



## Financial Briefings 2022 Generous Giving



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## **Regular Giving is Key**





# 40% of Anglicans have **never been asked** to give regularly.









## Communicating Regular Giving





#### Plan your Campaign

## Planning a giving campaign



#### Part 1 – Structure Notes

Paragraph 1: Who you are

The first section is for introducing yourself. Remember to be personal and to bring in information

#### Communicate your Impact

This paragraph is all about tailoring; think about whom you are writing to and what might motivate them to financially support your church. To help visualise this we can talk about "expanding circles" of connection to the church, grouping people under three headings:

- a) Regular congregants
- b) Irregular congregants & electoral roll 1: Congregants
- c) People who come to regular non-worship groups/events
- d) People who come for Christmas (and maybe Easter)
- e) Those who know the church through weddings & christenings
- f) Locals without a relationship with the church 3: No relationship

Generally, the motivations to give for each of these groups exist on a scale like the one below:

Worship Life

Community-focused charity/building

- 2: Existing relationship

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#### Preaching on Generous Giving Five sermon ideas and when to use them

#### Ground It In Faith







#### Make it easy to give





GENEROSITY

#### Three Key Methods

# Regular Giving Direct Debit or Standing Order Parish Giving Scheme (it's free)

#### Contactless

# ➢ Online ✓ Web ✓ QR Code



