Findings in Summary

Top 10 Findings

1.
A third of Anglicans do not give to their church.

2.
40% of Anglicans have never been asked to give regularly.

3.
Nearly half of Anglicans have never been asked to review their giving.

4.
Only half of Anglicans have heard a sermon on giving in the past 12 months & 60% said it didn't change their thinking on giving if they had.

5.
Less than a third of Anglicans say they are regularly thanked for their giving.

6.
The most popular reason for Anglicans to give was to help keep the building maintained.

7.
Twice as many Anglicans have been asked to give by collection envelope (60%) compared to direct debit (31%).

8.
Anglicans are three times as likely to leave a legacy to charity than they are to church.

9.
Only 27% of Anglicans view their church's need as 'very important'.

10.
49% of Anglicans would be motivated to give more if they understood the impact of their giving.

Top 10 Recommendations

1.

Regularly communicate the needs of the church and the impact of people's giving.

2.

Promote and encourage regular giving by Standing Order / Direct Debit such as the Parish Giving Scheme, and explain why it is important.

3.

Ask all members to review their giving as part of an annual giving campaign.

4.

Enable people to learn about living a generous life as part of their discipleship.

5.

Encourage giving in a variety of different ways and using different methods.

6.

Ensure givers are formally thanked at least once a year for their giving.

7.

Encourage giving to the church as a way of maintaining the church building for current and future generations.

8.

Ensure your church has the means for people to give digitally and promote them.

9.

Provide information about why legacies are needed and communicate this to your members.

Provide examples of giving that resemble a shopping list e.g. £5 a week helps support our messy church and £15 a week funds our church maintenance programme. This will demonstrate the impact of people's giving.