



Guidance Notes for Organising Appeals

A/4.1.1.6

Fundraising

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. For some tips on fundraising and for developing a fundraising strategy, refer to the Synod's resource [Guidance Notes for Fundraising](#). In relation to planning and timing, it is important to seek guidance and direction in prayer, remaining focused upon the church's mission.

Legal Trading Name

The Uniting Church in Australia, Queensland Synod has a **legal name** 'The Uniting Church In Australia Property Trust (Q.)' When undertaking fundraising activities such as making funding applications, submissions, and sponsorship agreements, the following wording should be used: 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.

The Uniting Church in Australia

The following appeals for support are not regulated under Queensland fundraising law:

- those solely for the advancement of religion conducted by, or on behalf of, any recognised religious denomination; or
- those for a charitable or community purpose by, or on behalf of, any recognised religious denomination (except in the case of door-to-door or street collections).

The Uniting Church in Australia is a recognised religious denomination.

Charitable and tax status

Only charities endorsed by the Australian Taxation Office (ATO) as Deductible Gift Recipients (DGR) can offer tax deductions for donations. And even if a charity is endorsed as a DGR, tax deductible donations may be subject to certain conditions. Please note:

- The Uniting Church in Australia Property Trust (Q.) is a registered Charity, and **does have** Tax Concession Status.
- The Uniting Church in Australia Property Trust (Q.) **does not have** DGR status (however, the Scholarship fund does have DGR status).

What is an appeal?

1. Definitions

- 1.1. Queensland fundraising law regulates any "appeal for support" for charitable or community purposes. An appeal for support means:
 - 1.1.1. any invitation (express or implied, whether made verbally, in writing, by conduct or through any advertisement); and
 - 1.1.2. made to the public (i.e. anyone outside of your organisation); and

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- 1.1.3. designed to obtain money or articles (e.g. food, clothes) for (or partially for) charitable or community purposes

2. Examples of appeals for support include:

Collections	Including door-to-door appeals and street collections.
Online fundraising campaigns	These are not regulated for causes in Queensland, however, if online 'appeals for support' are run from elsewhere and are aimed at Queensland, they may then have different requirements, so it's best to check.
<u>Note:</u> advertising or selling of any ticket or a 'chance' in any art union i.e. bingo, lotteries, raffles, etc. for the purposes of raising funds for the appeal.	All fundraising through gambling activities including raffles or bingo games will not be permitted to occur on behalf of the Church or the Property Trust to raise or obtain funds.
Letting the public know that the proceeds of an activity or function will be used for the purpose of the appeal.	Collections at any dance, concert, social entertainment, bazaar, fair, fete, carnival, show, sports, game, or other diversion, activity or function.
Selling articles or supplying services and letting the public know that the proceeds will be used for the purposes of the appeal.	Includes letting the public know that the whole or part of any membership fees or tickets purchased will be used for the purposes of the appeal.

Planning an online appeal

3. Campaign

- 3.1. The best approach when creating content for an online fundraising appeal is to consider the whole project as a campaign. An online appeal is bigger than an email—it has multiple parts that fit together to create one compelling story. If you consider each piece individually, you run the risk of creating disjointed, confusing messages that simply can't compete.
- 3.2. An example of wording for a project or mission is provided in the document [Guidance Notes for Fundraising](#), along with an example of a flyer.

4. Start with your audience.

- 4.1. Who are you targeting for this online campaign?
- 4.1.1. Existing donors?
 - 4.1.2. Prospects?
 - 4.1.3. Volunteers?
 - 4.1.4. Women?
- 4.2. Every good fundraiser or marketer knows that understanding the audience is key to developing content that will move them to take action.

5. Develop a campaign theme and main message.



- 5.1. The main idea should ideally be no longer than a sentence, and it should succinctly state what message you want your audience to take away from your communication. The campaign theme should be as simple as possible to convey the main idea.
 - 5.2. The theme should be carried through your email content, subject lines, donation forms, and images, and it should also set the tone. For some campaigns, the theme can be as short as a tag line, like “serving hope.” And if you plan to also include a direct mail appeal in your campaign, the theme should remain consistent.
- 6. Add a spokesperson.**
- 6.1. Who can tell your story best? Your best spokesperson won’t always be your CEO; sometimes it might be the program director or someone who has been impacted by your organisation’s work.
 - 6.2. Depending on the theme and tone, you might want someone who can speak with authority, or maybe you want someone with a more personal touch, such as a client or program beneficiary. Brainstorm with your team who makes the most sense for your campaign.
- 7. Mix in a good story.**
- 7.1. Describe the story you’d like to tell your supporters over the course of the fundraising campaign. While facts have a place in fundraising, people react to the emotional connection a story makes with them.
 - 7.2. People give based on how they feel and the narrative should inspire them to take that action.
- 8. Have one clear call to action: to give.**
- 8.1. All fundraising appeals should have one call to action—a call for the audience to make a donation. Why that gift is important, how it will make a difference, and why someone should give now is part of the story you weave with the narrative, images, and video. All of those elements should be coordinated to move the audience through the emotional steps to donate.
 - 8.2. As you craft the emails and design the layout, make the call to action multiple times. You need more than a “donate button;” you want to make the ask at least two or three times in the body of the email.
 - 8.3. Bold and hyperlink key phrases or sentences to the donation form, and of course include the “donate” button too. Especially if the emails are not mobile friendly or responsive, the “donate” button is the easiest way for someone on a mobile device to click to make a gift.
- 9. Include examples of giving levels.**
- 9.1. Another important component of an online fundraising campaign is giving levels. To craft a cohesive campaign that reinforces the theme and call to action, add tangible examples to the giving levels. Providing explanations with each amount can help your audience connect their gifts to your mission.
 - 9.2. Here are examples from different types of organizations:
 - 9.2.1. **\$20** covers food and shelter for a homeless animal for one month
 - 9.2.2. **\$35** pays for one week of canvassers to collect signatures for the Human Rights Campaign
 - 9.2.3. **\$50** pays for one session with the Cancer Exercise Rehabilitation Program
 - 9.2.4. **\$100** fills a family’s fridge this holiday season
 - 9.3. Ideally, the donation levels should be linked to a donation form with the same corresponding amounts. If your online software allows it, add the brief descriptions to the donation form so when someone picks the level, the description appears next to it.
- 10. Create engaging subject lines (it all begins here).**



- 10.1. Subject lines can be your first and last impression with the audience; they are the gateway to getting your email opened and read. When creating subject lines, keep in mind that subject lines should be an extension of the campaign's theme and narrative.
- 10.2. Examples from non-profit fundraising campaigns:
 - 10.2.1. [Reader's name], you helped Sam find a home
 - 10.2.2. Midnight Deadline: Double Your Impact
 - 10.2.3. 25 Reasons to be a Hero
 - 10.2.4. The Last Walk for Water
 - 10.2.5. You're changing the story
 - 10.2.6. Join the club and serve hope
- 10.3. Plus, subject lines should be optimised for mobile devices. Try to limit them to 34 characters or less. Since most smart phones only display five or six words of subject line, brevity is vital to garnering interest.
- 10.4. Your donors, like all of us, are getting bombarded with emails and messages on a daily basis, so it's become increasingly more important for you to craft online appeals that do more than just ask for money. They must delight.

Crowdfunding: A popular way to raise funds

11. Crowdfunding

- 11.1. Crowdfunding is an increasingly popular method of online fundraising for individuals, businesses, not-for-profits and charities. Generally, it involves an individual or an organisation setting a fundraising target online and then asking the crowd of the internet for donations to reach that target.
- 11.2. Crowdfunding provides fundraisers with an opportunity to communicate with, and potentially receive funds from, a wider audience than they would ordinarily have access to. Similarly, it also provides donors with a way to donate directly to a wider range of causes from all over the world.
- 11.3. With many crowdfunding websites available, it is easier for people to raise funds online. Although crowdfunding has the potential to provide great benefits for both fundraisers and donors, there are some aspects of the practice that should be considered before embarking on a campaign.

12. Do your homework

- 12.1. An important aspect of good charity governance involves doing sufficient research on any partners that you as a fundraiser plan to work with—even if it is simply a website for fundraising. Crowdfunding has expanded rapidly in recent years and there are now many crowdfunding websites to choose from.
- 12.2. However, all of these crowdfunding websites are different with different features and requirements. It is important to take the time to look into the details of the crowdfunding websites that your congregation is considering and ensure the one that you choose to use is reputable, well-run and will meet the needs of the appeal, as well as maintaining the reputation of the Church. Check the [Fundraising Policy](#) and the [Corporate Sponsorship Policy](#) when you are exploring opportunities.
- 12.3. Donors are likely to associate a church and the appeal with the crowdfunding website that is being used; the church council needs to be comfortable that the website reflects the values of the church itself. Congregations should also consider whether crowdfunding is the most effective way to raise money or if there are other more suitable alternatives. While it may be a good option for some



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campaigns, crowdfunding is unlikely to be a long-term solution to all funding gaps. It may not be appropriate for some projects and may not even be appropriate for some congregations at all.

Revisions

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1.0	01.12.2020	Director – Church Enterprises	01.12.2020	ED Strategic Resources and Assurance	Business Development Unit
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