



THE CHURCH
OF ENGLAND

DIOCESE OF SALISBURY



**How to talk about giving
during the Covid-19 outbreak**

Intro

We know that meeting the urgent needs of your parish will be front of mind right now. We can feel uncomfortable about asking for money, but we may need additional funds to support our local communities or need to maintain our usual levels of income to be able to bounce back on the other side of this crisis.

The British public have shown incredible generosity throughout this period so don't shy away from asking for help in a sensitive way; people are looking for ways to support and they will be seeking clear, concise information about how the situation is effecting the church. Don't wait until the situation deteriorates, give people the opportunity to help if they can.

Crafting your message

If you're unsure about how to shape your message about giving, we recommend using a tone that's natural for you and following these principles to guide you:

Empathise

Everyone will be dealing with different issues and coping differently at this time. It's important to recognise this in your messages.

For example: *I know that some of you are experiencing uncertainty about your income at the moment. If that's the case, please know that I am praying for you and that this message isn't for you on this occasion.*

Acknowledge

Acknowledge the situation and why you need to ask for money.

For example: *Ordinarily 40% of our income comes through the collection plate. Whilst we have been able to make some savings on utilities, we are still facing a challenge to be able to cover day-to-day costs so we can continue to serve our parish at this time of great need.*

Invite

Asking people to give is an invitation for them to join in with what God is doing at this time. We will all be able to join in different ways. Invite people in your congregation to pray and give as they are able, and make it clear how they can do so.

For example: *We invite everyone to pray for continued provision for our church at this time. For those who are able to, I would ask you to consider making a one-off gift on our website or starting a regular gift through the Parish Giving Scheme.*

Thank

It's important to thank people for whatever they are able to do and celebrate any successes you have already had.

For example: *Huge thanks to all of those who have already given to the fellowship fund, we have been able to support eight local families facing financial hardship, and thank you in advance to those who are able to give in response to this message.*

Ways to give - promote the ones which work for you

Parish Giving Scheme (PGS)

If you are already set up for the PGS this is a great, future-proof, way for people to give to your church. It is still possible to sign your church up at this time so you may wish to consider that before doing a big push for online giving.

New donors can now sign up to give regularly to your church via PGS by phone. The numbers are:

0333 002 1271 for new donors

0333 002 1260 for parish inquiries e.g. set-up

(Lines are open Monday to Friday, between 9 – 5pm)

Bank transfer/standing order

If you don't have online giving set up you could share your bank details for people to make a one-off gift via bank transfer. They can also set up a standing order using these details to give you ongoing income.

Online events

You might wish to hold an online fundraising event. Coffee mornings, quizzes and fitness challenges are proving popular right now. These can be hosted using a video conferencing tool (whichever your church are most familiar with).

We recommend that to make these inclusive you don't charge for participation but invite those who are able to donate what they can. If you don't have online donations already set up you might want to set up a page for the event (see below)

Crowdfunding

A crowdfunding campaign can work particularly well if you have a specific thing to fundraise for. This might be a new mission that you are starting in response to Covid-19 or to help cover lost revenue from a big annual event like your church fete. Stewardship have some useful tools to set up fundraising pages [here](#).