

GIVING FOR *LIFE* – Communicate

Must we talk Money?

Money is an operational necessity for churches just as for any other organisation. Without money we cannot pay our bills or make repairs to the fabric. We cannot pay our clergy or other staff. We cannot support the ministry of our church members and we cannot resource mission in the place where God has called us. These are practical implications, but money matters run much deeper than that.

Communicate with givers from several different perspectives

When talking about money, many churches focus on their costs or budget shortfall, but givers need to hear wider faith perspectives, and what their giving enables in terms of both current ministry and future vision. This not only stimulates increased generosity, but also helps them decide how to allocate their giving between church and the other causes and charities the Lord has put on their hearts. Opportunities to link giving to mission and ministry are the AVM, the communication of the budget, a church's website etc. See www.parishresources.org.uk/givingforlife for ideas to help you do this.

Good communication covers a variety of topics which could include:

- Giving as a response to God's generosity
- The costs and financial needs of the church
- Giving to support a clearly articulated vision for the future Giving in the context of discipleship
- The impact of giving in enabling the church's mission and ministry

The following questionnaire may help assist the PCC in deciding what to include within their communication strategy:

Where have we come from: (briefly summarise the church's historic place in the community)

Our community reach and impact:

Good news to celebrate:

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Opportunities – things we'd like to do:

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What's stopping us? :

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Money – our current situation.....

Receipts		Payments	
Regular Giving		Parish Share	
Plate collections		Insurance & Utility Bills	
Fundraising		Upkeep of services	
Fees		Maintenance	
Other Income		Admin & Other costs	
		TOTAL	

We have an annual surplus/deficit of around £ on our routine income and expenditure.