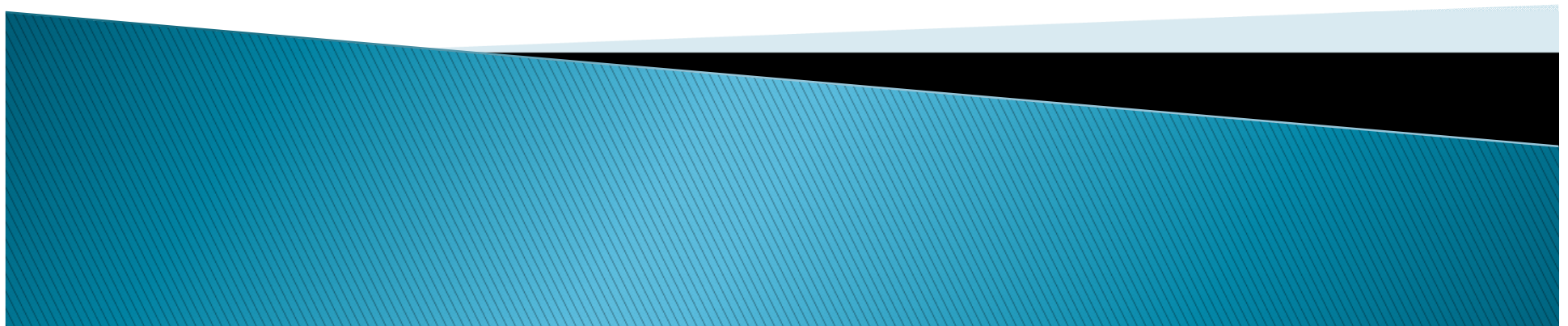
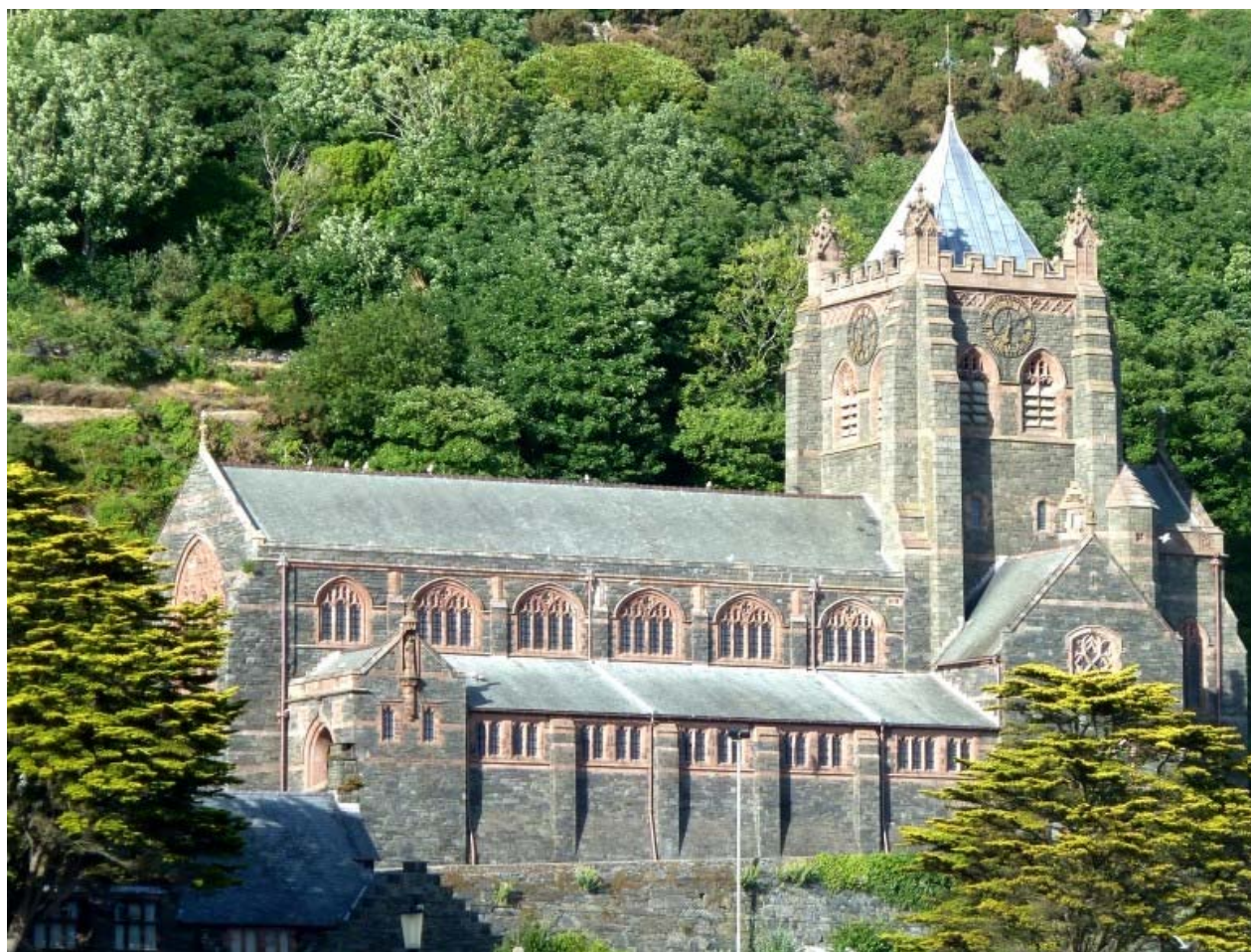


# Fundraising

Graham Collings  
Fundraiser and Fundraising Consultant







# What does your building appeal need?

- ▶ Strong case for support
- ▶ Community Audit, Business Plan?
- ▶ Well planned campaign
- ▶ Talk about the people, not just the building
- ▶ Engagement – not just begging!





project

grow




## *3 stages of a building appeal*

1. Preparation and planning
2. Appeal to church members
3. External appeal

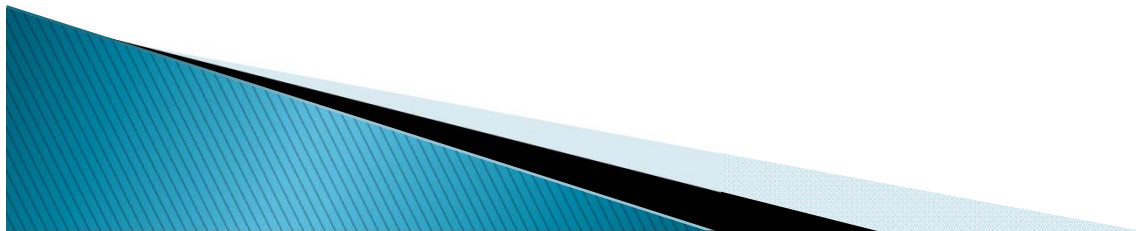


## *Preparation and planning – 1*

- ▶ Full project details, and costs
  - ▶ Clear about mission, building use
  - ▶ Community Audit? Business Plan?
  - ▶ People benefits / outcomes
  - ▶ Develop the case for support
- 

## *Preparation and planning -2*

- ▶ Funds already available, appeal target
- ▶ Research potential, sources
- ▶ Appeal plans and schedule
- ▶ Who will do what?
- ▶ Steering Group/leadership





# Make it look good!



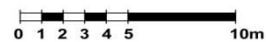
# Not dull!



GIFA Phase 1 = 539m<sup>2</sup>

GIFA Phase 2 = 622m<sup>2</sup>

PHASING PLAN



# *Appeal to church members*

- ▶ Explain, sell the benefits, motivate
- ▶ Not just a Gift Day
- ▶ Presentations, consultation, personal approaches
- ▶ Appeal is top priority – for now
- ▶ Prayer





## *External appeal*

- ▶ Highlight heritage value, community benefits
- ▶ Projects to interest donors
- ▶ Research, check funders
- ▶ Identify and use contacts
- ▶ Targeted approaches
- ▶ Pray some more!



## *Some possible sources*

- ▶ Building users, past members
- ▶ HLF, landfill, CIL
- ▶ Trusts, companies
- ▶ Fundraising events
- ▶ Council, CCG, eco grants, etc.
- ▶ Crowdfunding
- ▶ Loans?





## *Tips for success*

- ▶ Be open about money
- ▶ Strong leadership
- ▶ The generous “us”, not just the wealthy “them”
- ▶ Concerted effort, lots of activity – but well coordinated over a limited period



## *Typical timescale*

- ▶ Preparation and planning – 3–6 months
- ▶ Members appeal – 3 months
- ▶ External appeal – 12–15 months

