

# Making giving visible

Pathways



1. Update all your giving information
2. Communication tips and examples
3. Create a giving station
4. The offering

Ensuring individuals are clear on the practicalities of how they can give generously is a fundamental part of increasing giving.

This guide offers you some simple ways of making giving visible, through what you're communicating during Sunday services and the materials you're using to encourage giving.

## 1. Update all your giving information

Take a look at your newsletters, notice boards, giving forms and website:

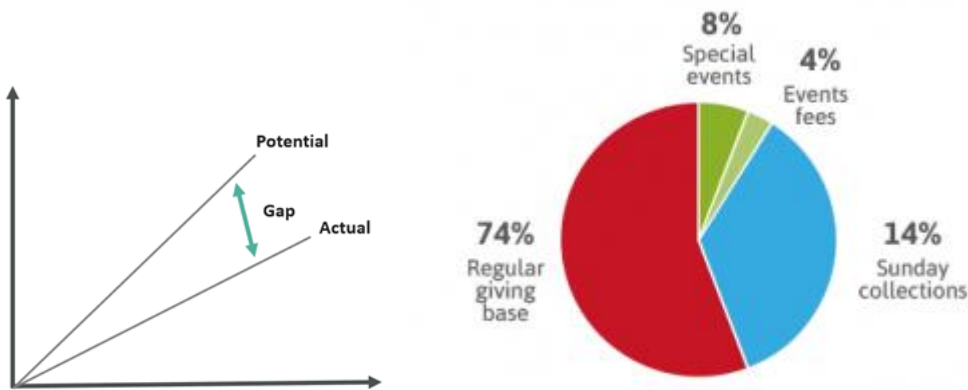
- When were they last updated?
- Are they still accurate?
- Do they fit with any other materials you have?
- Do you still need them/are they relevant?
- What's missing?

Taking your chaplaincy with you on your fundraising journey is about more than just being clear on what you're doing. It also encourages togetherness in your church community, helps individuals feel significant, and keeps everyone informed and inspired to give.

## 2. Communication tips and examples

- **Posters to communicate your impact:** A Year in the Life of Your Church (downloadable templates available in Canva or Powerpoint via the [diocesan website](#))
- **Posters and pew cards to communicate online giving:** templates available from the [diocesan website](#) plus there is a ready-made poster for [Just Giving](#).
- **Newsletters:** Include a footer at the bottom of your newsletter or notice sheet. E.g. 'Giving to St. Mary's & St Agatha's: God's work at both churches is funded by our church family and we encourage planned giving where possible. More information is on our website at .....
- **Newsletters/slides:** Visual information such as graphs and images can be more effective than words.





- **Services:** Interview individuals, church groups, community groups who have benefitted from people’s generosity. Contact giving with the difference it is making.
- **Website:** Ensure there is a ‘donate’ button on your church’s home page. Think about the information on your church’s giving page. Here are some chaplaincy examples (there are plenty more – just a sample here!). Pick a style that suits your context.
  - [Make a donation . St George's Church \(st-georges-church.com\)](http://st-georges-church.com)
  - [Give – Ibiza Church](http://stjamesoport.org)
  - [Financial Support \(stjamesoport.org\)](http://stjamesoport.org)
  - [Giving - Christchurch](http://stgeorgesparis.com)
  - [Saint George's Anglican Church, Paris, France - Giving \(stgeorgesparis.com\)](http://stgeorgesparis.com)
  - [Give — Saint Michael's Paris \(saintmichaelsparis.org\)](http://saintmichaelsparis.org)
  - [Giving | Anglican 2021](http://holytrinitygeneva.org)
  - [Pledges & Donations | holytrinitygeneva](http://holytrinitygeneva.org)

### 3. Create a ‘giving station’

It’s helpful if you have a space, perhaps near your noticeboard in the church, where people can find information about giving alongside the wider work of your chaplaincy. Some ideas:

- A Year in the Life of Your Church poster (or some other clear, colourful resource about the work of the church that is funded by people’s generosity)
- Your card reader device or poster with a QR code to your online giving page
- Giving information/forms (or your website address so people can download forms)
- An open thank you note or letter from the chaplain/churchwardens

### 4. The offering

Many people now give electronically and therefore much of the giving is not visible when the physical offering is taken.

You might want to think about:

- Ensuring that you give thanks for **all** financial gifts – the cash on the plate as well as giving by electronic means – and say a few words about how it resources God’s kingdom.
- Consider using a **‘giving token’** for people to collect as they come into church and to put on the plate to symbolize their electronic gift.



[Link to offering token template](#)