

Running A Giving Campaign





Giving Campaigns: 10 elements to consider



% Campaign
Target



Specific start
and end



Compelling
Message



Parish Giving
Scheme



Sensitivity
clause



Personalised
letters, leaflets



Response
mechanism



Follow-up
emails



Launch to
PCC first



Legacy
message

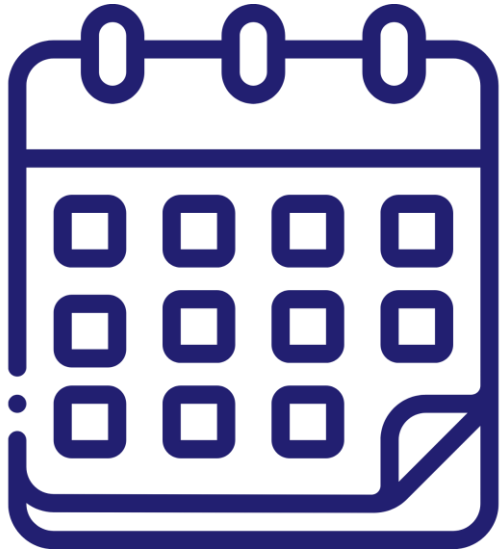
Giving Campaigns #1



% Campaign
Target

- 'As a church family, we need to grow our regular giving by 10% in order to...'
- NOT 'Please will you increase your regular gift by 10%...'

Giving Campaigns #2



Specific start and
end

- e.g. 'This is a 4-week campaign, and we're going to announce the results on 5th Sunday'

Giving Campaigns #3



Compelling
Message

- Honest and transparent about finances and need
- [Theology of Generosity](#)
- Vision for the future – why and how do we want to grow?
- [Barnabas](#)

Giving Campaigns #4



Parish Giving
Scheme

- Launch the [PGS](#) as part of the campaign, and emphasize this is the best way to give to the parish.
- Make all your giving mechanisms clear and accessible, with necessary resources on hand.

Giving Campaigns #5



Sensitivity Clause

- Prayerfully reviewing your giving might mean it has to go down this year, and that's OK.
- We're all in this together
- Giving from vulnerable people – helpful [guide](#) from the Chartered Institute of Fundraising

Giving Campaigns #6



Personalised
letter and leaflet

- Segment the mailing list according to how people currently give
- Personally addressed (not 'Dear Friend')
- Ideally hand-signed by the vicar

Giving Campaigns #7



Response
Mechanism

- Allows you to announce campaign results sooner
- Pray, Serve, Give
- Makes responding to the campaign 'visible' and helps build momentum.

Giving Campaigns #8



Follow-Up Emails

- Direct click-through to your parish PGS page
- Link to recorded service?
- Catch people at their computer

Giving Campaigns #9



Launch to PCC
First

- Don't expect others to do what you're not prepared to do yourselves
- Make your pledges before your congregation, and in time for Launch Sunday

Giving Campaigns #10



Legacy Message

- Include a gentle legacy message verbally, in the letter, or on the response form (or all 3!)
- Have legacy resources ready for when people ask for more information
- Look at our [website](#) for more information