

Running a Chaplaincy Giving Programme ('planned giving/stewardship campaign')

Pathways



10 steps for success

Planned giving campaigns/programmes are a really good platform to explore giving as a faithful commitment to God (discipleship), a response to God's generosity (thanksgiving), and an opportunity to resource the growth of the church (mission).

This guide looks at how to run a focused 'Chaplaincy Giving Programme', which can be done every two/three years. A targeted Giving Programme can raise levels of planned giving (often the foundation of chaplaincy finances) to allow the church to budget better, share resources better and serve communities better. In other years you may want to do a simpler Annual Giving Review (a guide for this coming soon)

[Juliet Evans](#) can offer support and share lots of example materials from other chaplaincies, some of which are on the [diocesan website](#).

Did you know?

The Anglican Giving Survey* of UK churches in 2020 found that:

- A third of Anglicans do not give to their church
- 40% of Anglicans have never been asked to give regularly
- Nearly half of Anglicans have never been asked to review their giving

1. Plan

- ✓ Think about **when** you want to hold your Giving Programme. This is usually in autumn (as you plan your budget for the following year) or spring, or it can be around the time of your church's anniversary or patronal festival.
- ✓ Whatever time you choose, you will need to **plan** well in advance. If things are rushed, then it will be harder for people to engage.
- ✓ Create a **small planning group**. This is a time-limited programme, so you could consider inviting someone new or who could bring a different perspective.
- ✓ Start thinking about the **key messages** you want to communicate.
- ✓ Ensure all appropriate **giving mechanisms** are in place to make it as easy as possible for people to give to the church.

2. Plot

- ✓ Before undertaking a Giving Programme, it's important to have an understanding of **current giving levels and trends**. This can help quantify results and measure success.
 - What is the average level of giving per giver or electoral roll member?
 - Is there a reliance on one or two large donors?

- How much is given through regular giving vs one-off giving? What difference would it make if occasional givers became one-off givers?
- How many people on your electoral roll do not give financially?
- **What is the 'giving gap'** or shortfall between predicted income and expenditure, (including the cost of any new areas of ministry that form part of your church's vision?)
- ✓ A picture is worth a thousand spreadsheet cells, so produce some **graphs** or other graphics which easily communicate the financial picture.
- ✓ Be **transparent** about your finances.

3. Prime

- ✓ It is important that all **chaplaincy council members** support the Giving Programme and have reflected on their own financial commitment. It shows the congregation that the chaplaincy council, as the body that helps steer the life of the church in its mission, witness and service is completely committed. It also shows that the chaplaincy council is not asking church members to do something they aren't willing to do themselves. (Note: chaplaincy council members are not being asked to increase their giving here. Some chaplaincy council members may, after careful prayer and reflection, be unable to increase their giving at this time. The key thing here is the *process* of careful consideration.)

4. Publicise

- ✓ Begin communicating about your Giving Programme positively and well in advance, to get people on board and praying towards it. It works well to cast the Giving Programme as a journey we're embarking on together, but one through which we need God to act.

5. Pray

- ✓ Prayer is vital for two reasons: it tells God we are serious and need his action, but it also tells people that we are serious.
- ✓ It's good to involve the **whole church family** in prayer. Some chaplaincies include a [specific prayer](#) in services, newsletters, small group meetings and social media. Some chaplaincies also hold specific in-person or online prayer events during the Programme too (eg a 'prayer hour' once a week or opening the church building earlier on a Sunday for prayer).

6. Preach and teach

- ✓ A Giving Programme within a broader stewardship season is likely to be much more fruitful than a one-off 'Giving-Sunday'. Preaching and teaching on generosity should happen regularly anyway, but in addition many churches choose to run a sermon series over several Sundays.
- ✓ Explore what the Bible has to say about giving and generosity. You might want also to provide some study notes if you have homegroups or study groups.

Some very good preaching series are available on the Diocese of Liverpool's Giving in Grace website.

A list of other preaching resources is available on the diocesan website.

7. Paint a picture

- ✓ **How do we get from where we are to where we want to be** for the next 1-3 years?
- ✓ Outline your **church's vision and plans**. These need to be formed into a few sentences and communicated so they capture the imagination of the church at large. Your vision will express what you, as a church community, are hoping to achieve. Your aims should be optimistic but also realistic.
- ✓ **Set some goals** and use them to stimulate prayer, stretch faith – and a call to action. For example: we would like 5 people to move to regular giving through direct debit; 5 new people to start giving; we would like our income to increase by £200 per month.

8. Print

- ✓ Materials you're going to need should be prepared in advance.
- ✓ **Communicate** your vision for the year ahead: this is what we're planning to do, and this is how you can be a part of making it happen.
- ✓ Remember to say **thank you** to everyone for their membership of the church.
- ✓ Make the content **eye-catching**. Use colourful photos, graphs to illustrate any financial information and short sentences.
- ✓ Make sure it is clear **when and how people can respond**.
- ✓ Materials can include:
 - a. **Brochure** (A4 flyer folded into A5 or a similar tri-fold flyer)
 - b. Additionally/alternatively – individual **letters** with the content as above. Try to make them personal and use people's names. Individual letters can be tailored to different groups (ie current givers, one-off givers, non-givers).
 - c. You could also consider a **pledge/response form**.
- ✓ Think also about a church **presentation** and prepare some slides with content as above.

Templates and chaplaincy examples are available on the diocesan website.

9. Provide

- ✓ It's best to hold a **presentation** within or after your service (with coffee and cake?) explaining the vision, your plans and the finance that is needed. Invite people to engage and encourage them to ask questions. People should not be asked at the presentation to make a decision there and then about their giving plans. They should be invited to consider and pray about their response.
- ✓ Provide individuals with the leaflet (or **pack with brochure/letter/response form**). A confidential response form can give your Treasurer some idea of what you have to work with in the year ahead.
- ✓ Make it very clear **how and when** you hope forms will be returned. You may want to mark their return liturgically, for example by presenting the forms with your offering during a Sunday service. Or you may just **communicate a deadline**.

10. P.S.

- ✓ Don't forget to **announce the results**. Churches which set targets well and prayerfully generally hit them, but if you don't, tell people that. It's always better to be honest than to hide any perceived 'failures' under the carpet, because that's how we learn and grow.
- ✓ Hopefully, though, as a result of your faithful prayer and planning you will have much to celebrate. Find some creative ways to **celebrate**, and use your success to build faith for even more stretching targets next year. It's an opportunity to praise and thank God
- ✓ Write and **thank** people for their part in the Programme, and their willingness to invest in the future mission and ministry of the church.

([Anglican Giving Survey UK](#) conducted by NFP Synergy, commissioned by the Church of England)*