



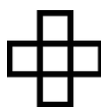
# Fundraising Toolkit

Stewardship 

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*Stewardship is the operating name of Stewardship Services (UKET) Limited. Established in 1906.  
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# A Warm Welcome from us

Thank you for choosing to open your community's doors to provide a warm welcome for those struggling to heat their homes this winter. As you turn to fundraise for your Warm Welcome space, let me start by saying thank you to you for your act of generosity in becoming a host.

The cost-of-living crisis has created many needs, and in a season of deprivation it may feel incredibly uncomfortable for you to ask people to financially support you on this journey. Many will not be able to give financially, and we must be mindful of that. However, many others can and will give generously to projects such as these, as they seek to steward their finances wisely in this season of hardship.

At Stewardship, we believe in active generosity, and that our generous God meets people's needs through the generosity of His Church and others in local communities. Over the past two years, we've seen an outpouring of financial generosity in response to very public crises – the coronavirus pandemic, the Ukraine war, the floods in Pakistan – and more private ones – the foodbank with growing demand, the church with a broken boiler, and many more stories of light shining bright in the darkness.

This guide and accompanying resources are here to help you wisely and successfully fundraise for your Warm Welcome space. Our team are so excited to support you as Warm Welcome partners, eager to hear more stories of generosity which surpass our expectations.

It is our hope and prayer that as you invite generous giving to resource your Warm Welcome, you will be deeply encouraged and inspired. To that end, we have united in a prayer at Stewardship, which we welcome anyone who wants to join us in praying at the start of your fundraising journey.

*Dear God, we thank you that you are a God of hope, who loves and welcomes everyone.  
Please would you inspire and enable many to give generously, however they can, to support  
Warm Welcome, to serve people in desperate need this winter. Amen.*

It is a genuine pleasure and privilege to partner with you in this fantastic work that you are doing. May you be blessed in all that you do to provide a Warm Welcome this winter.



Clare Lucas  
Head of Church & Charity Online Giving



# Getting set up with Stewardship

At Stewardship, we work with churches and charities such as Warm Welcome to resource your ongoing work in the community. Our online giving platform is a fantastic way to enable giving from your existing supporters, as well as connect with a growing community of over 30,000 generous givers.

With a Stewardship Partner Account for Churches and Charities, you'll save time spent on administration as we manage all of the gifts and Gift Aid, so you don't have to. You can also choose to withdraw the funds on a weekly or monthly basis depending on your needs. Your church or charity may already have a Stewardship Partner Account, which you can use to receive financial support for your Warm Welcome space.

## “We don't have a Stewardship Partner Account yet”

All you need to do to get set up with Stewardship is complete an application online, and the Stewardship team will have you up and running within 2 working days. Anyone from your church or charity can open a Stewardship Partner Account, as long as you have the following information to hand:

- your Charity Commission number (or proof of excepted charity status);
- details of the organisation's bank account; and
- a piece of scanned bank stationery (e.g., paying-in slip, voided cheque, or redacted bank statement).



**To apply, complete this online form.**

Please note: you are applying on behalf of your own church or charity which is hosting a Warm Welcome space and not under the Warm Welcome name.

## “We have an account – but I don't know the sign in details”

If you have a Stewardship ID, you can [sign in online here](#). If you can't remember your password, click the 'Forgot your password?' link on the sign in webpage. You'll then receive an email with a verification code enabling you to reset your password. If you're not yet a registered user, or if you don't have a Stewardship ID, please call our team on 0208 418 8182 (Monday to Friday, 9:30am-5pm) and we'll help get you set up.

## “We already have an active Stewardship Partner Account”

Fantastic! The following guidance is to help you maximise your Warm Welcome fundraising and make the most of your Partner Account.

# Your Warm Welcome fundraising page

To equip you as best as possible in fundraising for your Warm Welcome space, a member of the Stewardship team will create a fundraising page for you in your Partner Account\*. Your Warm Welcome fundraising page will include a logo and bio provided by Warm Welcome, to help showcase the need for and mission of this campaign. Once created, this page can be amended by you to share your specific Warm Welcome plans, and help supporters better understand the finances needed to host your Warm Welcome space.

A member of the Stewardship team will send you an email with the URL to that page so that you can share it widely and invite people to give (see pages 7-8 on ways to do this well).

*\*Please note that to create your page, a Stewardship employee will temporarily be added as a user on your account. In connection to your Warm Welcome fundraising page, a Warm Welcome project fund will also be created in your Partner Account, so that you can track funds which have been given for this restricted purpose in your accounting.*

## Editing your fundraising page

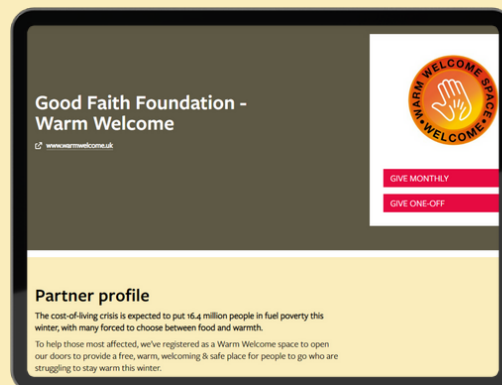
To view or amend the details of your fundraising page, please follow these steps:

1. **Sign in** to your Stewardship Partner Account
2. Click 'Fundraising' in the banner across the top of the page
3. In the 'Your fundraising pages' section, you will see your Warm Welcome page listed. In the 'Actions' column, you can click 'Edit' to amend any details – such as the target amount ('How much do you want to raise?'), the page expiry date ('When should the page expire?') or edit the page bio ('Tell us more about your fundraiser'). You can also upload images here to showcase your Warm Welcome space.
4. If you have made any changes, don't forget to scroll to the bottom of the page and click the 'Confirm' button to save them.

## Enriching your partner profile

As supporters are directed to your Warm Welcome fundraising page, they may also wish to explore your Stewardship partner profile to find out more about the wider work that you do.

We encourage every Warm Welcome partner to ensure that your partner profile contains the following up to date information:



- your logo (or another image which showcases your work);
- a description/bio, briefly sharing your story, and;
- a link to your website.

You can update your partner profile by signing into your Partner Account online.

For step-by-step guidance on how to make specific changes, please see this blog on [Inspiring Generosity through your Partner Profile](#).

## Tracking your fundraising progress

To access a breakdown of gifts to your fundraising page, please follow these steps:

1. **Sign in** to your Stewardship Partner Account
2. Click 'Fundraising' in the banner across the top of the page
3. In the 'Your fundraising pages' section, you will see your Warm Welcome page listed. In the 'Details' column, click the download icon.
4. In the downloads section of your web-browser or file manager, open the spreadsheet which was downloaded (the file name will be something like "fundraising\_pages.csv").

This report will give you an overview of which sponsors have given, how much they gave, whether they opted into Gift Aid, and any messages of support which were sent with these gifts.

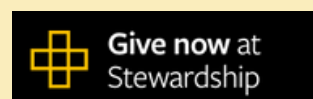
For a full breakdown of supporter details, and guidance on sending thank you messages, please see pages 9-10.

# Inviting generous giving

With your profile up to date and your fundraising page created, you have all you need to enable people to support your Warm Welcome space. However, they will only be able to give if they have been invited to do so! There are lots of places that you can invite generous giving to your fundraising page, and we've created lots of design assets to help you engage your supporters effectively.

## On your website

Create an eye-catching link to your fundraising page with our **free website buttons**. There are three designs for you to choose from.



## On social media



Use your community's social media to signpost your fundraising page, with a short appeal to give. Make sure to include a call to action with the URL to your fundraising page, and use a image to help your post stand out from the crowd!

We've created a special socials asset for Warm Welcome fundraising for you to use - **download it here**.

When sharing your fundraising page on social media, you might like to use the following wording:

*We've registered as a Warm Welcome space. Please help us cover the costs to open our doors to provide a free, warm, welcoming & safe place for people to go who are struggling to stay warm this winter.*

Click to give: [stewardship.org.uk/pages/\[YOUR\\_URL\]](https://stewardship.org.uk/pages/[YOUR_URL])

#WarmWelcome #CostOfLiving

P.S. - Tag us in your socials if you'd like us to share!



@stewardshipnews



@stewardshipuk



@stewardship

## At in-person gatherings

If your community meets regularly, do take the time to plan a verbal notice explaining the Warm Welcome campaign, why you are taking part as a host space, and how people can get involved. Encourage people to volunteer, to give, and to pray perhaps as you seek to love your neighbours together.



## In your building

When a member of our team contacts you regarding your new fundraising page, we will also send out a QR code poster for you to print and display in your building. This is a great way to direct people to give via their smartphone - so be sure to use your poster!

## In newsletters

As you share news that you are hosting a Warm Welcome, include a short appeal explaining the need for financial support and how people can give. We've made Warm Welcome a banner for digital newsletters - [download it here](#). If you send out printed newsletters, make sure to add your fundraising page's QR code so that supporters can easily scan and give.

Here's some suggested wording for an appeal message in your newsletter:

*The cost-of-living crisis is expected to put 16.4 million people in fuel poverty this winter, with many forced to choose between food and warmth. Community organisations across the UK have already seen a soar in demand for their services and anticipate this number to further rise over the winter months, with many people expected to look for their support for the first time.*

*The Warm Welcome Campaign is the community response to the crisis. We've pledged to keep our doors open and to provide a warm welcome for those struggling to heat their homes this winter.*

*We need your help to ensure that we can fulfil our promise to provide a safe, free, warm and welcoming space for individuals and families to keep encouraged and out of the cold. Your support will assist us with the running costs of keeping our lights on and our heat up, paying our staff for additional hours and providing our volunteers with everything they need to offer the warm hospitality and essentials that we seek to provide to anyone attending our Warm Welcome space; tea, coffee and/or a bite to eat.*

*Please consider giving generously so that we can provide the best possible support to our community in their time of need. If you are able, please give via this link: [URL].*

*If you can't give financially at this time and would like to offer to volunteer your time, please contact [Name, Email/Telephone].*

*Thank you for your love and support. If you would like to find out more about our Warm Welcome space, or discuss how you can support us financially, please contact [Name, Email/Telephone].*





# Thanking your supporters

Saying thank you to your supporters is a key step in fundraising well. It is our hope and prayer that many people will give generously to help finance your Warm Welcome space, and an important way to honour those givers is with a sincere message of thanks.

## Downloading supporter contact details

The Stewardship Partner Account provides many different types of reports, but we would advise that you make use of the ‘Recent changes’ report in relation to your Warm Welcome fundraising page. This will tell you the name and contact details of those who have given to this specific fundraiser, how much they gave, and whether that included Gift Aid or not.

To download your ‘Recent changes’ report, please follow these steps:

1. **Sign in** to your Stewardship Partner Account
2. Click ‘Activity’ in the banner across the top of the page
3. Click the ‘Recent changes’ tab and then select your date range which you would like information for.
4. Click the download icon in the top right of the reporting menu.
5. In the downloads section of your web-browser or file manager, open the spreadsheet which was downloaded (the file name will be something like “activity\_recent\_changes.csv”).
6. Open the CSV in your preferred spreadsheet software (for example, Microsoft Excel).
7. In column L, you will see the field ‘Project’. Apply a filter to the data for this column, selecting ‘Warm Welcome’ only.
8. You will then be able to see all of the relevant information for contacting your Warm Welcome supporters.

For information about the other types of reporting available within the Stewardship Partner Account, and guidance on how to access them, please see this blog on [Making the Most of Your Partner Account Reporting for Churches and Charities](#).

## Measuring impact

Have you ever had the feeling that you have given to a good cause, but you don't know where that money went? Particularly in this season of financial hardship for many, we would encourage you to actively measure the impact of people's giving so that you can encourage them that their generosity was so important to your work.

You could measure impact in lots of ways, such as:

- Count how many people attend your Warm Welcome space each week
- Capture some stories or quotes from regular attendees who have expressed gratitude for the Warm Welcome that has been given to them
- Count how many cups of tea or coffee have been enjoyed in your space

*As you seek to measure impact, please be mindful that your guests do not feel like a statistic or a story, but rather a valued member of your Warm Welcome community!*

## Giving thanks

Here are some tips for celebrating and thanking your supporters well:

1. Schedule in time to write thank you cards or letters to your givers - a handwritten note is a much better way to do this than a blanket email.
2. Share an example of what a person's giving has enabled; such as, "This week, seventeen new people came into our Warm Welcome space for a hot drink and some conversation - thank you for your support in making this happen."
3. Point your supporters to where they can hear regular news about your Warm Welcome space (on social media, by subscribing to a newsletter, etc).

## Thanking anonymous supporters

At Stewardship, we recognise that some supporters are best enabled to give generously and freely without being known and are proud to offer the option of anonymity to our givers. Though the majority of givers are very happy to pass on their contact details, it may be that a few people give anonymously to your Warm Welcome fundraising page.

If you would like to send a thank you letter to an anonymous giver, please **email our Church and Charity team** and we will ensure your message is passed on to them.

# Help and support

As a Warm Welcome partner, we at Stewardship are on-hand to help you with your fundraising every step of the way.

You can contact a member of the Church and Charity team who would be delighted to help you via phone or email:

- Telephone: 020 8418 8182 (Monday to Friday, 9:30am to 5pm)
- Email: [churchandcharity@stewardship.org.uk](mailto:churchandcharity@stewardship.org.uk)

To enable us to help you as quickly as possible, please quote 'Warm Welcome' and let us know your Stewardship Partner Account number if you know it.

For further guidance, you can explore our frequently asked questions 24/7 in our [online Help and Support centre](#).

## Wider support from Stewardship

At Stewardship we are all about strengthening your cause through partnership. Whether you're starting out or have years of experience, we're here to help. Build your cause with a range of our Partner Services that suit you and your ministry.

Accounts Examination

Whatever stage you're at, we're here to partner with you and help you become a healthy, sustainable and missional church.

Charity Formation

Let our team of experts take care of your application. We'll help register your church or charity with the Charity Commission so that you can focus on your vision and mission.

Consultancy Helpline

We'll guide you through governance, finance, property issues, HR situations, insurance questions and more, all for a low annual fee

Church Planting

Whatever stage you're at, we're here to partner with you and help you become a healthy, sustainable and missional church.

Loans

Start your building project on the right foot, with a lender that has served Christian causes for almost 100 years.

Payroll Bureau

Delivered by an award-winning team of Christian professionals, we'll administer your payroll so that you can focus on your mission.

Training

Grow in knowledge, skills, and confidence with our expert training for churches and charities.





# Big or small. First or last.

We make every gift  
count. Given or received.

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We're a place where connection happens – where  
those called to give meet those called to go.

A community of generous stewards uniting to  
use all God has given us to love him, love one  
another, and love our neighbours as ourselves.

We call this active generosity.

Join us.

[stewardship.org.uk](https://stewardship.org.uk)



Stewardship