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# FUNDRAISING FOR CHURCH AND COMMUNITY SOCIAL JUSTICE PROGRAMS

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# FUNDRAISING TYPES

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- ❖ There are two types of fund raising and thus two targeted audiences:
- ❖ Raising funds for church operations and special church enhancements such as air conditioning, restoration or repairs.
- ❖ Raising funds to run a social justice project or on going program that benefits a segment of the larger community where the church is located.

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# Fundraising to benefit the church

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- ❖ Define your project for the congregation
- ❖ Assess and recruit how many people you will need for the project
- ❖ Define your target audience (i.e. parishioners, supporters, people who want to buy what you have for sale etc)
- ❖ Decide on your advertising strategy i.e. newspaper, radio, banners, signs etc.

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# Examples

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- ❖ St. Mary's Strawberry Fest
- ❖ St. Mary's Fall Fest
  - ❖ These are both long-running programs that we modified to be more Covid safe this year
  - ❖ We changed: Publicity, Goods Offered, Ordering Process and Distribution

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# Examples

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- ❖ St Paul's Annual Bazaar
- ❖ St Paul's Annual Madrigal Dinner

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# Fundraising for Social Justice Programs

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- ❖ Different animal altogether
- ❖ Do your homework: what population are you reaching out to with the program?
- ❖ Is there another program like it in the community, are you duplicating effort, is there an established need identified
- ❖ Who will be your allies? Social services, school system, police department, other providers to the same population?
- ❖ Space for the program: church hall, community center, other provider.

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# Fundraising for Social Justice cont.

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- ❖ Get buy-in from the congregation (and vestry)
- ❖ Write a plan for start-up funding including a timeline
- ❖ Identify secular organizations with like minded community service dollars
- ❖ Identify other churches who would be likely partners
- ❖ Identify community philanthropic funding
- ❖ Identify potential grants

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# Importance of data collection

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- ❖ For either kind of fund raising you will need data.
- ❖ If you are doing an annual event for church fundraising you will need:
  - ❖ data on your customer base
  - ❖ Data on types of advertising and their effectiveness
  - ❖ Data on costs of food etc.
  - ❖ Data on amount raised



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# Data for SJ programs

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- ❖ For a social justice program you will need
- ❖ Data on usage each time you open
- ❖ Data on monthly costs of program
- ❖ Data on minorities served if any
- ❖ Data on other needs a family or person might have

# Stay Focused

- ❖ Use plan- do- check-act to assess success
- ❖ Beware of mission creep, all things to all people doesn't work
- ❖ Look after your volunteers
- ❖ Have fun! Make it fun!

