

For more information

For further information about the Parish Giving Scheme please contact:



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Parish Giving Scheme

Making it happen
in your church

Hints and tips for local success

For general enquiries about stewardship please contact:



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**Growing in God**

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Your Parochial Church Council (PCC) has recently agreed to join the Parish Giving Scheme (PGS)

You have completed the Registration Form and sent it to the Diocesan Office and you are now thinking about how you can promote the PGS to potential givers.



Top tips from other churches which might help you

1. Lead from the front

PCC members and members of the church leadership team should commit to join the PGS. It is not credible to endorse a scheme and encourage people to join it if PCC members and the church leadership have not first done so! Once you have committed to this let the wider church membership know to encourage them to follow suit. You are now the experts!



2. Start with your congregation

Approach people in your congregations personally. Write a letter personally to all your planned givers and wider church electoral roll. A printed letter will elicit a higher response rate than an email. Include an envelope with personal contact details and a PGS pack (there are two template letters available on our Diocese website: www.cofesuffolk.org).



3. Hand-deliver letters where possible

Whenever possible hand-deliver the envelopes. This offers the chance of a personal visit and the opportunity to engage in a conversation to share information about the PGS and answer any questions or concerns.



4. Plan a Stewardship Campaign

Launch the PGS as part of a wider Giving Initiative within your church and use it as an opportunity to discuss the importance of (regular) giving to enable mission and ministry. Relate to your individual church/parish and to what the Church does in the community.

Generous God
Generous People

5. Advertise everywhere

Include details of PGS on parish website, social media pages, weekly newsletters/pew sheets, display a poster, write an article for you your local village newsletter and/or the website might also be good places to advertise. Include local contact details and web links.



6. Personal approach

Ask someone who has joined the PGS to speak to the congregation briefly about why they chose to join the scheme and how it helps them give and the benefits to the church. An interview format is often successful.



7. Keep everyone in the loop

Church Treasurer/PGS Project Leader should give regular updates on the number of donors and how much per month has been pledged to engender momentum and enthusiasm. Keep PGS high profile and ensure donors know this is your church's preferred way of giving.



8. Engage the wider community

Write personalised letters to those who have held weddings and baptisms at your church, community groups and businesses in your parish asking them to join the PGS. Individualise the letters and state: what your church is doing in the community, where the money goes and invite them to come to a free event, perhaps a coffee morning, lunch or cheese and wine evening to return their forms and/or meet members of the church and church congregation. Enclose the PGS Direct Debit Form (not the whole pack), there are template letters on our website: www.cofesuffolk.org.

