



FUNDRAISING TOOLKIT



LUTHERAN
CHURCH
OF AUSTRALIA

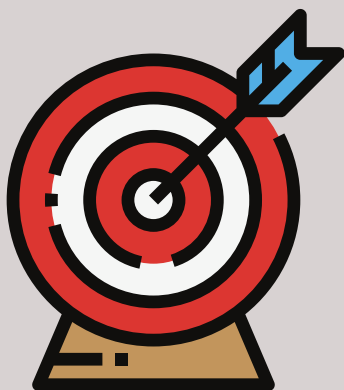
NEW & RENEWING CHURCHES

About New & Renewing Churches

We...

- work with the Districts, local congregations and agencies of the Lutheran Church Australia (LCA) to help them begin, evaluate or progress their opportunities for church planting.
- work with church leaders and pastors to build church planting capacity.
- provide resources, training opportunities, conferences and a supportive network for church planters and missional communities.
- provide mentorship for church leaders and pastors as they embark on this journey.
- walk with missional communities and church planters as they establish new groups of believers.
- aim to mobilise the whole church to participate in the work of seeing new believers come to Christ.

Our goal



Our goal is 5% growth in congregations and that equates to 23 new churches per year. Ambitious? Absolutely! But let's not underestimate the power of the Holy Spirit. To find out more about church planting in the LCA go to Frequently Asked Questions in our webpage at www.lca.org.au/new-and-renewing-churches

Fundraising Ideas

Challenge

Set a challenge for yourself, your friends and family or even a like-minded group. You could organise a walkathon, run or cycle event, start a weight loss challenge, a month-long challenge to give up something.

Celebrate

If you have something to celebrate like a birthday, anniversary, baptism why not ask for donations in lieu of presents.



Fun event

Just make it fun. How about a film night, karaoke night, quiz night, dinner party



More Ideas
Big and Small

Bingo night
Book sale
Tea party
Cake stall
Dinner party
Plant sale

Sausage sizzle
Film night
Raffle
Sleep out
Fancy dress to
church day

Steps to get started

Form a team

When forming a team make a list of the possible roles required, then think about the skills you require to fill those roles and make your event successful. Also make sure they have a passion for your cause!



Decide on your event

You might like to choose a larger event like a quiz night or run a series of small fundraising activities throughout the year but whatever your event make sure you consider the demographic of the people who are participating and which venues are available for you to use. It is always great to use the church hall but have you thought about partnering with a local business (is the local coffee shop big enough?!) and ask whether they'd be prepared to 'host' the event for you. The local business could benefit from any sales.

Don't forget the important stuff!

- Do an event risk assessment
- Make sure you have an authority to fund raise
- Prepare a budget
- How are you going to receive payment and donations?
- Do you need insurance?
- Check state and territory legislation and local government regulations to see if your event needs a permit, licence or to be registered



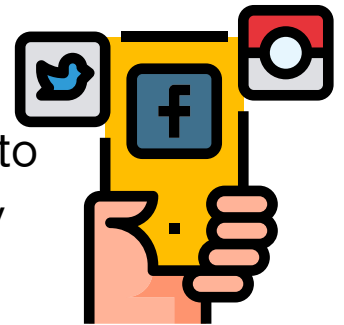
Helpful Stuff

Promote your event

As far as getting the message out there is concerned, you cannot over communicate. Use social media, posters, word of mouth, an ad in the local newspaper, a notice on the community notice board, and the church bulletin. Produce postcards or flyers and do letterbox drops. Most importantly encourage members of your congregation to personally invite friends and neighbours and anyone in the broader community. The posters and advertising is important to keep the event before people's eyes, but it is the personal invitation that's most effective.

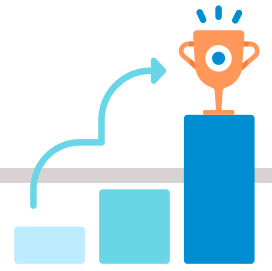
Social media tips

Using your social media accounts is a great way to spread the word about your fundraiser especially amongst your family and friends. It gives you the chance to tell a story in a very visual and meaningful way. Here are a few tips to get you started:



- Use images that are eye-catching, relevant and fun.
- Make sure your message is direct and to the point.
- Timing is everything, so think about your audience and when they would be most likely to read your post.
- Use a hashtag that reflects your motivations and already exists. For example: #ChurchPlanting #YourChurchName
- Let us know of your event so we can help you promote it through our New and Renewing Facebook page and website.

More Helpful Stuff



Tips to boost your fundraising

- Set a target! Aiming high can be a great motivator for you and your supporters.
- Add an email signature to the bottom of your emails with link or details of how to find out more about your fundraiser.
- Ask your local businesses about donating venues, prizes and services. You will be surprised how generous they can be if you just ask!
- When you catch up with friends or family members, make a point to talk to them about your fundraiser in person. You could even have a flyer ready to give them further information.
- Sharing on social media is great but don't forget an email or text makes it more personal. When sending an email or text, take the time to address the person individually by name and include a little bit about why you think they'll want to support or attend your event.
- The time spent personalising each message will be rewarded with more support.
- Make sure you let people know if they can't attend your event that they can still donate to your cause. So make it easy and let them know how they can donate.
- Form a data base of names and contact details of those who attended your event so you can invite them to your next event.

Collecting Donations

Make it easy

Make it easy and try to have a solution for cash, cheque and online.

Electronic Funds Transfer (EFT) or an online donation solution is the best way to make your life easier as all online donations come straight through to your bank and then you can post or email a tax receipt.

Third party fundraising websites can offer you your own fundraising webpage where people can make donations and they will automatically receive a receipt. The donation will also be added to your fundraising target so you can keep track of your progress. When researching this option, we suggest you start with [GoFundraise.com.au](https://www.GoFundraise.com.au)

Also remember you will need to provide a receipt for any purchase or donation.





Thank your supporters

Don't forget to thank your supporters because without them you couldn't achieve your goal!

The ways you can thank your supporters are endless:

- Send them a personal SMS or email showing your appreciation for their donation.
- Post on your social feeds about generous supporters to make them feel special.
- Tag a business to recognise their support.
- Create a list of people to thank at your event and read out their names in front of your attendees.
- Create a thank you certificate and send them to those special individuals who helped you reach your goal.

Checklist



On the day

- ☒ Signage and any displays in place.
- ☒ Check audio visual and sound are working and ready to go.
- ☒ Seating is in place.
- ☒ Catering has arrived.
- ☒ Have facilities in place to take donations
- ☒ Just before people arrive make sure you do a walk of the venue to ensure there are no risk hazards.
- ☒ Ensure you have a running sheet prepared with anything you need to announce during the event.
- ☒ Do a last minute check and make sure everything is ready to go and then don't forget to have fun!

Post event

- ☒ Clean up
- ☒ Thank all your participants
- ☒ Bank funds raised into your nominated account
- ☒ Don't forget to share the success of your event on social media etc.
- ☒ Keep your supporters informed of how their donation is making a difference.

More Helpful Stuff

Proudly support logo

Visit our fundraising page to download our supporting logo. You can use our logo on your posters, flyers, social media, website even clothing! Please let us know if you plan to use our logo as we would like to help you promote your event too!

Our resources

We have a number of resources to assist you in your preparation and they can all be found in our fundraising webpage.

What we can't do

As the organiser of your fundraising event, you are responsible for any activities to promote or publicise your event and arrange your own insurance if applicable. We are always here for any questions you may have.



Our fundraising webpage

www.lca.org.au/new-and-renewing-churches/fundraising