



GIVE TO GO GREEN

Fundraising

Handbook.





Fundraising Details.

Church Name:

Dates of Fundraising Campaign:

Fundraising Team Members:



Check off the items below once you have made a plan for each element.

Messaging:

Audiences:

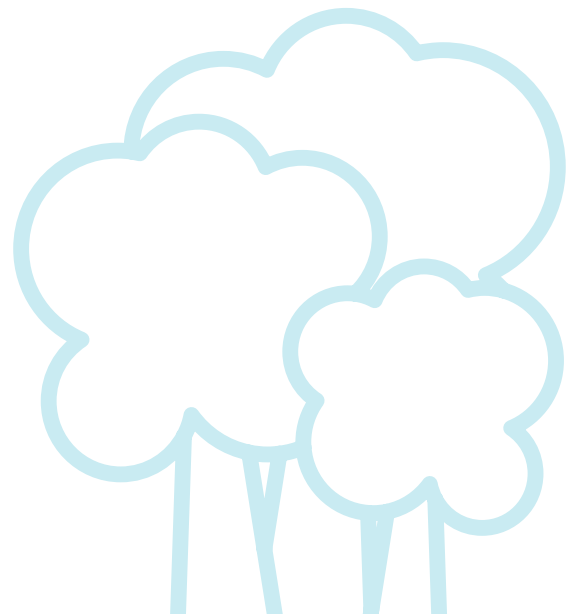
Communication Methods:

Fundraising Event Plan:

QR Codes:

Website Page:

Posters and Banners:



A Prayer.

**The earth is the Lord's and all that is in it,
the world, and those who live in it**

Psalm 24:1

Creator God, Through your goodness we offer you the fruit of our labour and the skills you have given us. Help us to be true stewards of your world and to inspire generosity in others, so that working together in the power of your Holy Spirit, we can safeguard your creation.

Amen.

Introduction to Fundraising

Fund-raising is, first and foremost, a form of ministry. It is a way of announcing our vision and inviting other people into our mission... When we seek to raise funds we are not saying, "Please, could you help us out because lately it's been hard." Rather, we are declaring, **"We have a vision that is amazing and exciting. We are inviting you to invest yourself through the resources that God has given you— your energy, your prayers, and your money—in this work to which God has called us."** Our invitation is clear and confident because we trust that our vision and mission are like "trees planted by streams of water, which yield their fruit in its season, and their leaves do not wither" (Ps. 1:3).'

Henri Nouwen The Spirituality of Fundraising



Whether you need to raise a little or a lot for your carbon-cutting project, fundraising can seem a daunting task. But remember, with **planning, preparation, enthusiasm and prayer,** you can achieve your goal.

Running a fundraising campaign is a fantastic way to engage everyone in your community, churchgoing and not, to engage with you and learn more about **your church and your vision.**

People who can give a lot and people who can only give a little will still share the same values, by virtue of having supported your project. Use the opportunity your fundraising campaign brings to generate enthusiasm about your local place, about caring for the environment and about working together for **positive change.**



Fundraising

Timeline.



Before Fundraising Starts	Prepare the ground by using this work book to plan your campaign. Mention to everyone that this campaign is coming to build up excitement and momentum.
Week 1	Launch your fundraising campaign with a bang and aim to get as many donations up front as soon as you can. Consider asking people to pledge a weekly gift over the next six weeks to spread the cost for them (£10 a week for 6 weeks, that's 3 coffees a week!)
Week 2	Share your progress and the amount raised. Keep asking for donations.
Week 3	This is a good week to hold your fundraising event.
Week 4	Keep the momentum up. Follow up with those who attended your fundraising event, and those who couldn't make it.
Week 5	Share your progress and the amount raised. Keep asking for donations.
Week 6	The Final Push – remind everyone of the deadline, make it clear how much you have left to raise and break it down in to small amounts (if everyone in this room gave another £15, we'd hit our target).
Week 7	Thank everyone who ran your campaign and who gave and tell them about the next steps for your project.
Project Completion	Make sure to contact everyone who gave to tell them your project has been completed. Perhaps consider running an event to celebrate what you have done and invite other local churches (maybe in your deanery) to inspire them on their net-zero journey by telling them what you did and how you did.

Together towards
net zero carbon

Fundraising

Building Blocks.

Crafting your message:

Ensuring your fundraising message is clear and well communicated is at the heart of running a successful campaign. To get this right, break down your communication into the following steps:

What will you say? Tell people how their donations will help:

- How much do you need to raise and by when?
- In simple words, explain what your project is avoiding technical jargon.
- How will your project cut your church's carbon emissions?
- What is your vision? How will the giver benefit by donating?
- 'For every £1 you give, the Church of England will double your donation'
- How will people benefit from your project? E.g. "by improving the heating in the youth room, it will be a more comfortable space for groups to meet throughout the week" or "by installing IR panel heaters, we will slash the heating bill and use the savings to run another messy church session during the week".
- Think about how much you need to raise and break it down in to smaller chunks. E.g. "We need 10 people to give £100 and 25 people to give £50" or "could you be one of 30 people who pledge to give £10 a week for 6 weeks"?

Write down your key message here:

Who will you tell? Who are the key groups in your church family and local community? (More about audiences on page 9)

- Think about how different people might prefer to be asked to give and how you will reach people throughout your six week period.
- Some people will really appreciate a personalised ask for support, so send them a private message first, like a direct email or letter.
- Ask your regular church family, but also people on your Electoral Roll and former church members, if you have permission to do so.
- Encourage people to consider speaking to their own families and friends who might give.
- Don't just tell people who you think can give a 'big' donation. Get people of all ages engaged with your fundraising event by getting people to do sponsored challenges, bake sales.

Be mindful of [GDPR](#) at this point and make sure you are contacting people who you have permission to do so.

How will you tell them? What are all the ways you communicate with people now?

- Think about your physical space, inside and out. How will people visiting your building/s find out about your project.
- Put a QR code linking to your online giving page on all your posters and flyers, pew sheets, display screens etc.

- All your communication channels should promote your fundraising campaign.
- Make sure you share your giving page regularly on social media. You can share whenever you have a new update to your project, not just when you launch your campaign, so think about posting if you hit a fundraising milestone, run an event or get an exciting donation.
- Make sure your website is up to date and it's clear how to donate.
- Local press and radio - Newspapers are keen to feature local events, send them a one page press release and any supporting materials. Contact local radio for a live interview – local radio enjoy featuring community events, particularly if you have an alternative fundraising activity alongside the event (e.g. vicar abseils down the church tower).

Who will share your message? This doesn't have to just be one person (e.g. your vicar on a Sunday).

- Consider encouraging everyone who leads a group in your church to take part in fundraising and tell the people they interact with about your project.
- Make sure anyone writing content for your social media channels or articles for your newsletter has enough time, so they are ready to send out as soon as your fundraising window opens.





Case Study

St Margaret & St Andrew's Church, Littleham, Devon

“Our fundraising campaign centred around involving everyone, and that’s why it worked so well,” reflects Susan. “We focused our efforts on raising awareness of the need to go green, developing fellowship and having fun!

“We launched the project with a special coffee morning that included an eco quiz, and shared a presentation on how to get involved. We brought everyone with us on the journey, and really tapped into the skills and creativity that existed within our congregation to raise the funds that we needed to make our Give To Go Green ambitions a reality. From investigating heating systems, to making posters, using different technologies and making cakes and soup to sell, so many members of the church played a role in achieving our fundraising target.”

Running an Event.



The sky is the limit when it comes to engaging people in fundraising.

An A to Z of Fundraising Ideas

A fundraising event could take any form, but should be fun and positive, to build support for your project and create a local buzz. Before your event, invite people along, detailing the date, time and RSVP (if required). You should also include a fundraising message so people who can't attend can still donate

- 1.** Have plenty of visible information about the project (posters, leaflets, flyers, banners) as well as enthusiastic, energetic volunteers on hand to explain why the fundraising of this event is so important.
- 2.** Make sure the event is well signposted and looks appealing enough to drum up interest from off the street. Use lots of active, colourful, diverse photographs of people and places.
- 3.** Make it easy to give! Have opportunities to donate everywhere, remember if you don't ask you don't get.
- 4.** Where there is the opportunity to donate, ensure there is the opportunity to Gift Aid it.
- 5.** Have plenty of refreshments available and encourage donations. NB gift aid can only be claimed on money from individuals where no reward is given in return for making a donation. Asking for suggested donations is ok, as long as people who don't donate can still receive.
- 6.** Make sure there's a lot for people to do and see during the event – that might be a talk or tour of your church, a concert or a coffee morning.

Your fundraising event:

Case Study

Christ Church, Upper Armley, Leeds

We set out to raise £2,500, to then be match-funded through Give To Go Green. We ended up raising over £4,000, which is a real testament to how much our community got behind the idea.”

The reason that the fundraising worked so well, reflects Phil, is that it was grounded in one simple challenge that everyone could get behind and work towards.

“We publicised what we wanted to change and how much we needed to raise — and then signposted people towards Give A Little to encourage donations both in the church and via our website.”

“We considered a few different fundraising options, but it soon became clear that a sponsored walk all around our parish held the most appeal; we calculated that if you walked the distance twice, that would be equivalent to a half marathon. A few of the team ended up walking the whole half marathon, some ran the distance, while others walked as far as they could — our walkers spanned in age from 10 to 81! The walk brought together all generations.”

The youngest walker in the fundraising team was 10-year-old Sibella Dawkins, who said: “I felt motivated to take part because it sounded fun, keeping fit is good for your mind and body, and I enjoy walking. The day was wet but I explored places I had never seen before. I think in the future the church will have money to save; hopefully our church can be seen as a role model to help others become more eco friendly.”

81-year-old Mary Argyle also participated: “I decided to take part in the walk because I feel that we need to do all we can to change our ways to protect the environment. The walk was around the parish boundary and it rained quite heavily for most of the time, but as we walked, talked and laughed together it was a time of getting to know each other better. We can all make small changes in how we live and I hope we can continue to make improvements.”

Simplicity and accessibility was the key to fundraising success, reflects Phil: “Keeping it local meant that people didn’t have to travel to take part, and also made it more accessible. It was an idea that engaged everyone but was also easy to be a part of.”



Fundraising Things

to Think About.

Fundraising Language. Use active language rather than passive language e.g. avoid the would/could/should. Go for: give now, donate now, your money will...

Giving Personas To help better understand the different giving motivations and habits, we've created five Giving Personas. These personas show the different types of giver within a typical church, and your church can use these personal profiles to better understand the range of attitudes and behaviours around giving, and tailor giving communications to different Anglican audiences. Download the profiles [here](#).

Making the ask at church services. Root your fundraising message in theology around caring for creation.

The Church of England's Environment Team has some great resources [here](#).

Reaching your wider community. Make sure you advertise your fundraising appeal outside your building if you can with a banner or posters, with a QR code to your fundraising page on them.

Do you have a church hall? If so, think about the groups that use this, and whether they could give to your project. Ensure you have some information about your project available there, as well as flyers.

Do you have a local school who could fundraise on your behalf, perhaps through a challenge event or bakesale? Invite people to give this way

through your QR code. This is a great way to build connections and goodwill for your church in the wider community, even among people who might not regularly attend church, but care about the local community and protecting the environment.

Are there community groups you could ask to support you, like a local Rotary Club branch?

Organise a few people to do a flyer drop to houses around where they live locally. Write to all houses and businesses in your parish and include the flyer for your fundraising appeal. Send a similar letter to people who once lived in the parish but no longer do so, and to others who have links with the parish e.g. those who were baptised or married in the church or those with former connections to the parish.

Afterwards. Once your campaign has ended, make sure you say thank you widely, so that your church congregation and local community know how their donations have made a difference to your project. You might also like to celebrate when your project is complete, as this helps to build trust so people are more likely to give again in the future.

For some people, a donation to this appeal might be the start of their giving journey to your church. This about how you can motivate them to give more in the future or commit to giving regularly through the Parish Giving Scheme or by standing order.

Use this table to identify your key audiences, how you will tell them about your campaign, and who will do it

Audience	Communication Method	Communicator



Links and Resources.

Whatever method(s) of giving you encourage within your church, it's important to always adhere to the [Code of Fundraising Practice](#)

[Parish Resources 'Raising the Funds' Funding](#)

[ChurchCare 'Raising the Funds'](#)

[National Churches Trust 'Raising the Funds'](#)

[Institute of Fundraising 'Fundraising Essentials'](#)

[Institute of Fundraising '10 Steps to Excellent Fundraising'](#)

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GO GREEN**



THE CHURCH
OF ENGLAND