

Agenda

- Introduction to the Fundraising Adviser role
- Fundraising questionnaire responses
- Breakout group discussions & Feedback
- What next? Resources, support, co-working



GOD IS GENEROUS

For Christians, our giving is an outworking of our love for God, and also our church and our community, responding to His abundant generosity. It is part of our worship and discipleship journey. We seek to build a generous church and a generous people.



Diocese in Europe

'Outside the Box' Income Generation

Grant-Making, Corporate or Other Organisations

Local Community

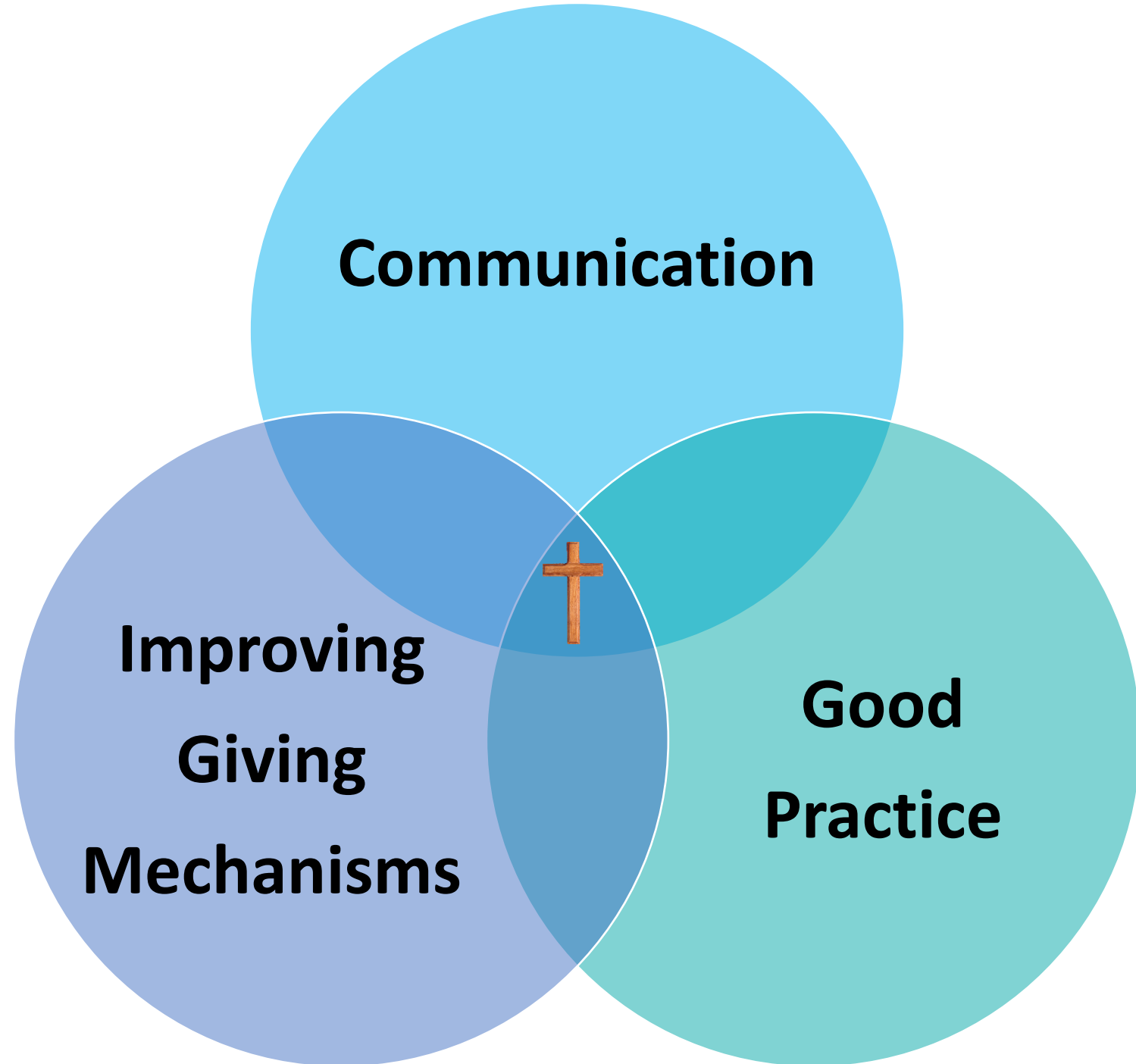
Occasional Visitors, Life Events, Tourists

Fringe Congregation, 'Swallows', Friends

Core Congregation

**Chaplaincy
Leaders**

- Building relationships – what you want *for* people (to know Christ, to deepen their faith) not just what you want *from* them (their gift). Faithraising/fundraising.
- Ensure you have a good leadership foundation.
- Leadership/core church community/some ‘friends’ will give regularly. How do we encourage them in their journey of financial discipleship/generosity? How do we encourage people to give in the most efficient way (whether £ Sterling/Euros)? Swallows?
- Wider groups more likely to give one-off gifts to particular projects. Communication is key. What do we want to say to them about the work of the church? How do we communicate with them? Why might they give? (History, building, focal point, sacred space, thanksgiving, community work, social causes etc.) And if they want to make a gift, how easy is it for them to do so? Do we have the right mechanisms?



Good practice

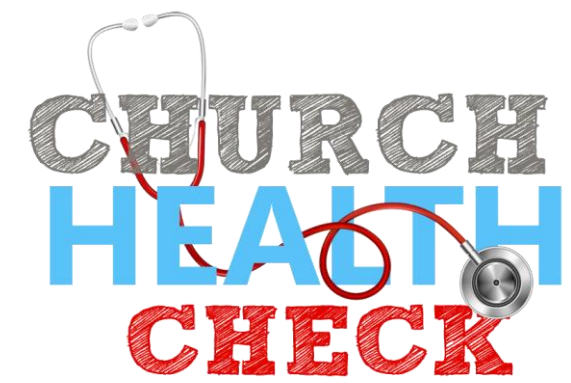
CHURCH LEGACY
A lasting gift to your church



How you can make a Lasting Gift to your Church



THE CHURCH OF ENGLAND
REIMAGINING THE OFFERTORY
From Collection to Offering



A Parish Funding Programme

*Bringing Together
Our Visions for the Future
Our Plans and Initiatives
Our Prayerful Response*

POWER OF GIVING

When you give 3 times more, it does not cost you more!

YOUR TAX DEDUCTION		
YOU WANT TO GIVE	GIVE INSTEAD	THE STATE REIMBURSES YOU
€ 30	€ 90	€ 59,40
€ 50	€ 150	€ 99,00
€ 100	€ 300	€ 198,00



giftaid it

Mechanisms

The below QR code can be used to donate online



<https://www.bweparish.org.uk/givinganddonations.htm>

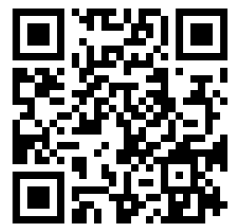
Thank You

22:37 / 22:42

Scan to give by CREDIT CARD or PayPal

You don't need cash to donate

christchurchlille.fr




CHURCH LEGACY
A lasting gift to your church

THE CHURCH OF ENGLAND

Leaving a Legacy | Writing your Will | Case Studies | Contact Us

Gifts of Faith, Hope and Love

Click to find out more



Thank you
for visiting us

May you find peace
and hope in this special
place of worship.

If you would like to, it's
easy to offer a donation
to support our work.



"...Be still, and know that I am God..."
PSALM 46:10



Giving in uncertain times...

- Biblical teaching: grace of giving; widow's mite; recognising all that God has blessed us with, and through a desire to bless others; think, pray, reflect; uncertain times draw us closer to our Lord
- Thanks & thanksgiving: we encourage you to remain committed to giving
- Acknowledge concerns, be sensitive and compassionate: many of us are/may be currently experiencing significant levels of uncertainty in our finances
- We give as a church family for a common purpose: we are called to be disciples in good times and bad - times of hardship bring together people with needs, and people with a willingness to share; churches can provide leadership in their communities, demonstrating Christ's love in practical ways.
- The need: post pandemic & cost of living means that...
- The impact: your giving make a real difference e.g. last year...
- Church's financial needs going up too...: our finances are similarly uncertain; such times unlikely to be short-term



A YEAR IN THE LIFE OF ST. MARY'S CHURCH

Charities supported by the church include Woking Hospice, The Bishop of Guildford's Foundation, Jo Cox Appeal, Runnymede Foodbank, White Lodge, Toilet Twinning, Royal British Legion, Christian Aid and the Children's Society.

80
regular
Sunday
attendance

Rooms regularly used for
teaching, Art, Sports Therapy
and Residents' Groups

20
Funerals



22
Baptisms




10
Weddings



600+
School children
attending services,
events and lessons
in church

306
Facebook
Followers

Diocese of
Guildford 
TRANSFORMING CHURCH
TRANSFORMING LIVES

10,112
worshippers

RELATE
counselling
available at
St Mary's every
Tuesday

70

Average number of children
attending Noah's Ark
playgroup each month

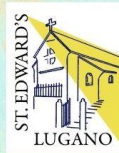
Café Church,
our informal
drop-in for tea
and cake, takes
place every
Saturday morning
10am-12noon

including over
650 on
Christmas Eve!



I am looking to create something similar in a free design programme 'Canva', which can then be adapted for each chaplaincy.

THANK YOU!



Thanks to all the time, skills and money we've all generously given over the last year, we've done some amazing things to serve God and our community

- Offered a warm and safe return to all our church services
- 800 people welcomed to St XX's during our Christmas events
- 3 fun days for local families with a total of 200 people
- 135 people coming into church to see the funeral of Her Majesty the Queen on our large screens
- 21 boxes of food given to local hospices during Harvest
- 21 number of families in need helped by our foodbank appeal
- 1 church roof repaired
- 3 concerts with 450 people enjoying some great music
- 52 church newsletters so we all know what's going on!
- 6 small groups met through the year, deepening our discipleship
- 4 baptisms held
- 15 visits to local schools, speaking to 1000 children
- 10,000 cups of tea/coffee served after church
- 250 hours of cleaning our beautiful church building
- £5,600 given to support our chosen mission agencies & charities
- 1 very large heating bill paid - so our church can be a warm and welcoming place for everyone in our church family and our local community.

This was created in 'Canva' but I can also make this into a powerpoint slide that you can insert text over, if that's easier.



Diocese in Europe

"All things come from you, O Lord. And of your own do we give you."



**ST EDWARD
THE CONFESSOR**

**An Anglican / Episcopal
Christian community in Lugano**

*Name
Address*

August 2022

Dear Christian name,

We are writing to thank you most sincerely on behalf of all those who worship at St Edward's Church, for your continued and great generosity over many years, which has contributed to keeping our Anglican "Light on the Hill" burning bright.

During this Interregnum period, with all its challenges, your support and your presence is a warm encouragement, as we look to the future.

Thank you *name*, and may God bless you.

Lester and Diana
Churchwardens



Diocese in Europe

Questions?

Fundraising Questionnaire results...

- 26 responses from the Archdeaconry of France



Fundraising Questionnaire results...

Does your chaplaincy have a vision or mission statement that is shared in meetings, newsletters, website etc.?

7 – we have no vision/mission statement

6 – we have a statement but we don't think it is shared effectively enough

4 - we are in the process of revising ours

8 – we have a statement and it is well-known

1 – shared in annual reports/accounts

Vision



We are not saying, “Please, could you help us out because lately it has been hard.” ... rather we are declaring, “We have a vision that is amazing and exciting. We are inviting you to invest yourself through the resources God has given you – your energy, your prayers and your money – in this work to which God has called us.”

Henri Nouwen

A Spirituality of Fundraising



Fundraising Questionnaire results...

To what extent do you think people understand why your chaplaincy needs money, and how it pays for mission and ministry?

2 – probably not all

7 – a few people do

14 – most people do

1 – regularly communicated but many people still don't understand that we receive nothing from the CofE

1 – people understand that we receive nothing from the CofE

1 – our chaplaincy council, leaders etc definitely aware

Fundraising Questionnaire results...

Do messages on giving, finances & stewardship form part of your services/activities eg sermons, treasurer talks, notices etc?

2 – weekly on our news-sheet

1 – adhoc, when appropriate

13 – within the last six months

6 – within the last year

1 – within the last 3 years

2 – normally yes

1 – no

Fundraising Questionnaire results...

Do you send out a regular personal thank you letter to each of your planned givers?

14 – every year

3 – some years

4 – hardly ever

4 - never

Fundraising Questionnaire results...

When did you last ask members to review their planned giving?

17 – within the last year

5 – within the last three years

4 – don't know

Fundraising Questionnaire results...

Can people find information on your website about giving/donating to your church and can they give electronically in your chaplaincy?

11 – all information

10 – some information

1 – not sure

4 – we have an online donation button

4 – we have/are about to have a contactless card reader

1 - no website



*Point your camera to
donate to St Andrews*

QR codes can be used to direct people to your website/online donation page etc. (NB – it was pointed out that there have been some instances in the UK where fraudulent third party stickers have been placed over original church QR codes. I will investigate this.)



Diocese in Europe

Fundraising Questionnaire results...

Choose TWO areas of giving/fundraising that you would like support with over the next year...

13 - Regular giving

9 - Project fundraising

6 – Legacies

5 – Online

7 – Contactless

2 – Vision/mission

Fundraising Questionnaire comments...

- “We have a very itinerant membership, so fund raising is very difficult.”
- “We would like to increase the number of regular givers and make it easier to give electronically so we don't need to deal with cash collections.”
- “We need to get people who give by standing order to increase the amount regularly... but despite yearly even six monthly appeals, the amounts have barely budged for 6 or more years.”
- “We have an electoral roll many members of which do not attend church regularly and do not assist the church financially.”
- “We are happy with our finances. Our income allows us to cover our costs and make donations to local charities.”
- “Need to increase regular attenders (following Covid drop-off) and so givers...”

Fundraising Questionnaire comments...

- “We’ll review planned giving and expenditure when our new chaplain arrives.”
- “Our priorities are to introduce contactless giving in the church and to raise money for necessary infrastructure projects.”
- “Our finances recovered after Covid but we need to build up our reserves after digging into them over the Covid years.”
- “We want to increase the number of regular givers to enable us to have more resources in providing better and more consistent ministry in our chaplaincy.”
- “Looking to increase numbers of regular givers. Current members old. With Brexit fewer Brits likely to retire full-time here. Funding for future capital projects a concern.”

Discussion time...



- Has anything struck you?
- What is your church doing well in fundraising?
- What is your number one 'take-away' so far?

What next? Five goals...

Hopefully some achievable goals for all chaplaincies, ensuring there is a good foundation in place re communications, good practice and planned giving

1. Thank people
2. Communicate what people's generosity/giving enables
3. Analyse your income streams
4. Maximise current giving streams
5. Plan a giving review
6. If you have completed the above, then there is an additional Chaplaincy healthcheck for churches to consider

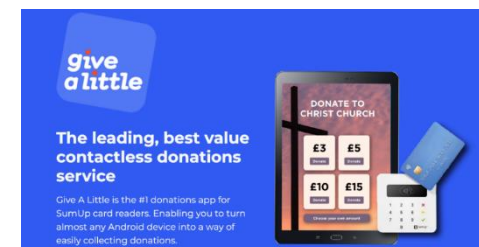
Gifts in Wills

A quick note about legacies as this came up in discussions. It's a complex legal area and requires some very careful research and consideration regarding communications. Thank you to those chaplaincies who have already offered some helpful leads. This area will be looked at in due course.

What next?



- Fundraising newsletter
- Resources and case studies on Google Drive – **coming soon**
- Zoom webinars on running a Chaplaincy Giving Programme/Gift Day (March onwards) **sharing good practice and chaplaincy examples**
- Digital giving pilot – online & contactless – March onwards
- Diocesan Contactless Giving Project 2024 – the Church of England will be offering, and the supporting the set-up of, 30 high-quality contactless devices to this diocese for free – if the pilot is successful
- Other areas eg Project Funding will be looked at in due course
- **Co-working! Please share any materials you produce (I can make them ‘anonymous’ if preferred – see next slide for examples)**
- Juliet is happy to work with individual chaplaincies



'Loaves and Fish'



It's about God's generosity to us
It's about our open handedness to God
It's about following Jesus
It's about our giving what we can – So God can do more.



The **collection** taken at our 10am Service is a way to show your appreciation to God for all that he has provided in the week.

Donations are irregular in nature, and ideal for those who cannot commit to a regular pledge, but who want to support God's work through us when they are able to.

Pledging is your commitment to our work and the future of our Church. It is a promise to give a regular amount to the Church.

2 Corinthians 9:7: Each of you must give as you have made up your mind, not reluctantly or under compulsion, for God loves a cheerful giver.

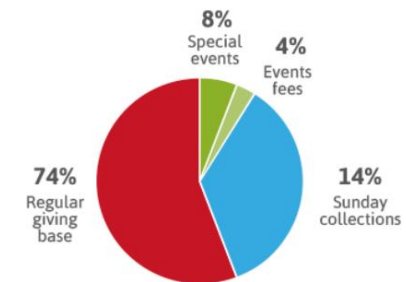
Extracts from other churches' communications



Did you know?

It costs about 100,000 euros a year to run St. George's Church.

Where does the money come from? Only from the congregation! We have no other source of income.



How do we spend it?

- Youthwork 4%
- Building upkeep and utilities 15%
- Outside commitments: 10% to charities and missions
- 8% for the wider work of the Diocese in Europe
- Church administration 19%
- Chaplain ministry 44%
- Currently everything we receive covers essentials.



Good financial stewardship

From...

To...

When we are desperate... the rhythm of church life

Focus on paying the bills... equipping disciples, resourcing mission

Thanks assumed... valuing our givers by thanking them

Givers in the dark... knowing what gifts enable

Hard work and duty... experiencing the joy of giving



Diocese in Europe

“Yours Lord is the greatness, the power, the glory, the splendour and the majesty; for everything in heaven and earth is yours. All things come from you, and of your own do we give you.”

1 Chronicles 29.11-14