HOW TO LAUNCH PGS FOR THE FIRST TIME

A guide for PCCs and churches



Registered with FUNDRAISING REGULATOR

WELCOME TO THE PARISH GIVING SCHEME

Thank you for joining the Parish Giving Scheme (PGS).

What's happened so far?

Your PCC has already:

- Passed a resolution permitting PGS to handle giving on your behalf ✓
- Registered your church, or churches, with PGS ✓

That’s the official paperwork done, so now it’s time to prepare to launch the scheme to your church community.



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. 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. It's highly recommended 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.

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, freely available online: https://www.churchofengland.org/resources/building-generous-church

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.



3

Engage your church community

You could write 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, promoting a local vision for mission and ministry, which giving through PGS helps to resource.

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. Write a short article for your church magazine 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, posters, bookmarks and pew cards. As PGS is registered with the Fundraising Regulator, the Fundraising Regulator badge must appear on all materials that include a fundraising request. This applies to all formats: print, digital and video, including donation pages, leaflets, or letters and any promotional materials that encourages giving via PGS.

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 of giving by Direct Debit.

You will find the animations here:
https://www.youtube.com/watch?v=B9MxcXudSGg



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.

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:

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