



Maximizing Mission Impact Through Generational Dialogue

Bridging generational perspectives by sharing understanding, innovation, and continuity with a goal to ensure everyone contributes to a unified mission



Bridging the Gap for You Today



Stefanie Marsden

Gen X

Relationship Manager

Texas Presbyterian Foundation

Agenda:

- 1. Spark Emotion Through Storytelling:** The Importance of Impactful Communication
- 2. Knowledge is Key:** Generational Influence and Adaptation
- 3. Moving Forward:** Telling the Right Story in the Right Way



1. What does mission mean to you?

2. How do you talk about mission to different generations



1. Spark Emotion Through Storytelling





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 in our congregations and beyond
- Message needs to be heard multiple times in many different voices
- Encourages participation and involvement



EXERCISE:

Your Legacy Map

Then

Now

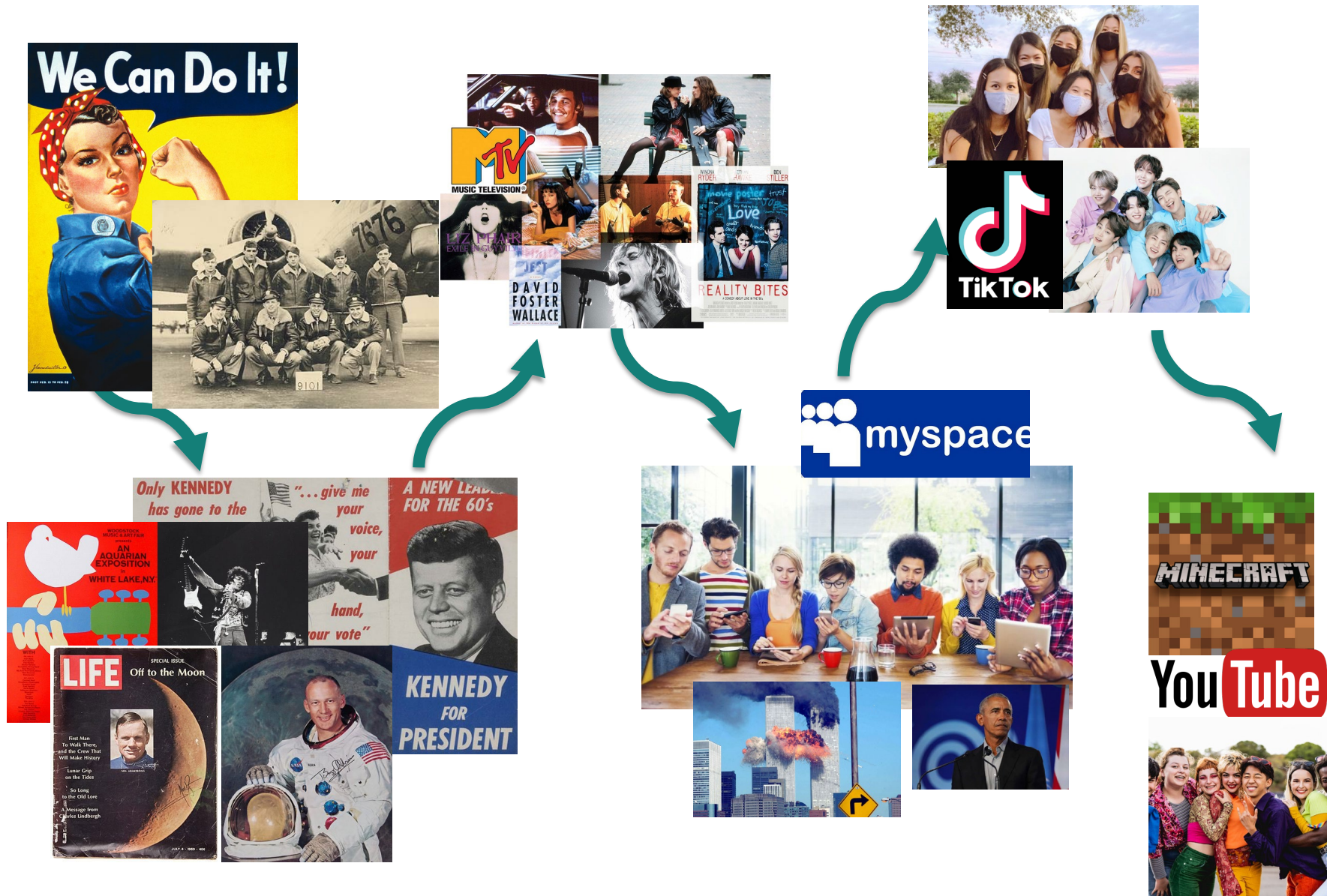
Next



2. Knowledge is Key



Who are we talking about?





Communication That Resonates: Reaching Each Group





**Generosity is Timeless,
Messaging is Not!**



3. Moving Forward





**But first..
A VISION
and
MISSION**



Strategic Recommendations

- Remember that you will need to speak differently to each generation represented in your congregation
- Identify individuals to participate in your storytelling efforts
- Create meaningful connections by sharing relatable stories
- Encourage mission experience
- Make it easy for all to give
- Communicate via all channels
- Offer education events on mission programs





WHAT SHOULD I DO NOW?

- Does my church or organization have an inspiring vision and a strong message to use in our storytelling?
- Do we offer different ways talk about generational dialogue?
- Are we celebrating our successes in generational relationships?
- Are we encouraging mission experiences together?
- Is our website current and engaging?
- Are we scared of changing, or are we eager to adapt?
- Are we telling the stories of success in our mission/vision?
- Are we saying thank you?



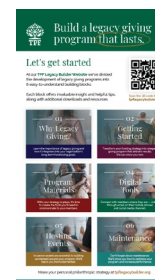
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Celebrating Our Successes

- Start a birthday fund
- Designate a day of service
- Incorporate Legacy Sunday
- Form a Legacy Society
- Hold an annual Legacy Reception
- Use a moment for mission
- Implement 500 in 5 years

Q&A and THANK YOU!



We're here for YOU!

For questions or more information, please reach out to us.

Stefanie Marsden

Relationship Manager

800-955-3155

stefanie.marsden@tpf.org

