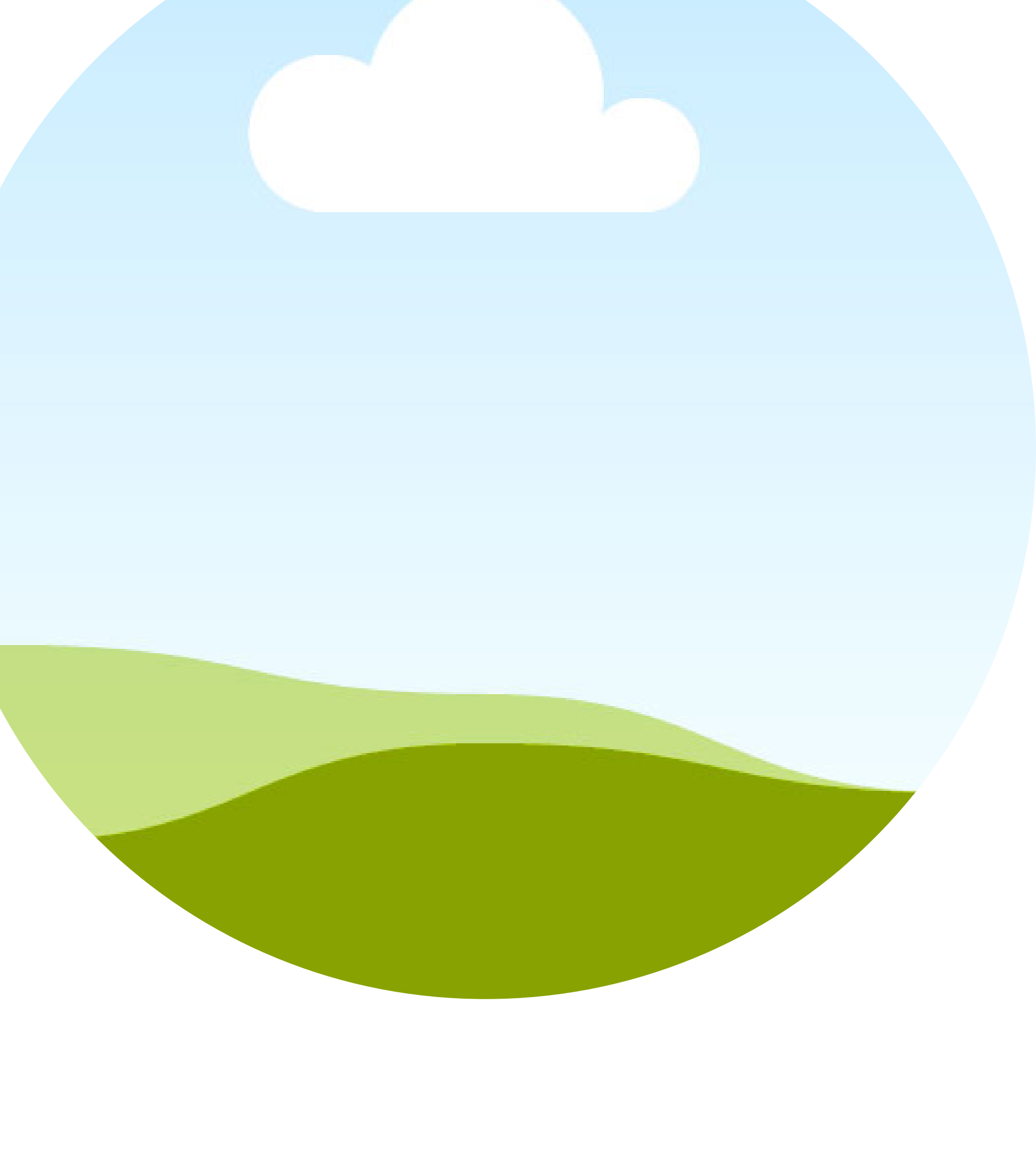




Marketing STORY Process
* 3/19/26 *



Purpose

Create a process and standard for story creation that allows our team to:

- Vet stories together and pursue leads
- Collect stories (leads) in a central location
- Establish realistic timelines + follow progress
- Plan for use across platforms and quarters

Our Process Today

Leads

Story comes across social (tagged, user-generated content) OR :

- Quarterly editorial meetings
- Marketing alliance partners
- Email from DEV
- Workvivo (Stories from the Field)

Selection

Possible paths:

A. Autumn chooses what works best for social.

B. Pitched in digital content meeting, selected then by committee + plugged into emails, blogs, social.

Production

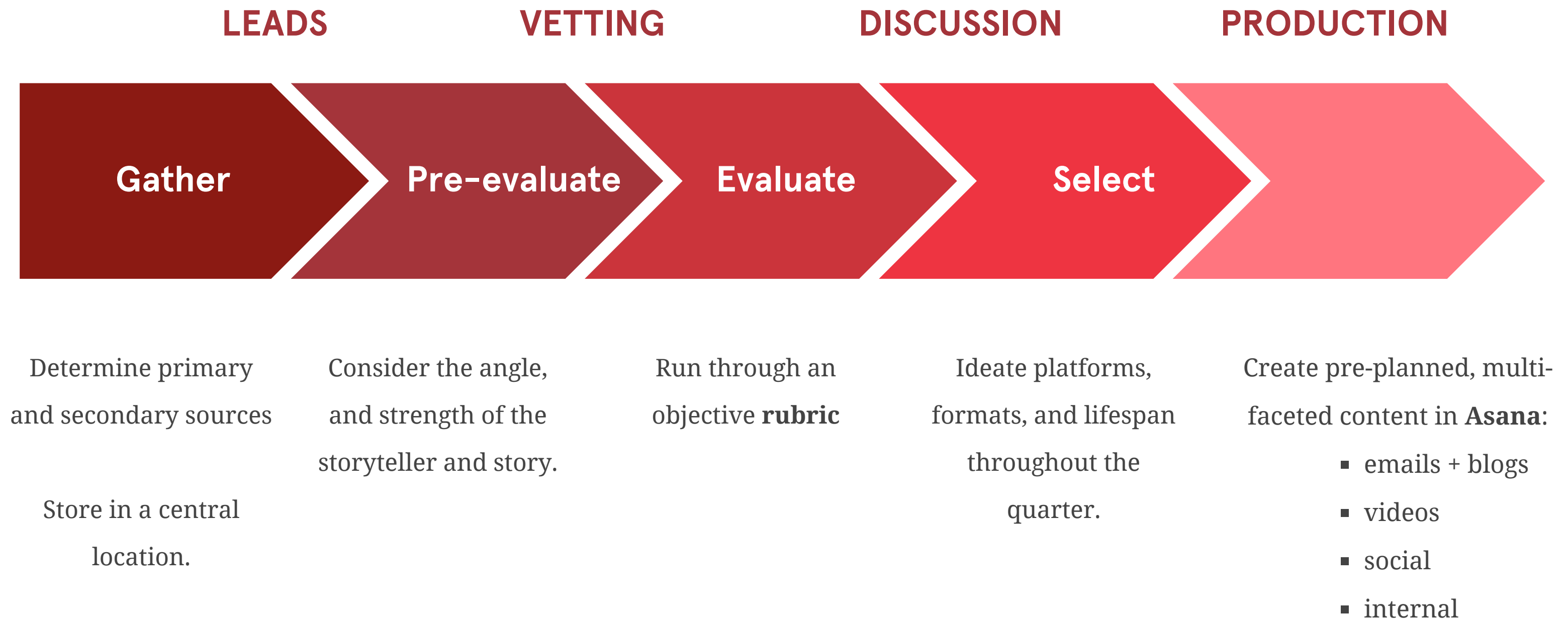
Possible paths:

A. Andrew begins to create for social, and we request for emails, blogs, internal, etc. (video only)

B. Andrew creates or Creative does. Blogs and email content created, as well as video.

These stages should be further developed and slowed down.

Breaking it down



Proposed STEPS

Collect story + contact info



Source stories

Ongoing storage and collection – proactive, not reactive.



Vet Stories

Prioritize through success metrics:

- angle/theme
- multiplication
- strength

*** RUBRIC ***



Pursue Leads/ Team Discussion

Present in standing meeting for discussion.

Share w/Jersey Road to evaluate risk

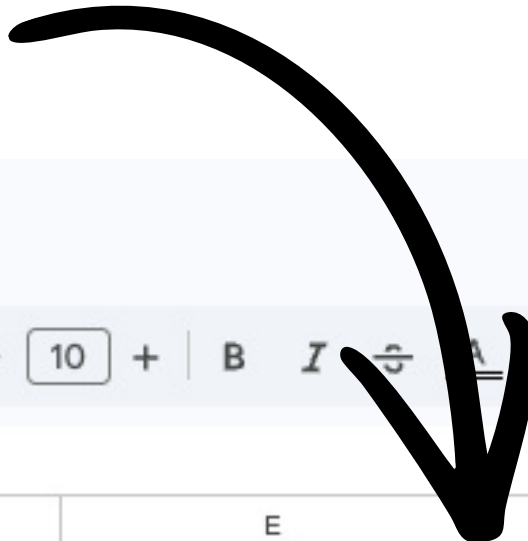
Collect raw files + finals



Production

Everyone's role + tasks clearly represented in **Asana**

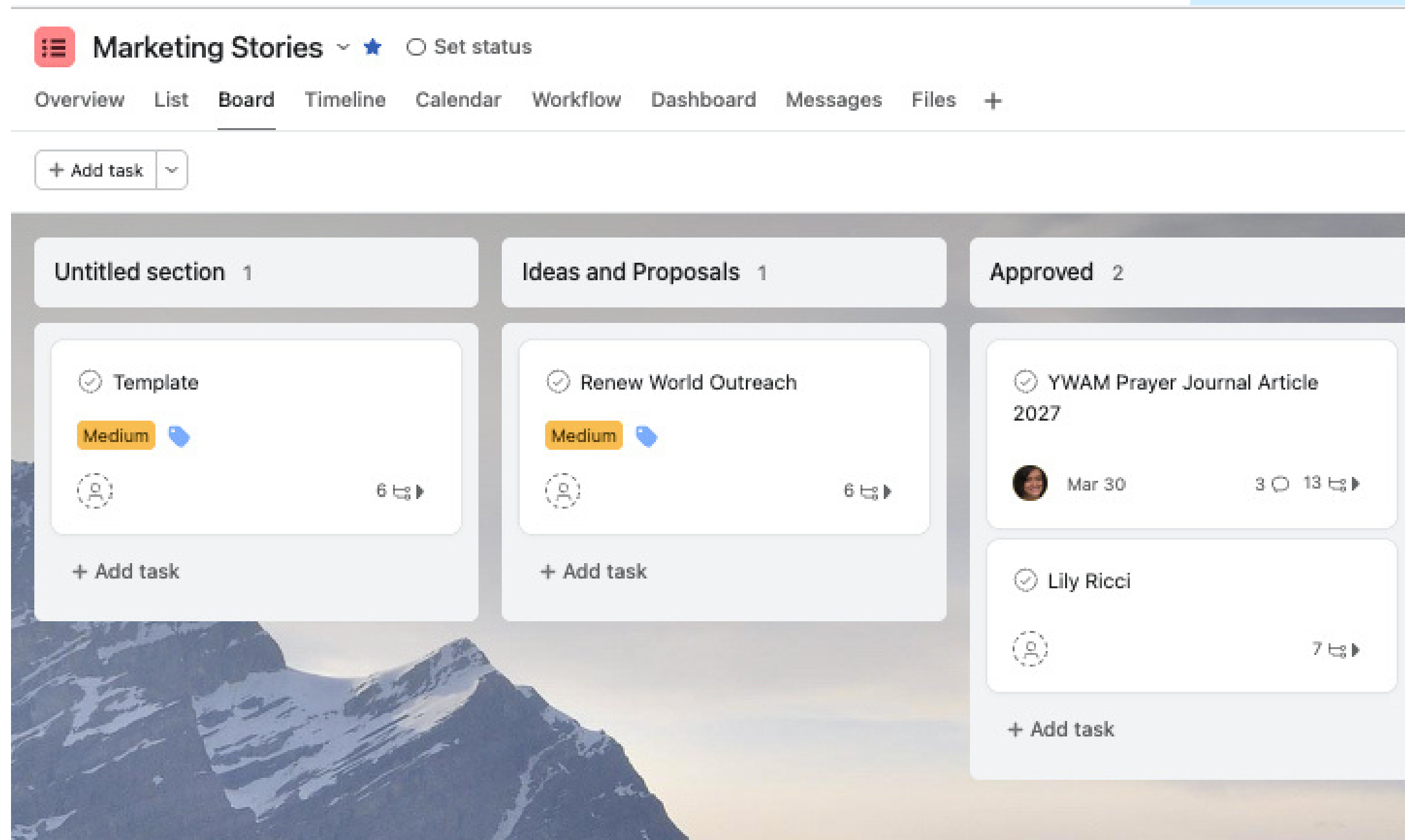
Vetting RUBRIC



Marketing Content Priority Rubric								
File Edit View Insert Format Data Tools Gemini Extensions Help								
Q Menus 100% \$ % .0 .00 123 Defaul... - 10 + B I A								
A1	Post Idea							
	A	B	C	D	E	F	G	H
1	Post Idea	Growth Potential (0–5)	Theme Alignment (0–5)	Story Strength (0–5)	Evangelism Activation (0–5)	Effort vs Impact (0–5)	Timing / Leadership (0–5)	Data / Intuition (0–5)
	Give a brief description or provide relevant links.	Primary goal: +15% audience growth Guiding question: Will this content attract new people or deepen engagement in a way that expands reach? Score: 5 = Highly shareable, discoverable, or relevant to people not already following 3 = Valuable but mostly for existing audience 1 = Narrow, insider-only appeal 0 = No clear growth or engagement value	Core themes: innovation, heart language, unreached, evangelism, media, partnerships Score: 5 = Clearly centered on one or more priority themes 3 = Loosely connected or supporting role 1 = Peripheral mention only 0 = Not aligned	Priority: first-person stories + dignity-forward storytelling Score: 5 = First-person or deeply human story aligned with brand voice 3 = Narrative-based but not first-person 1 = Informational only 0 = Corporate or abstract	Serves the audience Score: 5 = Clearly encourages or equips faith-sharing 3 = Inspires interest or reflection 1 = Faith-adjacent but passive 0 = No evangelism connection	Score: 5 = Low–moderate effort, high expected impact 3 = Balanced effort and impact 1 = High effort, limited payoff 0 = High effort, unclear or low impact	Score: 5 = Time-sensitive OR clear leadership priority 3 = Relevant but flexible timing 1 = Evergreen with no urgency 0 = Poor timing	Based on working knowledge of our platforms and audience Score: 5 = Strong performance data or clear editorial instinct 3 = Mixed or neutral signal 1 = Weak precedent 0 = Known poor performance historically
2								
3	Test: Victory Beyond the Cup	5 ▼	5 ▼	2 ▼	5 ▼	4 ▼	5 ▼	4 ▼
4	Metaverse Ministry Kit	1 ▼	5 ▼	1 ▼	5 ▼	3 ▼	3 ▼	3 ▼
5	Lily Ricci Story	3 ▼	3 ▼	5 ▼	4 ▼	3 ▼	1 ▼	4 ▼
6	Renew story	5 ▼	5 ▼	3 ▼	4 ▼	3 ▼	3 ▼	4 ▼
7	YWAM story (Yem)	4 ▼	5 ▼	3 ▼	3 ▼	3 ▼	5 ▼	4 ▼
8		▼	▼	▼	▼	▼	▼	▼

[Click image to view rubric](#)

ASANA Board



[Click image to view board](#)

Norms and Notes

Pursuing Leads and Production (Stories)

For external Marketing pieces and documents

REQUESTING/GATHERING STORIES (Sourcing stories)

- Prioritize user-generated content – produced by others - we've been tagged, we came across it naturally or someone tells us about it (i.e. Larry Buck, Kari Kennedy).
 - As a secondary source, we sift through [Stories from the Field - Workvivo](#)
 - DEV fund appeal and Marketing pages (Bri's email)
- Content strategy/direction meetings [ALL]
 - *Quarterly editorial calendar*
 - *Marketing alliance partners (the partner may want to lead on content)*
 - *DEV fund appeal and Marketing pages (Bri's email)*
 - *Digital content planning meetings*

VETTING STORIES (Pre-evaluate)

- a. What's the possible **angle** for us?
 - b. Can we prioritize the **theme** (multiply content) or is there just a story we can use?
 - c. Consider the **poster or source-specific ministry** and personality.
 - i. Think through their branding or potential connections to their brand.
 - ii. Backed by JFP staff member (in network)?
- Consider **keys to success of our existing content** (ex: Aldo's Story)
 - a. Through line idea emerges from the interview or can be pre-planned
 - b. *Good, strong story + Great photos*
 - c. *Good amount of content (start, beginning, end)*
 - d. *Person sharing is strong in their storytelling/idea*
 - Evaluate via the rubric  Marketing Content Priority Rubric
 - a. Answers: Should I pursue this? Is it a right fit, yes or no?

STORAGE/COLLECTION OF STORIES

- Insert story lead name into [Marketing Stories](#)  Asana board as a task
 - a. Include contact info, links and background information, images, videos, etc.

PURSUING STORY LEADS & TEAM DISCUSSION

- Present at standing meeting biweekly or monthly —
"Story Corner" during 2026 Mktg Campaign meeting
 - As we discuss w/team on larger call there's always room to push back on rubric.
- Meet with Jersey Road to consider risks— first-person stories specifically.

PRODUCTION OF STORIES (Collaboration)

- Seek out legal permission to use face, words and video.
- "We're creating a story. What assets do you need and in what format?"
 - a. Consider where we want to run it. What do we need for what channel?
- Set interview or recording time / Assign "interviewer."



End of Presentation