

Stewardship

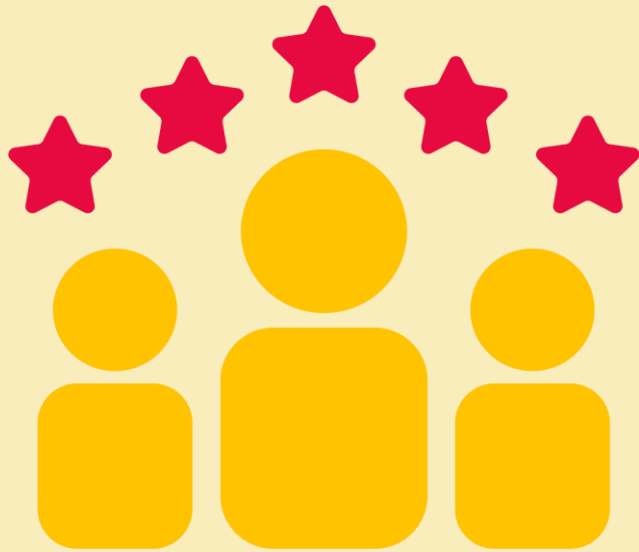
Active generosity

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Head of Church & Charity Giving

stewardship.org.uk

Three key ingredients to fundraising success



Inspire



Invite



Thank

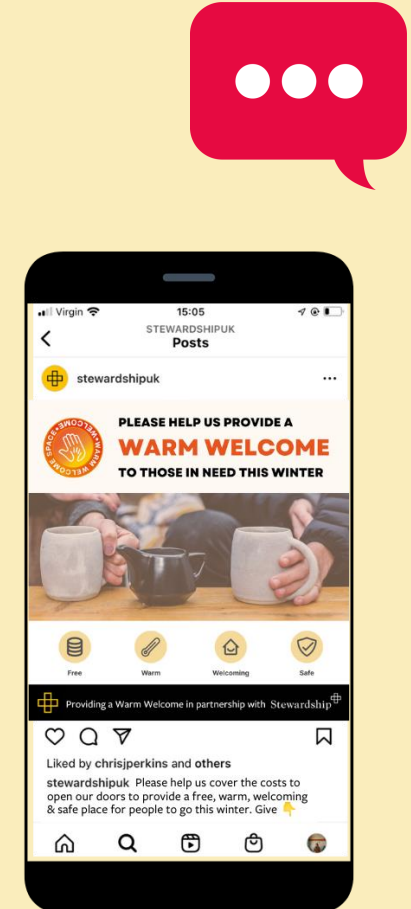
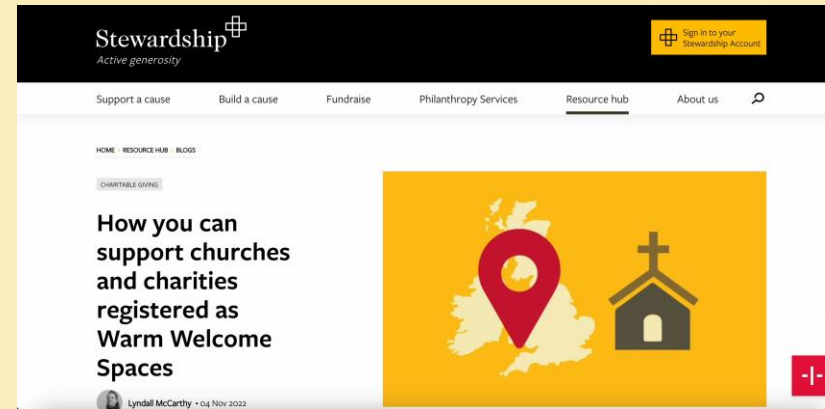


Inspire generosity by telling your story

- Lead with your vision
 - Consider what is unique about your community and space
 - Who, what, how
- Demonstrate your impact with stories, quotes, images, and videos
- Share the wider vision of Warm Welcome
 - *“We have over 3000 registered organisations that have opened or are opening up free, warm, welcoming spaces for the public over this winter across the UK.”*
- Have your audience in mind
 - Consider language/acronyms that may not make sense to an external audience

Invite your community to support your work

- Signposting giving online
 - Social media
 - Digital newsletters
 - Your website
 - Stewardship website
- Signposting giving in-person
 - Display posters in your space where appropriate
 - Printed news and communications
 - Verbal notices & interviews





Thank your supporters

- Say thank you quickly and often
- Celebrate fundraising success
- Celebrate supporters' generosity expressed in other ways (giving time, skills, prayers, etc.)
- Share stories of impact for the encouragement of those who have given

Resources from Stewardship

- Get started with Stewardship: [Partner Account for Churches & Charities](#)
- Download: [Warm Welcome Fundraising Toolkit](#)
- Download: [Social media asset](#)
- Download: [Website buttons](#)
- Download: [Email banner](#)
- Blog: [Inspiring Generosity Through Your Partner Profile](#)
- Blog: [Making the Most of Your Partner Account Reporting](#)
- Website: [Online Help & Support Centre](#)
- Email: churchandcharity@stewardship.org.uk

