

Thinking of joining the Parish Giving Scheme?

Here are some key advantages to consider.

Planned regular income is the goal of all charities, and our churches are no different. Many already have a good number of church members giving by Standing Order, and count on the regularity and predictability of these donations. So why join Parish Giving Scheme?

There are many advantages of offering Direct Debits over Standing Orders – some of which are outlined below.

But the main advantage is that we are **putting the control into the hands of the giver**. These days people *expect* to be able to give online, and manage their own giving. This is how many people control their own personal finances, whether through online banking or paying bills.

By offering Parish Giving Scheme as a way to give regularly online, we are meeting the *expectations* of today's world. We are future-proofing our churches.

Here are some other advantages to consider.

1. PGS makes it as easy as possible to sign up

- There are three ways to sign up: online, by phone or paper Gift Form.
- The split in 2021 was 43% online, 15% phone and 42% paper form.
- People can begin to donate when they choose to; it can be more spontaneous.

2. The Giver is in control

- You can control the amount yourself – up or down – by logging in or telephoning PGS.
- You don't have to have a conversation with anyone at church about this, so it's one less admin task for a treasurer.

3. Being anonymous

- You can remain anonymous, so no-one knows the amount you give
- 7% chose to remain anonymous in 2021 – this is a significant number

4. You can increase your gift annually, so no one needs to ask you!

- Opting for an inflationary increase each year, means your donation doesn't lose value over the years.
- 53% agreed to this in 2021
- You will be asked if you are happy to go ahead with the increase, at the time the increase is due. (You can say no!)

5. You reach a wider audience, beyond church members

- There are many people who are fond of your church, but don't come to worship. They may have loved ones buried there, they might have been married or baptised there. Perhaps they went to Sunday School there many moons ago.
- By enabling online giving you are giving everyone the chance to donate, whether they are worshipping with you or not.

6. It makes your Treasurers life easier – they all tell me this!

- One amount appears in the bank account – with a corresponding spreadsheet that shows the breakdown of donors
- The Gift Aid is claimed by PGS, and provided to the church monthly
- Cash flow is improved with the addition of regular Gift Aid

7. Gift Aid take up is high

- 90% of people Gift Aided their donation in 2021
- This is lower with telephone sign ups, but that might be representative of older people signing up by phone, and not paying income tax

8. Can be used for Friends schemes or capital appeals

- You can set up a sub-fund to restrict regular donations for fabric or a specific project
- Although I would encourage you not to restrict if you don't have to, this option can help you to run a Friends Scheme or secure regular donations from heritage givers

9. It's easy to promote

- Every church is already set up with a webpage – it simply needs activating.
- When live, you can download a QR code to add to printed materials or at the end of online services
- You can include links in your emails or from an existing website
- The information about your church is taken from A Church Near You, so there is no work needed to look after the web page.

10. It's free!

- The monthly collection charges are covered by the Diocese