



# Celebrating a Generous Christmas

**People attending at Christmas appreciate the church being there and want to support it.**

While you're planning services and events, consider how you will facilitate generosity. You could use the list of questions below to help focus your thoughts:

1. At what point during services will you invite people to give?
  2. Who will take up the offering – will you need extra volunteers?
  3. What methods of giving will you offer?
- Collection plates circulating round the church or at exit doors – are you likely to open extra doors if more people than usual are coming? Don't forget to 'start off' unattended plates with a few coins so people know what they're for.
  - Contactless devices – if you haven't got one, this could be the time to think about it. And if you do have a device, take a look at the separate factsheet on how to maximise it at Christmas.
  - Display a QR code on your screen or on printed items linking to your online giving, if you have it
  - If you are offering refreshments after the service, will you invite donations? Make this easy and don't ask people to find a bowl or contactless device in some other part of the church. In fact, standing in a queue is the ideal time to find a card or some cash.

## Refresh your Giving Materials

The next step is to update your giving materials for Christmas. The Church of England selects a new Christmas theme each year and this year's theme is 'Follow the Star: Calm and Bright'. Use the [style guide and resources](#) to incorporate the theme into your church resources.





## How to Ask

Consider how you will invite people to give and adjust your invitation to accommodate those unfamiliar with the rhythm of a service:

- Provide clear instructions – offer a brief explanation of how and why we give – ensuring you explain practically how the collection will be taken, and the different ways of giving.
- Share how people’s giving will make a difference – Inspire generosity by touching on how donations will be used.
- Announce the collection well in advance – give people time to consider their contribution and prepare accordingly before taking the collection.
- Importantly, keep it concise. Your invitation should be warm and inviting and shouldn’t last more than a couple of minutes. You want people to have an impression of the good the church is doing, rather than it asking for cash!

## Where will the money go?

Some churches choose to donate a percentage of their Christmas offerings to other charitable causes. If you intend to do this, publicise the fact so that people know exactly what they’re giving to. You can make verbal announcements, or put a notice on printed handouts, or have some slides on a screen if you have one.

