



Fundraising Handbook.






Fundraising

Details.

Church Name:

Dates of Fundraising Campaign:

Fundraising Team Members:

 Check off the items below once you have made a plan for each element



Messaging:

Audiences:

Communication Methods:

Fundraising Event Plan:

QR Codes:

Website Page:

Posters and Banners:

A Prayer.

I came that they may have life, and have it abundantly- John 10:10

Lord, teach me to be generous. Teach me to serve you as you deserve; to give and not to count the cost, to fight and not to heed the wounds, to toil and not to seek for rest, to labour and not to ask for reward, save that of knowing that I do your will.

Amen.

Introduction to Fundraising

Fund-raising is, first and foremost, a form of ministry. It is a way of announcing our vision and inviting other people into our mission... When we seek to raise funds we are not saying, "Please, could you help us out because lately it's been hard." Rather, we are declaring, "We have a vision that is amazing and exciting. We are inviting you to invest yourself through the resources that God has given you— your energy, your prayers, and your money—in this work to which God has called us." Our invitation is clear and confident because we trust that our vision and mission are like "trees planted by streams of water, which yield their fruit in its season, and their leaves do not wither" (Ps. 1:3).'

Henri Nouwen The Spirituality of Fundraising

'All who believed had all things in common; they would sell their possessions and goods and distribute the proceeds to all, as any had need. Day by day, as they spent much time in the temple they broke bread at home and ate their food with glad and generous hearts (Acts 2.45-2.46)



Whether you need to raise a little or a lot for your project, fundraising can seem a daunting task. But remember, with **planning, preparation, enthusiasm and prayer**, you can achieve your goal.

Running a fundraising campaign is a fantastic way to engage everyone in your community, churchgoing and not, to engage with you and learn more about **your church and your vision**.

People who can give a lot and people who can only give a little will still share the same values, by virtue of having supported your project. Use the opportunity your fundraising campaign brings to generate enthusiasm about your local place, about caring for your community and about working together for **positive change**.

Fundraising

Timeline.



Before Fundraising Starts	Prepare the ground by using this work book to plan your campaign. Mention to everyone that this campaign is coming to build up excitement and momentum.
Week 1	Launch your fundraising campaign with a bang and aim to get as many donations up front as soon as you can. Hold a launch event or gift day where people can pledge their support. Consider asking people to pledge a weekly gift over the next six weeks to spread the cost for them (<i>£10 a week for 6 weeks, that's 3 coffees a week!</i>)
Week 2	Share your progress and the amount raised. Keep asking for donations.
Week 3	This is a good week to hold your fundraising event.
Week 4	Keep the momentum up. Follow up with those who attended your fundraising event, and those who couldn't make it.
Week 5	Share your progress and the amount raised. Keep asking for donations.
Week 6	The Final Push – remind everyone of the deadline, make it clear how much you have left to raise and break it down in to small amounts (<i>if everyone in this room gave another £15, we'd hit our target</i>).
Week 7	Thank everyone who ran your campaign and who gave and tell them about the next steps for your project.
Project Completion	Make sure to contact everyone who gave to tell them your project has been completed. Perhaps consider running an event to celebrate what you have done and invite those that have partaken in your fundraising and donated but also churches that may want to take part in a similar project.

This is just an example of a fundraising time frame to give you an idea of the shape of a campaign. You can change it depending on what your fundraising group decides although concise deadlines are recommended to keep momentum.

Fundraising

Building Blocks



Crafting your message:

Ensuring your fundraising message is clear and well communicated is at the heart of running a successful campaign. To get this right, break down your communication into the following steps:

What will you say? Tell people how their donations will help:

- How much do you need to raise and by when?
- In simple words, explain what your project is avoiding technical jargon.
- What is your vision? How will the giver benefit by donating?
- Is there any match funding or grants that you have already received?
- Think about how much you need to raise and break it down in to smaller chunks. E.g. “We need 10 people to give £100 and 25 people to give £50” or “could you be one of 30 people who pledge to give £10 a week for 6 weeks”?

Write down your key messages here:

Who will you tell? Who are the key groups in your church family and local community? (More about audiences on page 9)

- Think about how different people might prefer to be asked to give and how you will reach people throughout your fundraising period.
- Some people will really appreciate a personalised ask for support, so send them a private message first, like a direct email or letter.
- Ask your regular church family, but also people on your Electoral Roll and former church members, if you have permission to do so.
- Encourage people to consider speaking to their own families and friends who might give, and their wider networks.
- Don't just tell people who you think can give a 'big' donation. Get people of all ages engaged with your fundraising event by getting people to do sponsored challenges, bake sales.

Be mindful of [GDPR](#) at this point and make sure you are contacting people who you have permission to do so.

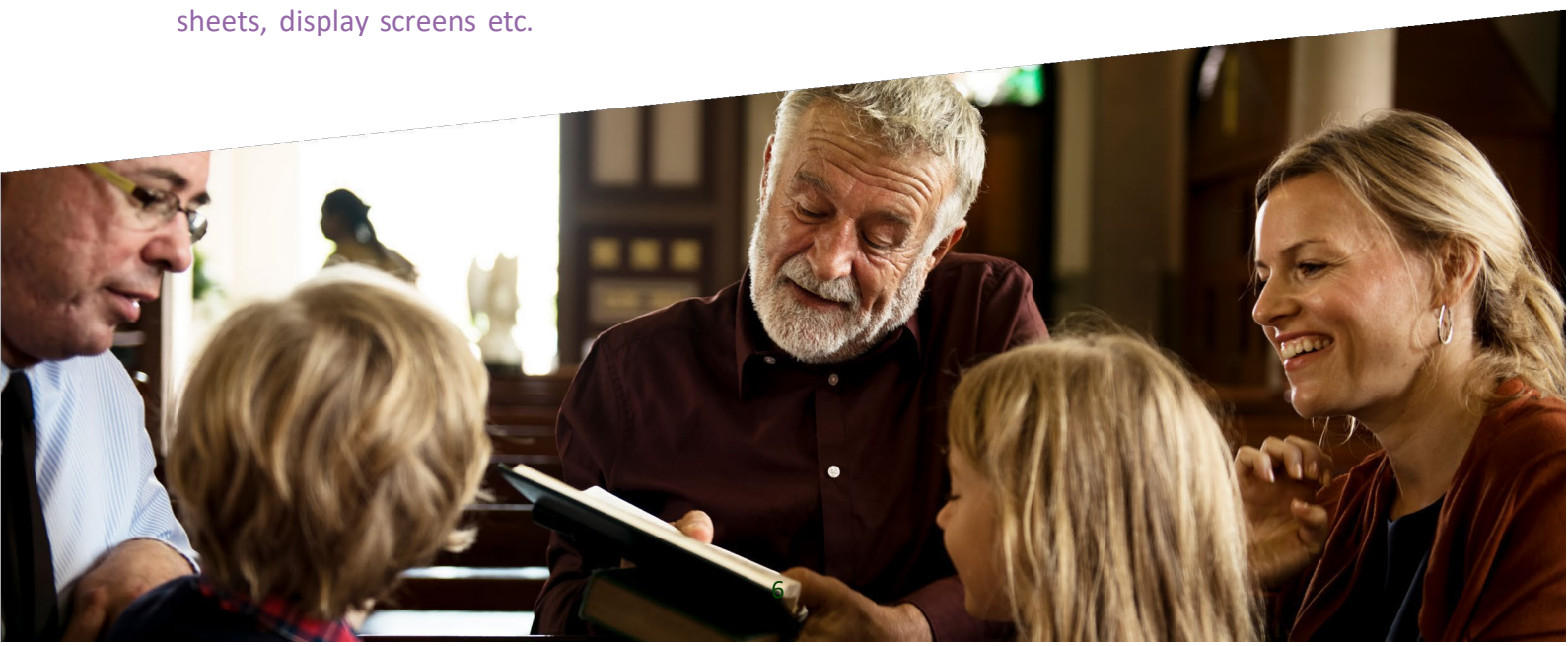
How will you tell them? What are all the ways you communicate with people now?

- Think about your physical space, inside and out. How will people visiting your building/s find out about your project.
- Put a QR code linking to your online giving page on all your posters and flyers, pew sheets, display screens etc.

- All your communication channels should promote your fundraising campaign.
- Make sure you share your giving page regularly on social media. You can share whenever you have a new update to your project, not just when you launch your campaign, so think about posting if you hit a fundraising milestone, run an event or get an exciting donation.
- Make sure your website is up to date and it's clear how to donate.
- Local press and radio - Newspapers are keen to feature local events, send them a one page press release and any supporting materials. Contact local radio for a live interview – local radio stations enjoy featuring community events, particularly if you have an alternative fundraising activity alongside the event (e.g. vicar abseils down the church tower).

Who will share your message? This doesn't have to just be one person (e.g. your vicar on a Sunday).

- Consider encouraging everyone who leads a group in your church to take part in fundraising and tell the people they interact with about your project.
- Make sure anyone writing content for your social media channels or articles for your newsletter has enough time, so they are ready to send out as soon as your fundraising window opens.



Case Study

St Leonard's Streatham

St Leonard's, Streatham is an urban church which in recent years completed a retrofitting project with community and grant funding.

Consultation and planning

The first step was to consult, within the congregation, they reflected on what needed to be improved to function currently and the additions the church building to 'grow.' Outside of the congregation, community groups were asked through a survey what they would need from the building to allow them to use the space. St Leonard's felt passionately about creating a space that could facilitate their mission.

One representative was interviewed as part of this case study, *"it has to be prayerful... somebody said to me was 'nobody will pay for us to have a kitchen unless we invite Jesus in, it isn't just a kitchen. This is a kitchen that is missional...how can we bring God even if he's not called God to these people into this space.'"*

St Leonard's passion for including the community engaged secular funders such as the lottery heritage fund. The use of consultation also meant the wider community was increasingly invested in the success of this project as the project progressed therefore people from outside the congregation helped fundraise.

It is important to think about how you can segregate your project into smaller more manageable sections and where grants or community money is

"I would say that the first thing that would be really important is to get your whole plan in place before you start to go funding"

Fundraising

St Leonards had applied to the National Lottery Heritage Fund which proved difficult until they began community fundraising, "you need to be able to demonstrate that you are able to raise funds. In order for people to trust you." A key aspect of applying for grants is your ability to show 'sound' financial planning for your project. St Leonards devised a working group, but you may be able to find a different way of working depending on your church's capacity.

Because of the community engagement in the planning and consultation stages the church saw that the community had more of a vested interest in helping fundraise.

"We did the classic of having the thermometer... we've got to raise this much and showed it going up. And people really liked it so we said would you like to do something? And so we had two groups, one of us who was doing all the bids and another group which were doing all the social things"

Momentum is hard to keep after a longer project, "we thanked everybody effusively. I did regular letters to go to everybody who had funded us, saying thank you. Thank you." They also had an opening of the building as a finale.

The result of the project has been significant. The congregation has doubled to 200 people. "We've seen so many new things, including a children's choir, come in, including a lot more work with older people... a lot more work with babies and young people, we were able to put in a little creche as part of the redesign." As a result of being able to hire out the space they have improved financial health, i.e. when the boiler broke they could fix it.

St Leonard's project was on a very large scale but the examples of collaborating as a community, thanking your community, thorough planning with your financials and time frames can be implemented in whatever project you use.



Fundraising

Event.



The sky is the limit when it comes to engaging people in fundraising.

[An A to Z of Fundraising Ideas link](#)

A fundraising event could take any form, but should be fun and positive, to build support for your project and create a local buzz. Before your event, invite people along, detailing the date, time and RSVP (if required). You should also include a fundraising message so people who can't attend can still Donate.

1. Have plenty of visible information about the project (posters, leaflets, flyers, banners) as well as enthusiastic, energetic volunteers on hand to explain why the fundraising of this event is so important.
2. Make sure the event is well signposted and looks appealing enough to drum up interest from off the street. Use lots of active, colourful, diverse photographs of people and places.
3. Make it easy to give! Have opportunities to donate everywhere, remember if you don't ask you don't get.
4. Where there is the opportunity to donate, ensure there is the opportunity to Gift Aid it.
5. Have plenty of refreshments available and encourage donations.
6. Make sure there's a lot for people to do and see during the event – that might be a talk or tour of your church, a concert or a coffee morning.

Your fundraising event:

Fundraising Things

to think about

Fundraising Language. Use active language rather than passive language e.g. avoid the would/could/should. Go for: give now, donate now, your money will...

Giving Personas To help better understand the different giving motivations and habits, we've created five Giving Personas. These personas show the different types of giver within a typical church, and your church can use these personal profiles to better understand the range of attitudes and behaviours around giving, and tailor giving communications to different Anglican audiences. Download the profiles [here](#).

Making the ask at church services. Root your fundraising message in your church's mission and ministry in sermons, and in your church notices.

The Church of England's Giving Team has some great resources. [Preaching Stewardship and Generosity - Parish Resources](#)

Reaching your wider community. Make sure you [advertise your fundraising appeal](#) outside your building if you can with a banner or posters, with a QR code to your fundraising page on them.

Do you have a church hall? If so, think about the groups that use this, and whether they could give to your project. Ensure you have some information about your project available there, as well as flyers.

Do you have a local school or community group who could fundraise on your behalf, perhaps through a challenge event or bakesale? Invite people to give this way

through your QR code. This is a great way to build connections and goodwill for your church in the wider community, even among people who might not regularly attend church, but care about the local community or the mission you are fundraising for.

Are there community groups you could ask to support you, like a local Rotary Club branch?

Organise a few people to do a flyer drop to houses around where they live locally. Write to all houses and businesses in your parish and include the flyer for your fundraising appeal. Send a similar letter to people who once lived in the parish but no longer do so, and to others who have links with the parish e.g. those who were baptised or married in the church or those with former connections to the parish.

Afterwards. Once your campaign has ended, make sure you say thank you widely, so that your church congregation and local community know how their donations have made a difference to your project. You might also like to celebrate when your project is complete, as this helps to build trust so people are more likely to give again in the future.

For some people, a donation to this appeal might be the start of their giving journey to your church. This about how you can motivate them to give more in the future or commit to giving regularly through the Parish Giving Scheme or by standing order.

Use this table to identify your key audiences, how you will tell them about your campaign, and who will do it

Audience	Communication Method	Communicator



On average digital giving makes up for 75% of a churches income. Digital giving refers to donations made using a bank card or smart device, such as a mobile phone, either via a contactless donation unit or through an online giving page accessed via a web browser or QR code.

Importance of digital giving



There are several key benefits to using digital giving mechanisms in your church:

Easy to use: enabling people to give to churches using digital mechanisms makes it easier for people to give when they wish to do so—and in many cases could be what allows that person to make a donation in the first place given they may not be carrying cash.

Safe and secure: digital giving mechanisms are also a safe and secure way to receive donations. No personal data is stored on contactless donation devices and this means both the person giving and you as the church receiving the gift can have a high level of trust in the donation process.

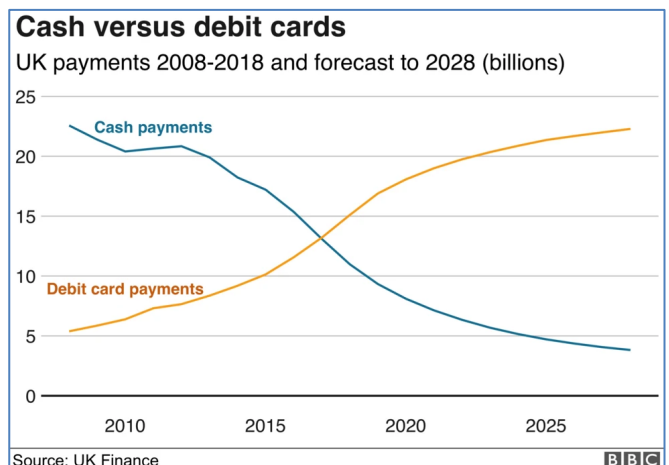
Higher donation amounts: research within the charity sector suggests that the average contactless donation is typically three times that of a cash donation, indicating that not only is the ability to make a contactless donation important but that people also tend to give more generously when this option is available.

One option for this is Give a little:

Give A Little works alongside payment processors - this is the company that actually processes an online or contactless gift and deposits it into your church's bank account (net of a small transaction fee). If your application is successful you will need to register for Give A Little and also create an account with at least one payment processor (Stripe). It's free to create these accounts and you'll be sent step-by-step instructions on how to complete the processes.

Resources and links to other digital

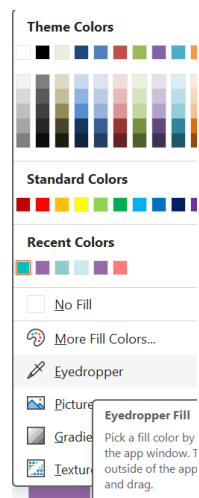
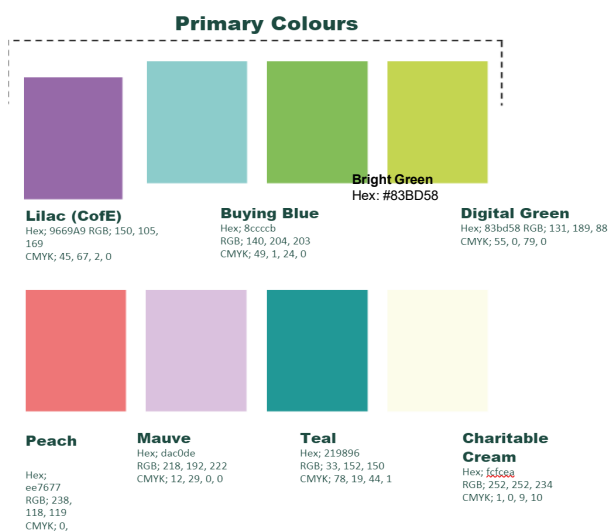
- Parish Buying getting started with digital giving ([click here](#))
- Getting set up with Internet [here](#)
- Any questions please contact: digitalgiving@churchofengland.org



Designs for your resources

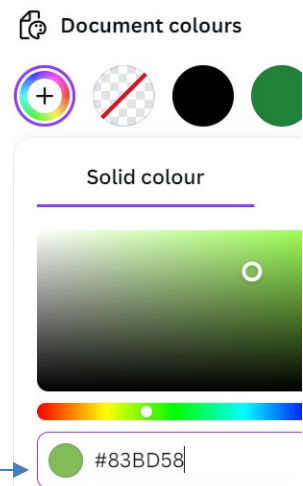
Home – Canva

- Canva is a great resource, it has a variety of templates and designs to keep all your fundraising resources looking professional and uniform quickly and easily. You can always use Microsoft word as well.
- You may want use consistent colours in your project, here are some examples of the national church's generosity colours:



Finding these colours on Microsoft Word

1. Copy and paste the image of the colours into your document
2. Select the shape/text you want to change the colour of
3. Select shape format and then fill/text fill function
4. Select the 'eyedropper' function and click over the colour you wish to fill your shape with



How to pick the colour on Canva:

1. Select a template you can search 'fundraising' and there is a variety of resources
2. Select the shape you want to change the colour of
3. Select the colour wheel in the top left corner
4. Select the colour wheel with the plus symbol in
5. Enter the 'Hex' number that is below all the colours above

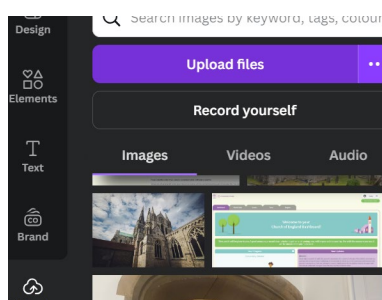


How to change text on Canva:

1. Double click on the text that you want to change

How to insert a picture:

1. Select 'uploads' on the side bar
2. Select 'upload files'
3. Upload a picture



Links &

Resources.



Whatever method(s) of giving you encourage within your church, it's important to always adhere to the [Code of Fundraising Practice](#)

Links to other resources

[Parish Resources 'Raising the Funds' Funding](#)

[ChurchCare 'Raising the Funds'](#)

[National Churches Trust 'Raising the Funds'](#)

[Institute of Fundraising 'Fundraising Essentials'](#)

[Institute of Fundraising '10 Steps to Excellent Fundraising'](#)

[Home – Canva](#)

[The Giving Team videos](#)

[Match funding you can apply to](#)

