



Encouraging Giving Hour

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Anglican Giving Survey 2021

- **40%** of Anglicans have never been asked to give regularly.
- **Nearly half of Anglicans** have never been asked to review their giving.



Are you surprised by these statistics?



ASK - The Challenge

- Jesus had no difficulty talking about money, why do we find it difficult?
- Encouraging faith-raising not fundraising! Generosity compost!
- Jesus and the new church in Acts spoke in a time of poverty. Asking in a time of need is biblical.
 - Does it feel that “Cost-of-living has led to a cost-of-giving”? The importance of asking politely!
- Charity competition - engaging with our giving communities.
- Making it easy to give - our increasingly cashless society.



ASK – Some suggestions

- Celebrate and activate generosity through the church calendar (coming later)
- Regular givers/ Planned Giving
- Ad-hoc donations
- Long term givers
- **Be creative**
 - Ask All ages
 - Sponsorship for events and activities
 - Local community groups with volunteers who can assist
 - Local Grants, LA CIL (Community Infrastructure Levy) other opportunities





ASK – Encourage Regular Giving

- This is really important for your church. An important part of discipleship!

- Flexibility & Inflation

Paypoint (digital Payments expert) found 64% of regular donators to a charity* welcome flexibility to change a donated amount, giving them flexibility depending on their circumstances. This improves retention but it was also noted that when circumstances were better donors often gave more at such times.

- Importance of realistic costs for church!

No one had increased their standing order for 7 years! We all need a nudge

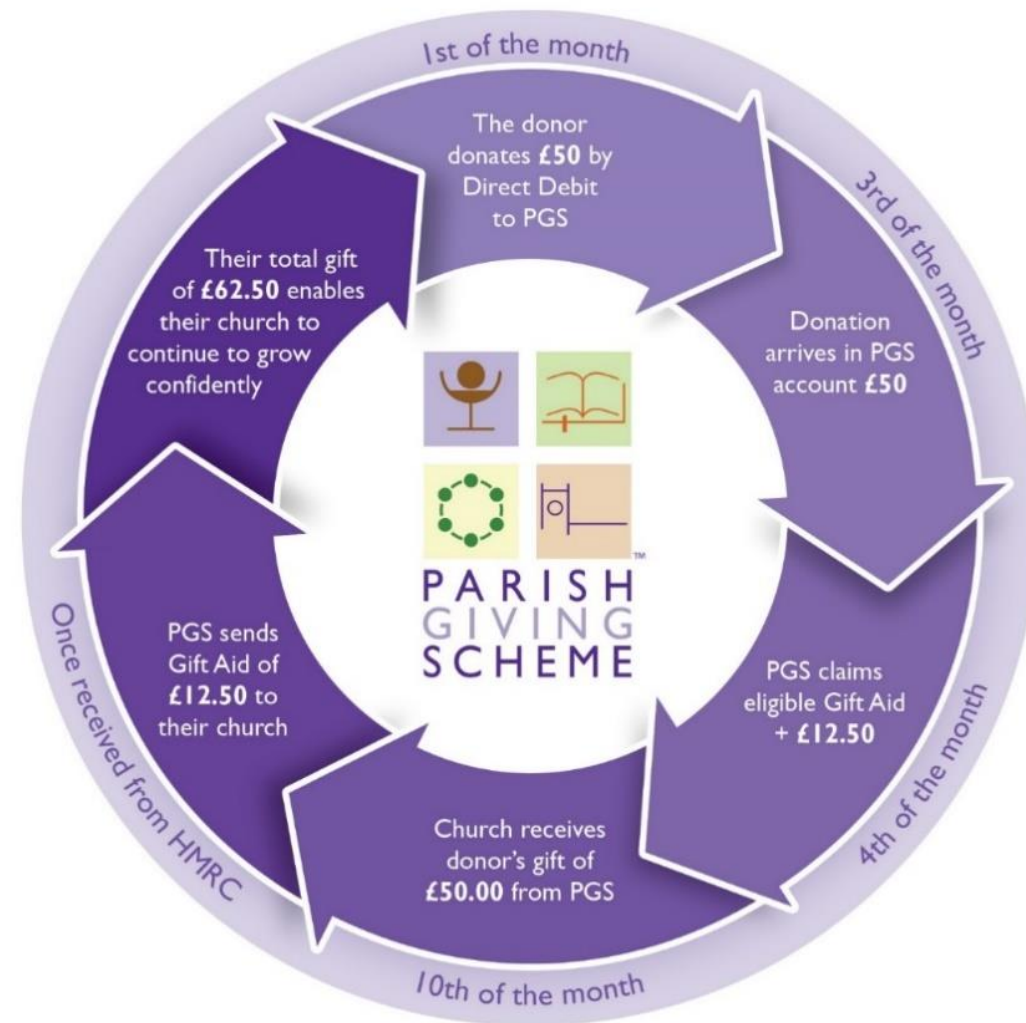
- Parish Giving Scheme (PGS)



ASK – Regular Giving Suggestions PGS

A direct-debit scheme and donation management system

- Automatically claims and reimburses Gift Aid for you each month
- Inflationary increase
- Reduces the admin work
- Streamlines cashflow
- Succession planning
- Free for parishes to use





ASK – Ad-hoc Giving Suggestions Digital

- How you give influences *how much* you give
 - cash £3.80
 - contactless £11.39
 - online £41.76
- Contactless: Brings in average £180 month
 - Try Before You Buy
- QR codes: posters, pew cards, service sheets

PLEASE DONATE TO
ST PETER'S CHURCH

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



ST PETER'S
CHURCH
PETTS WOOD



*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*





ASK – Long-term Giving Suggestions Legacy

- From 2017-2022, nearly £14m was left to Southwark Diocese parishes through legacies.

“Anglicans are three times more likely to leave a gift to a charity than to their church” (2021 Anglican Giving Survey)

- Every Church to have a Legacy focus.

“Only 15% of Anglicans have been asked to support their church in their will” (2021 Anglican Giving Survey)

- Every Christian should have a will.



INSPIRE – The Challenge

INSPIRATION IS THE MEETING POINT OF AUTHENTICITY, VALUES AND BELIEF. IN ORDER FOR PEOPLE TO BE INSPIRED, THEY MUST FEEL THAT THE CAUSE IS GENUINE, THEY MUST VALUE IT PERSONALLY ON SOME LEVEL, AND THEY MUST BELIEVE THAT IT IS POSSIBLE TOGETHER, EVEN IF IT SEEMS IMPOSSIBLE ALONE.

—
- Christen Killick



INSPIRE – Reflection

- Please share one thing that you've celebrated/valued or has inspired you about your church



INSPIRE – Vision

St Matthew's, Redhill

Mission Action Plan (MAP)

[The Mission Action Plan is here.](#) The MAP is a plan of action saying what the church will do in the next year or 18 months to reach the community with God's Love. It is based on the five marks of mission:

TELL: proclaim the Good News of the Gospel

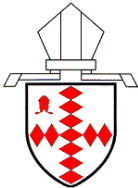
TEACH: nurture all believers

TEND: respond to human need by loving service

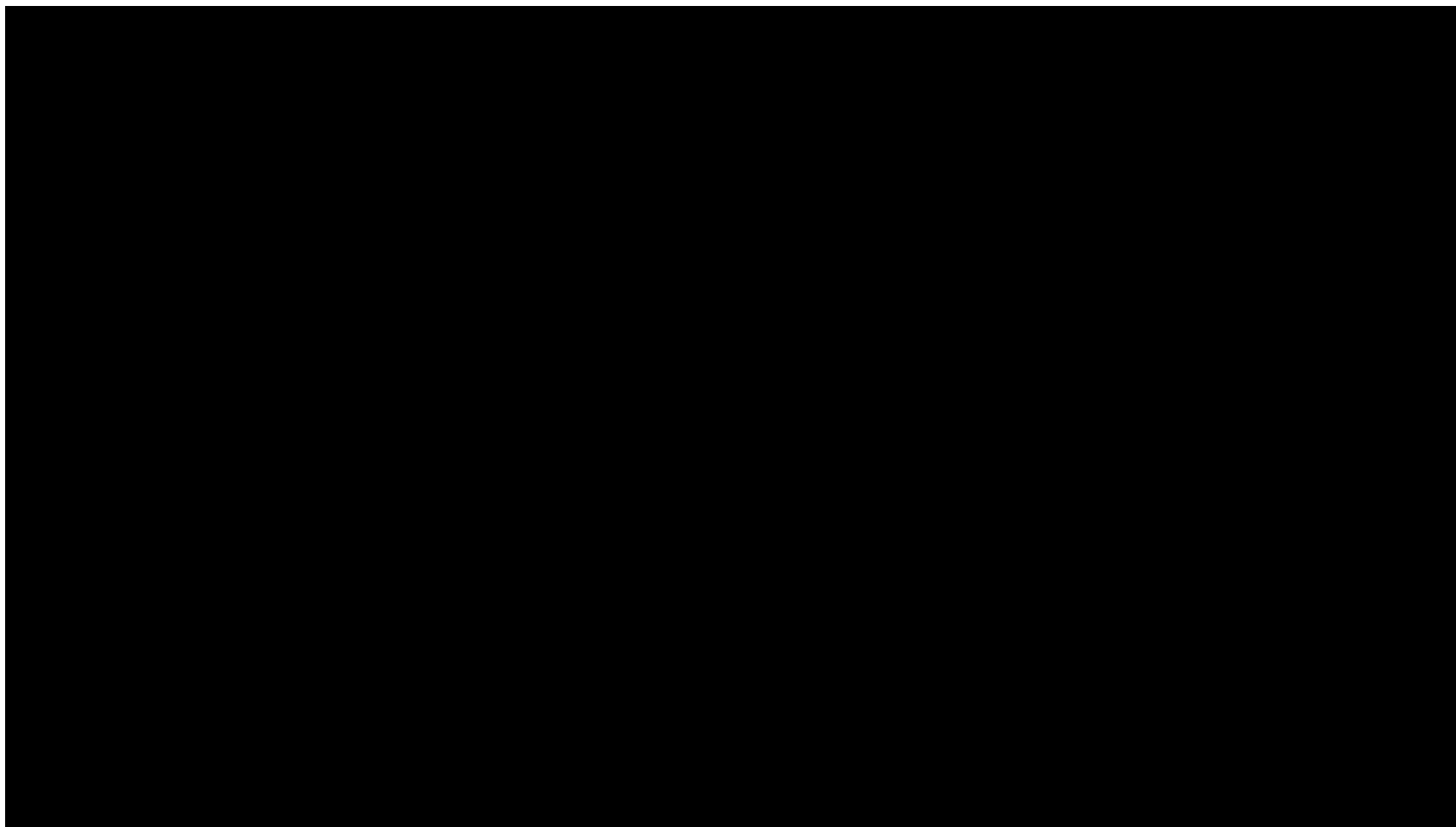
TRANSFORM: challenge and transform unjust structures of society

TREASURE: safeguard creation

All Saints Hackbridge. **“Loving God, loving Hackbridge”**



INSPIRE – Vision





INSPIRE – Some suggestions

- What is your Church's treasure?
 - How can you bring alive your vision to your congregation?
 - Different people love different things.
 - Children's work/ Heritage and building /Music
- Bring them with you - a shared mission gives way to the feeling of joy when we give.
- The Gospels are filled with stories of generosity
 - Which one inspires you?
- What would you do if all your donors gave 10% more?

Remember ... Make it Personal!



THANK

- Celebrate with thanks
- Embed gratitude and say thank you
 - Builds trust and makes a giver feel valued
 - Say thank you at least seven times a year, in letters, notices, newsletters
- Link thanks to use
 - Share specific stories of events/things that a gift enabled





REFLECTION

From what we have just discussed

Write down

- One thing you found challenging
- One thing you found helpful
- One action you would like to take





PLAN – Calendar & Events

June	Could plan a giving campaign: Generous June or Generous July
July	https://southwark.anglican.org/giving/encouraging-giving-in-your-parish/preaching-generosity/
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.	



GENEROUS JULY

- Revd Jenny Dawkins has written 4 sermons from the lectionary for July

<https://southwark.anglican.org/giving/encouraging-giving-in-your-parish/preaching-generosity/>

- Sign up to [Rochester Generosity weekly email](#)



Generosity Week



- Generosity Week Sunday 29th September - Sunday 6th October
- Theme is “living Generously”
- Resources are available and will continue to be updated
 - Podcasts, bible studies, sermon starters, family weekly challenge
- Why not? Add on an extra week to talk about:
 - Vision, Launch PGS or encourage legacies.



Legacy Focus and three-point plan

“70% of Anglicans give to church but only 3% leave a gift in their will”

(*Anglican Giving Survey*)

- 1) Create and communicate a legacy policy with the congregation
- 2) Encourage people to write wills and take care of their loved ones
 - Write wills for free with **Farewill**
 - **FaithWill** - Christian Aid
 - “*Your faith is powerful, so is your Will*”
 - Sign up for resources - <https://www.christianaid.org.uk/appeals/key-appeals/faith-will>
- 3) Seek a Parish Legacy Co-Ordinator



www.southwark.anglican.org/legacies



TAKEAWAY ACTION

From what we have just discussed



Write down one problem you would like to address and one action you would like to take



NEXT STEPS - Thank you for your time

- We will send out the slides.
- Do stay on the call if you want to chat further.
- Reach out if you need help, please stay in touch:

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