

## Congregational identity

- Pilgrims on a journey?
- Setting a table in the wilderness? The “none” sector on BI.
- Tell the best truths of who we are to present to the world. NO talking about what isn't the best truth.
- The place God is calling you to is the place where the world's deep hunger and your deep gladness meet. Must know about the world's deep hunger. Must know the community's deep gladness. *What is our deep gladness? We must be able to articulate this. Must first discern it together.*
- The world is hungry to know and participate in our deep gladness. Assume there are more people who want to be Episcopalian than get to. And that many of them want to do it the way we do it.
- What's keeping people from finding our unique way of following J is that we can't identify and articulate it.
- Discerning what our deep gladness is the very first step in marketing.
- Stories
  - “Given stories” What is our given story? Alissa's story of the ashes. If you come to St Columba's you can have this place, it is your place, not the Vicar's.
  - People stories. Everyone has a story of deep gladness. Can you tell the story of renewal, of why you go back to church over and over again? What is your story of deep gladness in your place.