

# Churchgrants 20 Minute Masterclass

**PLANNING A CAPITAL PROJECT**



# 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
- ▶ 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/>



# Who are we?

- ▶ **Matthew Lagden, MCioF**
  - ▶ CEO of the Institute of Legacy Management
  
- ▶ **Andrew Clark, MCioF (Cert)**
  - ▶ Managing Director of Apostle Charity Consulting



# What you will learn today

The right order in which to approach a capital project



Who can help you and when to ask them



The key things you need to get right at each stage

# Before you begin



**PREPARE YOURSELF  
SPIRITUALLY**



**PREPARE YOUR  
COMMUNITY**



**IDENTIFY TALENTS AND  
SKILLS GAPS**



**GET STRUCTURES IN  
PLACE TO SUPPORT YOU**

What do you  
want to  
achieve and  
why?

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What are the needs and issues  
your church faces?

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What are the needs and issues  
your community faces?

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Is a capital project the right  
way to solve them?

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How will the capital project  
solve them?

# Design scheme and permissions

Start

- Start with your Quinquennial Inspection (QI) – get a new one if needed

Open

- Open the dialogue with Parish Property Support

List

- List the problems you are trying to solve (internal and external)

Identify

- Identify how changes to your building can solve the problems

Write

- Write a 'statement of significance and needs' and architect briefing

Find

- Find an architect you trust and commission them

# Helpful Resources

- ▶ **Crossing the threshold**

- ▶ <https://www.hereford.anglican.org/Crossingthethresholdtoolkit/>

- ▶ **Community Audits**

- ▶ <https://www.london.anglican.org/kb/community-audits/>

- ▶ **Statement of Significance and needs**

- ▶ <https://www.churchofengland.org/more/church-resources/churchcare/advice-and-guidance-church-buildings/statements-significance-and-needs>



# Budgeting and planning to fundraise

- Realistic, robust budget
- Commission a quantity surveyor
- Assess church's fundraising experience and capacity
- Identify and assess all possible sources of support
- Do a 'contacts audit'
- Estimate how much you can raise from each source
- Is it enough? If not, go back to your budget
- Appoint a member of your church to take the lead

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

# Implementing your fundraising campaign

## Stage one

raising your fighting fund – ensure that you have enough money to fund your project costs – architects, surveyors etc – 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 community and ask them to give and raise the rest

# Remember

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

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**IF YOU DO NOT  
EXPECT THE  
UNEXPECTED YOU  
WILL NOT FIND IT,  
FOR IT IS NOT TO BE  
REACHED BY SEARCH  
OR TRAIL.**

• HERACLITUS •

# Seven steps of fundraising



Identify your prospects



Research them (legally)



Plan: when and how will you approach them?



Engage: Start a conversation with them.



Ask: The ask should be made by the most senior person



Confirm: Get it in writing!



Thank: Promptly, personally and repeatedly

**Donors who are thanked properly give again, donors who aren't, don't!**



# Any questions?

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

# Next webinars

**1) WRITING A CASE FOR SUPPORT**

TUESDAY 20<sup>TH</sup> APRIL AT 14:00

**2) RAISING MONEY FROM TRUSTS AND FOUNDATIONS**

MONDAY 10<sup>TH</sup> MAY AT 19:00

**3) WRITING A GRANT APPLICATION**

THURSDAY 10<sup>TH</sup> JUNE AT 19:00