Funding Guide 13
Introduction to Church Fundraising (ongoing)

Fundraising is an ever increasingly important part of church life, and its something that all churches do on a regular basis, and are very good at! Local fundraising programmes develop a deeper awareness and understanding of the church's mission and help to build new networks and links with local residents.

They can bring new people together, identify time and talents and help raise the profile of the church in its community. Fundraising events can also help set the right climate for people to recognise their giving further enables mission and ministry, but also that they, and their gifts are valued by the church.

This Funding Guide provides some handy hints for on-going church fundraising including the importance of planning, ideas and initiatives, focus on lay leadership and communication.

What are you fundraising for?

It's important to be transparent about what you're fundraising for. Whether its for a particular project or for the on-going finances of the church, make sure people understand why you're fundraising, and how important it is to secure the funds. Remember, many people perceive the church to be rich or government funded. Unless involved with the finances of the church, many

are unaware of how much the running of the church costs, or that it is funded entirely through charitable donations. So tell them!

Fundraising is all about passion, and inspiring those around you to support the causes you the funder, are passionate about. So whether its equipment, activities, bills, maintenance, staff costs or facilities – paint a picture of what will change IF the money is raised. Consider what will inspire a donation, and communicate outcomes rather than costs. For example:

"Do you know if costs £100 per day to keep our church open? Help support us with a donation today."

"With a £20 donation we can heat the church for a whole day, ensuring that the Elderly Lunch Club meet in a warm and comfortable environment."

"We're raising funds today to decorate the Church and Community Hall, a donation of £20 today will help buy a pot of paint and paint brush."

Plan ahead

It's important to get a small planning group together early on, to set a date and agree on the type of event. Remember to plan ahead, this gives people plenty of notice and time for you to properly publicise the fundraising event.

When choosing the time and date, bear in mind the impact school holidays, bank holidays and regular community events will have on attendance figures. It's also a good idea to try and evenly space the different fundraising activities throughout the year.

Finally, set a target amount you want to raise. This can be based on a previous year's income, or a specific amount relating to an individual cost. Set up a clear agreement with the church treasurer in terms of handling and banking money. This ensures that all money donated will be accounted for.

Engaging partnerships, resources and energy

It's important to invite and include as many church and community group volunteers as possible, but also to recognise the individuals most appropriate

for each fundraising activity. Lay leadership is fundamental for a successful fundraising event, so share your plans and proposals with the congregation and ask for volunteers.

In the planning phase, why not invite the organiser of the summer fete, local Scouts, Brownies or Beavers leader, the Chair of the Parish Council or the organiser of a local community project to one of your meetings? It's important to consider local groups as this helps create ownership over the fundraising activities.

Many people look for volunteering opportunities via social events, local fundraising or community initiatives. Getting involved in these types of activities usually leads to new friends, fun and the knowledge that you are giving something back to the area in which you live.

Individuals who do not belong to the church will still wish to support church fundraising initiatives because they appreciate the role the church plays in their community, but also because it is a social event.

People will bring different skills, look for individuals with:

- Social skills
- Financial skills
- Administrative skills
- Computer and word processing skills
- Communication skills
- Fundraising skills

Also be aware that there are some who enjoy face-to-face work, and some who prefer to help behind the scenes.

Fundraising activities

Whether it's direct or indirect fundraising, there are plenty of ways to raise money. These usually include selling or promotion, physical or fun activities, sponsored events, or family / community focused events.

There are plenty of fundraising ideas available via the links below:

https://www.charitychallenge.com/pdf/a-z_fundraising_ideas.pdf

Church fundraising offers great opportunities to socialise and get to know the people in your community better – and the more successful the activity, the more successful the fundraising!

Evaluate

Say thank you both directly and indirectly. Thank everyone on the day, in church, via the website, through posters or writing personally to attendees. Ensure that everyone knows the church appreciates their attendance and financial support. In the same breath, tell people how much they raised and what that money will fund.

At the end of the year it's important to look at your programme of fundraising activities, and review them. Analyse which had the highest number of attendees, raised the most money and had the most positive feedback. Once reviewed, your church will have better future planning of activities to repeat, and activities to improve.