

GENEROSITY

WEEK NEWS 2022

25 SEPTEMBER - 2 OCTOBER

“Like good stewards of the manifold grace of God, serve one another with whatever gift each of you has received.” *1 Peter 4.10*

Welcome

to week 5 – we’re officially half-way through the ten issues of this newsletter which lead up to Generosity Week. This issue is the one where we’re going to talk marketing – how to best make sure that all that effort doesn’t go unnoticed by those who would like to see it. I’ve heard lack of marketing referred to as ‘smiling in the dark’!

If you’ve only just signed up to Generosity Week News, you can download previous issues [here](#) and see what you’ve been missing.

But before you read on, the scripture above from 1 Peter takes the broadest possible view of generosity. If you’d like a chance to reflect further on this, Bishop Rose Hudson-Wilkin gives a really inspiring six minute podcast which you can listen to [here](#).

RESOURCE OF THE WEEK.....

The simplest ways to encourage people to engage with any social media are to

- post often
- include pictures or videos
- give people something to join in with.

For Generosity Week, this is all done for you. We have **suggested posts for eight days**, along with graphics to start you off. You could use some of our ideas for generous activities, or think of your own. Or you could promote the **eight podcasts** – just put one a day on your Twitter or Facebook feed and invite comments. You’re giving your followers a real treat, and could well get an interesting debate going.

HERE’S AN IDEA.....

The Diocese of Lichfield has made two short films which are well worth seeing. After one church had four funerals for people who’d ended their own lives, they set up a counselling service to support those in their community who are struggling with mental health difficulties. Another church hosts a thriving pre-school and midweek congregation. Both ventures are supported – in prayer, relationship and finance – by another church in the same deanery. The sense of partnership and excitement at what God’s doing is great to watch.

If local people hear local accents and see local landmarks, it can be much more motivating

than stories from miles away. This man tells a heart-warming story of how he was repaid for his act of generosity to a friend and how his faith was strengthened in the process. The story is taken from Stewardship’s 40 Acts campaign. If you need inspiration, take a look at their Youtube channel [here](#).

We’ve all seen those ‘take your teddy to work’ type of days and wondered what they achieve. But some can be really handy – how about using Gift Aid Awareness day on 6 October to make quite sure you’re claiming what you can? It’s thought that between £500m and £600m goes unclaimed each year



Have you got something you’d like to share? Email annie.rey@churchofengland.org
See all the resources at Generosity Week | The Church of England

