Development Trusts Association Scotland
A Thriving Community-led Network

New Futures: Former Places of Worship

Workshop 4 – Series 3 – 05/11/26

Finance and Fundraising 2: Alternative Fundraising Methods

The ‘New Futures: Former Places of Worship’ programme

- The New Futures programme is part of the **Community Ownership Support Service** (COSS), which is part of the **Development Trusts Association for Scotland** (DTAS)
- Programme began in January 2025, funded by National Lottery Heritage Fund, Historic Environment Scotland and Development Trusts Association Scotland
- To provide enhanced support to community groups considering taking on former places of worship 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**
- We have supported over **100 communities to date**, and we continue to **receive new enquiries** from communities interested in bringing a church building into community ownership.

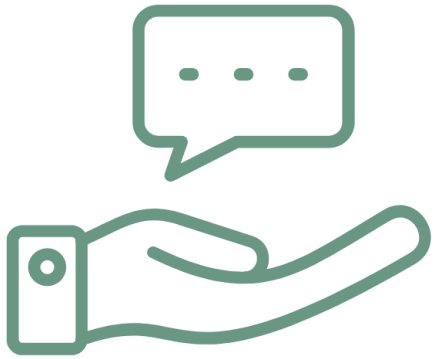
HISTORIC ENVIRONMENT SCOTLAND | ÀRAINNEACHD EACHDRAIDHEIL ALBA

Made possible with Heritage Fund

Development Trusts Association Scotland
A Thriving Community-led Network

How we work

Advice & Support



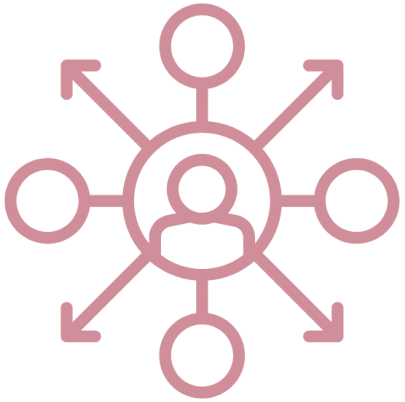
Training & Resources



Networking & Events



Representation & Influencing



All staff contact details are on our website: https://dtascot.org.uk/our-team/

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All staff contact details are on our website: https://dtascot.org.uk/our-team/

New Futures Workshops – Series 3

- ~~First Steps to Community Ownership – 06/10/26, 13:00-14:30~~
- ~~Involving Your Community –20/10/26 12:00-13:30~~
- ~~Finance and Fundraising 1: Mainstream Funders –27/10/26 11:00-13:00~~
- Finance and Fundraising 2: Alternative Funding Methods – 05/11/26 13:00-14:30
- Continuing to Operate as a Place of Worship – 17/11/26 12:00-13:30
- Your Building: A Guide – 26/11/26, 11:00-12:30

Core COSS workshop – Introduction to Community Right to Buy in Scotland - 17/12/26 10:00

The following workshops will be held in early 2027, dates to be confirmed:

- **Business Planning**
- **Financial Planning**
- **Community Right to Buy**
- **Energy Efficiency and Decarbonisation**

For questions and enquiries, please email Addie Maher, Churches Programme Officer at: addie.maher@dtascot.org.uk

Today's workshop: Alternative Fundraising

Presentations from: Harry Whitmore, Churches Advisor, COSS; Katie Little-Sadler, Development Officer at Democratic Finance Scotland; Carol Beattie, Friends of Wamphray Church and Jo Dewhurst, Elie Kirk Community Enterprise Limited

Plenty of time for questions during the Q&A at the end.

Housekeeping:

- Please keep yourselves on mute, to avoid background noise
- Please put any questions in the chat
- This session will be recorded and uploaded to our website – keep your camera off if you don't want to be in the recording

Follow up:

- We will send the slides out by email after the event, along with a feedback form
- Get in touch! With us – and each other (via us if you'd prefer)

We will now begin recording!

Today's workshop: Alternative Funding Methods

I'll be speaking for about 15 minutes to cover some core principles:

- Where to begin
- What do we mean by alternative fundraising methods, and why might we use them?
- Crowdfunding – what makes a successful campaign?

Katie Little-Sadler: Democratic Finance Scotland

- Community shares, crowdfunding support and other forms of democratic finance

Carol Beattie, Friends of Wamphray Church

- Fundraising example 1: community benefit funds, local crowdfunding, pledges

Jo Dewhurst, Elie Kirk Community Enterprise Limited

- Fundraising example 2: democratic finance, community share offer

Where to begin



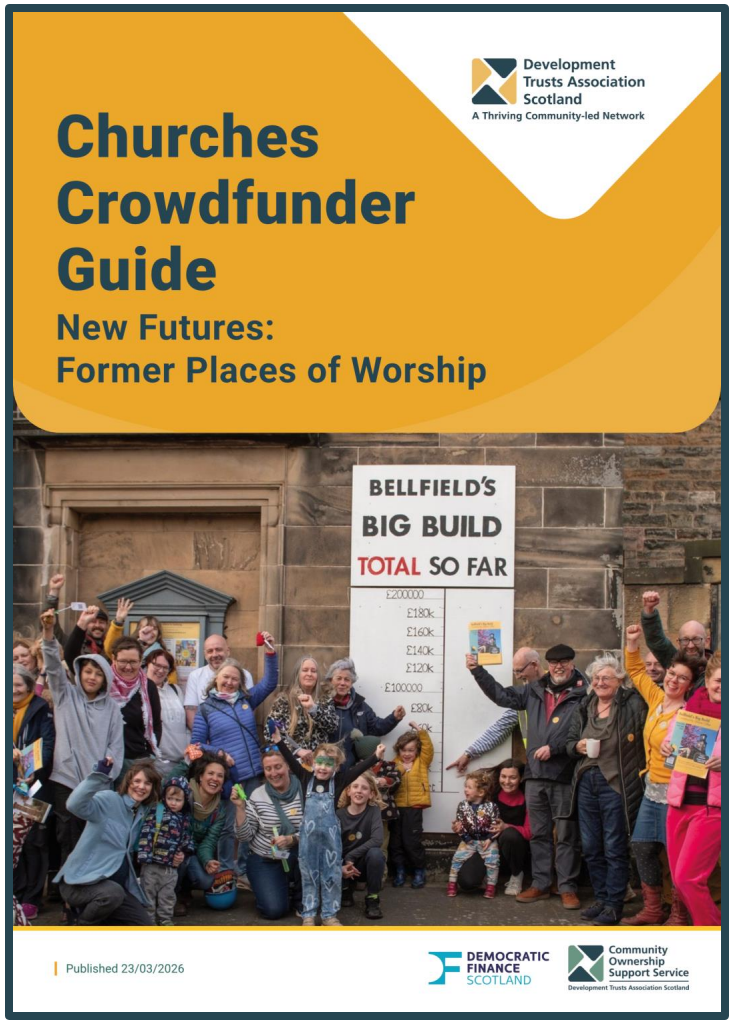
Where do we start?

The Community Ownership Support Service have a detailed resource called ‘Beyond the Usual Suspects’.

Democratic Finance Scotland and the New Futures programme produced a ‘Churches Crowdfunder Guide’

The Churches Crowdfunder Guide is the first co-branded resource between Democratic Finance Scotland and the Community Ownership Support Service.





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

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.

Development Trusts Association Scotland
A Thriving Community-led Network

Churches Crowdfunder Guide

New Futures: Former Places of Worship



Published 23/03/2026

DEMOCRATIC FINANCE SCOTLAND

Community Ownership Support Service
Development Trusts Association Scotland

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Our support

The New Futures: Former Places of Worship programme launched in January 2025 to advise and support community groups considering bringing former places of worship into community ownership. The programme is funded by the National Lottery Heritage Fund, Historic Environment Scotland, and DTAS. The team includes three Advisors and a Programme Officer.

If you're looking for advice about bringing a local church into community ownership, please contact your **Churches Advisor:**

- Audrey Dunn, North Scotland audrey.dunn@dtascot.org.uk
- Claire Martin, South & Central Scotland claire.martin@dtascot.org.uk
- Harry Whitmore, South & Central Scotland harry.whitmore@dtascot.org.uk

The Democratic Finance Scotland team's crowdfunding support includes:

- Planning the campaign
- Marketing and community engagement support during the campaign
- A small micro-grant to support campaign costs such as promotional materials, events, campaign videos, or social media.

This support is light-touch and free to community-led organisations either with, or with a desire to adopt:

- A democratic, member-led and accessible governance structure.
- An enterprising, empowering and sustainable approach.

To find out more please get in touch with katie.little-sadler@dtas.org.uk or julia.rolim@dtascot.org.uk



This resource has been created because of the demand for local money and crowdfunding we're seeing come from communities looking to take on church buildings.

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 recently, which you can find on the COSS churches website.
- For the purposes of this workshops, alternative funding methods includes **forms of fundraising which lie outwith those mainstream grant funders**.

Why might we use alternative funding methods?

The Church of Scotland is selling its estate at scale and at pace across the country. The church is looking to sell to the 'highest clean bidder' for the majority of its buildings, requesting offers over an independent market valuation.

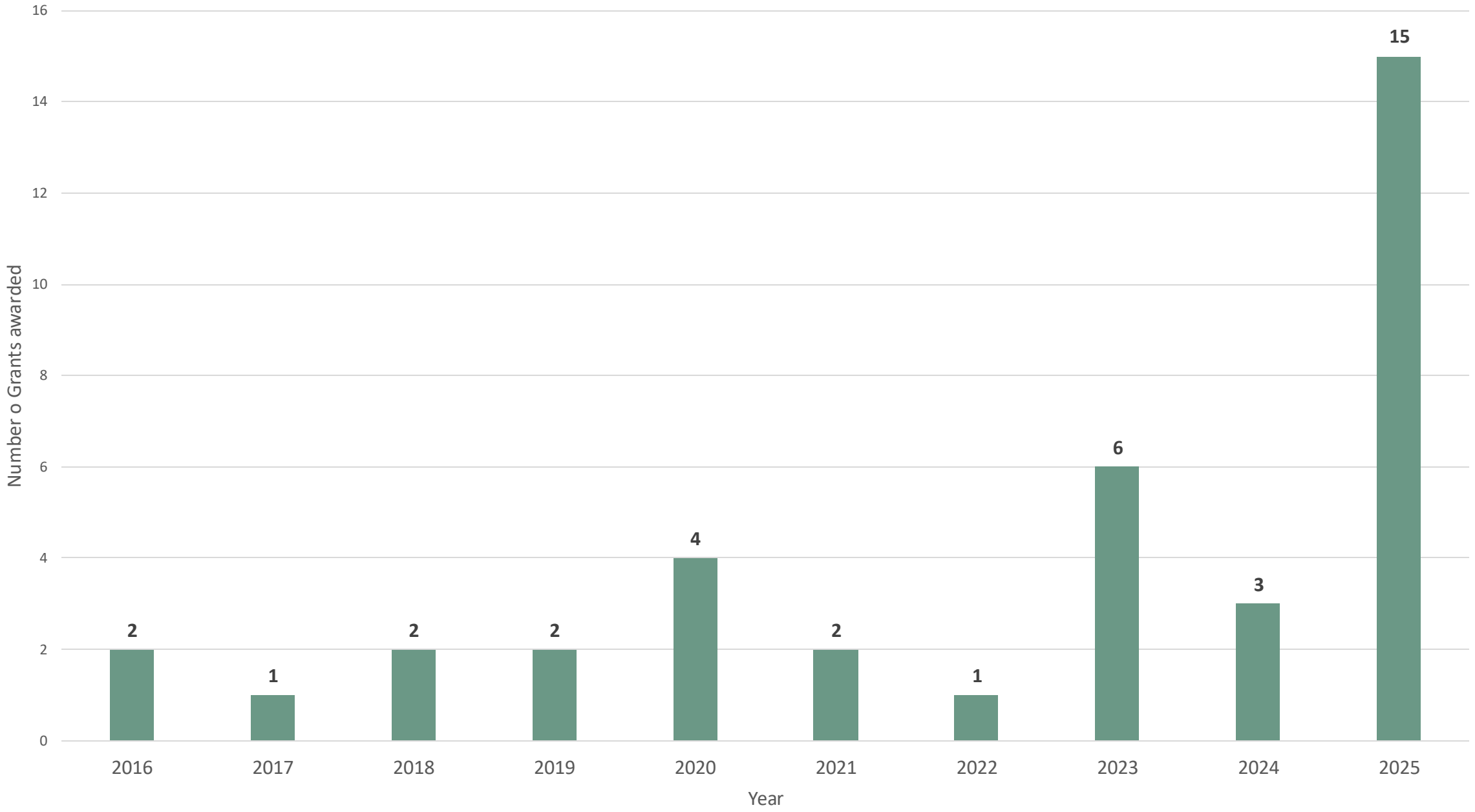
Therefore, its incumbent upon community groups to raise the funds to buy Church of Scotland buildings – other Churches are also beginning to do the same process.

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

But with 800+ churches at risk of disposal over the 2020s, there is a lot of competition for these grants, and more pressure is being placed on community groups to find other ways to raise the funds necessary to purchase Church assets.

Example: the Scottish Land Fund, which is the main source of funding for acquiring assets, has an uncertain future, and is under increasing pressure regarding Church 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



	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total funding	£249,900.00	£647,500.00	£412,000.00	£96,610.00	£702,201.00	£140,030.00	£99,460.00	£1,057,185.00	£577,992.00	£1,463,222.00
Average Funding	£124,950.00	£647,500.00	£206,000.00	£48,305.00	£175,550.25	£70,015.00	£99,460.00	£176,197.50	£192,664.00	£97,548.13

Scottish Land Fund

Ionmhas Fearainn Na H-Alba

- In the last few years 27 communities have acquired church owned assets with the support of the Scottish Land Fund.
- The current 'pipeline' of SLF referrals and active projects includes a further 20 church assets.

Delivered by

THE NATIONAL LOTTERY COMMUNITY FUND

HIE
Highlands and Islands Enterprise
Iomairt na Gàidhealtachd 's nan Eilean

Funded by

Scottish Government
Riaghaltas na h-Alba
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 fundraising 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:
  - **Smaller, local grants:** Including community benefit funds from wind farms
  - **Fundraising events:** such as a charity concert.
  - **Major donors - HNW individuals:** large donations from HNW individuals
  - **Regular donations**: (could be a membership fee, and is 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!

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.

Things you can crowdfund for:

- **Purchase of the asset**
- **An early-stage feasibility study**
- **Working capital**
- **Refurbishments**
- **Professional fees**
- **Match funding for grants**
- **Running costs and staffing**

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".



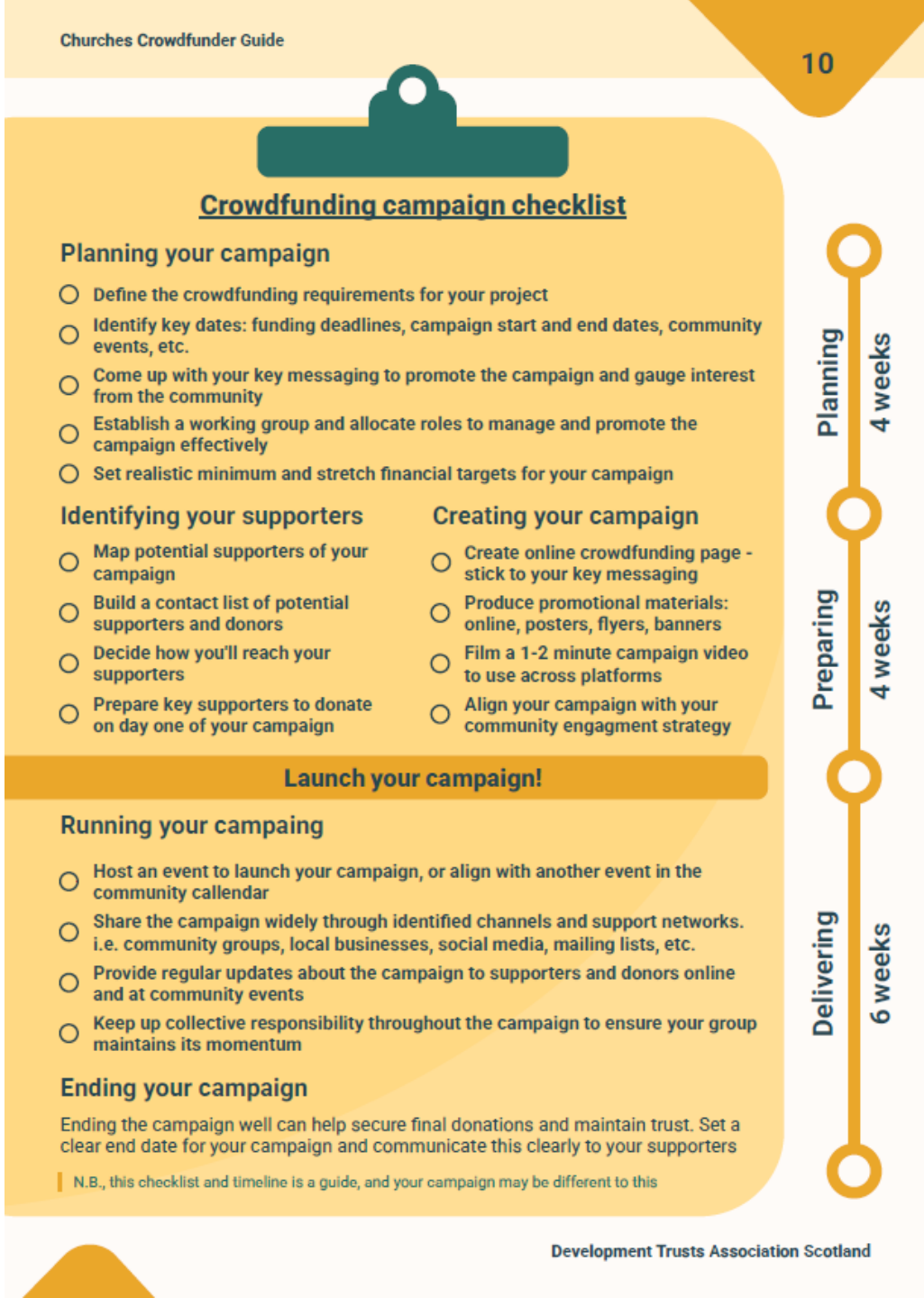
Screenshot taken from *www.solaseigethelightofeigg.org/#our-new-campaign* on 02/11/2025

What makes a successful campaign?

What makes a successful campaign?

The crowdfunding guide has a crowdfunding campaign checklist with the following stages:

1. **Planning your campaign**
2. **Creating your campaign**
3. **Identifying your supporters**
4. **Running your campaign**
5. **Ending your campaign**



Crowdfunding campaign checklist

Planning your campaign

- ○ Define the crowdfunding requirements for your project
- ○ Identify key dates: funding deadlines, campaign start and end dates, community events, etc.
- ○ Come up with your key messaging to promote the campaign and gauge interest from the community
- ○ Establish a working group and allocate roles to manage and promote the campaign effectively
- ○ Set realistic minimum and stretch financial targets for your campaign

Identifying your supporters

- ○ Map potential supporters of your campaign
- ○ Build a contact list of potential supporters and donors
- ○ Decide how you'll reach your supporters
- ○ Prepare key supporters to donate on day one of your campaign

Creating your campaign

- ○ Create online crowdfunding page - stick to your key messaging
- ○ Produce promotional materials: online, posters, flyers, banners
- ○ Film a 1-2 minute campaign video to use across platforms
- ○ Align your campaign with your community engagment strategy

Launch your campaign!

Running your campaing

- ○ Host an event to launch your campaign, or align with another event in the community callendar
- ○ Share the campaign widely through identified channels and support networks. i.e. community groups, local businesses, social media, mailing lists, etc.
- ○ Provide regular updates about the campaign to supporters and donors online and at community events
- ○ Keep up collective responsibility throughout the campaign to ensure your group maintains its momentum

Ending your campaign

Ending the campaign well can help secure final donations and maintain trust. Set a clear end date for your campaign and communicate this clearly to your supporters

N.B., this checklist and timeline is a guide, and your campaign may be different to this

Planning 4 weeks
Preparing 4 weeks
Delivering 6 weeks

What makes a successful campaign?

Planning your campaign

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



Churches Crowdfunder Guide

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What makes a successful crowdfunding campaign?

A successful crowdfunder can be broken down into four stages: planning, creating your campaign, identifying supporters and running your campaign.

Planning your campaign

Good planning is essential to ensure you meet your funding targets. When planning your crowdfunding campaign you should consider **some 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 support?
- How will you reach your potential supporters?

This is also a good time to enlist the help of volunteers who may be able to assist with:

- social media
- videography
- contacting potential donors
- community engagement

You should think about key dates within the campaign, which typically runs for around 6 weeks. Try getting half a dozen people lined up to donate the day the campaign launches. If you are running a very local campaign you might want to align to other local events. You should also think about how different times of year – such as school holidays or Christmas – might affect how your supporters engage with you.

If you are a charity, donations to your campaign can attract Gift Aid, although if you are offering rewards or benefits to supporters this may affect your eligibility.

Getting off to a good start greatly improves your chances of success: according to fundable.com, crowdfunding campaigns that gain **30% of their goal within the first week** are more likely to succeed than those which don't.

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What makes a successful campaign?

Creating your campaign

Top tips! 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.

Creating your campaign materials

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.

Most crowdfunding campaigns now take place online, often using a crowdfunding platform such as Crowdfunder UK or GoFundMe which can provide a quick and easy way for people to pay. If you are using a platform, you will need to create a campaign page which should tell your story in a captivating way.

The campaign page should give the reader all the key information but still be concise and attention grabbing. They need to decide whether to support you, which means understanding what you are raising funds for, why it's important and why they should support it. Think about your story, why it's unique to your community and what retaining and repurposing the asset would mean.

You will have the option to add images and videos to bring your page to life. Videos can be an effective way to get the attention of supporters, and the Democratic Finance team has a microgrant available to cover some of the costs. Contact Democratic Finance Scotland to find out more.

Data from Crowdfunder suggests that campaigns with videos are 86% more likely to succeed than those without.

It's generally best to keep your video short and engaging – around 1-2 minutes is ideal. This can then be used on any social media platform to attract further attention. To save costs, ask if anyone in your community has expertise in this area and if they could volunteer some time to create a simple video which tells the story, perhaps including:

- footage of the asset inside and out
- relevant history
- interviews with those involved in the project to explain why it's important
- future plans

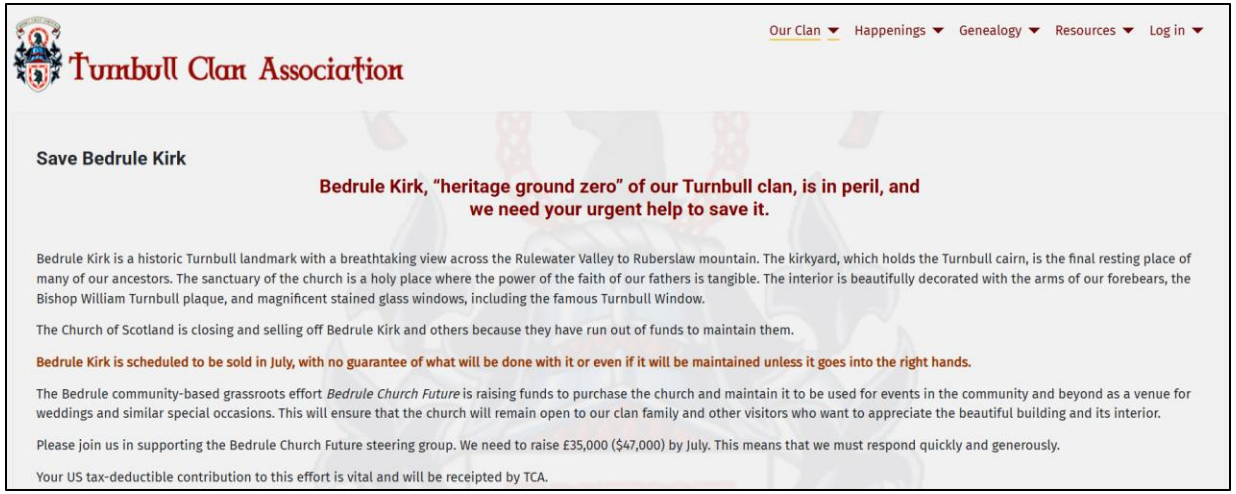
Think about other promotional materials you could create to advertise the crowdfunder:

- a poster with a QR code linking to the crowdfunding page which could be put up around the community
- a banner hung outside the asset to get people's attention
- leaflets with a QR code which could be put through people's doors

Remember to keep the messaging succinct!

What makes a successful campaign?

Identifying your supporters



Turnbull Clan Association

Our Clan ▾ Happenings ▾ Genealogy ▾ Resources ▾ Log in ▾

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.

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 £1,860, totalling **£63,229.09**.

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 them to donate before the campaign goes live will be beneficial, as once others see they have donated, they will be more likely to follow.

Think about:

- The local community
- Diaspora – particularly from the place of worship itself
- Businesses, schools, and other local organisations
- High-Net-Worth Individuals (HNWI)

Case Study

Bedrule Parish Church - 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 church was built in 1804 and holds special significance to the Turnbull Clan which paid for the building's exceptional stained-glass windows. Once it was informed by the Church of Scotland that the building had been deemed surplus to requirement and would be sold, Bedrule Church Future contacted the international Turnbull Clan Association to help raise the necessary funds to purchase the building and bring it into community ownership.



Clan's American cousins help save historic Borders church

Through the Turnbull Clan Association, which includes members in USA, Canada and Australia, the international Turnbull diaspora was asked to donate to help the community buy the building. The Turnbull Clan Association raised £17,421.09, which was matched by the local community's contributions of £43,948.00. An additional £1,860 was raised via Givey, achieving a total of £63,229.09.

Screenshot taken from *www.bbc.co.uk/news/articles/c9w12d5gwj9o* on 06/03/2026 Article by Thomas Martin - BBC News Scotland

What makes a successful campaign?

Running your campaign

- Collective responsibility
- Enlist volunteers with particular strengths
- A well organised board or steering group can make all the difference
- Think about your local networks
- Enlist local businesses support
- Give regular updates on your campaign page and social media



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:

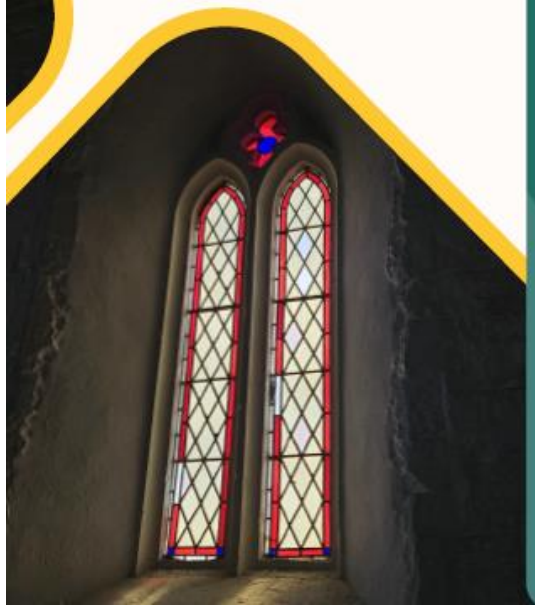
- **Collective responsibility** – spreading the load between the group and using people's strengths means the momentum can be kept up for the duration of the campaign
- **Tag on to local events** where possible throughout the campaign to raise awareness about your plans amongst the wider community
- **Marketing and action plan** – creating a plan of action in terms of marketing and delegating tasks will keep the campaign focused
- **Think about your local networks** – friends, family, businesses, who might donate and get their contact details
- **Enlist volunteers with particular strengths** – for example, 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?
- **Enlist local businesses' support** – they could be willing to offer financial or in-kind support, or simply put a poster in their window
- **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
- **Think about how people in your community like to engage** – not everyone has social media or is digitally literate, so adapting methods is key to encouraging early donations
- **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 can increase early donations
- **Give regular updates on your campaign page and social media** to keep people informed and maintain momentum

Crowdfunding in a hurry

To undertake a crowdfunding campaign, your group would ideally be incorporated with its own bank account. Due to the speed at which Church of Scotland churches are being disposed of, and the short notice that communities are given to prepare a community buyout, some communities need to raise money as soon as possible, prior to having an incorporated group and/or a dedicated bank account.

Conduit banking

In most cases, we would recommend groups take pledges. But in some circumstances, community groups may need to make an agreement with another organisation who can hold funds on their behalf for a short period and for a specific purpose. If this is the case for your community, please speak to your Churches Advisor about it as soon as possible.



Pledges

If you are waiting for a bank account, and you have people wishing to donate to your campaign, you may consider collecting pledges.

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

Your pledge form will state under what circumstances a pledge will be called in, such as when you are in a position to purchase the building.

Having pledgers lined up can help your campaign start strong, as you will be able to say how much you've raised, encouraging more people to add to the fund. Pledges are also good evidence of community support for funders, and the Church of Scotland.

In the majority of cases, pledges are not legally binding, but they can be. We recommend seeking legal advice should you wish your pledges to be binding.

Pledges are eligible for Gift Aid.

Here is an example pledge form:

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.** [redacted] **Sort Code** [redacted])

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: _____

Pledge form downloaded from *www.troondevelopmenttrust.co.uk/pledging* on 04/03/2026

What makes a successful campaign?

Ending your campaign

- Transparency is key here – once you have raised the money you need, it's important to keep regular and clear lines of communication open – even if it's only to say 'watch this space'.
- When you feel it's time to end your campaign, set a date and communicate it clearly
- Call in outstanding pledges if you have met the conditions of the pledge
- Ending your campaign well is crucial if you're looking to do another campaign.
- A quick word on crowdfunding rewards…



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.

Ending your campaign

Ending your campaign well is important, to get a final boost of donations, and to be transparent and clear with your supporters and donors.

When you feel it's time to end your campaign, set a date and get the word out to your supporters and donors. This will incentivise those who intend to donate, but haven't yet, to contribute to your campaign. Send out reminders in the build-up to the end date, and a final thank you to your donors once the campaign is closed.

Call in any outstanding pledges if you have met the conditions of pledge.

It is essential to communicate regularly with your donors, being transparent about how much is raised, what your plans are, and eventually what you do with the money. Not doing so risks reputational damage to your organisation.

Try sending a 1-month update to donors, and setting up a dedicated page on your website, which you update regularly as the project progresses.

Ending your campaign well is especially important if you wish to do another crowdfunding campaign, as this will influence your supporters' willingness to donate in future.

Rewarding your donors

As part of your campaign, you may wish to offer 'rewards' - incentives to encourage people to donate sums of money. It's important to consider your capacity as a group when thinking about offering rewards or not – and of any financial implications involved. Some examples that other groups have offered include:

- donated commercial goods
- name and recognition rewards such as plaques
- stairs inscribed with donors' names
- 'buy a brick' in the building
- trees or plants in outdoor space

Rewards aren't required or necessarily expected as part of a crowdfunder so don't feel that you have to offer them.

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.

Recognition Rewards

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

Financial Rewards

Commercial goods
Experiences
Invitations to paid events
Discounts

Solas Eige - Commercial Rewards

To promote their crowdfunding campaign, **Solas Eige** offered rewards to those who donated large sums. These rewards were commercial goods with a financial value attached to them, donated by artists and businesses affiliated with the island, helping to attract larger donations.

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.

All of the above 11 prizes will be drawn as individual prizes on FRIDAY 23 November 2024. Winners will be announced a week later on our website: www.solaseigeshiningthelightofeigg.org

Screenshot taken from *www.crowdfunder.co.uk/p/rescuing-historic-church-for-the-community-on-the-isle-of-eigg* on 06/03/2026

Save The Tower, Helensburgh - Recognition Rewards

The campaign to bring **The Tower in Helensburgh** into community ownership offered rewards to its donors. Along with certificates, fridge magnets and an invitation to the ‘Donators Day’, which all donors would receive, those who donated higher sums would have their names included in permanent plaques and signage around the church. Importantly, the campaign stated the size and location of the plaques and signage within the building, ensuring donors’ expectations were set appropriately.

Above £50	Above £200	Above £1000
Pledges will receive :	Pledges will receive :	Pledges will receive :
• I SAVED THE TOWER certificate	• I SAVED THE TOWER certificate	• I SAVED THE TOWER certificate
• I SAVED THE TOWER Fridge magnet	• I SAVED THE TOWER Fridge magnet	• I SAVED THE TOWER Fridge magnet
• I SAVED THE TOWER T Shirt	• I SAVED THE TOWER T Shirt	• 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)	• Your name on our huge Keystone founders Boards situated in the Tower's Atrium.

Screenshot taken from *www.savethetower.co.uk/pledge* on 06/03/2026

Next up…
Katie Little-Sadler
Democratic Finance Scotland

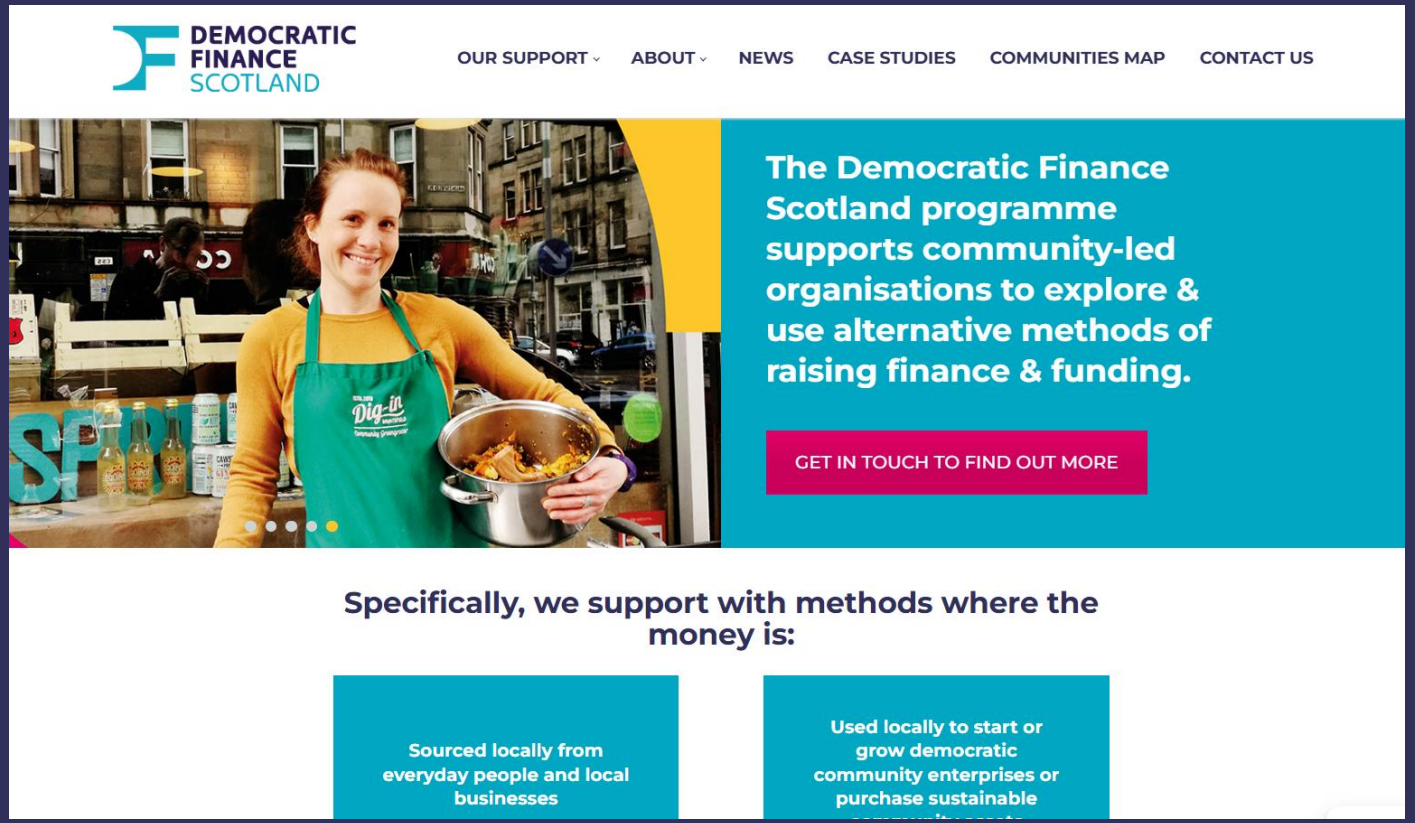
Katie Little-Sadler – Democratic Finance Scotland



Katie Little Sadler

Democratic Finance Development Officer at Development Trusts Association Scotland

Katie has over a decade's experience in marketing, communications & project management after working in a creative design agency in the private sector. Following a career change she moved into charity fundraising which then led to a return to study community development. She joined the team in 2021, developing knowledge & expertise in community benefit societies and with a particular focus on supporting groups with community engagement and communications whilst developing their community share offers.



https://democraticfinance.scot/

Now, any questions?

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

Contact details

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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

Development Trusts Association Scotland

A Thriving Community-led Network

Harry Whitmore – Churches Advisor
harry.whitmore@dtascot.org.uk
07903 060475
www.dtascommunityownership.org.uk

Development Trusts Association Scotland
A Thriving Community-led Network

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 (for Community shares)

- Community engagement
- Democratic governance support
- Business planning and financial modelling
- Marketing and Comms & up to £5k microgrant

Community Shares

Key Features

- Investment - not a donation
- Investors become shareholders/members
- 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 (no interest or withdrawals for 3-5 years)
- Levers other funding and finance



Action Porty – Bellfield Church

- Almost £200,000 raised through community shares
- Approx 700 new member/shareholders
- 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

Crowdfunding

Key Features

- Way to raise flexible money
- Donation – not an investment
- Alternative to grant funding & loan
- Marketing tool to support your plans



Key Benefits

- Builds community engagement
- Harness support
- Flexible use
- Levers other funding and finance

We can offer **1 day of free support** to groups who are looking to undertake a crowdfunding campaign focussing on areas such as campaign marketing, community engagement and resources. We can also provide a small microgrant to fund campaign costs.

Crowdfunding in action - 2026

- Brig Inn raised £21,000 in match funding for pub buy-out
- Colinton Village Enterprise raised £29,635 for capital build
- Fountainbridge Canalside Trust - £11,000 for new electric barge







Which is right for your project?

Community Shares

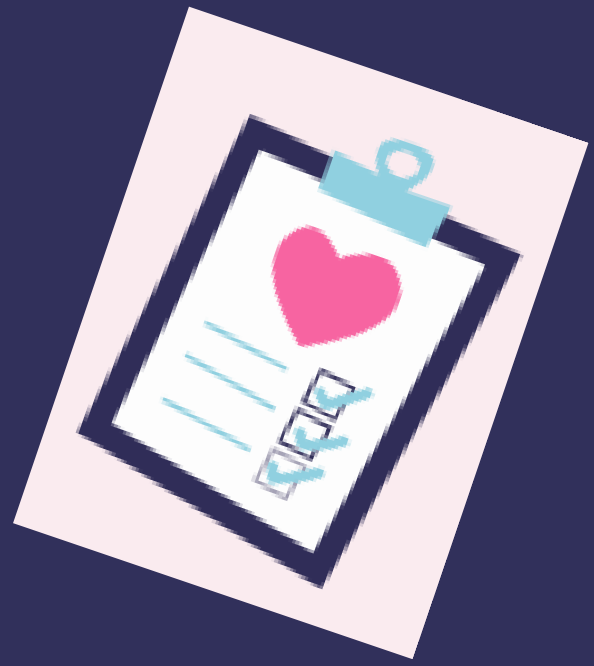
- ✓ Community Benefit Society legal structure required
- ✓ Supporting documents needed
- ✓ Membership to manage
- ✓ Likely to raise more money
- ✓ 6-week campaign period
- ✓ Repayable!
- ✓ Financially more complicated ongoing - interest, withdrawals etc

Crowdfunding

- ✓ No particular structure needed
- ✓ Minimal documentation needed
- ✓ No membership to manage
- ✓ Good for raising smaller amounts of money up to £50k
- ✓ 6-week campaign period
- ✓ No ongoing obligations to donors

Other support:

Local, citizen-driven sources of money



- Local legacy giving
- Local philanthropy
- Community bonds
- 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
- Light touch support from DTAS to explore

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

Development Trusts Association Scotland
A Thriving Community-led Network



Morven Lyon – Head of Democratic Finance



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



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!

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Wamphray Church *…A Fundraising Journey*

*Carol Beattie (*Chair of *The Friends of Wamphray Church)*

SUMMARY

Wamphray Church was closed by the Church of Scotland, end of December 2025.

Friends of Wamphray Church given six month “period of exclusivity” to raise the money to buy it for £35,000.



Purchase achieved 30th November 2026



Early 2025, Presbytery meeting to inform the community the church would close at the end of December 2025.

Summer 2025 We formed *Friends of Wamphray Church* steering group and explored ideas, summer walk-and-talk.



Nov/Dec 25/Jan 26
Started working with Harry.

Came up with written proposal for church's future use.

Formed our constitution.

Applied for charitable status

Meetings with Crown Estate land agents, wedding celebrant, South of Scotland Enterprise… etc

Late January: Asking price of £35,000 for the church was announced by the CoS.

Application made to Clyde Windfarm, through Foundation Scotland, granted £12,000
Other possible funds (e.g. Scottish Land Fund and Crown Estate Community Fund closed due to May Scottish election).

Launched our public fundraising campaign asking for pledges (However couldn't take money in because not yet incorporated).





Rallying call Launching a community-driven purchase bid for the former Wamphray Church of Scotland are (from left) Helen Braid, Sheila Thomson, Carol Beattie and chairwoman Jan Hogarth

Church campaigners to host public meeting

SHARON LIPTROTT

Campaigners are determined to raise the funds to save a "magical" rural Dumfriesshire kirk for both the community and visitors.

The Friends of Wamphray Church

before it is advertised for public sale.

And the group, which is in the process of becoming a SCIO, have set themselves an overall fundraising target of £45,000, which would allow extra to cover fees and ongoing costs.

Their plans for the building would mean that special services and many

spread the word.

Her sister, Carol Beattie, was also busy handing out leaflets, along with Helen Braid and Sheila Thomson.

Jan said: "This church is so special, not just because of the building, but most importantly because of its incredible historic site and its unique setting in

of Scotland for giving us this chance to keep it safe for the community and the wider public.

"Already we have had widespread interest from all over the UK, from people who love this special place."

Much support behind the latest initiative has come from individuals and



- **Press coverage.** Facebook page. Emails to interested people etc.
- Mail drop to whole community and neighbouring villages.
- Pledges began to come in – one very significant!
- Charitable status granted.
- Still couldn't collect money as bank account delayed



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Friends of Wamphray face race against time

Campaigners still trying to raise funds to buy church

SHARON LIPTROTT

Time is ticking for the Friends of Wamphray Church who have until July to raise £45,000 to fund the purchase of the historic building near Moffat.

It closed at the end of December and the Church of Scotland gave the Friends six months' "exclusivity" to raise the purchase price of £35,000 plus a £10,000 cushion to cover fees and ongoing costs.

And the community group, which formed last November, have been busy making "significant progress" towards buying the "church in the glen" – obtaining formal charitable status and some welcome grant-aid.

This is according to chairperson Carol Beattie, who is also grateful for the thousands of pounds in pledges made after launching a public appeal, and the scores of supporters keen to sign up as members.

They are now close to reaching half of the full funding target.

Carol said: "We were grateful to receive an initial £500 from Wamphray Community Council which helped us set up our website and publicity for our appeal and now this larger grant is a great step forward towards our fundraising target.

"Added to the pledges we have received – totalling just under £10,000 – it means we are making significant progress.

"The group is also delighted to have been granted £12,000 from Clyde Windfarm and SSE Renewables – the first major grant funding it has received. Achieving charitable status is a major step forward as we can now work on our fundraising as a formal charity, turning the generous pledges we have received into donations and attracting further funding."

Once in public hands, the group plans to market the building as an events venue and heritage hub – showcasing and celebrating its scenic location and fascinating history.

Carol revealed that Wamphray Church was constructed in 1834 on the site of an earlier mediaeval church and the building holds an important 8th century carved stone cross shaft as a lintel above its front door.

She said the surrounding landscape is rich in archaeology, with standing stones, the remains of an Iron Age settlement, a Roman camp, a 12th century motte and bailey and Covenanting connections.

The churchyard has several fascinating memorials including to John Rogerson, physician to the Emperor of Russia, and to Rt Rev A H Charteris, Founder of The Woman's Guild, Moderator of the General Assembly of the Church of Scotland and Chaplain to Queen Victoria.

And there is an opportunity for the public to get further involved with the appeal with an open invitation to all to attend a drop-in afternoon at Wamphray Village Hall on Sunday, May 24, to find out more about progress towards the purchase of the church and plans for its future.

The hall will be open from 2pm to 4.20pm with teas, coffees and home baking on offer.

Working hand Chairperson Carol Beattie (left) and some of the trustees Sheila Thomson, Jan Hogarth, Rob Harrison and Helen Braid

Historic building Campaigners working to keep Wamphray Church in public hands

Wheatley Homes hailed for investment plan



May: Press update and held a drop in day in the village hall to keep members and interested people informed and engaged. More pledges and membership forms came in.

Application to ANCBC windfarm fund for £20,000 refused.

Another significant pledge from member of the public

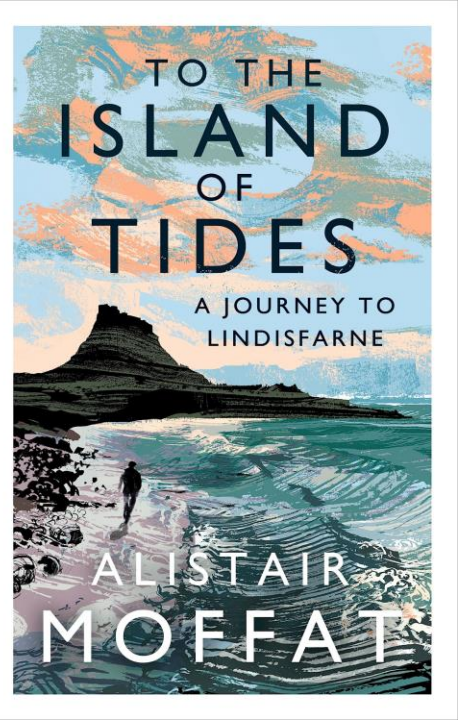


Early June: Bank account finally approved.

Big email push to get the money in – almost everyone who had pledged, came through with their donations.

Around 50 people have taken out our annual membership generating £1,250

July: Book event and talk from Alistair Moffat. More memberships, donations, publicity etc





August: Another press update

Solicitors began the purchase process.
Friday 30th November, sale confirmed!

Now the hard work starts





Things which worked:
*Getting the community council grant to get us started

*Quality website and leaflets to show commitment, confidence and professionalism

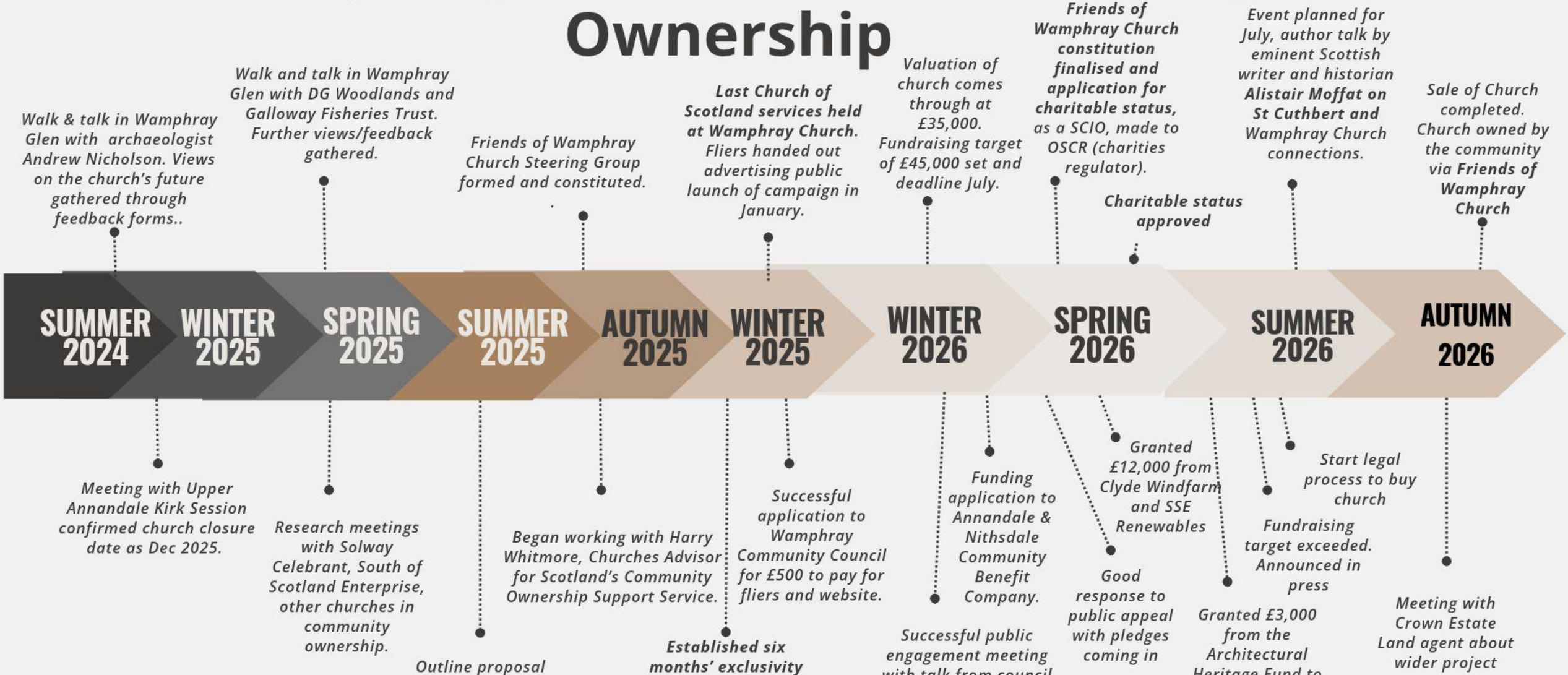
*Press coverage (local papers, radio and tv)

*Staying engaged with the people who showed interest, even when not much happening

*Events

Challenges:
*Some funds not being available to us
*Bank account delay
*ANCBC windfarm application refusal

Wamphray Church into Community Ownership





Elie Kirk

COMMUNITY ENTERPRISE

Elie Kirk
COMMUNITY ENTERPRISE



- Steering Committee set up May 2024 to look at feasibility of community ownership of Elie Church
- Various legal structures and possible funding streams considered
- Set up as a Community Benefit Society in February 2025 (using Plunkett model rules)
- August 2025 – December 2025 – feasibility works conducted – decision made to continue to pursue community ownership
- Decision to launch share offer made November 2025 and discussions held with Democratic Finance (DF) to understand what we needed to do next
- June 2026 – received notification from CoS that exclusivity for community purchase to run until end 2026

Community Share Offer Journey 2026



- Development of more comprehensive business plan to support share offer
- Preparation of share offer prospectus text
- Preparation of application forms (for individuals and organisations)
- Marketing support to develop share offer materials,
- Share offer launched July 2026!

Spreading the Word

- Letterbox drops to whole village and local businesses



- Posters around the village
- Encouraging word of mouth at events



- Ongoing Facebook posts including updates on share offer and sharing lin to website
- Media coverage







East Neuk church close to community buyout as residents race to raise final £10k

THE COURIER

Face to Face promotion



- Stall outside the church on Saturdays
- Open days in the church – utilising promotional video and informative materials
- Stall at local market in August with children's activity







After the share offer

– closed 30 September 2026

- Letting everyone know it was a success!
- Hit our minimum target and some more
- 270+ shareholders
- Lots of admin!
- Looking to community ownership of the church!

