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Fundraising is one of the most crucial parts of any project.

We can help you be creative and get organised.

Download the toolkit



Keith Blundy

Step one: put together a fundraising team

You need a group of 2-3 people to lead your call for funds. Their role is to:

- Research possible funders
- Keep the group informed
- Write grant applications
- Manage deadlines

If they don't have fundraising experience, make sure these people have skills in either:

- Administration
- Education
- Marketing
- Charity

Helpful hints

- [Parish Resources: Employing professional help](#) (101.53 KB)
- [ChurchBuild: Fundraising theology](#) (83.13 KB)
- [Parish Resources: Developing a funding strategy](#) (248.29 KB)

Buyers beware! You can hire a professional fundraiser to help you. But this does not guarantee success with your application.

Step two: get all your ducks in a row

Before you rush off asking people for money, make sure you have:

- A clear vision in 2-3 sentences
- Realistic goals
- Clear and measurable objectives
- The project costs
- The necessary permissions
- A strong case for support
- And a fundraising strategy

Then, plan the right time to start your appeal.

Develop your story

Put together a short story to tell funders about the people your project will help.

This is also called your case for support. It is:

- The need
- The solution
- The outcome

Back it up with evidence

Get the facts and figures to prove that your project is needed, well-planned, realistic and fully costed from:

- Your community audit
- Your feasibility study
- Your business plan

And get letters of support from potential users too.

Write your fundraising strategy

Put together a list of the different sources of funding that you're going to try to access. Mix it up a bit to make your project more sustainable. Start locally, and then move out:

- Church funds (e.g. reserves)
- Church assets (e.g. hall or building to rent or sell)
- Your congregation
- The wider community (e.g. local donations or fundraising events)
- Large donations
- Local businesses (e.g. donations or in-kind support)
- Local trusts and funders (e.g. local authorities and charities)
- Your diocese (e.g. grants or loans)

Helpful hints

- [Parish Resources: How prepared are you?](#) (53.85 KB)
- [Parish Resources: Campaign timeline template](#) (14.58 KB)
- [Parish Resources: Launching your appeal](#) (208.09 KB)
- [Parish Resources: Case for support template](#) (49.57 KB)
- [Parish Resources: Developing a funding strategy](#) (248.29 KB)
- [Parish Resources: Fundraising strategy template](#) (69.71 KB)

“Fundraising is, first and foremost, a form of ministry. It is a way of announcing our vision and inviting other people into our mission.”

Henri Nouwen, The Spirituality of Fundraising

Step three: try a mix of ideas

Fundraising should be the top priority for your church. But only for a set time. Depending on your project, your appeal should be finished in about two years:

- 6 months to plan and prepare
- 3 months to appeal to your congregation and local community
- 12-15 months to search outside your local area

But before you start, think about how much “person-power” you have and how much you can actually do.

Set up a friends group

This is a good way to reach out to people in your local community who don't come to your church to worship, but still care about the building or project and want to help.

Harness their skills and fundraising potential. Get them involved.

Find out more about friends groups

Local fundraising event

This is hard work. But it's a great way to:

- Get the local community involved
- Build new relationships
- Keep people informed about the project
- Show funders that the local area is committed to your project
- And raise money

Find out more about fundraising events

Online donations

Use technology to increase the ways people can give:

- Donation platforms
- Mobile banking
- Card payments
- Text giving
- Mobile apps

Use creative publicity material

Create a range of leaflets and posters for different groups.

Include pictures of people. Not just the building.

Talk to people

You have to talk to people to raise money. Try:

- Public meetings

Presentations

- One-to-ones

Crowdfunding

Crowdfunding means getting a lot of individuals to each give you a small donation.

Set up a project website where people can go and donate. [Try this online platform](#)

Community shares

Sell shares in your social enterprise to raise the money you need to kick-start your project.

[Find out more about community shares](#)

Social investment

Some organisations will [invest their money in charities and social enterprises](#) to make sure a project has a positive impact on people.

This is not a grant or a donation. You will probably need to repay the investment with interest.

[Watch a 30 minute webinar by Giving to Heritage](#)

And find out more about social investment from:

- [The Big Lottery](#)
- [Esmee Fairbairn Foundation](#)
- [Good Finance](#)
- [Social Investment Business](#)
- [Charity Bank](#)
- Check out community and ethical banks

Helpful hints

- [Parish Resources: Social enterprise](#) (168.8 KB)
- [Parish Resources: Web text and mobile donations](#) (1.22 MB)
- [Parish Resources: Holding a fundraising event](#) (129.42 KB)
- [ChurchBuild: How to raise money](#) (448.5 KB)
- [Parish Resources: 6 steps to a successful appeal](#) (110.68 KB)
- [Parish Resources: Fundraising ideas](#) (147.1 KB)
- [Parish Resources: Producing an appeal leaflet](#) (52.09 KB)

Case studies

- [Case study: St John Penzance](#) (207.51 KB)
- [Case study: St John Kingston Lisle](#) (488.37 KB)

Next steps

To make your vision become a reality you need to start thinking about:

- [Appointing an architect](#)
- [Obtaining your permissions](#)
- [Searching for grant funders](#)
- [Filling in the grant applications](#)

Want more help?

[Get fundraising advice](#)

[Get help with local fundraising, applying for grants and online giving](#)

[Online resources for fundraisers](#)

[Giving to Heritage provides you with guidance on a range of topics](#)

[More fundraising ideas](#)

[Five ways charities can boost online fundraising](#)

[Support for fundraisers](#)

[Best practice and compliance to education and networking](#)

Also of interest



[Grants for heritage crowdfunding](#)



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[Our conservation grants](#)

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Source URL: <https://www.churchofengland.org/resources/churchcare/making-changes-your-building-and-churchyard/raise-funds>