

A simple fundraising strategy

Ministry&Mission
Unrestricted:

Planned giving
Community events
Digital/contactless
Legacy

Audiences: church members and...
eg event attendees, heritage visitors,
life event guests, festival services,
community group attendees

Building projects
Restricted:

Grants
Friends Of
Legacy
Major Donors
Community Appeal

Audiences: eg Trusts and Foundations,
County/parish council, major donors, local
employers, local people in the parish,
ER or past church members (not giving),
past parishioners inc life events