Churchgrants 20 Minute Masterclass

WRITING A CASE FOR SUPPORT

CHURCH GRANTS

DIOCESE OF LONDON

CHURCH FUNDRAISING
KICKSTARTER
GETTING YOUR CHURCH FUNDRAISING BACK ON TRACK

Welcome

▶ **Introduce yourselves**

▶ Use the chat box below to say hello and for general comments to all participants

▶ **Questions to our panelists**

▶ Please use the Q&A box at the bottom of your screen to ask your question

▶ **Webinar Format**

▶ You will be able to see and hear the speakers and the presentation, but not other participants

▶ **Slides and Video**

▶ This session is being recorded and the video will be available along with the slides at https://www.london.anglican.org/kb/request-fundraising-information/

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Who are we?

- **Matthew Lagden, MInstF**
  - CEO of the Institute of Legacy Management

- **Andrew Clark, MInstF Cert**
  - Managing Director of Apostle Charity Consulting

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 the information	Inclusions and exclusions	Creating the structure	Writing the content	Editing it	Using it to get support

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

Gathering the information

- Description of what you want to do
- Evidence of the **need** for the project
- An explanation of how your project meets the need
- **Relevant** information about your church
- The budget for your project
- Your fundraising plan

What to include and exclude

KEEP IT RELEVANT TO THE PROJECT

BACK UP YOUR ASSERTIONS WITH EVIDENCE

BALANCE THE FACTS WITH REAL STORIES

Assess everything with the question: "Does this help the reader to understand our project?"

Creating the structure

Introduction	• On its own this should **convince** a warm supporter and must include the cost
Need	• What is the **problem** you are trying to solve and what are the consequences if the project does not go ahead
Why?	• Why is it a problem? What **evidence** do you have? Why are you the best organisation to solve it? Why now?
How?	• How will your particular project **solve** the problem?
Impact	• What **difference** will the project make to those who benefit? How will you know it has made the difference you intend?
Money	• **Realistically** how much will it cost and what's your fundraising plan to meet the target?
Conclusion	• **Repeat** all the main points

Top tip for structure

- tell them what you are about to tell them
- tell them in detail
- tell them what you have just told them

Writing the content

1 Be consistent in tone and style

2 Assume reader has no prior knowledge

3 Be concise with facts and figures

4 Tell the story of those who benefit

5 Point to your previous success

6 Bring it to life

7 Simple budget and fundraising plan

Editing the document

Shorten:
However long it is, it can, and probably should be, shorter.

Fresh eyes:
Get a second reader, preferably someone who isn't familiar with the project.

Make words count:
Read every sentence and think: 'Is this necessary? Does it help the reader understand my project?'

No more than four:
Keep it to four pages or less, ideally two

Using it to support your project

The case for support is the heart of your project. It might be used in the following ways:

- As a basis for a trust application (tailoring usually needed)
- Turned into a brochure for major donors
- As part of a planning application submission
- Elements adapted into an appeal for individual donations

Remember

Your case for support should answer the following:

- 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.

Any questions?

USE THE Q&A BUTTON AT THE BOTTOM OF YOUR SCREEN TO ASK A QUESTION

Good luck!

- **Diocese of London Parish Property Support**

- https://www.london.anglican.org/support/buildings-and-property/

- **Church Grants (subscription paid by Diocese of London)**

- https://london.churchgrants.co.uk/

- **Parish Fundraising Support**

- https://www.london.anglican.org/support/fundraising/