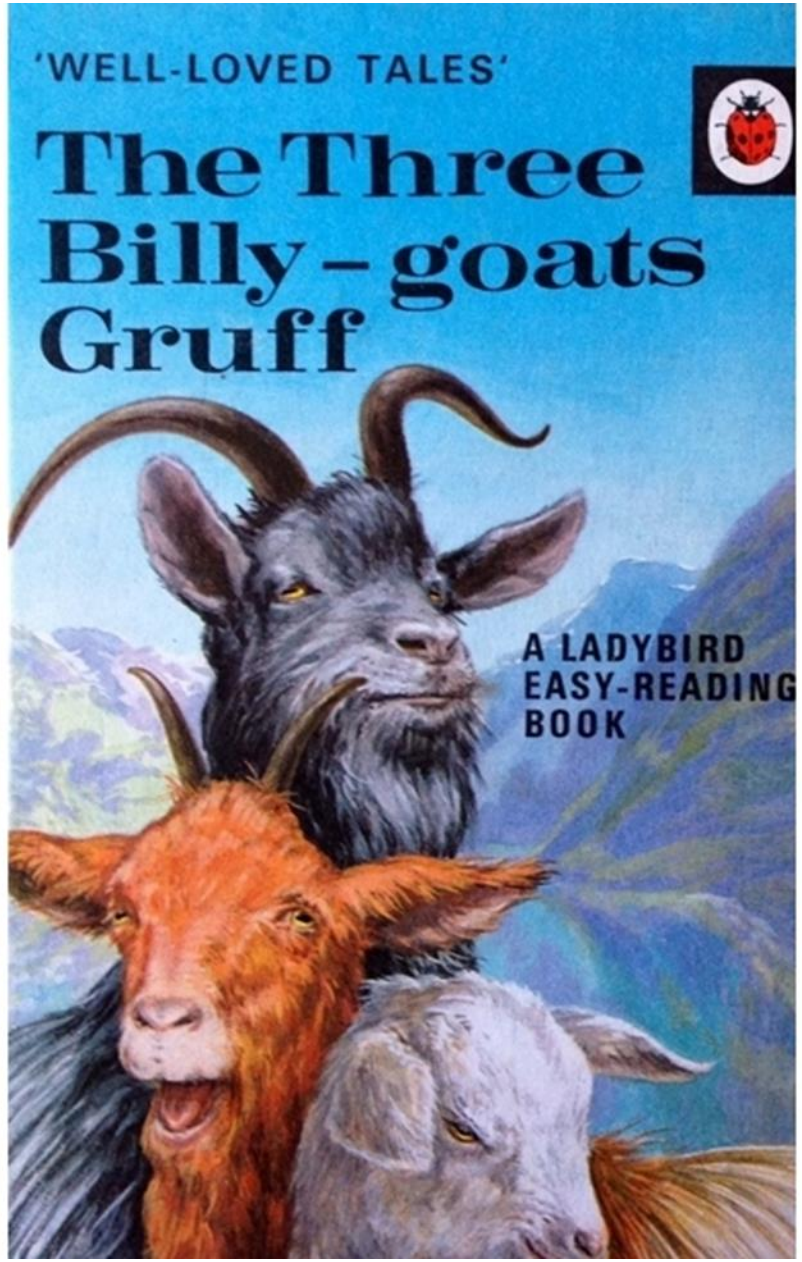
Every church has its own story to tell

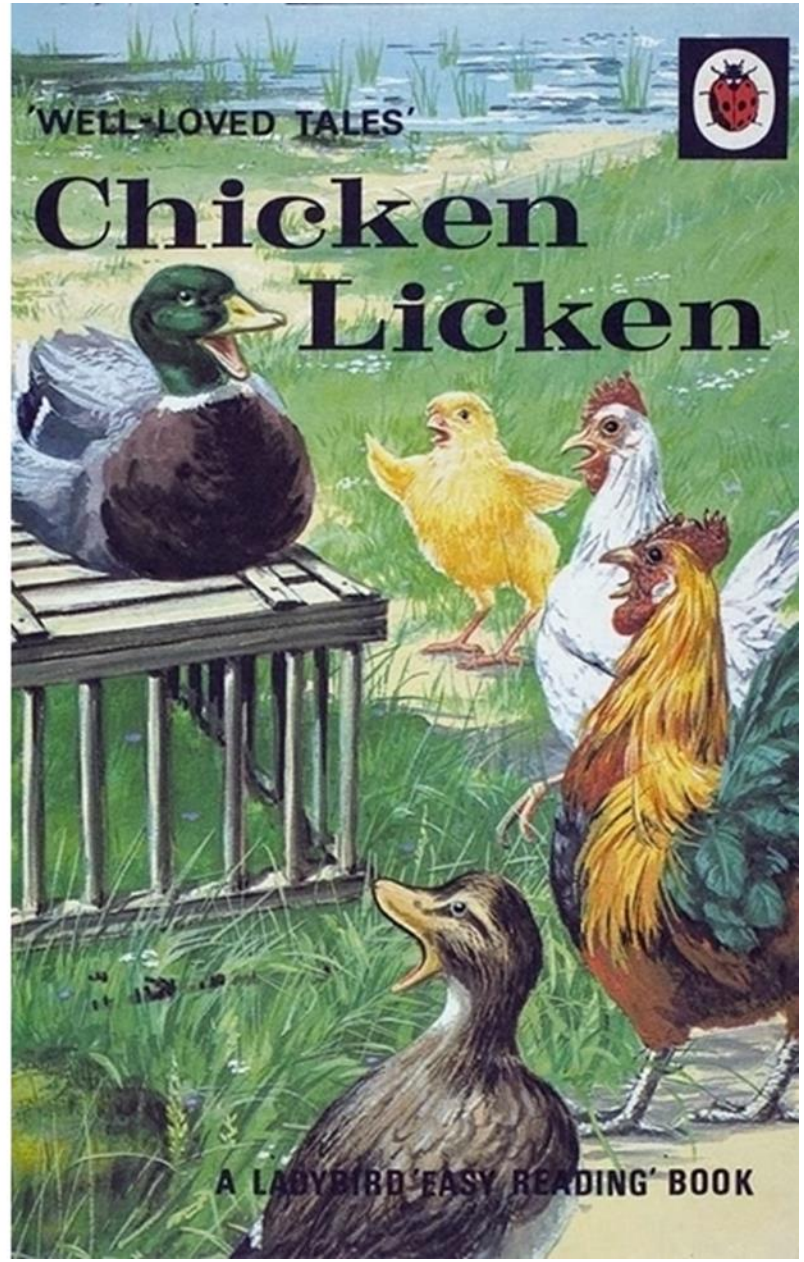
Wednesday 2 December 2020

Discover Churches
Herefordshire & Shropshire

Communications & Marketing 1


'WELL-LOVED TALES'
The Enormous Turnip
A LADYBIRD 'EASY READING' BOOK


'WELL-LOVED TALES'
The Three Billy-goats Gruff
A LADYBIRD EASY-READING BOOK


'WELL-LOVED TALES'
Chicken Licken
A LADYBIRD 'EASY READING' BOOK

What role do stories fulfil for us?

- They create **meaning**

  (Fables, fairy tales, novels, films…)

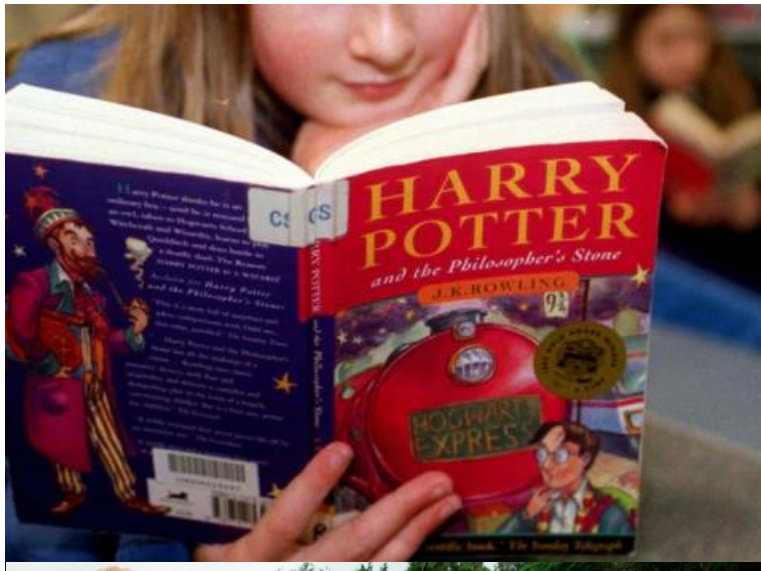
- They create **group identity**

  (this is ‘our story’, personal mythologies)

- They expand **individual identity**

  (our relationship helps define who we are)

Our relationship with stories help us learn and develop



How do we use stories?

- To pass on **knowledge**
- **Encourage people to think** in a certain way
- To **engage** with people –
  their **emotions and imaginations**
- To **connect and communicate**
  with people we meet

Stories have power

The power of storytelling: for good…

Telling stories is one of the most powerful means that leaders have to influence, teach, and inspire. What makes storytelling so effective for learning? For starters, storytelling forges connections among people, and between people and ideas.

Stories convey the culture, history, and values that unite people…

Harvard Business School

Stories have GREAT POWER

…or divide people

- Fake news
- Nostalgia narratives
- Radicalisation
- Deep stories implied meanings

Storytelling in the Trump era

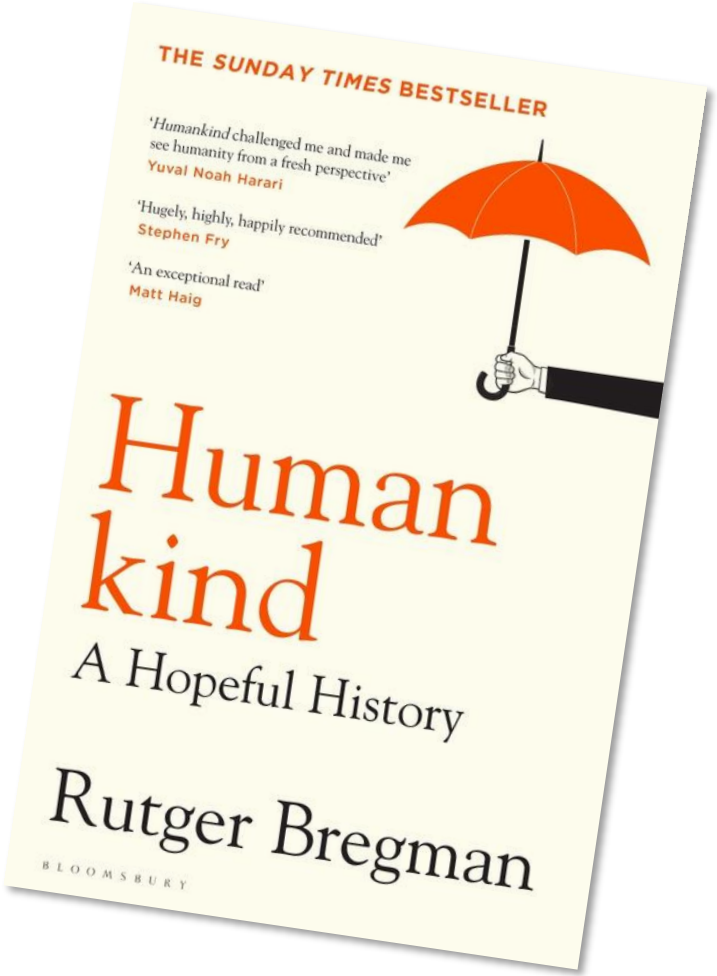
“We become the stories we tell ourselves…”

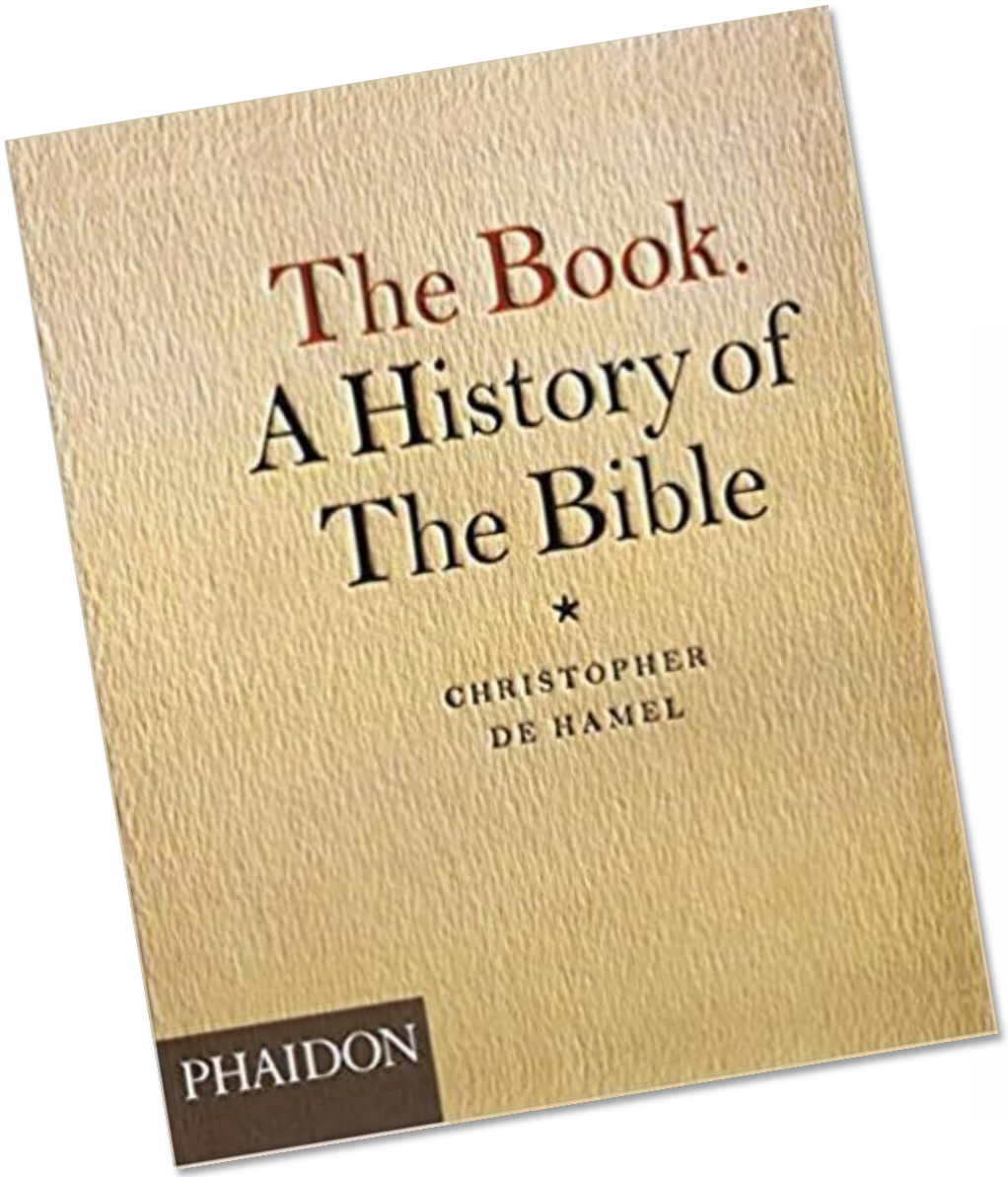
Now, more than ever we need to hear and tell

positive stories… to develop empathy…

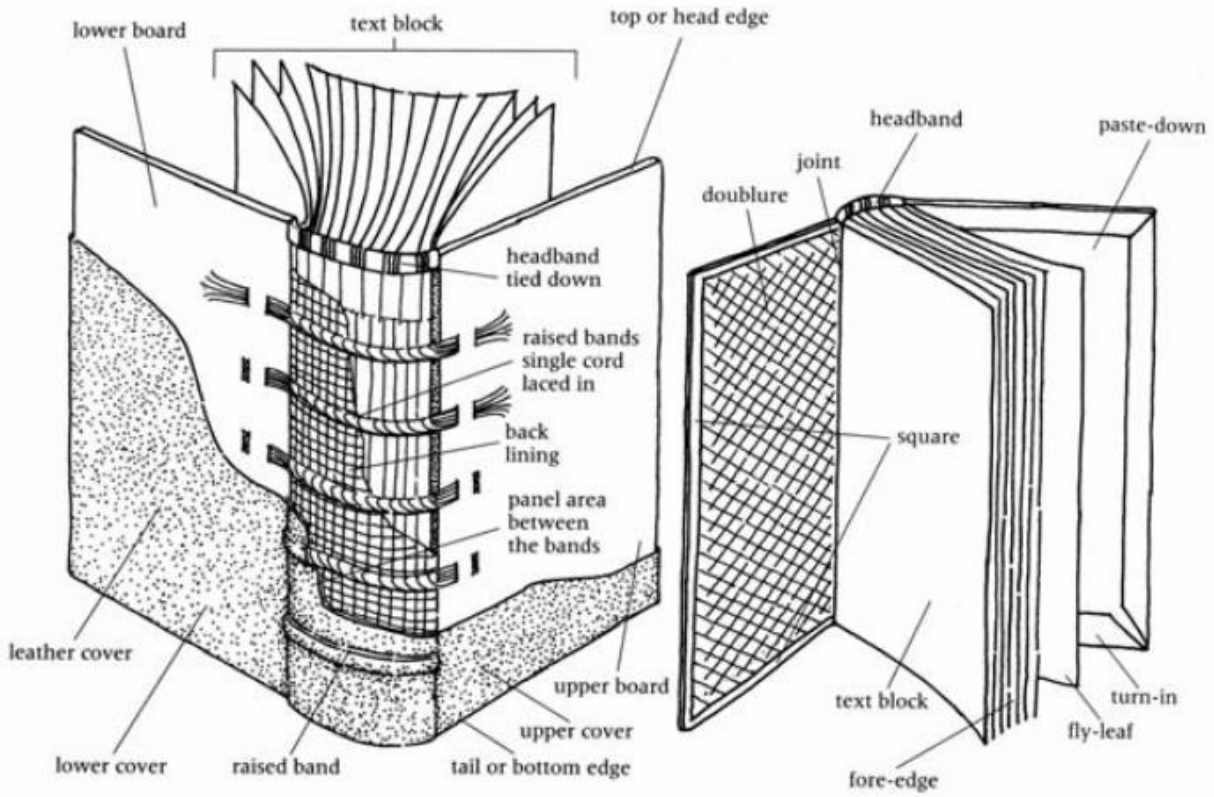
rehabilitate us from ‘bad news’…

for our mental health and wellbeing.



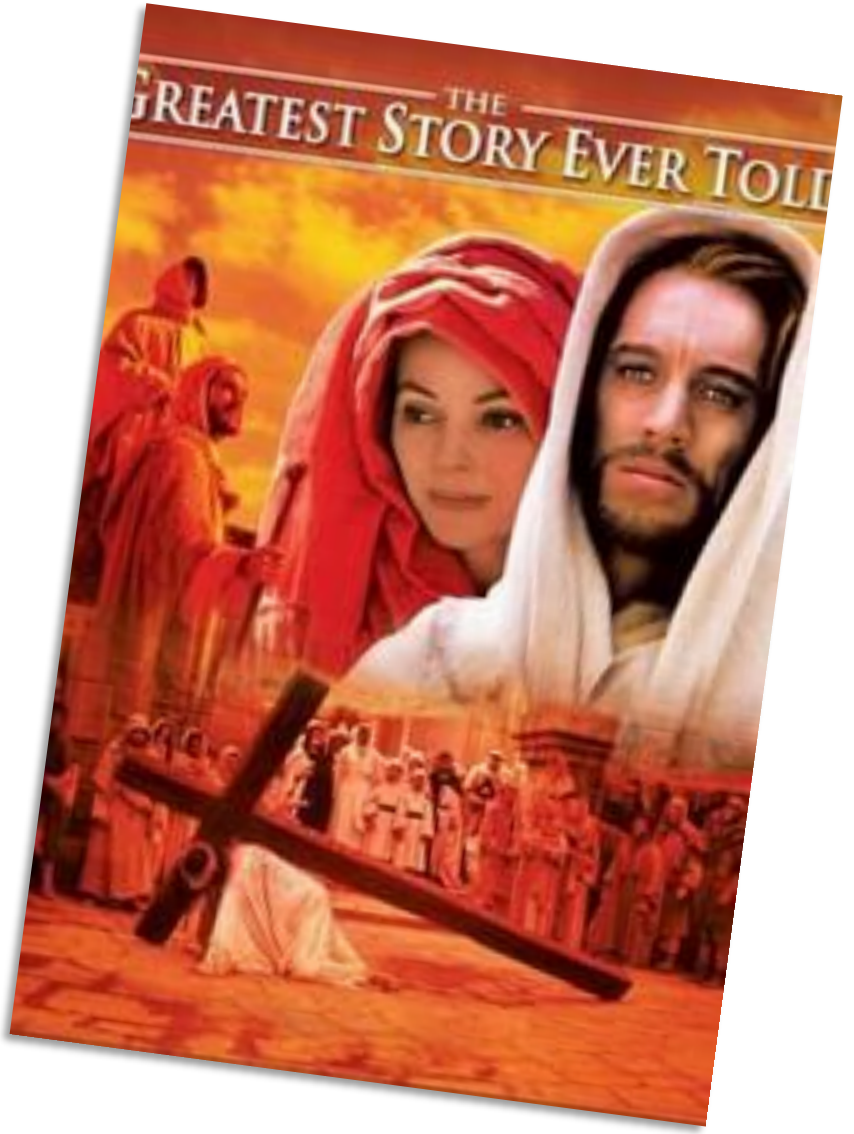


The bible is the most widely circulated book ever written.



It is an ancient need to be told stories, but the story needs a great storyteller.

Alan Rickman



“Despite some rousing scenes, maybe the most boring movie ever made ...”

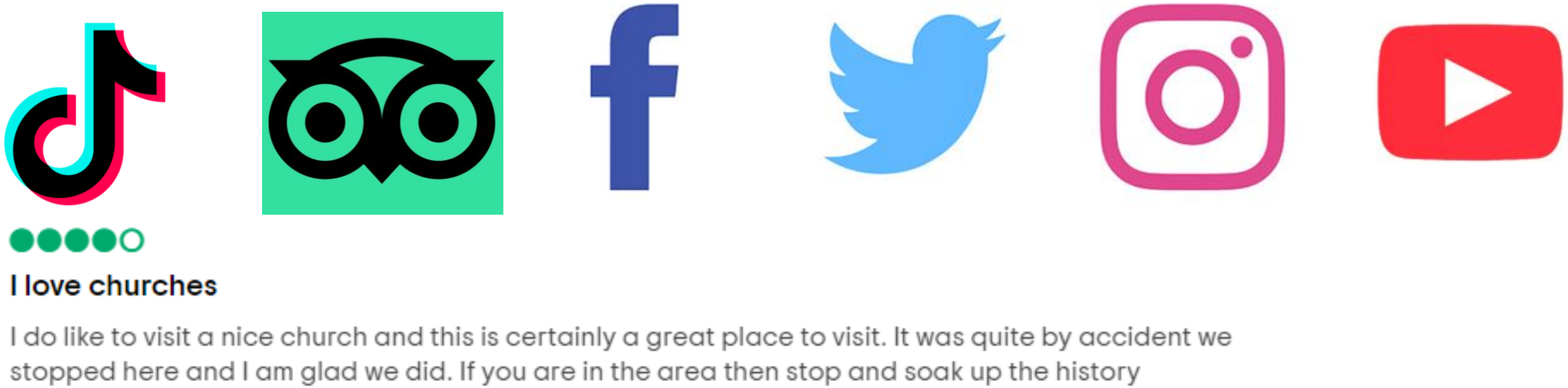
“While it's not quite as bad as the critics claimed upon its release, it's not particularly good either.”

“Interminable and intolerably reverential.”

You are not the only one telling your stories

Your stories are probably already being told by your visitors - to each other or through User Generated Content. In marketing terms, this can mean your brand is starting to be defined by them.

Their experiences with you are the backbone of the stories they will tell and share.

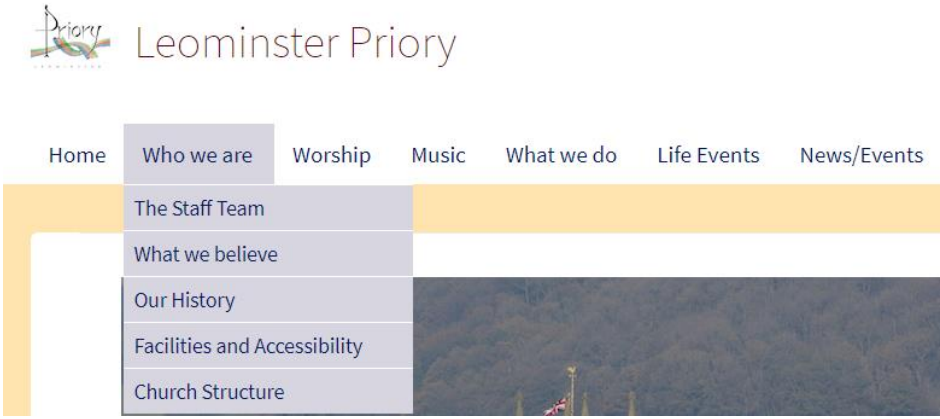


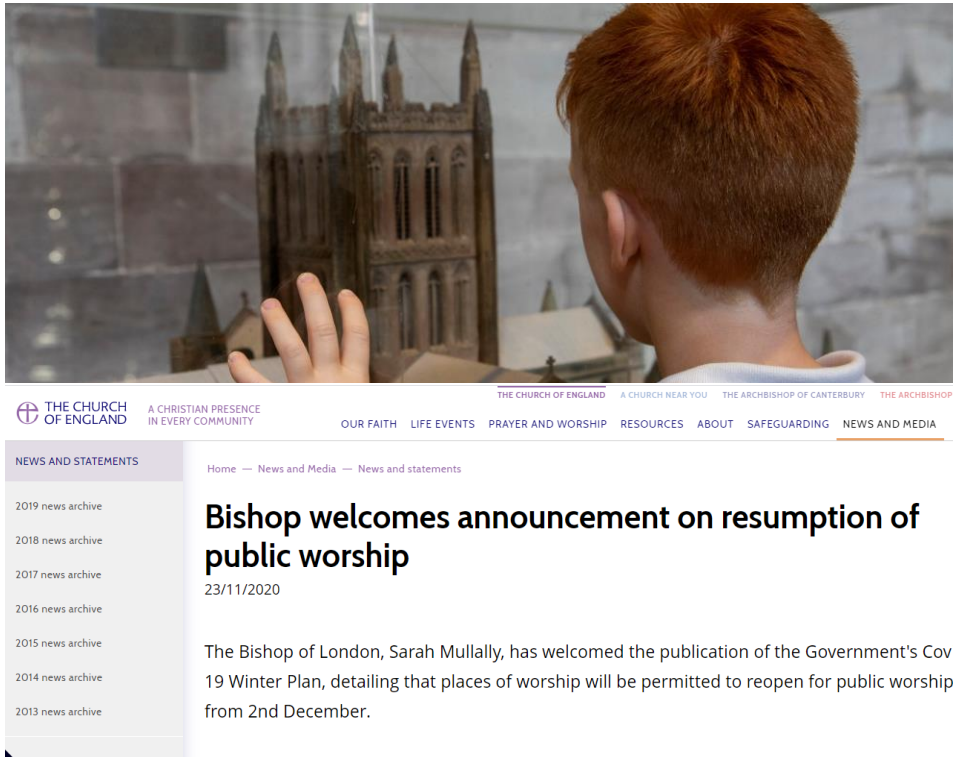
I love churches

I do like to visit a nice church and this is certainly a great place to visit. It was quite by accident we stopped here and I am glad we did. If you are in the area then stop and soak up the history

Where could we use stories

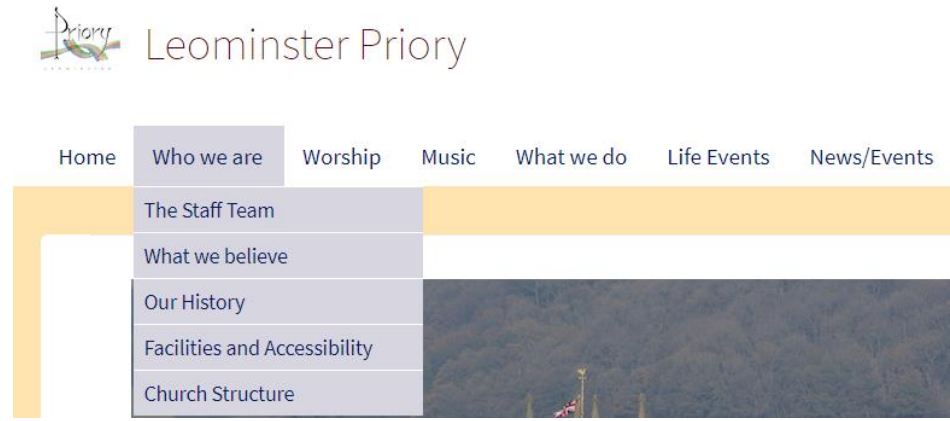
- Website
- Social Media
- Liturgy
- Marketing and communications
- Education and interpretation
- Tourism / Ministry of welcome

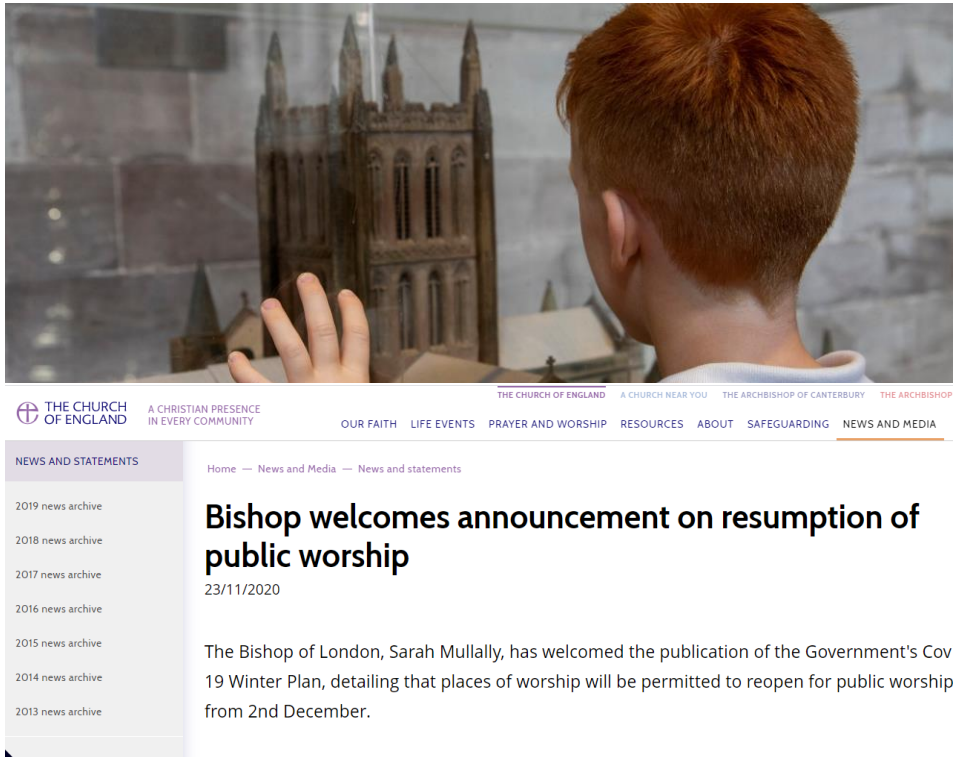




Menti activity

What do you consider to be the most important elements when telling a story?





‘I keep six honest serving men,

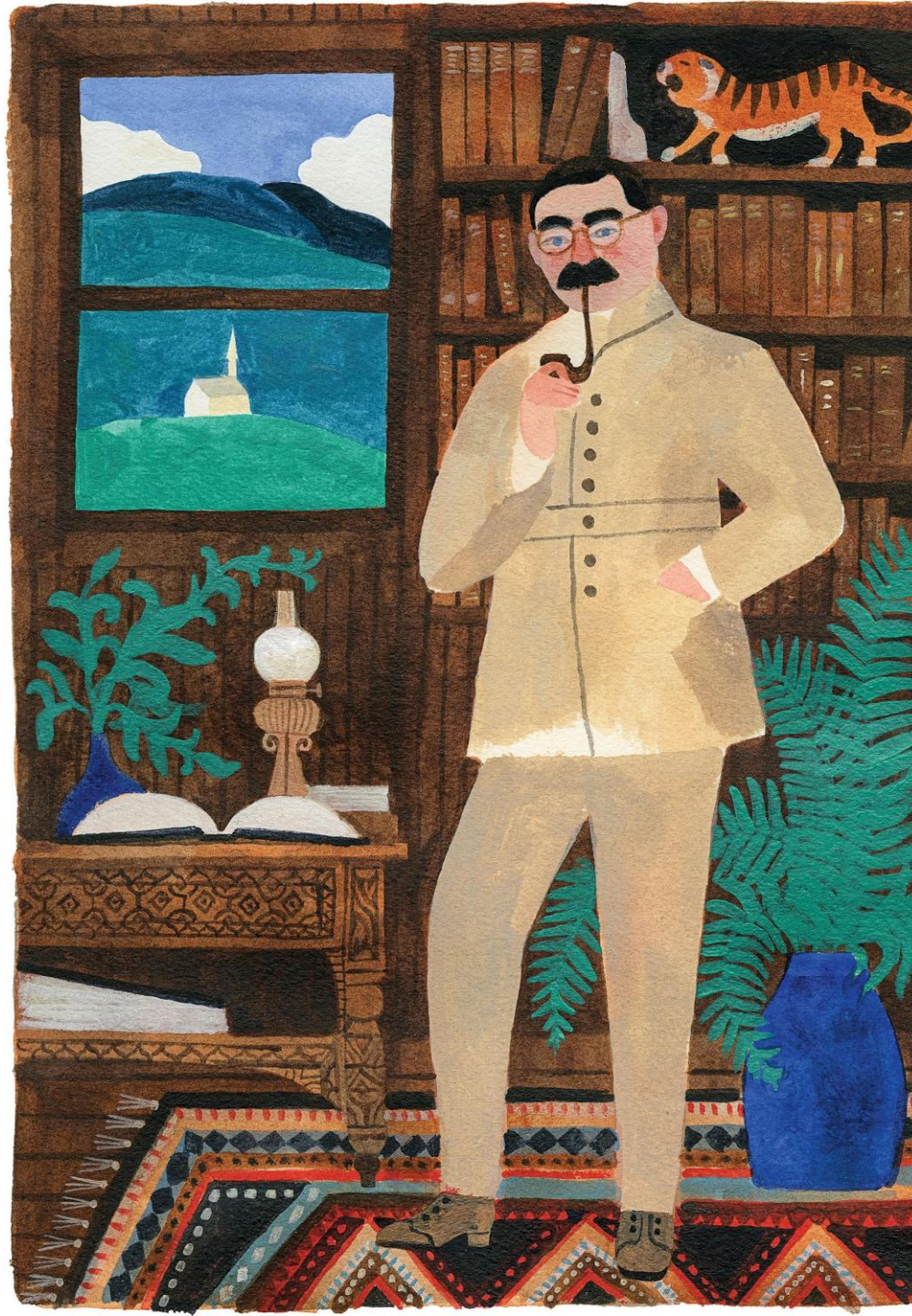
(they taught me all I knew);

Their names are What and Why and When

And How and Where and Who.’

Rudyard Kipling

The Elephant’s Child



A model for storytelling in Marketing and Communications

5 W's of a good Press Release

- **Who** - Who is making the announcement?
- **What -** What is being announced?
- **Where** - Where is this thing happening?
- **When** – When will / did it happen?
- **Why -** Why is this happening? What is the context / reason for the announcement? Why should the reader care?

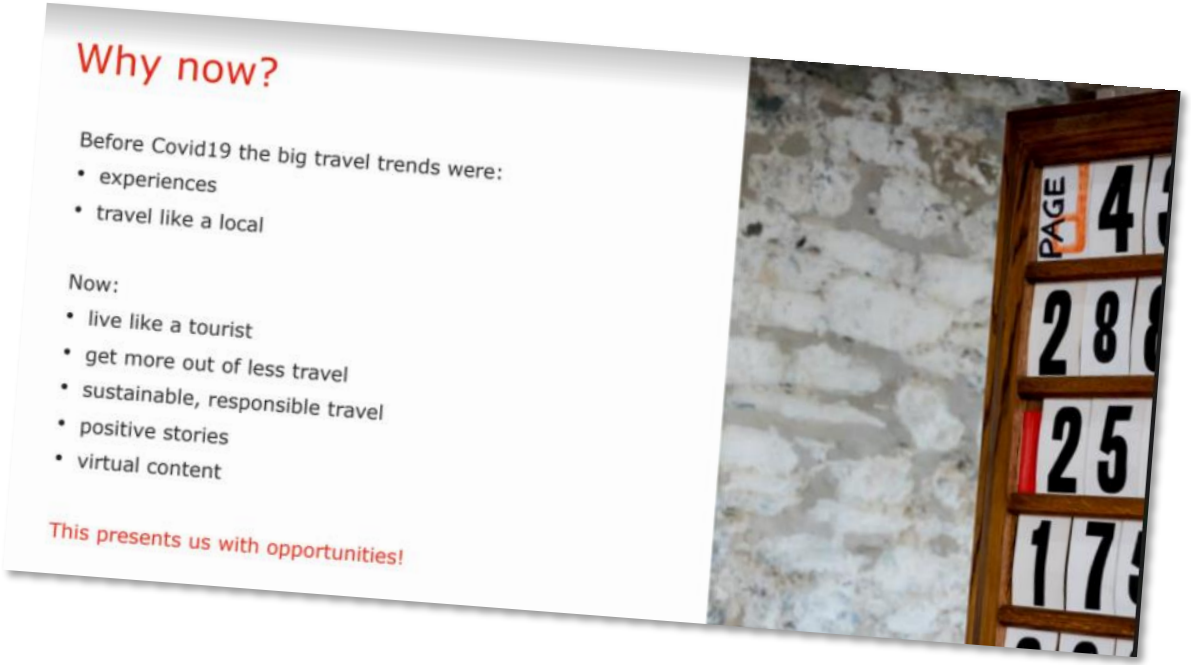
The story behind the story

Before Covid19 the big travel trends were:

- experiences
- travel like a local

Now:

- live like a tourist
- get more out of less travel
- sustainable, responsible travel
- positive stories
- virtual content



The story behind the story

Being a good storyteller: The story behind the story *(to recap)*

- **Think about telling our stories in the most creative way possible**
- **Create stories that are inclusive, engaging and strategic**
- **Content is everywhere**

  Generated by us

  User generated

- **Take ownership**

Telling creative, energetic, engaging stories

- **Immerse your audience** in the story / **engage** your audience:

  Tell your story as if you are telling it to a friend

- Tell a **personal story** / make people care

  Tune into a sense memory, chose the strongest of the five senses for your story. One primary sense dominates every memory we have

- **Set the scene**

- Bring **character**s to life.

- Create **suspense** and use **juxtaposition** to build up to **STAR** moment

- End with a positive takeaway

Being a great storyteller *(Storytelling tools)*

Elements of Every Complete Narrative

(Aristotle had 7)

Setting	(The time / location in which your story takes place)
Characters	(Each with a different role or purpose)
Plot	(The sequence of events that connect the audience to the protagonist and their ultimate goal)
Narrative Arc	(How the story is told)
Theme	(The bigger context, the story behind the story)

Setting

The time and location in which your story takes place. Settings can be very specific or more broad and descriptive. A well-established setting creates an intended mood and is the backdrop and environment for your story.

Juxtaposition…

or conflict / drama. Conflict drives the story. It creates tension and builds suspense, making a story interesting. Without some drama i) an audience will not care, ii) there also won't be any compelling story to tell.

Characters

A story usually includes a number of characters, each with a different role or purpose.

Protagonist: The protagonist is the main character of a story. He or she has a clear goal to accomplish or a conflict to overcome. They must command an emotional involvement from the audience.

Antagonist: Antagonists oppose protagonists, standing between them and their ultimate goals. The antagonist can be presented in the form of any person, place, thing, or situation that represents a tremendous obstacle to the protagonist.

Plot

The plot is the sequence of events that connect the audience to the protagonist and their ultimate goal.

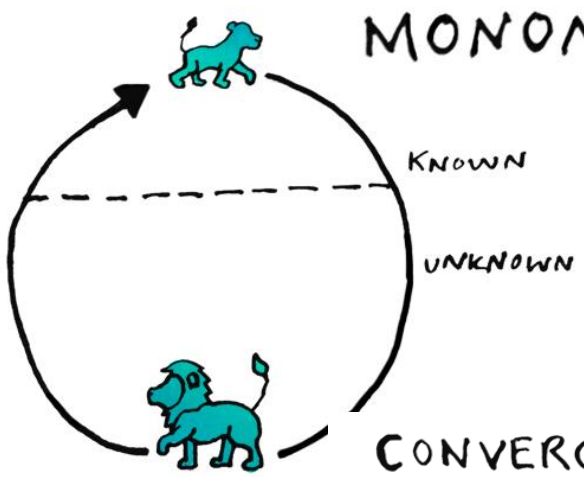
Theme

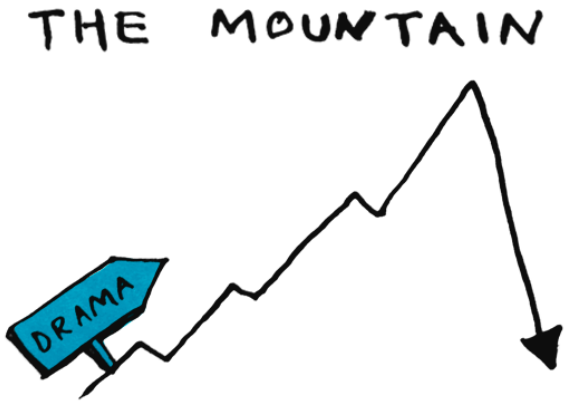
The theme is what the story is **really about**. It's the main idea or underlying meaning. Which of the **senses** will help with making this connection

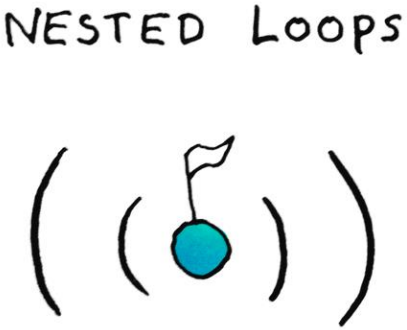
Narrative Arc

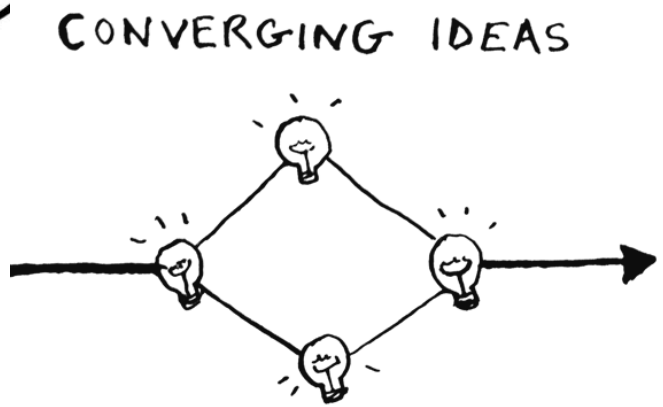
A strong story has a narrative arc with four required elements.

Setup / Rising Tension / Climax / Resolution









Images

https://youtu.be/dFVQywLgJ9A

Storytelling activity

1) A humble and relatively inaccessible 12th century church is currently in a poor state of repair, do you think it would be worth a visit…?

2) During a recent spell of dreadful weather, a tree has fallen in the village. A local craftsperson is using the wood to make something for the church…

3) Our churchyard has a large number of very old apple trees. Each autumn, members of the community make baked goods using the fruit.

4) On Easter day in 1786, the central tower of this riverside church collapsed, though you wouldn't have any idea looking at it today…

Every church has its own story to tell

ACTIVITY

The story facts	**Setting** *Time / location (juxtaposition)*	**Main Characters**	**Plot**	**Narrative arc**	**Image** *Image(s)/ composition*	**A creative title**
THEME: The story behind the story						
Which sense is invoked and how						

Using interpretation to showcase the story of your church

Monday 7 December 2020

Discover Churches
Herefordshire & Shropshire

Communications & Marketing 2

Interpretation

- Who are our stories intended for?
- What is the purpose of telling the story?
- What do I want viewers to do as a result of hearing the story?

- What media would be most suitable to tell my story?
- Where can I share my story?
- How can I measure the impact of my story?