

# Giving Strategy





# DIOCESAN GIVING STRATEGY



## 1. INTRODUCTION

This strategy sets out a framework for how parishes may move to financial sustainability in the uncertain economic times arising from the global pandemic of 2020.

It is not a panacea, but by following the principles set out parishes should, with support, be able to address some of the financial challenges facing them, the Diocese and the National Church.

The Diocesan Staff Team are a resource available to be used by parishes to support them in any activities undertaken under this strategy. [See section 4]

This document should be read in conjunction with 2 key initiatives that inform the life and work of the Diocese.

- Live | Pray | Serve – our Diocesan vision that we each live a life where we are full of faith. As a diocesan family, we want to equip people to live as disciples of Christ; to pray, individually and together as worshipping communities; and to serve those living in our local neighbourhoods together.

Live | Pray | Serve



- The **National Giving Strategy** published by the Church of England National Giving Team in 2020 which sets out 2 key strands that are seen as the key to enabling sustained and increased levels of giving within the Church of England, it's Dioceses, Parishes, Churches and by individual members. These strands are:
  - › A Generous Theology
  - › Building a Generous Church

## 2. OUR LIVE | PRAY | SERVE VISION

We want our diocese to grow in depth, impact and number. As part of this process, we are seeking growth in:

- **Depth** of discipleship,
- Our **Impact** on society and
- **Number** of those who are becoming disciples of Christ.

### 2.1 WHAT DO THESE LOOK LIKE IN THE CONTEXT OF GIVING?

#### DEPTH

- Each parish will prayerfully discern a Vision for their Church and Community regarding Generous Giving
- Each individual will be encouraged and supported to grasp the vision for their Church, Parish and Community. Parishes should appoint specific individuals or groups of individuals to be responsible for this.

- Stewardship in all its facets will become part of the Discipleship Journey for all
- Congregations will be resourced to enable full potential in parish mission and ministry to be realised
- Faithraising will replace Fundraising:
  - › Faithraising is defined as that action that comes from a recognition of discipleship, a growth in faith, leading to a recognition that planned and generous giving is a response to God's generosity to us
  - › Fundraising is defined as one or several initiatives designed to generate income for the parish to either replace or supplement planned giving.

## **IMPACT**

- Each parish will prayerfully discern a Vision for their Church and Community regarding how gifts are used
- Considering how impact may be most effectively made with the resources available
- Each PCC must regularly communicate with the wider parish to increase awareness of how their gifts are used. Share stories of success and failure.

## **NUMBER**

- We will support those who are new to our Church congregations, in sensitively discerning how they might respond to God's generosity to them. It is acknowledged that this might take time.
- We will explore how God's generosity may be acknowledged and responded to within the context of fresh expressions of church.
- We will support those who plant new church communities, as they reach out to those they seek to serve.
- New ways of working may be required in these contexts.

## **2.2 OUR CULTURE**

The Diocese supports and encourages parishes and Individuals as they go about fulfilling their vision and mission, by being:

### **COURAGEOUS**

- Taking steps to do something new

### **RESOURCEFUL**

- Acting as Good Stewards of God's good gifts
- Using published material available and learning from the shared experiences of others
- Providing tools to equip and enable

### **GENEROUS**

- Developing a Generous Theology
- Building a Generous Church
- Sharing resources and experiences to encourage and enable others
- Giving back to God in response to His good gifts

### **COLLABORATIVE**

- Working together to benefit all

### **PIONEERING**

- Develop and try new initiatives to meet changing circumstances

### 3. THE NATIONAL GIVING STRATEGY

The National Giving Strategy underpins this local Diocesan strategy. The National Strategy seeks to embed the biblical principles it sets out in the day to day life of all Diocesan parishes.

- The Diocese will support the principle of a “Generous Theology” through:

Prayer

Preaching and Teaching

Practice

Perseverance

This support will be in and throughout all areas of the work of the Diocese.

- The Diocese will support the principle of “Building a Generous Church” through:
  - › The improvement of **Giving Practice** in all Diocesan parishes, by allowing people:
    - » to be able to give in ways they prefer<sup>1</sup>
    - » to understand the impact of their giving
    - » to see the need for them to give
    - » to have trust and confidence that their giving will be well spent
  - › Encouraging development of a **Generous Culture**, by
    - » Inspiring people to live generously
    - » teaching how giving is part of discipleship
    - » embedding generosity and giving within the life of the church
    - » providing ways for people to activate their generosity through programmes and initiatives

---

<sup>1</sup> The Diocese actively promotes amongst parishes that all givers should be encouraged to give via a programme of planned giving, ideally the Parish Giving Scheme, and that all parishes should move away from cash and ad hoc plate giving. This strategy should be read in this context. Support for this will be provided, appropriate for the parish setting.

## 4. THE LOCAL SITUATION

- To enable this to happen the Diocese will provide support and training to those involved in the promotion and exercise of good stewardship practice throughout the Diocese.
  - › This will include relevant training to the following groups:
    - » Clergy
    - » Readers and Licensed Lay Ministers
    - » Lay Parish Officers
    - » Ordinands, Readers and Licensed Lay Ministers in training
    - » Anyone with an interest in or a calling to stewardship promotion. This might be at parish or deanery level,
- This support and training will consist of and be delivered as follows:
  - › Face to Face (as and when appropriate) for
    - » Individuals
    - » Groups
  - › Online for
    - » Individuals
    - » Groups
  - › Written Guidance
  - › Widely available packaged Stewardship Programmes



- › Provision by:
  - » Diocese
  - » National Bodies
    - » Church of England
    - » Other Denominations
    - » Secular Agencies
- The Diocese provides appropriate publicity, training and advice via the diocesan website – [portsmouth.anglican.org](http://portsmouth.anglican.org) – and individually to those that request it.
- The Diocese employs a Stewardship Adviser as part of the Mission and Social Transformation Team whose role includes support of parishes in their wider Stewardship role.
- The Diocese is a member of the Parish Giving Scheme (PGS) and actively promotes its use amongst parishes.
  - › The PGS is a highly efficient and well-developed system to help local churches manage and develop their planned giving.
  - › Experience from the 2020 COVID pandemic demonstrates that those parishes that were active participants in PGS have in general been better able to maintain their levels of income
  - › Targets for the increased take up of PGS will be included in the KPI section below.
- The Diocese supports and encourages parishes to make use of the [Building a Generous Church](#) and [Parish Resources](#) websites which contain a wide range of practical information. This covers areas such as:
  - › Finance and Financial Governance – including Gift Aid
  - › Giving – including Stewardship Programmes
  - › Buying – via the Parish Buying Scheme
  - › Administration and PCC Governance and Guidance

- The Diocese encourages all parishes to develop and publish a Legacy Policy. Such legacies may provide valuable resource to develop the mission of the Church in its local community. Simple templates are available for parishes to easily adopt such a policy.
- The Diocese encourages all parishes to adopt digital giving solutions, e.g. contactless card reader machines and online giving portals. Society in general, and particularly in light of the 2020 pandemic is becoming increasingly cashless, and such solutions will provide the opportunity for congregations and the wider communities to give conveniently.
- Financial security and sustainability may be sought by adopting a diverse range of income streams and by not relying too few. Therefore, the Diocese encourages all parishes to consider adopting a range of diverse income streams. These may include, but are not limited to:
  - › Stewardship Giving
  - › Grant Funding
  - › Investment Income
  - › Trading
  - › Social Enterprise
- It is recognised that there is a wide range of diverse parishes in the Diocese, e.g. by churchmanship, affiliation, socio-economic area, geographic setting. Such factors will be taken into account when considering the most appropriate guidance and action for any parish.
- Some parishes and congregations are working in a Fresh Expressions or Pioneering setting. It is

recommended that the principles set out in “Six Steps in Christian Giving” are followed, namely:

- › Survival - I do my bit when I am asked to help
- › Supermarket - I pay for the bits I enjoy and find meaningful
- › Support - the church is important, and I will give it my support
- › Subscription – I see myself as a member paying my dues
- › Submission - I am trying to be a good disciple with all that involves
- › Sacrifice - I am called to be Christlike and do my best accordingly

Leaders in such settings should guide their congregations along this path as part of their journey to faith and discipleship.

## **5. BARRIERS TO GIVING**

- It is recognised that there are a range of barriers that might prevent an active and generous giving culture within a parish. These include, but are not limited to:
  - › Insufficient opportunities provided for congregations to give
  - › Clergy and leadership reluctance to preach and teach on the subject of giving
  - › Lack of knowledge on the principles of Christian giving
  - › Lack of opportunity to preach and teach
  - › Historical absence of a generous culture in the parish
  - › Ignorance of the importance of Christian giving
  - › Insufficient information provided on how giving is used in the local and wider contexts

This strategy and the guidance contained in it is designed to overcome these barriers, where they exist, and enable parishes to move forward in a coherent manner.

## **6. THE LINK TO MISSION**

Stewardship resources the work of the Church of God!

Parishes formulating their Mission Action Plans should ensure to include recognition of the importance of generous giving and stewardship as part of Discipleship.

## **7. THE MOVE FROM FUNDRAISING**

The Diocese recognises the valuable contribution made by Fundraising initiatives throughout the Diocese and by individual parishes. These initiatives have a valuable part to play in parish life, particularly where major capital projects are concerned.

Such initiatives may run alongside proper stewardship practice or a formal stewardship programme but must not replace them.

Proper stewardship practice as part of discipleship is key to the financial stability of a parish.

Planned and consistent giving permits PCCs and Parish Officers to budget effectively and ensure that good governance is maintained. It also allows the discretion to use gifts where appropriate, rather than for specified, potentially less effective uses.

The Stewardship Adviser will support parishes in developing their stewardship practices, including use of appropriate packaged or bespoke Stewardship Programmes.

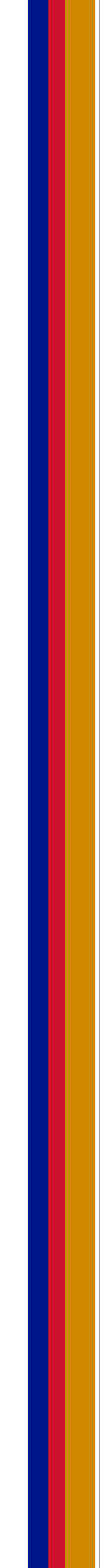
## **8. DATA AND KEY PERFORMANCE INDICATORS**

- KPIs will be introduced and developed to measure the success of this strategy and work arising from it.
- Support will be provided to parishes in seeking to meet these targets.

## **9. SUMMARY**

This Diocesan Strategy and the supporting local and national strategies are designed to be resources to be used by parishes in support of their wider work of sharing the Gospel of Christ in their own setting.

The Diocese encourages all churches in the diocese to adopt the principles set out in this document to assist in this endeavour and thus to develop into well-resourced, outward facing parishes.



# APPENDIX 1

## The Diocesan Live Pray Serve Vision:

- <http://portsmouth.anglican.org/our-strategy/>

# APPENDIX 2

## The National Giving Strategy:

- <http://churchofengland.org/resources/building-generous-church>

# APPENDIX 3

Resources Toolbox (in development)



# Diocese of Portsmouth

1st Floor, Peninsular House  
Wharf Road  
Portsmouth  
PO2 8HB  
023 9289 9650  
[portsmouth.anglican.org](http://portsmouth.anglican.org)



@CofEPortsmouth

Live | Pray | Serve



THE CHURCH  
OF ENGLAND