Outline of this morning

- Why give?
- Healthy giving practice
- Encouraging legacies
- Digital giving
- Any questions?

Why give?
For God so loved the world that he gave his only Son, so that everyone who believes in him may not perish but may have eternal life.

John 3:16

Our gifts support the life of our Church and communities

- Without our regular giving our church wouldn’t exist.
- Our contribution supports the mission and ministry of our Church today and builds for the future.

Why do people give?

- To get something back
- To make a difference
- To be part of something – to belong
What will stop people from giving?

• Don’t know what the money will be used for
• Don’t think money will be well used
• Feel no attachment to the cause
• Not appreciated

Healthy giving practice

1. Preach and teach regularly about giving in the context of discipleship
2. Connect financial giving with mission and ministry outcomes

3. Send an annual, personal ‘thank you’ to regular givers

4. Hold some form of annual review of giving
Legacy giving and a bit more

How much do charities get from legacies?

Voluntary Sector
Around £2 billion pa

Church of England
£55 million in 2015
£716,000 in 2017

Two types of legacy

Pecuniary
Cash

Residual
Percentage of estate
Life events trigger wills

Why make a will?

• You choose what happens to your estate
• You can take care of the children
• You can provide for unmarried partners, step children, and others who won’t automatically inherit
• You can reduce inheritance tax
• You can make a gift to a charity

Why don’t people leave a legacy to the church?

• Haven’t made a will
• Believe the Church of England is rich
• Don’t think the church will spend the money wisely
• Think there is nothing to leave
• Think a small legacy is not OK
• Would prefer to leave money to the cats’ home
What encourages people to leave a legacy to the Church?

- A Legacy Policy
- Low key leaflets available at the back of the church
- Small poster displayed on the church noticeboard
- General preaching on Giving

Steps to take

- Produce a Legacy Policy
- Communicate what you have done with previous legacy money.
- Put a legacy advert in your Church magazine
- Put a small legacy poster in your church hall or on your church noticeboard
- Encourage people to make a will

Sarah Bristow  
Holy Trinity Folkestone

- https://www.youtube.com/watch?v=6iGR4KEdg
Contactless Giving

3 essentials

1. A Card Reader Machine
2. A Device: Smart phone or Tablet
3. WiFi or 3G Signal
7 easy(ish) steps

Step 1
Open the ‘App’

7 easy(ish) steps

Step 2
Open your ‘shelf’

7 easy(ish) steps

Step 3
Select a donation amount
7 easy(ish) steps

Step 4
Connect your terminal

Step 5
Present card for payment

Step 6
Transaction approved
7 easy(ish) steps

Step 7
Send a receipt

7 easy(ish) steps

Step 7
View giving history

Options and Prices

www.parishbuying.org.uk
Claiming Gift Aid

£1 + giftaid = £1.25

Point your smartphone camera or QR code reader at the QR code

Part of an order of service at Christmas

Available from Parish Buying later this month
What we’ve talked about this morning

• Why people give
• Healthy giving practice
• Legacy giving
• Contactless cards

Over to you!

For more information

The Church of England’s main stewardship website – invaluable!
www.parishresources.org.uk

Comprehensive stewardship resources from the Diocese of Liverpool
www.givingingrace.org.uk

Diocese of Canterbury
www.canterburydiocese.org.uk

Legacy website – aimed at parishes
www.churchlegacy.org.uk

Parish buying
www.parishbuying.org.uk