

Repurposing Stories

INSTRUCTIONS: After watching the story [Faithful Friends \(FF\)](#) shared on their website, practice reviewing the possible ways they could repurpose this story listed in the “Summary of Content” column and brainstorm ways you could match various calls-to-action from the list below this repurposed story. Next, brainstorm where FF could use this piece of content.

Finally, practice identifying which part of the key message this repurposed story demonstrates.

Key Message: In Portland there is a significant number of children living with a challenging life situation. Consistent mentorship from a long-term, caring adult who is connected through a local church. Lives are changed.

Example CTA:

- [Learn](#) more about the impact mentorship is having in our city (links to a blog post)
- Transform a life, become a mentor today! ([serve](#))
- Join us each Monday at 9am for [prayer](#) to pray for the mentorship relationships in our community.
- Share FF with your pastor or small group.
- Continue impacting the lives of youth in our city through mentorship, join our monthly [giving](#) circle.

| Summary of Content | Calls-to-Action | Where will this be used? | Connection to FFs’ Key Message |
|--|--|-------------------------------------|--------------------------------|
| <i>QUOTE: “My relationship with Patrice means I have another friend.” PHOTO: Harmonee and Patrice with a horse</i> | <i>Learn more about the impact mentorship is having in our city (links to a blog post)</i> | <i>Social Media Post</i> | <i>Solution</i> |
| <i>QUOTE: “I retired a few years ago, I couldn’t decide what to do and how to be a part of the community. One day at church we had a speaker and before I knew it, I was matched.” PHOTO: Harmonee and Patrice out for ice cream.</i> | <i>Transform a life, become a mentor today! (serve)</i> | <i>Newsletter to monthly givers</i> | <i>Impact</i> |
| <i>QUOTE: “I retired a few years ago, I couldn’t decide what to do and how to be a part of the community. One day at church we had a speaker and before I knew it, I was matched. Harmonee has brought the child out in me, and I think that honestly has been the best thing that’s happened to me” PHOTO: Patrice and Harmonee walking</i> | | | |
| <i>STAT about the number of children living with a non-parental guardian in this community and the video clip of Harmonee’s grandma sharing her struggles as a guardian.</i> | | | |
| <i>QUOTE: “It took about 30 seconds with her and her dog to realize that we were a good match.” PHOTO: Patrice with Harmonee and her dog.</i> | | | |

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INSTRUCTIONS: After practicing with the FF example, use the chart below to repurpose some of your own stories.

| Summary of Content | Calls-to-Action | Where will this be used? | Connection to FFs' Key Message |
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