



# Generous Giving Campaign

*Transforming our giving in  
response to God's generosity,*

*12th September – 3rd October*

## Evaluation Discussion Guide

We are keen to hear about your experiences with the Generous Giving Campaign, and we're sure you'll want to debrief! This guide includes some suggested questions, an exercise to help you reflect - and get input in a relatively short time - and a follow up exercise for those who want to take it further.

You can use this guide with any group such as a PCC or stewardship group, and there are facilitation notes for you to carry out this discussion in person or on a video call. If you are looking to submit individual feedback, you can go straight to the form [here](#) to do so.

### The questions:

- **What are your thoughts on the resources available?** *Think about the printed leaflet, the videos, the liturgical resources, wider resources from the National Giving team...*
- **What are your thoughts on the trainings such as webinars?**
- **What are your thoughts on how our church was able to engage with the campaign?**
- **What are your thoughts on how people in our church were able to respond to the campaign?**
- **What do you want us to keep building on as a church?**
- **What would you do differently if we did the campaign again?**
- **Has the conversation about giving and generosity shifted in our church?**

## A Reflection Exercise

- Allow **10-15 minutes** in a meeting agenda
- **Prepare Materials:**
  - In-person you'll need 3 pieces of large paper, eg flip chart, and 3-6 post-it notes each
  - Put the headings **FRUIT, SAPLING, THORN** on your sheets of paper
  - If you are online, you could use the chat function for people to share their feedback, or use an online whiteboard if you and your participants are comfortable doing so
- Take up to **2-3 minutes** to introduce the exercise
  - Encourage everyone to be open and honest, whilst respecting others' opinions
- As you do so, give them the following instructions:
  - We are going to individually capture our feedback around the Generous Giving campaign, the key themes from this will be shared back
  - You'll have five minutes to capture your feedback under the headings "**FRUIT, SAPLING, THORN**"

**A FRUIT** is something you feel went really well

**A SAPLING** is something you feel had potential and could be built on

**A THORN** is something you feel was challenging

- Give everyone **5 minutes** to think through their personal thoughts and what they think is most important to share
  - Get everyone to work alone without discussion
  - Read through the questions above as prompts for people to think through what they want to share
- Take **1-2 minutes** to get everyone to share their feedback – either adding their post-its to the sheets or writing in the chat
- Take **2-3 minutes** to wrap-up
  - Thank people for their participation
  - If there are really obvious themes you can reference these briefly, eg 'several people have mentioned X, we'll make sure this is fed back'
  - Remind everyone that the feedback will go to the Diocese to help shape future work on giving and generosity
- Click on [this link](#) so you can share the key feedback.
- **If there are things which come up multiple times please indicate this, for example:**
  - *Video x1*
  - *Leaflet x3*

## Take it further...

If you would like to do some action planning off the back of sharing your feedback, you could allow another 30-45 minutes and build on the exercise above with the following. If you want to do this longer exercise online, we highly recommend using an online whiteboard like [Mural](#), as it will be challenging to synthesise feedback that is in the chat.

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- Take **10 minutes** for everyone to look at what has been captured
  - Get everyone to start clustering post-its that are similar to identify themes
  - Encourage people to ask questions if they need clarity on anything e.g. “Who mentioned the video? What did you mean here?” then add a note to that post-it once it’s been explained
  - **NB:** This is not time to discuss/agree/disagree, it is time to make sure the feedback is clear!
- Take **15-30 minutes** to come up with ideas in response to the key themes you’ve identified – split these into actions for you as a church and things you would like to see from the Diocese.
- The following prompts may help spark some thoughts:
  - *How are we going to keep the conversation about generosity and giving going in our church?*
  - *What do we need to learn more about to keep working on generosity and giving?*
  - *What resources do we need to support this area of ministry going forward?*
  - *What would we want to see from the Diocese in any future campaign?*
- Take **5 minutes** to capture actions: if there are obvious things which you as a church could action quickly ensure they are assigned for a specific person to take forward. If there are longer-term ideas/ actions identified, capture them to discuss at a future meeting.

**Thank you for taking the time to complete this feedback. Keep an eye on our Diocesan publications, through Working Together, or by subscribing to Grapevine [here](#) and our Diocesan Financial Times [here](#) to see how this is taken forward in the coming months.**