

# UPDATE YOUR MESSAGE CHECKLIST

## WHAT IS YOUR MISSION?

- WHAT IS YOUR ORGANIZATION'S MISSION STATEMENT?
- HOW DOES YOUR MISSION COINCIDE WITH YOUR ORGANIZATION'S?
- WHAT IS YOUR MINISTRY ALL ABOUT?

## WHAT NEED OR CHALLENGE IS YOUR MINISTRY ADDRESSING?

- WHAT STRUGGLES/CHALLENGES ARE THE PEOPLE YOU SERVE FACING?
- CAN YOU SHARE A SPECIFIC STORY OF STRUGGLE ABOUT ONE OF THEM?
- WHAT WOULD HAPPEN TO THESE PEOPLE IF YOU DON'T TAKE ACTION?

## WHAT IS YOUR VISION?

- WHAT TRANSFORMATION DO YOU WANT TO SEE WHERE YOU SERVE?
- WHAT ARE YOU ASKING GOD TO DO THROUGH YOUR MINISTRY THIS YEAR?

## WHAT IS YOUR STRATEGY?

- WHAT SPECIFIC GOALS DO YOU HAVE FOR THE NEXT 12 MONTHS?
- WHAT STEPS WILL YOU TAKE TO REACH YOUR GOALS?
- HOW WILL YOUR STRATEGY MEET YOUR MINISTRY'S SPECIFIC NEEDS?

## WHAT STORIES DO I WANT TO SHARE?

- CALLING STORY: HOW DID GOD CALL YOU TO THIS MINISTRY?
- NEED STORY: WHY IS THIS MINISTRY IMPORTANT?
- IMPACT STORY: HOW IS GOD WORKING IN BOTH BIG & SMALL WAYS?

## WHAT MAKES A GOOD STORY?

- FOCUS ON A SPECIFIC INCIDENT: INCLUDE WHO, WHEN, AND WHERE.
- SHARE THE DETAILS: CREATE BULLET POINTS OF THINGS YOU DON'T WANT FORGOTTEN.
- CREATE AND MEMORIZE A POWERFUL ENDING LINE.
- KEEP IT 2 MINUTES. WE FIND THIS IS OFTEN THE RIGHT LENGTH.

SCAN FOR  
MORE HELP



FREE ASSESSMENT