



# Top tips to continue fundraising for your church during COVID-19 and beyond



While everyday life is disrupted with churches not running as usual, fundraising is becoming even more important. Our webinar, top tips to continue fundraising for your church during COVID-19 and beyond, offers suggestions to help keep your fundraising going during this challenging time. This factsheet summarises the key messages from the webinar.

## Key terms in fundraising

Certain terms will frequently occur when you are fundraising. Being familiar with these terms will help you when approaching grant funders – as they are often used on funders' websites and application forms. A working knowledge of these terms will be useful when your church or fundraising committee is discussing your fundraising and when preparing your grant application forms.

Being confident using these terms will demonstrate that you are well prepared and that you are approaching your fundraising in an organised way.

Capital campaign	A project over a set period of time to raise a particular amount of money. The most common is a 'bricks and mortar' campaign to purchase, build or renovate a building.
Matching grant or match funding	A donor or funder pledges to match whatever you raise through your own efforts.
Restricted gift/funding	Donations or grants for a particular purpose or project. For example; £500 towards a 'shop & drop' service for isolated older people or £5,000 towards a new roof.
Unrestricted gift/funding	A donation towards your general cause or core costs of an overall service you provide. For example, a donor may give an unrestricted gift to your church to use wherever the money is most needed.
Prospect	A charitable trust, individual, company or organisation that would potentially support your church or project.
Revenue or core cost	Anything that is a principal activity or cost, from paying heating bills and volunteer expenses, to freeing up time for developing community action plans.
Output	Activities or materials which enable you to reach and support people and run projects. For example, weekly hot meals for ten low income families.
Outcome	A change, benefit or impact, as a result of running projects and supporting people, e.g. Children from low income families do not go hungry and are better able to concentrate on homework.  We have further guidance on why outputs and outcomes are important terms to funders and how you can use them on our fundraising hub: <a href="http://www.ecclesiastical.com/church/fundraising/outputs-outcomes">www.ecclesiastical.com/church/fundraising/outputs-outcomes</a>

Although churches may not be running as usual, the ongoing work to help the communities they serve is more important than ever. Funders recognise this and are stepping up to support churches. This webinar looks at the opportunities available and ways you can be pro-active about fundraising, by answering three key questions.

### 1. With social distancing in place, how can I fundraise?

- n **Create the right message** by making sure that you have a clear case for support that outlines why your church needs funding. Our guidance on writing a case of support can be found on our fundraising hub [www.ecclesiastical.com/church/fundraising/case-support-guidance](http://www.ecclesiastical.com/church/fundraising/case-support-guidance)
- n **Consider new projects that could benefit your community**, the more you can practically do to support people in your wider community, the more funding opportunities will open up to you. You will be eligible for more grants if your community action projects provides services such as:
  - Support or befriending services
  - Women and children's work
  - Information hubs and drop-ins (social distancing applied)
  - Employability guidance.
- n **Consider working in partnership**, as many funders look favourably on projects which have two or more partner charities or organisations working together to maximise the benefits for the people they support. Are there local agencies, charities, or organisations that your church could be working with to support a wider group of vulnerable people?

### 2. What can I do to keep my donors involved and up to date?

- n **Make it clear on public notices** that you are continuing to fundraise! We have developed a fundraising poster [www.ecclesiastical.com/documents/church-fundraising-poster.pdf](http://www.ecclesiastical.com/documents/church-fundraising-poster.pdf) that you can display inside or outside your church, or you can create your own.
- n **Keep up communications with existing donors**, this can be different from your usual ways of keeping donors informed such as a special email update, by creating a messaging group or with a phone call. You can even create a virtual social group that meets regularly – ideas include donors' quiz nights or a book club.
- n **Encourage existing donors to be lead donors during COVID-19**. Reach out to people who already give to your church to see if they can give more during this difficult time or help to encourage others to give to your church.

### 3. How can we replace funds usually raised before social distancing? (e.g. from collections, room hire and events)

- n **Create online or digital events** to inspire people to give. For example, you could start an online challenge event – get your community on board to come up with their own challenge events or fundraising activity. You can do a sponsored walk or host an online quiz to raise funds for your church. If you are streaming church services, think about incorporating a message about the need to support your church more than ever; and explain how people can do that by donating to your fundraising event.
- n **Research online giving** as there are a number of platforms that you and your church can use to raise funds and receive donations. UK Fundraising has lots of ideas to help you with online giving [www.fundraising.co.uk/2020/04/20/virtual-fundraising-tools-for-the-coronavirus-period](http://www.fundraising.co.uk/2020/04/20/virtual-fundraising-tools-for-the-coronavirus-period). Your church authority may have advice about receiving online donations and may have discounted rates in place, such as these for Anglican churches [www.parishbuying.org.uk/categories/giving-and-payments/online-giving](http://www.parishbuying.org.uk/categories/giving-and-payments/online-giving).
- n **Consider crowdfunding**, it's a great way to engage with a much wider audience. Providers include Crowdfunder, Go Fund Me and Just Giving Crowdfunding. Crowdfunder is enabling charities to run virtual video events, such as comedy nights, music events, quizzes, and has shared its tips and ideas [www.crowdfunder.co.uk/search/projects](http://www.crowdfunder.co.uk/search/projects).
- n **Research possible funders**, starting with our list of emergency grant funders [www.ecclesiastical.com/church/fundraising/funds](http://www.ecclesiastical.com/church/fundraising/funds) who are accepting applications from churches. We also have some useful tips to help you organise your research [www.ecclesiastical.com/church/fundraising/research-donors-and-funders](http://www.ecclesiastical.com/church/fundraising/research-donors-and-funders).

## Want to find out more?

A dedicated helpline has been set up to help support churches with the fundraising hub.

If you or your church would like support with our online resources please request a call back via the church fundraising helpline on **0345 601 9959** or the online form on the fundraising hub. One of our **Church Insurance Consultants** will call you back.

And don't forget to keep checking the fundraising hub for more updates.

[www.ecclesiastical.com/churchfundraising](http://www.ecclesiastical.com/churchfundraising)

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