



Once upon a time...

THE art of story

These familiar words tell us we are about to hear a story.

Stories can make us think, make us laugh, make us remember. The best stories grab our attention, captivate us, make us want to hear what happens next. Compelling imagery can stir our emotions and spark our imaginations. Stories can inspire us to action, even change the world.

There's an art to storytelling and we've got a palette of tools and resources that can help you craft your narrative and build your storytelling skills.

Your congregation has written a story since your church was founded. It's a story of faith, ministry, mission and love.

Jesus was a storyteller. He used stories to explain and to bring his teachings to life. Every church has a story.

It's time to share your story.



umcom.org/story

Be a great storyteller.

Every church acts as the spiritual center of its community, hosting many of life's most epic moments. United Methodist Communications offers resources to help you craft your congregation's best story.

Reach your audience with communication grants help.

- ➔ For qualifying churches, our **WEBSITE DEVELOPMENT GRANT** gives your online presence extra power. That's because we provide our training course, *Your Church Website*, as well as web hosting, domain registration, tech support and pre-designed templates.
- ➔ If your church is less than five years old, our **NEW CHURCH START GRANT** can give your visibility a major boost by financially supporting customized promotional items to market your new faith community.
- ➔ Our **EFFECTIVE CHURCH MARKETING GRANT** will guide you to develop a full marketing strategy and you'll receive a detailed demographic study of your community.

Transform your website into an online storybook.

- ➔ When your website is vibrant and welcoming, it invites attention. We offer an affordable web hosting service with WordPress themes, video tutorials and plug-ins specifically for United Methodist churches. Prices start as low as \$5 per month. For more info, visit UMCchurches.org.
- ➔ Update your church profile for our Find-A-Church online directory at UMCom.org/updatefac. It's a quick, no-cost way for visitors to learn about your church and its ministries.

Even the greatest storytellers needed training.

- ➔ Our online training can give you the expertise to tell your church's story in new and creative ways. Call 1-888-346-3862 or visit UMCtraining.org to learn about our full line of courses.
- ➔ Your church's World Service contributions cover the cost of these two online courses:
 - *What It Means to Be United Methodist*
 - *Connectional Giving*

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