

Why Stories Matter

You've probably heard the phrase, "He's just preaching to the choir."

There he is, making his points to a group of people who regularly attend his meetings and who are already in agreement with what he is saying. He doesn't have to be persuasive because no one needs to be convinced. No one needs to be won over. They all just nod their heads and punctuate his main points with an occasional "Amen!"

Members of the Missionary "Choir"

Today, many leaders have turned to video as a way to stir interest in missions. But very often, the kinds of videos that are being produced are really only watched by members of the "choir." These are people who are already interested in missions. They will read or watch most anything having to do with the topic.

However, videos that look and sound like "missionary videos" do not grab the hearts of the un-persuaded. These videos fit neatly into a 2 or maybe 3 minute segment of a Sunday church service. They feature a quick, 30,000 foot flyover of the mission field in which all the pertinent facts are shared by a narrator while we see shots of the culture. At the end there is an appeal to get involved by giving and praying. They may be very professional, but are often very forgettable.

These videos are, in essence, missionary "commercials." And the vast majority of people don't really like commercials. (Unless it's Super Bowl Sunday, and the ad is very funny.)

We Tell Stories

A well-told story can take viewers on a journey that captures their hearts for the work of God. That's the only reason CIM came to be and the only reason we continue to exist.

Our goal is to reach the **hearts** of the un-persuaded, not just in-the-choir people.

When our films are properly "marketed" by the missionary and their current partners; when group showings are scheduled; when there is planning for follow-up and the possibility of beginning a relationship with the missionaries . . . we have seen amazing results.

Thank You!

Your partnership with us is having impact even on the other side of the world. The feedback we get from our missionaries is that people's hearts are indeed moved. They tell us that, after watching their CIM documentary, people truly understand their work and connect with them at a heart level.

Your prayers and your financial support make this possible. Thank you!



CIM's new team members: Rebekah & Andy Adams with their children Elias and Adelaide.

VISIT OUR NEW WEBSITE!

- ▶ creativeimpactministries.com or creativeimpactministries.org (both .com & .org work)
- ▶ Watch 4 new, short videos that talk about what we do and why we do it.
- ▶ You will hear from our new team members, Andy and Rebekah!
- ▶ And you can share these with your missionary friends who might benefit from a CIM film!