

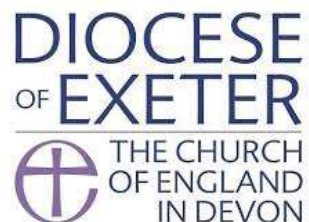
Church Grants Masterclass

RAISING MONEY FROM
CROWDFUNDING



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



Who's presenting?

▶ **Andrew Clark**

- ▶ Managing Director of [Apostle Charity Consulting](#)
- ▶ Director of Church Grants



What you will learn today

What is Crowdfunding?

How to implement a successful
Crowdfunding campaign

General Principles

- ▶ What is Crowdfunding?
- ▶ Who is your 'crowd'?
- ▶ Completion or whole project (aspect) or distinct standalone project



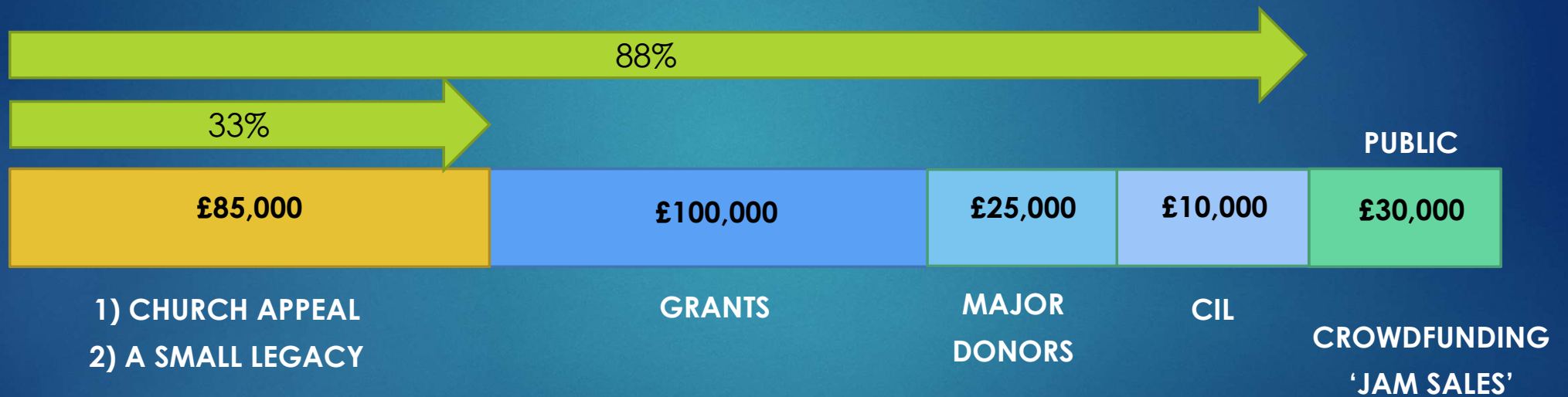
JustGiving[™]

gofundme[™]

Motivation.....



An ideal scenario: £250,000 APPEAL



Different types of Crowdfunding

- ▶ Donations/ pledges
- ▶ Reward-based



How does **Donations/ pledges**

Crowdfunding
work?

- ▶ Create your unique project page
- ▶ Explain your project
- ▶ Set your target/ timeframe
- ▶ Share your project with your crowd
- ▶ Receive donations/ pledges

How does **reward-based**

Crowdfunding work?

- ▶ Create your unique project page
- ▶ Explain your project
- ▶ Set your target/ timeframe
- ▶ Share your project with your crowd
- ▶ People who like your idea donate or pledge money in return for a reward that they'll receive once your Crowdfunder succeeds.

Examples of rewards

- ▶ Discounts
- ▶ Priority booking
- ▶ Tours
- ▶ Invitations to private events
- ▶ Memberships
- ▶ Logo, branding exposure
- ▶ Wall of support=
acknowledgments

What's your story?

- ▶ What do you want to achieve?
- ▶ Why is it important?
- ▶ Who is it going to benefit?
- ▶ How are you going to use the funds raised?

Who does your appeal serve?

CHURCH

COMMUNITY

Spire
restoration

New
kitchen

Community
hall





£14,079

raised of £25,000 target
by 36 supporters

Give Now

Share



Spirewatch

SAVE THE SPIRE

The Spire of St Marys Church is the iconic symbol of Harrow visible from central London. It has been a homecoming landmark for our whole community for almost 600 years but the lead which protects it is now failing. Will you help us save it?

Charity Registration No. 290616

Story

A structural survey of the Spire was recently carried out, showing that major renovation work is needed. The work will involve stripping the lead tiles from the Spire, checking the condition of the wooden frame and replacing as required. New lead tiles will then be fitted. The work will require significant scaffolding which accounts for a major part of the cost.

Supporters

36



Simon & Elisabeth

1 day ago

Arrived on the Hill 50 years ago tomorrow - and married in St Mary's two years later. A constant in our lives. Thank you.

Transform St Mary's Totnes into a community venue

by Totnes Heritage Trust in Totnes, England, United Kingdom



We have a bold vision to transform this medieval church into a warm and welcoming community hub, exhibition space and performing arts venue.

 **£20,695**
raised so far
+ est. £2270.00 *giftaid*

135
supporters

[Donate](#)

[Project Facebook](#) [stmarystotnes](#) [stmarystotnes](#)

[Music, Community](#)

Share [79](#) [Twitter](#) [LinkedIn](#) [WhatsApp](#)

[Overview](#) [Updates 3](#) [Comments 53](#) [Supporters 135](#) [Contact project](#)

[Donate](#)

Possible supporters

1

- Friends
- Family
- Church members

2

- Local village/ town
- Social media followers

3

- Users of your church
- Press
- Local paper

How to spread the word?



Word of mouth



Newsletters/ newspapers



Email/ press releases/ website

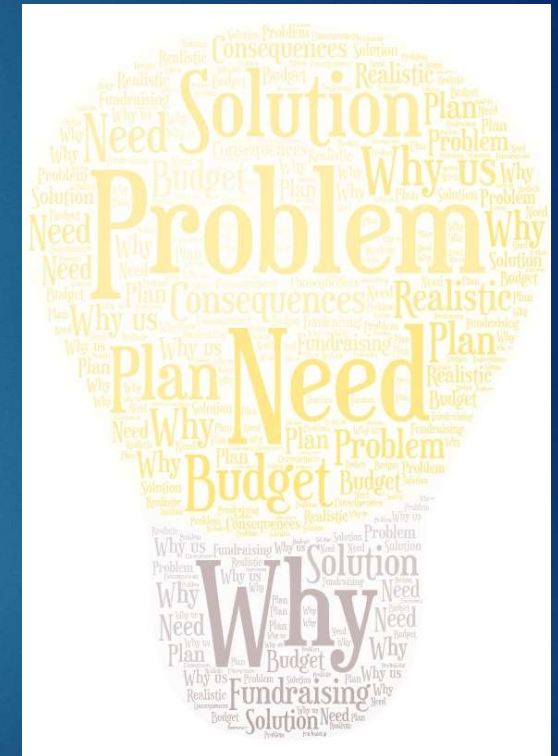


Events/ QR codes/ posters



What to do next?

- 1) Look at the different crowdfunding platforms
- 2) Create compelling reasons on why someone should donate/pledge
- 3) Make a video: It's far more compelling
- 4) Include photos/ images
- 5) Work out how you are going to promote your crowdfunding campaign and when in the fundraising journey.
- 6) Start testing



How to plan for a major church fundraising appeal

• **Tues 26th Sept 10.30-12.00**

<https://www.churchgrants.co.uk/training>



Something for you

KICKSTARTER [HTTPS://WWW.CHURCHGRANTS.CO.UK/KICKSTARTER](https://www.churchgrants.co.uk/kickstarter)

“KICK2023” FOR 40% OFF

WEBINARS [HTTPS://WWW.CHURCHGRANTS.CO.UK/TRAINING](https://www.churchgrants.co.uk/training)

“CHURCH10” FOR 10% OFF

DATABASE: [HTTPS://WWW.CHURCHGRANTS.CO.UK/](https://www.churchgrants.co.uk/)





Any questions?

**USE THE Q&A BUTTON AT THE BOTTOM OF YOUR
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