

Useful Resources

We have everything you need to get started with your giving campaign, including template leaflets and letters, on our website.



Simply head to: manchester.anglican.org/giving-campaign or scan the QR Code.

Running a Giving Campaign

Generosity and a deep appreciation for all God has given to us are at the heart of our faith. We serve a generous God who gave His only Son so that we might have life in all its fullness. He longs for us to share this generosity with others.



A step-by-step guide

Often, we are hesitant to ask for financial donations and are not always clear about the needs of our parishes. We know that people want to help, but don't always tell them about the impact they can make by giving generously to their church.

We need to ask our supporters for help, make clear how their giving can support the mission of our church, and thank them for their contributions. Here, we explain a simple approach to running a giving campaign.

01 Understanding your parish's financial situation



To prepare for your campaign, consider the following:

Giving culture

- How would you describe the culture of giving in your parish?
- Do you encourage people to give regularly?
- Do you formally thank your regular supporters?
- Do you preach or talk about giving and generosity?
- Are you clear about the financial needs of your parish?

Financial

- How much do you currently receive through regular and occasional giving in your church?
- How does this compare with your outgoings? Is there a shortfall?
- Can you set a target amount of income that you would like to reach at the end of the campaign?

Answering these questions will be much easier if you have a budget. Everything you need to help you get started is available on our website: www.manchester.anglican.org/budget

02 Asking for help

We should not shy away from asking our church members to review their giving or consider moving to regular donations. Nor should we assume that people will respond without prompting: we have to ask, explaining the need for their financial support and the vision to which they are contributing. Why not send a letter to the members of your congregation and consider producing a brief leaflet to give out to those attending?

03 Saying thank you

A recent survey found that less than one-third of Anglicans say they are regularly thanked for their giving. An annual thank you letter is a fantastic opportunity to show appreciation for the generosity of your community, share how their giving has helped in the mission of your church, and encourage them to review their giving for the year ahead.

Some churches include the total amount a person has donated over the past 12 months and the amount the church has received from Gift Aid from their donation.

Leaflet and letter templates can be found at: manchester.anglican.org/giving-campaign

