

[How to Plan a 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 Episcopal Relief & Development's work with Creation Care and Climate Resilience.
- 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 or one month.
- 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 add announcement into their remarks.
- 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, the fundraising goal (if you have one), your proposed timeline and how members 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 your 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-blasts.

Step 6: Celebrate Success!

- Announce the completion of campaign, recognize leadership and thank everyone!
- Publish an article in your community newsletter.
- Be sure to inform us of your activities, so that we can share and celebrate your success with you!

Helpful Tips

Your Role

- Be sure to partner with your Episcopal Relief & Development Diocesan Ministry Partner. We can help you locate yours, or one from your Province. Email us at engagement@episcopalrelief.org
- Spread the word with your local Bishop, clergy and church leadership to raise awareness about the Episcopal Relief & Development fundraising campaign.
- Share stories about benefits from the campaign realized by 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 help women, children and climate resilience.
- 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 to speak about our work.

Examples of Fundraising

- Organize bake sales, movie nights, Super Bowl parties and 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."
- Create Crowdfunding or Peer-to-Peer online fundraising pages around events like Walk-a-thons, Fun Runs, Read-a-thons, etc.

For More Information

- Explore our [Faith Formation resources](#).
- Print resources, including brochures and donation envelopes can be ordered through Forward Movement. The resources are free at www.forwardmovement.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