

### Preparing the brochure

The brochure is the unifying element of the written literature, going to every person on the differentiated database. This document offers guidance on preparing a brochure for Giving in Grace in the local church.



The brochure matters because it goes to everyone, accompanied by differentiated clergy ask letters and response forms.

#### Faith-raising not fundraising

Pay attention to the overall feel of the brochure. Because it is sent to all church members it should reflect a spectrum of overlapping giving motivations. For some folks their giving is framed primarily by the Bible and their understanding of generous discipleship. Others frame their giving first and foremost around the desire to resource community mission and church life and ministry. For others the church building as sacred space is a key driver of giving and, of course, for some the financial facts of church life are being met for the first time. The brochure is a multi-purpose tool because it carries several messages.

- There should be some bible but it must not be overpowering.
- There will be financial headlines from the case statement but they should not shape a fundraising rather than a faith-raising document.

#### Life, ministry and mission

Good stewardship practice connects giving with the difference our giving makes in people's lives. The brochure should identify not the bills we have to pay but the ministry we offer. It will mirror church life but not to the exclusion of community mission and service. It carries pictures: try to reflect church life as well as the church building. You may include a personal note from the Vicar. Readers should recognise some key ministries, core activities of their church.

Always resist any temptation to dramatise church finances in the hope of extracting larger gifts. The feel should be one of urgency, invitation and opportunity, not of crisis or desperation; a last chance saloon.

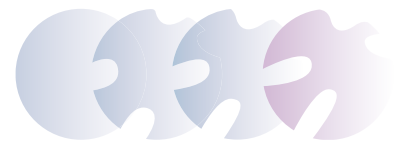
In the end, the brochure should reflect your church, your congregation, your community as far as possible. Don't rush the preparation, give it some quality time. Note also that the brochure colour scheme, straplines, logos can influence the appearance of your clergy ask letter.

#### Create your own brochure

Some churches have in-house skills to create a bespoke brochure. Use of the Giving in Grace logo is optional and the title of your programme can replace 'Giving in Grace'. However, you may not have in-house design skills or you may be looking for a 'starter for ten' for your own design.

#### Customised brochures using Canva

Giving in Grace makes available design templates via [www.canva.com](http://www.canva.com). Canva is accessible and simple to use online design software. It is free to use. Set up a Canva account and you are good to go. Canva offers a range of design templates and you may find something you want to work with.



### Giving in Grace templates

The Giving in Grace brochure templates are accessed from the [Brochure](#) tab. Be sure to check out the short video for an overview alongside this guidance paper.

#### 1. Choose your brochure design

Three designs are offered, creatively titled Brochure design one, Brochure design two and Brochure design three. Each design can be customised by changing images, colours, layout and text. There is a link to each template from the Brochure tab.

#### 2. Choose your text option

Each design comes with two text options. That's why each design has four pages.

The first two pages are headed *Our Church, Our Challenge, Our Choice*. This text option is slightly longer and begins with an informal introduction by the Vicar or church leader. The second two pages in each design are headed *Growing Generous Giving*; slightly less 'text heavy' and with less financial data.

When you have decided which text option you prefer simply delete the two pages you don't need. Then you are free to edit images, text and more as you wish.

### The financial data

The simple financial data needed for the brochure is found in the church's completed [case statement](#). Weekly expenditure and a required weekly increase in giving are simply typed into the text of the brochure at the relevant place.

Depending on the text option chosen you will also need to add one or two financial elements.

#### 1. The gift array

The brochure must carry clear and simple guidance to help people make their decision about how much more to give. Ambiguity and lack of guidance is never helpful. We are not asking people just to think about or consider an increase in giving, we are asking people to act

Both text options include the gift array completed as part of the case statement and created originally in an Excel spreadsheet. The Canva designs include a blank gift array table. To complete the gift array table you have two options.

1. The simple, likely quickest and most attractive option is to manually enter the gift array data from your completed case statement into Canva.
2. The other option is to copy and paste the gift array cells in Excel. Unprotect the worksheet (Review menu), select and copy the gift array cells. Paste as an image (Paste Special menu) somewhere on the worksheet. Then copy the picture and paste it Canva, resizing as needed. This is easy enough to do but the image won't match the brochure design. You may need to use the limited editing function in Excel before you copy and paste.



#### Expenditure pie chart

The *Our Church, Our Challenge, Our Choice* text option includes an expenditure pie-chart. This has already been created in preparation of the case statement. The planning group will have a completed [Budget and Gift Array](#) spreadsheet. The expenditure pie-chart is found on the Chart worksheet in the Excel file.

First, make any desired cosmetic changes to the pie-chart in Excel. Then, select the chart, right click and copy. In Canva, delete the placeholder and paste the pie-chart onto the page. Drag and resize to fit the trifold panel.