



Top tips for fundraising



Key steps and suggestions for you and your church to take for successful fundraising.

- **Make it clear** on public notices that you are fundraising. We have developed a [fundraising poster](#) that you can display inside or outside your church, or you can create your own.
- **Create the right message** by making sure that you have a clear case for support that outlines why your church needs funding. View our guidance on writing a [case for support](#).
- **Find ways to keep your church connected** with your congregation and wider network. As well as offering online worship, you can keep in touch with people using phone calls, emails, letters, and video messages such as 'thought for the day'. Not only does this provide invaluable support to people, but it demonstrates that your church is active and needs support.
- **Keep up communications with existing donors**, such as a special email update, by creating a messaging group or with a phone call. You can even create a virtual and face to face social group that meets regularly – ideas include donors' quiz nights or a book club.
- **Focus on the importance of regular giving**. You can appeal to the congregation (and possibly the wider community) to set up standing orders for regular giving to your church. A nice touch is to create a message of thanks each week to send to people who contribute to your giving plate (whether virtually or in person).
- **Emphasise Gift Aid** and how it is so important to include Gift Aid with a donation. Make sure that a Gift Aid declaration box is included on the digital and paper donation forms you create for your website and for face to face and digital fundraising events.
- **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.
- **Create in person and 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 a 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.
- **Consider crowdfunding**, it's a great way to engage a much wider audience. Providers include Crowdfunder, Go Fund Me, and JustGiving Crowdfunding.
- **Research possible funders**, starting with our list of [grant funders](#) who are accepting applications from churches. We also have some useful tips to help you [organise your research](#).

Want to find out more?

To find out more or for further advice visit the fundraising hub.

www.baptist-insurance.co.uk/church-fundraising

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