



Planning a Successful Capital Project Fundraising Appeal: #10 Fundraising Myths

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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**

#10 Fundraising myths

1. **It's clear what we need to do – and why we are doing it...**
2. **Let's just start fundraising now. We don't need a plan; we'll work it out as we go along...**
3. **We don't need an accurate budget – we can guess...**
4. **We don't need to invest any money upfront...**
5. **We'll tell people/answer that question later...**
6. **The fundraising committee will bring in the money...**
7. **Let's just send a few applications to some grant-making organisations...**
8. **We don't know any rich or influential people...**
9. **People will get upset if we ask them for more money...**
10. **We've tried that before / it wouldn't work here...**

#10 Fundraising myths

1. It's clear what we need to do – and why we are doing it...

- You need to be clear to your fundraising team, chaplaincy council, church family, wider community and any grant organisations what your project is.
- Have you considered different options?
- How does it fit with the church's wider vision/mission?
- Why now?
- What difference will the project make?
- **Top tip: Create a 'Case for Support' statement**

ELEMENTS OF A CASE FOR SUPPORT



#10 Fundraising myths

2. Let's just start fundraising now. We don't need a plan; we'll work it out as we go along...

- You need to have a realistic plan to raise the money!
- You'll need to think about your communications.
- It's easy to start an appeal... but more difficult to complete one...
- **Top tip: See the #5 Key Steps to a Fundraising Campaign**

Give me six hours to chop down a tree, and I will spend the first four sharpening the axe.



Abraham Lincoln

#10 Fundraising myths

3. We don't need an accurate budget – we can guess...

- It's best not to guess!
- You need to have a realistic and robust budget, based on real estimates.
- Always add 10% contingency.
- Keep an eye on your budget...
- You will also need to think about where donations will come from.
- **Top tip: Use a 'Table of Gifts' spreadsheet to help you.**

| Gift Size | Number of Gifts | Total Value |
|--------------------------------|-----------------|-------------------|
| 250,000€ | 1 | 250,000€ |
| 125,000€ | 3 | 375,000€ |
| 75,000€ | 4 | 300,000€ |
| 50,000€ | 10 | 500,000€ |
| Private Phase Sub-Total | 18 | 1,425,000€ |
| 25,000€ | 20 | 500,000€ |
| 10,000€ | 35 | 350,000€ |
| 5,000€ | | 000€ |
| 1,000€ | | 000€ |
| 500€ | | 000€ |
| Public Phase Total | | 000€ |
| Total | | 000€ |



#10 Fundraising myths

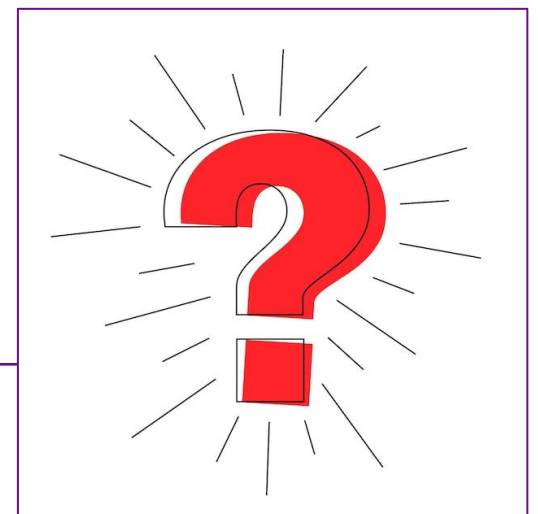
4. We don't need to invest any money upfront...

- Be prepared to spend some money on building surveys etc and some communication costs.
- Ensure you have a good communication channels between the fundraising team and the treasurer/chaplaincy council re: any expenditure.



#10 Fundraising myths

5. We'll tell people/answer that question later...

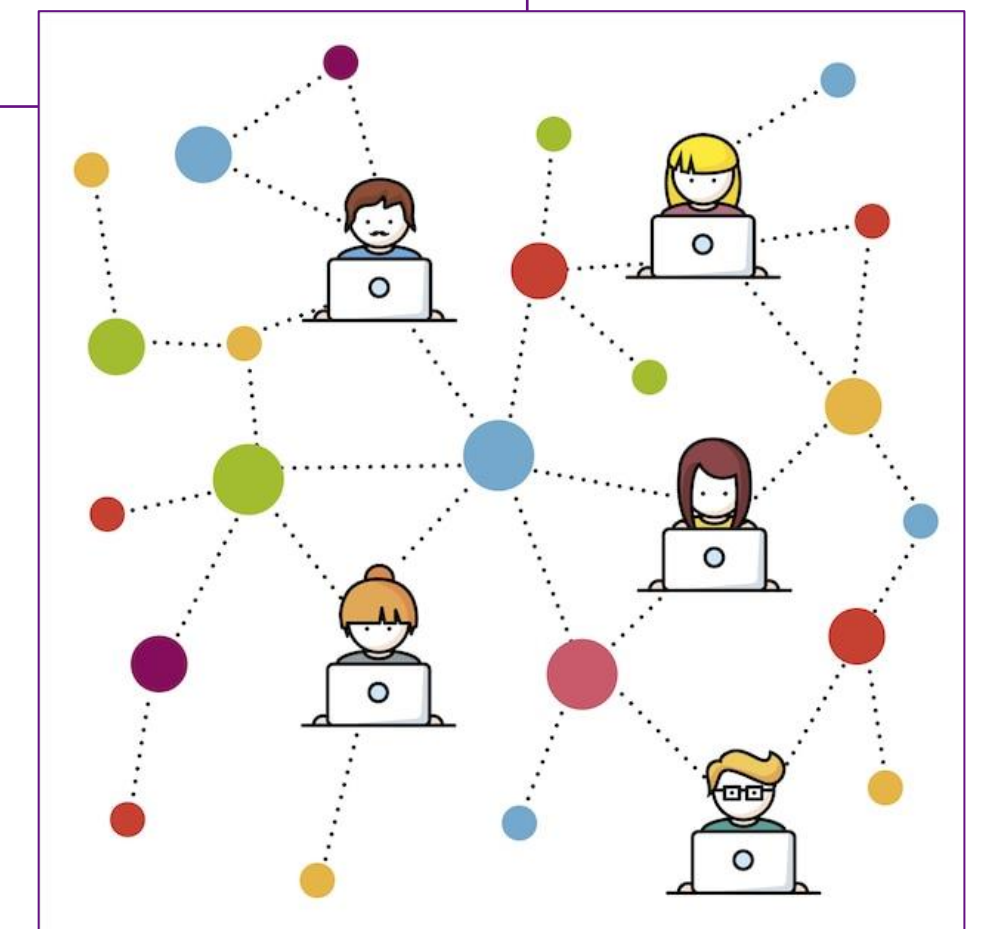


- Make sure you tell your archdeacon about your plans at an early stage.
- You should also inform the diocese and any relevant local authorities.
- Ensure you have the necessary building permissions in place BEFORE you launch your appeal.
- People will have questions about the project.
- **Top tip: It's a good idea to anticipate these and prepare a 'FAQs' sheet.**

#10 Fundraising myths

6. The fundraising committee will bring in the money...

- The fundraising committee will lead the project – but **EVERYONE** needs to be part of this project to help bring in the money.



#10 Fundraising myths

7. Let's just send a few applications to some grant-making organisations...

- Unfortunately, it can now be very hard to get grants from organisations. Your local council may have grants available.
- **Top tip: contact Juliet Evans for further advice.**



#10 Fundraising myths

8. We don't know any rich or influential people...

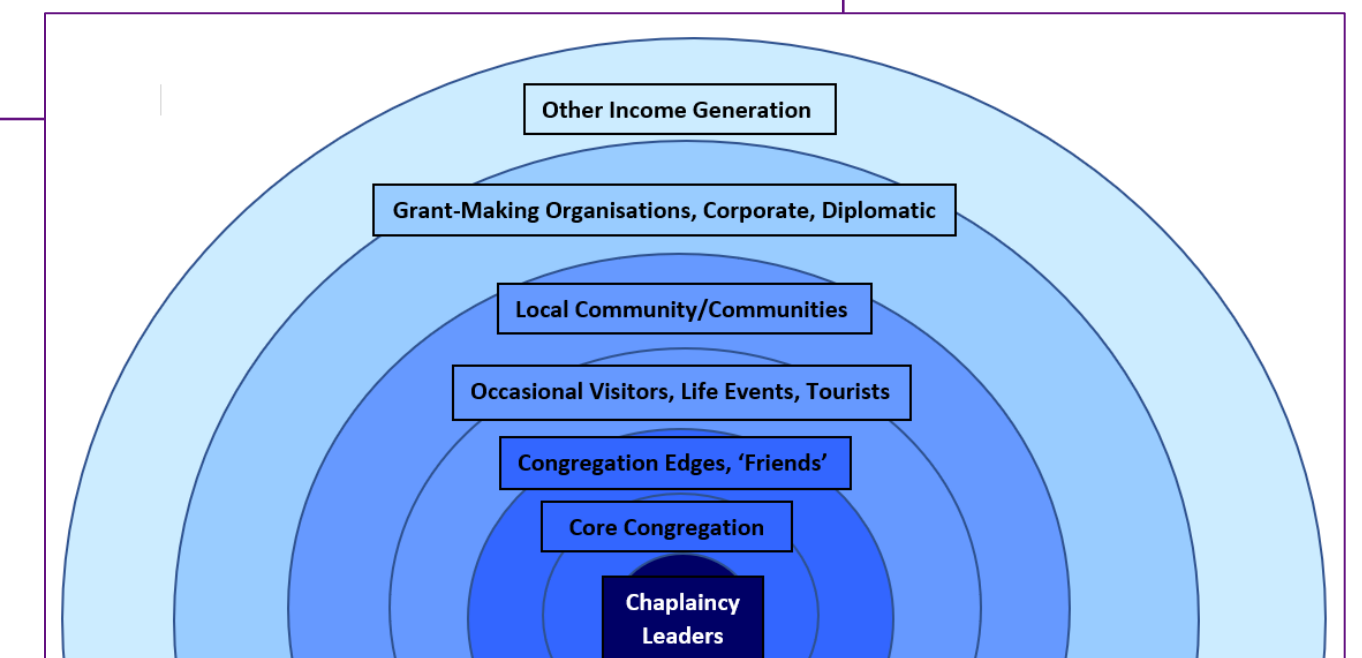
- Everyone in the congregation knows someone who knows someone who might be interested in donating to the project...
- **Top tip: contact Juliet Evans for further advice on how to approach major donors.**



#10 Fundraising myths

9. People will get upset if we ask them for more money...

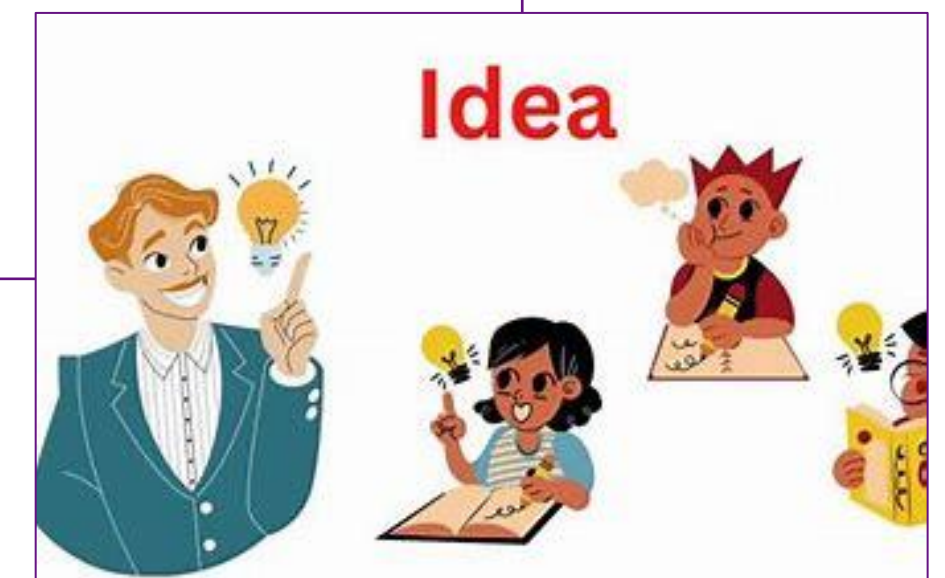
- People will want to contribute to the project if you are clear about its impact and the difference it will make!
- New people in the wider community would be more willing to contribute to a building project...



#10 Fundraising myths

10. We've tried that before / it wouldn't work here...

- Have an open mind in the post-Covid, post-Brexit age!
- Plan your fundraising appeal well.
- Engage your wider communities in fundraising activities during the 'public phase' of your appeal.
- Top tip: Think about what you want to achieve through activities: PR? Donations? (Time invested vs financial return?)



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