

Advocate Storybuilder Worksheet

From Facts to Transformation: The Neuroscience of Storytelling

Step 1: The Problem or Pain

Who is the person in your story? What challenge are they facing?

- a.
- b.

Remember to describe sensory details (sights, smells, sounds) and emotional connection — invite the audience into that “mini movie” so they can experience it!

Step 2: The Transformation

What changed because of God’s work through Compassion?

- a.
- b.

Show growth, redemption or hope. Make it personal by adding your own transformation.

Bonus: Add “from-to” statements to light up the brain, i.e., from poverty to possibility, from hunger to hope, from homeless to Harvard.

Step 3: Transition Statement

Write one sentence that bridges your story with the call to action.

Example: *Through the faithfulness of an ordinary person just like you, the door to Jessula’s future flung open wide. Today you can change the life of a child just like Jessula ...*

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Step 4: The Call to Action

What do you want your audience to do right now? Sponsor a child! Let’s make it clear, urgent and actionable.

a. Inspire Immediate Action

Example: There are thousands of waiting children like **Jessula** living in extreme poverty. I have XX of their packets with me today. **Right now, you can be the voice that**

moves them from darkness to light. Your generosity will provide food, education, health care and, most importantly, the hope of Jesus and the chance to grow in faith through their local church. **Today, will you say yes and sponsor one child?**

b. Give Clear Instructions

Example: [Hold up packet] I'm holding Maria from Ecuador. If you're ready to change a child's life — and your own — please sponsor a child today. There are two easy ways to fill out the form to sponsor:

1. Scan the QR code on the screen to see the children waiting for sponsors. Choose a child and fill out the form.
2. Head to the Compassion booth in the foyer, choose a packet and complete the attached form.

c. Close With Confidence

Example: Your choice to sponsor today plants seeds of hope that will grow in a child, a family and a community, all forever changed by the love of Jesus. **Don't wait.** Scan the QR code or meet me at the booth right after the service. Thank you for your heart to change the world one child at a time. **God bless you for saying YES.**

Write out your call to action clearly:

Bonus Tools

- **Metaphor:** What image could you use to help people understand the need or the solution (e.g., sponsorship was the key that unlocked the door to Abdu's future)?
- **Surprise:** What unexpected detail or twist will capture attention?

Now, put all the pieces together and write your story.

Final Step:

Practice your story out loud. Then practice with another advocate or friend. Aim for three to five minutes total, finishing with your call to action and sponsorship instructions.

Additional Tips for a Powerful Compassion Sunday

Involve Your Pastor Early

- Meet with your pastor to align the event with the church's vision. When the pastor endorses or encourages sponsorship throughout the service, it adds weight and inspires more people to respond.
- Utilize the church's communication channels the week prior to prime attendees (email, bulletin note or social media posts). Bonus: Include an alumni [video](#) or Compassion [video](#).

Tell One Powerful Story

- Share one clear, personal story of life transformation using your Storybuilder Worksheet as a guide.

Create Multiple Moments To Respond

- Invite people to the table right after the service, but also mention it again during dismissal, announcements or even after worship. Repetition helps people act.

Make Sponsorship Easy

- Encourage people to scan the QR code on projection screens or a church packet. It's the fastest, simplest way to sign up. Paper forms still work, but QR codes are quicker, especially for tech-savvy families.

Use Your Champions

- Ask a few trusted volunteers or church leaders to stand at the table with you. A friendly smile and personal testimony can double your impact.

Celebrate Sponsors Publicly

- Thank those who sponsor — from the stage, in a service recap email or with a follow-up note from the pastor. Celebration reinforces the culture of sponsorship.

Leave Your Table Up an Extra Week

- Many people need time to pray, budget or talk with their spouse. Ask your pastor if you can keep your table up the following Sunday, and plan to be there to help anyone ready to sponsor.