

# **New Futures: Former Places of Worship Workshop Series 2**

## **Finance and Fundraising 2: Alternative Funding Methods**

# What is the 'New Futures: Former Places of Worship' programme?



- A three-year programme (January 2025 – December 2027) – now in year two
- Part of the [Community Ownership Support Service](#), within [Development Trusts Association Scotland](#)
- Funded by National Lottery Heritage Fund (NLHF), Historic Environment Scotland (HES) and Development Trusts Association Scotland (DTAS)
- To provide enhanced support to community groups considering taking on a former place of worship (typically a church) across Scotland
- In direct response to the significant and unprecedented number of former places of worship that are due to for disposal over the next several years



HISTORIC  
ENVIRONMENT  
SCOTLAND

ÀRAINNEACHD  
EACHDRAIDHEIL  
ALBA



Development  
Trusts Association  
Scotland  
A Thriving Community-led Network

# Who delivers the programme, and what does it offer?



## Staffing: three Churches Advisors and a Churches Programme Officer



**Audrey Dunn**

**Churches Advisor**

North Scotland

[audrey@dtascot.org.uk](mailto:audrey@dtascot.org.uk)

07956 730149

Working days: Monday, Tuesday, Thursday, Friday



**Claire Martin**

**Churches Advisor**

South and Central Scotland

[clairem@dtascot.org.uk](mailto:clairem@dtascot.org.uk)

07903 059822

Working days: Monday to Friday



**Harry Whitmore**

**Churches Advisor**

South and Central Scotland

[harry@dtascot.org.uk](mailto:harry@dtascot.org.uk)

07903 060475

Working days: Monday to Friday

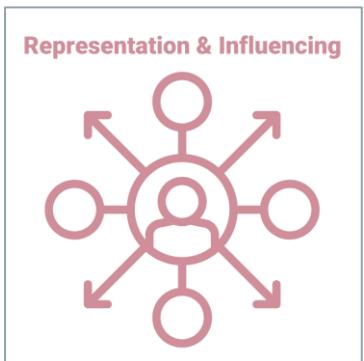


**Louise Paterson**

**Churches Programme Officer**

Scotland

[louise@dtascot.org.uk](mailto:louise@dtascot.org.uk)



# What events are you delivering, and where can I sign up?



- Series two of our New Futures workshops are taking place **online on Zoom** from **November 2025 to March 2026**.
- There will be four workshops before the new year: follow the link to sign up to each.
  - [First Steps to Community Ownership](#)
  - [Standalone Workshop: Planning and Your Church](#)
  - [Involving your Community](#)
  - [Finance and Fundraising 1: Mainstream Funders](#)
  - **[Finance and Fundraising 2: Alternative Funding Methods](#)** – Thursday 15<sup>th</sup> January 2026
  - [Your Building: A Guide](#) - Tuesday 20<sup>th</sup> January 2026
  - [Business Planning](#) - Tuesday 3<sup>rd</sup> February 2026
  - [Financial Planning](#) - Thursday 12<sup>th</sup> February 2026
  - [Community Right to Buy](#) - Tuesday 3<sup>rd</sup> March 2026

# Today's workshop: Alternative Funding Methods



- Presentations from Harry Whitmore, Churches Advisor, and from Morven Lyon, Head of Democratic Finance at DTAS.
- Time for questions during the Q&A at the end.
- Housekeeping:
  - Please keep yourselves on mute, to avoid background noise
  - Feel free to introduce yourselves in the chat; and if possible, put your name and church building in your Zoom profile
  - Please also put any questions in the chat
  - We're planning on recording the session, so please turn your camera off if you don't want to be recorded.
- Follow up:
  - We will send the slides out by email after the event
  - Feedback forms – follow-up form & we're doing a [year-1 feedback form](#)
  - Get in touch! With us – and each other (via us if you'd prefer)

# Fundraising 2: What to expect



I'll be speaking for about 30 minutes to cover core principles and crowdfunding:

- **What do we mean by alternative funding methods, and why might we use them?**
- **What types of alternative funding methods are there?**
- **In focus: Crowdfunding**

Then we'll have...

- **Democratic Finance:** Morven Lyon will then be speaking from Democratic Finance Scotland.
- **Q&A**

# Speaker: Morven Lyon – Democratic Finance Scotland



**Morven Lyon**

Head of Democratic Finance at  
Development Trusts Association  
Scotland

Morven Lyon, has over 12 years' experience working in programme management and delivery in the Third Sector – with a specific focus on community business and community-led finance models. She is one of Scotland's leading experts in the community shares finance model and the Community Benefit Society governance structure.

The screenshot shows the homepage of the Democratic Finance Scotland website. The header features the organization's logo (a stylized 'DF' in blue and white) and the text 'DEMOCRATIC FINANCE SCOTLAND'. The navigation menu includes 'OUR SUPPORT', 'ABOUT', 'NEWS', 'CASE STUDIES', 'COMMUNITIES MAP', and 'CONTACT US'. Below the header is a large image of a woman in a green apron holding a large metal pot, standing in front of a stall with a sign that says 'SPRITE'. To the right of the image is a teal-colored text box containing the following text: 'The Democratic Finance Scotland programme supports community-led organisations to explore & use alternative methods of raising finance & funding.' Below this text is a pink button with the text 'GET IN TOUCH TO FIND OUT MORE'. At the bottom of the page, there are two teal-colored boxes with white text: 'Sourced locally from everyday people and local businesses' and 'Used locally to start or grow democratic community enterprises or purchase sustainable'.

<https://democraticfinance.scot/>

# Where to start?



The Community Ownership Support Service have a detailed resource called '[Beyond the Usual Suspects](#)'.

The New Futures programme has commissioned a new resource, a 'Crowdfunding Guide' in collaboration with our colleagues at Democratic Finance Scotland.

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DRAFT

Development Trusts Association Scotland  
A Thriving Community-led Network

Churches  
Crowdfunder  
Guide

New Futures:  
Former Places of  
Worship

DEMOCRATIC FINANCE SCOTLAND

Community Ownership Support Service  
Development Trusts Association Scotland

# Beyond the Usual Suspects

A practical guide to a range of alternative approaches for raising finance and fundraising  
[www.dtascommunityownership.org.uk](http://www.dtascommunityownership.org.uk)



## Contents

1. Introduction
2. The benefits of looking beyond the Usual Suspects
3. Getting started with a plan
4. Raising money from individuals
5. Legacies and in memoriam giving
6. Major donors
7. Events fundraising
8. Corporate fundraising
9. School and community fundraising
10. Recycling
11. Community Share issues and bonds

## Appendix

Sources of further information and advice

# 1

## ► 1. Introduction

Fundraising for the development and ongoing management of your community asset will be a key part of your early planning. If you haven't done it before it can seem daunting. This guide aims to help you to establish a funding package which encourages the inclusion and involvement of your community and develops a sense of local ownership.

These are challenging fundraising times and included are suggestions for alternative methods of raising funds beyond the more traditional grants and loans.

This guide:

- Takes you step by step through the different methods of raising funds from alternative sources
- Explains the advantages and disadvantages of each method
- Provides links to other sources of more detailed advice and information
- Provides inspiration to help you generate income which you can use without the restrictions placed on funds from grant giving bodies and government

Please read this in your own time.  
It's an excellent resource but we  
unfortunately don't have time to  
cover all the details today.  
Some of it is a little outdated,  
especially regarding sources of grant  
funding, but its principles are  
excellent.

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# Churches Crowdfunder Guide

## New Futures: Former Places of Worship



This guide to crowdfunding is for community-based groups in Scotland who are considering taking ownership of a former place of worship.

With the large number of churches being disposed of across the country, and with a competitive funding environment, communities have been increasingly exploring crowdfunding as an option to raise the funds needed to purchase or upgrade a church building.

This resource is produced by the Community Ownership Support Service's New Futures: Former Places of Worship programme and Democratic Finance Scotland to inform communities about their options, obligations and opportunities regarding crowdfunding.

### What is crowdfunding?

Crowdfunding is the raising of sums of money from a group of people. An alternative to seeking grant funding or bank loans, it instead looks to supporters to contribute to your project. This might include members of your community, or individuals from further afield.

### Why run a crowdfunding campaign?

The main reason for running a crowdfunding campaign, and the driver for every campaign, is to raise money and build community engagement and support for your project.

It's an effective way to harness the support of your network into readily available cash to spend, often in cases where other funding and finance may not be available.

With regards to your place of worship, you could use crowdfunding to raise the money for:

- an early-stage feasibility study
- purchase of the asset
- working capital
- refurbishments
- staffing
- professional fees
- match funding

Crowdfunding is a flexible way to raise funds that are not as restrictive as grant funding.

There are other benefits too. Crowdfunding campaigns can do the following:

- Generate buzz and excitement around your idea
- Build community engagement and support
- Galvanise people to donate when they see others doing the same
- Encourage people to support you in other ways through volunteering, advocating or advertising
- Leverage match funding or local philanthropic giving from high-net-worth individuals
- Generate general awareness raising in your community

The support of a successful crowdfunding campaign can also lend the project credibility in other ways, such as making other funders, suppliers and partners more willing to take it seriously.

Churches Crowdfunder Guide

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### Case Study

#### St Columba's Church, Eigg – Solas Eige

Solas Eige, Scottish Gaelic for 'Light of Eigg', is an organisation which was set up by locals on the Isle of Eigg to purchase St Columba's Church, which had been earmarked for disposal by the Church of Scotland.

In September 2025, Solas Eige was awarded a grant of £92,703 from the Scottish Land Fund to purchase the building, with plans to transform the church in to a 'vibrant hub for heritage, culture and community life on the island'.

However, the Scottish Land Fund grant alone was not enough to purchase the building. An extra £6,000 was required as 'match funding' to meet the Church of Scotland's valuation. With an effective campaign the group managed to surpass that figure, raising £6,440 within 35 days.

Encouraged by their success raising the acquisition costs through a mix of grant funding and crowdfunding, Solas Eige have begun a new crowdfunding campaign to upgrade the building fabric, emphasising to donors that their contributions will "make our applications for funding stronger".



### What platforms could we use, and do they charge?

There are two main crowdfunding platforms in the UK, **Crowdfunder UK** and **GoFundMe**. Both platforms charge small transaction fees for not-for-profit community projects. At the time of publishing, provided that you are a registered charity:

- Crowdfunder charges 2.4% + 20p (per pledge) + VAT on UK/EU cards, and no fee to host your campaign on its platform.
- GoFundMe charges 1.9% + 20p (per pledge) VAT included, and no fee to host your campaign on its platform.

For instance, if you were to raise £50,000 via Crowdfunder, once you include the transaction fee, VAT and payment processing fees (typically 1.5%-2%), your total campaign fees could be in the range of £2,000-£3000.

However, both platforms often run promotions or offer discounts for community or charity campaigns that can reduce this fee further, so it's worth checking at the time.

For further information, visit: [GoFundMe Pricing and Fees](#) or [Crowdfunder Fees](#).

### How much could you raise?

There can be huge variability in the success of crowdfunding campaigns and how much you raise will depend on many factors, such as the capacity to commit time and effort, size of your existing networks, campaign visibility and the attractiveness of your proposal. When planning a crowdfunding you should consider how many people might donate, and what the average contribution might be.

Churches Crowdfunder Guide

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The content has been completed, but we're waiting for the document to be finalised. We will send a copy out to each attendee once this has been completed.



**What do we mean by alternative funding methods, and  
why might we use them?**

# What do we mean by alternative funding methods?

The mainstream funding method for community organisations taking on assets has historically been through **grant funding from large funding bodies**.

Regarding churches specifically, there are four big grant funders: *Scottish Land Fund; Architectural Heritage Fund; National Lottery Heritage Fund; and Historic Environment Scotland*.

We hosted a workshop with these grant funders which will be available on COSS's [YouTube channel](#) shortly – Programme Officer will send out the link when available.

For the purposes of this workshops, alternative funding methods includes forms of fundraising which lie outwith those mainstream grant funders and grant funding more generally.

# Why might we use alternative funding methods?

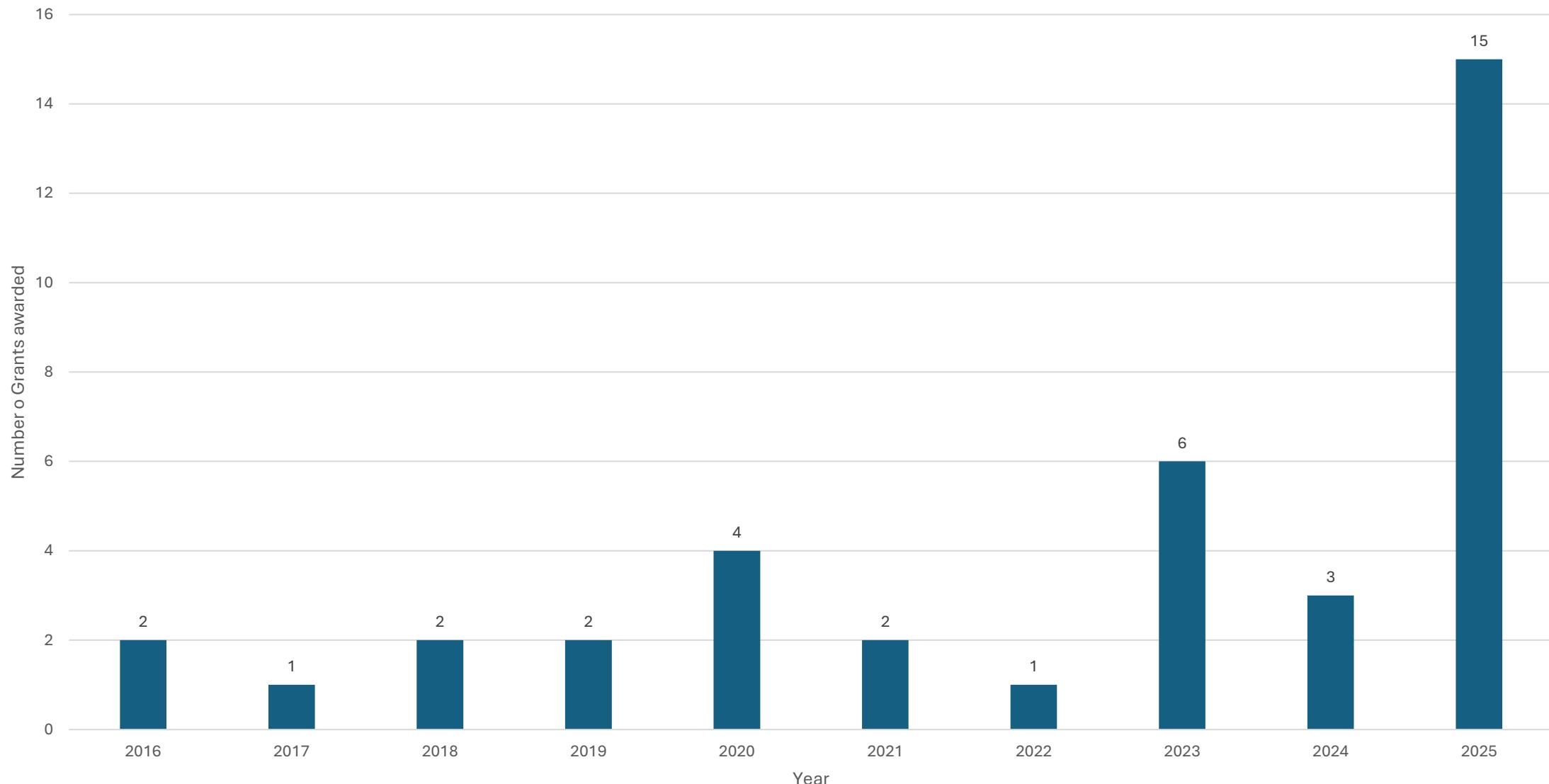
**The Church of Scotland is selling its estate at market value.** Therefore, it's incumbent upon community groups to raise the funds to buy Church of Scotland buildings.

Historically, community buyouts and development have been reliant on grant funding to purchase assets.

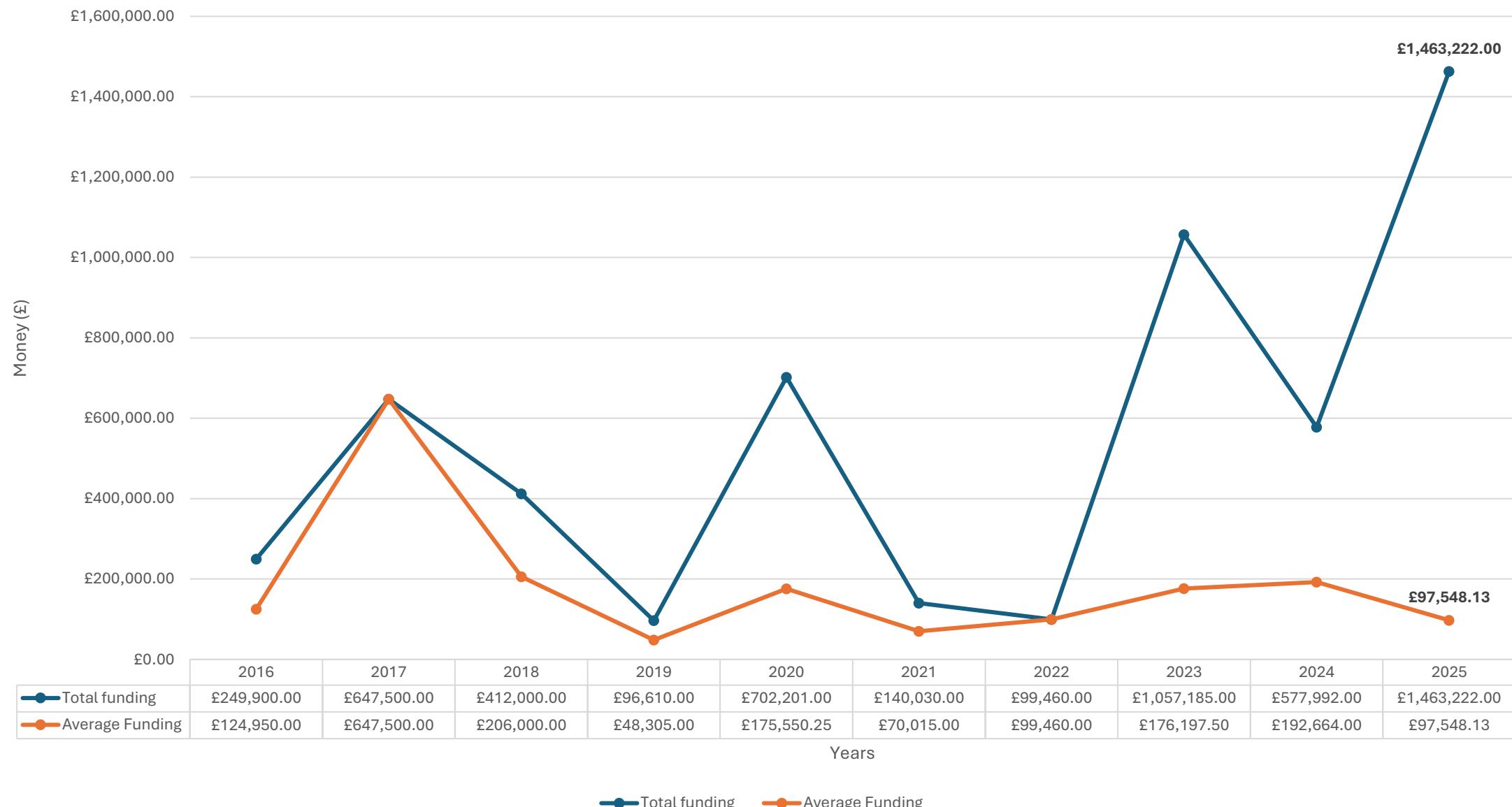
But with 800+ churches at risk of disposal, there is a lot of competition for these grants, and more pressure is being placed on community groups to find other ways to raising the funds necessary to purchase CoS assets.

**Example: the Scottish Land Fund**, which is the main source of funding for acquiring assets, currently closed until after the May elections, is under increasing pressure regarding CoS assets.

## Number of organisations to receive SLF stage 2 Funding for church buildings, church halls, manses or glebe land, 2016-2025



## Scottish land fund stage 2: total funding and average funding church buildings, church halls, manses or glebe land, 2016-2025



# Scottish Land Fund

Ionmhas Fearainn Na H-Alba

- Across the SLF 4 programme period (2021-2026) we have awarded £31.7m to 196 projects.
- 26 were church owned assets.
- The current 'pipeline' of SLF referrals and active projects includes a further 25 church assets.

Delivered by

THE NATIONAL LOTTERY  
COMMUNITY FUND



Funded by



Scottish Government  
Riaghaltas na h-Alba  
[gov.scot](http://gov.scot)

# Problems with mainstream funding methods

- **Increased pressure on grant funders.** Not just the SLF - securing grant funding for church buildings will be competitive amongst all mainstream grant funders.
- **Grants are commonly ‘restricted’ funding, ring fenced to a specific purpose.** Grant funding may not be able to cover core, ongoing costs. Mostly focused on capital funding or project development funding.
- **Grants tend to be inflexible.** Grants may not be able to cover certain project costs if they are higher than predicted or unanticipated costs arise.
- **Pressure with timescales.** A decision might take at best 2-3 months and a decision period of 5-6 months or even longer is not uncommon.

# Benefits of alternative funding methods

- **Puts you in control of raising money:** not reliant on the decisions of grant funders. Use a number of different funding sources to raise the money needed.
- **Increases local buy-in:** local support for your project can be cemented through fundraising from your community.
- **Unrestricted funding:** some alternative funding methods are unrestricted, meaning you can use them on whatever is appropriate.
- **Attracts other sources of funding:** proving that you can raise money makes funders and donors more confident in donating to your project.



**What kinds of alternative funding methods are there?**

# What kinds of alternative funding methods are there?

Alternative funding methods are best used together in unison. Choosing different options for different points in the project where most appropriate will help diversify your income and increase your access to funds throughout a project.

Some examples are:

- **Fundraising events:** such as a charity concert.
- **Major donors - HNW individuals:** large donations from HNW individuals (could be match-funding)
- **Regular donations:** (usually unrestricted funding)
- **Legacy and in-memoriam giving:** (a gift made in a person's will)
- **Businesses & local institutions** (including in-kind support)
- **Crowdfunding:** focus on crowdfunding incoming!

**DF Scotland can help with the following:**

- **Community Shares**
- **Community Bonds**
- One-off community lotteries
- Grassroots legacy giving
- Distribution and governance of community benefit funds

# Crowdfunding



# What is crowdfunding?



**Crowdfunding is the raising of sums of money from a group of people.** It is an alternative to seeking grant funding or bank loans and instead looks to supporters of your project, whether they be members of your community or from further afield, to donate. **Crowdfunding tends to be for a specific goal or target, rather than a more generic fundraising drive.**

**Things you can crowdfund for:** (Not just acquisition costs!)

- Purchase of the asset
- An early-stage feasibility study
- Working capital
- Refurbishments
- Professional fees
- Match funding
- Running costs and staffing (if explicitly stated, usually alongside other goals)

# Why crowdfund?



The main reason for running a crowdfunding campaign, and the driver for every campaign, is to **raise money and build community support for your project**. It's an effective way to harness the support of your network into readily available cash to spend

## Reasons to crowdfund specifically:

- Generate buzz and excitement around your idea
- Build community engagement and support
- Galvanise people to donate when they see others doing the same
- Encourage people to support you in other ways through volunteering, advocating, etc
- Advertising for the project
- Leverage match funding or local philanthropic giving from high-net-worth individuals
- Generate general awareness raising in your community
- Increase confidence in your project

# Solas Eige



Focus on a successful campaign.

## OUR NEW CAMPAIGN

### RAISE THE ROOF FOR SOLAS EIGE!

Our next step is to repair the roof: we must fix the leaky skewes, treat and replace timbers, take out the Ballachulish slates and check each one, install insulation and put the slates back on the roof! The cost is for all this work is £153,000. To make our applications for funding stronger, we need to raise enough funds ourselves and this is where YOU can make a difference!

You can support us with a donation now. And with Zeffy, a free platform for charities, 100% of your money will come to us...

TOGETHER WE CAN DO IT!

[Donate now](#)

RAISE THE ROOF FOR SOLAS EIGE

Help us transform St Columba's into the Solas Eige Centre

Before we can open the doors, we must fix the leaky roof and install insulation. The cost is £153,000 - and we need your help!

Every donation makes a difference:

- £25 helps buy tiles
- £100 supports skilled repair work
- £500 helps secure a section of roof for decades

Together we can protect the past and build the future.

Donate today:  
<https://www.zeffy.com/en-GB/donation-form/raise-the-roof-for-solas-eige>

Solas Eige was set up on the Isle of Eigg to purchase St Columba's Church, which had been earmarked for disposal by the Church of Scotland.

In September 2025 Solas Eige were awarded a grant of £92,703 from the Scottish Land Fund to purchase the building, with plans to transform the church into a 'vibrant hub for heritage, culture, and community life on the island'.

However, an extra £6,000 was required as 'match funding' to meet the Church of Scotland's valuation. With the help of an effective campaign the group managed to surpass that figure, raising £6,440 within 35 days.

Now, encouraged by their success at raising the acquisition costs through a mix of grant funding and crowdfunding, Solas Eige have begun a new crowdfunding campaign to upgrade the building fabric, emphasising to donors that their contributions will "make our applications for funding stronger".



# What makes a successful campaign?

Planning

Creating your campaign

Identifying your supporters

Running your campaign



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# Planning a Crowdfunder



**Good planning is essential to ensure you meet your funding targets.** Getting off to a good start greatly improves your chances of success.

**Identify gaps in your funding:** do you have any sources of funding identified already? How can crowdfunding help you meet any gaps.

**Consider the length of your campaign** (typically around 6 weeks) **and when you can start fundraising** – please use a bank account which belongs to your incorporated community organisation.

## **Key questions:**

- what are you raising money for?
- how do your plans fit into your organisation's wider vision?
- how much do you need to raise?
- is there a deadline?
- will you use a crowdfunding platform?
- why might people support you? What might you need to offer in return for their support?
- how will you reach your potential supporters?

# Planning a Crowdfunder



Top tips! **Align with broader community engagement strategy!**

- **Organise a dedicated launch event**, or coordinate with a significant event in the community calendar to let people know the campaign has begun and encourage early donations.
- **Tag on to local events** where possible throughout the campaign to raise awareness about your plans amongst the wider community.
- **Develop a marketing and action plan** – creating a plan of action in terms of marketing and delegating tasks will keep the campaign focused
- **Think about how people in your community like to engage** – not everyone has social media or is digitally literate, so adapting methods is key



# What makes a successful campaign?

[Planning](#)

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[Running your campaign](#)

# Creating your campaign



The next step is to prepare the materials you'll use to share your campaign. What you need will vary depending on how you intend to run your campaign. Think about any promotional material you could create to advertise the crowdfunder: a posters, banners, leaflets, and online content.

## **Crowdfunding online:**

Most crowdfunding campaigns have an online presence, often using a crowdfunding platform which can provide a quick and easy way for people to pay.

**Campaign page:** If you are using an online platform you will need to create a campaign page which should tell your story in a concise and captivating way.

**Social media content.** Consistent social media campaign is more important now than ever. Eye-catching graphics with images and concise messaging will help promote the project regularly.

**Videos:** **Create a simple video which tells the story.** footage of the asset inside and out; relevant history; interview with those involved in the project and why it's important; future plans.

## NEWS

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Alba

## Community wants to buy historic church to keep 'sanctuary' alive



Organisers of the trust have held various community events to back the plan

# Troon Development Trust: Save Troon Old Parish Church



# Crowdfunding online: platforms



There are two main crowdfunding platforms in the UK, [Crowdfunder UK](#) and [GoFundMe](#).

Both platforms charge small transaction fees for not-for-profit community projects. At the time of publishing, provided that you are a registered charity:

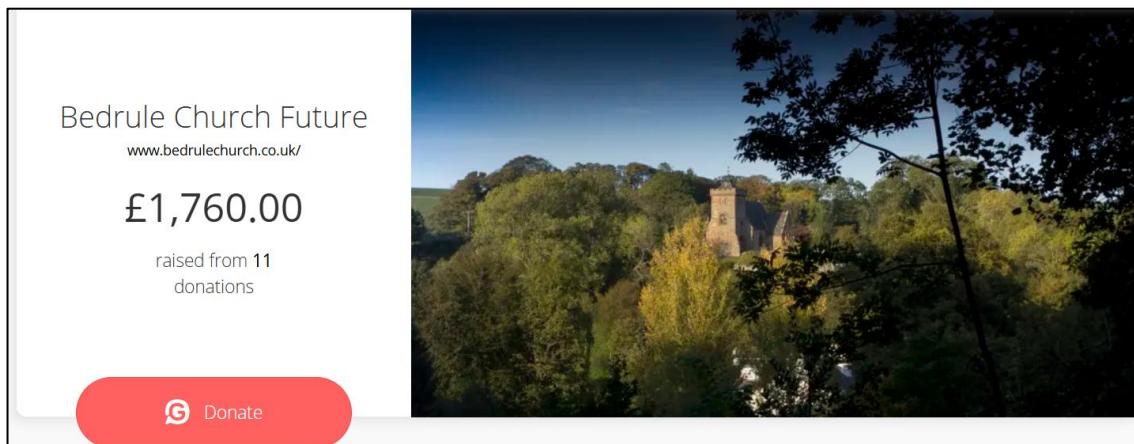
- Crowdfunder charges 2.4% + 20p (per pledge) + VAT on UK/EU cards rather than a fee to host your campaign on their platform.
- GoFundMe charges 1.9% + 20p (per pledge) VAT included and no fee to host your campaign on their platform.

For further information on this visit – GoFundMe [Pricing and Fees](#) or Crowdfunder [Crowdfunder Fees](#).

# Crowdfunding online: how much could you raise?

Huge variation in how much you can raise from online crowdfunding campaigns...

- The campaign by Bedrule Church Future to purchase Bedrule Parish Church in the Scottish Borders raised a total of **£63,129.09** through a mixture of alternative fundraising approaches. One element of this was through the fundraising platform Givey. As at 31/10/2025, the total amount from that platform was **£1,760 from 11 donations**.
- Solas Eige sought to crowdfund £6,000, a percentage of the total purchase cost of St Columba's Church as a 'match' to grant funding from the Scottish Land Fund. The campaign by Solas Eige to purchase St Columba's church on the Isle of Eigg through fundraising platform Crowdfunder.co.uk raised **£6,440 from 203 supporters**, surpassing the organisation's target.



# Crowdfunding online: how much could you raise?

Huge variation in how much you can raise from online crowdfunding campaigns...

- The campaign by The Venue @ Saint Columba Limited to purchase The Tower arts and cinema venue in what was formerly St Columba's Church in Helensburgh raised a **total of £25,000** through a mixture of events and donations. As of 31/10/2025 through fundraising platform GoFundMe, the campaign raised **£11,181 from 258 donations**.
- The campaign by Troon Development Trust to purchase Troon Old Parish Church raised a total of **£17,647.71** through events, pledges and direct bank transfers. As of 31/10/2025 through fundraising platform Crowdfunder.co.uk, the campaign raised **£5,616 from 162 donations**.



£11,181 raised  
£60K target • 258 donations



£5,616  
raised so far

162 supporters



# What makes a successful campaign?

[Planning](#)

[Creating your campaign](#)

**Identifying your supporters**

[Running your campaign](#)

# Identifying your supporters



It's important to consider who will donate to your campaign and start to build a network of these people where possible. Preparing people to donate before the campaign goes live will be beneficial as once people see that others have donated, they will be more likely to follow. Think about:

- **Local community** – who in the local community will support the project?
- **Local organisations** - businesses, schools, & other community organisations
- **High Net Worth Individuals (HNWI)** – is there anyone with a connection to the church who could donate?
- **Future users of the building** - who will benefit from the building once it goes into community ownership
- **Previous users of the building** – congregation or those who rented the space previously
- **Diaspora** – particularly those with a connection to the community or place of worship itself

# Bedrule Church Future



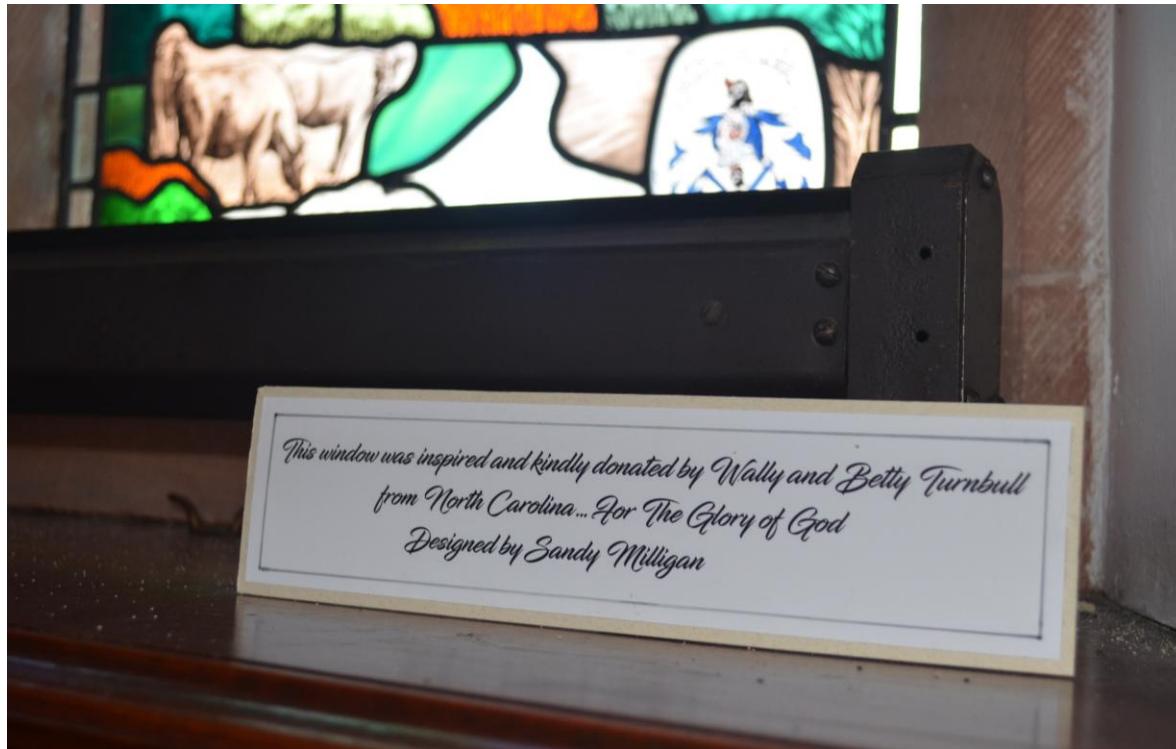
Faced with the imminent closure and disposal of their local church in 2023, the local community gathered in their mutual concern for the future of Bedrule Church, and formed the SCIO. Bedrule Church Future to bring the building into community ownership.

The group was particularly successful at identifying supporters for their project outwith their small rural community.

Ancestral home of the Turnbull Clan, the group reached out to the Turnbull Clan Association in North Carolina to help with raising the money to buy the building.



# Bedrule Church Future



Sign crediting stained glass to 'Wally and Betty Turnbull from North Carolina'  
Image Credit - DTAS

Clan's American cousins help save historic Borders church



Charlotte Maberly and Alan Bailey have led the campaign to buy the church

Image Credit to BBC Scotland News – Article by Thomas Martin –  
Screenshot taken 31/10/2025



## Save Bedrule Kirk

**Bedrule Kirk, “heritage ground zero” of our Turnbull clan, is in peril, and we need your urgent help to save it.**

Bedrule Kirk is a historic Turnbull landmark with a breathtaking view across the Rulewater Valley to Ruberslaw mountain. The kirkyard, which holds the Turnbull cairn, is the final resting place of many of our ancestors. The sanctuary of the church is a holy place where the power of the faith of our fathers is tangible. The interior is beautifully decorated with the arms of our forebears, the Bishop William Turnbull plaque, and magnificent stained glass windows, including the famous Turnbull Window.

The Church of Scotland is closing and selling off Bedrule Kirk and others because they have run out of funds to maintain them.

**Bedrule Kirk is scheduled to be sold in July, with no guarantee of what will be done with it or even if it will be maintained unless it goes into the right hands.**

The Bedrule community-based grassroots effort *Bedrule Church Future* is raising funds to purchase the church and maintain it to be used for events in the community and beyond as a venue for weddings and similar special occasions. This will ensure that the church will remain open to our clan family and other visitors who want to appreciate the beautiful building and its interior.

Please join us in supporting the Bedrule Church Future steering group. We need to raise £35,000 (\$47,000) by July. This means that we must respond quickly and generously.

Your US tax-deductible contribution to this effort is vital and will be receipted by TCA.

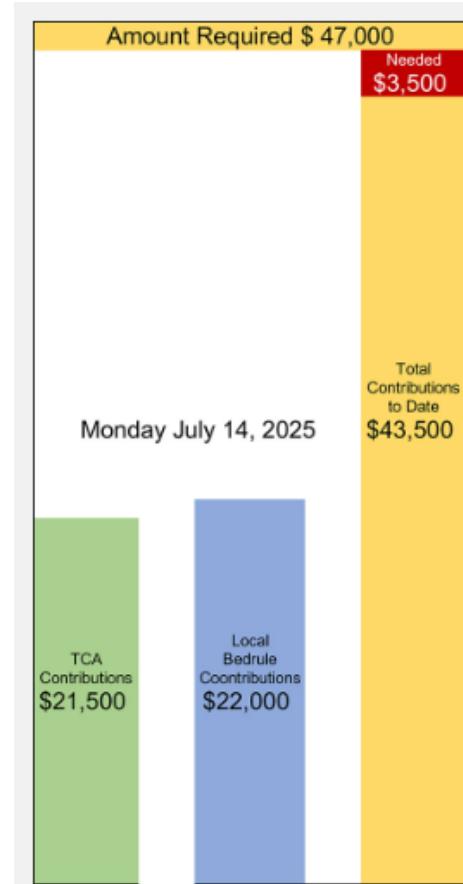
# Bedrule Church Future



Through the Turnbull Clan Association, which includes members in USA, Canada, and Australia, the international Turnbull diaspora were asked to donate to help the community buy the building.

The cost of the building was £35,000 (\$47,000) and other money was required.

**The Turnbull Clan Association raised £17,421.09,** which was matched by the local community's direct contributions of £43,948.00, and the online fundraiser, which raised £1,760, totalling **£63,129.09.**





# What makes a successful campaign?

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# Running your campaign



Once your campaign page is ready and it's time to go live, spreading the word is vital to its success. Most campaigns typically run from 4-6 weeks. Some things to consider when running your campaign are:

- **Collective responsibility** – spreading the load between the group and using people's strengths means the momentum can be kept up for the duration of the campaign
- **Enlist volunteers with particular strengths** – for example, think about who is comfortable picking up the phone or knocking on someone's door to ask them to donate? Who is good at marketing and social media?
- **A well organised board or steering group can make all the difference**; ensuring volunteers are enlisted, promotional materials are arranged, and networks of support are created
- **Think about your local networks** – friends, family, businesses who might donate and get their contact details
- **Enlist local businesses support** - they could be willing to offer financial or in-kind support, or simply put a poster in their window
- **Give regular updates on your campaign page and social media to keep people informed and maintain momentum**

Some strategies which might help your campaign raise a bit more money...

# Pledges



A pledge is a promise to give your campaign money. Pledgers will fill out a form (which you provide), promising to pay their pledge at a later date.

Pledges can be useful if you need to wait for a bank account. Having pledgers lined up can help your campaign start strong.

In case circumstances change... pledges can be legally binding, but they don't have to be. This will be confirmed in the form which you produce.

Pledges are eligible for Giftaid.

*Troon Development Trust's Pledge Form: Taken January 2026. Available at the following link: <https://www.troondevelopmenttrust.co.uk/pledging>*



## Charity Pledge Form: Troon Development Trust

I, [Your Full Name], pledge to support Troon Development Trust with a donation at a later date if called in. Call in will be when we are in a position to put in a bid for the Troon Old Parish.

1. Donor Information:

- Name:
- Address:
- Email:
- Phone:

2. Pledge Details:

- Amount: £\_\_\_\_\_
- Frequency: (Please tick one)
  - One-Off Donation
- Purpose (Optional): (e.g., Purchase/Development of Troon Old Parish)
  - Unrestricted (For the charity's general needs)
  - Restricted (To be used for: Only Church project)

3. Payment Method:

- Bank Transfer (Bank Account no. 00219511 Sort Code 83-16-46)

4. Gift Aid Declaration (UK Only - Increases your donation by 25% at no extra cost!):

- I want to Gift Aid my donation to Troon Development Trust. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of tax claimed on all my donations in that tax year, it is my responsibility to pay any difference.
- Yes, I want to Gift Aid my donation.
- No, I do not wish to Gift Aid my donation.

5. Signature & Date:

- Signature: \_\_\_\_\_
- Date: \_\_\_\_\_

# Crowdfunding rewards



As part of your crowdfunding campaign, you can choose to offer 'rewards' – incentives to encourage people to donate sums of money.

Rewards typically come in two types: those with a financial value attached and recognition-based rewards.

Think about who in your community can support this – can a local business offer something as a reward?

You can either offer specific rewards at specific donation price points or offer rewards as part of a prize draw (think raffle). It might be more appropriate for one or the other.

## Financial Rewards

- Commercial goods
- Experiences
- Invitations to events
- Discounts

## Recognition Rewards

- Signage such as plaques
- Stairs inscribed with donors' names
- 'buy a brick' schemes in the building
- Trees or plants in outdoor space

# Reward examples: Solas Eige



## The Prizes

We have 11 great prizes for you to win:

- Signed Martin Parr print of one of Eigg's most iconic views: Martin Parr is possibly one of the best UK photographers. He kindly donated and signed his photograph of the famous Lageorna washing line with the Cuillins of Rum in the background. Worth between £300 and £500.
- This natural cask strength malt whisky from the Talisker distillery on Skye was bottled at 60% ABV in 1997 to celebrate the historic Eigg community buy-out of 1997. With few remaining bottles available of the original batch of 252, this single malt which has no-age-statement or year of distillation, is a rare collector's item. Worth £300
- Traditional and sturdy, this log basket was created out willow organically grown on the croft by talented "All about Willow" duo Pascal and Catherine, the suppliers of heritage baskets to the cult TV series Outlanders. It will become an heirloom to treasure for years to come. Worth £250.
- 5 signed copies, retailing at £20, of "Eigg, the story of an Island", by Eigg author and local historian Camille Dressler. This new edition features a foreword by Dr Kenny Taylor, Chair of the Scottish Wildlife Trust to mark its 60th anniversary.
- 3 X 6 beer packs of Eigg Brewery's vegan, unfined and unfiltered Pilsner and IPA (3 of each in each pack). Worth £22.50 each.

## Solas Eige ran a crowdfunder prize draw in 2024



Signed print of Lageorna washing line by Martin Parr

Martin Parr is one of Britain's best known photographers. This signed print is his iconic image of Eigg, featuring the much photographed Lageorna washing line with the Cuillins of Rum in the background



Rare bottle of single malt Talisker whisky

A very special release from Talisker distillery on Skye to mark the Isle of Eigg Heritage Trust's historic purchase of the island back in 1997. Bottled at 60% ABV, the single malt has no-age-statement or year of distillation. A limited edition of only 252 bottles making it a rare collector's item.



All About Willow log basket

All about Willow grow their willow organically on their Eigg croft. Their award winning baskets have featured in the Outlanders series. This traditional and sturdy log basket will be an heirloom to treasure.



New edition of "Eigg, the story of an Island"

5 signed copies of the latest edition of "Eigg, the story of an island" are also to be won! This 2024 edition exclusively available from the Isle of Eigg Craftshop Ltd includes a foreword by Dr Kenny Taylor, chair of the Scottish Wildlife Trust.



6 pack of Eigg Brewery IPA/Pilsner beers

3 x 6 packs of Eigg Brewery beers: IPA and Pilsner. The Pilsner (4.3%) is crisp, refreshing and golden. The IPA (5.3%) is hop-forward, straw-coloured, juicy and smooth! A great offering from Scotland's first cooperative brewery!

*Solas Eige – prize draw rewards for donating to the crowdfunder.*

# Reward examples: Save the Tower



## All Pledges

## Above £50

All pledges will receive

- I SAVED THE TOWER certificate
- I SAVED THE TOWER Fridge magnet

Pledges will receive :

- I SAVED THE TOWER certificate
- I SAVED THE TOWER Fridge magnet
- I SAVED THE TOWER T Shirt

## Above £200

Pledges will receive :

- I SAVED THE TOWER certificate
- I SAVED THE TOWER Fridge magnet
- I SAVED THE TOWER T Shirt
- A large plaque with your name and favourite movie/show/author located in a prominent position through-out the Tower (15cm x 10cm)

## Above £1000

Pledges will receive :

- I SAVED THE TOWER certificate
- I SAVED THE TOWER Fridge magnet
- I SAVED THE TOWER T Shirt
- Your name on our huge Keystone founders Boards situated in the Tower's Atrium.

As well as the above Recognition & Rewards, Pledgers will be invited to our We Saved The Tower Donators Day.

## Goods:

- Fridge magnets
- T-Shirt
- 'We Saved the Tower Donators Day'

## Recognition:

- Certificate
- Plaque (15cm x 10cm)
- Keystone founder's boards in the Tower's Atrium.

*Save the Tower, Helensburgh – rewards for donating to the crowdfunder.*

# Crowdfunding: key takeaways



## **Why CrowdFund?**

Crowdfunding is increasingly relevant because grant funding is harder to come across – more competitive. Has a number of other benefits, too. Not just out of necessity.

## **Key areas to focus on for a successful project:**

- Planning your crowdfunder
- Creating your campaign
- Identifying your supporters
- Running your campaign

**Delivering your project:** once you have raised the money, keep in touch with your donors by posting regular updates on the campaign page and social media, as these people may become your future supporters, volunteers, or board members.

**Democratic Finance Scotland support** DFScotland offer 1 to 2 days of crowdfunding support and a microgrant to help with any associated costs.

# Now we'll hear from Morven Lyon Head of Democratic Finance Scotland



## Morven Lyon

Head of Democratic Finance at  
Development Trusts Association  
Scotland

Morven Lyon, has over 12 years' experience working in programme management and delivery in the Third Sector – with a specific focus on community business and community-led finance models. She is one of Scotland's leading experts in the community shares finance model and the Community Benefit Society governance structure.

The screenshot shows the homepage of the Democratic Finance Scotland website. At the top, there is a navigation bar with links for 'OUR SUPPORT', 'ABOUT', 'NEWS', 'CASE STUDIES', 'COMMUNITIES MAP', and 'CONTACT US'. Below the navigation is a large image of a woman (Morven Lyon) wearing a green apron and holding a large metal pot, standing in front of a stall with a sign that says 'SPRITE'. To the right of the image, there is a teal-colored text box with white text that reads: 'The Democratic Finance Scotland programme supports community-led organisations to explore & use alternative methods of raising finance & funding.' Below this text is a pink button with the text 'GET IN TOUCH TO FIND OUT MORE'. At the bottom of the page, there are two teal-colored boxes with white text. The left box says 'Sourced locally from everyday people and local businesses' and the right box says 'Used locally to start or grow democratic community enterprises or purchase sustainable'.

DEMOCRATIC FINANCE SCOTLAND

OUR SUPPORT ▾ ABOUT ▾ NEWS CASE STUDIES COMMUNITIES MAP CONTACT US

The Democratic Finance Scotland programme supports community-led organisations to explore & use alternative methods of raising finance & funding.

GET IN TOUCH TO FIND OUT MORE

Sourced locally from everyday people and local businesses

Used locally to start or grow democratic community enterprises or purchase sustainable



DEMOCRATIC  
FINANCE  
SCOTLAND

Transforming community wealth

# Democratic Finance Scotland

**A programme of support for community led organisations to explore alternative methods of raising finance and funding.**

**Ensuring communities have the financial control and the democratic power to take ownership of important community assets and run democratic community led businesses**

# What are these **alternative methods**?

**Local, citizen-driven sources of money**

- **Community shares**
- **Community bonds**
- **Grassroots legacy giving**
- **Local philanthropy**
- **Donation or reward-based crowdfunding**
- **One-off community lotteries**
- **Common Good Funds or Community Benefit Funds**



# Why is Democratic Finance needed?

- Grant dependency too high
- Social Investment loans not always best fit
- Match funding often required
- Flexible, non-capital, funding required
- Builds democratic, robust enterprises



## Who we support:

We provide direct and practical support to any community either with, or with a desire to adopt:

- A democratic and accessible governance structure
- An enterprising, empowering and sustainable approach
- A grassroots focus on securing, boosting and retaining local wealth

# Our support is fully funded and in two stages

## 1. Early Stage

Exploring what democratic finance sources are the best fit for your community

## 2. In Depth Development

- Community engagement
- Democratic governance support
- Business planning and financial modelling
- Marketing and Comms incl. £5k Micro Grant available

# Community Shares

## Key Features

- Investment crowdfunding from your community
- Equity/ownership model
- Interest typically 2-6%
- Not transferable
- Flexible withdrawals - typically from Year 5
- Community Benefit Society required

## Key Benefits

- Embeds community control and encourages engagement
- Democratic – control **not** linked to amount invested
- Accessible – shares from £1
- Flexible use
- Levers other funding and finance



# Action Porty – Bellfield Church

- ✓ £200,000 raised through community shares
- ✓ Match funded by £450,000 Community Ownership Fund and £100,000 Acorns 2 Trees
- ✓ Community Benefit Society structure – democratic and community led



- ✓ £25 minimum residents
- ✓ £50 minimum non-residents
- ✓ Investment from local organisations
- ✓ 2% interest and withdrawals from 2029
- ✓ Enterprising business – room and event hire
- ✓ One member one vote
- ✓ Amazing community engagement campaign

# Community Bonds

## Key Features

- Investment crowdfunding from your community
- Debt model / no ownership
- Fixed interest - typically 2-6%
- Fixed term – typically 10 years
- Community Benefit Society required

## Key Benefits

- Encourages community engagement in enterprise
- Accessible – bonds typically from £25-50
- Flexible use
- Typically cheaper than standard debt



# Community Shares and Community Bonds - Comparison

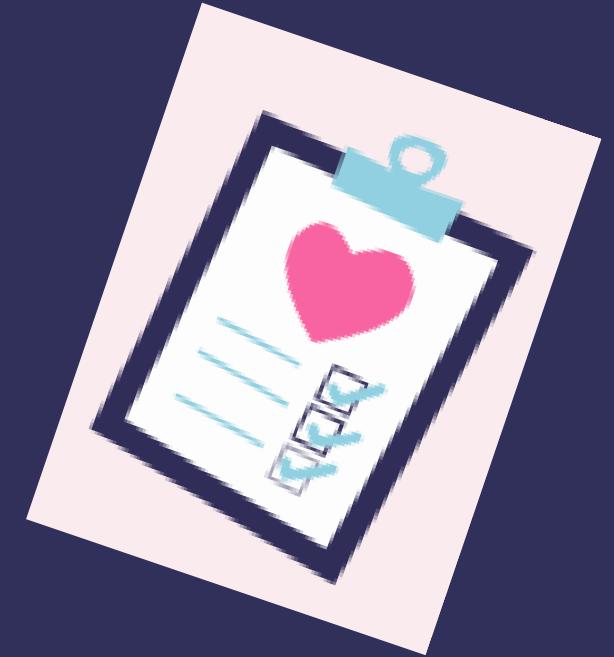
- Bonds are debt
- Shares are equity/ownership
- Bonds have a fixed term repayment and fixed interest rate
- Shares slightly more flexible on repayment and interest
- Bonds offer tax relief for investors (innovative finance ISA)
- Shares not currently eligible for tax relief for energy projects
- Both require a Community Benefit Society
- Shares and Bonds can be used at the same time



# Other support:

## Local, citizen-driven sources of money

- Grassroots legacy giving
- Local philanthropy
- Donation or reward-based crowdfunding
- One-off community lotteries
- Accessing Common Good Funds or Community Benefit Funds



# Local Legacy Giving

- Future focused fundraising
- An untapped opportunity?
- Cash sum, % of estate, specific asset

## Pilot Programme and Support

- 10 Development Trust supported to increase confidence in legacy giving
- DTAS legacy support and resources developed
- Partnership with Remember a Charity – free/discounted membership offer
- Workshops with experts on legacy giving
- Hands-on support to develop legacy campaign materials
- £500 microgrant to support with campaign
- Limited to Development Trusts at the moment

# Community Benefit Societies

## Expertise and Support

- Understand the CBS structure and benefits
- Register a CBS with the Financial Conduct Authority
- Directors Training
- Running an AGM
- Submitting Annual Returns
- Engage members

# DTAS' Democratic Finance Team



**Morven Lyon – Head of Democratic Finance**



**Isla McCulloch – Democratic Finance Development Officer**  
Specialism in community shares and Community Benefit Societies



**Julia Rolim – Democratic Finance Development Officer**  
Specialism in community engagement and comms



**Katie Little-Sadler – Democratic Finance Development Officer**  
Specialism in community engagement and comms



**Laura Bedford – Democratic Finance Development Officer**  
Specialism in good governance and Development Trust approach

# Get in Touch!



[www.democraticfinance.scot](http://www.democraticfinance.scot)



[info@democraticfinance.scot](mailto:info@democraticfinance.scot)

[morven@dtascot.org.uk](mailto:morven@dtascot.org.uk)

## Q&A!

**Please raise your hand (virtually) to ask a question or pop it in the chat!**

# Next workshop: Your Building: A Guide



Workshop 5: Your Building: A Guide

[Click here to book your place](#)

Date has change. Now on Tuesday 20<sup>th</sup> of January.

Please sign up to hear from Andrew Aldous, FM Advisor at COSS and Lucy Stewart from SPAB to hear more about how to run your facility and what to know when looking after a church building.



**Andrew Aldous**

**Facilities Management Advisor**

Community Ownership Support Service (COSS).

**Lucy Stewart**

**Scotland Officer**

Society for the Protection of Ancient Buildings (SPAB).



# Contact details

- Audrey Dunn, Churches Advisor (North of Scotland):  
[audrey@dtascot.org.uk](mailto:audrey@dtascot.org.uk), 07956 730149
- Claire Martin, Churches Advisor (South and Central Scotland):  
[clairem@dtascot.org.uk](mailto:clairem@dtascot.org.uk) (note the 'm'!), 07903 059822
- Harry Whitmore, Churches Advisor (South and Central Scotland):  
[harry@dtascot.org.uk](mailto:harry@dtascot.org.uk), 07903 060475
- Louise Paterson, Churches Programme Officer:  
[louise@dtascot.org.uk](mailto:louise@dtascot.org.uk)

DTA Scotland, 1B Washington Lane, Edinburgh, EH11 2HA

<https://dtascommunityownership.org.uk/>

BlueSky - [DTAScotland](#) / [Community Ownership Support Service](#) / [Democratic Finance Scotland](#)

LinkedIn - [DTAScotland](#) Facebook - [DTAScotland](#) Instagram - [DTAScotland](#)

DTA Scotland is a Scottish Charitable Incorporated Organisation (SCIO) No. SC034231  
Browse our upcoming **events** and sign up [HERE](#)



**Community  
Ownership  
Support Service**  
Development Trusts Association Scotland



**Development  
Trusts Association  
Scotland**  
**A Thriving Community-led Network**

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