



# Guidance Notes for Fundraising

A/4.1.1.5

## Fundraising

'Fundraising in general, includes the following types of activities:

- requesting donations to help a person, cause or organisation (whether in person or online);
- selling merchandise where some or all of the profits will go towards helping a person, cause or organisation; or
- holding events to raise money for a person, cause or organisation

When exploring fundraising ideas for your congregation, be mindful of the Synod's [Fundraising Policy](#), noting in particular, the resolutions relating to gambling and gambling activities.

## Legal Trading Name

The Uniting Church in Australia, Queensland Synod has a **legal name** 'The Uniting Church In Australia Property Trust (Q.)' It's important to ensure that the legal trading name is used in funding applications or submissions: The Uniting Church In Australia Property Trust (Q.) trading as **<insert name of church>**. For example, *The Uniting Church In Australia Property Trust (Q.) trading as The Gap Uniting Church.*

It is sometimes helpful to provide a letter explaining the structure of the Church, to submit with an application or submission. Contact [property@ucaqlld.com.au](mailto:property@ucaqlld.com.au) to obtain a Letter of Incorporation signed by the Secretary of the Property Trust (Q.).

## Develop a fundraising strategy

A fundraising strategy is an ongoing exercise with an action plan and is annually reviewed. A fundraising strategy needs to have the flexibility to be able to react to new opportunities or to curtail activities that are neither practical nor profitable. In relation to planning and timing, it is important to seek guidance and direction in prayer, remaining focused upon the church's mission.

The first steps to be followed are:

- Establish your goals. What do you hope to achieve?
- What are the different levels of fundraising required?
- Research past fundraising activities. What worked? Just as importantly, what didn't?
- Work out who your friends and potential friends are and who is willing to support your organisation: businesses, government departments, individuals, families, philanthropic trusts and foundations.
- Conduct market research with members, friends and other interested people to discover their good ideas or those that have worked in their groups to raise money.
- Detail a case to support each prospective fundraising activity.
- Describe and decide on the method in which you plan to raise funds.
- Set an estimated target for each method.
- Set a timeline. Set up a year planner noting good times for the organisation to raise funds. Pay attention to grant deadlines.
- Document your progress so that, if you are struggling, the bells start ringing early enough for you to change tack.
- Ensure you have an evaluation strategy in place.

## Fundraising opportunities

Remember: if you are asking for money, it is easier to raise money for a specific project or activity rather than for the organisation as a whole. Most people would rather know exactly where their money is being spent.

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### Plan your project and identify potential funding sources

Determine the needs of your project:

- What does it entail?
- What are your critical timelines?
- What costs are involved?
- Where is the money coming from?

Don't rely on a single funding source. Funding is competitive and you may not get the grant you apply for.

Fundraising may include one or more of the following:

- grants
- sponsorship
- membership fees
- bequests
- in-kind support
- donations/crowd funding
- special events
- raffles, competitions
- merchandising
- sales of goods and services

### Information about your project or activity

Have signs or flyers explaining the project that you are raising money for. Once you have a draft of the content for your flyer, consider contacting the Mission Engagement team at [communciation@ucaqld.com.au](mailto:communciation@ucaqld.com.au) for support for branding or formatting your document/flyers.

#### 1. Have a clear name for your church's project. Some examples:

The <insert church name> Building Wells in Uganda Mission

The <insert church name> Building Schools in Bali Mission

#### 2. Provide a short summary about the project.

Provide a short story outlining your organisation's mission and what you've accomplished so far. Talk about how your organisation has impacted individuals or communities in a positive way. As a faith-based organisation, donors will want to know how you've been helping your surrounding community. Some examples are provided below:

"Every day in rural communities throughout Uganda, hundreds of millions of people suffer from a lack of access to clean, safe water. Nearly one billion people suffer needlessly without access to safe water. At <insert church name> Uniting Church, we seek to help villages in Uganda build wells for fresh water. While we already have built three wells in Uganda, we still have a lot to accomplish."

"Could you imagine living in a house without proper roofing? Or not having access to even a basic toilet? This is the case for many families in Lovina, Bali. Issues such as water shortages to the inability to receive education in a functioning classroom, are affected by the lack of basic buildings and facilities. At <insert church name> Uniting Church, we seek to help villages in Bali with construction of buildings including schools. While we have already built a school in Lovina, Bali, we still have a lot to accomplish."



**3. Provide a short summary/information about your congregation.**

Use similar information to the type of information that would be displayed on your church's webpage. Some questions to consider: Does your church or building have a history? How long has your church been a part of the local community? What is your church known for in the community? Does your church support a particular overseas mission?

Some examples are provided below:

Example 1

"<insert church name> Uniting Church is a mainstream Christian Church serving the <insert suburb or town>! We are part of the movement known as the Uniting Church in Australia, that seeks to bring Christian communities together! <insert church name> Uniting Church is a broad, evangelical, contemporary church seeking to make a positive difference in our world by introducing people to a life transforming relationship with Jesus. Our aim is to be at the heart of our community! We bring people of all ages and cultures together and have a strong volunteer presence in our local community. "

Example 2

"Whilst most people know <insert church name> Uniting Church as the beautiful chapel on the hill', this is only part of the story. There has been an unbroken Christian witness on this site—for well over a century. We have a strong mission focus. <insert church name> Uniting Church has a number of local and overseas connections. It is our hope that as we partner with God that many people will experience a little bit of heaven in the here and now. "

Example 3

"The land on which our church is built is Turrbal Country, the original inhabitants of Brisbane (Meeaan-Jin). The road on which our church is located, was built on a Turrbal pathway that led to Mount Coot-tha—a place of the honey-bee Dreaming. The members of <insert church name> Uniting Church endeavour to recognise the traditional custodians of the land on which this church is built. <insert church name> Uniting Church came into being on the 22 June 1977 with the nation-wide union of the Congregational, Methodist and Presbyterian churches. Its history in <insert name of town or suburb>; however, goes back more than a century."

**4. Provide information about how the donor can help.**

"Donate" gives the impression that you only want (or need) their money. Words like "support" and "partner," followed by the name of your cause or campaign, can increase your donations significantly because they invite people into a relationship. Make sure to explain to your donors how their specific donation will contribute to your cause. Give examples of the specific, physical impact the donation will have.

"A gift of \$34 can provide one person with clean, safe water. "

**5. Donation information and details.**

Don't forget to include information on how to send a donation, as well as details for further communication. Always provide a way for the donor to ask questions or request additional information.

Provide the contact name, email and phone number of the person in charge of the fundraiser/appeal. Provide the details of your church's website should the donor wish to donate in the future.

**6. The finished information (content) may read like this:**

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**The <insert church name> Building Wells in Uganda Mission**

Every day in rural communities throughout Uganda, hundreds of millions of people suffer from a lack of access to clean, safe water. Nearly one billion people suffer needlessly without access to safe water. At <insert church name> Uniting Church, we seek to help villages in Uganda build wells for fresh water. While we already have built three wells in Uganda, we still have a lot to accomplish.

Whilst most people know <insert church name> Uniting Church as the “beautiful chapel on the hill”, this is only part of the story. There has been an unbroken Christian witness on this site—for well over a century. We have a strong mission focus. <insert church name> Uniting Church has a number of local and overseas connections. It is our hope that as we partner with God that many people will experience a little bit of heaven in the here and now.

A gift of \$34 can provide one person with clean, safe water.

**How can I give to the <insert church name> Building Wells in Uganda Mission?**

Phone: <insert phone>

Post: send a cheque or money order made out to <insert name of congregation>, <insert address>

Email: <insert email address>

Give online: <insert online details>

Your support of the <insert church name> Building Wells in Uganda Mission will make mission possible.

\*Once you have a draft of the content for your flyer, consider contacting the Mission Engagement team at [communciation@ucaqld.com.au](mailto:communciation@ucaqld.com.au) for support for branding or formatting your document/ flyers.

**Some fundraising ideas**

Before deciding on fundraising ideas, be sure to check the [Fundraising Policy](#) and the [Corporate Sponsorship Policy](#) to ensure that the proposal is appropriate and meets the standards and requirements of the Uniting Church in Australia. It is important to seek guidance and direction in prayer, remaining focused upon the church’s mission.

Be sure to check with Work Health and Safety particularly around any Safety or COVID plans required. Contact by [Health.Safety@ucaqld.com.au](mailto:Health.Safety@ucaqld.com.au) or on [07 3377 9703](tel:0733779703) as part of your planning before your fundraising event or activity, to make sure that the activity can proceed.

Advertising space	Sell off advertising space—newsletter, website, fencing around the building
Auction/silent auction	<p>Try and get prizes donated, the better the prizes the more money you will make</p> <p>Good prizes include memorabilia items, mystery flights and small appliances</p> <p>Sell tickets to the community. Ticket sales will produce a large proportion of the event’s income.</p> <p>Set up a buffet dinner or finger food at the event so that people can mingle while eating and drinking—can the food or drink be donated?</p> <p>Have signs or flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation. It may also be useful to have information available if people wish to make a separate/additional donation to the project that you are fundraising for.</p>

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Bake sale/cake stall	<p>Have members and volunteers donate the baked goods so that proceeds of the sales go to the project. Make sure that each baked item has a list of its ingredients attached.</p> <p>Have signs or flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation. It may also be useful to have information available if people wish to make a separate/additional donation to the project that you are fundraising for.</p>
Car wash	<p>Find sponsors for the car wash (local businesses) at \$20 each.</p> <p>On the day your members wash cars for free and hand each driver a photocopied sheet with business card sized ads for the sponsors.</p> <p>Add another sheet which explains: your congregation; the project that you are raising money for; and encouraging the drivers to support the sponsors.</p> <p>With 50 sponsors at \$20 each you have raised \$1000 (minus expenses).</p> <p>Try to get washing products donated.</p> <p>Consider having a sausage sizzle or barbecue for the drivers while their cars are washed. Can the food be also donated for the barbecue/sausage sizzle?</p>
Cinema night	<p>Cinemas such as Hoyts and Village sell discounted movie tickets for group bookings.</p> <p>Depending on numbers you can even have the cinema to yourself!</p> <p>Tickets are sold at your congregation for about \$7–\$9 each and can then be sold for as much as you like for your fundraiser,</p> <p>Contact your local cinema for more details,</p> <p>Have flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation, to include with the tickets.</p>
Dance	<p>Country and Western Dance or Boot Scooting/Bush dancing (with lessons).</p> <p>Have flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation, to include with the tickets</p>
Dress up night	<p>Have a theme for the night e.g. 60s, 70s, 80s, school or even 'letters'.</p>
Email tagline	<p>If your club sends out regular emails to your members at the bottom of the email advertise your upcoming social functions so that members are constantly reminded about them.</p>
Fete/Bazaar—annual, bi-annual	<p>Can you offer stall space to a number of organisations for a small fee?</p> <p>Ticket prices or a gold coin donation to attend can raise funds.</p> <p>Have flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation.</p> <p>Are there local clubs or organisations or schools that would showcase/provide entertainment e.g. local school band?</p>
Garage sale—annual, bi-annual	<p>Get all members, family and friends to bring their unused/unwanted items down and have a garage sale. Remember someone's trash is another person's treasure!</p> <p>A barbecue is a good idea to attract more people and encourage them to stay longer. Adding a barbecue to an event can help raise additional profits, especially if the ingredients for the barbecue are also donated.</p>
Installing a vending	<p>Have a sign on the vending machine explaining the project that you are raising</p>



machine	money for.
Karaoke night	Hire a karaoke machine, charge an entry fee or a “per song” fee (even a gold coin donation per song). Have prizes for different categories e.g. the best singer.
Personalised coffee mugs	Have flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation if the items are being sold to the public.
Progressive dinner party	Have flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation on the flyers or tickets.
Publishing a cookbook or calendar	Have information on the cookbook or calendar explaining the project that you are raising money for, and maybe a short summary/information about your congregation if it’s being sold to the public.
Renting your club to outside groups	Depending on the size and availability of space at the church hall, try and reach out to the organisers (via email) and persuade them to use your facilities, giving a very reasonable hourly rate. For example, if your church has a hall, a dancing company can use the floor space as a studio for dance rehearsals and classes.
Sausage sizzle	Sausage sizzles can be great after training or games and encourage people to stay around and socialise. It’s a great way to advertise your church or project and make some money. Try and get sausages, bread, sauce donated to create more profit. Have flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation on the flyers. Also: Big retail stores such as IGA, Officeworks, Bunnings and Freedom support the community by offering community organisations the opportunity to hold a barbecue outside their store (although you may not be allowed to use donated goods). Contact these places and book your spot for a Saturday or Sunday morning—check their requirements before you decide that this idea is right for your appeal.
Seasonal events—Christmas in July	Have flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation on the flyers or tickets.
Selling bricks for a memorial sidewalk	Have flyers explaining the project that you are raising money for, and maybe a short summary/information about your congregation on the flyers.
Trivia night	Trivia nights are good fun and are always a great way to make money. Players form teams that compete against each other in answering questions or completing novel acts/giving creative answers/being the best heckler/best themed dressing outfit, etc. If having a theme (60s, 70s, action heroes, etc.), you can have questions related to this theme, but it’s always good to mix it up a bit. The goal is to get the most number of points and at the end of the night, the team that gets the most wins the main prize. Throughout the night, teams should also be competing for smaller prizes. Teams can be from four to 10 people and for entry, should charge between \$10–\$20 per person. You can raise a lot more than this if you hold an auction during the night.



	Time your trivia—aim for at least two and a half to four hours with at least seven rounds of ten questions.
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## Appeals

Appeals for support can include conducting collections, holding a dance, concert or other form of social entertainment, selling articles, supplying services and collecting membership fees. For more information, refer to the Synod resource [Guidance Notes for Organising Appeals](#).

## Sponsorship

Sponsorship is when a business provides funds, resources or services to an organisation such as a club or an individual, in return for some form of rights and/or associations with the club/individual that may be used to help the business (the sponsor) commercially. This could be in the form of signs at an oval, free advertising on a website or in the monthly newsletter, or financially supporting an individual with a set income. For more information, refer to the Synod resource [Guidance Notes for Obtaining Sponsorship](#)

## Bequests/gifts in wills

A bequest is a gift specified in your Will. It is an instruction contained within a Will and specifically reserves part or all of an estate to a particular beneficiary, whether the beneficiary is a person or an organisation. It is a thoughtful and enduring way of showing others what you value most. When you make a bequest, you are planting a special gift in your will that changes lives. For more information, refer to the Synod resource [Gifts in Wills](#).

## Grants

Grant funding can help with the ability to deliver programs, events and projects across the Synod. Grants exist in a diverse range of categories including disaster recovery, community support and energy efficiency. Grant writing though can be time consuming and the application process can be challenging. Refer to the Synod resources [Tips for finding suitable grants](#) and [Helpful tips for writing your grant application](#) for some ideas and guidance.

## Revisions

Document number		A/4.1.1.5			
Version	Approval date	Approved by	Effective date	Policy owner	Policy contact
1.0	01.12.2020	Director – Church Enterprises	01.12.2020	ED Strategic Resources and Assurance	Business Development Unit
Next scheduled review		01.12.2025			