



Planning a Successful Capital Project Fundraising Appeal: #5 Key Ingredients

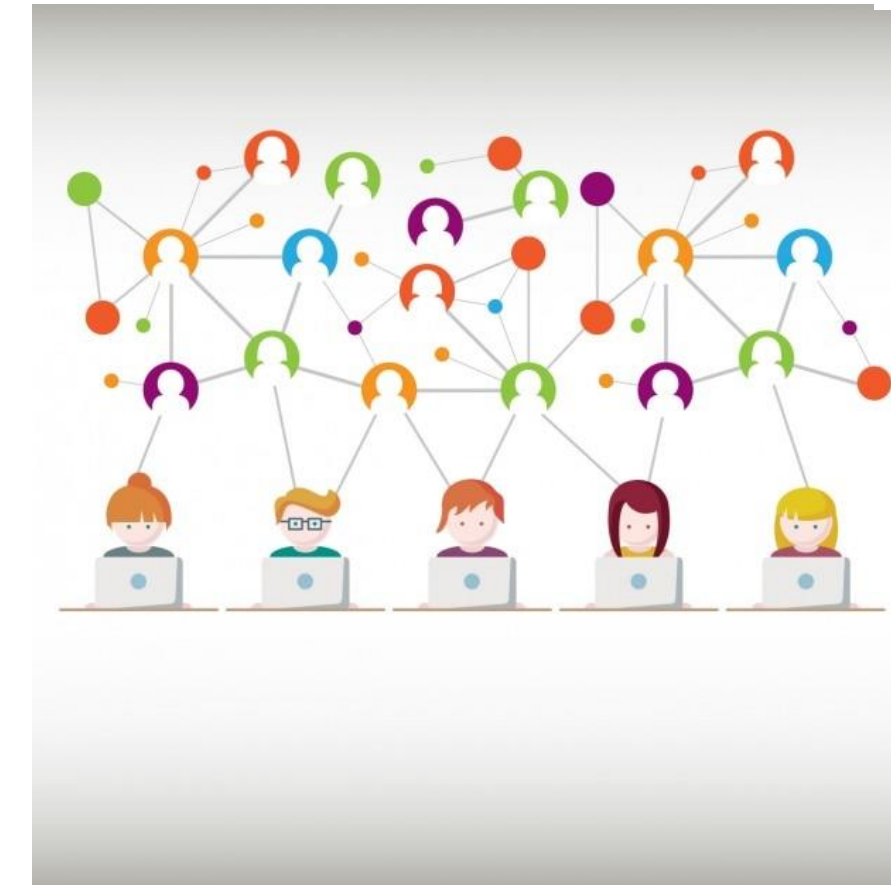
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Your capital project

- An introduction to project fundraising
- #10 Fundraising myths
- **#5 Key ingredients**
- #5 Key steps in planning your appeal
- Resource bank

#5 Key ingredients

1. Project – *what?*
2. Purpose – *why?*
3. Planning – *how?*
4. People – *who?*
5. Prayer – *God at the centre!*



Good Communication

#5 Key ingredients: 1. Project

- **What do you want to do?**
- **Why now?**
- **Who do you need to consult?**
- **Feasibility study?**
- **What is the cost?**
- **What are the alternatives?**
- **What would happen if you didn't do this project?**
- **Can you 'phase' any large project?**

#5 Key ingredients: 2. Purpose

- How does this project link to the vision/mission action plan?
- What mission and ministry will this project enable/sustain?
- **Top tip:** create a 'Case for Support' document:
 - What the project is; costs & timeline
 - Why it supports the church's mission
 - What difference it will make
 - Frequently asked questions



#5 Key ingredients: 3. People

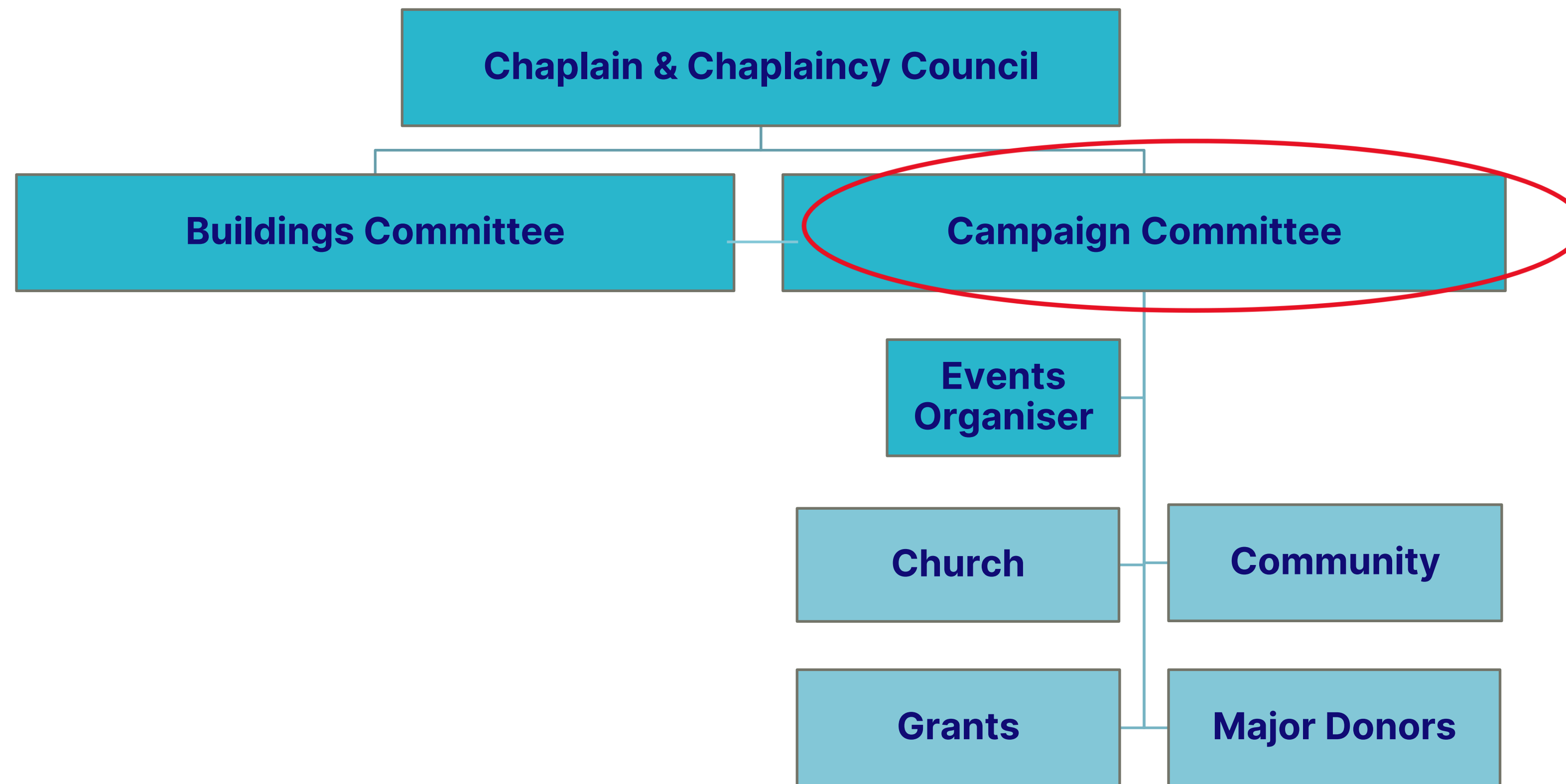
The Campaign Committee/Fundraising Team

- Who is in the core 'team'? Who & what skills do we need?
- 'Co-opt' more people for different elements?
- How is the team going to run and how will it report to the Chaplaincy Council and buildings team?
- **Top tip:** have some 'Terms of Reference' which set out how the team will operate.



#5 Key ingredients: 3. People

1. Campaign committee



#5 Key ingredients: 3. People

Communicating with the right people, right at the start*

- **Chaplaincy Council – are they in agreement and ‘on message’?**
- **Archdeacon – have you told them, cc Diocesan HQ?**
- **Local council – have you liaised with them re any local planning laws/processes etc?**

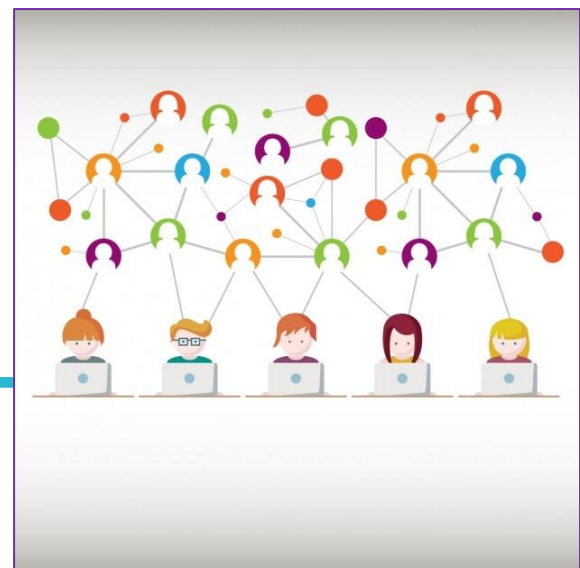
(*before you spend any money)



#5 Key ingredients: 3. People

Communicating with your congregation

- Are you involving them in the early stages of the project eg feasibility study?
- How/when are you going to communicate the project to your congregation?
- What questions might they have?
- How/when are we going to ask them for financial support?



#5 Key ingredients: 3. People

Communicating with your wider community?

- How/when are you going to communicate the project to your congregation?
- What questions might they have?
- How often will we update people?
- How can they give (mechanisms)? And/or can they run a fundraising event?



#5 Key ingredients: 3. People

Communicating with all 'stakeholders'

- How/how often are we going to communicate with everyone?
- What resources and channels do we need?
- How are we going to celebrate when we reach our fundraising target/complete our project?
- How are we going to keep in contact with everyone after the project? ('Friends'?)
- What GDPR/fundraising rules do we need to consider?
- What do we do if we raise surplus/insufficient funds?



#5 Key ingredients: 3. People

Record-keeping:

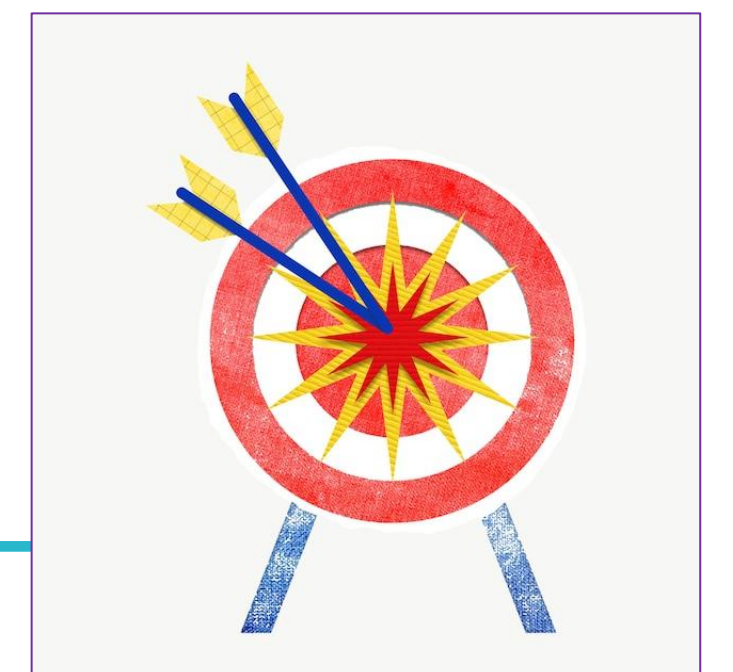
How are you going to record/track all donations?

GDPR:

Thank you for giving us your details. The information will not be accessed by or passed to any third party other than [the chaplaincy] of those involved in conducting the Appeal. The information is held securely.

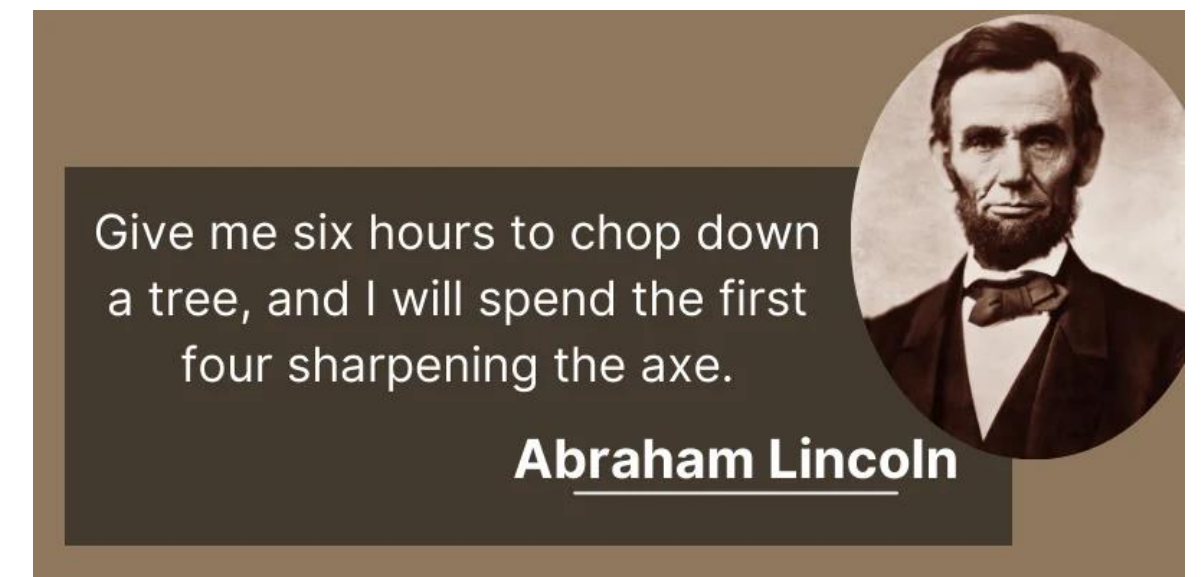
Insufficient/surplus funds:

If, for any reason, the Appeal project cannot be achieved in part or in full, or if any surplus should arise, the remaining funds would be applied towards the charitable objectives of [the chaplaincy].



#5 Key ingredients 4. Planning

- Do you have a plan for the building?
- Do you have a solid and realistic fundraising plan?
- Do you have an idea of where the money is going to come from?
 - Congregation
 - Major donors
 - Wider communities
 - Donations / fundraising events / grants / reserves
- What's your plan for communication channels/resources?
- How are you going to maintain the momentum?
- **Top tip:** See the presentation on #5 Key steps in planning your appeal



'Table of gifts'

Gift Size	Number of Gifts	Total Value	Sources
10,000€	2	20,000€	1x Reserves/1x Town council grant
5,000€	3	15,000€	Major congregation donors
500€	50	25,000€	Congregation donations
Private Phase Sub-Total	55	60,000€	
2,000€	6	12,000€	Key fundraising events
100€	10	1,000€	Smaller fundraising events
1000€	5	5,000€	Major community donors
500€	10	5,000€	Friends/Former church members
3,500€	1	3,500€	Other grants
500€	2	1,000€	Local businesses/organisations
50€	100	5,000€	Community/visitor donations
50€	150	7,500€	'Buy a chair/tile/metre of pipe' donations
Public Phase Sub-Total	284	40,000€	
Total	339	100,000€	

#5 Key ingredients 5. Prayer

- **Where is God in your plans?**
- **How are you going to prioritise and encourage prayer?**
 - **Special chaplaincy prayer for the appeal**
 - **Prayer events**



*“Yours Lord is the greatness, the power, the glory,
the splendour and the majesty; for everything in
heaven and earth is yours. All things come from you,
and of your own do we give you.”*

1 Chronicles 29.11-14



- **More in-depth information available.**
- **Contact Juliet Evans for assistance.**
- **See the Resource Bank for templates and case studies to inspire you.**