



Anglican Giving Survey Report

October 2021

The National Giving Team

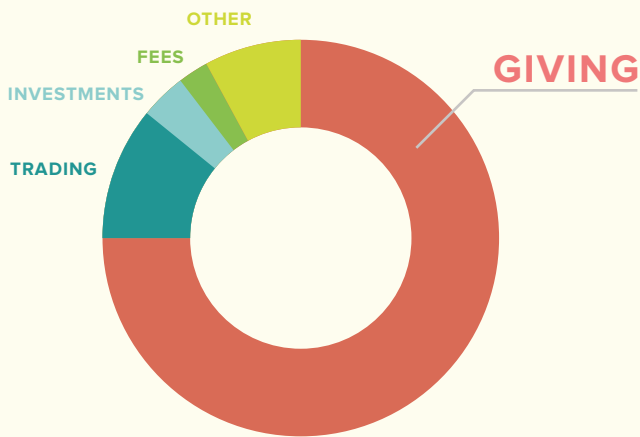


Foreword

By Jonathan de Bernhardt Wood

National Advisor for Giving and Income Generation

“Without giving, the Church of England would not exist.”



Over three quarters of the cost of parish ministry is funded by giving, in a variety of different ways. Giving is not just essential for the church’s ministry and mission, it is also a practical means of living out our faith. It enables us to reflect the generous God we believe in, and to share generosity with others. Giving is a hallmark of, and a testament to, our faith.

In light of this, it may perhaps be surprising that this is the first comprehensive survey of Anglicans’ attitudes and behaviours towards giving. It sheds a light on Anglicans’ experience of giving too, and the extent to which the church encourages and facilitates giving to it. The results are remarkable in their breadth and depth. There is so much useful information here to guide thinking and practice at a local, diocesan and national church level.

The survey findings present encouragement and challenge. The commitment of many hundreds of thousands of people to their church and its ministry shines through in these findings. However, it is clear that many are still to be persuaded of the value of giving to it.

It is also clear that, somewhat like my school reports, as a church we “must do better”. We must make it easier to give, explain why giving is needed and the impact that it makes, and we must build trust with those who give to our ministry.

I hope this report helps guide and shape the church’s encouragement of giving and generosity. We can now move beyond being guided by anecdote to being guided by robust data. It is essential that we listen to what the survey is telling us, and act on the findings within it. If we do this, then we will enable our church to grow its ministry and mission, and better care for and witness to the communities that God is calling us to serve.



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Executive Summary

Overview

2,000 Anglicans were surveyed by nfpSynergy between July and September 2020 on their attitudes to and practice of charitable giving. Anglicans were identified as those who consider themselves active supporters of the Church of England, with many attending church at least once a month.

The Research

Our research objective was to establish a baseline of giving in our churches and to make a comparison of Anglicans to the general public and donors throughout Britain. nfpSynergy are a leading market research company who conducted the fieldwork throughout July and August 2020 via an external rewards survey scheme.

The Survey

The survey was conducted online and consisted of 90 questions focusing on current giving habits and motivations. Participants were paid to complete the survey and it took around 45 minutes to complete. We conducted the survey online as it was cost effective, accurate (no data entry errors), afforded privacy and was flexible in terms of usability.

There has been no survey conducted previously looking in depth at Anglican giving, with such a large research group.

The Data

The National Giving Team hold the full data set, and both parties performed a range of analyses. The base size varies for questions that were not compulsory or where routing was in place. nfpSynergy provided numerous data breaks to identify if certain church factors had an impact on the data outcome. However, we found there to be no significant statistical variation by church geography, tradition or setting.

Conclusion

Giving is responsible for funding three quarters of the Church of England's ministry and mission, yet less than 1% of voluntary income has been spent encouraging and enabling it.

The key findings and recommendations are therefore in some ways not a surprise and although not representative of every church, on average they are true. The survey shows that simple actions can be taken quickly and easily to encourage giving, and so grow the ministry and mission of the church.





Our Methodology

The National Giving Team wanted to have a strong evidence base for the attitudes and behaviours about giving in the Anglican population.

The survey has given us this benchmark analysis and complements other initiatives to expand the data we have on giving within the Church of England. This will help improve our understanding and decision making as well as shape the deployment of resources to support giving in the future.

Our methodology was to carry out a survey at the start of the 5 year National Giving Strategy to understand the current perceptions and giving practices so that any increases or decreases in giving income can be tracked against these attitudinal findings.

The survey findings are now being used as a benchmark for churches and dioceses. They also provide a rich source of data to understand the messages or concepts that may be able to alter these.

This survey will be repeated to track the changes over time and also include additional questions, where applicable, to gain insight into the reactions to the different activities and changes made in the roll out of the National Giving Strategy. The survey will be repeated at the end of the 5 year strategy in 2025.

Thank you

We would like to thank all those involved in this project:

- Our excellent delivery partners nfpSynergy who conducted the survey and presented the findings on our behalf.
- The many diocesan giving advisors who have contributed significantly to this project through the drafting of the original survey and critiquing the initial findings.
- All 2,000 Anglicans who shared their experiences and generously gave their time by participating in the survey.
- You the reader, for downloading this report, and for all the work you do in your church, diocese, or charitable organisation to grow Christian generosity.
- Most importantly, thanks to all those who give so generously to fund the church's ministry and mission. Without them, there would be no church.





The Findings



Findings in Summary

Top 10 Findings



1.

A third of Anglicans do not give to their church.



2.

40% of Anglicans have never been asked to give regularly.



3.

Nearly half of Anglicans have never been asked to review their giving.



4.

Only half of Anglicans have heard a sermon on giving in the past 12 months & 60% said it didn't change their thinking on giving if they had.



5.

Less than a third of Anglicans say they are regularly thanked for their giving.



6.

The most popular reason for Anglicans to give was to help keep the building maintained.



7.

Twice as many Anglicans have been asked to give by collection envelope (60%) compared to direct debit (31%).



8.

Anglicans are three times as likely to leave a legacy to charity than they are to church.



9.

Only 27% of Anglicans view their church's need as 'very important'.



10.

49% of Anglicans would be motivated to give more if they understood the impact of their giving.

Top 10 Recommendations



1.

Regularly communicate the needs of the church and the impact of people's giving.



2.

Promote and encourage regular giving by Standing Order / Direct Debit such as the Parish Giving Scheme, and explain why it is important.



3.

Ask all members to review their giving as part of an annual giving campaign.



4.

Enable people to learn about living a generous life as part of their discipleship.



5.

Encourage giving in a variety of different ways and using different methods.



6.

Ensure givers are formally thanked at least once a year for their giving.



7.

Encourage giving to the church as a way of maintaining the church building for current and future generations.



8.

Ensure your church has the means for people to give digitally and promote them.



9.

Provide information about why legacies are needed and communicate this to your members.



Provide examples of giving that resemble a shopping list e.g. £5 a week helps support our messy church and £15 a week funds our church maintenance programme. This will demonstrate the impact of people's giving.

Who are our Anglican Givers?

Gender



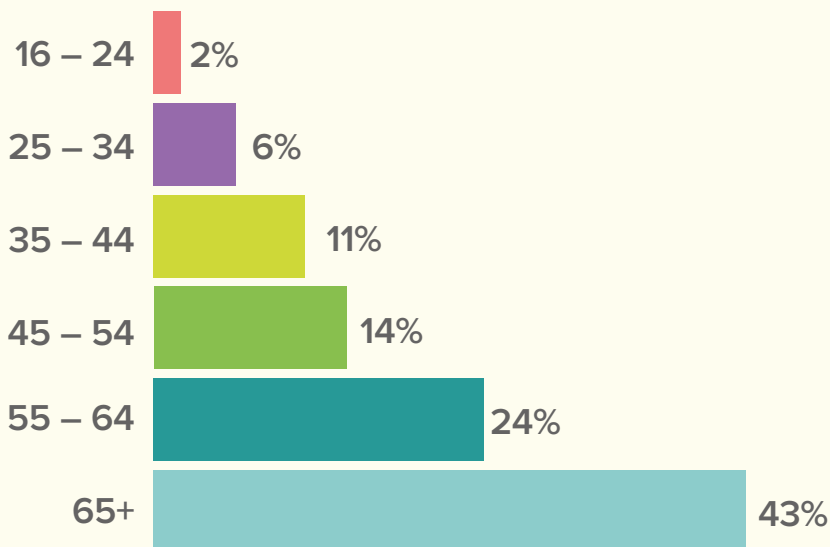
52% Female
47% Male
1% Different Identity

Ethnic Group

93% White - British
2% Black - African
1% White - Irish
1% White - Other
1% Black - Caribbean
1% Asian - Asian British
1% Prefer not to say

Anglicans are more likely to be White British, female, elderly, belonging to the highest social class, and live in a rural setting.

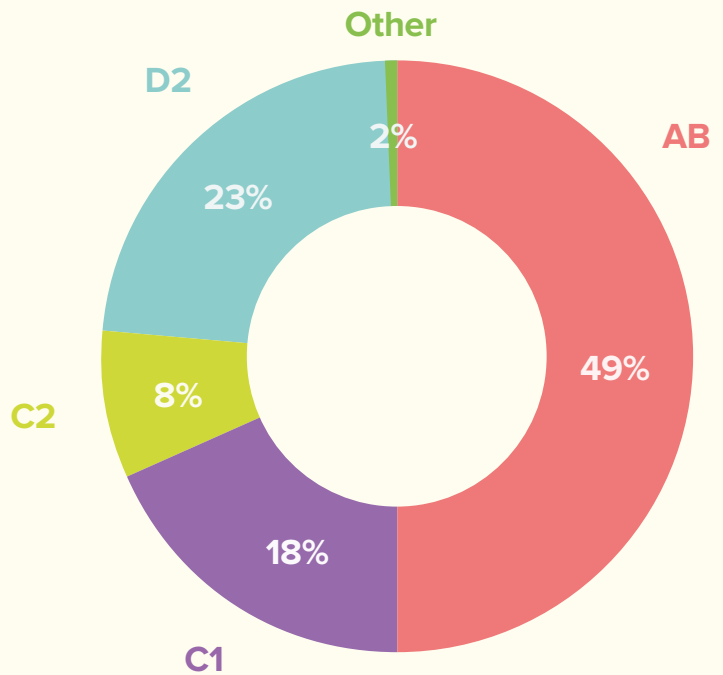
Age



Social Grade

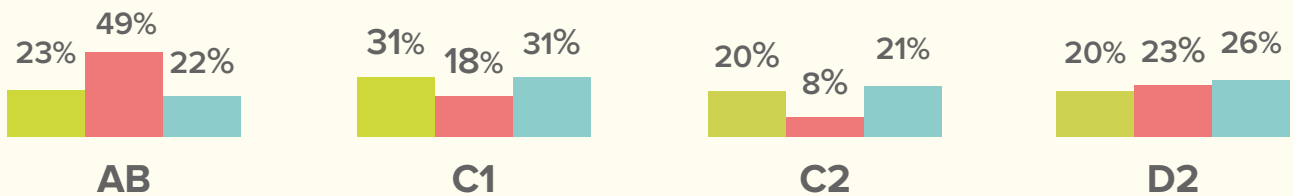
The social grade is a classification system based on occupation. 49% of Anglicans identified as belonging to the highest social grading, compared to 22% of the general public, making Anglicans wealthier on average.

- AB** Higher & intermediate managerial, administrative, professional occupations
- C1** Supervisory, clerical & junior managerial, administrative, professional occupations
- C2** Skilled manual occupations
- D2** Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations



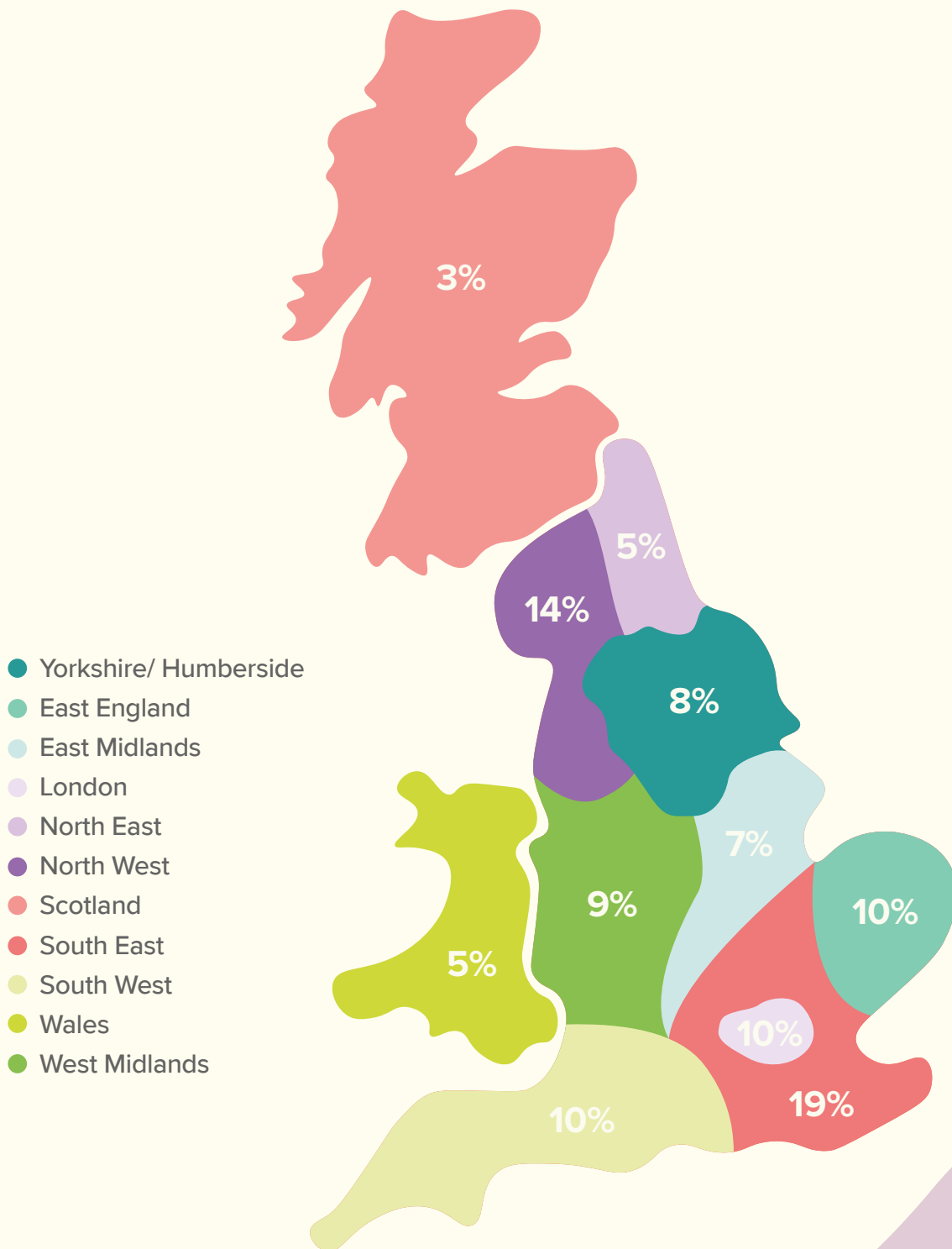
Geography & social class make Anglicans stand out from the public as a whole.

Church Setting vs. Region

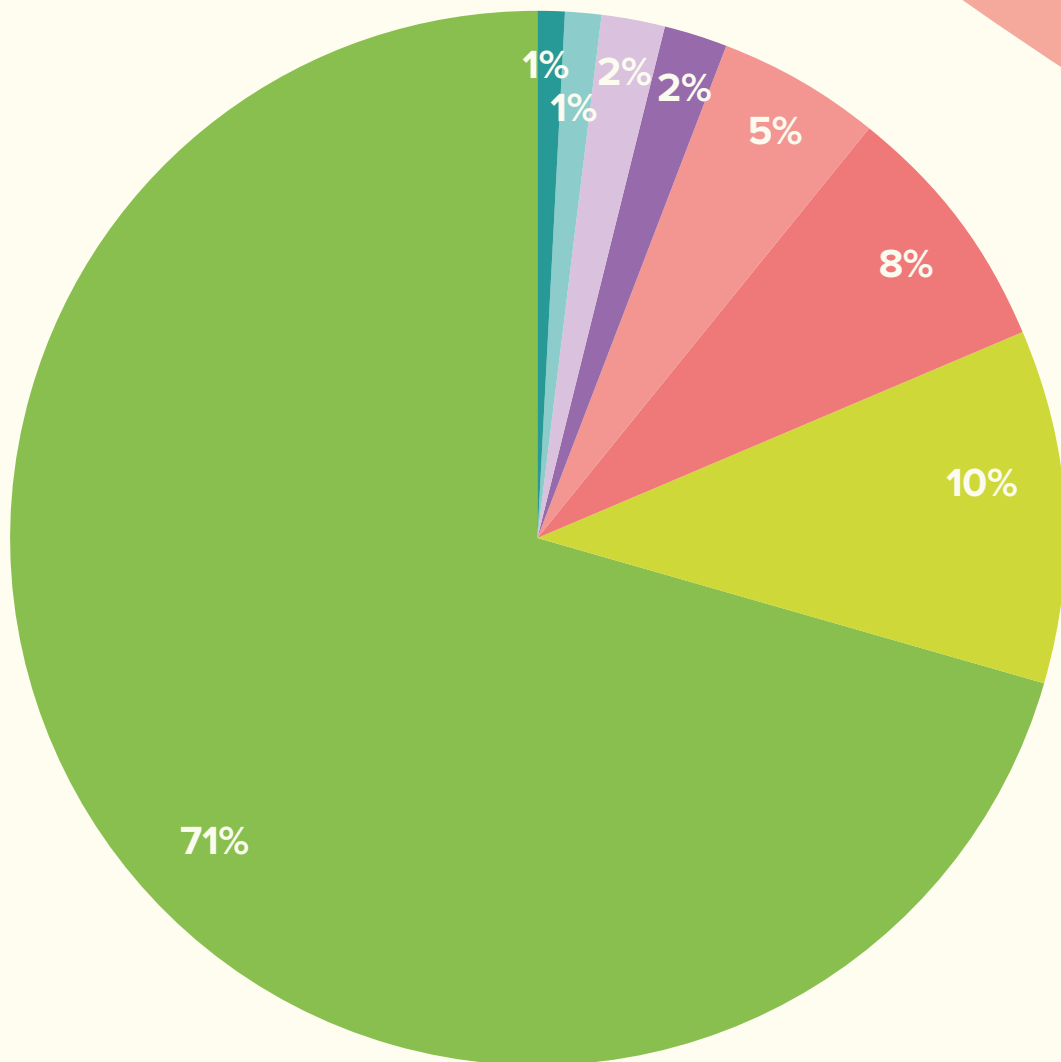


- Anglicans
- General public (Great Britain)
- Donors (Great Britain)

Geographical Location



Anglicans and their Christian Faith

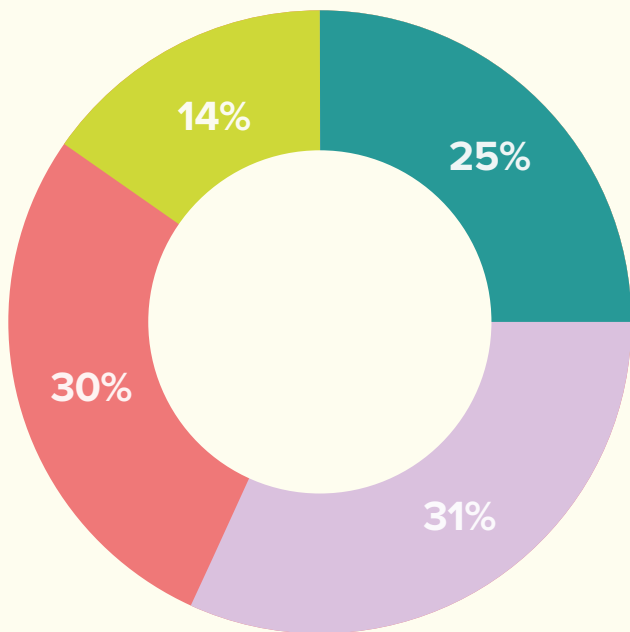


- Less than 1 year
- 1 – 3 years
- 4 – 6 years
- 7 – 10 years
- 11 – 20 years
- 21 – 30 years
- 31 – 40 years
- More than 40 years

71% have been a Christian for over 40 years.

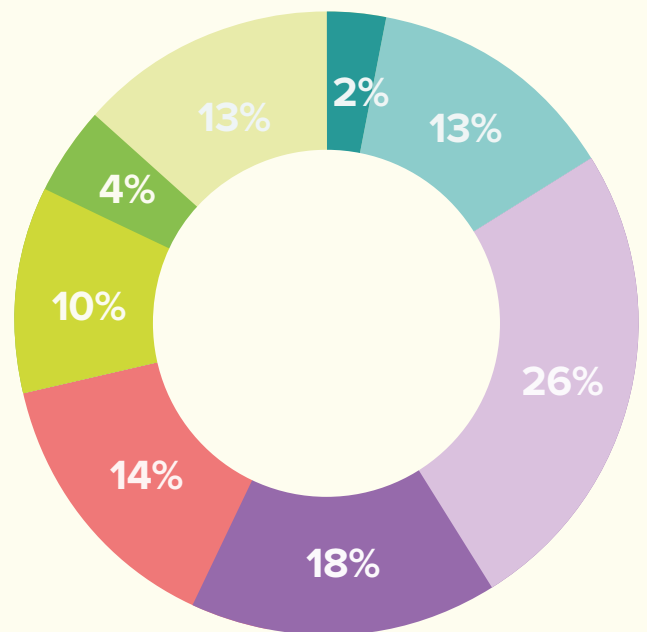
Where and How do Anglicans Worship?

Church Setting



- Rural
- Large village/ Small town
- Suburban/ Suburbs
- Urban

Size of Congregation

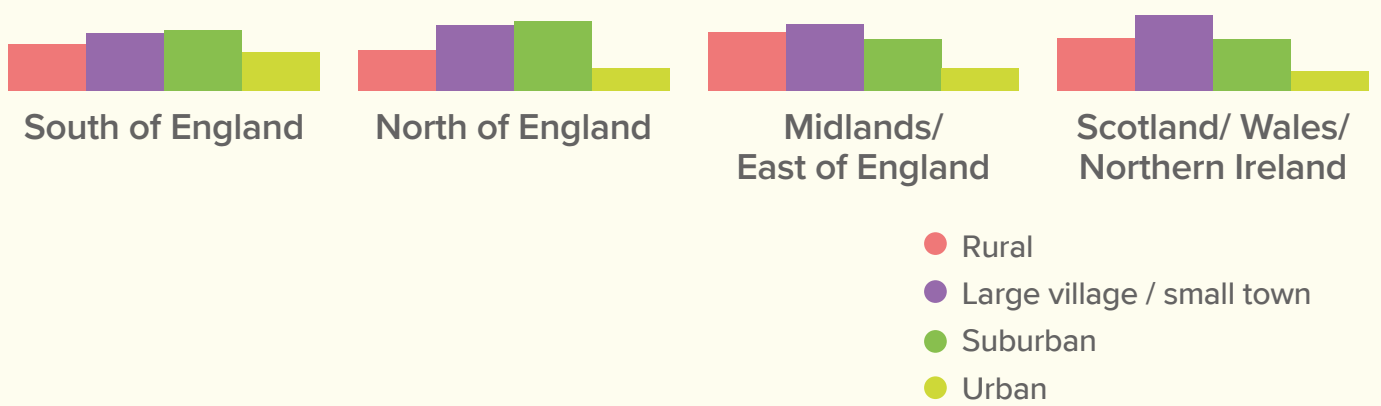


- 0 – 10
- 11 – 25
- 26 – 50
- 51 – 75
- 76 – 100
- 101 – 200
- 200+
- Not sure

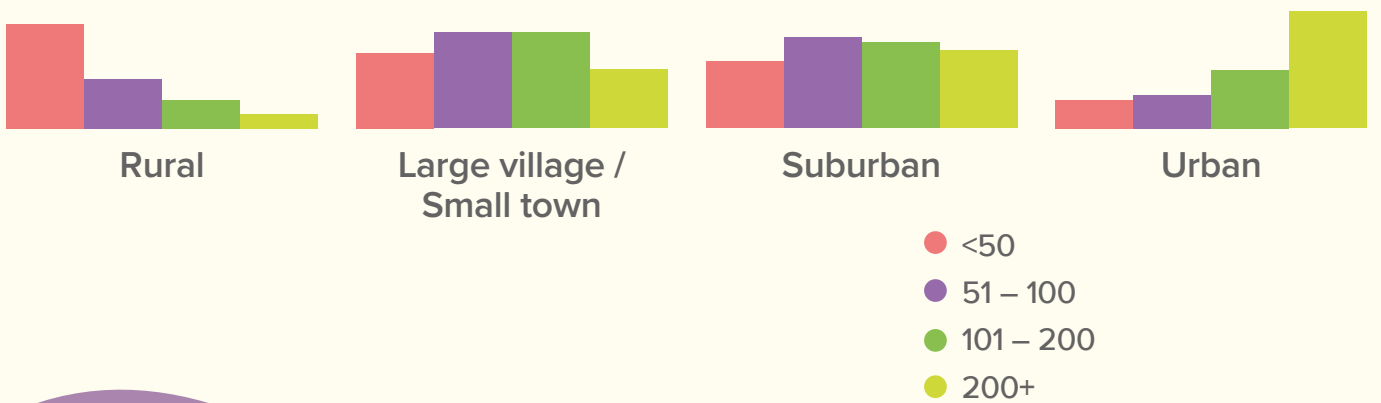
Most Anglicans worship in a rural or large village / small town church.



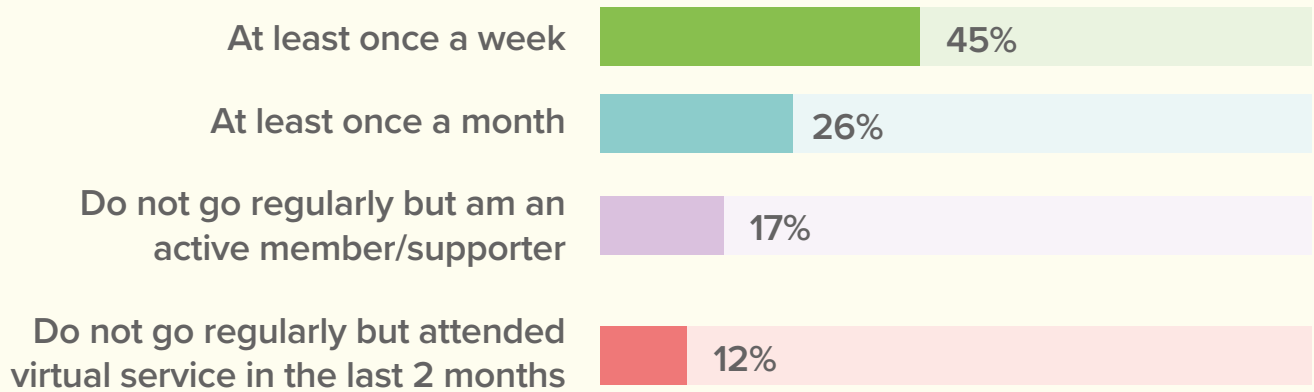
Church Setting vs. Region



Church Setting vs. Size of Congregation



Church Attendance



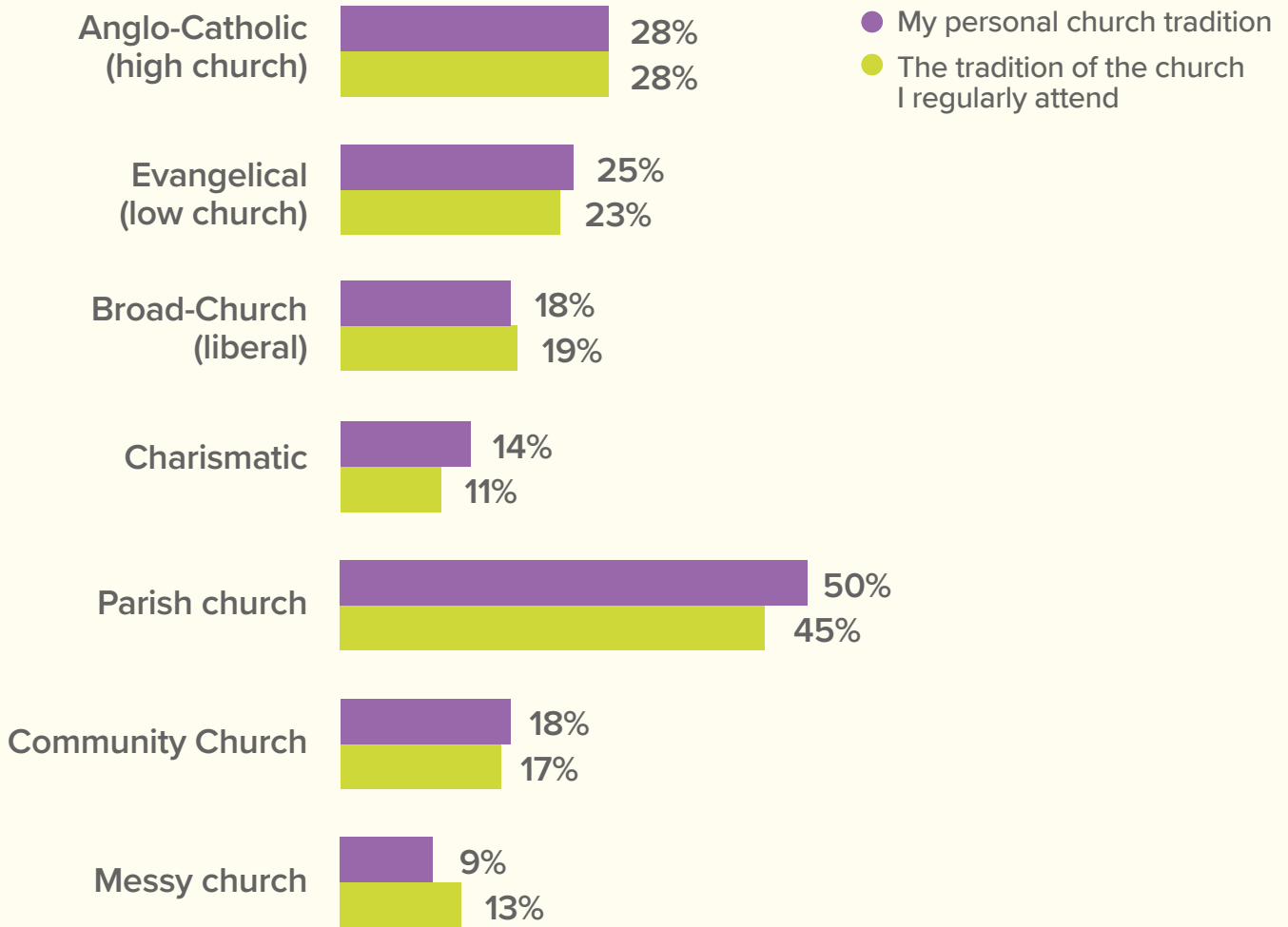
17% do not attend church regularly but still see themselves as an active member.

A significant proportion of self identifying Anglicans do not attend church regularly and may prompt parishes to revisit their definition of an 'active church member'.

More than half are attending infrequently which highlights the need for automated regular giving by direct debit or standing order. Those churches relying on cash giving only, will be much more vulnerable to irregular giving patterns matching irregular attendance.



Church Tradition

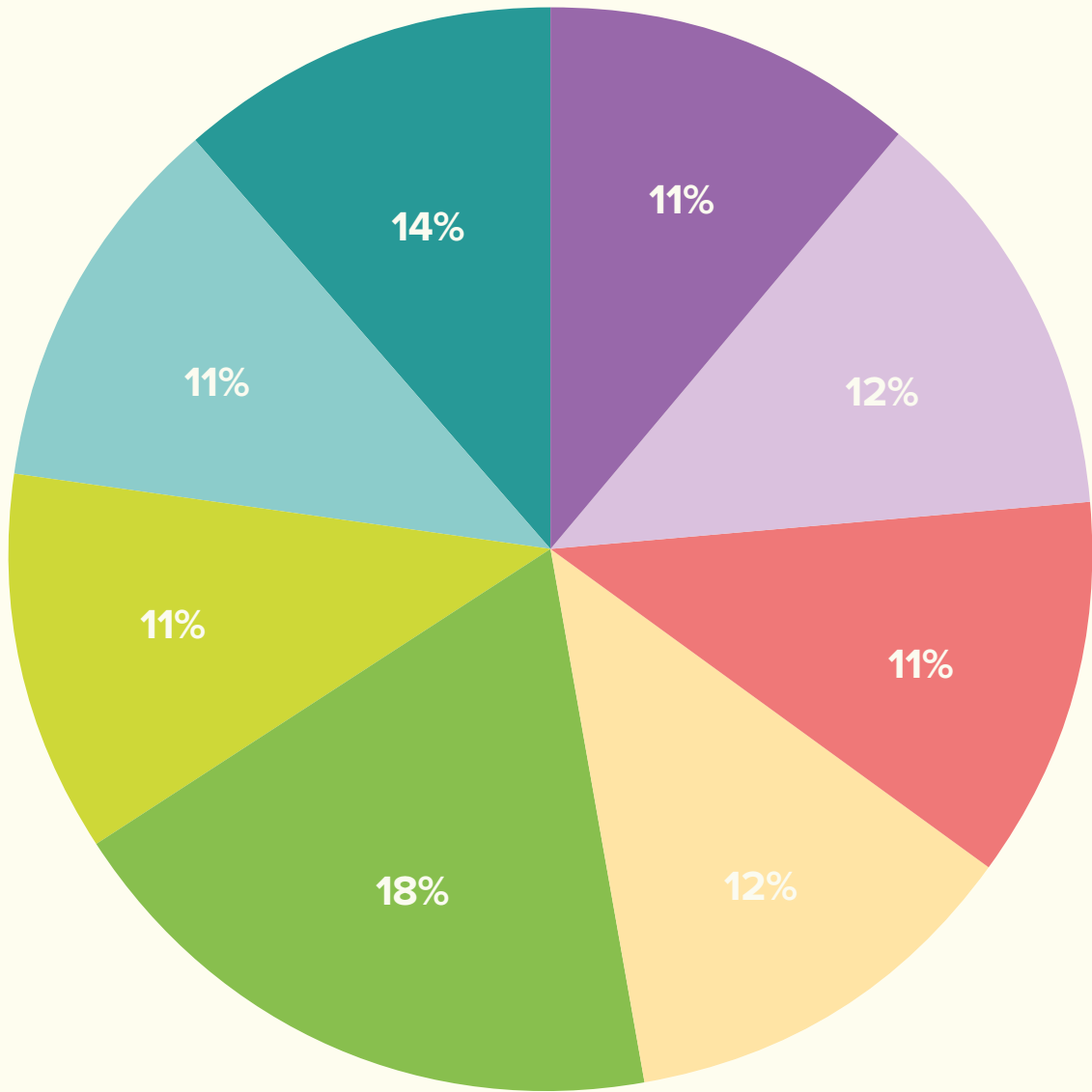


Most Anglicans attend church at least once a month and attend one which suits their personal tradition.





Regular Church Attendance

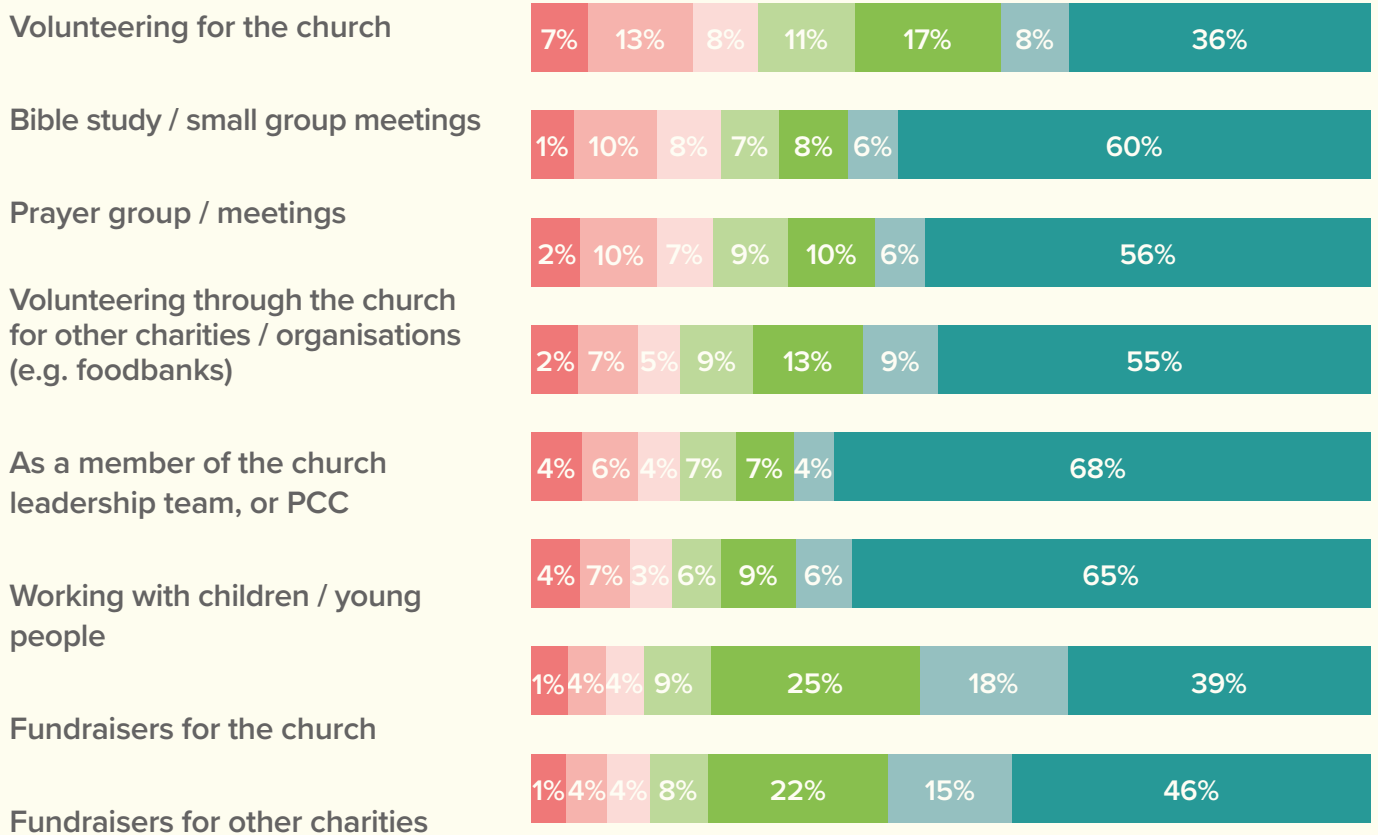


- Less than a year
- 1 – 3 years
- 4 – 6 years
- 7 – 10 years
- 11 – 20 years
- 21 – 30 years
- 31 – 40 years
- More than 40 years

Over half of Anglicans have attended their current church for more than 11 years.

Anglicans and Church Activities

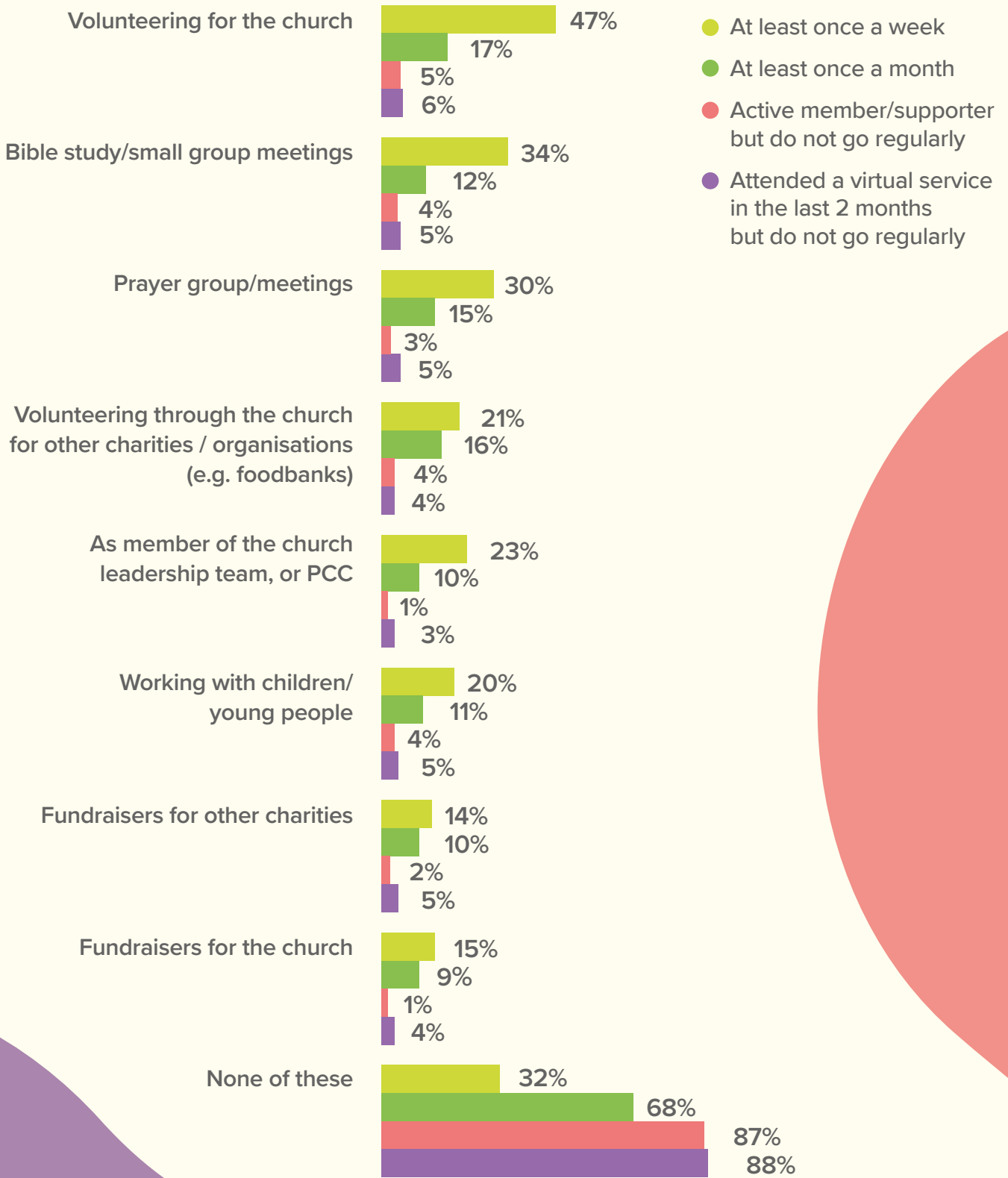
- More than once a week
- Once a week
- Once a fortnight
- Once a month
- Once every few months
- Once a year
- Never



Volunteering is much more common than participating in bible study or prayer groups. Anglicans are more likely to engage in church activities that serve the church building or their local community, compared to bible study or prayer group meetings.

Anglicans tend to engage in church activities at least once a month or more.

Church Activities vs. Service Attendance



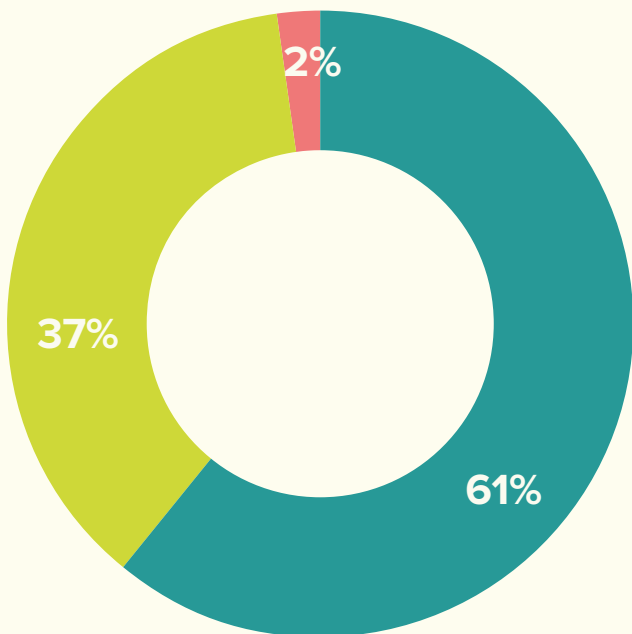
Regular church service attendees engage more often in additional church activities.

Anglican Giving Habits and Motivations



Giving Habits – Regular Giving

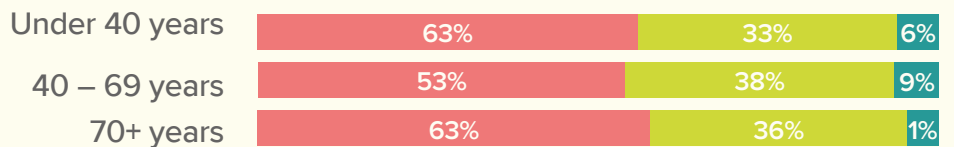
Anglicans regularly give to their church (weekly/monthly).



- Yes I give regularly
- No I do not give regularly
- I don't know / not sure

1/3 of Anglicans do not give regularly to their church.

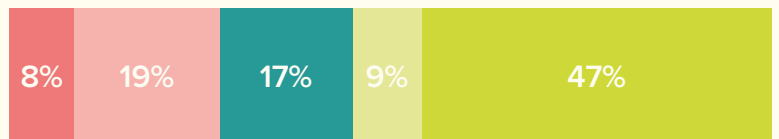
Regular giving vs. age of Anglican



Those under 40 and those over 70 are the most likely age groups to be regular givers.

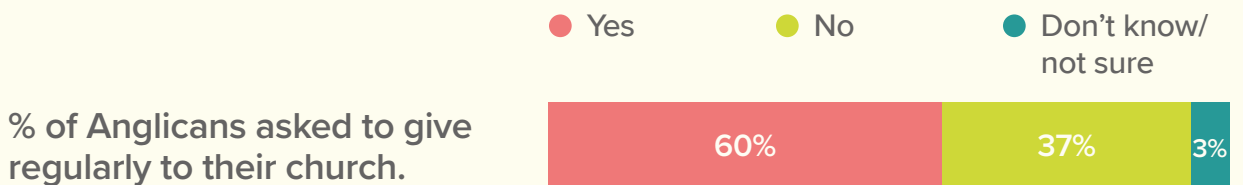
- Within the last month
- Within the last 6 months
- Within the last 12 months
- Within the last 3 years
- Never

When Anglicans were last asked to review the level of giving to their church.



Nearly half of Anglicans have never been asked to review their giving. Of the 27% who have been asked to review their giving in the past 6 months, over half of those gave by Direct Debit or through the Parish Giving Scheme. This suggests a more active giving campaign or focus in these churches.

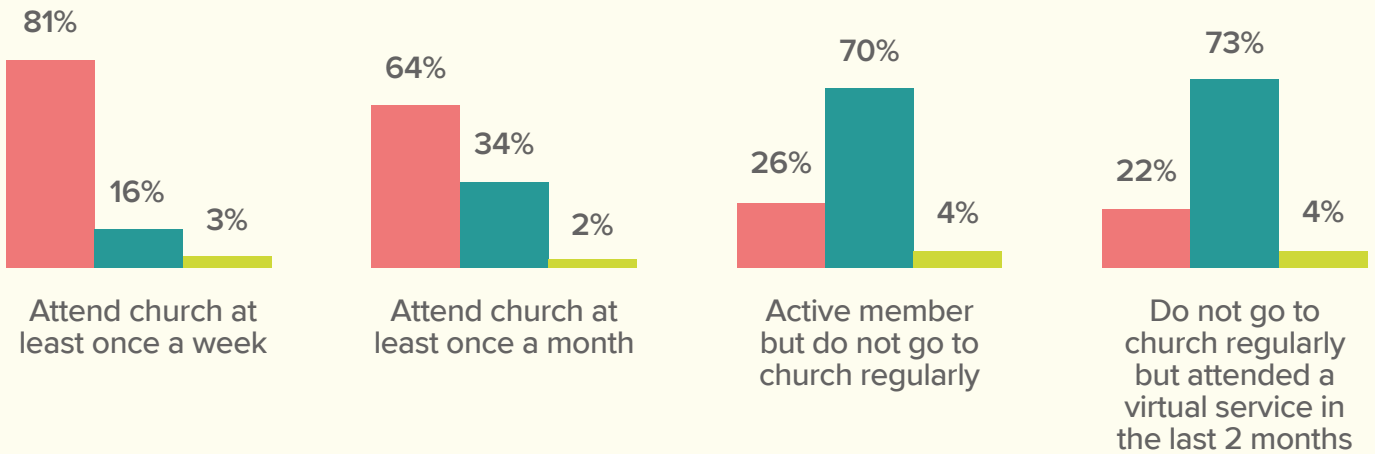
Many Anglicans appear not to be asked to give regularly by their church, let alone to give more.



40%

of Anglicans have never been asked to give regularly.

Asked to give by church attendance



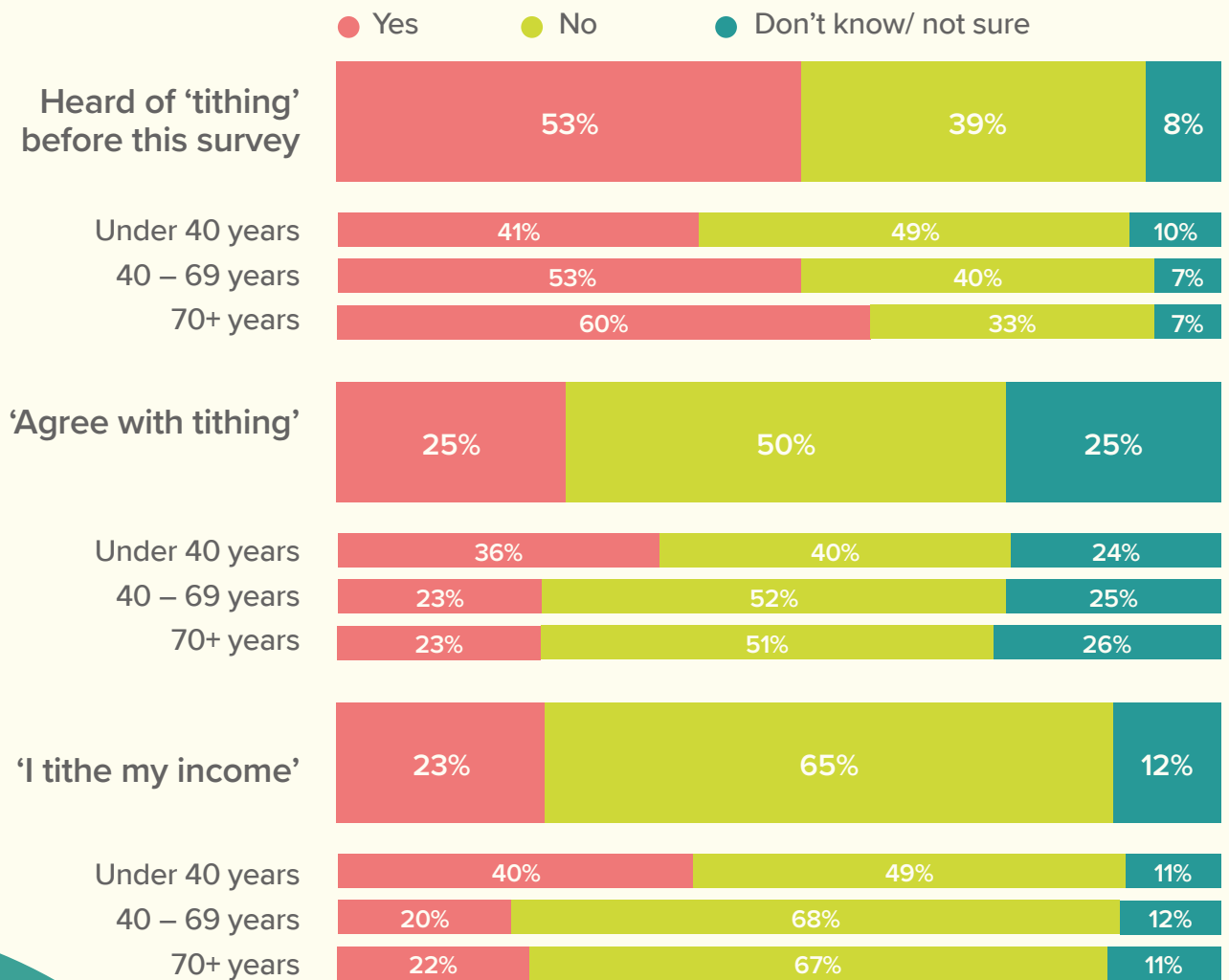
Anglicans who do not regularly attend church are less likely to be asked to give. These Anglicans still represent an important part of our church communities, therefore it's important to explore different ways of asking members to give outside of services and events in the church building.

- Within the last month
- Within the last 12 months
- Never

The more you attend church, the more likely you will have been asked to give regularly.

Giving Habits – Tithing

Tithing is a much more common giving habit among the younger generations, and a key discriminator between respondents.



23%
of Anglicans tithe

65%
of Anglicans do not tithe

12%
of Anglicans are unsure

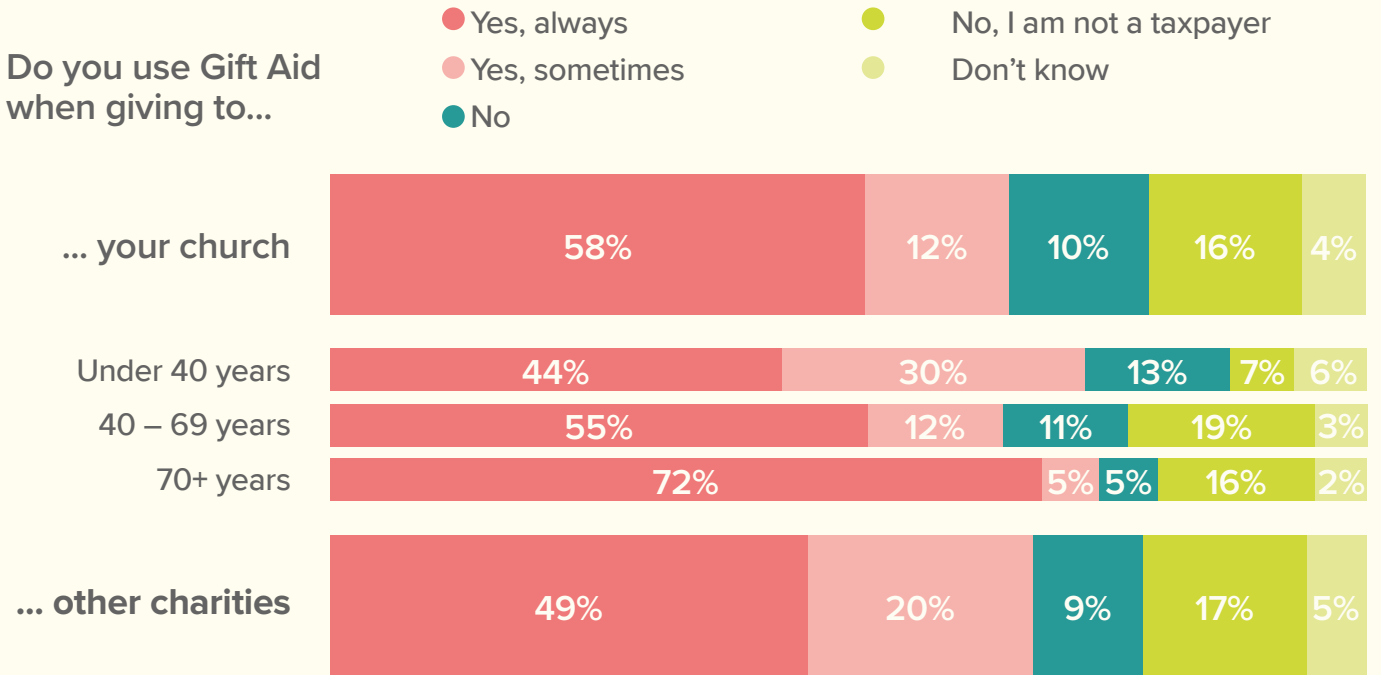
Giving Habits – Gift Aid

We asked Anglicans if they use Gift Aid when giving to their church / other charities.

	Yes, always	Yes, sometimes	Yes, rarely	No	No, I am not a taxpayer	Don't know / not sure
...Give to your church	58%	12%	2%	9%	16%	3%
...Give to other charities	49%	20%	3%	9%	17%	2%

60% 'always' use Gift Aid when giving to their church.



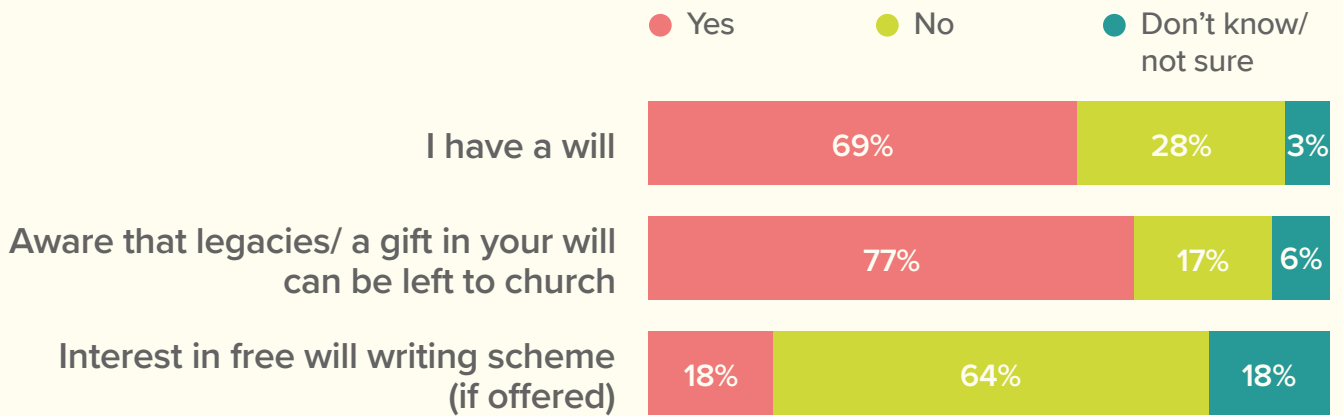


More respondents use Gift Aid when giving to church compared to charity.

The majority who use Gift Aid belong to the 70+ years age group.



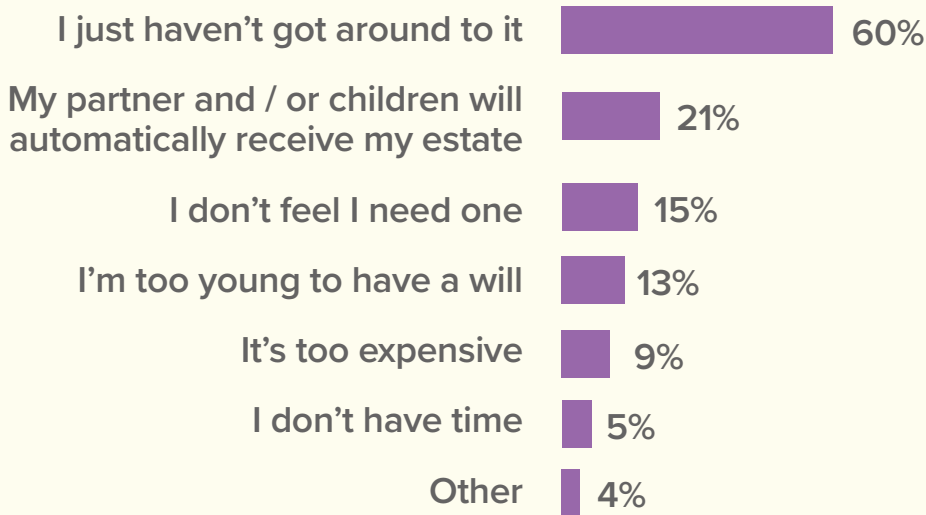
Giving Habits – Legacies



77% of Anglicans are aware of the possibility to leave a legacy to their church, however only 8% have included a legacy to the church in their will.



Common reasons for not having a will



2/3

of Anglicans already have a will.

The biggest reason for not having one is 'just haven't got around to it.'

Only

15%

of Anglicans have ever been asked to leave a legacy.

Our findings show more committed regular givers giving through Direct Debit, Parish Giving Scheme or Standing Order are more likely to leave a legacy.

Anglicans are

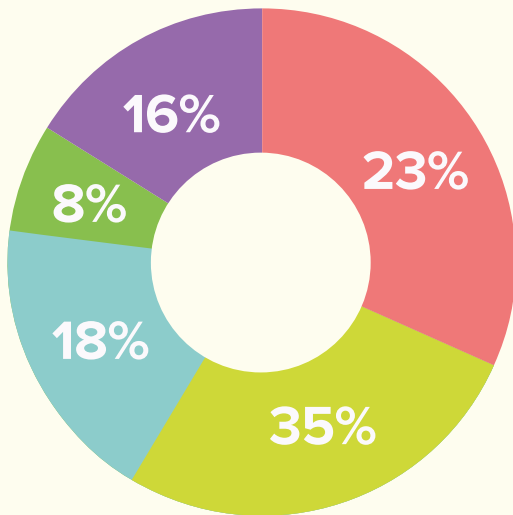
3x

more likely to leave a legacy to charity than to their church.

Church Giving Habits

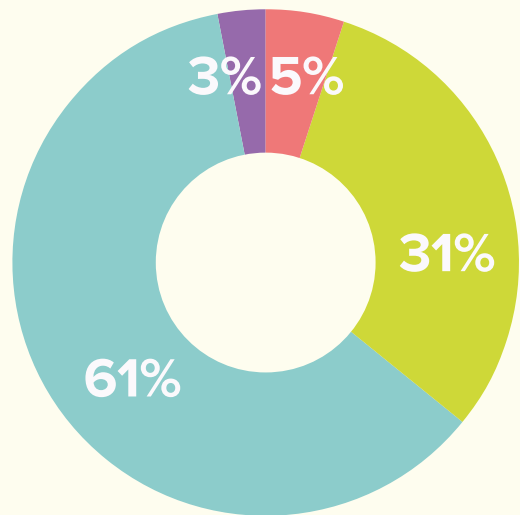
Sermons

When did you last hear a sermon/ talk that included a message on generosity or giving?



- Within the last month
- Within the last 6 months
- Within the last 12 months
- Within the last 3 years
- Never

How far did this talk or sermon change the way you thought about generosity and/ or giving?



- Changed a lot
- Changed a little
- Did not change
- Not sure

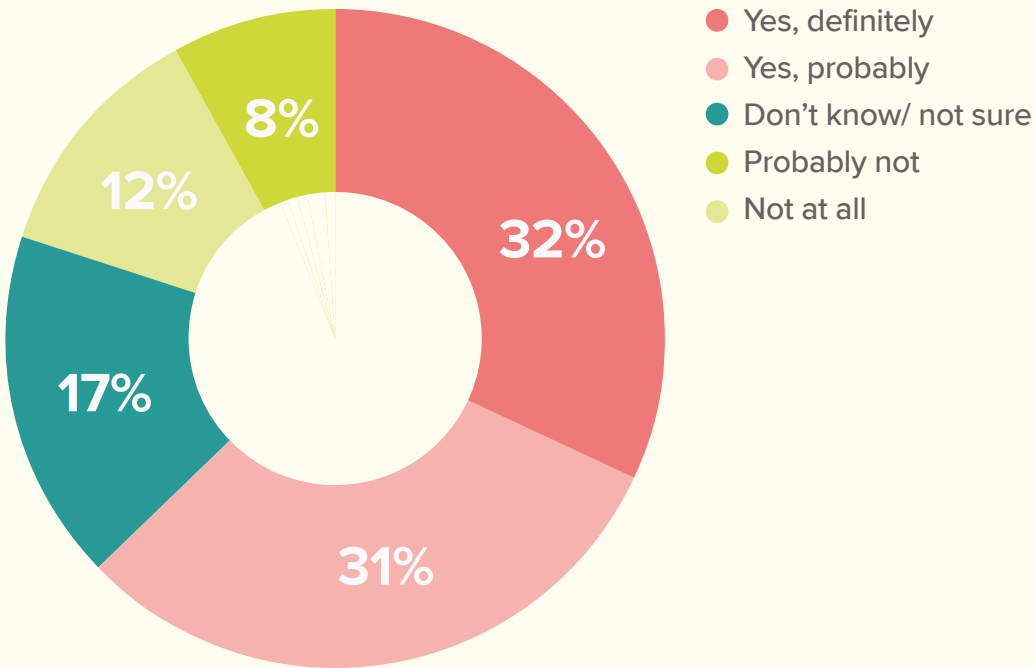
Just under half of responders had not heard a sermon on giving for over a year, 60% of those who had said it didn't change their thinking on giving.

60% of Anglicans said a themed sermon didn't change their perspective on giving.



Saying Thank You

We asked Anglicans if they were thanked for supporting their church with regular giving.

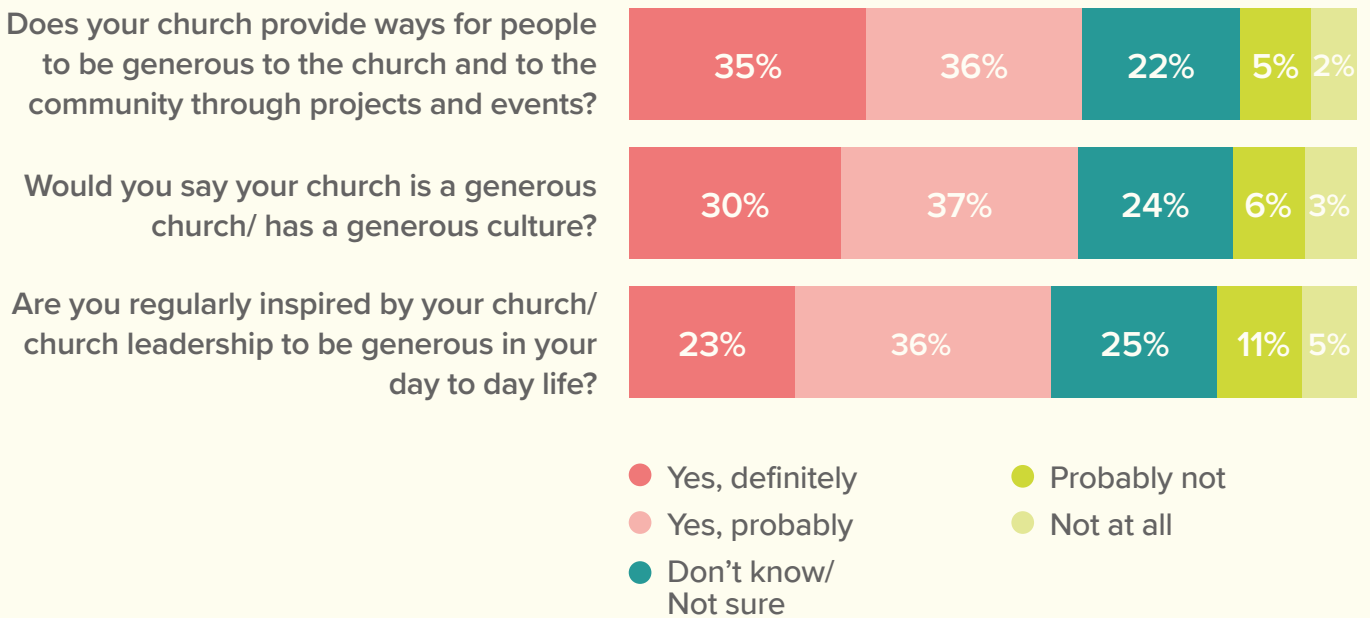


2/3 of Anglicans say they are thanked for supporting their church with giving.

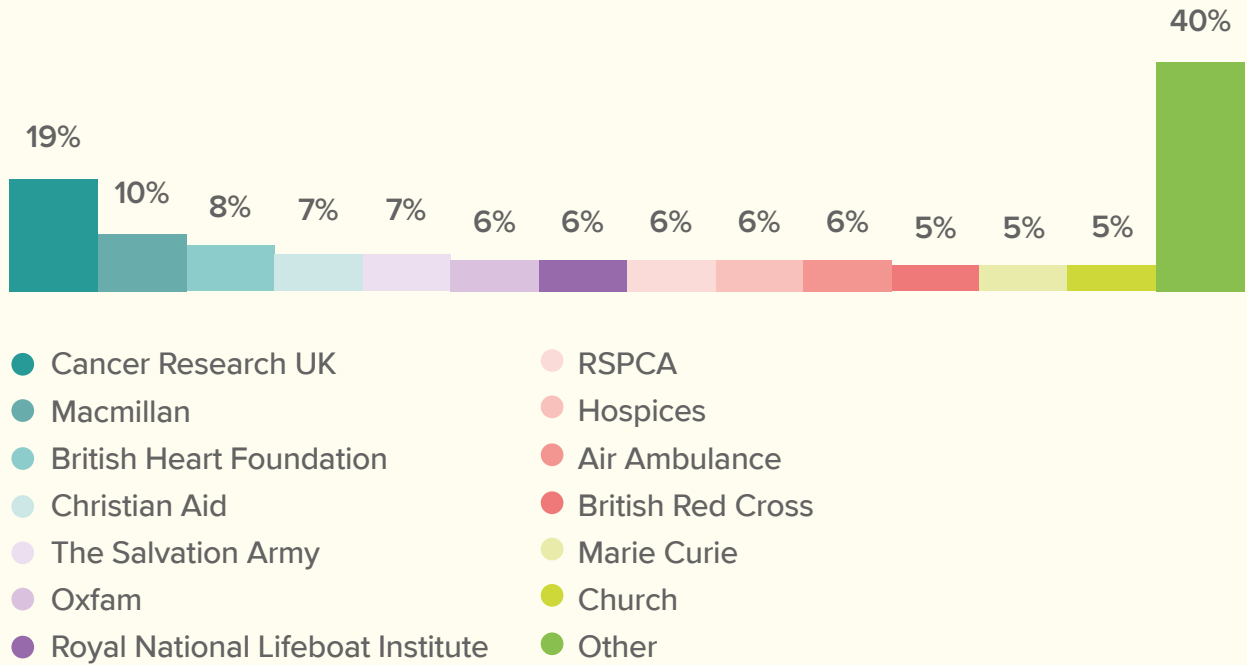


Church Giving Culture

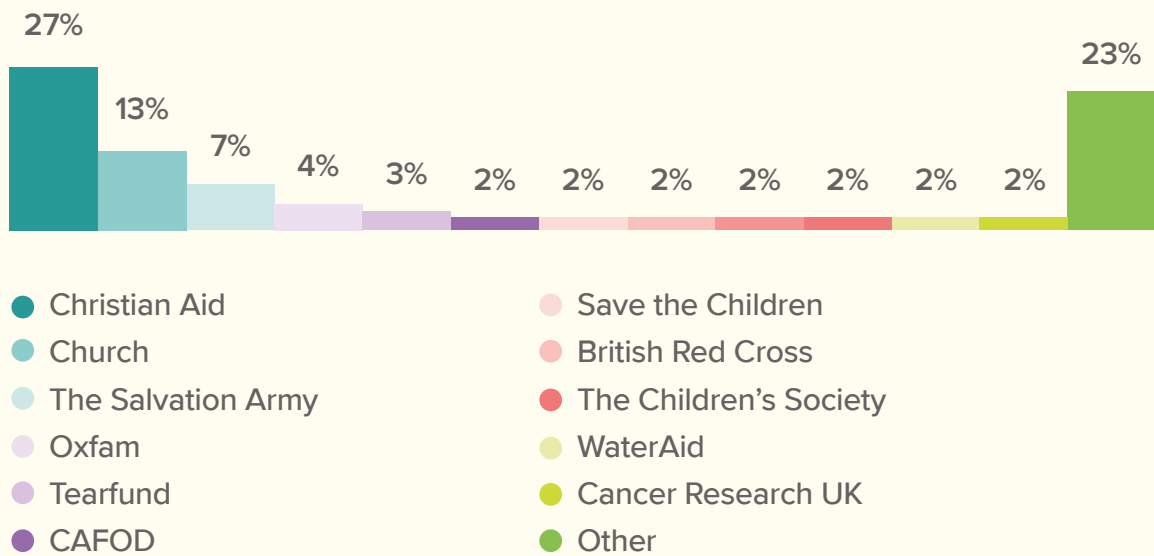
67% of churches are perceived to be generous, but only 23% of Anglicans implied that their church inspires them to live generous lives.



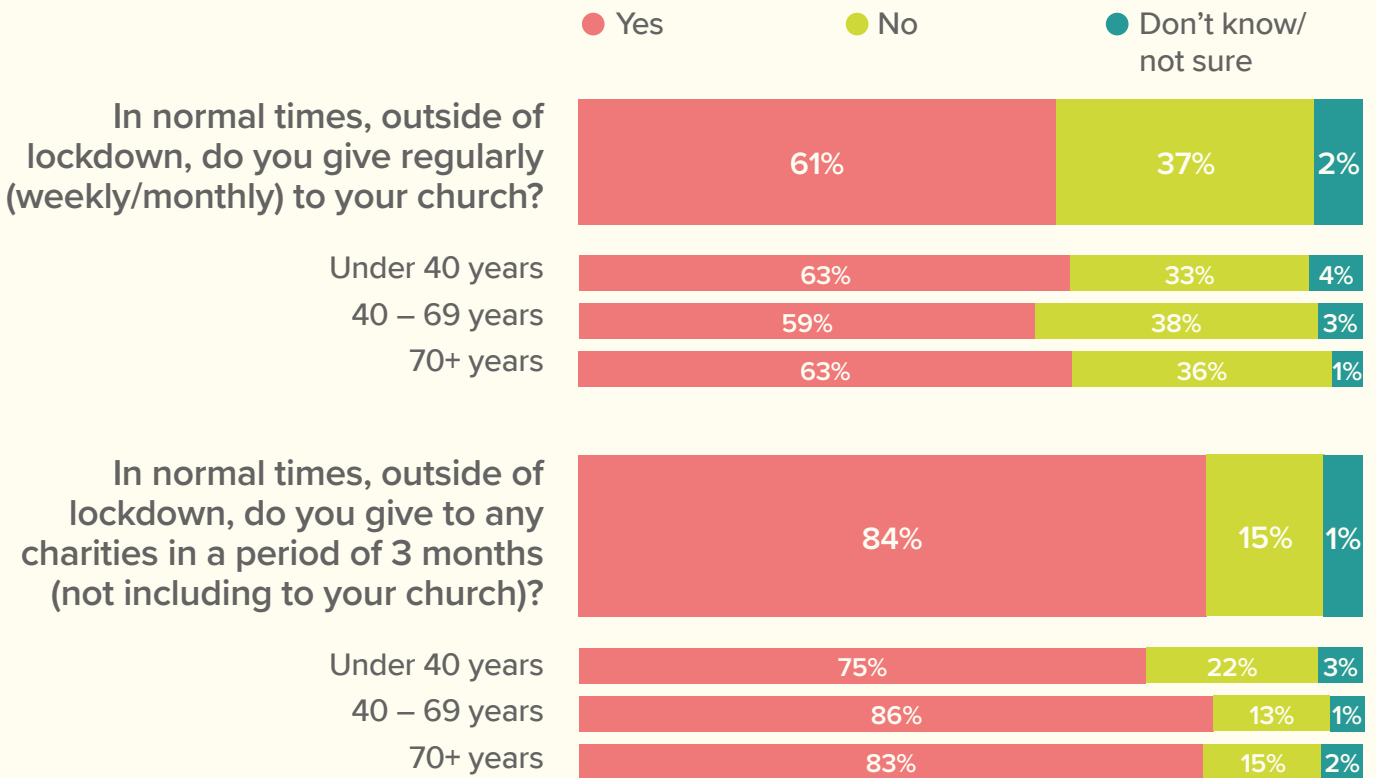
Charities Anglicans regularly support



Christian Charities Anglicans regularly support



Charity vs. Church

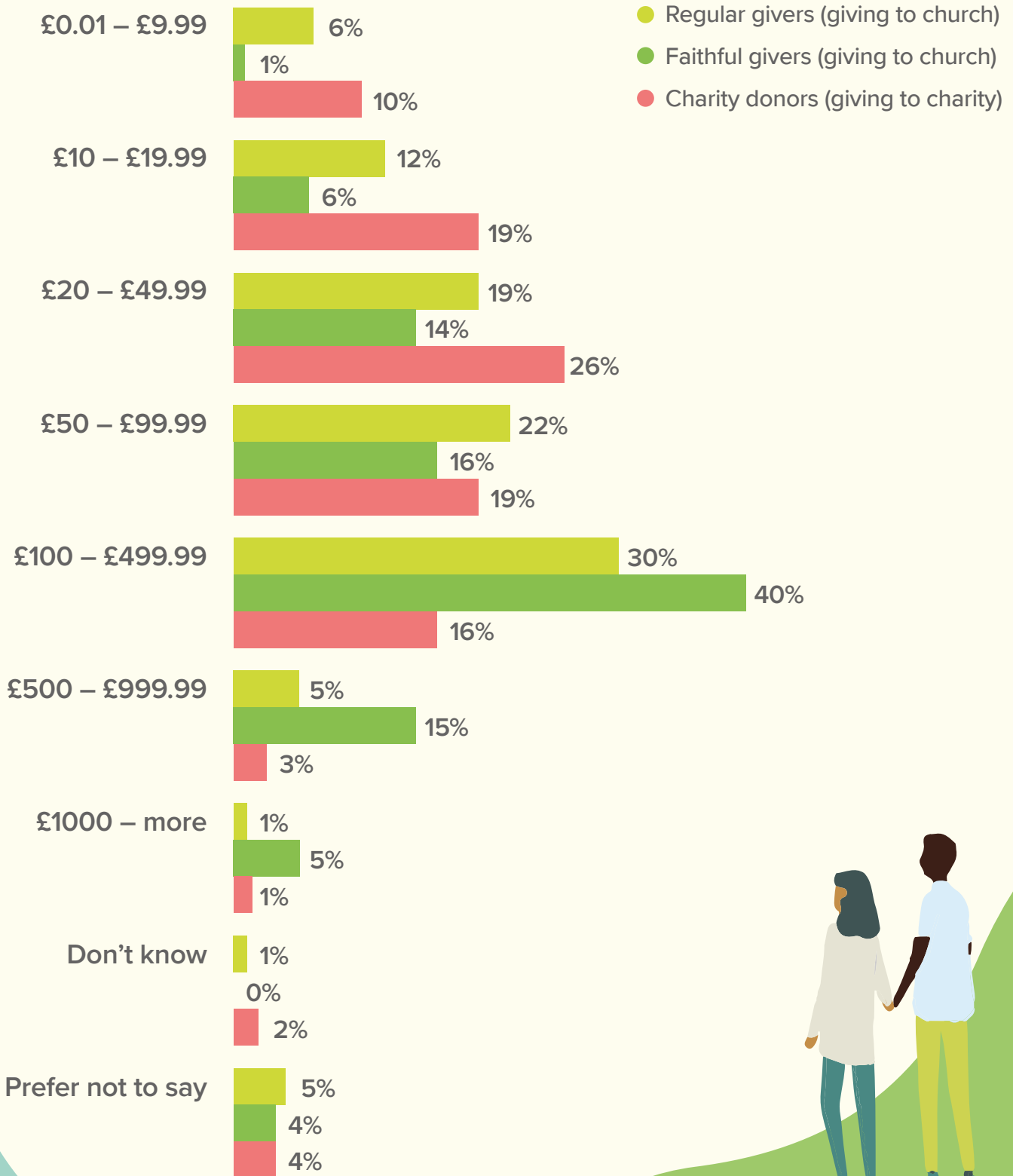


Our findings indicate that Anglicans give more regularly to charities (84%) than to their church (61%).

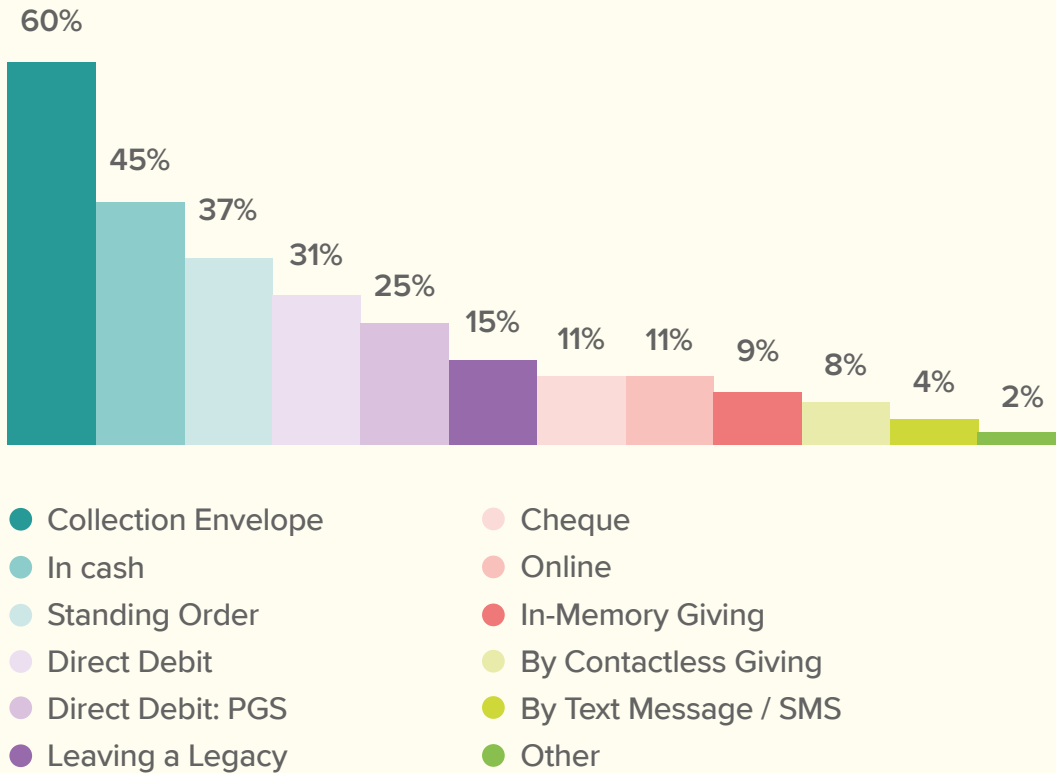


Amounts Given

Higher amounts (£100 - £500) were given to church rather than to charity over a period of three months, especially by Faithful Givers (see Giving Personas p53).



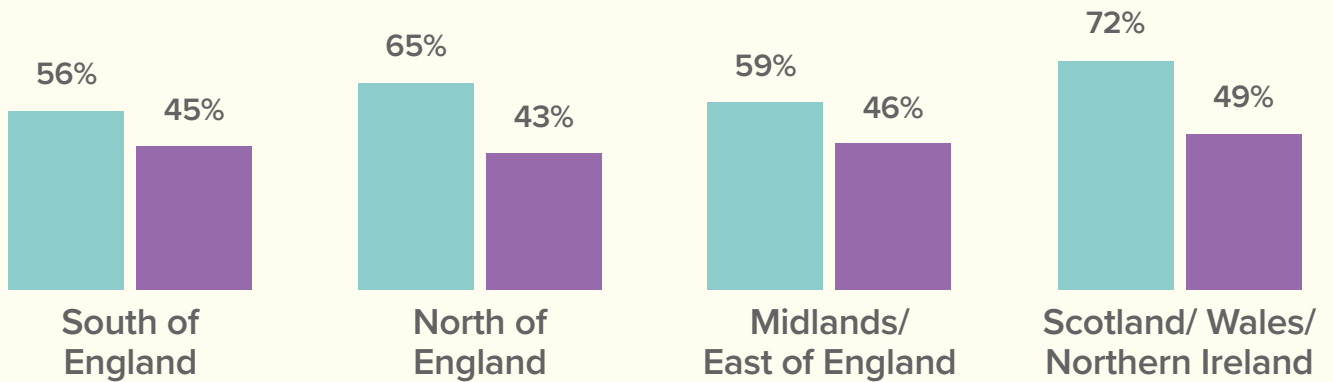
Giving Methods



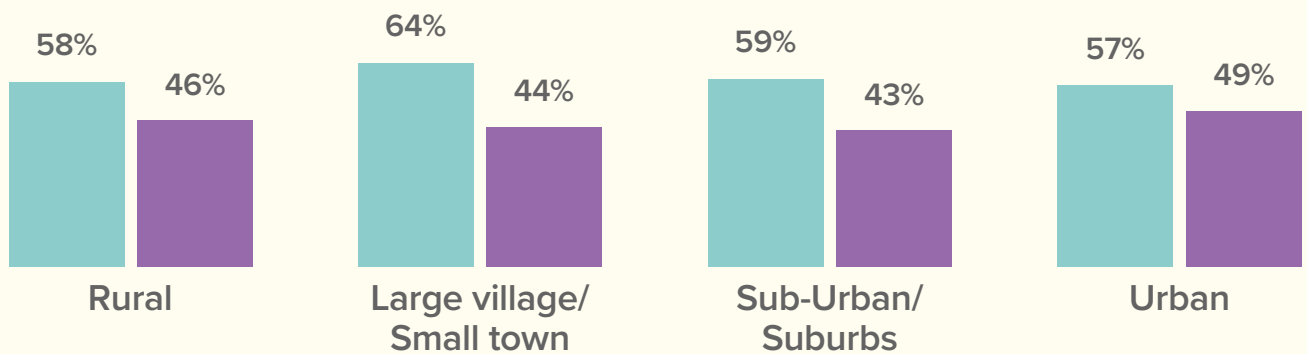
Twice as many Anglicans have been asked to give by Collection Envelope (60%) compared to Direct Debit (31%) or the Parish Giving Scheme (25%).

Cash vs. Collection Envelope

By region



By church setting

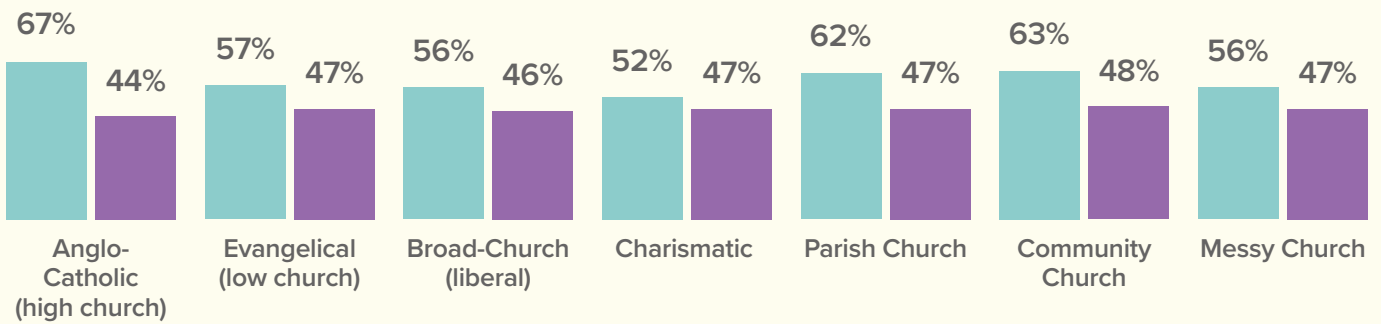


- Giving via Cash
- Giving via Collection Envelope

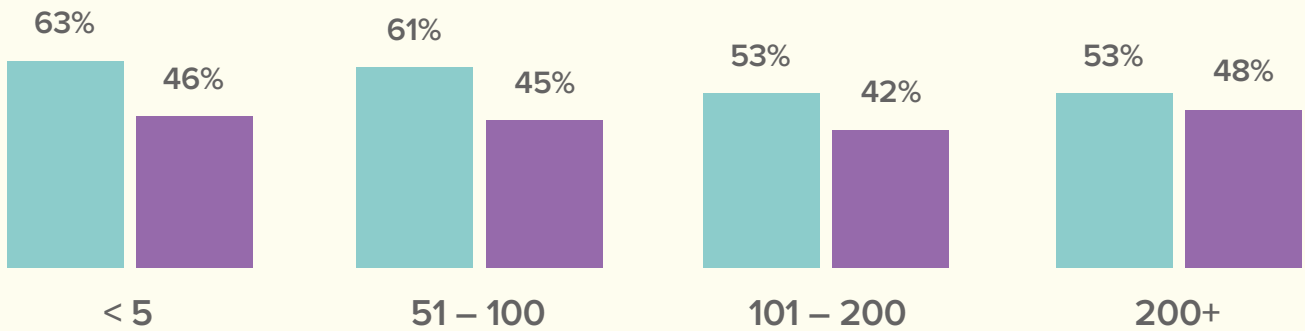


Cash vs. Collection Envelope

By church tradition

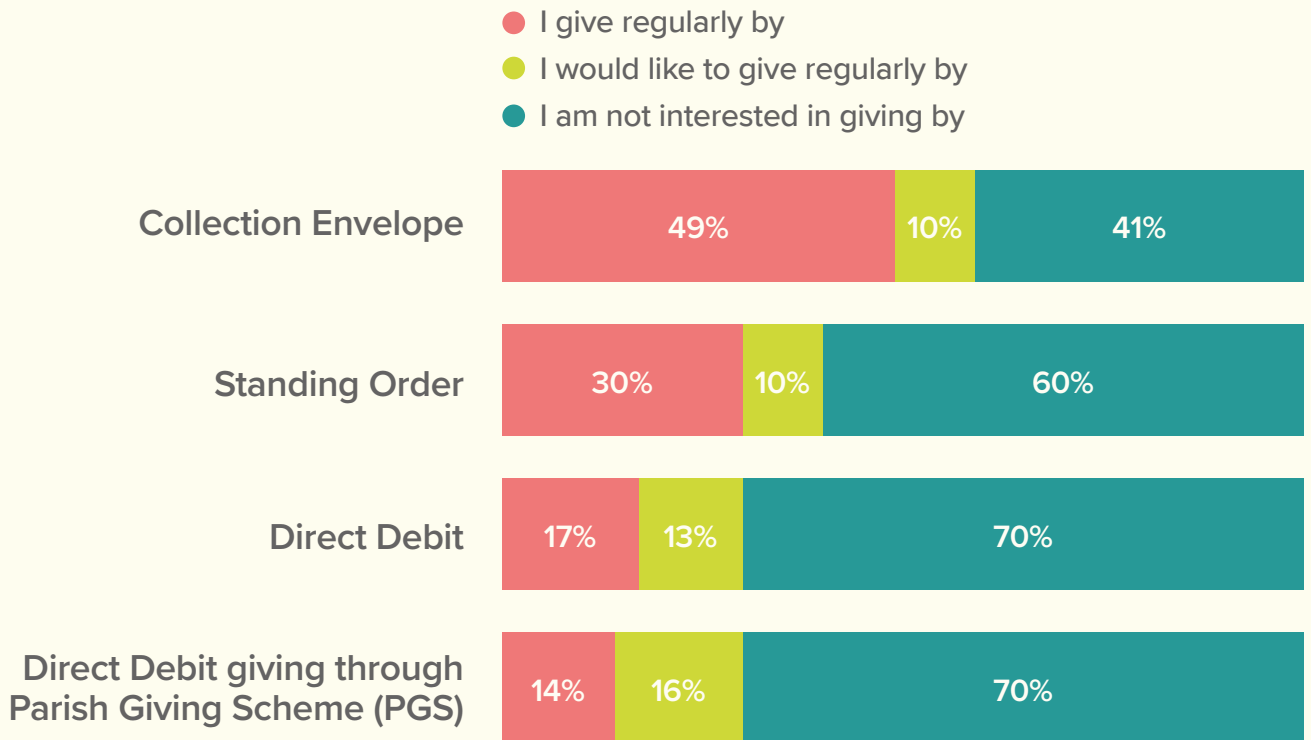


By size of congregation



- Giving via Cash
- Giving via Collection Envelope

We asked Anglicans about the various mechanisms they currently use and would like to use, to give regularly to their church (in normal times, outside of lockdown).



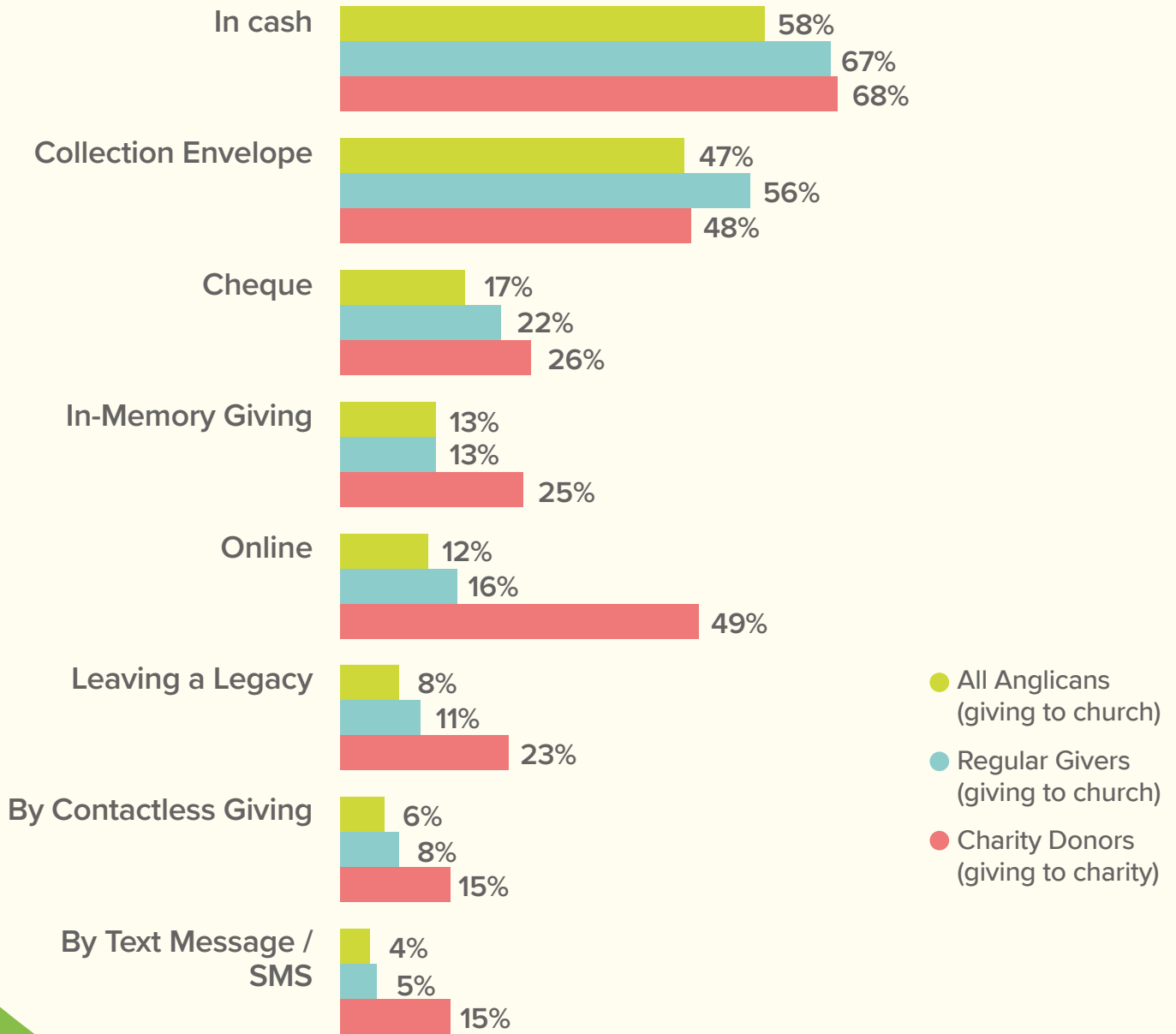
Standing Order, Direct Debit and the Parish Giving Scheme (PGS) are well represented in giving methods, however Collection Envelopes are still the most common way Anglicans are asked to give regularly to their church.

16%

would like to give to their church via the Parish Giving Scheme (PGS), which is more than the 14% who currently do.

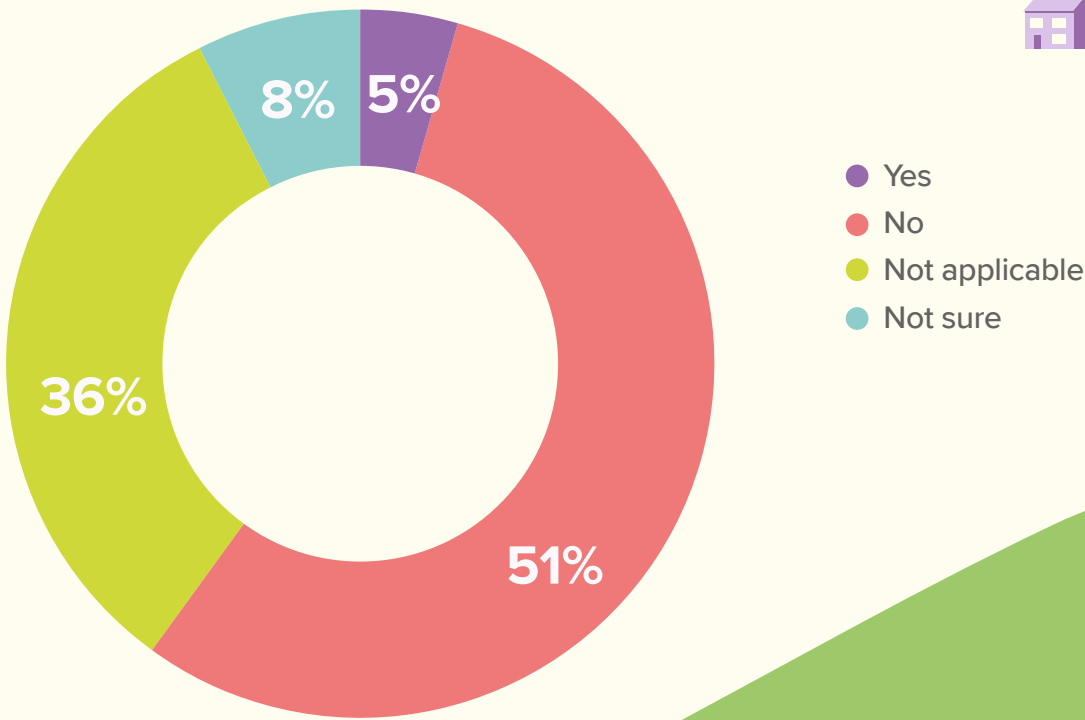
PGS currently administers £40M of donations a year. An additional 16% of Anglicans wanting to give via PGS, suggests PGS could administer at least an additional £40M in regular giving.

We asked Anglicans about the various mechanisms they currently use to give to church and charity (in normal times, outside of lockdown).



Nearly 50% of Anglicans have given online to charity, but only 12% have given online to their church. This indicates that if more churches offered online giving, Anglicans would use this giving method.

We asked Anglicans if, when presented with the opportunity, if they'd given online during a virtual service.



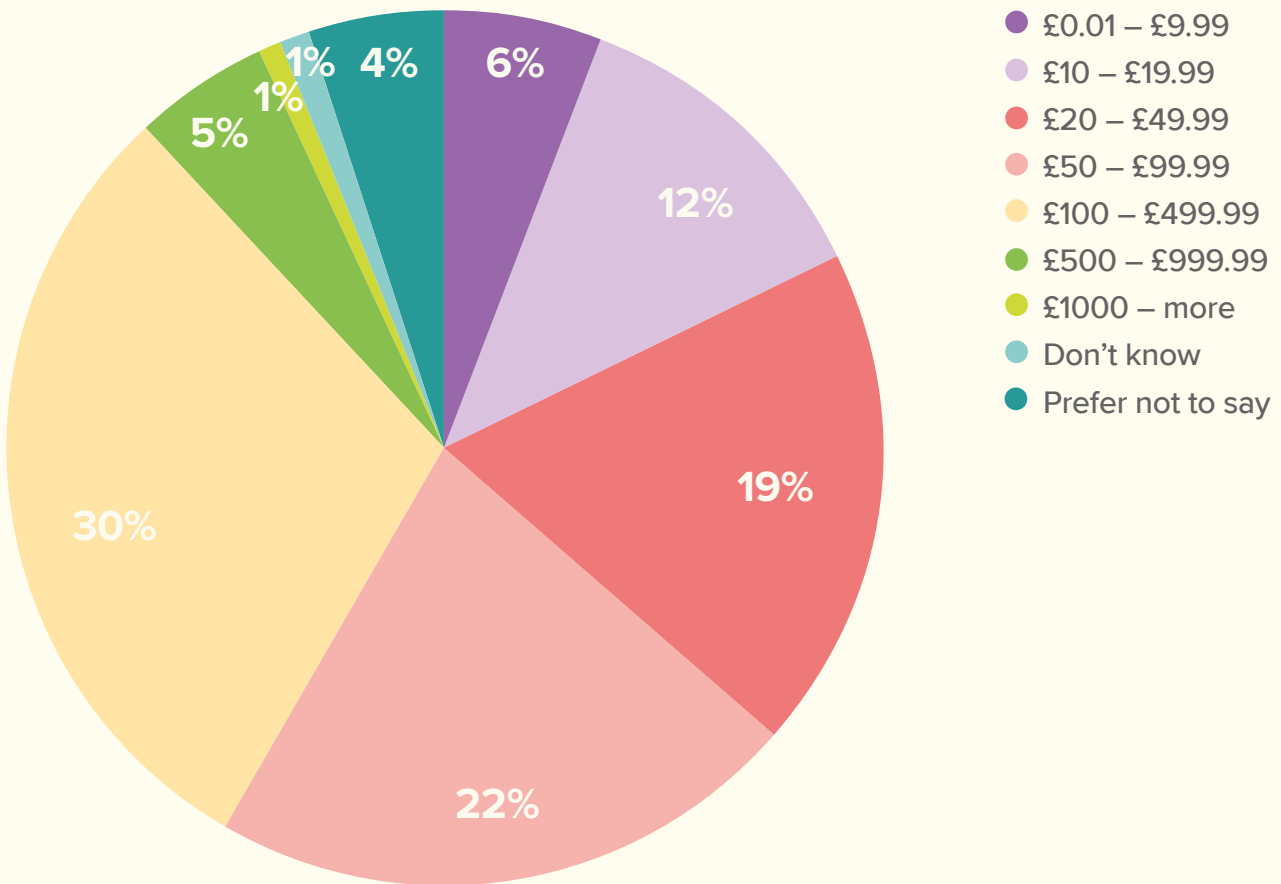
In the past 12 months (July 2019 to July 2020) only 5% of Anglicans gave online during a virtual service.

As churches move to a more hybrid form of worship, Giving Advisors can help churches increase in the number of gifts made via virtual services.



Giving Amounts

We asked Anglicans how much do you give to your church in a period of 3 months (in normal times, outside of lockdown).



- High amounts (£100 – £500) are given to churches
- 42% of these givers are aged 70+
- 40% of them say they Tithe their income



Giving Motivations

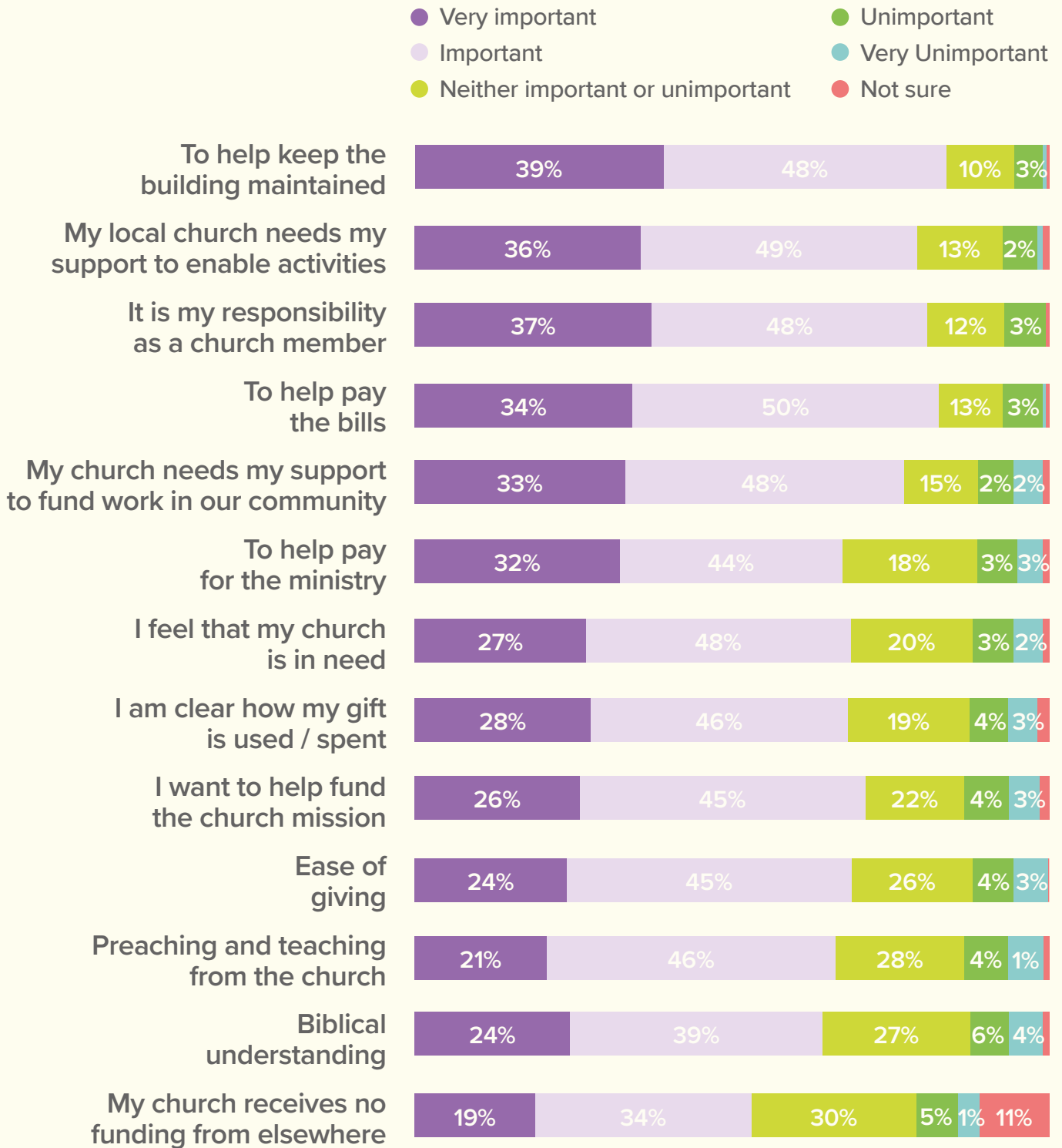
We asked Anglicans to tell us in their own words what motivates them to give to their church.



The most popular reason (87%) for giving is towards the maintenance of the building.

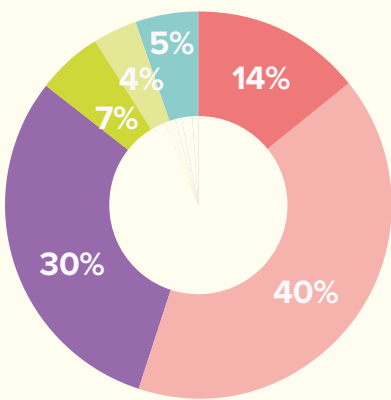


We asked Anglicans for each of the factors which encourage them to give to their church.

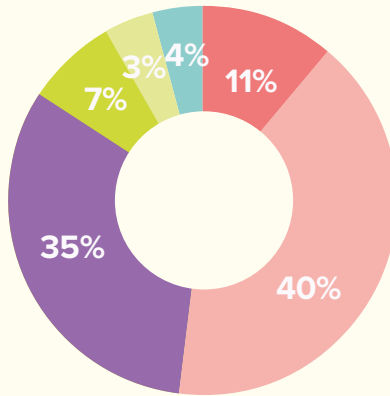


We asked Anglicans to consider specific church projects and comment how far they agreed or disagreed with the following statements.

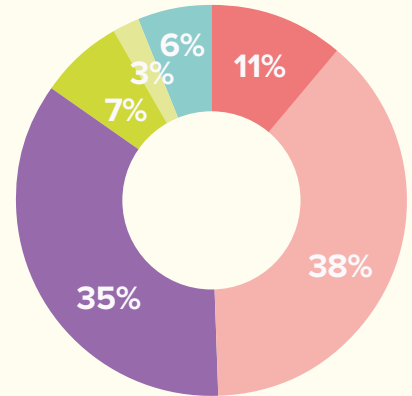
I would give to a future building project for my church.



I prefer to give to a specific project for my church.



I would increase my existing giving to support a specific project.

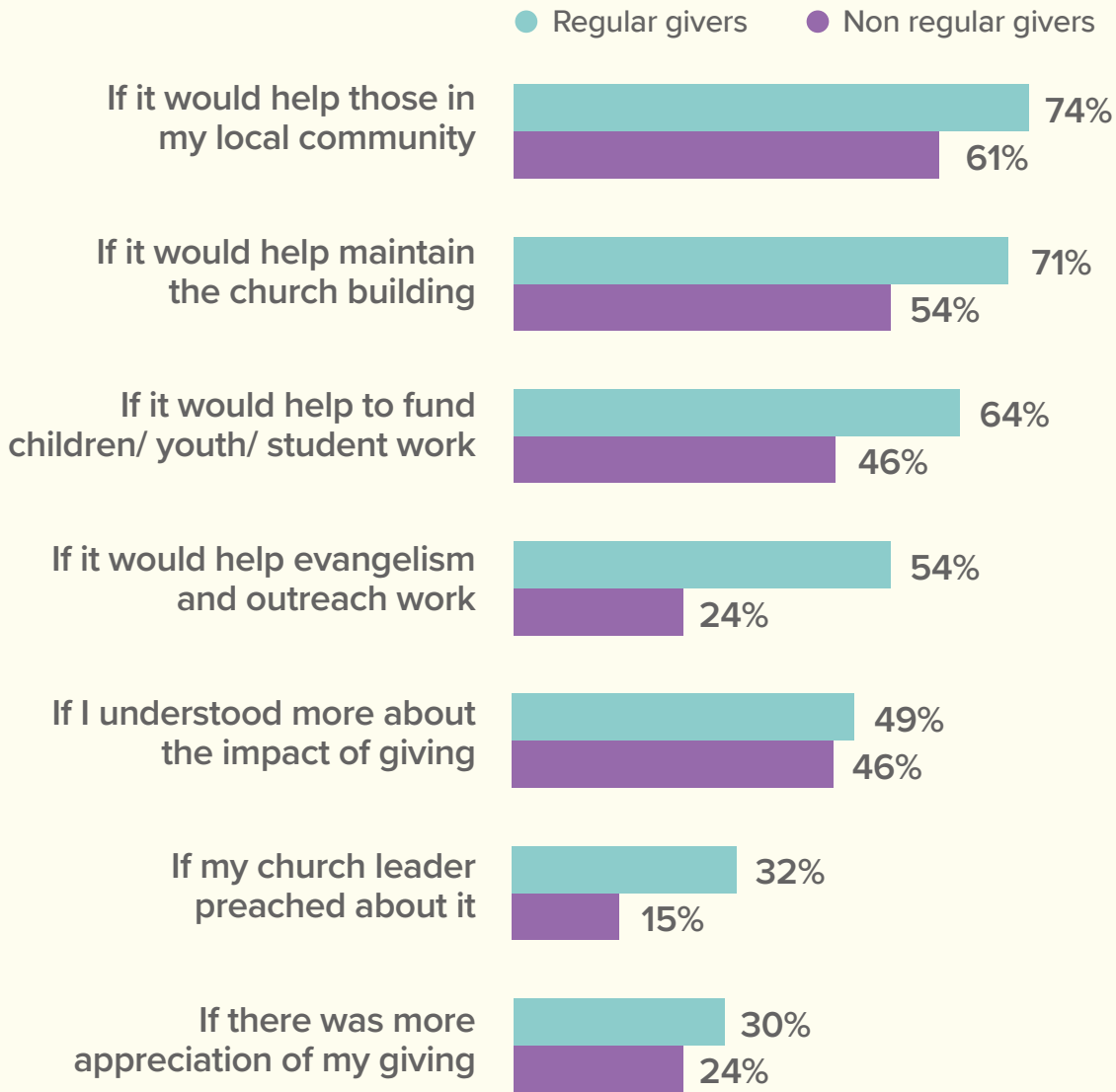


- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Not sure

Giving to specific church projects are a popular giving motivation, perhaps because the impact and need of specific projects is much clearer for our givers.



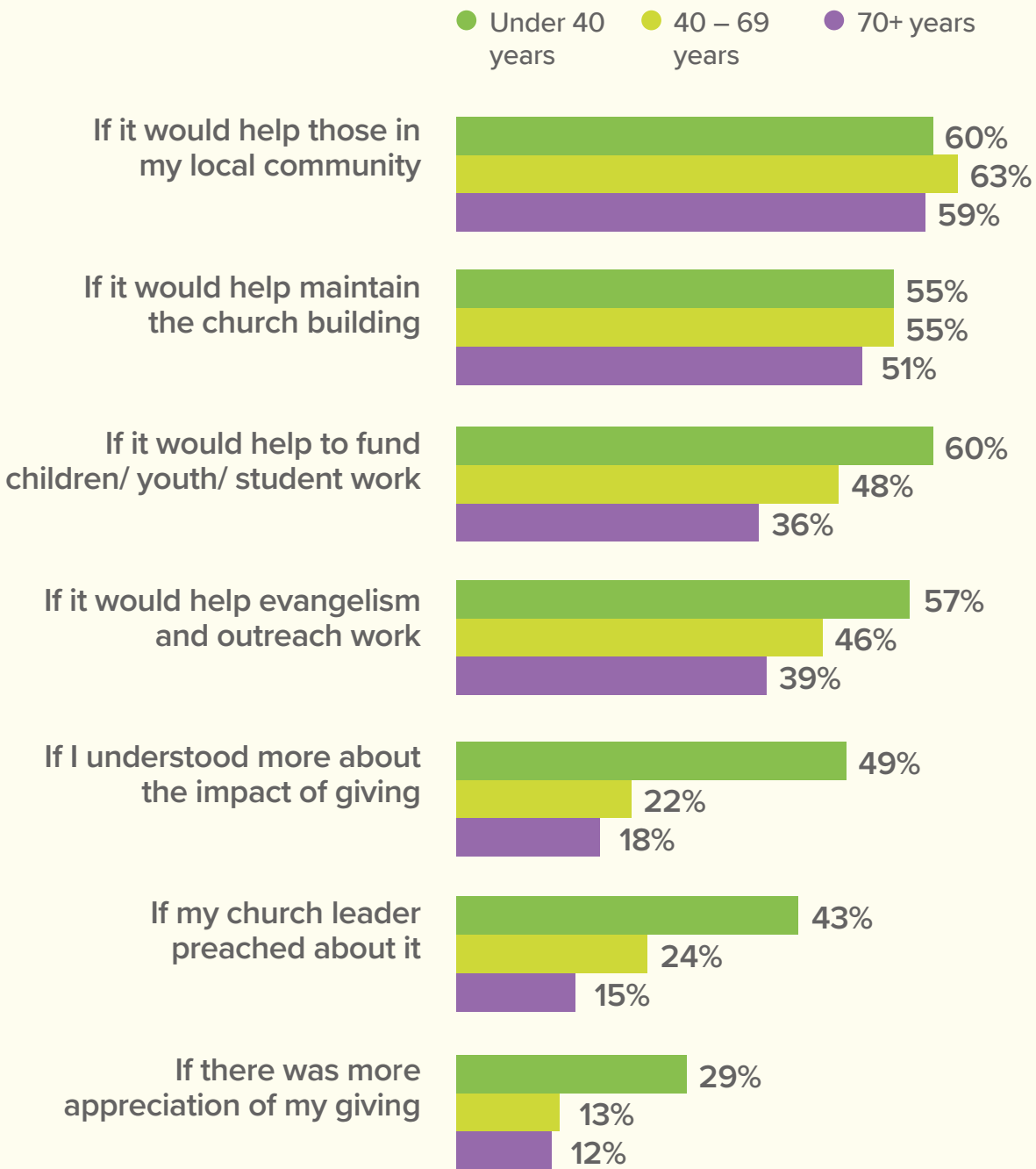
Anglicans would be encouraged to give more to their church due to the factors below.



Building and localness dominate motivations for giving over biblical teaching and funding church mission.



Regular givers motivations by age



The Under **40s** were the age group most motivated to give by preaching (43%) and when more appreciation of their giving is shown (29%).

Anglicans are discouraged to give / give more to their church due to the factors below.



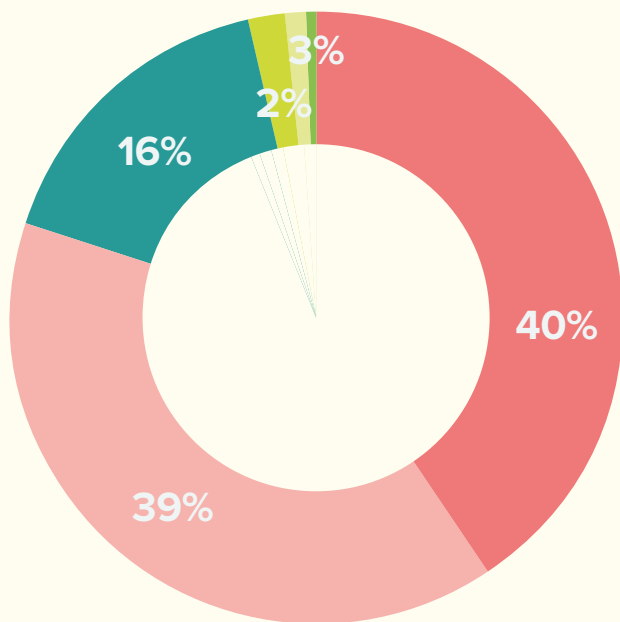
'I give all that I can' was the most popular response from regular giving Anglicans (63%).

Almost a fifth of non giving Anglicans shared that the reason they do not give is because they do not feel part of the church (19%).

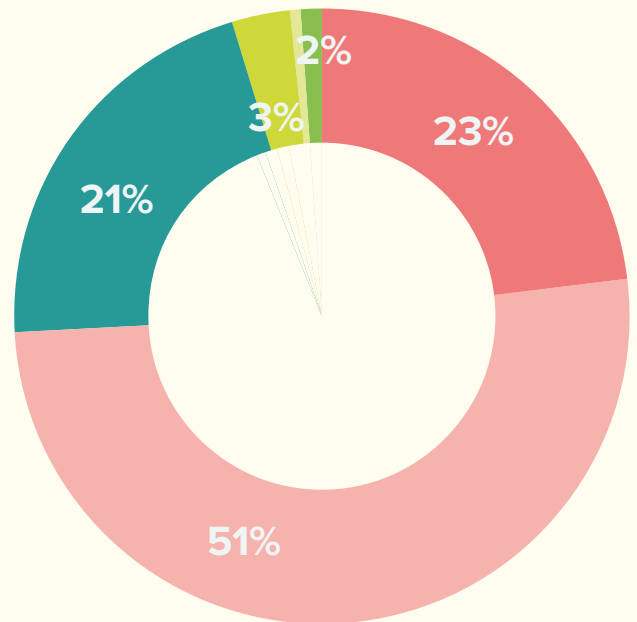
Giving Motivations – Trust and Confidence

We surveyed how high Anglicans rated their trust and confidence in how their giving is spent:

... by your church?



... by the charities you support?



- Very high
- High
- Neither high nor low
- Low
- Very low
- Don't know/ not sure

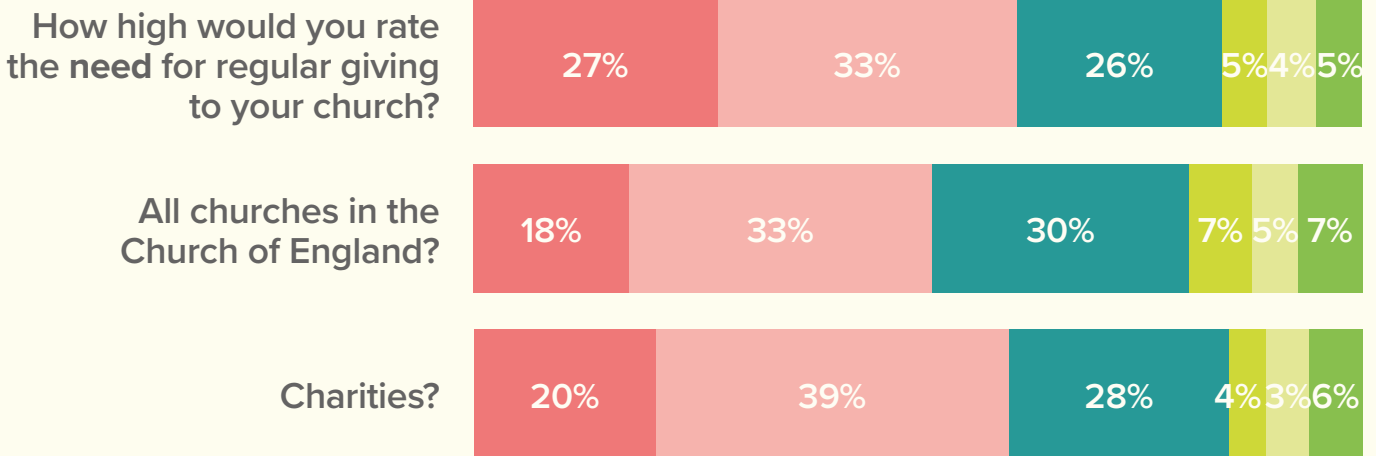
Trust and confidence in church spending was rated as 'very high' or 'high' by Anglicans (79%).



Giving Motivations – Need

We asked Anglicans their views on the need for giving to churches.

- Very high
- High
- Neither high nor low
- Low
- Very low
- Don't know/ not sure



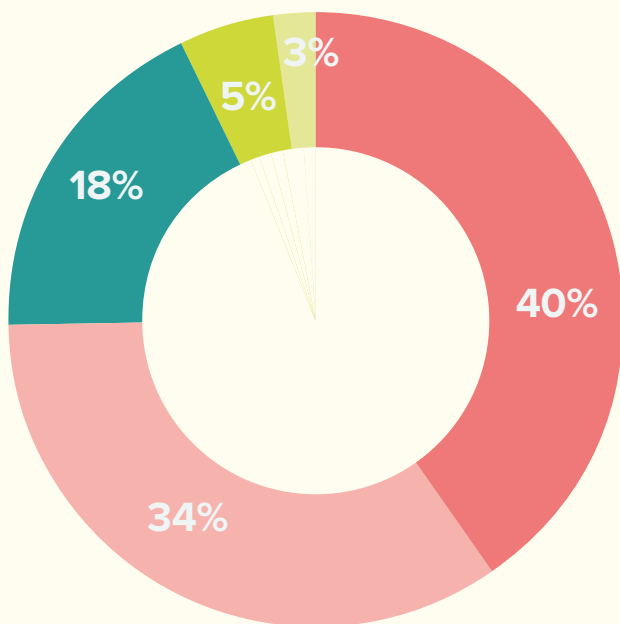
Only 27% of Anglicans view their church's need for regular giving as 'very high'.

Interestingly, understanding the need for regular giving for your church changes according to the giving mechanism used.

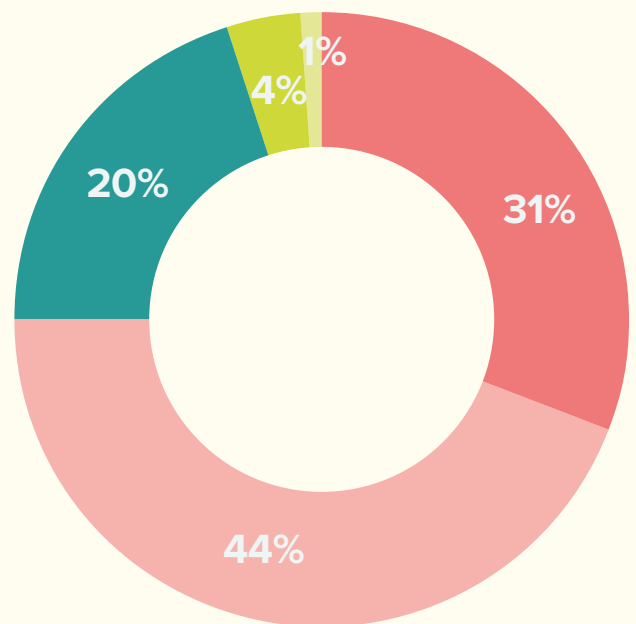
Those giving by Standing Order, Direct Debit, the Parish Giving Scheme and Legacies felt the need was very high (87 - 89%), whereas cash and collection envelope was much lower (65 - 67%).

Giving Motivations – Impact

I can see that my giving to my church has an impact.



I can see that my giving to charities has an impact.



- Yes, definitely
- Yes, probably
- Don't know/ not sure
- Probably not
- Not at all

74% agreed that they could see the impact their giving had within their church.

49% feel they would be motivated to give more if they understood the impact of their giving.



Giving Profiles and Personas





This survey generated large amounts of data covering everything from demographics to Anglican attitudes to giving.

We conducted in-depth data segmentation and grouped similar data together to create different Anglican giving groups or profiles.

Our core audience is primarily two key groups of Anglicans – **'Faithful Givers' (21%)** and **'Heritage Givers' (30%)**. Both groups are hugely important parts of the giving community but are motivated by different factors and engage in different ways.

While 'Faithful Givers' are driven by spiritual factors and value mission work, 'Heritage Givers' are more likely to be motivated by community and heritage. Ensuring you have the appropriate means to give and communicate effectively to these two different audiences will be an important part of any work to encourage giving.

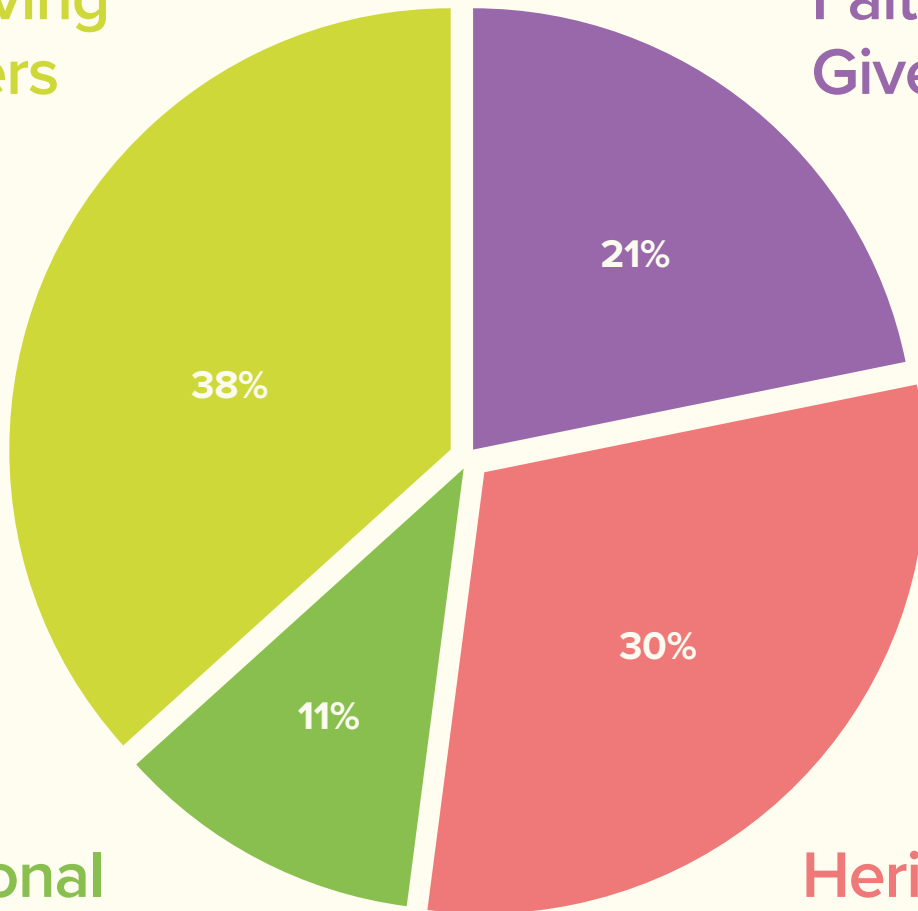
The Church of England has a group of givers who currently give but are not convinced of the need, these are our **'Occasional Givers' (11%)**. For this group the challenge is to ensure they stay on board by convincing them of the need and that their donations will be well spent.

Finally we have a large non-giving segment, **'Non-Giving Members' (36%)**. This group makes up a third of our membership, but will be difficult to reach due to differing motivating factors and they are less likely to attend church regularly.

Giving Profiles

Non-Giving Members

Faithful Givers



Occasional Givers

Heritage Givers



Giving Personas

We have created 5 personas intended to reflect most of the characteristics shared by the different types of givers and non-givers in Church of England churches.

Think of these people as the human face of the data – they are imaginary, but they represent the broad variety of people who give to our churches.



Using the Giving Personas in church

Putting ourselves in their shoes

If we want to understand why members of our church community give or don't give, then we need to put ourselves in their shoes. Using these personas allows us to reflect on different Anglicans' experience of giving.

One size doesn't fit all

The five different personas help us remember that our church communities are not a monolith. Different people give (or don't give) for different reasons and we need to respond with different messaging and campaigns for different people.

Treat the personas with love and care

It is important that we don't view these personas as either good givers or bad non-givers, nor should we judge them for their motivations around giving. All of the personas are committed members of your church, it's just that they have different understandings of their role in helping your church deliver its ministry and mission.

Opportunity to engage

With all the personas there are challenges around giving but there are also opportunities to engage all the personas with giving. If we follow the recommendations outlined in the report, we will see fewer non-giving members and a greater number of engaged givers.



Faithful Givers

Graham and Val

AGES 58 AND 54



“We give to the church as the Bible tells us to give time, gifts and money freely for the glory of God and the Kingdom.”

Who are they?

They are affluent professionals; Graham is a doctor and Val is an accountant. They live in suburban Haslemere in leafy Surrey and have three children who all attend secondary school. Graham and Val represent 21% of Anglicans.

Church attendance



Size of gift



Understands the need



Church going habits

They attend a large evangelical church once a week. They strongly value what the Bible says with sharing the Good News and supporting mission work is an important part of their faith.



Giving habits and motivations

- They perceive a clear need for regular giving to church and charity.
- They agree with and practice tithing via a standing order.
- They trust that their giving is well spent and feel they can see the impact.
- They are motivated by a feeling of responsibility, but also a deep spiritual conviction around church teaching, biblical understanding, and church mission in the UK and overseas.
- They feel that the church inspires them to be generous.



Challenges

They hear about giving at church, usually a sermon at least once every six months, but they are not challenged on their own personal generosity. We need to make them aware of generosity in general and encourage them to review their tithed giving on a regular basis.



Opportunities to engage

They are a good audience to ask for support with specific projects as they are very likely to give, especially if the project enables mission or youth work. They would consider a legacy to their church if the need was clearly communicated. They would be open to giving through the Parish Giving Scheme if it was available in their church. Churches should communicate with Graham and Val through regular sermons on generosity, via church social media channels, sessions at church weekends away, or retreats and festivals.

Heritage Givers

Janet and Phillip

AGES 62 AND 64



“It’s important to support these pillars of our community and tradition. If we don’t support them, then who will?”

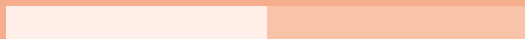
Who are they?

Janet and Phillip are affluent professionals approaching retirement. They live in historic Beverley in Yorkshire and have two adult children. When they’re not working they keep themselves busy by volunteering in the local community and Janet sings in her local choral society. Janet and Phillip represent 31% of Anglicans.

Church attendance



Size of gift



Understands the need



Church going habits

Janet and Phillip grew up with the Church of England and have been attending church most of their lives. They like the Book of Common Prayer and the sound of a church choir. They see the church as an important institution in the community and it’s their responsibility to ensure the church building remains intact for future generations to come.

Giving habits and motivations

- Janet and Phillip give regularly to charity and gave
- £130 to their church over a period of three months.
- They give to keep the fabric of the building maintained, pay the bills and enable the church’s activities.
- They feel a sense of responsibility to give but their motivations are mainly about the local parish.
- They traditionally give by cash but are gradually moving online as and when they are prompted to.

Challenges

Janet and Phillip feel they already give all they can to the church and do not believe in the practice of tithing. They are not especially motivated by biblical understanding. Whilst a sermon might have impact at the time of delivery, they are more likely to respond to the vicar directly asking for their support for a project. As Janet and Phillip are used to giving by cash envelope, they need to be guided towards using more sustainable giving mechanisms.

Opportunities to engage

It’s important to let Janet and Phillip know where their giving makes an impact and to get the messaging right. They care about the future of their local church and that it’s there for when their children get married. They haven’t considered leaving a gift in their will to their church but they might if it was easy to change their will and they were told of the impact it would make.

Occasional Givers

Paula

AGE 57



“I do give what I can when the collection plate is passed around but I don't really know where it's going and what difference it makes.”

Who are they?

Paula is an HR Manager who lives in Maidstone in Kent. She is divorced and has a teenage daughter. Paula represents 11% of Anglicans.

Church attendance



Size of gift



Understands the need



Church going habits

Paula attends her local parish church on average once a month, but doesn't attend church meetings or volunteer. She was brought up as a Christian and went to her local Church of England school. She stopped attending church when she went to university and started going again when she got married. Whilst Paula doesn't attend church every week, she considers herself to be a regular member of the church community.



Giving habits and motivations

- In the last three months she gave £90 to charity and £85 to her church.
- Despite giving to both charity and church, she isn't convinced that her giving is having an impact.
- She thinks churches and charities are already well off and is worried that the money she gives would be wasted on high staff costs or spent unwisely.
- She is motivated to give because of social pressure; she sees others giving during the offertory and does not want to look mean.



Challenges

Whilst Paula supports the church regularly, it is clear she is at risk of stopping this giving as she is not convinced of the need to give. Trust is low for Paula, so in addition to communicating the need to give, she should be reassured that the money will be well spent. Paula gives using cash via the collection plate and it will be hard to encourage her to adopt more sustainable giving mechanisms until the above is addressed.



Opportunities to engage

Share regular updates about the work of the church; how it supports the vulnerable and its work in the community. Talk about how the church building enables impactful work and be open about the cost of running the church. As Paula doesn't attend church every week she may not be aware of the wonderful work the church does. Make sure to include updates in a weekly e-newsletter and on social media so that she feels involved.

Non-giving Members

Gill

AGE 70



“I go to church but it’s only a small part of village life.”

Who are they?

Gill is a retired community nurse who lives in a small village in Devon with her husband John. She has one son who is 43 and lives in Southampton. Gill represents 6% of Anglicans.

Church attendance



Size of gift



Understands the need



Church going habits

Gill attends her local village church. There is mostly a communion service once a month and an occasional Book of Common Prayer evening prayer which Gill goes to if she can – it’s just part of village life. During lockdown, she has watched the morning service from Exeter Cathedral a few times on Facebook.



Giving habits and motivations

- Gill gives £15 a month to charity which she set up years ago.
- She doesn’t give to her church on a regular basis as her church has never asked her and does not inspire her to be generous.
- She sometimes puts cash in an envelope for Christian Aid Week or at Christmas.



Challenges

Gill has been an Anglican for a long time and her understanding of church funding may be rooted in historic models that are no longer accurate – it will be difficult to change that opinion. Gill represents the smallest segment (6%) therefore the potential impact on giving will be limited.



Opportunities to engage

Gill is more likely to give irregularly at big services such as Christmas so ensure that you make it possible for her to give at those services. It’s also important to let Gill know where her giving will make an impact and to get this message right.

Non-giving Members

David

AGE 66



“I think the church does great work but I don’t have enough to give that will make a difference.”

Who are they?

David was formerly a shipbuilding engineer in Blyth, now retired where he spends a lot of time gardening in his allotment. He now lives in Morpeth, a small town in Northumberland. He has no children. David represents 30% of Anglicans.

Church attendance



Size of gift



Understands the need



Church going habits

David’s attendance is occasional and inconsistent, slightly more frequently than once a month. He has been attending the virtual morning prayer service on Facebook more regularly though. David’s parish church is Anglo-Catholic and he has typically attended a high church for most of his life. His faith is a private one and he likes the spirituality of traditional high church worship.



Giving habits and motivations

- David doesn’t believe that there is a need for regular giving to church or charity, but he does make one-off donations to charity.
- He prefers to give in cash which might give him the flexibility to give whenever he can afford it due to his financial situation.
- He does not feel that his church inspires him to be generous and does not give to the church on a regular basis.



Challenges

It will be difficult to shift David’s attitudes on giving as while he is motivated by more spiritual matters, he is unlikely to be attending church regularly and it will be harder to communicate with him directly.



Opportunities to engage

David might be encouraged to give if his church leader preached about it, if his giving was more appreciated or if it would help fund evangelism or outreach work. Start off by encouraging small one-off donations for specific projects which will gradually build David’s trust, relationship and sense of belonging to the church.

As David doesn’t attend church weekly it’s important to keep him involved through social media and parish newsletters.

Giving Personas: Definitions

	Definition	Survey Questions
Who Are They?	A snapshot of who the personas are.	What is your age?; What is the occupation of the chief social earner in your household?; Which UK region do you live in?
Persona Quote	This is not a direct quote from the survey findings but summarises the general attitude of the persona about giving.	Please specify each of the factors that encourage you to give to your church.
Church Going Habits	This outlines the churchgoing tradition of the persona, as well as their journey of faith as a Christian.	What is your personal / your church's tradition?; What would you estimate is the usual Sunday size of your congregation?; How long have you been a Christian?; In normal times, outside of lockdown, how often do you engage in the following activities at your church?
Giving Habits & Motivations	This section characterises the giving habits of a persona, including the way in which they give, the frequency and their reasons why.	Have you ever been asked to give to your church in any of the following ways?; In normal times, outside of lockdown, do you give regularly (weekly/monthly) to your church?; In normal times, outside of lockdown, how do you / would you like to give regularly to your church?; I Tithe My Giving (Agree);
Challenges	What are the barriers to this persona giving and what might demotivate them?	Which of the factors below discourage you from giving more to your church? / Why do you not give to your church?
Opportunities to Engage	What opportunities are there to motivate this persona to give more or start giving?	I would like to give regularly by; Please specify for each of the factors below if they encourage you to give to your church.
Church Attendance	On a sliding scale from occasionally to very regularly, how frequently does the persona attend church?	In normal times, outside of lockdown, how often do you attend church (service or other activity)?
Size of Gift	Compared to other personas, how much does this persona give regularly to their church?	In normal times, outside of lockdown, how much do you give to your church in a period of 3 months?
Understands the Need	How much does this persona understand why giving to their church is necessary?	How high would you rate the need for regular giving to your church?

Looking Forward

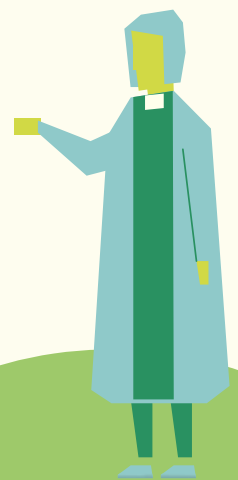
Giving funds the mission and ministry of the Church of England and we finally have a detailed analysis of Anglican giving habits and motivations.

As the report clearly shows, we have much to celebrate. Anglicans give higher than average amounts to their church than other charities and have a passion for funding mission, the maintenance of our buildings, and supporting the community.

The data is also a reminder that there is still much to do in supporting parishes in improving their giving practices, mechanisms and communicating need and impact.

Using the simple recommendations from the report's Executive Summary, parishes can make small changes which will have a big impact.

Working together we can apply these key learnings and grow a generous culture across the Church of England.



Get in Touch

Jonathan de Bernhardt Wood created the National Giving Strategy 2020 to 2025 and Eleanor Stead project managed the Anglican Giving Survey, producing this in-depth report.

If you would like to find out more, we'd love to hear from you.

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