

# ACAT Conference 2024

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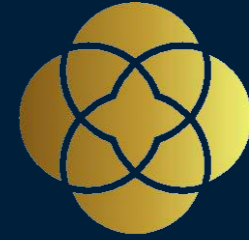
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# Ecclesiastical Insurance – Benefact Group

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- ▶ Founded 1887 - 130 years insuring churches
- ▶ Leading UK insurer of churches and heritage buildings
- ▶ Owned by a charitable trust – Benefact Trust
- ▶ Specialist Church team
- ▶ Helping your church to **thrive**



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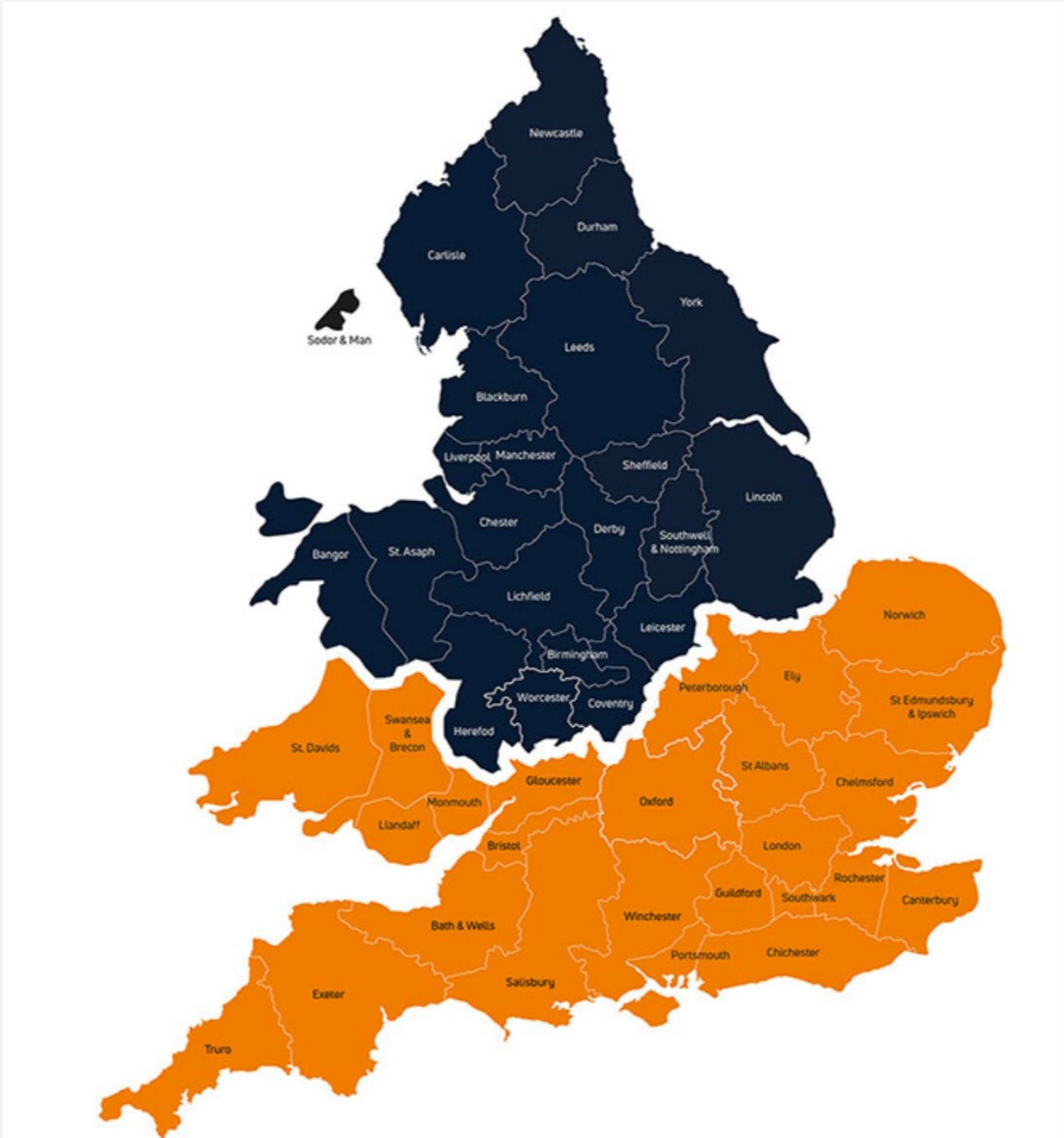


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# Heather Ford - Church Support Manager



➤ Heather Ford



➤ Joseph Davies



# Key Steps for Successful Fundraising

**ACAT Conference, Cambridge  
19<sup>th</sup> October 2024**

Heather Ford BA Pg Dip Cert CII  
Church Support Manager

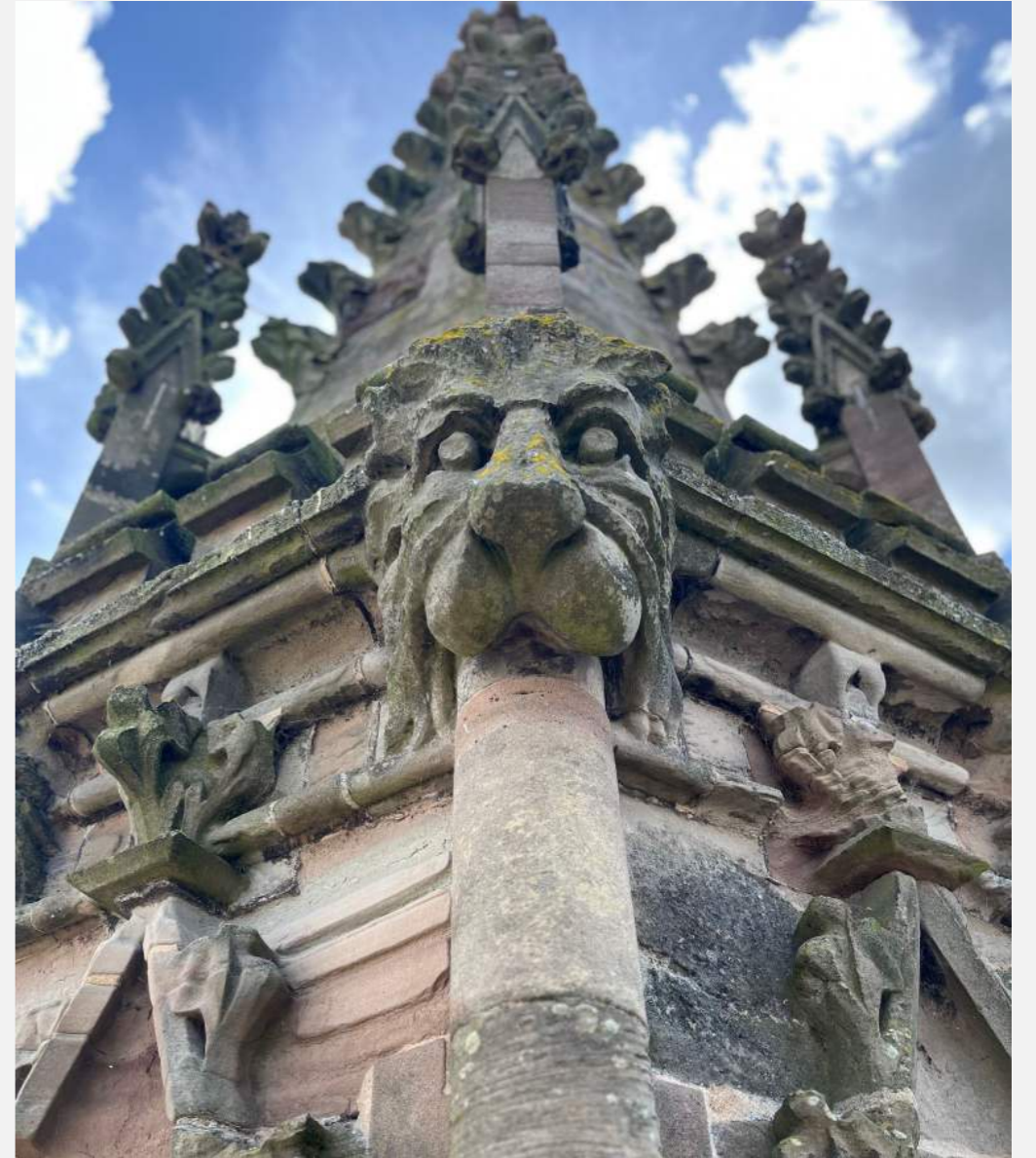


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# Agenda

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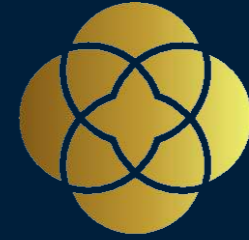
- ▶ About us
- ▶ Step 1 - Where to start
- ▶ Step 2 – Researching possible donors and funders
- ▶ Step 3 – Making the ask
- ▶ Step 4 – Saying thank you
- ▶ Q&A



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# Heather Ford - Church Support Manager

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- ▶ Started with Ecclesiastical – January 2020
- ▶ Church Buildings Officer for 7 years with Manchester Diocese
- ▶ Housing Association Development Manager for 15 years – project managing large residential capital projects

Centred on:

**Built environment & Community development**

**Enabling parishes to do God's work**



**Fundraising**



# Step 1 - Fundraising Hub

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## Where to Start

- ▶ Key steps and suggestions for you and your church to take for successful fundraising.
  - Your vision
  - Forming a fundraising team
  - Fundraising planning guidance
  - Developing a case for support

# Outputs and outcomes

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- ▶ Output - services or goods delivered
- ▶ Outcome - the difference the output will make
- ▶ What do you want your project to achieve
- ▶ Are the outcomes:
  - ✓ Cost effective
  - ✓ Logical
  - ✓ Ambitious but achievable.

## Step 2 – Fundraising Hub ; Researching possible donors and funders

### Grant-making bodies

- ▶ Trusts
- ▶ Community Foundations
- ▶ Lottery Pots
- ▶ Landfill trusts

### Community

- ▶ Events
- ▶ Volunteering
- ▶ Direct Giving
- ▶ Online giving

### Corporates

- ▶ Pro bono work
- ▶ Gifts in Kind
- ▶ Access to networks

### Earned income

- ▶ Cafes
- ▶ Hall hire

#### **Ideal potential donors are:**

- ▶ Acceptable to the church (e.g. Lottery)
- ▶ Align with the mission and share values
- ▶ Realistic
- ▶ Ideally can provide unrestricted income
- ▶ Low risk

# Finding donors

## Collecting information:

Realistically, does this fit with the church's project?

NAME OF FUNDER	TYPES	AREA(S) OF INTEREST	PAST GIVING	KEY PEOPLE	PROCEDURE	IMPORTANT TO NOTE	TARGET AMOUNT	NEXT STEPS
Name of potential funder or donor	Individual, trust/foundation, corporate, or statutory funder	What is the funder's area of philanthropic interest, as relevant to your church?	The kind of projects and organisations that a funder has supported in the past	A list of trustees, key executives or administrative staff (such as a grants manager) of a given trust, foundation or funder	The application procedure of the potential funder	Any special considerations relating to your approach	Proposed target grant or gift amount	E.g. Set up meeting or draft application

Why does this donor give?  
What motivates them?

Charity commission website can be helpful for this

Key rule: do what they say!

# Engaging

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## Congregation & Community – different motivation?

### Congregation:

- ▶ Giving as gift and response, priority and commitment
- ▶ Being disciples, made in the image of God, reflecting the nature of God
- ▶ Enabling mission and ministry

### Community:

- ▶ Don't realise church funded by attendees only
- ▶ See the church as part of the community / don't want to lose it, value its role whether or not they attend regularly
- ▶ They are also often keen for the church to be there when they do need it, such as life events (baptisms, weddings and funerals) and celebrations like Christmas, Easter and Harvest

God is able to provide you with every blessing in abundance, so that by always having enough of everything, you may share abundantly in every good work. You will be enriched in every way for your generosity, which will produce thanksgiving to God through us.

*2 Corinthians 9: 8,11*

# Fundraising hub – Step 3

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## Making the ask

- ▶ Once you've planned your fundraising and done your research into potential donors, the next step is the ask.
  - Checklist for grant applications
  - Key principles for successful grant applications
  - Asking individuals for donations
  - Online giving and digital fundraising.

# Online fundraising

## Online donations security information:

- ▶ [Charity commission | Get Safe Online | Get Safe Online](#)
- ▶ [Donating To Charity Online | Get Safe Online](#)

### Online giving sites

- ▶ For lots of people to give in a variety of situations online. Guidance here: [Encouraging Giving Online - Parish Resources](#)

### Crowdfunding

- ▶ For a specific projects over a short time period. Guidance here: [Microsoft Word - Crowd Funding 2017.docx \(parishresources.org.uk\)](#)

### Shop and Give sites

- ▶ Supporters can support your church when shopping online. E.g. Easyfundraising.

### QR codes

- ▶ Supporters can use their smartphone camera to reach your online giving page. Guidance here: [Mobile phone giving: QR codes on Vimeo](#)

### Virtual events

- ▶ To connect with the community and raise funds  
[Virtual Fundraising Events - Parish Resources](#)

### Contactless devices

- ▶ Cashless giving in the church building and at physical events.  
[Virtual Fundraising Events - Parish Resources](#)

### Social media

- ▶ To promote online giving and build a sense of community.  
[Be Social Savvy | Blogs \(allchurches.co.uk\)](#)

# Fundraising hub – Step 4

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## Saying thank you

- ▶ Thanking donors and staying in touch is crucial in securing repeat donations and creating a fundraising community.
  - Outputs and outcomes guidance
  - The power of measuring impact
  - Thanking supporters and donors.

# More fundraising support from Ecclesiastical

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- ▶ <https://www.ecclesiastical.com/church/fundraising>
- ▶ Dedicated fundraising helpline  
**0345 601 9959**
- ▶ Request a call back using the online form on the [fundraising hub webpage](#)
- ▶ Church Support Manager  
[heather.ford@ecclesiastical.com](mailto:heather.ford@ecclesiastical.com)

The background features several overlapping, semi-transparent white geometric shapes, primarily triangles and quadrilaterals, creating a layered, architectural effect. A prominent orange quadrilateral shape is positioned in the lower-left quadrant, pointing towards the bottom right. The overall aesthetic is clean and modern.

**Questions?**

**Ecclesiastical Insurance Office plc (EIO)**

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