

GIVING, GENEROSITY, AND THANKFULNESS SELF-ASSESSMENT TOOLKIT FOR CHURCH LEADERS

(with facilitator's notes)

Helping our church to evaluate where we are, what we'd like to improve, and agree our future goals

**GIVING, GENEROSITY,
& THANKFULNESS**

 THE CHURCH
OF ENGLAND
Diocese of Manchester

CHURCH
FOR A
DIFFERENT
WORLD



OUR GIVING, GENEROSITY, AND THANKFULNESS MISSION GOALS

Growing:

to increase giving and generosity levels in our churches to develop mission and growth initiatives

Nurturing:

to ensure giving, generosity, and thankfulness are spoken about throughout our diocese

Serving:

to encourage giving, generosity, and thankfulness in our churches, so they can support each other and the communities they serve

OUTLINE THE DIOCESE'S GIVING, GENEROSITY AND THANKFULNESS STRATEGY

Four main themes:

1. Rediscovering our giving, generosity, and thankfulness.
2. Training for church communities.
3. Maximising tax-efficient giving.
4. Improving fundraising.

GIVING, GENEROSITY, AND THANKFULNESS STRATEGY 2023–2026

AN UPDATE ON OUR PROGRESS TO CREATE A GIVING,
GENEROSITY, AND THANKFULNESS TOOLKIT FOR OUR
CHURCHES



GIVING, GENEROSITY
& THANKFULNESS

THE CHURCH
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CHURCH
FOR A
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WORLD

UPWARDS
INWARDS
OUTWARDS

WHAT NEXT?

- This toolkit is designed to identify what is right for our church and its community.
- Improving and developing what we already have in place is an easier way to demonstrate success to our church and local community.
- We may want to start something completely new, but please be aware this takes time.

WHAT IS WORKING WELL AT OUR CHURCH?

- Important we go through a process of self-assessment.
- As we build our plans:
 - Focus on our strengths
 - Build and develop what works
 - Don't focus on trying to fix what doesn't work
 - Identify areas of weakness
- This process will help our community to move towards a shared vision.
- Our church's giving strategy needs to be built on foundations that everyone agrees upon.

TACKLING THE ELEPHANT IN THE ROOM

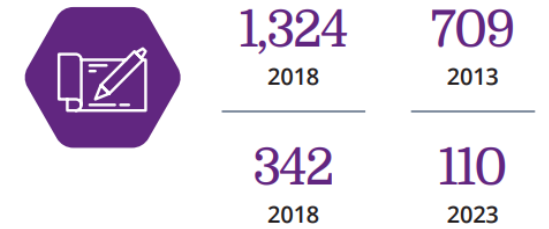
- All of us need to talk about money, the importance of Christian giving, generosity, and thankfulness.
- Using theology.
- Doing this positively in sermons, prayers, and personal actions.
- Promoting our church's charitable work in its community.



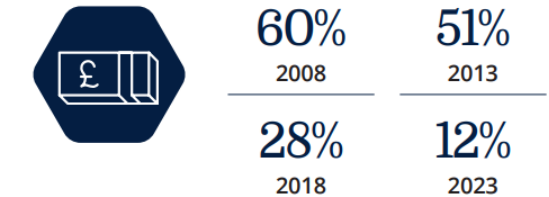
CHURCHES OPERATING IN A DIFFERENT WORLD

- Giving is changing, and this was accelerated by the pandemic.
- Instead of providing the methods churches want to receive donations, we need to offer the methods donors want to use.
- There isn't a single 'silver bullet' solution.
- However, encouraging regular giving regardless of attendance is crucial.
- In 2023 - Standing Orders, 557 million payments; Direct Debits, 4.8 billion payments; and BACS payments, 2.2 billion.

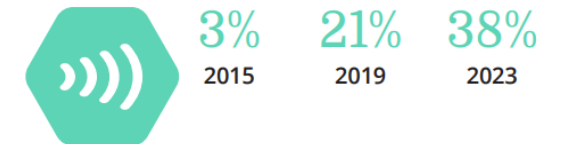
Cheques used to make payments (millions)



Cash as a % of all payments



Percentage of all payments made via contactless cards



Volume of direct debit payments



Faster Payments and other remote banking (millions)



HOW DO ANGLICANS GIVE?

- A third of Anglicans do not give to their church.
- Twice as many Anglicans were asked to give regularly by collection envelope (60%) compared to Standing Order (37%).
- Nearly 50% of church members have made an online donation, but only 12% have given online to their church.
- Only 15% of Anglicans have ever been asked to support their church by leaving a legacy.



WHY DO ANGLICANS GIVE?

- Only 27% of Anglicans view their church's financial need as 'very important.'
- The most popular reason is to help keep their building maintained.
- Only half of Anglicans had heard a sermon on giving in the past 12 months and 60% said it didn't change their thinking on giving.
- Most Anglicans would increase their church giving to help their local community.



ARE ANGLICANS ASKED TO GIVE, AND THANKED FOR THEIR GIVING?

- 40% of Anglicans have never been asked to give regularly.
- Nearly half of Anglicans have never been asked to review their giving.
- Only half (53%) of Anglicans have heard a sermon on giving in the past 12 months.
- Less than a third of Anglicans say they are regularly thanked for their giving.
- 49% of givers said they would feel motivated to give more if they understood the impact of their giving.



WHAT TYPES OF DONORS AT OUR CHURCH?

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 His 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. 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 and 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 via the Parish Giving Scheme if it was available in their church. Churches should communicate with Graham and Val through regular sermons on generosity, 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. 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 to 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.

WHAT TYPES OF DONORS AT OUR CHURCH?

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. 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 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. 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. Represents 30% of Anglicans.

CHURCH ATTENDANCE

SIZE OF GIFT

UNDERSTANDS THE NEED



CHURCH GOING HABITS

His 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 but 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 difficult to communicate with him directly.

OPPORTUNITIES TO ENGAGE

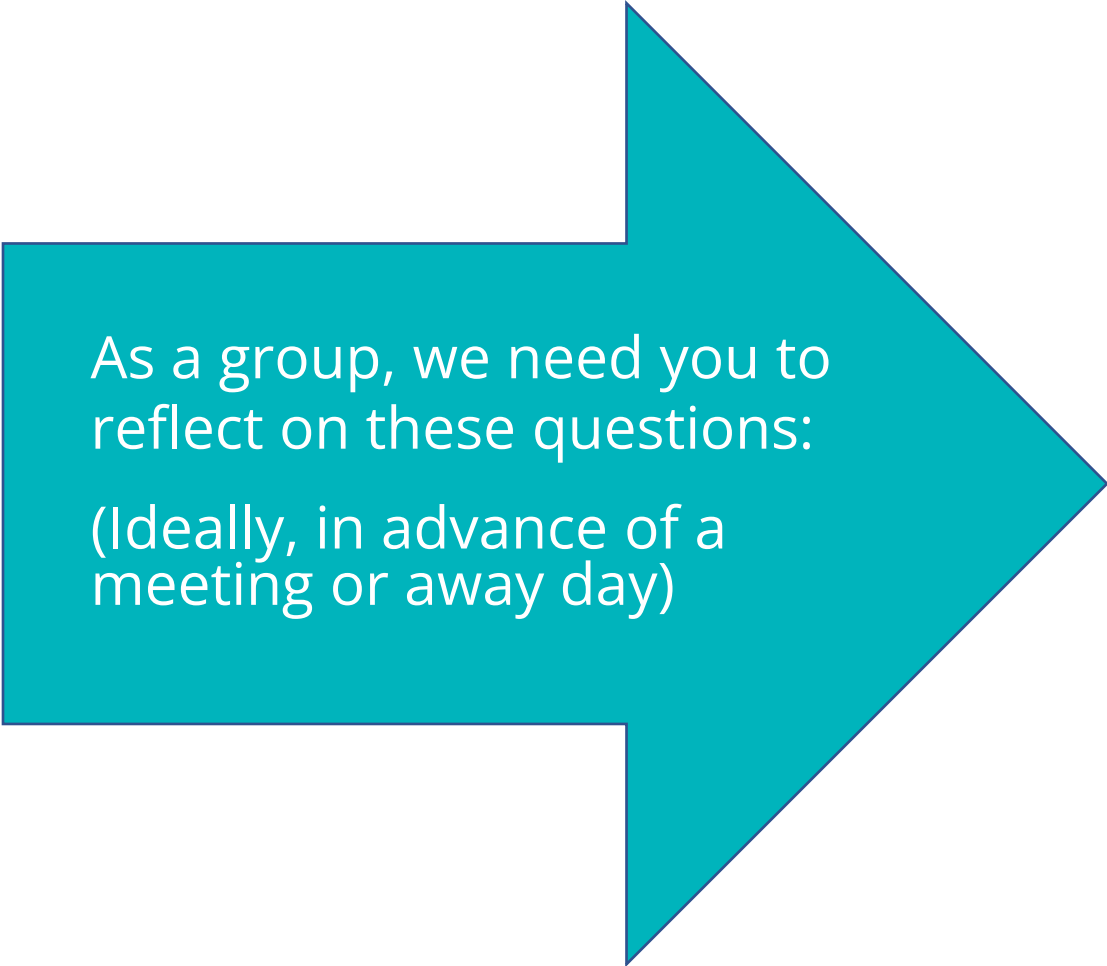
David might be encouraged to give if his church leader preached about it, if his giving was more appreciated or if it would help fund evangelism or outreach work. Start off by encouraging small one off donations for specific projects which will gradually build David's trust, relationship and sense of belonging to the church. As David doesn't attend church weekly it's important to keep him involved through social media and parish newsletters.

FIVE QUESTIONS TO FOCUS ON:

- What does this mean?
(Define)
- What is God calling us to?
(Discern)
- What is our experience?
(Discuss)
- What are we doing well?
(Discover)
- What else could we do?
(Dream)



AIMS OF THE GIVING, GENEROSITY, AND THANKFULNESS TOOLKIT



As a group, we need you to
reflect on these questions:
(Ideally, in advance of a
meeting or away day)

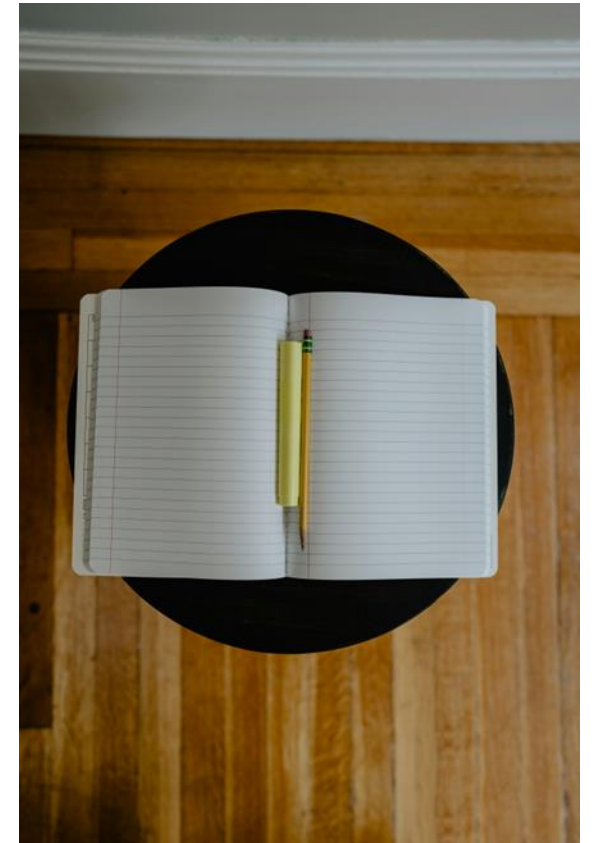
1. What is giving, generosity, and thankfulness?
2. How can we ensure that giving, generosity, and thankfulness is a core message in our church?
3. How, and why, are people giving to our church?
4. What do we need to get right for people to give?
5. As a church, what are we doing well, and how could we improve?

REDISCOVERING OUR GIVING, GENEROSITY, AND THANKFULNESS

WHAT DOES IT MEAN?

Here are a few examples to get our discussion underway:

- Giving, generosity, and thankfulness are not once-a-year tasks.
- It should be at the core of being a Christian.
- Teaching people of all ages.
- Thanking people.
- Working with other organisations to share God's love.
- Sharing stories about the impact of giving, generosity, and thankfulness.
- Sharing our skills and successes with other churches.
- Giving methods used at our church.



St Andrew's, Hillock, is one of many churches that are actively involved in their community. Throughout the school holidays, the church ran a breakfast club where children and families could get breakfast for free thanks to kind donations from local organisations. Along with a variety of cereals, toast, hot and cold beverages, and fruit, families went along for a morning of fun with toys, games, and even origami-making for the children to enjoy.



St Andrew's, Over Hulton, set up a KTJC youth group for children aged 10-14 which met online during the Covid lockdowns and enabled children to stay connected during a period of deep uncertainty, have fun in a safe space, and share some poignant and reflective prayer times together.



REDISCOVERING OUR GIVING, GENEROSITY, AND THANKFULNESS

WHAT IS GOD CALLING US TO DO?

- Jesus interpreted the commandments in terms of loving God and loving our neighbours.
- Jesus says our love of God and neighbours should be all-important, which in practice means looking for opportunities and examples to show that love.
- Jesus often illustrated his teaching about love by using examples involving money and wealth, poverty and need.
- The way we show our love is often interpreted in terms of supporting both those in need and those institutions which supply that support.
- A Christian who wants to express their love of God will be generous, which (in terms of giving) always means a proportion rather than an absolute amount.



REDISCOVERING OUR GIVING, GENEROSITY, AND THANKFULNESS

WHAT IS OUR EXPERIENCE?

- How would other people describe our church?
- Does this include being generous and thankful?
- How are new members of the church welcomed?
- Do we mention giving, generosity, and thankfulness as part of our welcome?
- What giving methods are used at our church?
- How easy it is for visitors, or people outside of our congregation, to give and volunteer?
- When encouraging giving, generosity and thankfulness at our church, what do we you need to be aware of? For example, wealth, age, health etc.



REDISCOVERING OUR GIVING, GENEROSITY, AND THANKFULNESS

WHAT ARE WE DOING WELL?

- Where do we need to improve?



REDISCOVERING OUR GIVING GENEROSITY, AND THANKFULNESS

WHAT THINGS COULD WE DO?

- Rank them in terms of importance.



TRAINING FOR CHURCH COMMUNITIES

WHAT DOES IT MEAN?

Here are a few examples to get our discussion underway:

- Who should be trained? For example, clergy, laity, PCC members.
- How to communicate giving, generosity, and thankfulness.
- Inspiring people of all ages, and those in our local communities.
- Learning about our responsibilities for giving and fundraising as trustees of a church charity.
- Do we have skills we can use to coach or train others?
- Where do we start? Are there resources we can use? How do we use them?



The Tech Pop-In at St Anne's, Turton, have been a real hit with the community because it offers free help in a friendly atmosphere but without technical jargon. There is no pressure to buy anything, which some people have experienced in high street stores when they have asked for help. The sessions have also led to an increase in engagement in the church's online services and its regular social media posts.



TRAINING FOR CHURCH COMMUNITIES

WHAT IS GOD CALLING US TO DO?

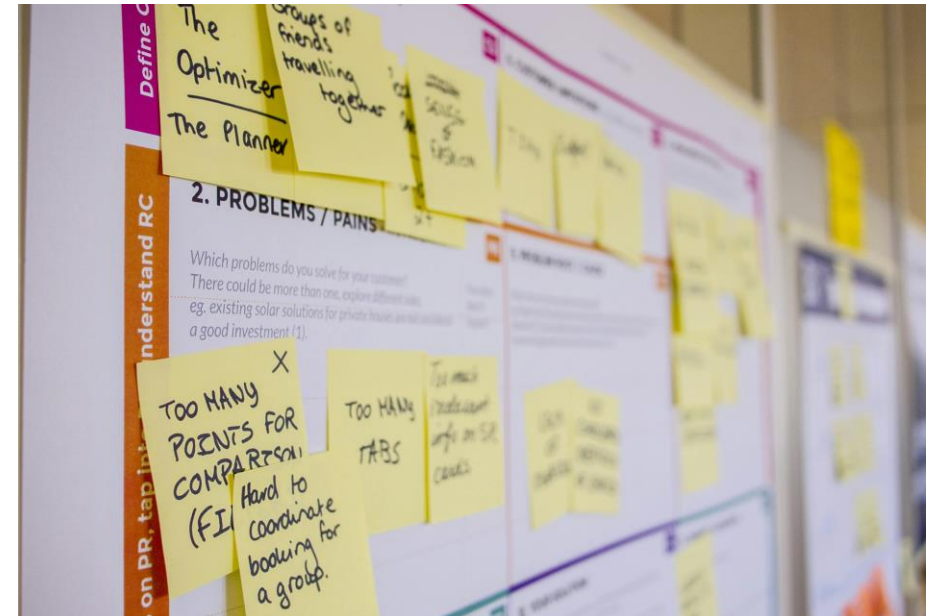
- 'I will instruct you and teach you in the way you should go; I will counsel you with my loving eye on you' (Psalm 32:8).
- God will establish our plans and help us to identify what our church needs.
- Helping to create and deliver our plans with His love.
- Making the best of what we've got, learning new things, and sharing this knowledge with others.
- Ensuring as PCC members we are responsible charity trustees.



TRAINING FOR CHURCH COMMUNITIES

WHAT IS OUR EXPERIENCE?

- Do we know what it means to be a responsible charity trustee?
- How easy is it for us to talk about giving, generosity, and thankfulness?
- What giving, generosity, and thankfulness resources and materials do we have?
- Do we thank people for giving their money and/or time and talents?
- Who has the skills to do this?
- Do we train others to follow in our footsteps?



TRAINING FOR CHURCH COMMUNITIES

WHAT ARE WE DOING WELL?

- Where do we need to improve?



TRAINING FOR CHURCH COMMUNITIES

WHAT THINGS COULD WE DO?

- Rank them in terms of importance



MAXIMISING TAX-EFFICIENT GIVING

WHAT DOES IT MEAN?

- Knowing the amounts of giving received by our church (e.g. average donation amount) and the donation methods used (e.g. number of Standing Orders).
- Knowing the sources of church income that Gift Aid and GASDS can be claimed on.
- Claiming on all eligible donations.
- Planning giving and fundraising activities to ensure they are tax-efficient.
- Using technology and software to reduce the admin burden.
- Gift Aid Lite membership (if not already).



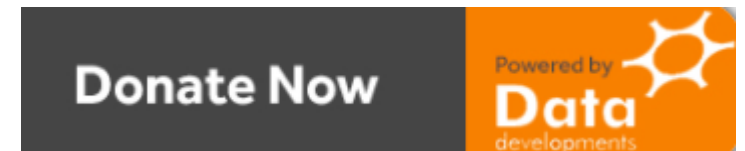
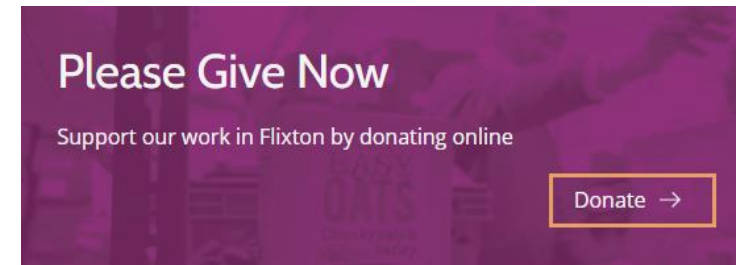
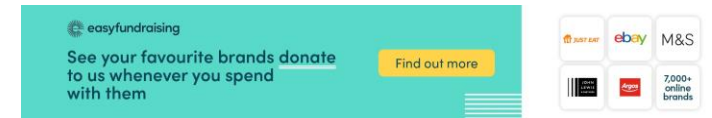
Contactless giving being used for the first time at St James' Church, Didsbury.



Gift Aid Lite acts as your church's HMRC agent, submits church claims and deals with all repayment issues.



Offer the ability to donate and fundraise online.



MAXIMISING TAX-EFFICIENT GIVING

WHAT IS GOD CALLING US TO DO?

- Generosity is a spiritual gift that needs practise.
- Generous churches are growing churches.
- Maximising our generosity will help us to do this.
- 'Train up a child in the way he should go; even when he is old, he will not depart from it' (Proverbs 22:6).



MAXIMISING TAX-EFFICIENT GIVING

WHAT IS OUR EXPERIENCE?

- Do we encourage parishioners to set up Standing Orders?
- Do we encourage visitors to make one-off donations via Gift Aid?
- Do we make HMRC claims on our donated income? Does this include all eligible donations?
- When was our last claim? Was this process time consuming to complete?
- Are we confident it would meet HMRC audit requirements?
- What would happen if our Gift Aid Secretary resigned?
- Do we plan giving and fundraising activities to ensure they are tax-efficient? Have our giving and fundraising resources been checked to confirm they meet HMRC requirements.



MAXIMISING TAX-EFFICIENT GIVING

WHAT ARE WE DOING WELL?

- Where do we need to improve?



MAXIMISING TAX-EFFICIENT GIVING

WHAT THINGS COULD WE DO?

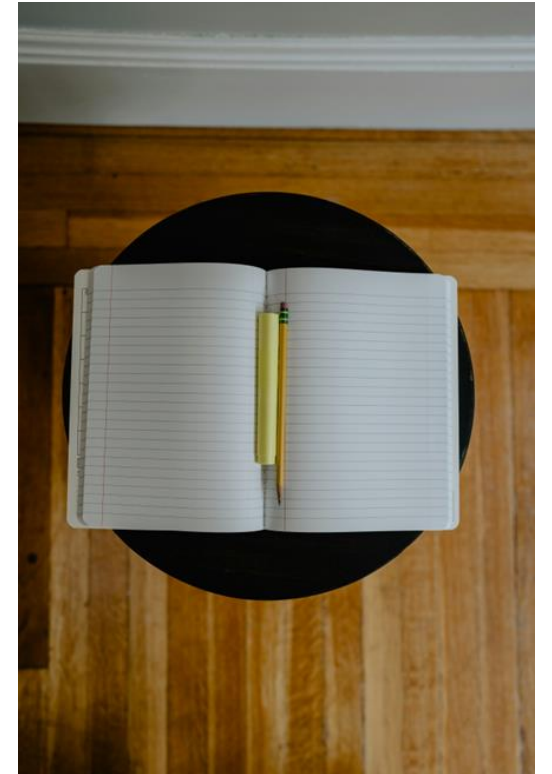
- Rank them in terms of importance



IMPROVING FUNDRAISING

WHAT DOES IT MEAN?

- The way people donate and fundraise for our church. Are they safe and legal?
- Does the giving to our church come solely from the people who attend services? Are they thanked?
- Is information on giving, generosity, and thankfulness visible to visitors?
- Is this information on our website and A Church Near You site?
- Are payments and donations accepted using a credit or debit card?
- Do we ask our local community to donate time and/or money to support their church?
- Do we use our church buildings and churchyard to help our local community?



In 2023, 120 churches were given a free digital giving device to enable them to accept donations via the tap of a card.

The Archbishops' Council provided 50 devices and the Manchester Diocesan Board of Finance provided funding for the remaining 70 devices. Support was also given to set up new online giving accounts.

These devices make it easier for people to give financially when visiting churches and the average contactless donation is three times more than a cash donation. In fact, the average contactless donation is £9.50, and the average online gift is £18.

The first year proved to be a fabulous success with a total of £150,000 donated via these 120 devices and new online giving accounts.



Churches in Mission Community 5, Manchester South & Stretford Deanery, participated in an ecumenical 'The Big Feed' initiative. A week of food-based events, thousands of flyers to signpost people to facilities, and a petition, which went hand in hand with the production of 50 massive banners, each featuring 1000 outlines of human beings, each representing someone in need in the wider Wythenshawe area.



IMPROVING FUNDRAISING

WHAT IS GOD CALLING US TO DO?

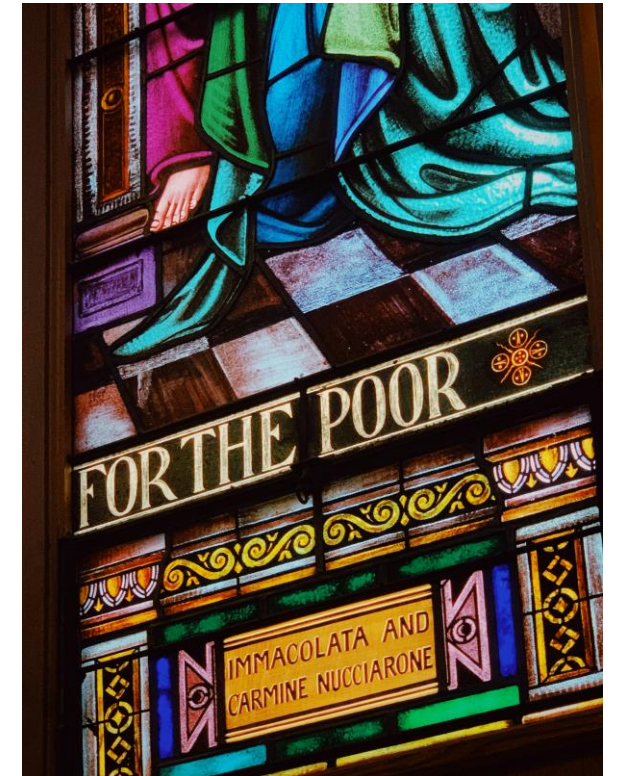
- Most people want to be generous.
- We become better with practise.
- Regular, and spontaneous giving.
- Generous in different ways to build a generous community.
- Are we looking outside of our church community to accept and provide generosity?



IMPROVING FUNDRAISING

WHAT IS OUR EXPERIENCE?

- Can you think of a time, in church or elsewhere, when you wanted to give but couldn't?
- Can you think of a time when you gave because of the method used (like a sponsored activity) rather than the cause itself?
- Do you give outside of church differently than in church?
- What is your preferred way of giving? And payment?
- How do we encourage giving and fundraising from our local community?
- What other good causes does our church support, or host within our buildings?
- Do we fundraise safely and legally?



IMPROVING FUNDRAISING

WHAT ARE WE DOING WELL?

- Where do we need to improve?



IMPROVING FUNDRAISING

WHAT THINGS COULD WE DO?

- Rank them in terms of importance.



**WHAT'S NEXT AT THE
END OF YOUR MEETING?**

AGREEING OUR ACTIONS

TOGETHER WE WILL NEED TO AGREE:

1. An action or new activity for one or more areas of the diocesan giving strategy.
2. Who is responsible for taking the lead.
3. Dates when actions will be completed by.
4. When we are successful, what will it look like?



SHARING OUR ACTIONS AND EXPECTED OUTCOMES

- Create our own giving strategy (using the template provided) or add it into our Mission Action Plan.
- Talk about it with our church family, wider community, and pray for success.
- Monitor progress regularly at PCC meetings and review it annually.
- Use the Gift Aid Lite team, diocesan and National Church resources, for inspiration, help, advice, and support.



TIPS FOR SUCCESS

- Allow time for prayer, preparation, and reflection.
- Ensure you allow enough time to go through the process.
- Don't get side-tracked, keep focused on the actions you want to achieve.
- Recruit a team of people who can make it happen.
- Include our actions as part of the PCC's plans.
- Have faith that God has a vision for your community.

