

Church Grants 20 Minute Masterclass

WRITING A CASE FOR SUPPORT



DIOCESE
OF EXETER



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/>



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

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

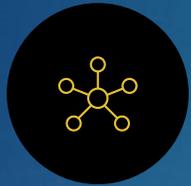
A solid and well constructed case for support is vital for a successful fundraising project

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

- Find an architect you trust and commission them

Top tip for structure

- ▶ tell them what you are about to tell them
- ▶ tell them
- ▶ 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**

What is Kickstarter?



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/>

