



gifted®

CASE STUDY

St Bartholomew the Great

Supporting your campaign with
on point promotional materials

Exceptional fundraising partnerships

Founded in 1123, St Bartholomew the Great stands as one of London's oldest churches. Located in the Smithfield area, the church was originally established as an Augustinian Priory and has survived centuries of religious and political turmoil, including the dissolution of monasteries under Henry VIII and the Great Fire of London. As a Grade I listed building, St Bartholomew's serves as a significant landmark in the spiritual and cultural life of the city.

In 2023, St Bartholomew's celebrated its 900th anniversary, an extraordinary milestone for both the church and the surrounding community, including St Bartholomew's Hospital.

The communications brief

In preparation for this special anniversary, in 2021 we were appointed to conduct a feasibility study, aimed at exploring St Bartholomew's potential to raise as much as £7m towards restoring the church's fabric and reinvigorating its mission. The study recommended launching a 900th Anniversary Campaign, with heritage and legacy featuring prominently in the case for support.

Alongside providing strategic fundraising services, we were also invited to design and deliver a suite of communications materials and a micro-site to promote the planned campaign. From the outset, it was clear that a compelling family of fundraising collateral was needed. The brief involved demonstrating the impact of reimagining the building's internal spaces, so that greater social, cultural and spiritual benefit could be delivered to a more diverse community of worshippers and visitors. Ultimately, the aim of all the materials produced was to engage donors at every level, by using consistent branding and expressing a clear call to action.

Working out what's needed

Before commencing any fundraising campaign, it's important to establish your communications budget and decide on the materials you will need. At the very least, some form of promotional brochure, gift card and dedicated website support is usually required. If the campaign has plenty of opportunities for dedicated giving, legacy giving and donor recognition, these options will also need explaining to potential donors.

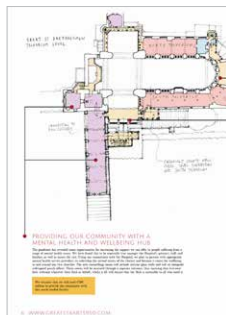
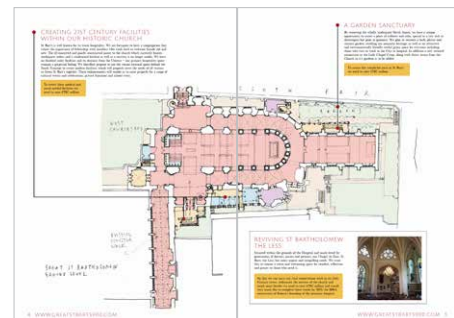
The St Bartholomew's 900th Anniversary Campaign materials

When we received the campaign communications brief, we knew that whatever was designed would need to fit with the church's existing branding and complement the messaging and styling being used by St Bart's Hospital. We also knew that the feel and tone of the new materials had to convey both the prestige and institutional presence of the St Bart's community, along with its unique heritage.

Illustrated below is the final collection of campaign materials that were used to support fundraising approaches and donor events.

Campaign Brochure

The campaign brochure presented the church's vision in a visually engaging format, outlining the various projects and the financial targets for each initiative. It became a key tool for donor engagement, providing detailed information on how contributions would directly support the church's restoration and development.



Amount	Impact
£100	Supports the purchase of 1000 bricks
£250	Supports the purchase of 2500 bricks
£500	Supports the purchase of 5000 bricks
£1000	Supports the purchase of 10000 bricks
£2500	Supports the purchase of 25000 bricks
£5000	Supports the purchase of 50000 bricks
£10000	Supports the purchase of 100000 bricks
£25000	Supports the purchase of 250000 bricks
£50000	Supports the purchase of 500000 bricks
£100000	Supports the purchase of 1000000 bricks

Scale of Giving

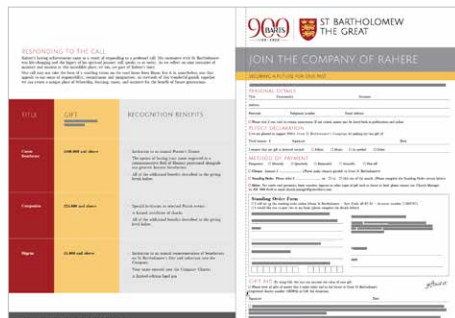
A detailed scale of giving was created to guide potential donors, demonstrating the impact of donations at various levels. This clear and structured approach helped ensure that every supporter could see how their contribution would make a difference.

Gift Card

A donation gift card allowed donors to fill in their details, choose a payment method, and opt for Gift Aid - making the giving process quick and efficient. Gift Aid enables charities to claim an extra 25% on donations from UK taxpayers, increasing the impact of the gift.

Company of Rahere

As part of the campaign, the “Company of Rahere” was established as an exclusive group for major donors, honouring the church’s founder, Rahere. This society recognises those who contribute at the highest levels, offering special events and opportunities for engagement with the church’s leadership and community.

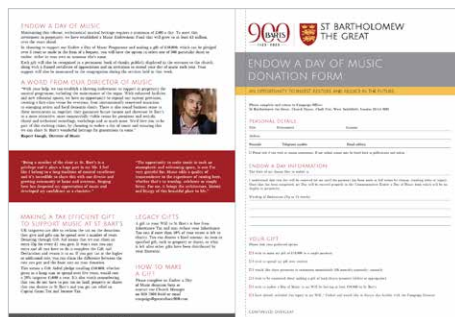


Legacy Brochure



Endow a Day of Music

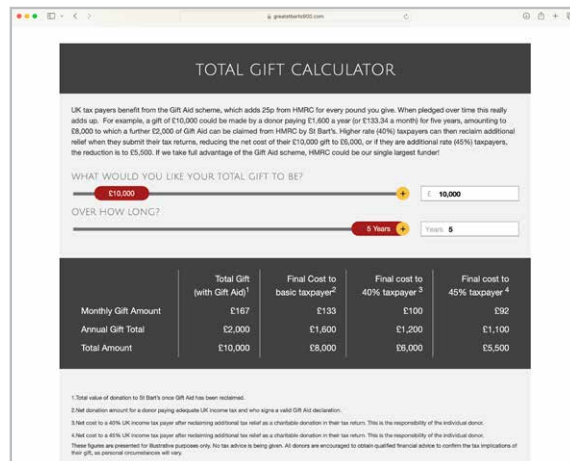
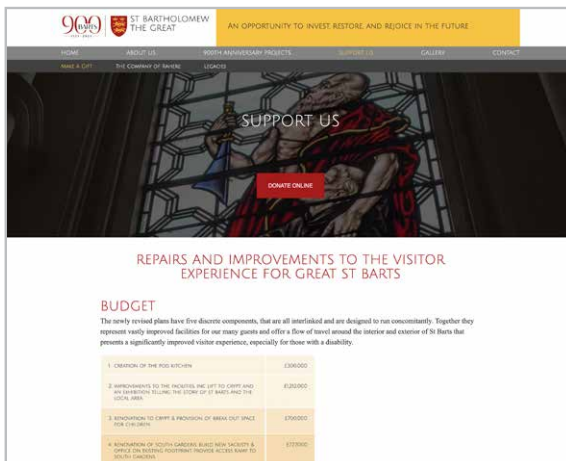
Music has been at the heart of St Bartholomew’s spiritual life for centuries. The “Endow a Day of Music” initiative allowed donors to sponsor a day of music at the church, supporting both daily worship and special performances. This initiative proved particularly attractive to those who valued the church’s rich musical heritage.



Recognising the importance of long-term support, a legacy brochure was developed to encourage donors to include St Bartholomew the Great in their estate plans. This material emphasised the lasting impact of legacy gifts, positioning them as a way to ensure the church's continued survival and success.

Campaign Microsite

A dedicated microsite was developed to support the fundraising campaign, offering an accessible platform for information and donation levels. The site included detailed project descriptions, progress updates, and options for contributing, ensuring that donors from around the world could easily participate in the campaign.



Conclusion

Through a combination of in-depth research, strategic planning, and the creation of targeted materials, the campaign successfully galvanized support for the preservation of this historic church. As St Bartholomew's looks toward its future, the campaign has progressed successfully, the projects have evolved, and funds raised through this campaign will ensure that its legacy endures for generations to come.

If your organisation need strategic fundraising support to help you achieve your goals, get in touch with one of our directors and find out more about how we can help.

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