**Funding Strategy Template**

1. **Aims and Objectives**

Aims – describe the overall aims of your church project: (What & Why)

Overall aim:

To make St Mark’s Church fit for purposes with new facilities to meet the growing needs of church and community.

Specific aims:

Set up a Prayers and Bears – grow youth and family ministry

Hold more concerts – grow our musical tradition

2.

NA

3**.**

Objectives are practical activities to help you to achieve your aims. (How)

Objective 1:

New toiled with disabled access & changing facilities

1 & 2 disabled access, elderly & young families can use

Which Aim will this help to achieve?

Objective 2:

New kitchenette for coffee and cooking facilities

1 & 2 more people encouraged to attend because of new facilities

Which Aim will this help to achieve?

Objective 3:

NA

Which Aim will this help to achieve?

6

**2. Where are you now?**

Be clear about who you are and where you are now. In the boxes below, describe your church, including your history, your mission, your church services and community activities. Consider the following headings:

The History of your Church and Parish

obvious

The Mission and Vision of the Church – your Parish in the present day

What services and activities do you provide – both church & community?

What do you do now?

* Don’t make any assumptions
* Don’t take anything for granted
* More qualitative and quantitative the better

What resources do you have? E.g. staff, volunteers, church users, church hall etc.

Anything else?

e.g. timescale? Financial concerns?

**3. Future Plans**

What is your church planning on doing next? Think about your church fundraising project and list the building works as well as the church & community benefit.

Fundraising Project 1 - name:

Project outline: what will you do, where, when, how?

Details of project

How does this meet your Church Project Aims and Objectives?

Look back and reflect

What will be the benefit? Who will benefit and how many?

What groups, individuals? Again quantitative & qualitative

How will you measure project success? How will you measure local benefit?

* Increased numbers
* Conserved heritage
* Visitors / footfall
* Number of bookings taken
* Follow up survey / visits
* Christian faith strengthened

**4. Budgeting**

For your fundraising project you will need a budget. Make sure that your budget covers all the resources you need to run your project effectively.

**Staff and Volunteers:**

|  |  |
| --- | --- |
| Salaries |  |
| Volunteer Expenses |  |
| Training Costs |  |
| Architect Fees |  |
| Contractor Fees |  |
| Travel |  |
|  |  |
|  |  |

**Equipment Costs and Replacement**

|  |  |
| --- | --- |
| English Oak |  |
| Chairs |  |
| Hearing Loop |  |
|  |  |
|  |  |

**Other Costs**

|  |  |
| --- | --- |
| Insurance |  |
| VAT |  |
| Any Statutory Fees |  |
| Maintenance Costs |  |
| Contingency |  |
| Surveys |  |
|  |  |
|  |  |

**Campaign Costs**

|  |  |
| --- | --- |
| Printing |  |
| Postage |  |
| Advertising |  |
|  |  |
|  |  |
|  |  |

|  |  |
| --- | --- |
| **TOTAL COST** |  |

**5. Securing the Funds**

Firstly, list any funding you have already secured. This could be in donations received, PCC reserves, a legacy, property or land to sell, or from pledges.

£

£

£

Finally, you need to identify which funders might fund your project. You will need to research a wide range of funders. Look closely at their criteria to make sure you are eligible, check their deadlines, the amount they give and what they fund.

Funder 1 name:

How to apply? What for? By When?

Funder 2 name:

How to apply? What for? By When?

Funder 3 name:

How to apply? What for? By When?

Funder 4 name:

How to apply? What for? By When?

**6. Making your Strategy Happen**

Sit down with your Campaign Committee and write a list of fundraising tasks. Decide how you will manage the fundraising and list the priorities for your project.

|  |  |  |
| --- | --- | --- |
| Task | Who | By When |
| Organise Gift Day | Bob | September 2015 |
| Research HLF | Jim & Elyshia | June 2015 |
| Submit HLF project form | Carol & David | September 2015 |
| Read list of funders | Eleanor | June – September 2015 |
| Write funding strategy | Lynnette | May 2015 |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

You will need to review how your fundraising is progressing and make amendments to your plan on a regular basis. Remember, this is an ever evolving document; it will change and should be used as a key tool to better enable the Committee to keep on top of their fundraising activities.