

Church Fundraising Toolkit

A practical guide for churches that want to raise support with clarity, integrity, and a message that honors the people being served.

A gentle reminder

You do not have to do everything at once. Start with what matters most, use what you have, and take the next right step.

A practical resource from The Daily Bread Project

Choose one clear goal

People respond best when they understand exactly what the church is supporting, why it matters, and what happens next.

Campaign planning

Campaign name

Project or need being supported

Fundraising goal

Campaign dates

Church point person

Before you announce it

- ☐ Receive written approval from The Daily Bread Project.
- ☐ Confirm the campaign goal and approved wording.
- ☐ Confirm how funds will be collected and transferred.
- ☐ Do not promise tax deductibility unless officially authorized.
- ☐ Use only approved photos, logos, and stories.
- ☐ Choose how updates will be shared with the congregation.

Ready-to-use announcement copy

Sunday announcement

Our church is partnering with The Daily Bread Project to support widows, families, and underserved communities through practical help such as food, clean water, solar lighting, and family-stability resources. We invite you to give, share, and pray with us. Every gift matters, and we will provide updates as the project moves forward.

Short social post

We are putting faith into action. Join our church as we support The Daily Bread Project and help bring practical relief, dignity, and hope to families in need. Learn more and give through our approved campaign link.

Email subject

Help us turn compassion into practical support

Keep the message honest

- ☐ Do not exaggerate urgency or outcomes.
- ☐ Do not use guilt, pressure, or graphic images.
- ☐ Say “helps support” when exact costs vary.
- ☐ Share only verified numbers.
- ☐ Make clear whether gifts are restricted to a project or used where needed most.

Fundraising ideas

- ☐ One-Sunday special offering
- ☐ Thirty-day giving challenge
- ☐ Business sponsor match
- ☐ Church small-group competition
- ☐ Community meal or benefit event
- ☐ Supply drive with an approved item list
- ☐ Birthday or anniversary fundraiser
- ☐ Youth-led service project

Event checklist

- ☐ Set date, location, goal, and budget.
- ☐ Assign team roles.
- ☐ Use approved campaign materials.
- ☐ Create a secure giving process.
- ☐ Track cash and online gifts separately.
- ☐ Use at least two people for counting cash.
- ☐ Provide receipts only through the authorized process.
- ☐ Thank donors and volunteers promptly.
- ☐ Send the final amount and documentation.

Campaign closeout

Total raised	
Expenses deducted, if approved	
Net amount transferred	
Transfer date	
Donor records secured	
Thank-you message sent	
Final church update shared	
Project update requested	

What went well

What we will improve next time

A good finish matters

Do not let the campaign quietly disappear after the money is collected. Close the loop. Tell people what was raised, what happens next, and when they can expect an update.

All campaigns should receive approval before launch. Legal, tax, receipting, and fundraising rules vary by location and organization status. Use the official giving and reporting instructions provided for the approved campaign.