

## Growth Ideas 101: narrative is essential

It's really competitive for our time, talent, treasure, and our narrative matters more than we can imagine! How are you communicating with your whole congregation and the wider community the life and work of your community of faith? Telling your story, your "why" invites connection. People don't want to look at line budgets to connect with their hearts, they need to know what impact being a part of community of faith is having, how lives are being changed. Share how offerings, people's generosity of time and talent have helped connect with people this week. People need to understand the purpose of resources they are being asked to share. Please contact me, Sharon Ballantyne, growth animator, at 506-306-0500 or by email at [sballantyne@united-church.ca](mailto:sballantyne@united-church.ca) You are also invited to a virtual 30-minute drop-in conversation each Wednesday morning, beginning at 9:45 a.m. Atlantic (10:15 a.m. Newfoundland and Labrador). Contact Sharon for the Zoom link.