



DIOCESE OF  
**YORK**



# Storytelling Guide for Parishes

## Why storytelling matters

Stories shape how people see the Church. If we do not tell the story of what God is doing in our communities, others will tell a different story for us.

Living Christ's Story is not just a strategy. It becomes real when people can see:

- faith in action
- lives changed
- welcome extended
- hope rekindled
- courage shown
- generosity lived

Jesus often taught through stories. Storytelling helps people see truth, not just hear it. It helps us speak clearly about Living Christ's Story both to the outside world and to each other:

- **To the outside world**, real local stories keep the "rumour of the Church" alive. They build trust, spark curiosity, and show what the gospel looks like in everyday life.
- **To each other**, stories strengthen confidence. They help us learn what's working, share ideas, celebrate signs of growth, and remember that we are part of something bigger.

## What is a story?

A story is a real, specific moment where people can see Jesus at work in your parish. It might happen in worship, discipleship, service, justice, welcome, generosity, finance, or community life.

A story is:

- **human** – centred on a person, church congregation, or group
- **specific** – one moment, one change
- **meaningful** – shows impact, growth, hope, or learning
- **grounded** – connected to *Living Christ's Story* in your local context
- **shareable** – clear, warm, simple language
- **actionable** – includes a next step

Often, seemingly small moments can be the most powerful. If you can share the basic details, the communications team can help shape them into a compelling story.





# Story checklist

- Who it's about (a name and/or a role)
- What happened (the moment)
- Why it matters (the change/impact)
- A quote (one honest sentence)
- A photo or short video (we can help with this if you're not confident)
- Next step (what someone can do now)
- Informed consent of all involved

Representation matters - we believe the diversity of our diocese should be woven into everyday storytelling.

## How to submit stories and media

### Option A: Send an email

Send to: [comms@yorkdiocese.org](mailto:comms@yorkdiocese.org)

Include/attach:

- 100–200 words (bullets are fine)
- high-resolution photos or video
- a quote (if possible)
- consent confirmation

### Option B: Message on WhatsApp

Send a message or voice note to Laura:  
07354 996 052

### Option C: Call us

Call Laura on 01904 699 530 or Lou on  
01904 699 531

### Sending media

When sending photos or video, we recommend using a free file-sharing service such as WeTransfer, Dropbox, or similar.

## How we use your stories

We may share your story:

- on the diocesan website
- on social media
- in email bulletins
- at conferences, training, or events
- in press releases
- in printed materials
- with the wider Church

## Informed consent

This means someone understands:

- what will be shared about them (words, quotes, photo, video)
- where it may appear (website, social media, email, printed materials, press)
- how long it may be used for (and that it could be shared onward online)
- that they can say no at any point
- who to contact if they change their mind

Take extra care when working with children and vulnerable adults.

We can supply consent forms, templates, guidance on filming and photography, and more. Go to <https://dioceseofyork.org.uk/story> or email [comms@yorkdiocese.org](mailto:comms@yorkdiocese.org)

