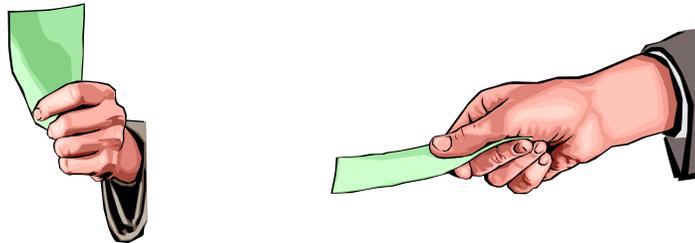


£25,000 £75,000 £100,000 £200,000 £500,000



We Can Do It!



Some Guidelines for Capital Fundraising

The PCC has plans to build an extension . . . or to improve the Church . . . or perhaps you have just received news from the Architect that you need to raise money for vital repairs.

REMEMBER . . . you are not the first people to face such a need.

There is a long history to raising funds for God's House.

"Be steadfast and resolute and do it; be neither fainthearted nor dismayed, for the Lord God, my God, will be with you; he will neither fail you nor forsake you, until you have finished all the work needed for the service of the House of God.

King David then said to the whole assembly . . . because I delight in the House of my God, I give my own private store of gold and silver for the House of my God. . . Then the heads of families, the officers administering the tribes of Israel . . . responded willingly and gave for the work of the House of God.

The people rejoiced at this willing response; King David also was full of joy and he blessed the Lord in the presence of all the assembly . . ."

From 1 Chronicles 29

Six keys to a worthwhile capital fund-raising appeal

Your Church is very important to those who worship there regularly. It is also important to those who come only occasionally, and, indeed, to those who may never come in, but who value its place in the community. There are other people and organisations who may be willing to help, if approached properly, because of the significant or interesting historic, cultural or artistic value of the Church.

There is information about grants available from many sources. This leaflet is about looking to your community for individual donations to supplement any grants you may receive.



Before deciding what to do, please pray that God will guide you in your thinking and planning. This is not a village hall, or a museum: you are stewards of the living Church in your community.

Begin with a plan. Develop a clear plan for what you are trying to achieve before going public. Include the various elements of your congregation in the planning. This will take longer, but it will mean a much wider 'ownership' of the scheme.

Involve inactive members. Every parish has a number of people who 'belong', but are rarely seen on Sundays. You will want to involve them in the appeal - it may help to reinforce their sense of 'belonging' at the right time.

Get outside help. Find a trustworthy person, who can be a sounding-board, referee (if necessary) and general encourager during the long haul. It might be a priest, or a lay person with experience in buildings and finance. They will help you reflect on what you are doing, highlight pitfalls, and even congratulate you when it's all going well.

Ask! Big dreams need big investments of love as well as money. Do not be shy about sharing your vision and inviting a generous response. Remember that sometimes people's gifts will not be cash - they might be support in prayer, hospitality, making contacts for you - or even just cheering you along.

Value the whole team. A committed team of enthusiasts can accomplish much that a dispirited band of pressed people cannot. People will learn new skills and discover new gifts during your appeal – if they are allowed to.

Claim all the benefits. This is not just about raising money to get a job done. One minister said, “We have experienced many benefits in the process of discerning God’s call and formulating a faithful response, and only one of those can be registered on a calculator.” Your appeal is a good excuse for some focussed, prayerful reflection about what your Church is for. Make sure you receive the non-monetary bonuses that will emerge from the appeal process!

Based on an article in *Congregations*, Nov/Dec 2001,
published by the Alban Institute in the USA

Suggested Checklist for planning an Appeal

- 1 **The basic facts:** determine the sum to be raised and spell out how the money will be used. (A breakdown into specific areas may be helpful).
- 2 **Attracting donors:** work out the possible division between grants (from Trusts and other funders), and gifts from individuals. Remember that some aspects of your project (eg access for disabled people, opening up a venue for music and arts events, wider community use) may attract funds from specialist groups. Do not forget income from special events, but do not imply that they

are the only source – some people would rather write a cheque than bake a cake or turn up to a concert!

- 3 **Collecting the money:** who will administer the Appeal account? Even though the Appeal forms part of PCC funds, a separate Treasurer and Bank Account is recommended.



- 4 **The taxman:** take Gift Aid fully into account in everything you do with donors. When it comes to pricing the project and paying building bills, make sure you are up-to-date on the current VAT reclaim system for listed church buildings: www.lpwscheme.org.uk
- 5 **Spreading the word:** what budget do you have to launch the Appeal? Be sensible about your 'start-up' costs - brochures, hire of facilities for events, etc. Shoestrings rarely take much weight.
- 6 **Going public:** how will the Appeal be launched? Many churches have used a tried and tested method, which has the following key elements:-

- A An attractive and informative brochure.
- B A social event for the public launch.
- C A 'target table' showing how gifts can combine to reach the total.
- D A follow-up visiting programme.

This approach is spelled out on the following pages.

- 7 **Easing the strain:** Loans can be an immense help! Many appeals succeed partly because individuals are willing to lend money to the project interest-free while the main funds come in. Their donation then becomes the interest they have gone without on their capital for the 6 months, year or 2 years involved.

Some people may be willing to lend money to cover costs that will only be recovered at the end of the project, such as VAT repayments. Consider whether you want to solicit loans actively.

- 8 **Donor fatigue:** set a sensible timescale for the Appeal. Even if you expect some people to give by Standing Order over 2 or 3 years, set a time limit for your concentrated Appeal work.

A The Brochure

The brochure should spell out your current need and stress aspects of the history or significance of the church that will appeal to potential donors - rather than simply recycling material from the church guide. Do not assume people know about the building already. Avoid 'churchy' language.



Easy access to computers means that brochure production can be done 'in house' if necessary. But do not accept less than the best you can afford - it is your main shop window.

You will need to work out:-

- Who will write it?
- Are special articles/letters needed (eg from a local celebrity or dignitary)?
- How much will it cost to print?
- What about photographs/drawings? Should they be historical, or architect's/engineering drawings of the planned work?
- When will it be distributed? Before the launch event will mean increased general awareness; at the launch event will give more impact on the night.

The brochure includes the Target Table (see Section C on pages 11 - 12). With it (on the night) comes a Declaration Form, including the simple Gift Aid Declaration and correct wording for cheques, cash or Standing Order payments into the appeal fund. It should also include assurance of confidentiality about people's gifts, and a named contact (probably the Treasurer or Secretary) for those who are responding after the launch event.

B The Launch: Social Event

What? It could be a concert, a special service, or simply a meeting. But in recent years, many churches have rediscovered the power of events built around meals. They take away some of the formality and the expectation that people are going to be 'got at'; they enable non-regulars to feel at home; and there may be willing hands available to pull out the stops for a special event supper.



- A buffet supper is probably most people's first thought.
- 'Cheese and wine' makes for easier catering (but hungry stomachs).
- Barbecues can be great fun in summer, but limit the chance for formal presentations.
- A sit-down meal may be possible in some venues.

Where? In some cases, it is possible to hold the event in Church. This may be a help if you want to remind people of the work you are planning to do. In others, you may want to look at the village hall, school, a local hotel, a farm barn or the pub.

When? Thursday or Friday evenings seem to be the best bet in most places. If it is a big enough community event, you may want to go for a Saturday. A Sunday lunchtime may work in some places, but you risk losing people with family commitments.

Experience suggests that appeals are best launched between September and the autumn half term, or between Easter and the summer holiday period. Winter weather keeps many people indoors during January and February, and many Churches prefer to do other things during Lent.

A suggested format



The following pattern has worked well in a number of parishes. You can amend it to suit your own situation.

- 1 People welcomed at the door; given a copy of brochure and checked off on master guest list.
- 2 They collect food/drink, circulate for a time (half an hour minimum to allow for latecomers, one hour maximum).
- 3 Chairman welcomes everyone and introduces speakers:-

- Why this appeal now? - a churchwarden.
- Appreciation of support - incumbent and/or the other churchwarden or brief technical/historical presentation about the work to be done.
- The wider scene/message of encouragement - an Archdeacon or Local Councillor.
- Financial Presentation - with an emphasis on Declarations.

NB With the exception of the financial presentation, speeches should not be longer than 4 minutes each. Be sharp, good-humoured and to the point!

- 4 Serve coffee whilst people are completing their Declarations.
- 5 Collect in signed Declaration forms and Banker's Orders.

NB You can increase interest by announcing, 2 or 3 times, both verbally and on the overhead projector, how the Appeal is progressing whilst people drink coffee, fill in forms or continue to chat.

- 6 Short message of thanks and goodnight; a reminder that visitors will be calling on those unable to be present or who have asked for a private conversation about their gift.



To think about . . .

- Informal welcome and chat, followed by the meal, usually gets things off to a relaxed start.
- You could serve food after the speeches, so that people can chat about the project while they eat.
- It is worth organising a display of pictures of the work, architect's drawings, or perhaps artefacts from the site, so that people can see what they are being asked to help pay for.

C The Target Table

Your Target Table sets out some illustrative levels of donation, and makes clear the effect that Gift Aid can have. It adds up to the sum you are intending to raise!

This example assumes everyone gives a monthly amount under Gift Aid. But lump sums can also be Gift Aided, and you might want to add a table showing the effect of lump sums as well.



How we can raise £50,000 over 4 years:

Number of Gift Aid Donations	Monthly Amount per Donor	Total paid by each Donor over 4 years	Gross value per Donor over 4 years (inc tax recovered*)	Total Gross Value
2	40	1,920	2,400	4,800
3	30	1,440	1,800	5,400
10	25	1,200	1,500	15,000
10	20	960	1,200	12,000
15	10	480	600	9,000
15	5	240	300	4,500
55 gifts at the above levels will achieve a total of				£50,700

* based on standard rate of tax of 20%

Use local knowledge to determine the top and bottom levels of giving suggested in your Target Table. It is no good aiming too high, but the Appeal will not be helped by setting illustrations which are too low!



D Follow-up

After the event you should plan a follow-up meeting to review progress and determine what further action is necessary.

Visits to those who were unable to come but expressed interest and those who came but did not make a commitment are very important, and need to be done sensitively. The success of any appeal is dependent upon people's willingness to get involved in following up the initial launch. This is done most effectively by one-to-one visits whether to business or individuals. Always make an appointment - and keep it!

- Who will organise this side of the Appeal?
- Will contact be by post or, much better, backed up by a personal visit - if so, by whom?
- Will contact be before or after the social event so information can be given on results?

Further Ideas: Who else can we talk to?

It is worth giving serious consideration to other contacts. You may want to do special letters and brochures to organisations/businesses who may support the Appeal. Remember, businesses can give to charity under Gift Aid! Equally, local firms may be happy to help with gifts of food, time or equipment for the social event.

You may be able to involve pupils if you have a local school. There will be interesting local history or artistic possibilities in your project. It might be possible for the children to be involved in designing publicity, or providing some entertainment at the launch event.

Publicity

It is easy to assume 'everyone knows what's happening'. But you cannot afford to miss any opportunity for letting friends and neighbours know what is happening. Do not forget people who have moved away but would value a link with the Church.



Consider:-

- Posters (either professional or perhaps prepared by local children?)
- Leaflets in local shops, pubs and businesses.
- Invitations and updates by 'Direct Mail' - through every letterbox.
- The local media (weekly freesheet, regional daily paper, local radio and television).
- A simple website, if there is someone with enough expertise to set it up and maintain it.

Keeping Momentum

Keep talking positive!

It is important to publicise progress regularly.

Use newsletters, notice-boards and public events. 'Thermometers' and the like are only effective if they are kept up-to-date and are seen to be moving towards the target.

You might want to hold a well-publicised celebratory/thanksgiving event on site at some significant point during the project.

Funding Guides

A comprehensive set of Funding Guides is now available at:
<http://www.parishresources.org.uk/resources-for-treasurers/funding/>

Further Reading

The UK Church Fundraising Handbook – a practical manual by Maggie Durran, published by Canterbury Press at £19.99. ISBN 1 85311 516 9

Avoiding the wastepaper basket – practical guide for applying to Trusts by Tim Cook, published LVSC £5.50. ISBN 1 872582 61 3

Running a local fundraising campaign by Janet Hilderley—published by CAF at £9.95. ISBN 1 85934 040 7.

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

Offertory response used
Sunday by Sunday in many churches

and Finally . . .

Have Fun!

- A restoration or re-ordering appeal can bring the community together in exciting ways.
- Some churches have grown numerically as the result of a successful appeal.
- Everyone involved always feels better for having achieved something which was once thought impossible.

**. . . keep praying for the success
of your Appeal.**

**If you would like further information or advice,
please contact:**

Mrs Sue Whitehead, PA to the Stewardship Adviser



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www.bathandwells.org.uk/supporting-parishes/stewardship/



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Changing Lives, Changing Churches for Changing Communities