



TELLING YOUR STORY

COMMUNICATING WITHIN YOUR COMMUNITY

- Tim Anderson

How do you tell your church's story both within your building and to the community around you? Who do you want to hear your story and why does it matter?

Join this Ministry Lab to explore ideas for enhancing your presence in your local community. We will examine story telling methods that you can use to highlight your ministry. We will hear case studies from congregations of all sizes across the synod to discover what might be effective for your context.

Participants will be given the opportunity to explore the ideas shared and put them into practice. At the conclusion of the lab you will have your own communication plan in place.

**Thursdays: August 22, September 26,
& October 24 7:00 - 8:30 p.m.**

Online via Zoom

Registration: \$75



Tim Anderson has served as the Synod's Director of Communication for six years. His role includes the synod's digital presence, from website, and social media to regular newsletters. He also handles print design for reports and mailings and enjoys providing basic graphic design and branding, including the synod logo and the Ministry Lab design.

August 22: Telling a story

Why we tell stories and who we tell them to.

How to tell engaging stories w/ [Karen Kretschmann, ELCA Coordinator for Storytelling Engagement](#)

What stories need to be told

September 26: Platforms and tools

Websites, social media, blogs, or print, what should we use

Resources and tools for designing, editing, and publishing

Congregational Case Study

October 24: Best practices and schedules

The When, Where, Who and How of communicating

Communication planning including crisis communication

Congregational Case Study

Information and registration: www.css-elca.org/lab



Central States Synod