

Parish Giving Scheme

**Making it happen
in your church**

**Hints and tips
for local success**

Parish Giving Scheme



Making it happen!

Your PCC has recently agreed to join the Parish Giving Scheme, and you're now thinking about how you can promote to potential givers...

Here are twelve 'Top Tips' from other churches which might help you:

1 PCC members and members of the church leadership team should commit to join the Parish Giving Scheme at the outset. It is not credible to endorse a scheme and encourage the wider church membership to join it, if PCC members and the church leadership, have not first done so. Once this commitment has been made, this important step should be communicated to the wider church membership, as part of an encouragement to them.



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 information about the Parish Giving Scheme and a donor gift form (available from the diocese) along with a letter on behalf of your parish (example letters are available from the diocese)



3 Whenever possible hand deliver these communications to recipients. A personal visit with an opportunity to share information about the Parish Giving Scheme, and answer any questions or concerns, is a really effective way of engaging with potential givers.



4 Publically launching the Parish Giving Scheme as part of a wider giving renewal initiative within your church, including themed worship (giving, generosity, sharing, social justice, thanks, etc.), preaching, teaching, prayer, etc. will give a fuller and more meaningful context to the Parish Giving Scheme, as part of discipleship and faith.



5 Locally produced giving materials will also allow you to promote the Parish Giving Scheme to underpin a local vision for mission and ministry, and to support and resource the objectives within your Mission Action Plan. Linking giving to vision, actions, and outcomes, is key to getting people excited about their giving to your church.



6 Include brief details of the Parish Giving Scheme and web links, local contact details, etc. 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 photograph images.



7 Amend your weekly newsletter / pew sheet to include a permanent notice about how givers can join the Parish Giving Scheme and promoting it as your churches 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 the Parish Giving Scheme, and how people can join locally.



9 Personal testimony: ask someone who has joined the Parish Giving Scheme to speak briefly within worship (an interview format often works really well), about why they chose to join the scheme, and how they feel it helps them to give, and helps your church. This can be a really powerful way to encourage others, and is a way of keeping momentum going after an initial launch of the Parish Giving Scheme.



10 Updates from the church treasurer: Verbal (during worship and meetings) or written updates, several times a year, will help to keep up a regular stream of communication and ensure a continuing high profile for the Parish Giving Scheme within your church.



11 Report on the growth of the Parish Giving Scheme within your church and the difference its making, at the APCM. You can do this verbally (as part of a presentation) or /and as part of the written reports. Ensure that you make clear links between giving, and the life of your local church.



12 Posters, bookmarks, and more... These are available free of charge, from the Diocesan Office. Posters on church noticeboards signify that your church has joined the Parish Giving Scheme, and use bookmarks within your service or hymn books, so that people see them each week; do not leave these resources at 'the back of church' where they will have no impact at all!



This isn't an exhaustive list... we're always looking to add more great ideas about how to promote the Parish Giving Scheme in local churches.

Perhaps, you've done something or have a new idea which isn't yet included here? Get in touch and tell us about it, so we can share it with other churches within the Diocese of Hereford.

Get in touch...

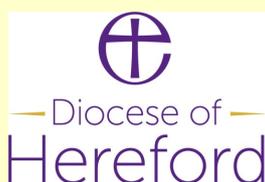
For all enquiries in connection with the Parish Giving Scheme within the Diocese of Hereford please contact:

Val Smith

val.smith@hereford.anglican.org or 07887 245040

Richard Jones

richardjones@hereford.anglican.org or 01432 373344



Parish Giving Scheme

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