



Encouraging the Parish Giving Scheme in your church



Hints and Tips for Local Success



Note: Some of these hints and tips may not be possible within current Coronavirus restrictions, please check what regulations are currently in place and ensure you follow safe visiting practices.

Getting Started

1) PCC members and members of the church leadership team should commit to join the Parish Giving Scheme (PGS) at the beginning. Once this commitment has been made, this important step should be communicated to the wider church membership to encourage everyone to join.

2) Write to all your planned givers and to the wider church electoral role too. Hard copy communication will elicit a higher response rate than e-mail communications. Address envelopes with personal contact details. Include the information leaflets about PGS and a donor gift form along with a letter on behalf of your parish.

3) Whenever possible hand deliver these communications to recipients. A personal visit creates an opportunity to share information about PGS, and answer any questions or concerns, as well as making sure everyone is up to date with what is happening with your church.

4) Publicly launching PGS as part of a wider giving renewal initiative within your church, including themed worship, preaching, teaching, prayer, etc. will give a fuller and more meaningful context, as part of discipleship and faith. Please see the Diocese's website for more ideas on how to do this.

5) Locally produced giving materials will also allow you to promote PGS while underpinning your local vision for mission and ministry. Linking giving to vision, actions, and outcomes, is key to getting people excited about their giving to your church.

Building Momentum

6) Include brief details of PGS and web links on your parish website and social media pages. Regular updates of progress should also be shared (i.e. 'our first giver has joined', '£500 a month has now been pledged by givers to this church using the Parish Giving Scheme'). Ensure that you do not break any confidentiality and you have the required permissions to use any photographic images.

7) Amend your weekly newsletter to include a permanent notice about how givers can join PGS and promote it as your church's preferred way to receive giving.

8) Write a short article for your church/community magazine about the importance of regular giving to your church, including details of PGS, and how people can join locally.

9) Personal testimony: ask someone who has joined PGS to speak briefly within worship (an interview format often works really well), about why they chose to join, how they feel it helps them to give, and helps your church.

10) Display posters on internal and external church noticeboards, these signify that your church is part of PGS and will encourage people to ask about the scheme. Make sure you add a contact name and method so that people know who to talk to!

11) Have updates from the church treasurer, either during worship and meetings or written updates, several times a year. This will help to keep up a regular stream of communication and ensure a continuing high profile for PGS within your church.

Keeping Momentum

12) Report on the growth of PGS within your church and the difference it is making at the APCM. Ensure that you make clear links between giving and the life of your local church.

13) Remember to mention PGS if you are having any fundraising events, such as a church fete, and make sure materials are easily accessible to those who visit.

14) Hold a Generosity Week (possibly linking in with national Generosity Week) to remind everyone of the great work your church is doing and why we need them to continue being generous.

15) Say thank you! Make sure, you write to those give through PGS every year to say thank you and tell them how they are helping your Church. Also, make sure that everyone is thanked, at least annually, for all their gifts to the church during a service.

“Fundraising is, first and foremost, a form of ministry.
It is a way of announcing our vision
and inviting other people into our mission”

Henri Nouwen, A Spirituality of Fundraising

If you want to find out more about PGS, please contact:

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