

Church Grants 20 Minute Masterclass

Speakers Notes: Writing your Case for Support



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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Speakers notes on following pages

Presentation

Slide 1: Churchgrants 20 Minute Masterclass - holding slide

Writing a Case for Support

2: Welcome

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

Slide 3: Who are we?

- Matthew Lagden, MIntsF
- Andrew Clark, MIntsF Cert

Slide 4: What you will learn today

- How to write a case for support that will convince internal and external stakeholders to support your project

The steps are:

- Gathering all the necessary information
- Deciding what information to include and exclude
- Creating the structure
- Writing the content
- Editing it
- Using it to support the project

A solid and well constructed case for support is vital for a successful fundraising project

Slide 5: Gathering the information:

- Gather every document you have about the project. You need information about the following areas (at the very least):
- What you want to do (a description)
- Evidence of the **need** for the project (QI / Community Audit etc)
- An explanation of how your project meets the need
- Information about your church that is **relevant** to the project (history, the makeup of your congregation, etc)
- The budget for your project
- Your fundraising plan

Slide 6: What to include and exclude:

- Assess everything that you might include using the following question:
 - **Does this help the reader to understand our project?**
- Keep it relevant to the project. It might be tempting to include the entire history of the church and its architecture, but that might not be relevant to your bereavement café or homelessness project
- Back up your assertions with evidence from your QI, community audit and external sources
- Balance the facts and figures with real stories from those who will benefit to bring your project to life

Slide 7: Creating the structure:

Your document needs to help the reader understand your project, and the structure needs to reflect that. Decide on the headings before you start writing. An example could be:

- Introduction – this should contain enough on its own to convince a warm supporter, and must include the cost
- Need - outline of the need/the problem you are trying to solve, including the consequences if the project does not go ahead
- The Why? – why is this a problem?
 - Where's your evidence?
 - Why are you the right organisation to solve the problem?
 - Why now?
- How - explain how the project solves this problem
- Impact – what difference will the project make to those that benefit? How will you know if it has made a difference?
- Money - The budget. How much will what you want to do cost realistically? What's your fundraising plan to meet the target? Include what you've already raised and how much more you need.
- Conclusion - repeating all the main points. Find an architect you trust and commission them to help bring your project to life.

Slide 8: Top tip for structure

Remember:

- **Tell them** what you are about to tell them,
- **Tell them**, and then
- **Tell them** what you have just told them.

Slide 9: Writing the content:

- Be consistent in tone and style – try to have a single author and avoid copying sections from other documents
- Avoid jargon and acronyms, assume the reader has no prior knowledge of your organisation or the project
- Appeal to heads – include statistical information and concise facts and figures
- Appeal to hearts –balance facts and figures with telling the story of those in need who will benefit from the work
- Point to your previous success – what have others said about your past work?
- Bring it to life – use quotes and visuals to engage the reader
- Include a simple budget and fundraising plan. These can be presented as tables.

Slide 10: Editing the document

- However long it is, it can, and probably should be, shorter.
- Authors cannot edit their own work. Get a second reader. Preferably someone who isn't familiar with the project.
- Make your words count! Read every sentence and think:
 - 'Is this necessary?
 - Does it help the reader understand my project?
 - If I delete it, is the document better or worse?'
 - Do not go over four pages – and the closer you are to two pages, the better.

Remember

- This will be read by people who are incredibly busy.
- They may have a lot of reading to do.
- Help them out by keeping it as succinct as possible.

Slide 11: Using it to support your project:

This document is the heart of your project. It might be used in the following ways:

- In its entirety for a trust application (tailoring usually needed)
- Turned into a brochure for major donors
- As part of a planning application submission
- Elements can be adapted to form an appeal for individual donations – including on-line

Slide 12: Remember:

Successful fundraising is about solving problems for people.

Your case for support should answer the following questions:

- What is the problem we are trying to solve?
- Why are we the right people to solve this problem?
- How will this project solve the problem?
- How much will it cost to solve the problem?
- What will happen if we don't solve the problem?

If you read your case for support, and it doesn't answer these questions, go back and make sure it does!

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:

Shorter:

- **Less is best.**
 - Shorter documents,
 - Shorter sentences,
 - Less words.