



**GENEROSITY**  
WEEK 2024

# HOW TO LAUNCH PGS DURING GENEROSITY WEEK

A guide for PCCs and churches



# WELCOME TO THE PARISH GIVING SCHEME

Thank you for being part of the Parish Giving Scheme (PGS).

## Let's help everyone to make use of PGS

Are you launching PGS for the very first time since your PCC joined the Scheme and you registered your church?

Or perhaps it's been a little while since you talked about PGS with your givers, and you'd like to stimulate new conversations?

Whatever stage you're at, we hope this guide is helpful.

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## Every day's a good day to grow the Kingdom of God

We know that the regular giving managed by PGS on your behalf makes a vital contribution to the ministry of your church in your community.

When you choose to talk about giving through PGS is entirely up to you, so pick your date – but don't delay, we're standing by ready to process your gifts and collect eligible gift aid, straightaway.

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## Great reasons to talk about PGS during Generosity Week:

Experience tells us that launching (or re-launching) PGS as part of a Giving Programme has the greatest impact in signing up regular givers.

The National Giving Team has produced a wide range of resources to choose from for Generosity Week, to help you create a positive, tailor-made Giving Programme.

It's simple for givers to sign up to PGS, particularly online, and to update their giving. These are practical acts of discipleship inspired by your worship, which can quickly impact your church.

# FIVE TOP TIPS FOR A SUCCESSFUL LAUNCH

## 1

### Lead by example



Encourage the PCC and members of the church leadership team to set up a gift through PGS. If they already give regularly through PGS, have they tried updating their gift online? It's a great way of familiarising yourselves with the giver's journey, as well as showing leadership.

## 2

### Launch with a Giving Programme



PGS is an excellent mechanism to help your church to facilitate giving and administer Gift Aid, but it's not intended as a motivational tool to encourage greater generosity. We recommend that your church runs a Giving Programme alongside your launch of PGS, to take advantage of the opportunity to engage people in prayer and discipleship when reflecting on giving. Generosity Week could be the perfect opportunity to tailor make your Giving Programme.

### Hint

Including themed worship, preaching, teaching and prayer in your Giving Programme will give a fuller and more meaningful context to the Parish Giving Scheme, as part of discipleship and faith.

The National Giving Team shares many great resources for Generosity Week, freely available online here:

[www.churchofengland.org/resources/building-generous-church/generosity-resources/generosity-week/generosity-week-resources](http://www.churchofengland.org/resources/building-generous-church/generosity-resources/generosity-week/generosity-week-resources). Your diocese Giving Advisor can also share with you the experiences of other churches, offer support and useful resources for planning and facilitating your Giving Programme.



  
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# 3

## Engage your church community

Promoting a local vision for mission and ministry which giving through PGS helps to resource, really helps people to understand the significance of their commitment.



Have you considered writing to all your planned givers and to members on your Electoral Roll, to encourage people to reflect on their giving and explaining how it will help the church if they transfer to PGS? You may also choose to produce some of your own giving materials.

### Hint

Include your PGS QR code on materials where you can, including leaflets, posters and orders of service. This makes it easy for someone to go straight to your church's page on the PGS website, to begin their giving journey.

# 4

## Make the most of your own channels

Include details of the Parish Giving Scheme on your parish website and social media pages, including a link to your PGS landing page, or show your PGS QR code for people to scan.



Include a permanent notice in your weekly newsletter about how givers can join the Parish Giving Scheme, with your PGS QR code. Why not write a short article themed around your Giving Week activities about the importance of regular giving to your church, including details of the Parish Giving Scheme, and how people can join locally?

### Hint

PGS has created a range of materials about the Scheme that you can customise for your church, from leaflets to website buttons and posters. All the resources are available on the Giving Advisor SharePoint, speak to your Giving Advisor to find out more.

# 5

## Share the experience

Ask someone who has joined the Parish Giving Scheme to speak briefly about why they chose to join the Scheme, how they feel it helps them to give, and how it helps your church. Perhaps your treasurer can tell everyone how much simpler it makes their admin!

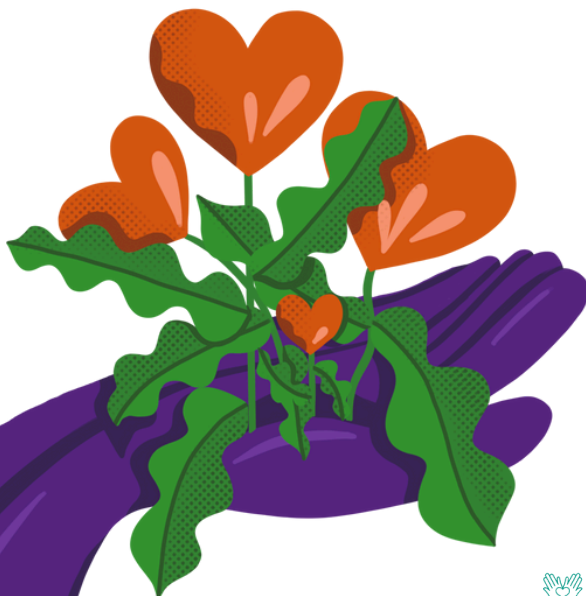


It's important to reassure too; remind people that they are always in control of their giving through PGS, and can make a change easily online, or by phone. Switching from standing order to PGS Direct Debit is easy too and makes such a difference to the way gifts are received by the church.

## Hint

Why not play one of PGS's colourful short animations as part of a presentation? Or stream it to your website? One shows how simple it is to give through PGS, and the other explains the benefits – and safety – of giving by Direct Debit.

The PGS team has prepared answers to some frequently asked questions (FAQs) which you may find helpful. You will find the animations and FAQs here: [www.parishgiving.org.uk/pgs-digital-service/your-guides-and-resources/](http://www.parishgiving.org.uk/pgs-digital-service/your-guides-and-resources/)





## Here to help

If you have any questions about the Scheme itself, or the PGS resources, please feel free to contact the PGS team at [info@parishgiving.org.uk](mailto:info@parishgiving.org.uk).

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Your Diocesan team is on hand to guide churches through the process of joining the Scheme and preparing for a successful launch.

## Please contact

Name:

Job title:

Email:

Tel no:

**Thank you for all that you are doing to  
sustain the life of your church in your  
community.**



ADVANCING  
**REGULAR GIVING**  
IN EVERY CHURCH

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[www.parishgiving.org.uk](http://www.parishgiving.org.uk)