

resource **your** church

a parish guide to setting up a stewardship campaign

pray - grow - serve

introduction

The book of Ruth begins by telling us the story of a young widow's selfless devotion to her mother in law, Naomi. After the deaths of their husbands, they return to Naomi's home land, Judah, and meet Boaz. Boaz, in a remarkable way, redeems and provides for both Ruth and Naomi. Praising Ruth's devotion to Naomi he asks his workers on the grain field to leave extra grain behind which Ruth is allowed to pick up. Eventually he marries Ruth, providing support for her and Naomi. Naomi's despair makes way for hope and security and the community praises God for her rescue. This story is one of many examples in Scripture in which an individual and a community responds to the Giver of Life with gratitude, generosity and giving.

The church is invited to participate in the mission of God and respond to Him with the same attributes we see in the lives of Ruth, Boaz and Naomi.

In the psalms of David and the letters of Paul we are reminded to be thankful ('I will praise thee, O Lord, with my whole heart; I will show forth all thy marvellous works – psalm 9).

A contemporary commentator/theologian has written 'gratitude is the essential guardian of the soul.' It will change perspective and inform direction.

The generosity of our churches, and the communities in which they serve, has been and will continue to be, a blessing to many. Initiatives to share time, talents and money with the elderly, the vulnerable, children and young people in our society is at the heart of the church's mission and ministry.

The financial giving of members of the community, whether or not they attend church regularly, contributes to the costs of a church that wants to be present and inform purposes in the changing seasons of our lives. The church transforms lives, nurtures disciples and provides a sacred place where key events are celebrated and remembered.

This guide will lead you through a series of questions that will help you evaluate the way in which you and your church have practised gratitude, generosity and giving. With other members of your church (PCC/leadership team etc.) you can set the priorities for the future.

Like any other aspect of discipleship, stewardship requires our attention, our time, our devotion and I would therefore recommend that you keep this booklet to help you reflect on your stewardship practises throughout the year.

We thank God that he has chosen us to be stewards of his resources, and may we, by His grace, honour the many gifts he has given to us.

With our best wishes,

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evaluation

- 1 The Church plays an important role in responding generously to the needs of the communities in which it is placed. On a scale from 1-10 (1 = not at all, 10 = very well): to which extent do you feel that your Church and its leadership has managed to do this?

There are numerous ways in which we can integrate a message of gratitude, generosity and giving into our Church life.

- 2 Which of the following does your Church offer for the congregation and the wider community to reflect on gratitude, generosity and giving?

- | | | | |
|----|---|----|-------------------------|
| a. | Regular preaching and teaching (twice a year) | e. | Review of giving |
| b. | Group study materials | f. | Thank you to all givers |
| c. | Individual study materials | g. | Other |
| d. | Retreat | h. | None of the above |
| e. | Giving Day/Week | | |

It is important to communicate with givers using different perspectives. This also gives you an opportunity to share your Church's identity.

When thinking about how your Church communicates with givers which of the following do you talk about?

- 3
- a. Giving as a response to God's generosity
 - b. Giving to support a clearly articulated vision for the future
 - c. The impact of giving in enabling the Church's mission and ministry
 - d. Giving in the context of discipleship
 - e. Giving to support the costs and financial needs of the Church (budget explanation)
 - h. Other
 - i. None of the above

There are numerous ways in which people can choose to give to your Church. Regular giving, alongside occasional giving are an important aspect of the church' voluntary income and promotion, presence and publicity of the various mechanism is key.

- 4 Which of the following does your Church offer?

- | | | | |
|----|-----------------------------------|----|-------------------|
| a. | Parish Giving Scheme | f. | Crowd funding |
| b. | Legacy giving (to include policy) | g. | Other |
| c. | Contactless giving | h. | None of the above |
| d. | QR codes and online giving | | |

- 5 Which of the following practices does your Church use to minimise costs, and/or increase income?

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|----|--------------------------------------|----|-------------------------------------|
| a. | Parish Buying Service | e. | Giving opportunities at life events |
| b. | Friends group | f. | Gift Aid and GASDS |
| b. | Fundraising activities | g. | Other |
| c. | Grant funding Church Grants website) | h. | None of the above |
| d. | Consider budget | | |
| e. | Hire facilities | | |

decision

Now you have evaluated it is time to decide on the priorities. Below are a few comments for your consideration:

- 1 When you choose your priorities make sure this enables growth in the Church's overall understanding of gratitude, generosity and giving. Remember to choose goals that are specific, measurable, achievable, relevant and time framed. For each priority assign somebody who will lead the activity and discern the resources that are required. It can be useful to work with small groups to deliver the goals.
- 2 It is important that the PCC agrees to implement the chosen priorities. It will enable support, continuity and accountability.
- 3 Materials for reflection, books, pledge forms, liturgy and other resources can be made available to the congregation that will encourage reflection on the topics of gratitude, generosity and giving. Make sure you have a range of resources available so that there will be something to help everyone. This also applies to your asking letters.
- 4 Make sure you thank your congregation for participating in the programme (however small or big), share your outcomes (whether they are qualitative or quantitative) and review how you would like to continue in the future.

Remember, we're here to help you.

resources

Communicate with your worshipping community the importance of good stewardship. Preaching resources, group and individual study materials are available to [download](#). Stewardship can become an intrinsic part of your church life.

Encourage regular giving and sign up for the [Parish Giving Scheme](#). The Parish Giving Scheme is a Direct Debit system that helps parishes to manage regular donations.

Make use of the offers available to you on the [Parish Buying website](#). You can register for free.

Set up [online giving](#) with the GiveALittle platform. The web address of your online giving page can be used on your 'A Church Near You' page, your Facebook page and your website. You can also download a QR code from the platform, which can be printed on paper or displayed on a screen. The offertory can now become a part of your online worship.

Encourage those who are not able to come to church and give by envelope or cash to give regularly and create a collection box in their house.

A range of ask-letter templates can be found [here](#).

Encourage [gifts in will](#) to your church and share [stories](#) of how your church has benefitted in the past from gifts.

Make use of the online [church fundraising hub](#) from Ecclesiastical insurance, with [tips for fundraising](#) by churches, and a useful [checklist for grant applications](#).

Use the [Church Grants](#) database to search for possible funding for building and community projects.

Please [contact us](#) for your parish reference number to access the microsite.

Make use of [Gift Aid](#) and the Gift Aid Small Donations Scheme (GASDS).

Explore options for [contactless giving](#). Solutions are available for churches with and without connectivity.

Read stories of fundraising in the (church) community [here](#).

Please [do get in touch](#) if you have any questions about the above or if we can support you in setting up that what is desired.