Resourcing for Mission
There are two main resources for running a giving campaign:

- Imagination
- Joy
- Generosity
- Courage

These are essential components of Christian living and of being open to the call and mission of God. We hope you can see these values being lived out within the mission of your church.

We pray that our Mission Action Plans are courageous in their outreach - and we, like you, are called to live out our mission with imagination and creativity as we seek to serve God. This call to mission comes with the deep joy of knowing the love of Christ, and wanting to share this transforming love with the world. We also are called to live generous lives; lives of sacrifice and commitment, dedication and kindness.

So how do we tackle the challenges of resourcing mission (in terms of time and money) with joyful and selfless generosity? It is perhaps worth noting that joy and generosity cannot be separated – when we respond to God’s generosity to us, we do so joyfully because we are grateful and thankful for His gifts to us.

As there are lots of scripture references on this theme there will be plenty of opportunities to preach, teach and pray on generous giving as our mature and faithful response to God’s love. As church leaders (which you probably are if you’re reading this) it is our privilege and call to include joyful generosity and giving as part of our preaching and teaching, on living faithful lives following Christ.

In addition to regular preaching and teaching on responding joyfully and generously to God’s love we also need to make plans to enable generosity. Like every aspect of faith, we can turn our backs and say ‘no’ but our task is to make it easier for those who hear to say ‘yes’ to God. Here are a few ways to consider:

- Telling stories of generosity to inspire
- Organising Giving Campaigns that invite and enable giving efficiently and regularly
- Encourage giving through legacies – being generous stewards in death as in life
- Enabling digital giving – especially useful for occasional visitors and givers
- Using the resources you already have to their best advantage (sweat those assets!)

1: TELLING STORIES TO INSPIRE

This is what Jesus did along with the evangelists and St Paul, Peter and James, so we are in good company. Stories, told well, inspire and encourage, and every church community has its own stories to tell.

The generous donor who gave £5000 to a parish pilgrimage to allow others to travel to the Holy Land and be inspired and renewed in their faith (which rippled out in surprising and unforeseen ways). The anonymous donor who provided a votive stand to aid the prayer life of their church. The person who gave their time every week to cut the grass in the churchyard and tend the unkempt graves. Stories are told to encourage, enrich, make real and inspire us in our own journeys of generosity.

- What are your community’s stories of generosity?
- When has your church been a recipient of others generosity?
- Where have you not? How can you use the stories of your community to teach and inspire?
- Sermons? Study Groups? Home groups? School Assemblies?

2: GIVING CAMPAIGNS

Sometimes called Stewardship Campaigns - whatever term you choose for your church it may be worth doing a straw poll (especially amongst your more ‘fringe’ folk) to see if people understand the terminology you are using.

Stewardship is not giving out the hymn books - Giving isn’t only about giving money and time but also being good caretakers of what you have been entrusted with. There are good arguments for either term, so just make sure everyone is clear about what you are talking about.

There are two main resources for running a giving campaign:

- Giving for Life (C of E resource)
- Giving in Grace (began life in Liverpool Diocese, but now its own entity).

Both resources include sample sermons, leaflets for distribution, sample thank you letters and worship resources. Both are very good for the ‘whole of life’ giving – i.e. money matters, but it is not the only part of Christian giving, time and talents are also a deeply significant part of the picture.

Giving for Life can be found on the excellent Parish Resources website: www.parishresources.org.uk/giving

This website is also very good for resources for Gift Days, a spirit of generosity with blogs and articles, it also covers giving amongst youth and millennials; also some good Christmas Giving ideas and thoughts. It also covers a multitude of other brilliant resources for APCMs, buildings etc. If you don’t know of it put it in your favourites NOW!
Some key guidelines for a campaign include:

- Be CLEAR about the vision you are hoping and praying you will realise with increased resources. This should be the vision that is articulated in your MAP and owned by the church community. People give to a shared vision, not to mundane housekeeping! Which of these two vision statements is more inspiring?

  To share the love of God with our neighbours, in word, action and service. Your contribution to this campaign will give us the resources to be bold in mission and service of those in need.

  or,

  To maintain our church; by contributing to this campaign means we can meet our ever increasing bills.

Both approaches may be true – but what is more likely to inspire generosity and commitment? Charity sector advertising contains many great examples of encouraging vision rather than ‘keeping the show on the road’.

- Have a launch and an end – bookend the campaign so it does end and so there is a celebration e.g. Harvest ➔ Christmas or Lent ➔ Easter etc.

- Embed it at every level of church life. PCC Agendas, Prayer Groups, Collective Worship in schools, Mothers’ Union, preaching etc. The whole church community needs to be involved as fellow disciples and as people praying for this project.

- Be realistic about the amount you need/want to raise. If people don’t know there is a £35k shortfall they can’t respond.

Be totally open in your accounting – let people know where the money goes, but keep donors and amounts confidential

- Lead by example – begin by saying how much the PCC/Ministry Team have upped their giving in percentage terms.

- Mention Legacy Giving (see below for more details)

- Say Thank You – and mean it! Do not say ‘Thank You for your gift, would you like to give more? This approach undermines the grace and sincerity.

- At the end of the campaign – celebrate together. Invite everyone. Re-articulate the vision as carefully and prayerfully discerned.

The Parish Giving Scheme

The Parish Giving Scheme allows all who currently give - by standing order, envelopes or cash on the offering plate - to plan and manage their giving through Direct Debit. It’s easy to set up and manage. All the PCC needs to do is pass a resolution to start the Scheme and show leadership by joining and encouraging others to join. The Parish Giving Scheme is a joint venture charitable company, owned by the charity and the participating diocese. So our diocese covers the administrative cost to make it free to churches and the Parish Giving Scheme charity does all the work.

We cannot over-stress how wonderful the Parish Giving Scheme is. Efficient in every way - with gift aid, with administration and with collecting money in a way that is good for the giver and the church. It also includes an optional yearly incremental increase to keep in line with inflation (with the givers permission!). It’s a great resource for treasurers and planned givers.

Do get in touch with the Flourishing Churches Team who will be delighted to talk to you about it and send out more information. Or check out the website here:

www.churchlegacy.org.uk

It is a good resource for treasurers and planned givers.

3: GIVING THROUGH LEGACIES

For years the church has relied on legacies as a way of increasing funds and carrying out stand-alone projects. The Victorians were excellent at this and not many churches escaped their spirit of innovation and ‘improvement’. Much of this work was done through philanthropy or legacy giving.

Here’s a guide to help you encourage legacy giving amongst your congregation:

www.churchlegacy.org.uk

It is good practice to always mention legacies in any stewardship campaign (however briefly) both to honour previous benefactors and to encourage future ones. Please don’t do what one church did, which was analyse their congregation and ‘spot’ people who were both wealthy and elderly and visit them about giving a gift in their will. A ‘nil point’ for pastoral sensitivity!

But it is good to preach on and to teach on. It is also pastorally good practice, in general, to encourage the writing of wills.

Will Aid happens annually, whereby local solicitors offer their services for a very reduced cost (c. £95) to help people write their wills and leave donations to charities:

www.willaid.org.uk/about

4: DIGITAL GIVING

We all know that fewer and fewer people carry cash (especially younger generations and guests at weddings and baptisms etc.). 2017 was the first year when card payments outranked cash payments. We HAVE to keep pace and allow and enable generous giving in ways that people want to give.

So how do we address the ‘barriers to giving’ issue? There is good evidence that churches with card readers see an increase in gifts, often from people who would not be able to give in other ways; this is new money, not established givers giving in new ways.
There are several products on the market to enable digital giving, so it is best to investigate to get the best one for your context. The units are small hand-held devices and need to be connected to a phone or tablet with the app. Some need 4G and wi-fi, some ‘store’ the details until a wi-fi connection can be established. Some units only cost a small outlay - £20-£30 and each transaction costs a small fraction of the amount being tendered. It is possible to claim Gift Aid on the donations, and receipts can be emailed. For full details of the products available see the parish buying website: [www.parishbuying.org.uk/categories/contactless-donations](http://www.parishbuying.org.uk/categories/contactless-donations)

If you are not already a member of this website it is very easy to register. It is also updated regularly and in the fast changing world of technology, card readers are no exception. Please contact the Flourishing Churches Team for further information and be put in touch with churches that have already gone down this route.

---

### 5: MAKING THE MOST OF WHAT YOU HAVE:

#### Saving Money – Parish Buying & Economies of Scale

The best resource for careful spending on a whole range of products; energy, furniture, church supplies, IT, photocopiers etc... Do check out the website before you buy anything! It also includes an ethical buying guide and information on environmentally responsible products and services. [www.parishbuying.org.uk/categories](http://www.parishbuying.org.uk/categories)

It is also good practice to look at your insurance as a larger excess can reduce your premium. Ecclesiastical are very good on the phone. [www.ecclesiastical.com](http://www.ecclesiastical.com)

They are also excellent at risk assessments with information on all sorts of risks; health and safety, running a foodbank or homeless shelter etc.

**Utilising the assets – making your church and hall financially efficient.**

For a good number of years churches have been trying to utilise their facilities financially as part of good stewardship and to help relieve the financial stress. It is well known that the Harry Potter movies saved Durham Cathedral’s finances from strife!

There are some good ideas on this website: [https://blog.capterra.com/how-to-make-your-church-building-pay-for-itsel](https://blog.capterra.com/how-to-make-your-church-building-pay-for-itsel)

There are other good ideas about how to make your buildings pay:

**AND HERE**


Being a filming venue for TV or Film: [www.london.anglican.org/kb/filming-in-churches](http://www.london.anglican.org/kb/filming-in-churches)

There are various websites you can register on as a film location. PCC approval is necessary to register. And Archdeacon and Chancellor permission is required BEFORE filming commences.

**Halls & Rentals:**

It is good practice to review rents and rates for any space you hire out. It is always a balance between a successful hall rental that gives healthy income and keeping it commercially unoccupied so as to be used by the church for missional purposes. An annual review and audit is good practice.

Good advice on risk management for halls is here along with a useful toolkit of documentation: [www.ecclesiastical.com/risk-management/hiring-out-premises](http://www.ecclesiastical.com/risk-management/hiring-out-premises)

---

#### A word on Parish Share and Buildings

It would be remiss to avoid the question of our costs when looking at increasing income; for many the largest costs are the parish share and the care and maintenance of our buildings.

Our Parish Share contributions often form a significant part of every church’s budget and in many churches it is by far the largest expenditure. We thank our parishes for all they do, through serious hard work, in meeting these costs.

The parish share is missional: paying it in full it allows the diocese to maintain the number of incumbents, associate priests and curates, as well as house them, train them, make pension contributions, and support them in their mission and ministry. By paying your share, your clergy are supported and, we hope and pray, enabled in their ministry to further God’s Kingdom here.

The finance team at Holywell Lodge are always happy to discuss with you any concerns over the parish share, and to assist if your parish needs to apply for a support grant. The Flourishing Churches Team are also very happy to help with supporting you in a Giving Campaign. For further information please see: [www.stalbans.anglican.org/finance/parish-share-scheme](http://www.stalbans.anglican.org/finance/parish-share-scheme)

Our buildings, often beautiful and ancient, also come with significant running costs and maintenance issues. Many a vicar and churchwarden fear the quinquennial inspection and the surprise discovery of dry rot or death watch beetle!

We perhaps yo-yo between seeing our churches as sacred and beautiful, that point to ‘otherness’ and inspire awe, and seeing them as a millstone, expensive, cold and inaccessible. It’s a tension that we recognise.

If your church building needs maintenance please contact the Diocesan Offices for support; we can help with navigating the complex world of grant applications. Click here for further information: [www.stalbans.anglican.org/dac/repairs-maintenance-grants](http://www.stalbans.anglican.org/dac/repairs-maintenance-grants)

The DAC (Diocesan Advisory Committee) also support all our parishes in building works for maintenance and re-ordering projects. There is a wealth of information here, including who to speak to, to discuss your needs and plans: [www.stalbans.anglican.org/dac](http://www.stalbans.anglican.org/dac)

---

In all we spend, save and give, we pray that God enlarges our hearts to be generous and joyful givers, and wise stewards of his creation.