

How to inspire donors

Our stewardship adviser **Chris Parker** shares the top 10 tips from the Anglican Giving Survey to encourage a generous giving culture

1 OUR NEEDS

Regularly communicate the needs of your church and the impact of people's giving on current and future ministry



2 PARISH GIVING SCHEME

Promote regular giving by standing order/direct debit, such as the Parish Giving Scheme and say why it's important

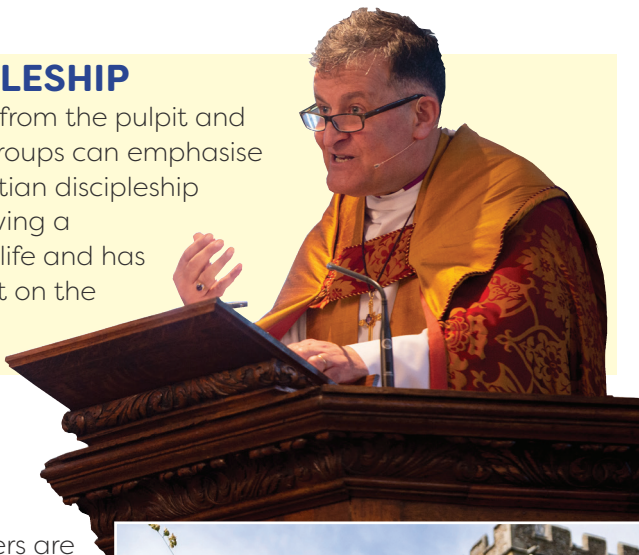


3 ANNUAL REVIEW

People's salaries often increase each year. Ask them to build in a review of their personal giving each year too

4 DISCIPLESHIP

Teaching from the pulpit and in small groups can emphasise that Christian discipleship involves living a generous life and has an impact on the wallet

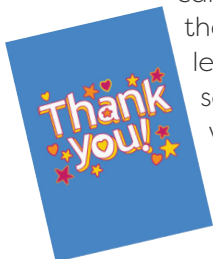


5 VARIETY

Encourage Christian giving in a variety of different ways and using different methods, to make it easy and convenient for people to give to your church

6 THANK YOU

Ensure givers are thanked at least once a year for their giving - via a Christmas card, a thank-you letter, or some other way of making it personal



7 THE BUILDING

Encourage giving to your church as a way of maintaining the building for future generations

8 DIGITAL GIVING

Investigate ways that people can give digitally - perhaps with a contactless card reader, via a link on your website, a QR code displayed on a poster or leaflet, or via a phone



9 LEGACIES

Provide information about why legacies are important, and don't be afraid to communicate this to congregation members

10 CASE STUDIES

People tend to give when they know what the money might be spent on, so give examples that resemble a shopping list, such as: £5 a week helps support our Messy Church and £15 a week will help repair our church roof