

Sharing Your Story Workbook

FOR THE FIRST UNITARIAN SOCIETY OF MILWAUKEE

Sharing our personal stories can help build authentic connection and trust with potential members.

A way to think of it is the Like, Know, and Trust factor.

This breaks down into:

Like -They read a brief description about you or group and “like” what you are doing.

Know – You share your story and background. They get to know you and they want to know more. This is where the hook comes in to get them engaged in what you are doing.

Trust – You share your vulnerability or times of struggle. They start to relate to you and trust what you have to share. This is where the call to action or getting them involved will take place.

People want to be involved or be part of something when they like, know, and trust you.

It's like meeting a new friend for the first time. You have to take time to build connection before you are ready to plan another meeting, talk more, etc.

So, how do we share our stories?

On the next page are some questions to get started!

Backstory: What is your backstory that gives members and others an invested interest in your journey?

Share: What do you want to accomplish by sharing your story with others?

Challenges: What challenges happened along the way on your journey? What obstacles did you have to encounter?

Overcome: How did you overcome these challenges or obstacles to move forward on your path?

Achievement: What happened once you overcame these challenges? How do you deal with them if you are still experiencing them?

Transformation: What transformation did you experience on your journey that you would like to share with others?

Sharing our stories can be a challenge and don't fit every marketing plan.

When looking to recruit new members or share an event that you are hosting, it can help to provide a backstory as part of a marketing plan.

Check out the example on the next page.

I felt lost and I was searching for a spiritual home.

Before I found First Church, I was jumping from one church to another every Sunday.

I loved the feeling of community and seeing others connecting to each other on personal level.

During my searching, I also suffered from high amounts of stress, social anxiety, and felt a lack of purpose.

My journey continued for many more months until I attended my first Sunday Service at First Church.

After the service, my life changed!

I found a spiritual home where I could be myself and a community that welcomed me.

And now, I attend services and events frequently, I participate in social groups, and I no longer feel anxious.

Does this resonate with you?

Are you also looking for a spiritual home?

Check out our Sunday Service today!

This workbook is for
First Unitarian Society of Milwaukee
communications purposes only and can be shared
to your groups associated with First Church.

Please reach out with any questions to:

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A video tutorial is available.

CLICK HERE

First Church Policies and Procedures
on all communications can be found at:
<https://uumilwaukee.org/policies-and-procedures/>

