

Church Grants 20 Minute Masterclass

Speakers Notes: Planning a Capital Project

Click the links on the left to see additional organisational information

Top Tips can be found at the end of these notes



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Presentation

Slide 1: Churchgrants 20 Minute Masterclass - holding slide

Planning your project

Slide 2: Welcome

- Introduce yourselves using the chat box
- Use the Q&A box to ask questions to the panellists
- Slides and video will be available at <https://www.london.anglican.org/kb/request-fundraising-information/>

Slide 3: Who are we?

- Matthew Lagden, MIIntsF
- Andrew Clark, MIIntsF Cert

Slide 4: What you will learn today

- The right order in which to approach a capital project - the various steps to be carried out
- Who can help and when to ask them - who you should be speaking to at each stage
- The key things you need to get right at each stage

The steps are:

- Understanding what you want to achieve and why
- Developing a good design scheme and getting the necessary permissions
- Developing your budget and planning your fundraising
- Raising the money

Getting a good design scheme & a robust budget are the two most important things you can do!

Slide 5: Before you begin:

- Prepare yourself spiritually – this may be a five-year journey
- Prepare your community – they need to follow you on the journey
- Identify the talents you have within your church community – and the skills you are missing (because you will need to buy these in)
- Get structures in place to support you – ‘people structures’ (teams/groups for each aspect of the project) and ‘information structures’ (open access record keeping so that new people can step into the project)
 - ‘People Structures’ – recognise that you cannot do this alone, and organise a team to support you with each aspect of the project
 - ‘Information Structures’ – over the five year lifespan of the project it is highly likely that people will leave the project, acknowledge that and make sure you have a digital record keeping system that is clearly organised so that new people can get up to speed quickly

Slide 6: What you want to achieve and why?

Understand what you want to achieve and why:

- What are the needs and issues your church faces?
- What are the needs and issues your community faces?

- Is a capital project the right way to solve them?
- How will the capital project solve them?

Slide 7: Design scheme and permissions

Developing a good design scheme and getting the necessary permissions:

- Start with your QI – and get a new one done if needs be
- Open the dialogue with Parish Property Support
- List the problems you are trying to solve (internal and external)
- Identify how changes to your building can solve the problems
- Develop this into two written documents:
 - Write a ‘statement of significance and needs’ and a briefing document for your architect (they will be based on the same information but use different language)
 - Find an architect you trust (Parish Property Support can help) and commission them

Slide 8: Helpful Resources

- [Crossing the threshold](#)
- [Community Audits](#)
- [Statement of Significance and needs](#)

Slide 9: Budgeting & planning to fundraise

Developing your budget and planning your fundraising:

- Develop a realistic, robust budget
- Commission a quantity surveyor – builders and architects estimates are not robust enough
- Assess your churches fundraising experience and capacity – if you are currently raising £20k per year, you are unlikely to scale up to £200k
- Identify and assess all possible sources of support – internal (your church) and external (trusts and foundations, casual church users, your local community, local businesses)
- Do a ‘contacts audit’ – identify all the people that members of your church community know
- Create a realistic estimate for how much you can raise from each of them (including Gifts in Kind – eg building materials)
- Is it enough? If not, go back to your budget and see if you can reduce costs or consider phasing it
- Appoint a member of your church to take the lead on communicating with each of these groups or individuals

Developing a realistic, robust budget is the single most important thing you can do

Slide 10: Implementing your fundraising campaign

- Stage one: raising your fighting fund – ensure that you have enough money to fund your project costs – architects, surveyors etc – this funding must come from within your church, no one else is going to fund it

- Stage two: raising your contribution to the project – most funders will want to see that you are contributing to the project – at least 10% and as close to 50% as you can get
- Stage three: raising funds from external sources – once you have hit your threshold go out to all external sources simultaneously.
- Stage four: the final heave – once you know how much you have raised from external sources, go back to your church – and possibly wider - community and ask them to give and raise the rest.

Slide 11: Remember.....

And remember two things:

- Every aspect of your plan will change – and that’s okay! Keep revisiting it.
- Unexpected avenues will open up – follow them wherever they lead.

Slide 12: The seven steps of fundraising

Remember the seven steps of fundraising:

- Identify your prospects
- Research your prospects: find out as much as you can about them (legally)
- Plan: when will you approach them and how? What information will they want?
- Engage: Start a conversation with them. Are they really interested, what form of support can they offer, what else do they need to know?
- Ask: The moment of truth. The ask should be made by the most senior person willing to do it. It can be written but is better done in person.
- Confirm: Get it in writing!
- Thank: By email within 24 hours, by letter the same week, and in person within a month.

Two other things to bear in mind:

- If someone says no, it isn’t personal, and they won’t change their mind
- Donors who are properly thanked give again, donors who aren’t, don’t!

Slide 13: Any questions?

- Use the Q&A box to ask questions

Slide 14: Good luck!

Contact details for:

- [Parish Property Support](#)
- [Church Grants \(subscription paid by Diocese of London\)](#)
- [Parish Fundraising Support](#)

TOP TIPS:

- Get a good, segmented, and recent costing completed.
- Create an Appeals Board consisting of church/ community stakeholders.
- Research your funding prospects (as much as possible). Plan an appropriate ask.
- Focus on the central need that the project is trying to address in all communications.
- Go with the flow! Plans will change. Remain resilient.