

# Welcome!

## Q and A

To ask the presenter a question, you will type that in the Q and A box.

## CHAT

If you'd like to interact with chat, click the chat box and select **"everyone"** from the dropdown menu.

## RECORDING

You will receive a recording of this webinar including a scrollable chat box.

## TOO MUCH?

If the chat and/or Q and A interactions are too distracting, please feel free to close them now or at any time during the webinar.

# Increase Giving through “Story Listening”

Susan Howlett

Consultant and Author of

*Boards on Fire!*

*Inspiring Leaders to Raise Money Joyfully*



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# Practical Resources for Churches



PRC is a non-profit ecumenical resource center offering consultants, workshops, webinars, and resources to congregations and individuals.

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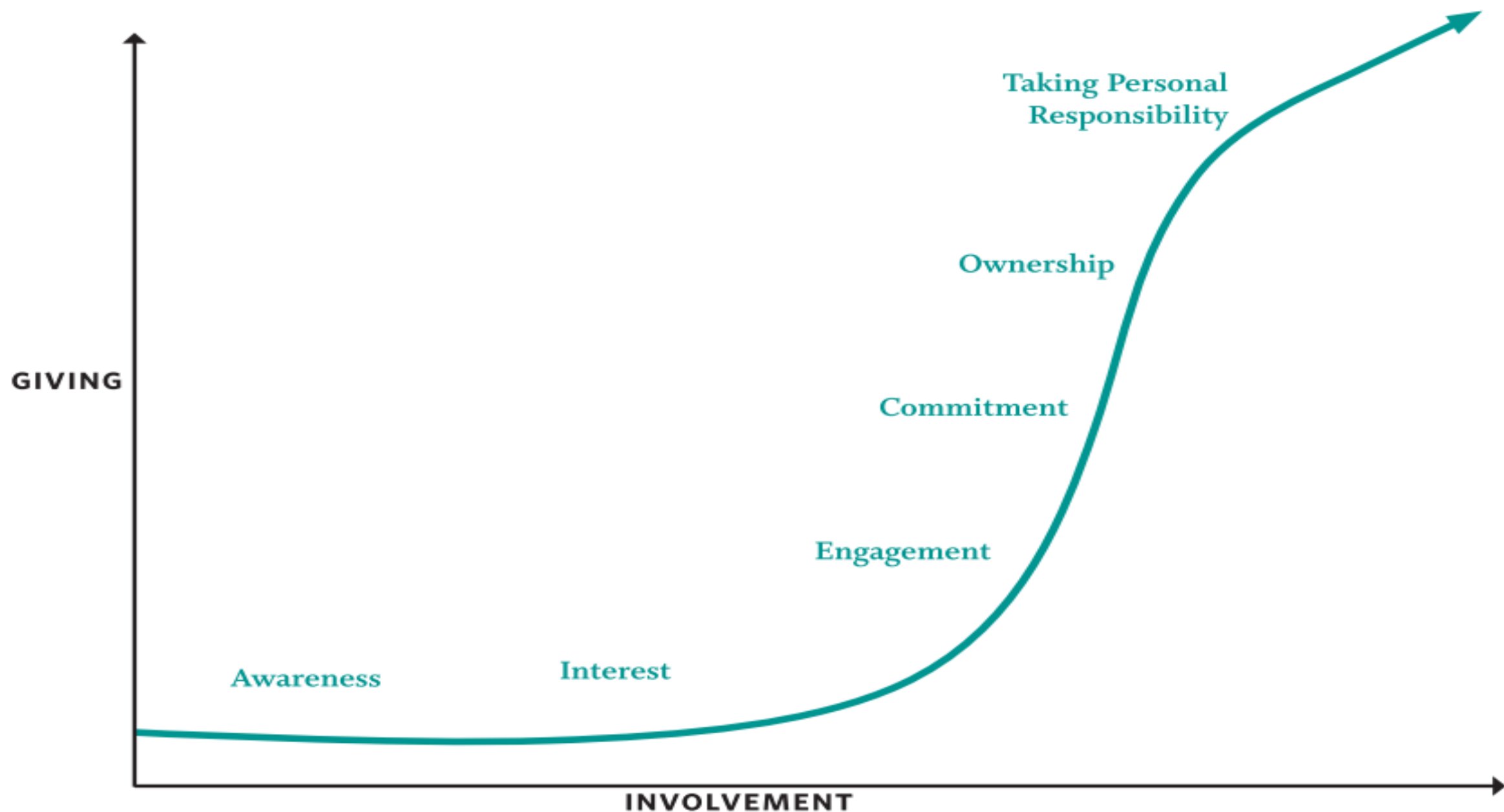
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Why Do We Struggle with  
Asking for Support?

Think of the Most  
Joyful or Meaningful Gift  
You've Made Recently

## *The Tarnside Curve of Involvement*



Three Things People Are Longing For

- But Not Getting -

From the Organizations They Support

1) To feel seen, heard, known and valued

2) To know their gifts make a difference

3) To feel a sense of belonging  
to something bigger  
than themselves

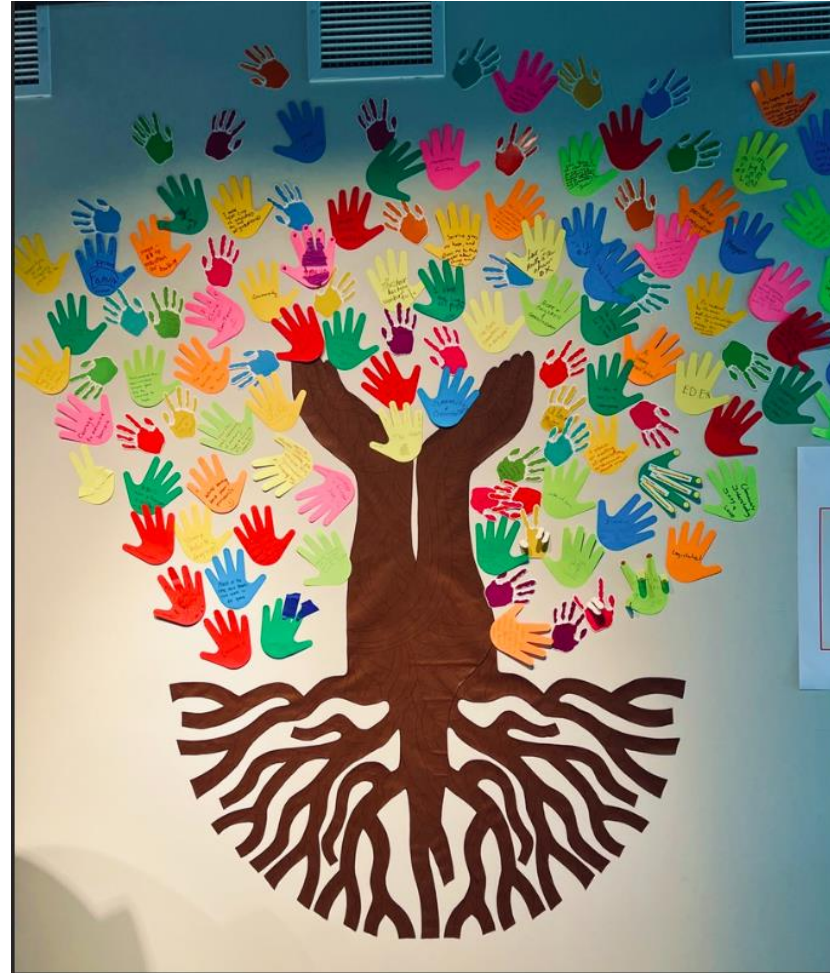
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about this content so far?

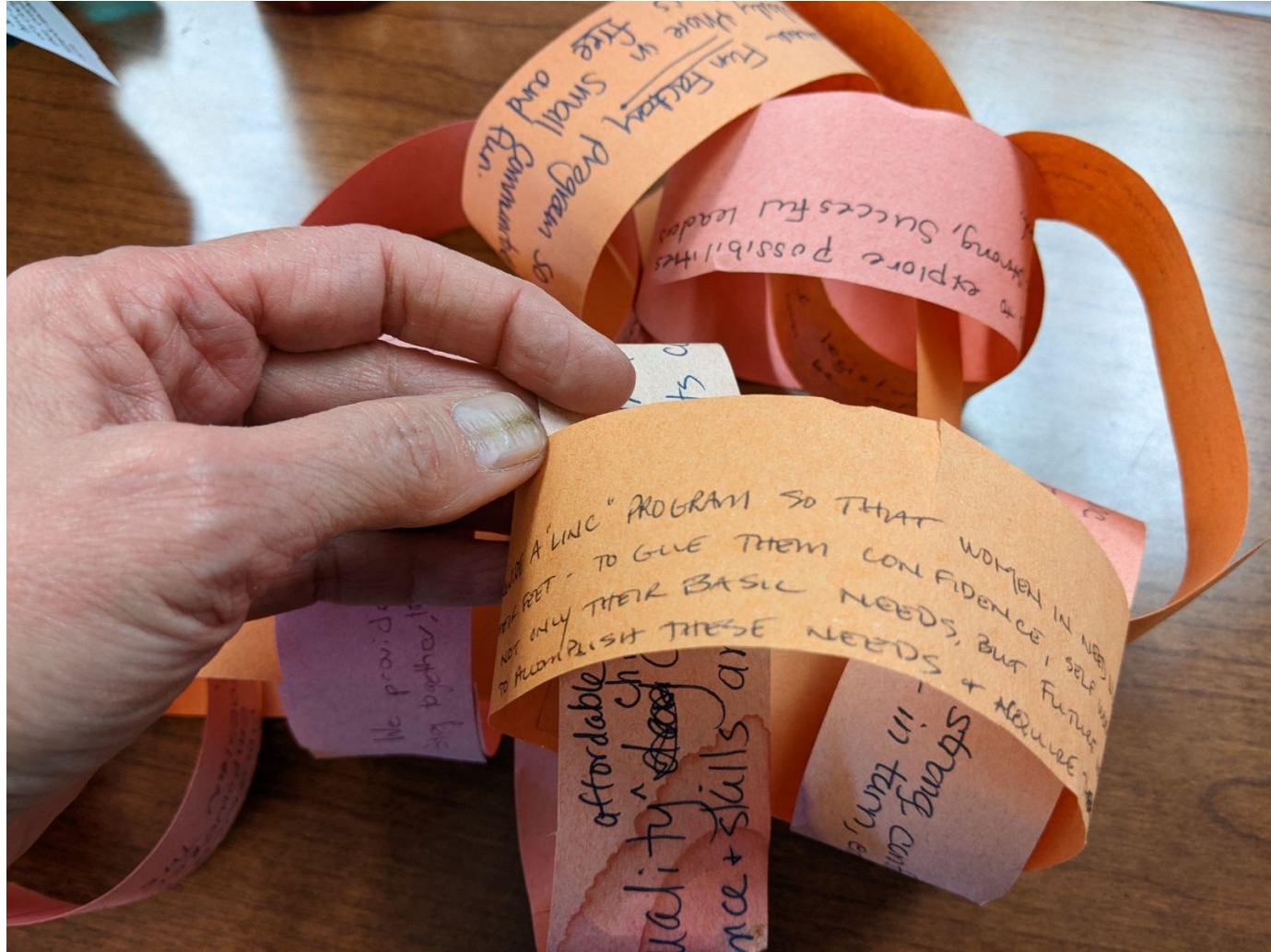
4 ways to elicit stories from people

# Ways to elicit stories from people

- 1) Invite them to create something visual that can be displayed/witnessed



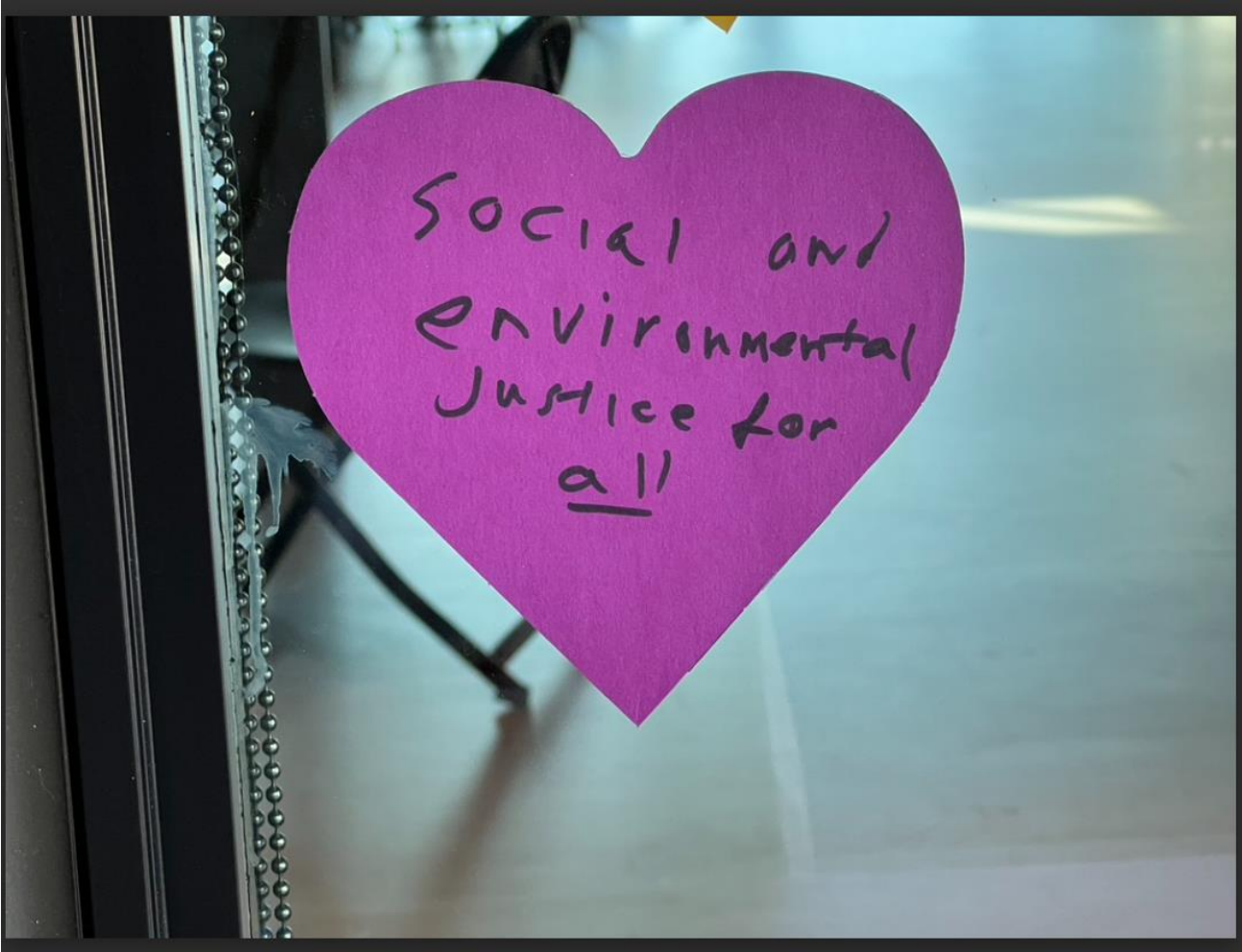




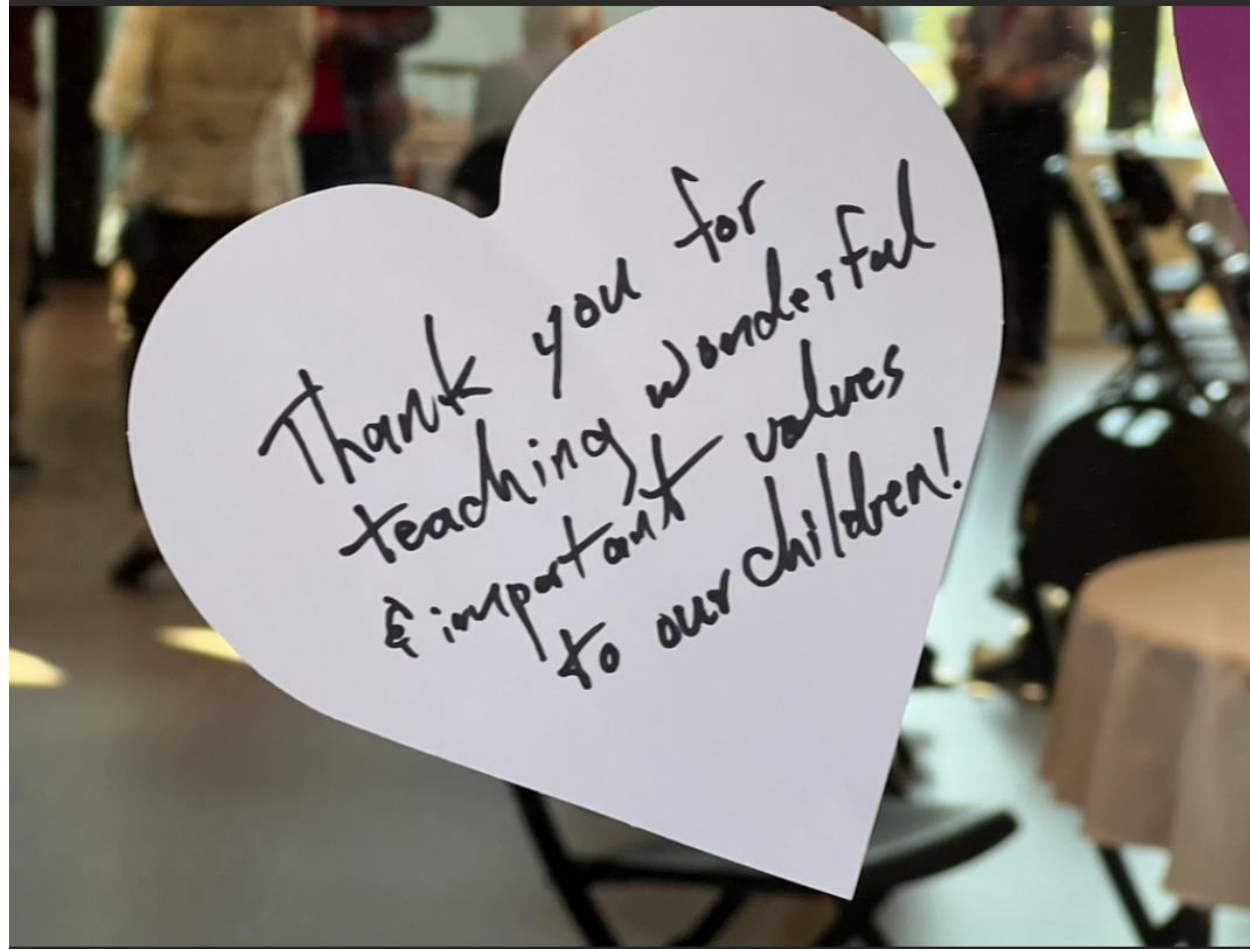




VUC has  
given us a  
welcoming  
home

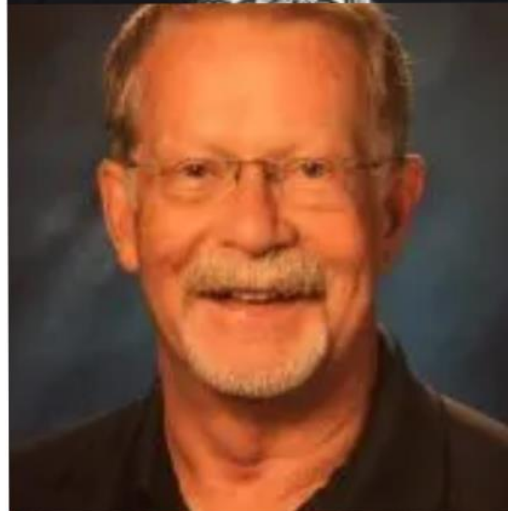


SOCIAL and  
ENVIRONMENTAL  
Justice for  
all



# Ways to elicit stories from people

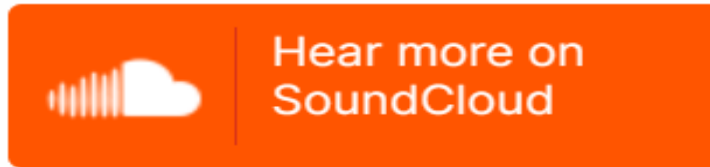
2) Create storytelling occasions



## This is Megan Erickson's UUC Story:



Explore more music & audio like  
**UUC Stories - Megan Erickson**  
on SoundCloud.



<https://www.uuchurch.org/uuc-stories>





**After Church**  
*with* **Melanie Ransom**



What are you already doing to elicit stories?

How do you think story-listening  
could happen organically in your church?

# Ways to elicit stories from people

## 3) Host Listening Circles







# Ways to elicit stories from people

4) Invite testimonials

# **What we say during our offering**

This church is a community of ourselves.

Its energy and resources are our energy and resources.

Its wealth is what we share.

When we contribute to the life of this community,  
we affirm our lives within it.

Mary Allen Walden



# Recap

- Many people struggle with asking for money
- We give joyfully when we feel a sense of belonging
- Tarnside Curve of Involvement – invite people up the curve
- People want to feel seen, heard, known, and valued
- 4 ways to elicit their stories of transformation through church

# How Does This Apply to Me?

Which idea feels like it might work in your world?

What issues do you foresee if you tried any of these suggestions on your own?

Who would you need to enlist as an ally or advocate?

And what will it take to convince them?

Reach out anytime

**Susan Howlett**

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