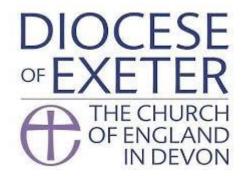
Churchgrants 20 Minute Masterclass

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



SKILLS GAPS



GET STRUCTURES IN PLACE TO SUPPORT YOU

What do you want to achieve and why?

What are the needs and issues your church faces?

What are the needs and issues your community faces?

Is a capital project the right way to solve them?

How will the capital project solve them?

Design scheme and permissions

•Start with your Quinquennial Inspection (QI) – get a new Start one if needed Open Open the dialogue with Parish Property Support List List the problems you are trying to solve (internal and external) •Identify how changes to your building can solve the Identify problems Write a 'statement of significance and needs' and Write 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/churchresources/churchcare/advice-and-guidance-churchbuildings/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

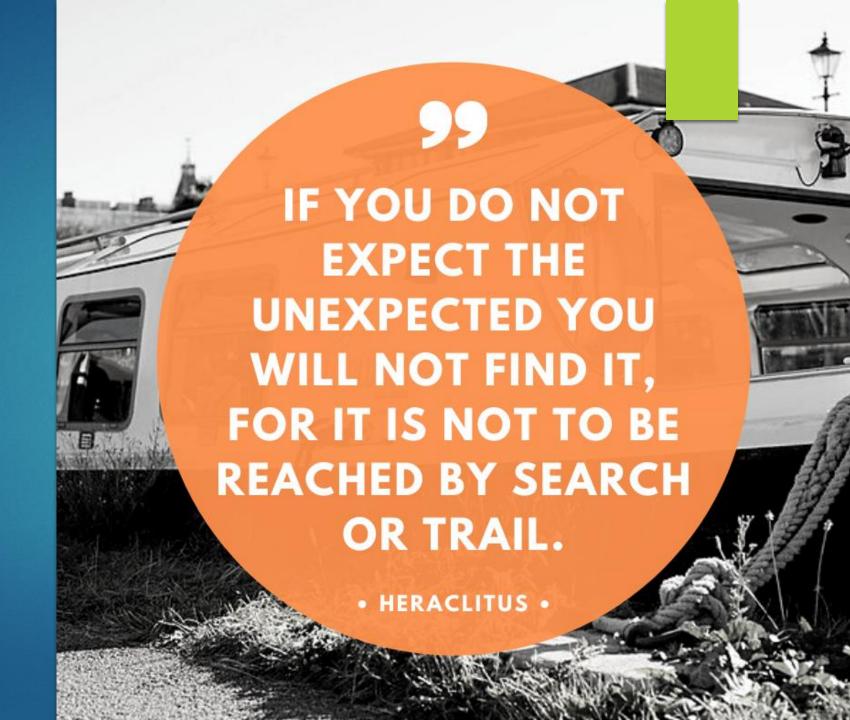
Developing a realistic, robust budget is the single most important thing you can do

Implementing your fundraising campaign

raising your fighting fund – ensure that you have enough money to fund your project Stage one costs – architects, surveyors etc – no one else is going to fund it raising your contribution to the project – most funders will want to see that you are Stage two contributing to the project – at least 10% and as close to 50% as you can get raising funds from external sources – once you have hit your threshold go out to all Stage three external sources simultaneously the final heave – once you know how much you have raised from external sources, Stage four 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.
- Unexpectedavenues will open upfollow themwherever they lead.



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 20TH APRIL AT 14:00
- 2) RAISING MONEY FROM TRUSTS AND FOUNDATIONS MONDAY 10TH MAY AT 19:00
- 3) WRITING A GRANT APPLICATION THURSDAY 10TH JUNE AT 19:00