**Giving Insight – Motivation for Giving**

A survey was carried out in 2011 across five denominations to generate greater understanding of how givers act, how they think about their giving, and what motivates them. The results give some interesting insights, which parishes could use to better understand what motivates your givers and how you could use this information to encourage people to give more generously.

Insights from the report include:-

• 47% of giving to churches comes from over 65’s.  
• The average level of giving from over 75’s, nationally, is higher than the average level of giving from all across this Diocese.  
• Giving by Standing Order/Direct Debit produces higher contributions than giving by envelope which, in turn, produces a higher level of giving than loose plate.  
• Over one in five say they often feel guilty they don’t give enough. These responses were often clustered into certain church groups, indicating that how a church presents stewardship impacts on feelings of guilt. The better way is to teach gratitude in response to God.  
• Attitudes for/against a proportionate giving challenge vary enormously.

The report recommends that parishes:-

• Nurture generosity at every stage of life.  
• Make legacy materials available regularly and encourage legacy giving as part of stewardship.  
• Encourage donors to give by Standing Order or Direct Debit.  
• Communicate your church's stewardship of its money and where the money given has been spent.  
• Link ‘the ask’ to income, rather than just a share of costs; and if a share of costs/increased costs is used, clearly state that some people will be able to give more and others less.  
• Teaching on tithing/proportionate giving should state a journey of generosity rather than a particular percentage.  
• Preachers and teachers focus on the ongoing teaching of money and generosity within the broader context of the lectionary readings, where the context provides a natural fit, and do so holistically, ie much more widely than the giving of money to the church.  
• Help those who give generously to a range of causes see how their giving to the church furthers mission and ministry.

For more information, see the summary leaflet and the full report which have been produced.   
  
We are here to assist and encourage clergy and parish officers as you decide how best to put these giving messages across within your local context.

Sue Whitehead, PA to the Giving and Funding Adviser

Tel: 01749 670777 Email: [sue.whitehead@bathwells.anglican.org](mailto:sue.whitehead@bathwells.anglican.org)