



Cheerful Giving Hour

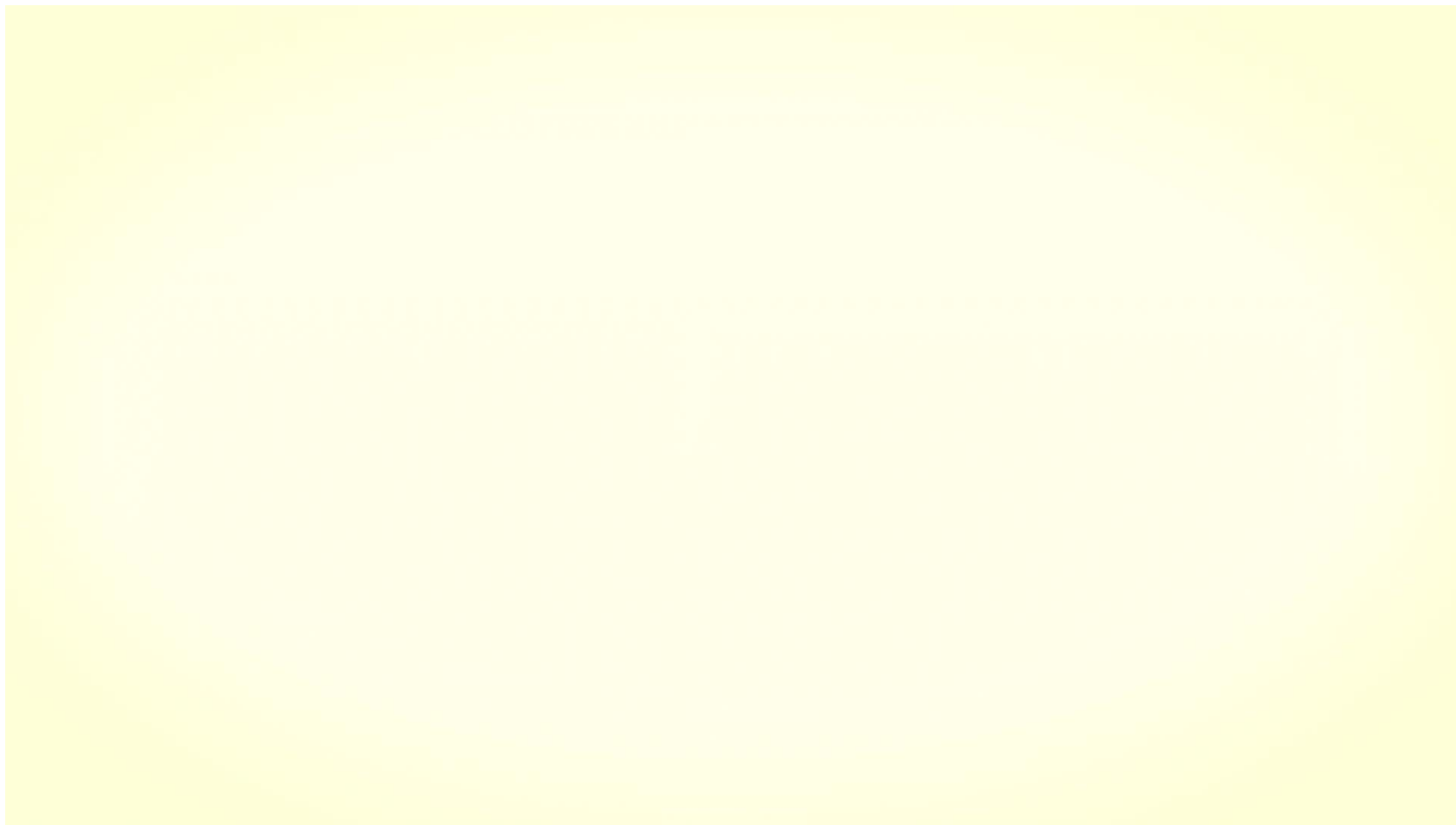


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Building a generous church video





I.D.E.A - Inspire

- We all have a role to play in inspiring others - use testimonies and stories
- It is a way of announcing our vision and inviting people into our mission.
- How does your church financially support others? Is this explained to your congregation?



“49% of Anglicans have heard a sermon on giving in the past 12 months...

40% of those who had said it changed their thinking on giving”

“The under 40s were the age group most motivated to give by preaching”

(Anglican Giving Survey)



I.D.E.A - Discipleship

“Freely you have received: freely give.”
(Matthew 5.8)

Where is faith growing?

- Sermons & services
- Small groups & bible studies
- Friendships & relationships

Talking about money isn't fundraising, it's faithraising





I.D.E.A - Embed

- Giving is about the culture of a church - embedded throughout church life
- Stewardship campaigns
 - Annual focus (red envelopes)
 - Materials/resources
 - Preaching
 - Generosity Week: 22-29 Sept 2024
- Thank you letters





I.D.E.A - Embed

CALENDAR

	Ideas to plan in (don't need to do all!)
January Epiphany: giving focus around gifts.	Thank you letters
February Ordinary time	
Lent: giving focus around discipleship, learning, growing, denying selves.	Lent groups focussing on giving: https://southwark.anglican.org/giving/encouraging-giving-in-your-resources/
March	
April Easter: giving focus around transformed life, resurrection economics.	APCM - thank all your givers with a letter
May	New PCC - Giving Review
Pentecost	
Ordinary time, post-Pentecost: giving focus around Spirit-transformed relationships, believers sharing goods, etc.	
June	Could plan a giving campaign: Generous June or Generous July
July	https://southwark.anglican.org/giving/encouraging-giving-in-your-parish/preaching-generosity/



I.D.E.A - Embed

CALENDAR

August	
September	
Ordinary time, Creationtide: giving focus - Harvest, Generosity Week, gratitude, thankfulness, God's generosity, abundance.	Generosity Week: could plan a giving campaign
October	
Ordinary time, All Saints to Advent: giving focus - mutual belonging, legacies for new generations.	
November	Could plan a legacy campaign or ask: https://southwark.anglican.org/giving/legacies-and-giving-in-memory/
December	
Advent: giving focus, stewardship, awaiting Christ's return.	
Christmas: God's generosity to us.	



I.D.E.A - Activate

- Providing opportunities to give
- Generosity week (24 Sept-1 Oct)
- Lent call
- Involve all ages
 - create opportunities in all age services, kids church and small groups, not just Sunday sermon





Exercise

From what we have just discussed



WRITE DOWN ONE *CULTURE OF GIVING* YOU WOULD LIKE TO TAKE FORWARD, OR A PROBLEM YOU WANT TO ADDRESS



Is Southwark's average weekly gift higher or lower than the average weekly gift in the Church of England?





M.I.N.T - Mechanism



- How you give influences *how much* you give
 cash £3.80 contactless £11.39 online £41.76
- Incorporate new methods of giving to suit our times and different possible donors
- 84% of our parishes have at least one form of digital giving





M.I.N.T - Mechanism

- Digital: contactless machine, online giving page and QR codes
- Contactless: brings in average £180 month, Try Before You Buy
- QR codes: posters, pew cards, service sheets
- Parish Giving Scheme
- Legacies: Farewill and FaithWill

*St Paul's Deptford is one of Southwark's most deprived parishes yet have received over **£13,090 from contactless** and **£4245 online** since they went digital in 2021*



PLEASE DONATE TO
ST PETER'S CHURCH

Thank you for your support,
enabling us to continue
serving our community.





M.I.N.T - Impact

"Donors care about impact. Three in five pay close or extremely close attention to how their donation will be used"

(Money for Good UK Report, 2013)



- Lead with your Church's vision; what is special about your church?
- Share stories, quotes, images and videos
- Link church activities to mission - it motivates people!
- Encourage donors: "Your gift has made a difference, a change to someone's life"; "If you continue giving even more can be accomplished through your generosity"



M.I.N.T - Need

Only **27%** of Anglicans view their church's need as 'very important'

(Anglican Giving Survey)



- Demonstrate financial need
 - clearly communicate costs and challenge preconceptions
 - Have your audience in mind ([Robert Stanier and Lego](#))
- Give fringe people the opportunity to participate
- Provide regular updates



M.I.N.T - Trust

- Say “Thank You!”
 - at least seven times a year, in letters, notices, newsletters
- Gratitude and generosity go hand in hand
- Share specific stories of events/things that a gift enabled
- Be transparent with figures and decisions





Exercise

From what we have just discussed

WRITE DOWN AN IDEA ABOUT *WAYS OF GIVING* YOU WOULD LIKE TO TAKE FORWARD, OR A PROBLEM YOU WANT TO ADDRESS





What happens next

- Do stay on the call if you have time and want to chat further about your workshop
- We will email over slides
- We are here to help, please get in touch:
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