This published resource provides a reusable campaign-planning template. Individual fundraising campaigns have their own designated budgets and financial records.

Organization: The Redeemed Christian Church of God (Potter's House) Kitchener
CRA registration: 841874266RR0001
Publication version: 1.0

Ministry Fundraising Campaign Brief - Template

Identification

Ministry / impact pillar: [name]
Campaign name and code: [name / accounting code]
Program lead: [role]
Finance reviewer: [role]
Approval authority: [role]
Funding period: [start - end]

Mission fit

Explain precisely how the program advances an existing registered charitable purpose of Potter's House. Cite the actual governing purpose after it is verified. Distinguish religious ministry costs from secular services and assess eligibility individually.

Needs statement

Identify the population served, the evidence for the need, what is already offered and the gap this campaign will address. Do not represent a hoped-for program as an established service.

Intervention and outputs

Specify the activities that will be funded, proposed number of sessions/participants, inclusion criteria, qualifications, safeguarding and partnerships. Outputs and beneficiary estimates must be clearly marked as **targets** until delivered.

Budget and funding structure

Item	Estimated cost CAD	Evidence/quote	Approver
[Program delivery]	[ ]	[ ]	[ ]
[Supplies]	[ ]	[ ]	[ ]
[Access support]	[ ]	[ ]	[ ]
[Fundraising expenses]	[ ]	[ ]	[ ]

Total campaign target: [amount]. Explain in-kind items, overhead, contingencies and reserves, and avoid suggesting every dollar directly reaches a beneficiary if expenses are involved.

Payment and donation terms

State the legal charity recipient, approved finance channel, campaign designation code, receipt conditions, permitted uses, anticipated surplus/shortfall treatment and written approval of the exact public appeal wording.

Risks and controls

Safeguarding, privacy, financial, clinical (if applicable), partner, venue and public claim risks. State owner and mitigation for each.

Reporting

Frequency, verification sources, publishing approver and beneficiary consent approach. Include reports of budget vs actual, delivery metrics, verified outcomes and corrections.

Final approvals

[ ] Program/minister approval [ ] Treasurer [ ] Charitable-purpose review [ ] Privacy/safeguarding review where needed [ ] Church leadership [ ] Payment destination verified [ ] Public copy signed off