

How to Plan a Churchwide or Diocesan Campaign

Here are some simple steps to get you started on a successful fundraising campaign for Episcopal Relief & Development.

STEP 1: Assess Interest and Capacity in a Campaign

- Begin conversations about a fundraising campaign.
- Discover if there is energy and excitement for one of Episcopal Relief & Development's priority areas: Early Childhood Development, Women & Girls, Climate Resilience and Disaster Response.
- Talk to members of your congregation, your rector and your deacons.

STEP 2: Develop and Discuss a Plan

- Goal: Will there be a total fundraising goal?
- Timing: Set the duration for one day, one month or a timeline that works for your team.
- Launch: Discuss when to launch and announce the campaign to your community.

STEP 3: Pre-Launch Preparation or Campaign Planning

- Prepare for the launch.
- Ensure the rector will share announcements about the campaign.
- Determine who will speak for the group.
- Develop a presentation on your effort.
- Utilize the resources and toolkits on our [website](#) to generate ideas for your campaign.

STEP 4: Announce the Campaign

- Present an overview of Episcopal Relief & Development
- Share your local campaign fundraising goal (if you have one), proposed timeline and ways people can get involved.
- Ask the church leadership to reinforce this message as well.
- Organize a campaign booth to provide resources to members and collect donations.

Step 5: Send Updates on Campaign

- Keep members informed on campaign progress to maintain momentum.
- Use weekly announcement times to share your progress.
- Schedule emails or website updates for your community.
- Share stories and photos of your efforts on the website or weekly e-newsletters.

Step 6: Celebrate Success!

- Announce the completion of the campaign, recognize leadership and thank everyone!
- Publish an article in your church bulletin and/or newsletter and the community newspaper.
- Inform us of your activities so we can share and celebrate your success!

Helpful Tips for a Successful Campaign

Your Role

- Re-introduce yourself to leadership where you serve as a Ministry Partner, including any updated contact information, especially if you are new to this role.
Email us at engagement@episcopalrelief.org with any questions.
- Spread the word with your local bishop, clergy and church leadership to raise awareness about the Episcopal Relief & Development fundraising campaign.
- Share stories about the benefits of the campaign for your communities.
- Be a resource for information and material; see the website for toolkits and additional resources.
- Your successes, large and small, can build awareness and encourage creative and exciting fundraisers that engage and inspire your diocese, parish and community.

Examples of Awareness-Building

- Share stories about how Episcopal Relief & Development's programs nurture early childhood development, reduce violence against women and girls, strengthen communities' climate resilience and provide support in the wake of disasters.
- Offer prayers in support of the work of Episcopal Relief & Development.
- Invite a speaker from Episcopal Relief & Development to join an adult forum or other meeting and speak about our work. Reach out to engagement@episcopalrelief.org.

Examples of Fundraising

- Organize bake sales, movie nights, Super Bowl parties or other activities to support the campaign — your imagination is the limit!
- Share the donation link via email and social media to suggest donations for birthdays and other occasions "in lieu of gifts."

For More Information

- Explore our [Faith Formation and Educational Resources](#).
- Print resources, including Hope Chest, pew envelopes and brochures, can be ordered through Forward Movement. The resources are free at forwardmovement.org/episcopalrelief.org.

Be sure to share your stories with Episcopal Relief & Development. We will be highlighting the work of communities across the country. You can send updates to engagement@episcopalrelief.org.

Questions? Send an email to: engagement@episcopalrelief.org