

Growing Generous Giving

6 Observations





Giving: Observation #1



Giving: Observation #1

Asking



Giving: Observation #1

*Actually
Asking*



National Giving Survey 2021

33%

don't give to their
church at all



National Giving Survey 2021

40%

have never been asked
to give regularly



Giving: Observation #1

If you don't **ask**,
you don't **get**



Giving: Observation #1

How are you asking?

Who are you asking?

When are you asking?



Giving: Observation #1

Giving Campaign / Giving Review
10 elements for success



Giving: Observation #1



*% Campaign
Target*



*Specific start
and end*



*Compelling
message*



*Parish Giving
Scheme*



*Sensitivity
clause*



*Personalised
letter and leaflet*



*Response
Mechanism*



*Follow-up
emails*



*Launch to
PCC first*



*Legacy
Message*



Giving: Observation #2



Giving: Observation #2

The Parish Giving Scheme



Giving: Observation #2

Inflationary

Increase

52 of all PGS donors opt-in
% increase their gift each
year in line with inflation



Giving: Observation #2

32% of parishes in the
Diocese using the
Parish Giving Scheme



Giving: Observation #3



Giving: Observation #3

*Talking about legacy
giving regularly*



Giving: Observation #3

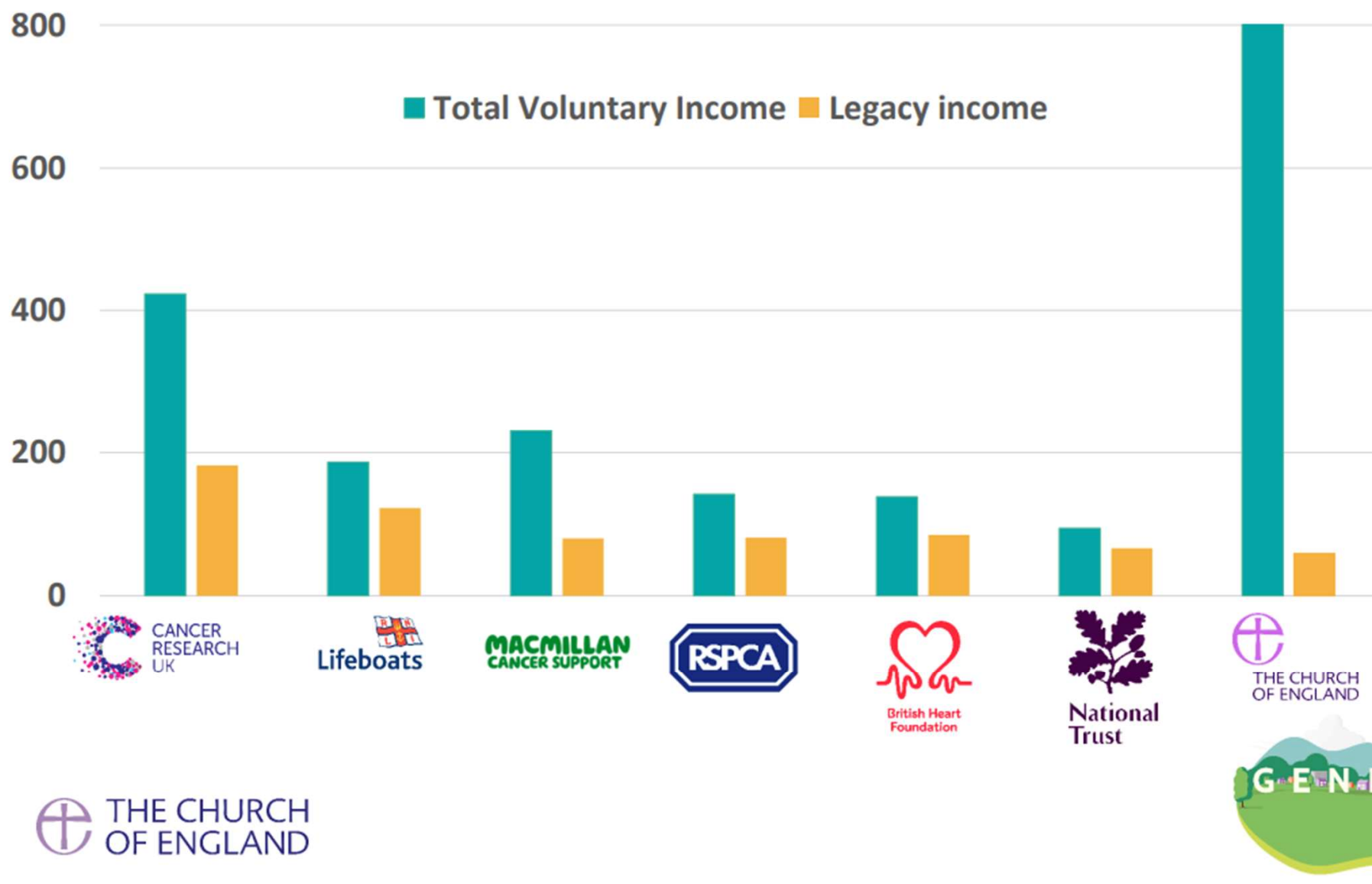
*Talking about legacy
giving regularly*

very few parishes do this



Giving: Observation #3

Anglicans are **3** times more likely to leave a legacy gift to another charity, than they are to their church

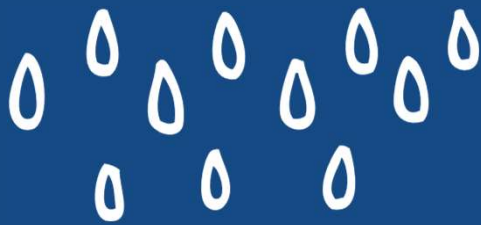




Giving: Observation #3



Giving: Observation #3



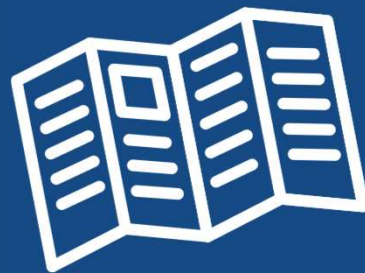
Steady drip-feed of
gentle legacy
messages



Giving: Observation #3



Steady drip-feed of
gentle legacy
messages



Good legacy
leaflet always
available



Giving: Observation #3

Literature Templates

Dear Friends

It has always been a great encouragement whenever someone has left a gift in his or her will to our Church in the past. It is their testimony to the faithfulness, goodness and generosity of God and their thankfulness for the life and work of St Peter's Church.

I want to encourage everyone in our church family, old and young to make a will, review it regularly, and consider the difference a gift in your will could make to the future of St Peter's.

Thank you,

John Smith
Revd John Smith
Vicar

A Lasting Gift

We welcome all gifts in will, however large or small, and we promise to use your gift to make a difference in our parish.

We have been fortunate to receive such generous gifts in the past. A generous legacy of £55,000 enabled us to hire a Youth and Families Worker.

For more information visit www.churchlegacy.org.uk

You can also speak to the Vicar, Treasurer or Stewardship Officer in confidence about gifts in wills.

A Lasting Gift to St Peter's

St Peter's Church, Anywhere

...regularly to the mission church.

...anything we own, not's in wills are a g. They are a to invigorate the form its future.

...expression of ing towards local church

...policy

...ever large or small, use your gift to make a **real difference** to the future of our church.

Our Legacy Policy

The policy of the PCC is to use gifts in will to help fund significant development projects in the Parish.

Since needs change over the years, we encourage church members to leave a gift in your will for the **general purposes** of the parish, rather than for a restricted purpose.

The PCC will discuss with executors the most appropriate use of the gift in the light of current projects and the donor's known areas of interest in the church (e.g. children, music, heritage, churchyard, etc.)

Suggested wording for your will

I give % of my residuary estate OR I give the sum of £_____ (pounds only) free of all taxes to the Parochial Church Council of the parish of St Peter's Church, Anywhere in the Diocese of St Albans for its general purposes, and I declare that the receipt of an officer of the Parochial Church Council shall be a sufficient discharge to my executors and trustees.

"Where your treasure is, there your heart will be also."
Matthew 6.21

The porch of St Peter's was repaired thanks to a generous £10,000 legacy gift.

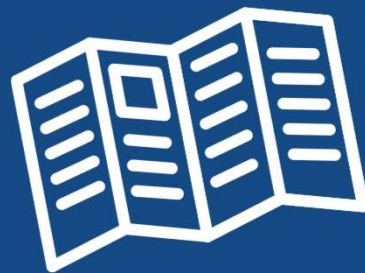
Canva



Giving: Observation #3



Steady drip-feed of
gentle legacy
messages



Good legacy
leaflet always
available



Tell stories of past
gifts benefitting
future generations



Giving: Observation #4



Giving: Observation #4

*Using your Mission Action
Plan as a key part of your
giving message*



Giving: Observation #4





Giving: Observation #4



*Describe
reality*





Giving: Observation #4



*Describe
reality*



*Paint a picture:
the vision*



Giving: Observation #4



*Describe
reality*



*Theology of
giving and
generosity*



*Paint a picture:
the vision*



Giving: Observation #4

*What might happen if you
don't give enough...*



Giving: Observation #4

~~What might happen if you
don't give enough...~~

What might happen if you
do give enough...



Giving: Observation #5



Giving: Observation #5

Going cashless



Giving: Observation #5

Average Gift Size in
Church of England Parishes



Giving: Observation #5

Average Gift Size in
Church of England Parishes

Cash c.£3



Giving: Observation #5

Average Gift Size in
Church of England Parishes

Cash c.£3

Contactless Machine £9.15



Giving: Observation #5

Average Gift Size in
Church of England Parishes

Cash c.£3

Contactless Machine £9.15

Online Giving Page £41.63



Giving: Observation #5



CollecTin
£295



Payaz
£365

Average income **£1,200** per year

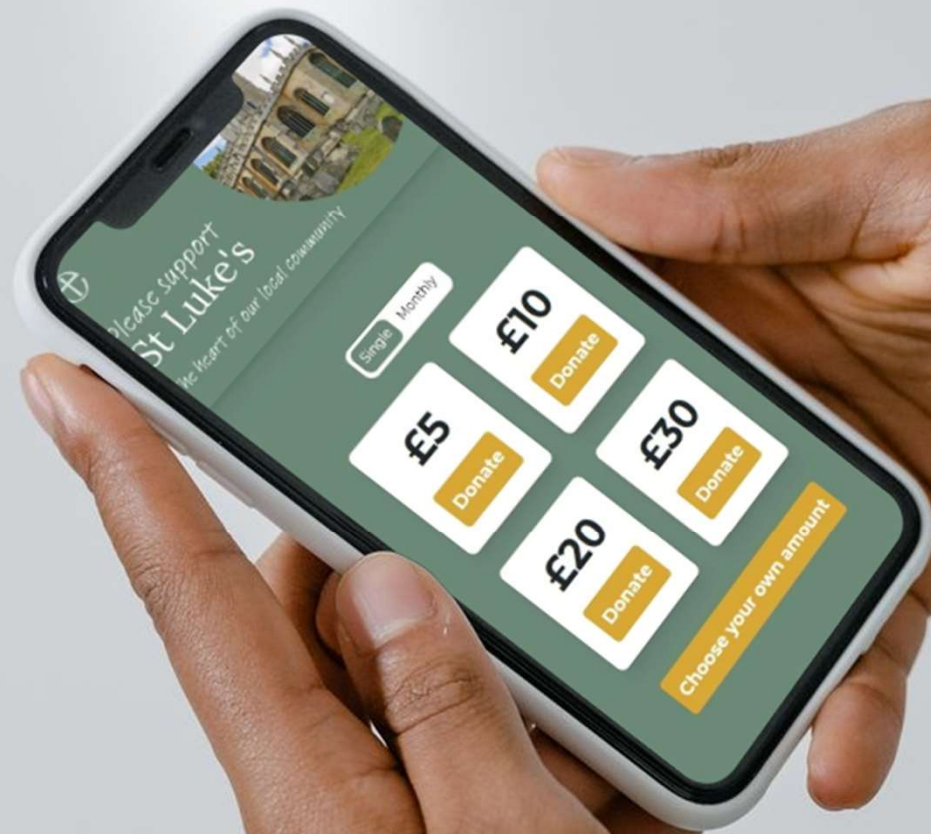


Giving: Observation #5



QR code

↖ free!





Giving: Observation #5

**THE PARISH OF OXTON ST SAVIOUR
WITH ST ANDREW NOCTURUM**
Growing Together in Christ
**6th November 2022:
The Third Sunday Before Advent**

At St Saviour's
9.15am Holy Communion with
Choral Music for All Saints' Day
Precentor: Revd Dr Joe Kennedy
Preacher: Revd Elaine Beeson
Job 19: 23-27 & Luke 15: 11-32
Sermon Series: God's Love
Sermon 4: How deep the Father's love
10.15am—10.45am Refreshments

At St Andrew's
4.00pm Worship @ 4
President & Preacher: Revd Holly Torr

Today's Sunday Podcast
— is available at our Facebook page or by
telephone. Dial 0153 318 0581 (standard
rates apply) from 9.15am today.

The Collect
Heavenly Father, whose blessed Son was
revealed to destroy the works of the devil and
to make us the children of God and heirs of
eternal life: grant that we, having this hope, that
may purify ourselves even as he is pure; that
when he shall appear in power and great glory
we may be made like him in his eternal and
glorious kingdom; where he is alive and reigns
with you, in the unity of the Holy Spirit, one
God, now and for ever.

Giving today
To give today, simply
scan this QR code.
Alternatively, please
use our Contactless
Giving Point or Perpetua
Giving Box in Church.

Communicants
Communicants may receive the Sacrament
either in both kinds, or just the Consecrated
Bread, according to their preference.
The Sacrament is received completely and
wholly in either case. Please do not mislead—
this is not permitted for H&S reasons.

Children are welcome at all services here. In addition, at 10.45am each Sunday we have an
All-age service.
A hearing aid 'loop' system operates in our Parish Church.
If you require a gluten-free wafer, please inform us before the service begins.
Know anyone who'd appreciate reading this pewsheet? Please feel free to forward it to them!

Postcards



Orders of service

Four easy ways to support St Mary's:

Regular Gift	Contactless	Online	Cash
			
set up a regular gift by Direct Debit - please take a leaflet	tap your card on the reader at the back of the church	Scan here with your phone camera to give	in the collection plate as you leave

Please *giftaid* it if you are eligible.

**Welcome to
St Mary's**

St Mary's has been at the heart
of our local community for over
900 years - offering care and
nurture, and a holy space in
which to celebrate key moments
in life's journey.

We are entirely self-supporting,
and rely on donations to resource
the life and work of this church.
Thank you for your support.

If you would like to
make a gift to
support the life and
work of this church,
scan here:

Alternatively, to set up a regular gift to
St Mary's see the details below:

To make a regular gift visit
www.parishgiving.org.uk or call
0533 092 1271 quote code 12345678

Find us online at www.YourChurch.co.uk and on

**GENEROUS
GIVING**
St Mary's, Ayr

**How to support
St Mary's**

Our weekly upkeep costs are funded *entirely* by the
generosity of our visitors and friends.
Thank you for your support

4 easy ways to support us:

Contactless
Tap the card reader 

Online
Scan with your phone 

Regular Giving
Pick up a leaflet 

Cash
Scan to give 

www.YourWebsite.co.uk

Posters





Giving

Caroline Child
Digital Giving
Assistant





Giving



Contactless
demo in
your parish

Caroline Child
Digital Giving
Assistant





Giving

Caroline Child
Digital Giving
Assistant



Contactless
demo in
your parish



Try Before
You Buy
3 month loan



Giving

Caroline Child
Digital Giving
Assistant



Contactless
demo in
your parish



Try Before
You Buy
3 month loan



Contactless
Small Grants
coming soon!



Giving: Observation #6



Giving: Observation #6

*Communicating regularly
about finance and giving*



Giving: Observation #6

*Communicating regularly
about finance and giving*

*(and not just when you're
asking for more!)*



Giving: Observation #6



Giving: Observation #6

Asking



Giving: Observation #6

Asking



Why should
I give?



Giving: Observation #6

Asking



Why should
I give?



How should
I give?



Giving: Observation #6

Asking

Cultivating



Why should
I give?



How should
I give?



Giving: Observation #6

Asking



Why should
I give?



How should
I give?

Cultivating



Thank
you



Giving: Observation #6

Asking



Why should
I give?



How should
I give?

Cultivating



Thank
you



This is the impact
your giving has
made here

Get in touch!

giving@stalbans.anglican.org