



# EVERYONE HAS A STORY: Why Communication Matters in the Church

Sharing faith. Strengthening community.  
Pointing people to Jesus.

**By Hugh Davis**  
**Director of Communication for the Mid-America Union Conference**  
**Publisher of OUTLOOK Magazine**



## **COMMUNICATION IS MINISTRY**

- God works through people
- Stories make ministry visible
- Communication connects hearts,  
not just information

# WHY THIS MATTERS



## WHY COMMUNICATION MATTERS

- People connect to people
- Stories build trust
- Faith feels real when it's lived,  
not staged

# CHANNELS VS. CONTENT



## **PLATFORMS MATTER — BUT STORIES MATTER MORE**

- Social media
- Websites
- OUTLOOK magazine
- Email & newsletters

# THE SHIFT



## **FROM MARKETING → TESTIMONY**

- Not promotion
- Not performance
- But sharing how God is working



## EVERYONE HAS A STORY

- You don't need to be a writer
- You don't need special training
- You don't need a dramatic testimony

# WHAT A FAITH STORY IS



## WHAT A FAITH STORY IS

- A moment
- A lesson
- A challenge
- A step of faith

## WHAT A FAITH STORY IS **NOT**

- ✗ A sermon
- ✗ A long article
- ✗ Perfect writing



## WHY YOUR STORY MATTERS

- Encourages someone else
- Helps people feel less alone
- Strengthens faith and unity

# WHAT WE NEED



## WHAT OUTLOOK & CSC ARE LOOKING FOR

- Ministry moments
- Testimonies
- Event recaps
- Youth & young adult stories
- Everyday faith lived out

# FORMATS THAT WORK



## HOW YOU CAN SHARE

- 150–650 words
- Photos with captions
- Short videos
- Quotes or reflections



## HOW TO FIND A STORY

- Where did I see God at work?
- Who was impacted?
- What changed?



## WRITE LIKE YOU TALK

- Simple language
- Honest tone
- No church jargon
- Clarity over polish

# WE WILL HELP YOU



## YOU'RE NOT DOING THIS ALONE

**We help with:**

- Editing and clarity
- Organization
- Titles and photos
- Placement

# HOW TO SUBMIT

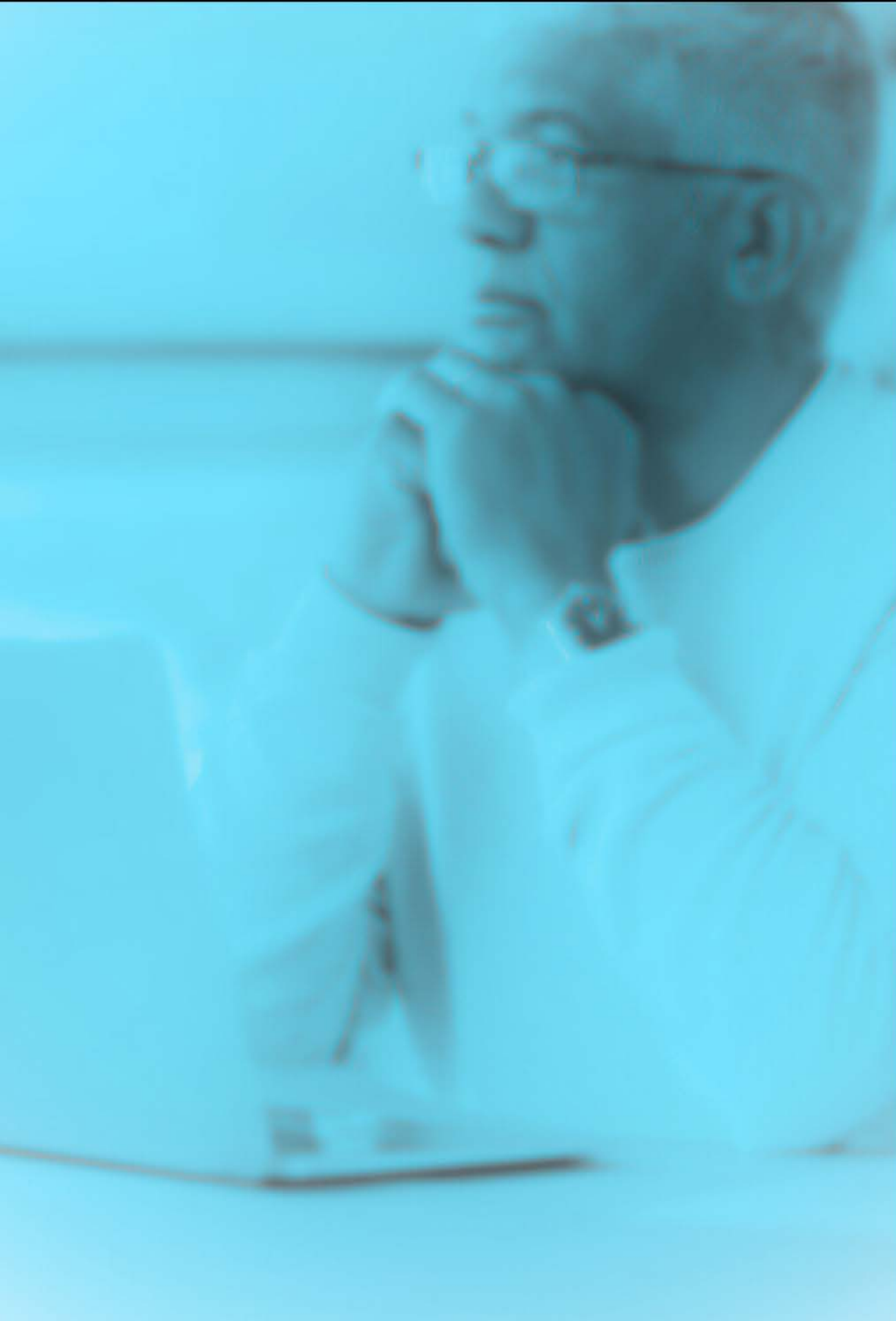


## SUBMIT YOUR STORY

- Send what you have
- Drafts are welcome
- We'll follow up if needed

<https://forms.gle/uj7HSUGTsD9ATL1F7>

# WHAT HAPPENS NEXT



## WHAT HAPPENS AFTER YOU SUBMIT

1. We review it
2. We follow up if needed
3. You receive a proof
4. Your story is shared

# YOUR CHALLENGE



## YOUR SIMPLE CHALLENGE

### This week:

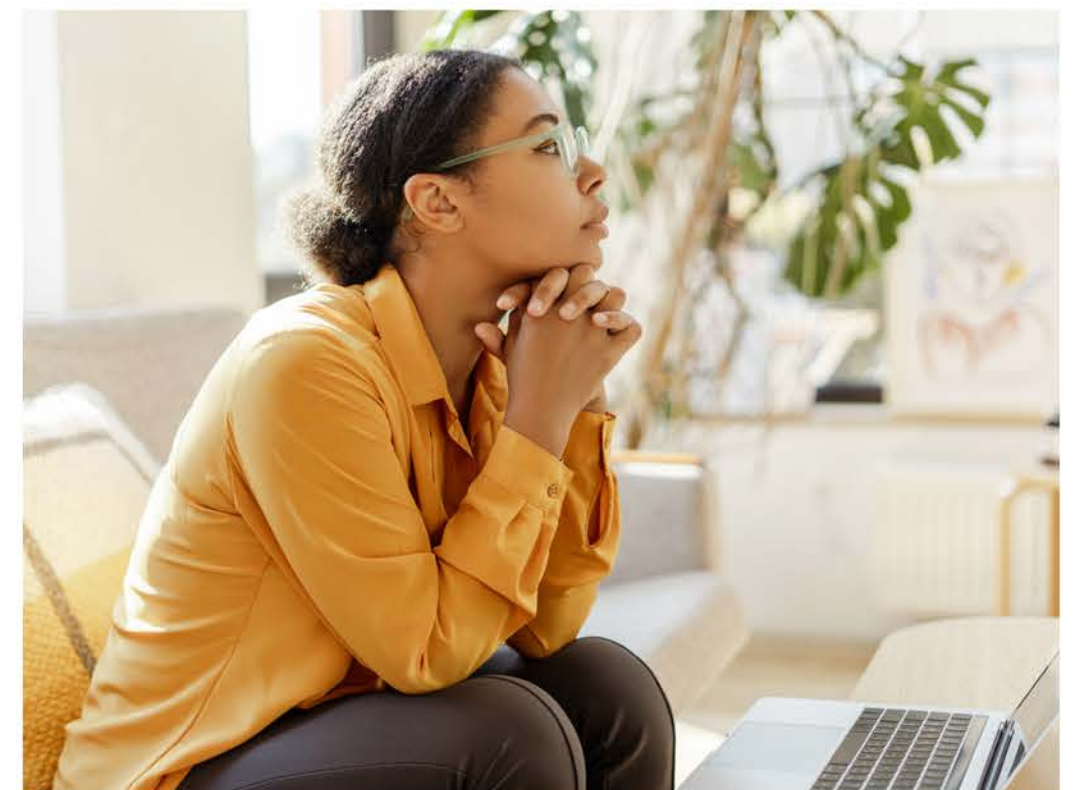
- Notice one moment
- Write one paragraph
- Take one photo
- Share one story

# EVERY CHURCH HAS A STORY

Good Communication  
Needs More Than Tools

It Needs Faithful  
Voices

It Needs Your Story



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