

PROJECT PLANNING AND FUNDRAISING

Guide

This guide is designed to help churches and small community groups plan, fund, and evaluate impactful projects. Whether you are launching a new initiative or refining an existing one, this resource will support you in creating a clear vision, securing funding, and demonstrating impact to stakeholders and funders.

Why this guide matters

Church-led projects play a vital role in addressing local challenges, fostering community, and transforming lives. However, to sustain and grow these efforts, churches need to effectively plan, fundraise, and evaluate their work. This guide will help you:

- **Establish a strong project vision** that inspires action.
- **Create a structured plan** that outlines objectives, resources, and risks.
- **Secure funding** through grants and community fundraising.
- **Measure and communicate impact** to strengthen credibility and future sustainability.

How to use this guide



Each section provides **practical tools and strategies** to help you at different stages of your project. You can work through the sections in order or jump to the parts most relevant to you.

Contents

1. Creating a project plan

- Establishing a vision
- Creating a project plan
- Developing a project budget

2. Fundraising for your project

- Key fundraising principles
- Securing funding from grants
- Community fundraising ideas and tips

3. Evaluating your project's impact

- Project evaluation
- 12-month evaluation tool (Benefact)
- Telling your story

4. Appendix

- A prayer for project planning
- Sources of funding and support
- Group discussion facilitation tips
- Acknowledgements