



4. *Interpretative Panels* – You may wish to have a display of exhibition panels illustrating some of your key headings. If so, it is essential that these are well-illustrated and designed and that they do not contain too many words. **People do not stop to read wordy panels.** However, exhibition panels can look out of place in a church, disturbing its natural lay-out and flow. Display panels and other items on exhibit need to be carefully located in a designated and appropriate area complementing the main purpose of the church as a place of living prayer and worship.

An alternative to large panels could be ‘paddle boards’ – small hand held boards at fixed points in the building describing a particular feature.

5. *Trails* – It may be helpful to link your Church with a route or trail involving other churches and/or locations within a town, city or rural area. A Trail Leaflet should always have a thematic or story content in addition to the locations

6. *Current Information* – It is important in any leaflet or set of leaflets, to include information on the current life and work of your Church and its involvement in the community. On the back page, for example, there could be details of services, organisations, opening times (reference to ‘open doors’ policy and membership of Scotland’s Churches Scheme etc.)



Copies of this leaflet are available from:

SCOTLAND'S CHURCHES SCHEME, 'Dunedin' Holehouse Road, Eaglesham G76 0JF
Telephone: 01355 302416 Fax: 01355 303181 E-mail: fraser@dunedin67.freeserve.co.uk



Scotland's Churches Scheme

HOW TO PRESENT YOUR CHURCH'S STORY



BURNTISLAND PARISH CHURCH, FIFE

Visitors to your Church; people in your area and community; school pupils; members of the congregation: How can you tell them your Church's story in ways that are interesting, challenging and fun?

THE STORY

The story you have to tell may be short and simple, or more complicated with, perhaps, overlapping stories. These might include:

- The history of the Church in your community through the centuries
- The history of previous church buildings and your present building(s)
- The history of related, linked or united congregations
- Key events in your locality
- Important features of your Church building and its furnishings
- The life of your Church today in the community

RESEARCH

Firstly: gather your material under these or other suitable headings (see *How to Research Your Church's History*).

Secondly: summarise the material under each heading until you can place on one A4 sheet for each. Do not forget to say something about the present/future life and work of your Church.

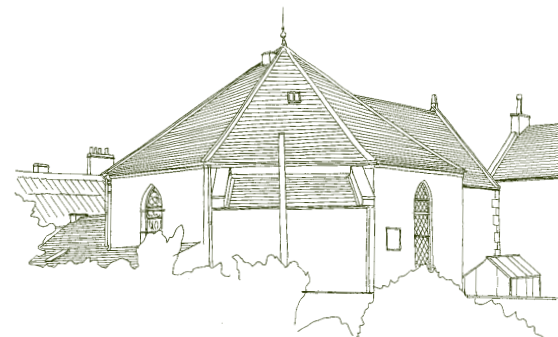
Thirdly: list the six, or ten, most important points from each sheet

TELLING THE STORY

There are several different ways to tell the story and you may wish to use two or three complementary methods, depending on how much you have to say about the history, the present-day and the items of interest in the building:



ST MARGARET'S RC CHURCH, HUNTLY



ST JOHN'S METHODIST, ARBROATH

1. *Leaflets* – A simply produced leaflet (eg A4 folded twice) can be a useful ‘in your hand’ resource. You may wish to produce one comprehensive leaflet, incorporating the history and the features of interest or, if material **and** resources permit, more than one leaflet. Remember to use some illustrations particularly on the front so that people will want to pick up the leaflet. The quality of the document will depend on the funding available and can range from a glossy format with colour photographs to a simple in-house style. With modern technology a good, inexpensive leaflet is very acceptable providing it is clear and readable. (Further advice available, if necessary, from SCS)
 2. *Tours* – One of your leaflets or a section of your single leaflet could be written as a short tour, incorporating the important features of your church buildings and furnishings. This should include the outside of your Church, relating it to other buildings/places of interest (perhaps a separate tour section may be needed for the churchyard).
 3. *Audio Tape* – You may be able to offer live guided tours but it is very helpful to have a printed back-up or an alternative such as a recorded tour for visitors in this age of ‘walkmans’!
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- ST PETER'S EPISCOPAL CHURCH
LOUTHGOW WEST, LONDON



ST PETER'S EPISCOPALCHURCH,
LINLITHGOW, WEST LoTHIAN