



Inspiring *each* Generation



Parish Gift Days

A quick guide to our events



— Diocese of —
Hereford
Proclaiming Christ + Growing Disciples

www.hereford.anglican.org



Introduction

We've designed this short guide to assist church leaders and PCC's to organise a local Gift Day. We've selected resources which we hope are helpful. All these resources are free to use and are available without copyright. Please use these resources to suit your local context.

We hope by working through each resource you will be able to plan your local gift day. The resources are from a wide-range of sources and represent current best practice with the church and charity sector.



*The Right Reverend Richard Jackson,
Bishop of Hereford*

Over four weekends from 29th August to 20th September 2020, Bishop Richard will be undertaking a Prayer Pilgrimage around the diocese. He will visit churches to pray with local communities.

"I am asking you to prayerfully consider participating in our Diocesan wide parish gift day. This will be either on Sunday, September 20th or on a Sunday close to that date.

In part this will be our response of gratitude to God for his gifts to us. Generosity is part of our response to a loving God. Parish Offer pays for the cost of the ministry so wonderfully demonstrated over these last few months".

"This Gift Day is an opportunity to invite people to give to the ministry and mission at your local church to allow your PCC to have the confidence to make a generous Parish Offer towards the cost of ministry during 2021."

You can read the full text of Bishop Richard's letter at www.hereford.anglican.org as well as being able to find out more about his Prayer Pilgrimage and follow along from the comfort of your own home!

1. An Introduction to Generous Giving

We want to encourage giving to every parish. Getting started can feel daunting, but it does not have to be. There are a few simple steps that can help your church:

- Connect giving with faith, seeing giving as a response to the giving of a generous God
- Understand that giving enables mission and ministry
- Feel that gifts are valued by the church and make a real difference

Resource	Web Link
<p>Generous Giving</p> <p>A wide selection of resources offered through the framework of the "Giving for Life" giving toolkit</p> <p>The Diocese of Hereford</p>	<p>www.hereford.anglican.org/generous-giving</p>
<p>Encouraging Giving and Generosity</p> <p>Parish Resources from the Church of England</p>	<p>www.parishresources.org.uk/giving</p>
<p>Growing Generous Church</p> <p>Equipping churches to reflect on and develop a culture of generosity from the Diocese of Leicester</p>	<p>www.hereford.anglican.org/stewteachingpreaching</p>
<p>A giving animation that helps explain the need to give to your church. Share at your church website and social media channels. Included is an additional video which you can edit to include your local messages too.</p> <p>Parish Resources from the Church of England</p>	<p>www.vimeo.com/423221017 www.parishresources.org.uk/online-resources-to-encourage-generous-giving/ www.vimeo.com/434326938</p>
<p>Giving in Grace</p> <p>The most comprehensive stewardship and giving resource available. Find everything you might ever need in your parish to support you in your task of encouraging generous giving.</p> <p>From Giving in Grace, the Diocese of Liverpool</p>	<p>www.givinginGrace.org/</p>
<p>Annual Giving Resources</p> <p>Choose from five annual giving programmes each with a full suite of parish resources:</p> <p>Walk in Love; All Hearts Open; Now into the World; Wonder in All; One Together.</p> <p>from the Episcopal Diocese of Virginia, USA</p>	<p>www.thediocese.net/resources/ministries/ministry-tools/stewardship-and-development/annual-giving</p>

2. Making Contact & Getting Noticed

Communicating and publicising your local Gift Day well are essential tasks to ensuring success.

Here you'll find templates of communications to tell the story of God in your community and best practice examples of how to effectively ask people to support you financially.

Tip: Don't forget to share pictures of your Gift Day on social media and web pages to reach more people who might be interested in supporting the work of your church.

Resource	Web Link
Missional Storytelling Effectively communicating the Story of God in your community from the Episcopal Diocese of Virginia, USA	www.thediocese.net/Customer-Content/www/CMS/files/StewDev/OT/2020-06-24_Narrative_Webinar.pdf
Letter templates (for givers or prospective givers) <ul style="list-style-type: none">• Giving in Grace, Diocese of Liverpool,• The Episcopal Diocese of Virginia, USA• Hereford Cathedral	www.givinginGrace.org/Review-leaflet www.thediocese.net/resources/ministries/ministry-tools/stewardship/one-together/one-together-letters www.hereford.anglican.org/stewreviewing/
5 Ways to Make Your Donor Stewardship Program More Effective from Joe Garecht Fundraising	www.garecht.com/effective-donor-stewardship/
An extensive, library of free guides to all aspects of effective church communication from John Truscott, Church Consultant	www.john-truscott.co.uk/Resources/Communication
Complying with the GDPR (General Data Protection Regulations) Parish Resources from the Church of England	www.parishresources.org.uk/gdpr/

3. Holding a Gift Day & Receiving Gifts

Gift Days are a well-established practice at many churches and have proved to be an effective way to give generously to the work of their church.

Traditionally these have involved pledge envelopes, cash, cheques and the opportunity to visit the church building, receive a welcome, leave a gift, offer a prayer and perhaps light a candle too. There are lots of other ways to encourage giving.

Resource	Web Link
<p>Traditional Gift Day – A Guide</p> <ul style="list-style-type: none"> Parish Resources from the Church of England The Diocese of Rochester, Church of England 	<p>www.parishresources.org.uk/wp-content/uploads/givingglorygod.pdf www.rochester.anglican.org/content/pages/documents/1427975981.pdf</p>
<p>Claiming Gift Aid on eligible gifts Gift Aid declaration templates. Parish Resources from the Church of England</p>	<p>www.parishresources.org.uk/giftaid www.parishresources.org.uk/wp-content/uploads/Gift-Aid-Declaration1.doc</p>
<p>Gift Aid Small Donations Scheme. Parish Resources from the Church of England</p>	<p>www.parishresources.org.uk/giftaid/smalldonations</p>
<p>Giving Online An essential guide to creating an online giving platform for your church, including a short video. From The Diocese of York, Church of England</p>	<p>www.dioceseofyork.org.uk/generosity-stewardship/mechanisms-of-giving/receiving-online-donations</p>
<p>Parish Giving Scheme Be part of the success of this popular scheme and ensure that an option to make a reoccurring gift is offered as part of your local Gift Day. From The Diocese of Hereford, Church of England</p>	<p>www.youtube.com/watch?v=3SefkUxjap4 www.hereford.anglican.org/stewpgs</p>
<p>Contactless Giving In an increasingly cashless society many churches are installing contactless giving points for the convenience of both church members and visitors too. Make one part of your Gift Day. Parish Resources from the Church of England</p>	<p>www.parishresources.org.uk/digital-giving/receiving-card-payments</p>

4. Liturgical Resources

Whether you're offering online worship or your congregation is regathering in church building, preaching, teaching, worshipping and praying are essential elements of efforts to becoming a generous community.

Tip: Why not introduce themes of generosity and giving into worship this autumn with a mini-series, choose worship and prayers linked to giving

Resource	Web Link
Resources for worship Giving in Grace, the Diocese of Liverpool	www.givinginGrace.org/Prayer
Generous Harvest An all new resource for Giving and Generosity: to include a Parish Toolkit, worship resources, study materials, podcasts, videos and reflections. Parish Resources from the Church of England	<i>Web Link to follow; New resource being launched September 2020</i>

5. Saying "Thank You"

Two little words with such great meaning and importance...

Always follow up with a thank you to your generous givers after your Parish Gift Day.

Tip: Write to say "thank you", share news of your Gift Day results, and tell people what a difference their giving makes. Don't forget to include ways to give regularly.

Resource	Web Link
Thanks and Thanksgiving Giving in Grace, the Diocese of Liverpool	www.givinginGrace.org/Thank-You-Letters
An outline service of Thanksgiving Giving in Grace, the Diocese of Liverpool	www.givinginGrace.org/Thanksgiving-Service

We wish you every success and blessing for your Parish Gift Day.
For further support and advice and to share news with us about
all that's going on in your church – get in touch here!
Visit our giving & stewardship web pages at the Diocese of
Hereford



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