

Our Stewardship Journey

A PCC Stewardship Resource for Planned Giving

Reviewing parish giving annually, sometimes referred to as a 'stewardship campaign', has long been accepted as a good parish stewardship. And yet getting a review off the ground can be a time-consuming task.

Another potential stumbling block is that it can be embarrassing asking for money; people may think it is somehow 'unspiritual' of us to ask. The net result may be that we only make an appeal for much needed funds when there is a dire need.

And yet, as a PCC, you know all too well that your parish needs money simply to cover the running costs of your church and to fund mission in your own parish, and that this is not getting any easier. Moreover, as members of the Body of Christ you know that generosity is also about supporting mission beyond your parish boundaries, in places where you cannot be.

This pack of resources has been compiled with a view to making an annual giving review as straightforward as possible. There is a host of good material available from various sources – but there is a lot to wade through. So, I hope this pack of documents will be helpful to you as you prepare an annual review. The contents are as follows:

- ◇ Christian Stewardship – How do we explain?
- ◇ Exploratory document – Our Parish Stewardship Journey
- ◇ A sample stewardship programme – 'A simple Giving Programme' (CofE)
- ◇ Exploratory document about cash giving – extract from 'Reimagining the Offertory' (CofE)
- ◇ A sample income & expenditure analysis from 'Giving in Grace' (xls*)
- ◇ According to what we have the gift array from 'Giving in Grace' (xls*)
- ◇ Draft annual giving review letter *
- ◇ Draft invitation letter to Parish Vision event to wider parish*
- ◇ Draft letter to wider parish to launch a 'Friends of' as sub-committee of the PCC*
- ◇ Draft annual giving review brochure *
- ◇ Draft annual giving review presentation from 'Giving in Grace' *
- ◇ Draft presentation from 'The Parish Funding Programme' *
- ◇ Draft 'thank you' letters from 'Parish Resources' (CofE) *
- ◇ Appointing a Parish Legacy Officer (CofE)
- ◇ Draft single parish Legacy brochure*
- ◇ Draft multi-parish Legacy brochure *

Please let me know if you would like editable versions of the documents marked with an asterisk *. Also, if you would like to discuss how Diocesan Parish Support can help, please do not hesitate to contact me.

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Christian Stewardship – how do we explain?

Stewardship is at the very core of our being as Christians, it is part of our Christian DNA, it is elemental to us as disciples. Yet sometimes we may find ourselves caught off balance if we are asked point blank to explain exactly what we mean by this. How might we respond?

For very many people – possibly the vast majority - stewardship is about how we are (or are not!) being stewards of *our* natural world. Yet as Christians we know that the world's resources are not *ours* to have nor hang on to because *'The earth is the Lord's, and everything in it'* (Psalm 24:1). God created the world, the universe and everything... And so, our first response might be to say that God shares everything with us on the understanding that we are stewards of what belongs to Him, which of course is everything!

As we ponder the beauty of God's creation we are filled with awe. We understand that only a God that loves could share with us such riches. And yet, as Christians we want to say more than this, because the greatest of all of His gifts is His love. Let's be frank... Without love we have nothing. Life without love would be torment. *'What is hell? 'I maintain that it is the suffering of being unable to love'*, wrote Dostoyevsky in *The Brothers Karamazov*. We are only able to love because *'he first loved us'* (1 John 4:19). And so, our second response might be to say that God's love is His greatest gift to us, and that the way we thank Him is to share his love, not out of a sense of obligation but because love and gratitude are indivisible.

What holds us back?

So far so good. Yet all too often something holds us back. How hard it is to live clothed in Christ! *'Admission [to the Kingdom] is free, if you purge yourself of desire'* (R.S. Thomas, *'The Kingdom'*). All we have to do.... Ah... if only it were that simple! This twenty-first century world tests us sorely. It is difficult to purge ourselves of the desire for things that hold us back. So, as we talk about Christian stewardship, we may ask the question *'What holds us back?'* It may be *'worldly passions'* (Titus 2:12) or it may be fear, the fear of losing our grip on what we feel gives us security, or we may think our gift will be wasted.

In response to our fears, let's imagine generosity from God's perspective and ask...blessed as we are with the gifts of the Holy Spirit, can we say that we are using His gifts wisely? Or might we be wasting His gifts? Ah... sadly we know we squander God's gifts to us, yet God does not hold back. God does not withhold His gifts from us.

We know in our hearts that if we hold back, if we hoard what our Father has given us we shall reap sparingly. *'Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously'* (2 Corinthians 9:6).

Stewardship and Discipleship

Our response comes down to our vision as Christians. A vision of community founded on doing what Jesus did. *'Now that I, your Lord and Teacher, have washed your feet, you also should wash one another's feet. I have set you an example that you should do as I have done for you'*. (John 13:14-17). There is grace in giving. Our vision is of a community where love reigns supreme. A community which is saturated with love and gratitude for the sacrifice of the Son, who looked down in compassion on our fallen world.

As Christians we know that God showed His love for us by coming close to us in the person of His Son our Lord Jesus Christ. Knowing how much God loves us, how much it cost in pain and suffering for God to come close to us, our response is gratitude for His immense, unfathomable *generosity*.

How might we explain what this means in practice, what showing our gratitude means for us, His stewards, in practical terms? We know the answer: we are not only stewards of His creation, the physical world, we are stewards of that which created it, His love. The work which Jesus has entrusted to us, His disciples, is to share His love. So we want to say that discipleship and stewardship are indivisible, because both are about sharing His love. This means of course that we are never alone on our Stewardship Journey: *'there are no private compartments on the road to (...) eternal life'* (Abbott Jamison, 'Finding Sanctuary').

As Christians, we share our time, talents, and money, both as individuals and as the Community of God, because together, serving and giving are what God wants us to do. We know this because it is what Jesus did.

When we show our gratitude, when we are generous, we acknowledge, in humility, that we do not deserve His gifts to us. We squander His gifts, yet he does not hold back. So, in humility, we place our trust in God that *'all things work together for good for those who love God'* (Rom 8:28). Indeed, how can we doubt this when, from the evil of the crucifixion, the one who died transformed the worst crime in history into an act of love? And so, when we make our gift to God in thanksgiving, we show God that we are stewards of His love; that whatever our doubts and fears, we put our trust in Him.

*For it is in giving that we receive;
it is in pardoning that we are pardoned;
and it is in dying that we are born to eternal life.*

St Francis of Assisi

Our Parish Stewardship Journey

The aim of the following statements¹ is to provide a broad 'snapshot' of the progressive stages of a parish stewardship journey and identify steps that we might take as a PCC to progress on our stewardship journey. The statements are grouped under five headings: giving mechanisms, demonstrating impact, explaining need, discipleship and embedding generosity.

Please review the statements and choose one under each category which you believe best reflects our parish today.

1. Giving Mechanisms

- A. Our church takes a retiring collection at Sunday services and has a cash collection box at the back of the church.
- B. Our church always takes either a collection during a service, or a retiring collection and has a cash collection box at the back of the church. Some members use giving envelopes.
- C. Some members give through standing order. Our church has regular collections and a collection box, and some members use giving envelopes. We claim Gift Aid on some or all regular donations.
- D. Some members give through standing order, and we have signed up to the Parish Giving Scheme. We are starting to raise funds through Digital Giving (contactless and/or online). We have regular collections and a collection box, and some members use giving envelopes. We claim Gift Aid on the majority or all of our donations.
- E. Our church has signed up to the Parish Giving Scheme which we actively promote. We receive some regular donations through Digital Giving (contactless and/or online) and we continue to ensure those who want to give cash donations can do so. We are very efficient in the processing of our Gift Aid claims, making the most from this.
- F. We are keen to consider any new mechanism that might enable more people to give. Legacy Giving is part and parcel of what we talk about in giving and generosity. We are part of the Parish Giving Scheme and raise funds through contactless and online giving. Some members give through standing order, and we still provide opportunities for those who want to give cash donations. Our Gift Aid processes are thorough.

¹ Statements are based on material shared with us by the Church of England 'Cornerstone' stewardship project.

2. Demonstrating Impact

- A. We rarely talk about the missional things we have done as a church. We don't currently have a clear understanding of the impact of people's giving and generosity on the mission and ministry of our church.
- B. We sometimes talk to the congregation about the impact of giving. But we lack clarity as to what it is we do and contribute as a church. We are able to identify key areas of our mission and ministry that have been impacted by people's generous giving.
- C. We do talk about what we do as a church, but sometimes this is hard as it's not always clear what difference we make. We are able to identify key areas of our mission and ministry that have been impacted by people's generous giving. We sometimes share these stories in our written communications.
- D. We have a clear understanding about the impact of people's giving and generosity on the mission and ministry of our church. We are not always confident in communicating this in relation to people's giving but make efforts to share news through a range of media.
- E. We are clear about the difference we make as a church, and we talk well to the congregation about this. We have a confident and clear understanding about the impact of people's giving and generosity on the mission and ministry of our church. We communicate this when opportunities arise in more than one format and are intentional in sharing stories with the congregation.
- F. We are clear about the difference we make as a church, and we talk well to the congregation and wider community about this. We have found good channels to do this (e.g. social media). We have a confident and clear understanding about the impact of people's giving and generosity on the mission and ministry of our church. We have planned, regular communication, delivered through a variety of media to the congregation and wider community. The leadership of the church is keen to identify the ways we make an impact.

3. Explaining Need

- A. Only a small number of people understand our church finances. Also, only a small number understand the Common Mission Fund and its value. There is no space where need is communicated to the congregation or wider community.
- B. Some of the PCC understand the Common Mission Fund and what it does. Some of the PCC understands the income and expenditure streams of the church. We have very few materials explaining why people's support is needed. We have very few materials for the wider community to show how the church meets their needs.
- C. The majority of the PCC understand the Common Mission Fund and what it does. The majority of the PCC understand the income and expenditure streams of the church. We have communicated why people's support is needed from time to time, but we do not do this on a regular basis. In all likelihood, we think few people in the congregation understand.
- D. Perhaps half of the worshipping community understand how the Common Mission Fund works and what it does. Some understand the income and expenditure streams of the church. We have a few materials explaining why people's support is needed. We have a few materials for the wider community, showing how the church meets their needs.
- E. Many in the worshipping community understand the importance of the Common Mission Fund and what it does. The majority understand the income and expenditure streams of the church. Our materials explain why people's support is needed. We do have some materials for the wider community showing how the church meets their needs.
- F. The worshipping community understands the importance of the Common Mission Fund, what it does. The majority understands the income and expenditure streams of the church. All our materials explain why people's support is needed. Materials for the wider community show how the church meets their needs.

4. Discipleship

- A. Overall, it's not clear to us how generosity, giving and discipleship are linked.
- B. We do talk about the place of giving in discipleship, but it's not clear how this is built upon in the daily life of our church.
- C. We talk about generosity and giving, we frame it as part of our discipleship. A part of this we talk about specific ways in which we can live generous lives.
- D. Generosity and giving is a subject we have covered in small groups and small discipleship groups, when we have done them. We talk about generosity and giving, we frame it as part of our discipleship.
- E. Church members and leadership have access to ways of growing in their understanding of God's generosity towards us (e.g. through quality teaching and preaching, individual study materials and group resources). Together we explore ways we can live out generous lives.
- F. Church members and leadership have regular access to ways of growing in their understanding of God's generosity towards us (e.g. through quality teaching and preaching, individual study materials and group resources). As a result, they actively explore ways they can live out generous lives. We encourage new members to explore generosity as part of their discipleship.

5. Embedding Generosity

- A. We currently have no plan to encourage generosity, and have spent little, if any, time considering how we might become a more generous church.
- B. We recognise the need for a plan to encourage generosity and have begun to spend time considering how we might become a more generous church.
- C. We recognise the need for a plan to encourage generosity and have begun the process of developing this. We have spent time considering how we might become a more generous church but need to turn this into actionable plans.
- D. We have outline plans on how we will encourage generosity in the life of our worshipping community. We have spent time considering the response we will make to our generous God, and what things we need to do to become a more generous church.
- E. We have formulated plans on how we will encourage generosity in the life of our worshipping community. We have spent time considering the response we will make to our generous God, and what things we need to do to become a more generous church. We have yet to implement our plans to make this happen.
- F. We have detailed and robust plans on how we will encourage generosity in the life of our worshipping community. We spend time considering the response we will make to our generous God, and what things we need to do to become a more generous church. We have an ongoing programme in place to make this happen.



A SIMPLE GIVING PROGRAMME FOR SMALLER OR RURAL CHURCHES

This programme is aimed for smaller churches – wherever you are.

This programme is a fairly simple one to run, but there are some important decisions to take, and your communication will need to be clear and motivating. It is suggested that you gather a small team to work on this (perhaps only two or three – but this can provide mutual support and encouragement, as well as two minds being better than one.)

An Overview

A good giving programme will do more than simply ask people to increase their generosity. It should include some Christian teaching on generosity, as well as explaining the impact of giving on mission and ministry – what happens to the cash that's given, and why more money is needed. There are three stages to the programme:

- A **planning phase** (Steps 1 to 3) to ensure you have a well thought through approach. Time spent in the planning phase will pay dividends over the longer term.
- The **programme phase**, (Steps 4 to 6) which will last about three or four weeks. It may begin with a launch event when you can present the needs, and vision of the church, and celebrate its ministry. It will finish with a Thanksgiving Sunday at which church members and others may make pledges about their future giving.
- A brief **post-programme phase** (Step 7) to thank those who have responded, and to capture learning for next time.

Step 1 – Getting Started

Get together for an initial planning meeting. You will need to agree some plans, wrap them together in a short 'case statement' (or summary) and get the PCC's agreement before running the giving programme. Examples of Case Statements, together with a template to complete, are available to download. These tasks at this stage include:

- **Identifying your primary need.** Do you need to support regular expenditure, including routine maintenance? If so, a giving programme such as this one is particularly suitable. If you are looking to fund a significant one-off project, when you need to decide whether you are seeking one-off donations, perhaps through a gift day, or if it is a longer-term project, additional regular giving.

- **Analysing the church's strengths and opportunities.** As well as issues relating to maintaining the building at the heart of the community, look at the extent to which the church is engaged in ministry and mission. You can download a separate "footprint" tool that you may find helpful.
- **Agreeing 2 or 3 reasons to present to encourage support for the church.** It helps if there is some aim beyond just "keeping the show on the road" e.g building improvements such as kitchen / toilet, encouragement of tourists, work with children etc. The appeal of these will vary between those who are regular worshippers and those who are occasional attenders or fringe supporters.
- **Decide whether you will hold a Launch Event.** (See Step Four for examples). This can be a great way of getting the programme under way on a positive footing. Although it is an opportunity to communicate the needs of the church and explain the programme, its initial emphasis is on a celebration of the life and work of the church. Having the chance to explain in person should be much more motivating than simply sending out a paper communication; enable people to ask questions, and avoid misunderstanding.
- **Deciding the timing of your programme.** If you are holding a launch event, you should expect to write out 3 weeks ahead of this event to invite people, and your programme will be between four and five weeks long. If there is no launch event, the letter should go out between two and three weeks ahead of the Thanksgiving Sunday.
- **Gathering the data needed to communicate clearly.** This should include:
 - o completing a budget and understanding the extent of your financial need.
 - o understanding your current giving patterns, and
 - o getting a list of people linked to the church, or living in the local community.

Step 2 – Getting PCC Agreement

It is essential that a giving programme has the support of the PCC, and the more active the support the better! As part of this, they should agree the reasons that will be presented for supporting the church. Other important elements they should consider is whether or not you will be holding a launch event, and the extent to which you will be writing to invite the fringe or wider community to participate. Both are significant decisions, and to have their support is crucial.

Step 3 – Write & Send Out Letters

You will need to decide whether you will include a launch event in your programme, which will alter the letter you send. Your initial letter will either seek to:

Invite people to a launch event when the needs of the church can be presented along with a supper or lunch. The letter should request people to respond a fortnight before the presentation, giving both time to follow up some who the team think might be interested in coming, and also providing some idea how many to cater for. OR

If you are not holding a launch event, you will need to send out the pack asking people to consider setting up a standing order, or reviewing it if they already have one. This letter should include a standing order / gift aid form, and preferably an addressed envelope. We suggest that you send out two different

letters, one to those who are already supporting the work of the church through planned giving, and one to everyone else. Suggested templates to work from are provided as separate downloads.

You may also want to include a simple leaflet to explain more about the work of the Church, and to provide some perspective on how different people can contribute different amounts to allow the target to be reached.

Step 4 – The Launch Event (if you are holding one)

If applicable, you will have sent out letters inviting people to come about three weeks previously. You'll need to decide whether you want people to let you know if they are coming. (This may be important for catering purposes, and it may build commitment, but on the other hand, may deter from coming those who have not been able to confirm their attendance).

There are lots of examples of successful launch events, including:

- Parish Supper
- Harvest Supper
- Fish & Chip Supper
- Afternoon tea
- Strawberry cream tea
- Bring & Share lunch
- Guest speakers
- Cheese & Wine
- Quiz Evening (sometimes on the theme of money)
- Pate, Puds & Plonk!
- Barbeque
- Hog Roast
- Church garden parties
- Open Church with displays from church groups
- Combining with Village fetes, shows etc
- Light refreshments following Church services.

Your presentation should cover the following four points:

- 1 A brief background to the Church, and its ministry. The “Footfall” tool will help you explore how broad the church’s reach is.
- 2 The costs of maintaining the church - ensuring that parish share is linked with the provision of clergy.
- 3 Some future vision - that it’s not just keeping the show on the road, but there are some exciting new things that the church would like to do.
- 4 Acknowledge existing giving and support, and explain what is needed. Invite prayerful consideration and explain when pledges need to be received.

Make sure those who are present receive a response pack. This is likely to include a follow up letter, brochure and response form (and also a Parish Giving Scheme form if your church is rolling out the scheme - This only applies in dioceses which are operating the Parish Giving Scheme – see www.parishgivingscheme.org.uk to see if you’re able to benefit from the scheme). You should note who is at the launch, and send a second letter to those who were unable to attend enclosing the response pack.

Step 5 – Running the Programme

1. **Send out letters to those who were unable to attend the launch, or if you didn’t hold a launch event, send out letters/packs to all of your contacts.** These can be based on the standard ones included in this toolkit. This can be simply amended to reflect the presentation e.g. by adding “Following the presentation on 15th September, ...” at the beginning of the letter.

2. **Create a simple brochure of information to help people and a response form.** Giving it the title of 'Promise Programme' helps people see what is desired from them, and can act as a linking title for the letter, brochure and response form. Sample resources are available to help you create these.
3. **Encourage prayer and reflection.** You can include a prayer in your brochure; or make additional prayer or other leaflets available in church. Some possible ones are provided.
4. **Provide some Christian teaching during the weeks leading up to Thanksgiving Sunday.** There is a difference between encouraging regular Christian giving, and a secular fundraising campaign. Whilst some on the fringe who may wish to respond will treat it in the same way as a secular appeal, those who are regular church members should be encouraged to see their giving as an ongoing part of their discipleship, giving in response to a generous God, as much to meet the financial needs of the Church. The materials available on the Giving for Life section of the Parish Resources website (www.parishresources.org.uk/givingforlife) especially the reflections leaflet provide an easy resource to use.

Step 6 – Thanksgiving Sunday

Finally you reach the Thanksgiving Sunday, when pledges are offered. Those received before the day should be counted, and then included with those that are brought to the service. One possibility is for pledges to be offered early in the service, and for the newly offered ones to be added to those that had come in beforehand, so that the results can be communicated back to the congregation towards the end of the service. If this is done, it is important to maintain a focus on thanksgiving, whether or not the target is reached.

You may want to write again to those that had not responded - perhaps giving a summary of the results to date, and the amount still required.

Step 7 – Afterwards

Encourage further responses. It's important to encourage those who have not yet responded to do so – many will be willing to do so, but simply have not yet got around to it. At a minimum, it is essential to remind regular church members and those who are already part of the planned giving scheme; if possible, it is good to visit all those on the electoral roll. The purpose of the visit is simply to collect response envelopes, rather than to ask for money.

The final total should be calculated, and this should be shared with the congregation – whether or not the programme is felt to be successful. If you have a parish magazine, this is a good way of reaching the wider community, and if there is a village noticeboard, this too, can reach a broader section of people.

Finally, write out to thank all those who have offered pledges. A sample letter is provided to download, which you should edit and amend as appropriate. It is important that all those who have offered pledges (whether they have increased their giving or not), should be thanked for their commitment to the Church. A wider thank you should be included in any parish magazine article or noticeboard post.

You may also want to review your learnings and record them, so that next time you run a giving review, you will be able to learn from what went well, and what didn't work so well.

Why think about the offertory?

Throughout scripture the practice of giving combines the practical resourcing of priestly ministry and the work of the church with the act of making an offering back to God which expresses our thanks for his rich generosity to us. Giving has always **formed a part of worship**. It could hardly be otherwise for God made us body *and soul*. But in practice, many churches have thought little about why we have an act of giving as part of our worship.

From the earliest times, the offering of sacrifices and the burning of expensive incense enabled the giving of an offering to be a part of worship. The law of the first fruits in Deuteronomy 26:1-11 is an **act of thanksgiving** for God's provision and **act of proclamation** as those for whom the land is God's gift tell the story of the rescue from Egypt. In Numbers 18:21-32 the tithe sustains the Levites, and the passage establishes a principle, if not a definitive pattern, of **financial support for local church leadership** which in 1 Corinthians 9 becomes the key principle that those who share the gospel get their living from the gospel (1 Cor 9:7-12). And, of course, King David's great prayer of thanksgiving as material gifts are given to build the first Temple is echoed in churches every Sunday as the financial gifts of God's people are received (1 Chronicles 29:10-20)

Acts describes the early church **giving to share in a communal life**. Those who had used what they had to meet the needs of others. Paul writes in 2 Corinthians 8 and 9 of a **collection for the poor** and of the interplay of financial and spiritual blessing and elsewhere of churches sharing their gifts and skills as well as food and money. Giving in the context of worship reflects the importance of giving in community.

Almsgiving has long been linked to the offering. The earliest version of the Book of Common Prayer in 1547, *"In the meane time, whyles the Clerkes do syng the Offertory, so many as are disposed, shall offer unto the poore mennes boxe every one accordynge to his habilitie and charitable mynde."* Historically the church appointed a deacon as a kind of 'social security fund' officer sharing what was collected according to need.

Giving expresses our love for God, and responds to God's generosity to us. Such grace not only creates a beautiful world for us to inhabit, provides generously for our daily needs and enables us to love and be loved. Supremely in Jesus' self-offering, we have the way to be reconciled with the Father and to enter into an eternal relationship with him.

Since "where our treasure is, there our heart is also", **the offering of money provides a unique proxy for offering ourselves back to a generous God.** All of these rich themes feed into the offertory as the most visible and tangible expression of our giving as Christian people, and our offertory practice should reflect this.

Questions for PCC Reflection

These questions are here to help you think through your church's practice in relation to the offering of money. It's not just about "how much is received" but also about how we enable church members to make an offering of money as a proxy for offering themselves in the context of worship, and whether we enable people to give at realistic levels, joyfully and with thanksgiving.

1 What does your giving mean to you in the context of worship? (tick all that apply)

- a) It's my contribution to the work of the church
- b) It's a scramble to find some cash that interrupts my worship
- c) It represents the giving of myself to God
- d) It's a way to say thank you to God
- e) It makes me feel like I'm part of a community
- f) I've never really thought about it
- g) Something else

Giving is far more than collecting funds for the church's mission and ministry. It can provide an opportunity to offer ourselves, individual and communally, in the context of worship, with money representing all that we stand for – our values and priorities.

2 Which of these practices applies to your church? (again, tick all that apply)

- We pass around a bag/plate during the service
- We tend to use the same offertory prayer
- A bag or plate or box is available at the back
- We sing a hymn whilst this happens
- Our service sheet explains what we are doing and why
- We have tokens for regular givers
- The bag or plate is brought to the front during the service
- The offering is announced from the front, and we explain its purpose
- It always happens at the same time during the service
- We occasionally do something different that makes us think

Many churches have not thought about their practice in relation to the offering and have simply continued practice that may have been established years ago. This exercise provides you a chance to think about what you are doing and why.

3 *As you think about your church's practice, in what ways does it help, and in what ways does it hinder, a sense of offering in the context of worship?*

THINGS THAT HELP	HOW OR WHY DO THEY HELP?
.....
.....

THINGS THAT HINDER	HOW OR WHY DO THEY HINDER?
.....
.....

4 *If a visitor came to your church, what would they understand the collection/ offering to be about? Why would they think that?*

.....

.....

5 *What do you think are the arguments for and against passing a bag or plate in church?*

FOR	AGAINST
.....
.....

6 *How might you change your current practice to enrich it?*

.....

.....

This resource pack provides materials to help parishes think through their practice in relation to the offering. You will find material to help you consider whether to pass a bag or plate around during a service, different offertory prayers, ideas for doing it differently for a change, and much more. It can be found at www.parishresources.org.uk/offering

Whether or not to pass a bag or plate...

Offertory collections developed in the days when people were paid weekly in notes and coins. These days most people's income comes through bank accounts, including pensions and social security benefits. For many people, it is easier to give by bank standing order, as it saves finding the right change each week. It also helps people gradually to increase their regular giving from year to year in line with inflation, without having to find odd amounts of cash every week. Switching to direct debits or standing orders:

- improves the regularity and consistency of church income
- cuts the volunteer time needed to open and check the envelopes after the service
- minimises the risks involved in weekly cash banking
- cuts stationery costs - dated envelope sets are fairly expensive
- helps the church to budget and manage its finances more effectively, and
- bank statements provide an independent audit trail for the Inland Revenue.

However, there is something very significant about money representing us – what we do with our money defines us and our priorities. The offering of money within the context of worship provides an opportunity for a symbolic offering of ourselves and our resources. The National Stewardship Committee encourages parishes to review whether or not it's right for them to continue to pass an offertory bag during the service.

Benefits of passing a bag:

- Everyone is physically involved in liturgical action
- Visible symbol of gratitude to God
- Offers the opportunity to explain what is going on and why
- Better described as "receiving an offering" rather than "taking an collection"
- Can use (recyclable) "My Gift to God" tokens for standing order givers to put in.

But

- Can imply a small cash gift is all that is required for generous giving
- Can be embarrassing for newcomers who are unprepared
- Some people find it interrupts their worship or singing.

Benefits of having a plate at the back:

- Less obtrusive within worship liturgy for newcomers who may feel uncomfortable
- No need to organise sidespeople or collectors
- Promotes electronic giving
- Easier for people to give at realistic levels via standing order, and to adjust this with periodic cash donations when needed.

But

- Some churches may worry that they will "lose out" (in fact, most churches gain by stressing standing orders)
- May be a security concern if the plate is left unattended.

Whether or not a bag or plate is passed around during worship, it can still be brought forward so that the gifts of God's people are offered as a part of the worship.

Introducing the Offering

As part of an introduction to the offering, it's good to explain what will happen, particularly if there are visitors in church to avoid them being caught unawares. You might say something like:

During our next hymn, an offering will be received. This helps to resource the ministry of this and other churches, and also provides us an opportunity to symbolise the offering of ourselves by the offering of money. If you do not wish to contribute, just let the bag pass by. Many members arrange their giving via standing orders, so will not be putting anything in the bag.

You might then finish the introduction with a sentence of scripture or a quote:

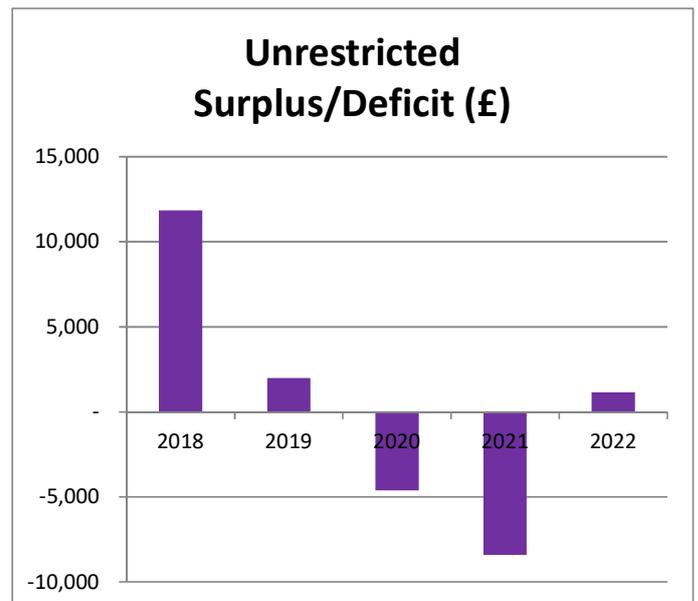
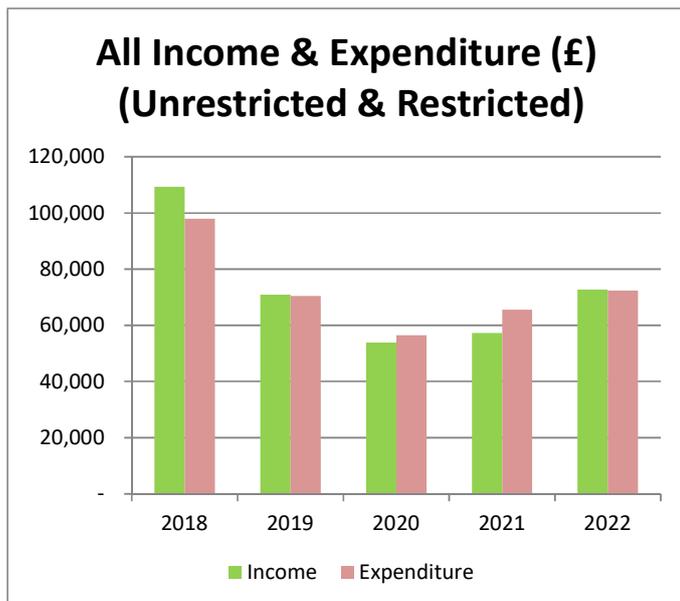
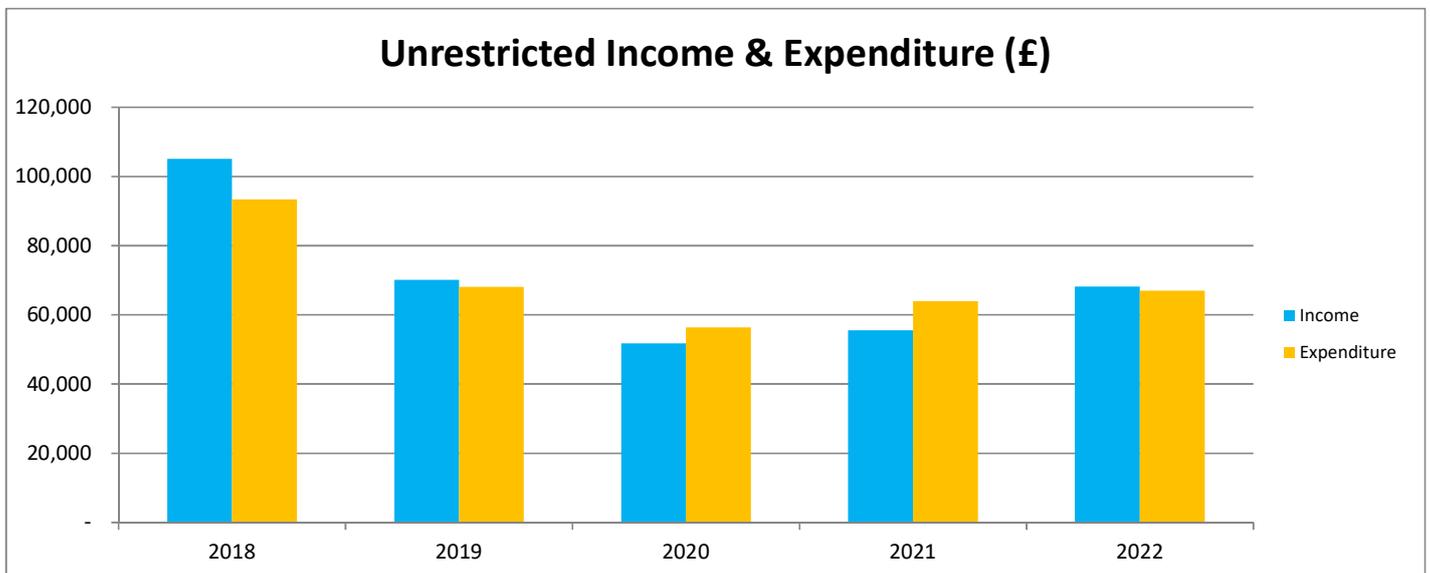
- 'From what you have take an offering for the Lord. Everyone who is willing is to bring to the Lord and offering of gold, silver and bronze.' (*Exodus 35:5*)
- 'The generous will themselves be blessed, for they share their food with the poor.' (*Proverbs 22:9*)
- 'But who am I, and who are my people, that we should be able to give as generously as this? Everything comes from you, and we have given you only what comes from your hand.' (*1 Chronicles 29:14*)
- 'But when you give to the needy, do not let your left hand know what your right hand is doing.' (*Matthew 6:3*)
- 'But store up for yourselves treasures in heaven, where moths and vermin do not destroy, and where thieves do not break in and steal. For where your treasure is, there your heart will be also.' (*Matthew 6:19-21*)
- 'None can serve two masters. Either you will hate the one and love the other, or you will devote to the one and despise the other. You cannot serve both God and money.' (*Matthew 6:24*)
- 'All the believers were together and had everything in common. They sold property and possessions to give to anyone who had need.' (*Acts 2:44,45*)
- For you know the grace of our Lord Jesus Christ, that though he was rich, yet for your sake he became poor, so that you though his poverty might become rich.' (*2 Corinthians 8:8,9*)
- 'Command those who are rich in this present world not to be arrogant, not to put their hope in wealth, which is so uncertain, but to put their hope in God, who richly provides us with everything for our enjoyment.' (*1 Timothy 6:17*)
- 'Keep your lives free from the love of money and be content with what you have, because God has said 'never will I leave you never will I forsake you.' (*Hebrews 13:5*)
- "You have not lived today until you have done something for someone who can never repay you." (*John Bunyan*)
- "It's not how much we give but how much love we put into giving" (*Mother Teresa*)
- "I am only one, but I am one. I cannot do everything, but I can do something. And I will not let what I cannot do interfere with what I can do." (*Edward Everett Hale*)
- "We make a living by what we get, but we make a life by what we give" (*Winston Churchill*).

Section 3a: *income and expenditure*



These charts give an overview of the operational, day to day, income and expenditure of the church over a number of years. 'Unrestricted' includes all General and Designated funds. Note also that Restricted income can only be used for the purpose for which it was given, as stated by the giver, and is not available for the general use of the church.

Year	Income (£)		Expenditure (£)		Total (£)		Overall (£) Surplus/Deficit	
	Unrestricted	Restricted	Unrestricted	Restricted	Income	Expenditure		
2018	105,169	4,198	93,322	4,674	109,367	97,996	11,371	
2019	70,136	750	68,143	2,383	70,886	70,526	360	
2020	51,763	2,141	56,391	64	53,904	56,455	-2,551	
2021	55,565	1,631	63,990	1,536	57,196	65,526	-8,330	
2022	68,181	4,527	67,028	5,319	72,708	72,347	361	
5 year running total surplus/deficit =								<u>1,211</u>



According to what we have: the gift array

A gift array offers the clear guidance that will help our diverse congregations make personal giving decisions. This paper explains the thinking behind the gift array and offers guidance on how to create the array table.



Paul tells the church at Corinth that their 'gift is acceptable according to what one has, not according to what one does not have' (2 Cor 8:12; see also 1 Cor. 16:2). We want to give from the heart, but how does the heart know what to give? An absence of guidance rarely assists good giving. For many Christians the guidance is clear: we tithe; 10% of income. It is a spiritual discipline that nurtures generous giving for many in our church communities across the country.

But the 2011 UK research, *Giving Insight*, indicates that most Christians are not guided by tithing; indeed only a third supported a specific giving target such as 5% of income. The 2020 *Anglican Giving Survey* does not name-check 'tithing'. The suggested gift array approach is entirely consistent with tithing and helps church members not guided by proportionate giving to make a thoughtful generous giving response.

A choice of responses

A gift array is familiar from charity mailings requesting gifts of £3, £5, £10, or more. It is a simple range of giving options so people can make giving decisions that respect personal circumstances, faith and relationship with their church. Instead of a single, one-size-fits-all request, the gift array puts the principle of differentiation into practice.

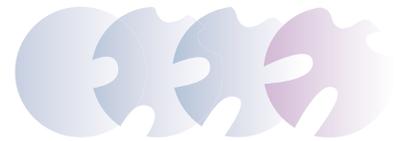
Great expectations

To 'give as you feel led' sounds reasonable, even biblical, and in many ways it is. But what we feel led to give is linked to our giving expectations. In a survey of church members who thought their church expected giving of between 1% and 4% of income, only 1% gave 10%. But of those who perceived the church giving expectation was 10%, a quarter tithed their income (*Passing the Plate*; Smith, Emerson and Snell, p83). The gift array response ranges invite people to step out of their comfort zone or past practice and helps raise giving expectations within the church.

The advantages of a gift array

Let's look at the alternatives. A congregation with 50 planned givers must increase weekly giving by £200. So, just ask for an additional £4pw and Gift Aid is an extra blessing. The virtue is simplicity. But some will not respond so a shortfall is inevitable. It asks the same of the newcomer (and may feel like a membership fee) and the long-standing member. As people tend to give as asked there is no invitation to deeper giving.

Or take a 'pence in the pound' approach. To hit the £200 shortfall is a 20% increase in weekly giving. So just ask everyone to increase giving by 20p for every £1 they already give. Again, it is simple and in the right context can be used to good effect. But it solidifies current giving expectations and is limited as a way to grow generous, for the same reasons as above. A Gift Array offers a range of giving options which builds in encouragement and challenge to greater giving. It helps everyone to settle their giving in the range of options and encourages people who can to give more.



Creating a Gift Array

Creating an achievable gift array is about intuition, trial and error; about sensing what feels right for your church. You have some insights from your weekly giving profile. As a rule of thumb:

- The lower and higher giving bands should have the fewest givers with most in the middle bands. The pattern of givers is roughly bell-shaped.
- Your bottom band should be realistic for your congregation, the top band a challenge for some.
- Lower bands are usually consecutive, upper bands can 'jump' e.g. £7, £10, £12. £0.50p increments can be used and may help monthly equivalents.

Getting started

You may have started entering data into the Budget and Gift Array spreadsheet from the Budget tab.

For the purposes of following this guidance paper, however, please open the [Budget and Gift Array worked example](#) from the [Gift Array tab](#).

- This working gift array example is pre-populated with data to illustrate. Click to the third worksheet, *Gift Array*. It is protected (no password) because of hidden formulae.
- There are two gift array tables. The left hand, purple gift array is titled *Automatic*. The right hand, green table is titled *Manual*.
- In yellow cell A1 the weekly shortfall (£227) is carried over from cell H63 on the *Plan worksheet*.

The automatic Gift Array

The purple gift array does much of the work for you:

- Yellow cell A1 is £227 - your weekly target
- Green cell D15 achieves £227.
- Orange cell A15 requires 59 regular givers.

A start has been made and you can now adjust the purple gift array table. If you have less than 59 planned givers the gift array values must increase. You can't change giver numbers in cells A7:A13. Instead, edit the *Weekly Increase* cells B7:B13.

- Edit cell B7 to read £2 instead of £1 and the remaining cells to run from £3 to £8 in cell B13. We now need 50 givers to reach £227.
- Try again. Adjust cell B13 to £9 and you need 49 givers for £233. The automatic gift array will try to keep a rough bell-shaped pattern of givers.

Adjust the giving bands in cells B32:B38 until it looks and feels right for your church. If it does, job done. If not, the next step is to tweak your gift array manually using the green manual gift array.

The manual Gift Array

The green Gift Array lets you manually adjust both the number of givers in cells I7:13 *and* the giving ranges in cells J7:13. Start by using the automatic Gift Array data as a starting point and adjust manually.

The manual array in the worked example has increased the starting gift to £2 (Cell J8) and tweaked the giving numbers whilst preserving a rough bell shaped pattern of givers.

Try to keep that bell pattern. The exception is if you are writing to large numbers of non-attending church Friends (e.g. a large electoral roll. Allow for rather more givers in the lower giving bands.

The manual gift array will total the weekly increases in green cell L15 and the number of givers in orange cell I15. Simply balance your planned giving numbers and the target figure in cell A1. Adjust both the pattern of givers and the weekly giving bands until you get something that looks and feels right.

Can't meet the target?

Don't be over-cautious in assuming there is no capacity in the congregation to give more. But if you simply cannot find an array that looks and feels right then you must go back to your Plan. If the target is too high adjust the Plan to produce a lower giving target. Then revisit the Gift Array afresh.

Choosing from the array

A gift array may be new for your church so a little guidance may help, perhaps in teaching, perhaps in the *clergy ask letter*.

When considering their response, encourage church members to begin at the top of the array and work downwards until they reach a giving level that feels comfortable for them. They should then be encouraged to prayerfully consider stepping back up one level.

Our giving response to God's grace should have an element of sacrificial giving. As King David said, we don't give to God that which costs us nothing (1 Chron. 21:24). It goes without saying that clergy and lay leaders need to lead by example.

Section 5: the church budget



This budget is a simple plan anticipating expenditure and income for the coming year and sets the financial target for resourcing ministry. The required increase in giving is in the Gift Array below.

	2022 Actual £	2023 Estimate £	2024 Plan £	
Expenditure				
(Notes)				
Maintain our church				
Church Running costs	18,850	7,716	7,750	
Church Maintenance	6,049	2,215	7,000	
Worship costs	850	924	1000	
Sustain our clergy				
Common Fund/Parish Share	34,412	36,495	37,000	
Minister's expenses	4,574	4,709	6,000	
Resource our Ministry & Mission				
Mission giving/grants	50	700	2,000	
Mission/ministry costs	1,937	2,000	3,000	
Trading costs	8,748	26,807	9,000	
Fundraising costs	600	250	1,500	
Salaries	2,637	1,830	2,100	
Admin/Governance costs	490	157	500	
Enable our projects				
Food Bank			3,000	
Additional item 2				
Additional item 3				
	<u>79,197</u>	<u>83,803</u>	<u>79,850</u>	Expenditure <u>£ 1,536</u>
Income				
Tax efficient planned giving (TEPG)	25,307	27,728	28,500	
Tax Refund: Gift Aid	15,382	6,932	7,000	
Other Planned Giving (OPG)	6,201	4,614	5,000	
Open Plate	5,619	5,280	5,500	
All Donations	1,016	8,428	3,000	
Fee Income	1,924	2,113	2,000	
Trading Income	2,755	1,272	10,250	
Income from Grants (unrestricted)	0	1,500	0	
Bank Interest/dividends/property	529	361	300	
Fundraising	2,917	1,943	4,000	Weekly Income
Other income	1,058	12,102	1,500	
	<u>62,708</u>	<u>72,273</u>	<u>67,050</u>	<u>£ 1,289</u>
Surplus/Shortfall	<u>-16,489</u>	<u>-11,530</u>	<u>-12,800</u>	Weekly shortfall <u>-£ 246</u>
Additional income				
Other new income 1			1,000	
Other new income 2				
			<u>1,000</u>	Overall Weekly shortfall <u>-£ 227</u>
		Additional income	<u>1,000</u>	
		Weekly Target for Gift Array is	£ 227	

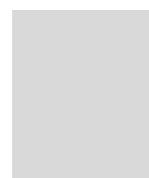
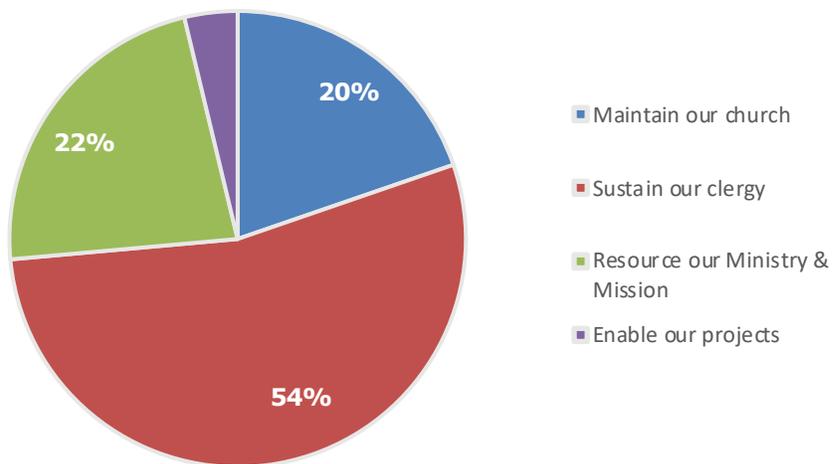
the church budget

	2022 Actual £	2023 Estimate £	2024 Plan £
Expenditure			
Maintain our church	25,749	10,855	15,750
Sustain our clergy	38,986	41,204	43,000
Resource our Ministry & Missi	14,462	31,744	18,100
Enable our projects	0	0	3,000
	79,197	83,803	79,850

Income			
Total normal income	62,708	72,273	68,050
Additional income			1,000
	62,708	72,273	69,050

Weekly shortfall

227



£0

Automatic Gift Array

This many people	weekly increase	monthly increase	equals extra weekly income
1	£1	£4	£1
0	£2	£9	£0
0	£3	£13	£0
0	£4	£18	£0
0	£5	£22	£0
0	£6	£26	£0
0	£7	£31	£0
1			£1

Manual Gift Array

This many people	weekly increase	monthly increase	equals extra weekly income
	£1	£4	£0
	£2	£9	£0
	£3	£13	£0
	£4	£18	£0
	£5	£22	£0
	£6	£26	£0
	£7	£31	£0
0			£0

Address 1
Address 2
Address 3

[Date]

Dear [ideally handwritten]

I am writing to those who worship with us here at [name of church] as we come to our annual review of giving. Can I begin by thanking you for your personal commitment to the life of our church this past year. There is much to be grateful for; we've had a *really positive/encouraging/challenging* year. I also believe that we have got lots to look forward to. [Perhaps insert one or two goals here?]

It is good to be part of a living church but, as you know, life costs. Every year the costs increase for our homes and [name of church] is no different. Our costs increase every year and so do our opportunities to serve our community here in [location]. If we are to achieve our goals each of us needs to think and pray about our commitment to give regularly and generously to the work of [name of church].

So I am writing to ask you to join with me and all of our church family at [name of church] as we review our giving. Our Annual Review, on Sunday [date], is our opportunity to do this together.

I am inviting each one of us to prayerfully review our own giving. If you currently donate using a giving envelope, I invite you to consider using [the Parish Giving Scheme/Standing Order] as planned giving enables us to make our plans for the future with confidence and secures the future of ministry in this place.

[It may help you to know that we could meet our budgeted costs for the coming year if each church member increased their weekly giving by £xx.] If you feel able, please either...

1. Complete the enclosed Parish Giving Scheme form....the enclosed response form... the enclosed Standing Order form... and give it either to our [PCC office name], [name] or drop it into the vicarage in the enclosed envelope, or send it electronically by scanning a copy to.....; or,
2. Contact your bank to amend your Standing Order; or,
3. Complete a Parish Giving Scheme application [or increase your gift] either online [insert link] or by telephone them on 0333 002 1271 quoting reference [insert details]

If you would like further information, about Gift Aid for example, or leaving a gift in your will to [name of church], please do contact [name] or the Diocesan Registrars, Batt Broadbent, 01722 432390 / registry@battbroadbent.co.uk.

We are part of a living church. With God's help and your support, we can achieve great things. Can I thank you for the thoughtful way in which I know you will consider this matter.

[Vicar/Other]
[ideally handwritten signature]

PS. The regular, faithful, and committed giving by our church family, maintains our much-loved church, pays our bills, makes ministry possible and expresses our love and gratitude to God. Thank you for playing your part.

Name of Church, Parish

[INSERT LOGO OR PHOTO]

Name of Reverend or other church officer
Address of Church
Contact Telephone and Email address

Dear Friends / First name if known

Invitation to [event]

[date]

I have the pleasure of writing on behalf of the Parochial Church Council to invite you to [Title of Event on Date at Time in Venue].

This special event will launch our new Parish Vision and will also provide the opportunity to say 'Thank You' for all the support so generously given to [Church] in the past.

This generous support of time, talents and funds has meant that, as a church, we have been able to ...Insert text about outreach work in the Community / work completed over past 5 – 10 years.

Perhaps you come to services at [Church] or have been to the Church at Christmas or Harvest, or for a Wedding or other special Service. Maybe you just live in [Parish] and see the Church building as you pass by. Whatever your reasons for valuing your Parish Church, please come and join us at the [Launch Event].

During the [Event] we shall explain our Parish Vision and how we plan develop and grow in the years to come. We shall also outline the support [Church] needs to achieve this. *Nobody will be asked to make any decisions about how they might support and/or donate at the event, just to think over what they have heard and consider how they might help.* A supportive response can make a real difference to the ministry, which [Church], can offer to our community.

Please keep your enclosed invitation card as a reminder of the [Event] date, but it would be most helpful if you could return your **Reply Card** to Church or to the return address printed on the Reply Card by the RSVP date dd/mm/yyyy indicating whether you are able to attend.

We do hope that you will be able to attend and can promise each one of you a very warm welcome to what will be a most enjoyable occasion.

With best wishes,

Signature

Name of Reverend or other church officer

[INSERT LOGO OR PHOTO]

Name of Church, Parish

Name - Reverend or other officer

Address of Church

Telephone and Email address

LETTER TO LAUNCH A 'FRIENDS OF' RUN BY A SUB-COMMITTEE OF THE PCC (i.e. not as a separate charity)

Dear Friends / First name if known [handwritten if possible]

[date]

Friends of [Church, Parish]

If we have not met, I am the [vicar/other officer] of [name of church] here in [Parish]. You may come to services at [name of church] or have been to the [Church] at Christmas or Harvest, or for a Wedding or other special Service. Or maybe you live in [Parish] and see the Church building as you pass by.

Whatever your reasons for valuing your Parish Church, I write to ask you to consider supporting [Church] by becoming a patron and joining the 'Friends of [Name of Church]'.

A donation of [£xx] a month, for example, from [one hundred] Friends would make such a difference to our parish finances and would enable us to [explain your vision/what the friends of donations will go towards.]

If you would like more information, please do contact me and I shall be delighted to tell you more about [Church].

If you would like to become a Friend of [Church], the bank details for setting up a standing order are as follows.

[Bank name] [Account name] [Sort code] [Account number]

N.B. – All donations are greatly appreciated and are always treated as highly confidential.

Thank you so much!

With best wishes,

Signature – preferably handwritten

Name of Reverend or other officer

PS. You are always welcome at [Church]. When you next visit please do come and say hello.

Ways of Planned Giving

Make or increase a gift using the Parish Giving Scheme (PGS)

The PGS is a national scheme that makes giving to a parish straightforward. Where applicable it also claims gift aid for us. There are three ways to start giving using the PGS:

Contact [name](#) for a paper application form (contact details overleaf).

Go to the PGS online portal [add the link to your parish]

Alternatively, you can telephone the PGS office on 0333 002 1271 and quote our parish reference [0000000000].

Make or increase a gift by Standing Order

Please contact your bank and make or vary a Standing Order using the following details:

[Bank name](#), [account name](#), [sort code](#) and [account number](#)

If you would like to leave a lasting remembrance by leaving a legacy in your will, please contact [name](#) or contact the Diocesan Registrars, Batt Broadbent on 01722 432390 / registry@battbroadbent.co.uk.

Gift Aid: If you pay tax HMRC will add 25% to your gift. If you are setting up a new Standing Order, please contact [name](#) for a gift aid declaration form.

[Name of Church] Annual Giving Review



In parishes throughout the Church of England, regular giving, or planned giving, is the bedrock of parish finances – at [name of Church](#) planned giving currently provides [x%](#) of our income.

We continue to experience financial challenges and so we are asking everyone to consider prayerfully increasing their giving if possible. We know this will not be possible for everyone, but we hope that others will be able to increase their giving.

This year our church needs [£xxx](#) per week to pay its way.

Thank you for all your gifts!

However large or small, all are very gratefully received.

OUR COMMON MISSION

In our Diocese of Winchester, expenditure on clergy represents circa 95% of the Common Mission Fund (CMF) requested from parishes. In other words, the money that we contribute to the common fund supports our hard-working clergy across the Diocese. The remainder of Diocesan income arises from investments, rental income and grants from the national church's central funds. Please note that the costs of Bishops are met by the national church.

So the CMF funds the costs of ministry, and rightly so, (e.g. clergy stipends, pensions, housing, training and support). The balance goes towards parish support, safeguarding, legal advice (the Diocesan Registry provides free advice to parishes) and communications.

The Diocese has more than 100 Church schools and has an education team it shares with the Diocese of Portsmouth. The Diocese also makes a small contribution towards the national church's cost of training new clergy (both stipendiary and self-supporting).

Why is planned giving so important?

The money we give enables us to make our plans for the future with confidence and secures the future of ministry in this place. For example, it means that we can...

- Pay our fair share to the Diocese to fund clergy here and in less well-resourced areas
- Resource a pastoral care team
- Support our growing ministry to children and our local schools
- Support local charities
- Maintain the fabric of our lovely church
- Afford ongoing costs such as lighting and heating, grass cutting etc.
- Provide administrative support to our clergy
-
-

If you need any help, advice, or information, please contact... [names](#), [contact details](#).

St Jelavic, Walton

The box and the balloon:
funding ministry and
mission in **Walton**



The information used throughout this example presentation has been taken from the sample Case Statement for the fictitious church of St Jelavic. Specifically example information and references are mostly shown in red text. No animations have been placed on any of the slides provided here. Those using this presentation template should feel free to add slide animations as appropriate.

This first slide sets the context for the financial presentation that follows. While the purpose of this presentation is to put the financial facts to the church's membership, it is not simply about money. Money makes possible the ministry and mission of our church, the difference we make in our congregation and our community.

You may wish to begin with a simple visual exercise – a balloon already filled with air and an open cardboard box. The balloon is too big for the box. Ask the congregation how we can get the balloon to fit into the box? This may work especially well with children present. Two basic answers – burst the balloon, less air in the balloon or a bigger box.

For the initial idea of the balloon and the box we are indebted to an illustration found in Bishop Tom Wright's popular NT bible commentaries on Luke's Gospel.



- A people who worship
 - Sunday services
 - Weekday services
- A people who witness
 - Home visits
 - School assemblies
 - Youth organisations
- A people who serve
 - Parent and Toddler Group
 - Lunch Club
 - Bereavement support



Talk about all the work your church does, all the services it provides for both the worshipping congregation and those who live in your area. Not everyone will know all the groups and support activities provided in the name of your church.

Customise this slide by editing the sub-bullet items to reflect the life of your church and as much as possible, to pick up specific items of new or developed ministry and mission in your Case Statement.



- We support Christian Ministry for all
 - Parish Share/Common Fund
- We support relief and development agencies
 - Tear Fund
 - Our link church in Rwanda
- We support local and national charities
 - Church Urban Fund
 - Children's Society



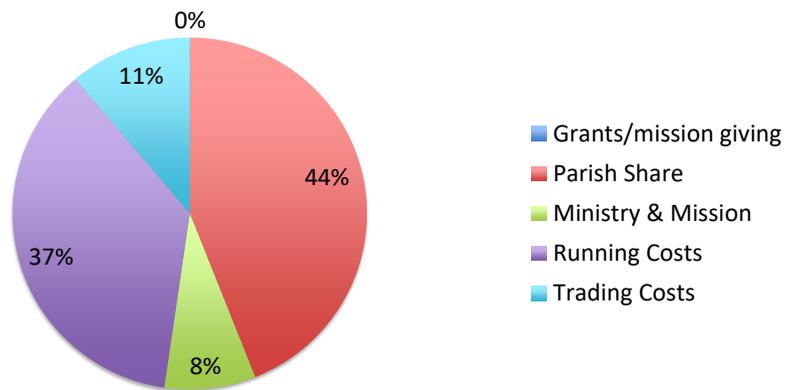
Most churches will also be involved in supporting Christian ministry outside of their local area in some form or fashion. This slide is really about showing your church's congregation that their gifts help spread the Gospel beyond the confines of their immediate community.

The commitment to parish share/common fund is important especially for Anglican churches as it is the way in which ministry in every community is sustained. There is often a great deal of ignorance or misunderstanding about this. If the church contributes less in parish share/common fund than it receives in the cost of stipendiary ministry then talk about how our ministry is supported by other churches in the diocese so we must play our part. If the church contributes more than the cost of its stipendiary ministry then talk about the biblical principle of mutuality by which churches which are more wealthy support the ministry of those churches with less money.

Again, edit the sub-bullets to give examples of the charities and mission organisations that your church supports.



Payments - 2012

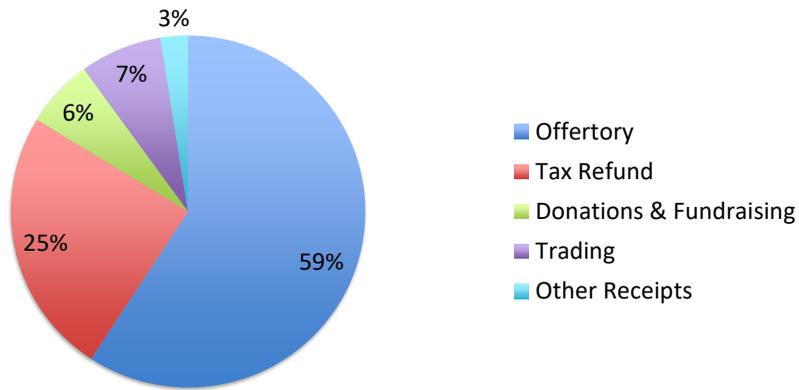


All the aspects of being a church, as listed on the previous slides, have a financial cost. Here we start to show what it costs to be the church. A broad overview of the church's costs are given here with the emphasis being on what this money provides.

Actual costs come from the budget (Case Statement page 9). Select the pie chart element of the above slide to edit the underlying data.

It is important to emphasise in those churches that give to a Parish Share/Common Fund, that this money is paying for Christian Ministry both within and beyond our local area.

Receipts in 2012



Use this slide to describe where the church's income comes from and thus why the congregation's giving is important.

Is there a particular type of income that the church is heavily reliant on or is masking very low giving?

The main source in this example is the offertory and the Gift Aid tax return. (Figures from Case Statement budget page 9). Select the pie chart element of the above slide to edit the underlying data.



*"See, I am doing a new thing!
Now it springs up; do you not perceive it?"*

(Isaiah 43:19a)

- Create a more welcoming space
 - Replace our old boiler
 - Create a carpeted area
- Increase our mission giving to:
 - Tear Fund
- Fulfil our wider obligations to:
 - Our Diocese/Circuit/Region



What new thing does your church want to achieve through an increase in giving? In this slide you can enthusiastically expand the mission/vision of your church. Pick up these items from page 2 of the Case Statement.

OUR PRESENTATION

We're here to talk about:

- Our Church Vision
- Our Future Plans for Growth
- How much Our Mission and Ministry Costs
- How we can Fund Growth
- Q & A

PARISH FUNDING PROGRAMME

1

OUR PARISH HISTORY



- Our Church was built here in XXXX
- Since XXXX we've supported the People of the Parish
- We've witnessed change ...
- We've witnessed growth ...
- We've always been there, as the heart of the community.

PARISH FUNDING PROGRAMME

2

RECENT HIGHLIGHTS

In the past 5 years we have seen...

- 6 Alpha Courses
- 2 Marriage Courses
- Established a Youth Group
- Started a Messy Church
- Refurbished the kitchen
- Raised £X to support a Church in Africa

PARISH FUNDING PROGRAMME

3

OUR CONTEXT

Location

- Local Schools = Children and Families
- Residents with no nearby family
- Local Businesses
- Visitors

= Our Facilities can fulfill our calling

PARISH FUNDING PROGRAMME

4

OUR CONTEXT

Today's Reality

- Poverty
- Isolation and Loneliness
- Single parents and separated families
- Debt
- Drug abuse
- Spiritual hunger

PARISH FUNDING PROGRAMME

5

THE BIG PICTURE



***Our Vision** is to be the Church where the hurting, the depressed, the frustrated, and the confused can find love, acceptance, help, hope, forgiveness, guidance and encouragement.*

PARISH FUNDING PROGRAMME

6

TRANSFORMATION

We Can Be The Difference!

We can make a real difference to people's lives. With the transforming power of the Gospel, working in and through us by the power of the Spirit.

PARISH FUNDING PROGRAMME

7

OUR DEDICATION



- A new phase of mission and ministry.
- We believe this is God's vision for us to make the difference for the next 3 years.

PARISH FUNDING PROGRAMME

8

OUR PLANS

- Hire a Youth and Families Worker
- Set up a Toddlers Group
- Grow on our monthly Elderly Lunch Club
- Set up a Teenage Bible Study Group



PARISH FUNDING PROGRAMME

9

OUR PRIORITIES

- We believe that God wants to transform our society through word and action.
- We show God's concern for creation, poverty, injustice, oppression and peace.
- Our calling is to encourage a Godly perspective and balance in people's lives.

PARISH FUNDING PROGRAMME

10

OUR STRATEGY

- *Worship*
- *Mission*
- *Discipleship*
- *Service*
- *Stewardship*



PARISH FUNDING PROGRAMME

11

WORSHIP: OUR STRATEGY

Worship - We want to say:

We are a lively church, passionate about faith.



Worship - We want to do:

- Establish a contemporary service for our younger congregation.
- Train 2 new worship leaders.

PARISH FUNDING PROGRAMME

12

MISSION: OUR STRATEGY

Mission – we want to say:

We are called by Jesus to share our faith.



Mission -We want to do:

- Support overseas mission
- Encourage the congregation to share their faith openly.

PARISH FUNDING PROGRAMME

13

DISCIPLESHIP: OUR STRATEGY

Discipleship – we want to say:

We apply our faith to our lives and pray for one another.

Discipleship – we want to do:

- Develop and encourage prayer partnerships.
- Appoint a minister to work with the older generations.



PARISH FUNDING PROGRAMME

14

SERVICE: OUR STRATEGY

Service – we want to say:

We believe that God wants to transform our community through word and action.



Service – we want to do:

- Serve our community by hiring a Youth and Family Worker
- Build on our monthly Elderly Lunch Club
- Establish a Toddlers Group

PARISH FUNDING PROGRAMME

15

STEWARDSHIP: OUR STRATEGY

Stewardship – we want to say:

We have a well resourced and gifted ministry team and every member is encouraged to play their part.

Stewardship – we want to do:

- Our building is used by the local community.
- Encourage everyone to use their gifts in service.



PARISH FUNDING PROGRAMME

16

A PRAYER

Our Almighty God, mindful of your extraordinary goodness to us, we dare to ask for more. Help us to grow in discipleship, share our faith with those around us and help those in need – to see your kingdom come on earth as in heaven. May your Holy Spirit equip us to make a difference in our community. We ask this not for our sake but for the glory of Jesus, our Saviour and Lord. Amen

PARISH FUNDING PROGRAMME

17

EPHESIANS 3:20-21

Now glory be to God! By his mighty power at work within us, he is able to accomplish infinitely more than we would ever dare to ask or hope. May he be given glory in the church and in Christ Jesus forever and ever through endless ages. Amen

PARISH FUNDING PROGRAMME

18

THE FINANCIAL FACTS

To enable our church ministry, we need
£138,000 a year ...

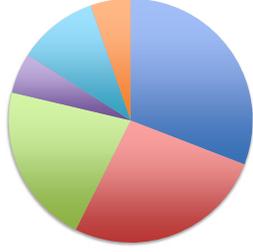
That's £2,654.00 per week!



PARISH FUNDING PROGRAMME

19

OUR COSTS

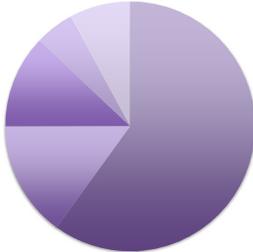


- Parish Share
- Worship / Ministry / Pastoral
- Church Building
- Administration
- Community Outreach
- Youth Work

PARISH FUNDING PROGRAMME

20

OUR CURRENT INCOME



- Giving
- Gift Aid
- Building Hire
- Donation to Mission
- Other Income

PARISH FUNDING PROGRAMME

21

OUR CURRENT INCOME

£ per month	£2.00	£4.00	£5.00	£10.00	£15.00	£20.00	£20.00 +
no. of people	50	34	48	26	10	4	6

PARISH FUNDING PROGRAMME

22

OUR SHORTFALL

We have a shortfall of £31,000
to pay our way for this year.



We need another
£600 per week

PARISH FUNDING PROGRAMME

23

In Summary

- We currently receive £1,036 per week
- We have a shortfall of £600 per week

That's an extra £2.96 each per week
(the same price as a takeaway cappuccino!)



PARISH FUNDING PROGRAMME

24

HOW YOU CAN HELP

- Make a regular commitment to give to this Parish
- Review your current regular giving
- Register for Gift Aid
- Register for Planned Giving via Standing Order

PARISH FUNDING PROGRAMME

25

TOGETHER WE CAN

Through our gifts we will all be involved in the exciting work here at XXXX church and our local community.



PARISH FUNDING PROGRAMME

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NEXT STEPS

1. Please think and pray about your response
2. Take away one of our Information Leaflets
3. Complete the Confidential Response Form

- *Please note that all responses are confidential*
- *You may receive a follow up call from a church member*
- *We'd be grateful to receive all responses by dd/mm/yyyy*

PARISH FUNDING PROGRAMME

27

AN OPPORTUNITY TO SAY

Thank you for all you do in the life of the church.



We will be holding a special thanksgiving service on:

Date: Venue: Time

PARISH FUNDING PROGRAMME

28

GOD LOVES A CHEERFUL GIVER

“The one who gives sparingly will also reap sparingly, and the one who sows bountifully will also reap bountifully. Each of you must give as you have made up your mind, not reluctantly or under compulsion, for God loves a cheerful giver. And God is able to provide you with every blessing in abundance, so that by always having enough of everything, you may share abundantly in every good work.”

2 Corinthians 9: 6-8

PARISH FUNDING PROGRAMME

29

THANK YOU!

Any Questions?

PARISH FUNDING PROGRAMME

30



Giving for Life Good Practice

Sending an Annual 'Thank You' Letter

One of the 'Giving for Life' elements of healthy church practice is to send an annual, personal 'thank you' to regular givers and clearly communicate that giving to the church enables the mission and ministry that flows from it.

A survey of 1100 parishes in early 2016 recorded that half of parishes had sent an annual thank you letters to their planned givers in the past year, and two thirds have sent one within the past three years. Sending a personal thank you values givers, acknowledges their contribution, and offers a great opportunity to encourage them with the impact that their giving as a group is having on their church's mission and ministry.

In this download we offer three alternative thank you letter templates. Please customise them to suit your own situation, and here are a few pointers to help you do this:

- A thank you letter is a thank you! No P.S. please would you review your giving and see if you can increase it.
- It's really good to include some of the ways that financial giving has enabled ministry and mission. Sometimes people feel as though their giving doesn't make any difference, and these letters can help with that. You will find lots more examples of impact at the blog post: thegenerousgivingproject.com/2017/08/03/pcc-guide-our-generosity-in-numbers/
- Although it is a 'thank you' letter which acknowledges a commitment to give generously, it is written on behalf of the church family to a member of it. We need, as far as possible, to avoid "us" thanking "them".
- It's good to do something different each year – don't use the same template over and over again. It can come from different people (although if it includes the amount given, it should come from someone the giver expects will know the details of their giving.) It could be a short handwritten note one year.

The following pages provide three templates that can be customised:

St Nicholas' New Town

Address 1

Address 2

Address 3

Postcode

Date (January / February)

[Handwrite in blue ink: Dear xxxxxxx],

On behalf of St Someone's, thank you!

As we draw together our Accounts for [20XX], I am writing to thank all our regular givers for their generous contributions. Thank you for your own regular gifts of [£xxxx] during [20XX] [which, with giftaid, came to £xxxx*].

Regular givers like yourself are absolutely vital to St Someone's mission and ministry. Between us, we gave £xxxx during [20XX], which makes up [xx%] of our total income. Through this generosity, last year we were able to:

- ♦ Pay our Parish Share in full, which pays for the costs of the ministry we receive;
- ♦ Continue to employ our Youth Group Co-ordinator; our youth group is flourishing with 20+ young people attending regularly;
- ♦ Run our soup kitchen for the homeless, serving hot food to xxx people each winter;
- ♦ Undertake vital repairs to the roof, and re-fit our rather historic toilets!
- ♦ Give away £xxxx to support our chosen mission agencies and charities, including xxxxxxxxxxxxxxxx, xxxxxxxxxxxxxxxx, and xxxxxxxxxxxxxxxx, as well as supporting Firstname Lastname during her mission posting to Uganda.

Looking ahead, it is good to know that – because of generous regular givers like you – the PCC can plan for St Someone's continued growth with confidence. Once again, thank you very much for your own regular and committed giving.

Yours sincerely,

[Sign by hand in blue ink]

A.N.Other
Treasurer

* Don't forget that if you are a higher-rate taxpayer giving with giftaid, you can reclaim via your tax return the difference between standard rate and higher rate tax.

St Someone's Church, Sometown

Address 1

Address 2

Address 3

Address 4

Date

(Handwrite in Dear x)

On behalf of the PCC, I am writing to express our grateful thanks for your continued commitment to give regularly to enable our mission and ministry here at St. Someone's. Our records show that you gave (include amount) to St Someone's during the past year. If you are a higher rate taxpayer, can I just remind you that you can benefit from further tax relief which can be claimed through your tax return as Gift Aid is only reclaimed by the PCC at the standard rate.

As a result of your giving, and the contribution of other regular givers, we have been able to achieve a number of important things during the last year. These include :

- ♦ paying our Parish Share in full, which pays for the costs of the ministry we receive.
- ♦ running a successful youth club, with over 20 young people coming most weeks.
- ♦ offer training and resources for our new pastoral visiting team who visit the elderly
- ♦ install a new sound system (or some other repair) to ensure that we keep our building in good shape.
- ♦ giving away over £x to support our chosen mission agencies and charities : a, b, c and d.

Once again thank you for your generosity and for your continued commitment and encouragement, all of which is greatly appreciated.

Yours sincerely

(Sign personally)

A.N.Other

Gift Aid Officer

Appointing a Parish Legacy Officer

Introduction

It is good practice to appoint someone to act as the main contact for legacies (also known as gifts in wills). This role involves encouraging church members to keep their wills up to date and consider the difference a gift in their will could make to their local church. You may already have a Parish Giving Officer whose role is to encourage giving, legacies and stewardship; however if the PCC wishes to appoint a separate Parish Legacy Officer, we have outlined the key roles and responsibilities below.

Your Role

The role of a Parish Legacy Officer is to provide a friendly, supportive and confidential ear to church members and others who approach you regarding will writing and leaving a gift in their will. You do not need to have specialist legal or financial knowledge because your role is not to give advice, but to sign post individuals to further information and appropriate professionals.

Record Keeping

It is good practice to record any meetings or conversations you have with individuals and write a brief summary, in case you need to refer to them at a later stage. Include the date, time and place and note of any actions. Keep this written record secure and confidential.

Engaging with Solicitors

It can be helpful to contact your local solicitors and provide them with information on how an individual can leave a gift in their will to your church. They may offer to speak to your congregation about the importance of will writing and/ participate in a discount or free will writing annual event. Please remember, if you are recommending solicitor firms, always recommend a minimum of two firms and two solicitors.

Overall Objective

To help the parish community:

- a. Understand that writing a will as an important act of good stewardship.
- b. Encourage gifts in wills to further resource the church's mission and ministry.

Core Tasks Include

- Encourage the PCC to make and communicate a PCC Legacy Policy.
- Understand the church's history of encouraging and receiving gifts in wills.
- Promoting legacies within the parish through circulating leaflets, producing magazine, articles, resourcing clergy and readers etc.
- Encourage your Clergy Person to preach on the importance of gifts in wills.
- Talking with an individual about a gift in their will.
- Act as the main point of contact in the parish for all legacy enquiries.
- Organising an annual event or occasion to celebrate gifts in wills.
- Ensuring the church honours and thanks the family of any legacies received.
- Being a point of contact for the parish with the Diocesan Stewardship Advisor and attending training when organised by the Diocese.

Personal Specification

- Sensitive to people and able to maintain total personal confidentiality.
- A good listener.
- A well organised individual, used to dealing with official paperwork.
- Well respected and well liked within the church and community.
- Enthusiastic and able to motivate other people to give to God.
- Knowledge of legal and financial matters is beneficial, but not required.
- Preferably has made their own will including a charitable legacy.

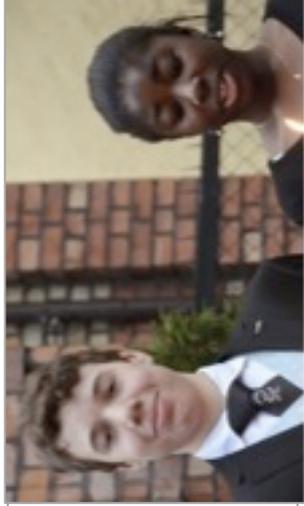
Approach

- Do not be afraid to talk about the importance of gifts in wills.
- Never disclose confidential information to a third party (including the clergy).
- Drip feeding information in a low-key manner and planned over the long term.
- Pray, Speak and Listen with love and understanding.

A Lasting Gift

We welcome all gifts in wills, 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 £xxxx enabled us to hire a Benefice Youth and Families Worker.



The roof of St xxxx's was repaired thanks to a generous £xxxxxx legacy gift we received.



3 Simple Steps

We encourage every adult church member to:

- 1) Make a will and review it regularly.
- 2) Consider leaving a gift to our parish.
- 3) Request a free information pack.



To request a free information pack, please visit www.churchlegacy.org.uk

You can also speak to the Treasurer or the Stewardship Officer in confidence about gifts in wills. Please contact them via the Parish Office on xxxxxx or email xxxxxxxxxx

THE PARISH OF xxxxxx



How you can make a Lasting Gift to our Parish

Place for logo or other information

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's their testimony to the faithfulness, goodness and generosity of God and their thankfulness for the life of St xxxxxx's.

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.

Thank you, **xxxxxxxxxxxxxxxxxx**– Vicar

LORD our God, all this abundance that we have provided for building you a temple for your Holy Name comes from your hand, and all of it belongs to you."

(1 Chronicles 29)

Your Parish, Your Gift

Many people give regularly to the mission and ministry of the parish. We are stewards of everything we own, not just our income and gifts in wills are a natural part of that giving.

They are a valuable and lasting way to invigorate the life of St Michael's and transform its future.



A gift in your will can be an expression of your gratitude and thanksgiving towards God, and can help keep your local church alive, and transform its future.

The PCC has written a Legacy Policy confirming that, however large or small, they will use your gift to make a real difference to our church.

Our Legacy Policy

The policy of the PCC is to use gifts in wills 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 Benefice or a specific church building, 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 and youth, music, buildings).

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... * in the Diocese of xxxxxx 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."

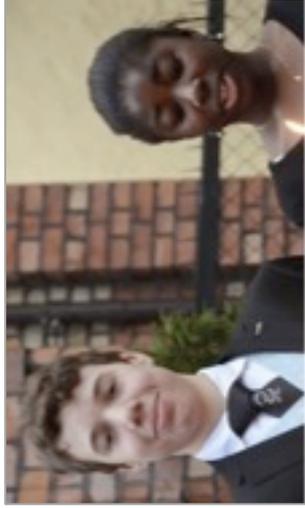
* 's, place.....; * St xxxxxx's, place * St xxxx's, Place.

We strongly advise you see a solicitor when writing or amending your will.

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ST xxxxxx CHURCH
xxxxxx



How you can make a Lasting Gift to our Church



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's their testimony to the faithfulness, goodness and generosity of God and their thankfulness for the life of St xxxxxx's.

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.

Thank you, **The Revd xxxxxxxxxxxxxx – Vicar**

LORD our God, all this abundance that we have provided for building you a temple for your Holy Name comes from your hand, and all of it belongs to you."

(1 Chronicles 29)

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We strongly advise you see a solicitor when writing or amending your will.