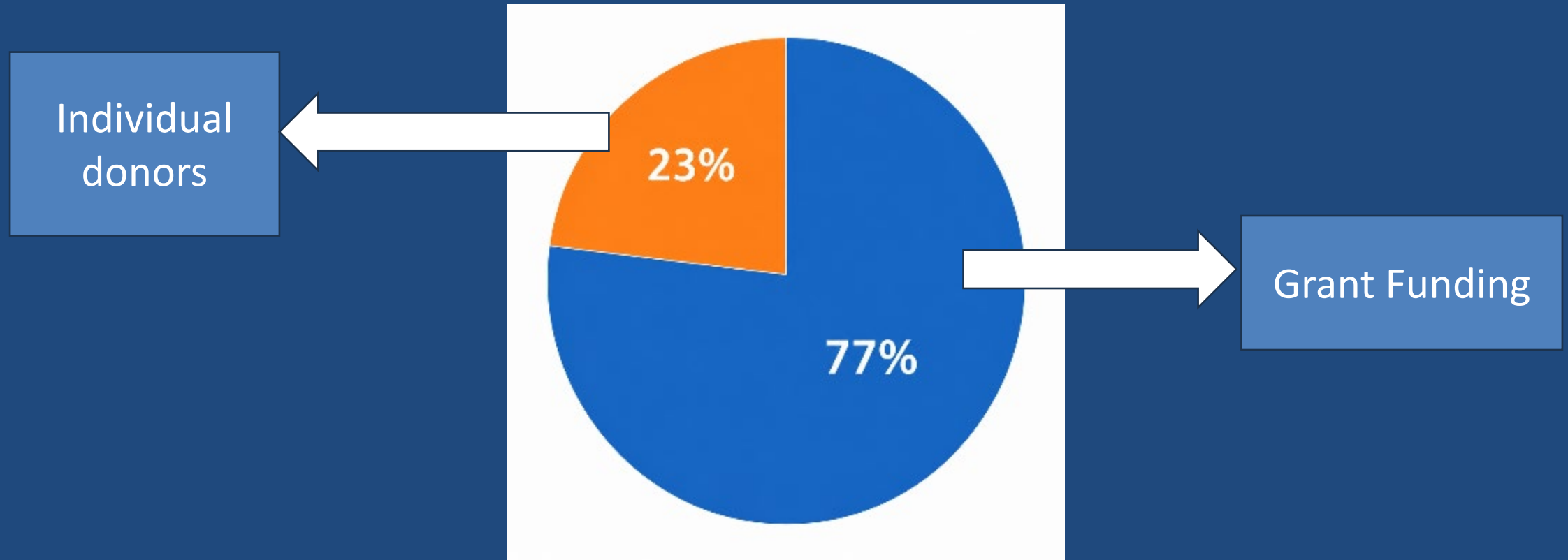
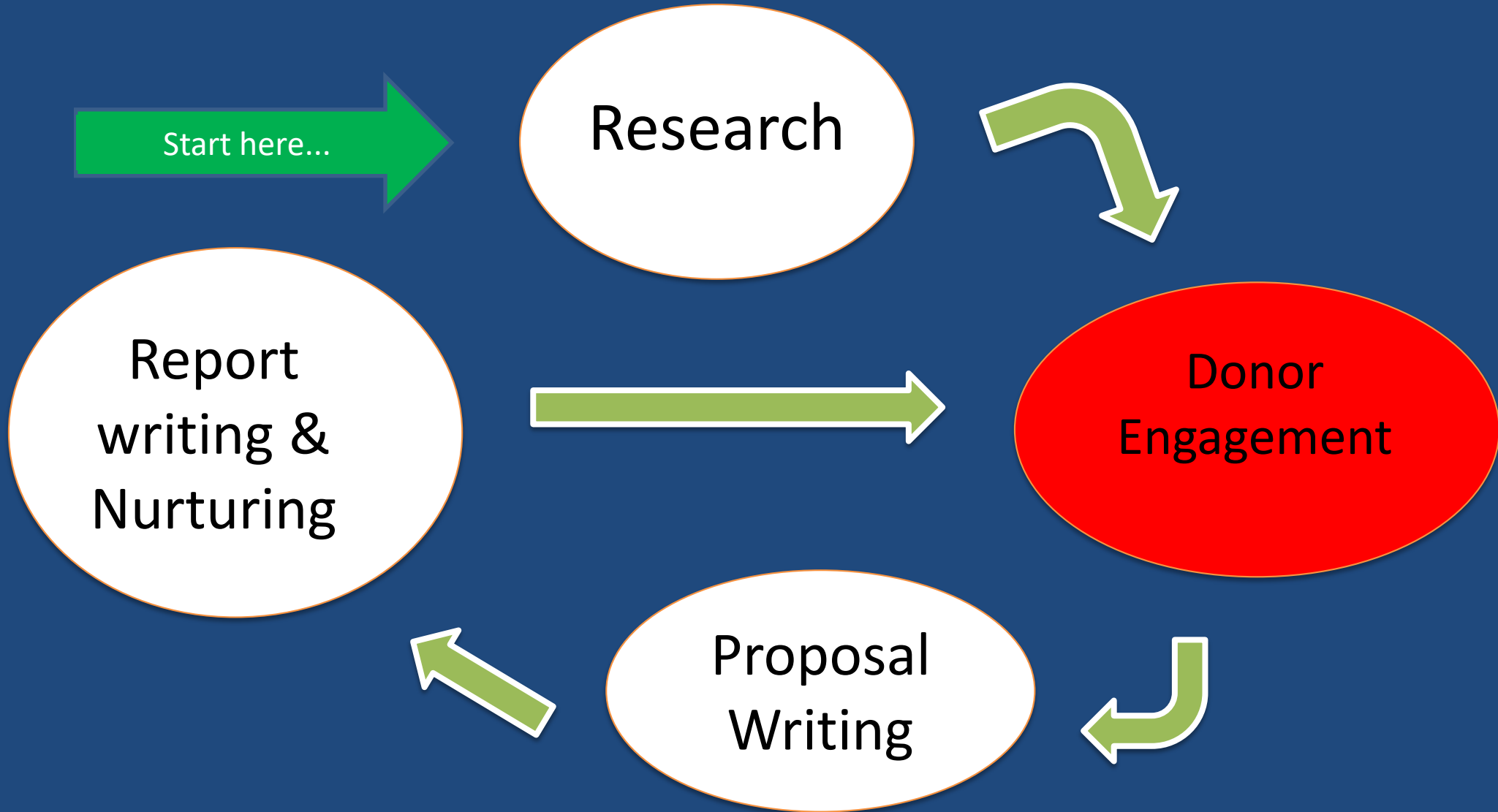


Fundraising for your project

Catherine Holtzhausen
September 2026

Strategy





Donor Research

Limited number for churches

- National Lottery Heritage Fund
- National Churches Trust
- Marshall's Charity
- Benefact Trust
- Bernard Sunley Foundation
- Garfield Weston Foundation
- Heritage at Risk Capital Fund

- **Read the website from start to finish – KNOW EVERYTHING THEY HAVE PUT OUT THERE.**
- **Think of at least 3 leading questions you can ask**
- **Then PHONE them to engage**
- **If there is no phone number, then engage on email**

Why do we engage?

- Everything is not as it seems...
- To clarify
- Gather more intel
- Discuss the parameters of your proposal
- Change the parameters if need be

ONCE IT IS ON PAPER YOU CAN CHANGE NOTHING!

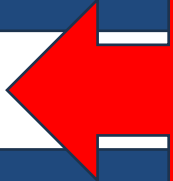
Proposal writing

- Don't use AI
 - Write like you speak
 - Be passionate
 - Tell stories
 - Gather testimonials
-
- **FUNDRAISING IS 20% rational, and 80% emotion.**

- 1. Covering email**
2. Introduction
- 3. Summary**
4. Background History
- 5. The Problem/Challenge**
6. The Solution
- 7. What I am asking you to consider**
8. Budget
- 9. Conclusion**

5. The Problem/Challenge

Step 2



8. Budget

Start
here



9. Covering email

7. Introduction

6. Summary

5. Background History

2. The Problem/Challenge

3. The Solution

4. What I am asking you to consider

1. Budget

8. Conclusion

Individual Giving

IN MEMORY OF

ALL SAINTS' STAMFORD HEATING & LIGHTING PROJECT

Funding needed
£110,000

Funding secured from the National Lottery Heritage Fund
£220,000

This project arose after our oil-fired boiler was condemned in autumn 2023. The options were considered and an infrared solution, the 'Halo' heating designed.

We are also taking the opportunity to improve the lighting and redecorate. The works will take place between Christmas and Easter.

Sponsorship

Please speak to a member of the clergy or heating team in order to sponsor your chosen item. Once the funds have been donated the relevant photo will be marked as 'sold'.

You can donate funds towards these and other aspects of the project. We will be happy to talk through the options. All donors will be acknowledged (unless specified otherwise) on a list of donors at the back of the building.

Sponsor a Halo

Eight Halo units that combine both radiant heating elements and lighting are needed for the nave.

Each unit costs £8,000 to buy from the manufacturers (before installation).

Sponsor a roof boss

Gold bosses in the chancel require lighting to shine at £200 each.

SACRED TO THE MEMORY OF EMMA WIFE OF RICHARD THOMPSON SOLICITOR, AND DAUGHTER OF

Sponsor a Gargoyle

Eighteen gargoyles in the nave can be illuminated at £350 each.

Sponsor an Angel

Six angels in the chancel require better lighting at £1,000 each.

Fundraising News

We are enormously grateful to the National Lottery Heritage Fund who recently awarded us a grant of £220,000. We are looking to raise from a further three grant-making trusts.

We met with the Wilson family on the 10th November and discussed the project. The Wilsons are a family of 10 and are looking to raise £1,000 for the project.

Project News

We are working with our church architect and consulting engineer to create the project. The architect, lighting and sound have been appointed. We are a small team of 10 people. The project is a small team of 10 people. The project is a small team of 10 people.

Individual Giving

- Start this when you have raised at least 50% of the funding
- Don't put up a thermometer
- Develop a communications plan
- Divide your project up into sponsorship costs
- Keep thanking people

Tips...

**It's never too early to
start engaging with
donors.**

Tips...

**If you are stuck, ask the
donor.**

Tips...

Be kind to your donor – make their lives easy wherever possible... send them your AFS, don't expect them to go to link, remind them of your last conversation with a thanks for their involvement – they deal with 100s of people like you everyday... help them to remember who you are, don't expect them to do it naturally.