



Top tips for fundraising by churches during COVID-19



While everyday life is disrupted, fundraising is becoming even more important. These top tips have been developed to offer suggestions for you and your church to help keep your fundraising going during this challenging time.

- **Make it clear on public notices** that you are continuing to fundraise! We have developed a fundraising poster www.ecclesiastical.com/documents/church-fundraising-poster.pdf that you can display side-by-side with your 'CLOSED' notice, 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. Our guidance on writing a case of support can be found on our fundraising hub www.ecclesiastical.com/church/fundraising/case-support-guidance.
- **Find new 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 still active and needs support.
- **Keep up communications with existing donors**, this can be different to your usual ways of keeping donors informed such as a special email update, by creating a messaging group or with a phone call. You can even create a virtual social group that meets regularly – ideas include donors' quiz nights or a book club.
- **Encourage existing donors** to be lead donors during COVID-19. Reach out to people who already give to your church to see if they can give more during this difficult time or help to encourage others to give to your church.
- **Focus on the importance of regular giving**, to replace weekly giving when attending a service. The Church of England has a short animated film www.vimeo.com/41098827 to help illustrate the need for 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 virtual giving plate.
- **Emphasise Gift Aid** and why it is so important to include Gift Aid with a donation. Make sure that a Gift Aid declaration box is included on the digital donation forms you create for your website and for 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 www.fundraising.co.uk/2020/04/20/virtual-fundraising-tools-for-the-coronavirus-period. Your church authority may have advice about receiving online donations and may have discounted rates in place, such as these for Anglican churches www.parishbuying.org.uk/categories/giving-and-payments/online-giving.
- **Create online or 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 an online 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 with a much wider audience. Providers include Crowdfunder, Go Fund Me and Just Giving Crowdfunding. Crowdfunder is enabling charities to run virtual video events, such as comedy nights, music events, quizzes, and has shared its tips and ideas www.crowdfunder.co.uk/search/projects
- **Research possible funders**, starting with our list of emergency grant funders www.ecclesiastical.com/church/fundraising/funds who are accepting applications from churches. We also have some useful tips to help you organise your research www.ecclesiastical.com/church/fundraising/research-donors-and-funders

Want to find out more?

A dedicated helpline has been set up to help support churches with the fundraising hub.

If you or your church would like support with our online resources please request a call back via the church fundraising helpline on **0345 601 9959** or the online form on the fundraising hub. One of our **Church Insurance Consultants** will call you back.

And don't forget to keep checking the fundraising hub for more updates.

www.ecclesiastical.com/churchfundraising

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