



Planning a Successful Capital Project Fundraising Appeal: An Introduction

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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

What is a capital appeal?

- **Renewing building or fabric**
- **Upgrading church grounds**
- **New facilities**
- **Improved access**
- **Net zero**

What is a capital appeal?

**“The most amount of money
from the fewest possible sources
in the shortest possible time.”**

What's the scale of our challenge?

20% of donors provide 80% of funding





#10 Fundraising myths

#10 Fundraising myths

1. **Let's just start fundraising now. We don't need a plan; we'll work it out as we go along....**
2. **It's clear what we need to do – and why we are doing it....**
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...**

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

Abraham Lincoln

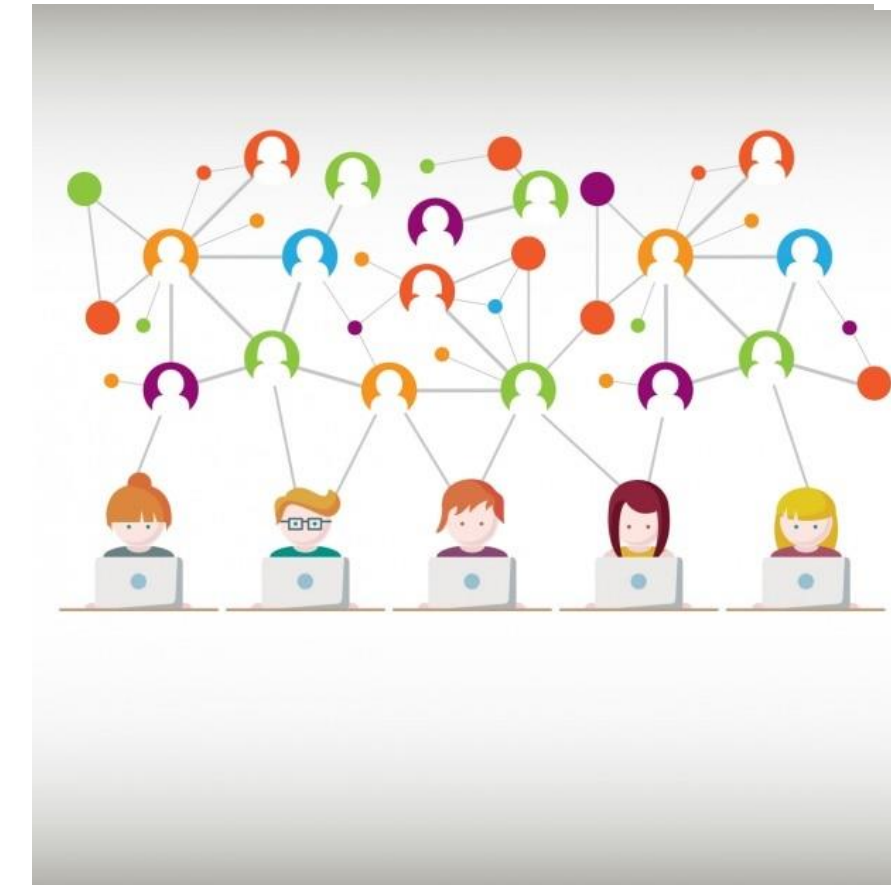




#5 Key ingredients

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





#5 Key steps in planning your appeal

#5 Key steps


1. Decision
2. Planning phase
3. Private phase
4. Public phase
5. Consolidation

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

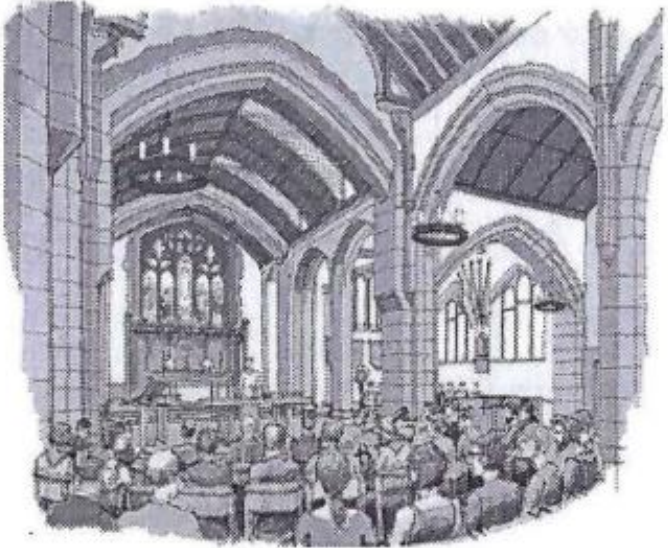


Abraham Lincoln

Resource bank



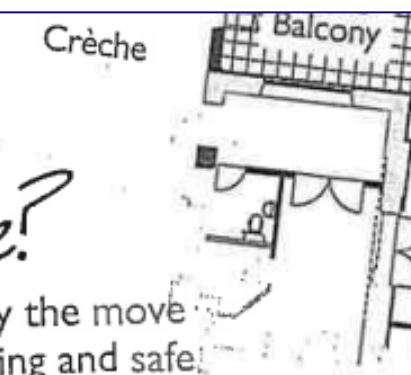
Can you help refurbish St Andrew's?





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€	35	175,000€
1,000€	45	45,000€
500€	10	5,000€
Public Phase Sub-Total	140	1,075,000€
Total	158	2,500,000€

What difference will the New Centre make?



- Our children's work will be transformed by the move from cramped and shared space to an inspiring and safe, dedicated children's resource area.
- We'll have room to grow our ministries to the elderly, families and the wider community as the Centre will allow more than one activity at a time.
- Hospitality for the many celebrations, events and courses that include a meal will be massively improved for both guests and



*“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.**