

# AI (Artificial Intelligence) for Better Giving

## A Strategic Communications Guide for Nonprofit Fundraisers

A practical guide for experienced nonprofit marketers to create smarter, faster fundraising campaigns using AI tailored for the Better Giving platform and built to amplify your mission with clarity and impact.



Gemini

 ChatGPT

 Claude

 Copilot

# HOW TO USE AI TO CREATE A COMMUNICATIONS CAMPAIGN FOR NONPROFITS NEW TO AI:

## A SIMPLE AI-POWERED COMMUNICATIONS GUIDE FOR THE BETTER GIVING NONPROFIT FUNDRAISERS

There's a lot of hype about AI, but it is a useful tool to enable you to get started on a communications campaign, and more.

Use it as a tool that informs and aids you in your work. What is essential is that you understand your business and understand what you want to say. As I say many times, if you put rubbish into a prompt, then rubbish can come out!

I have added a link to a short video at the end of the guide to show you just how the process works. So, let's get started.

### WHAT YOU NEED:

- Any AI tool (ChatGPT, Claude, Gemini, etc. For the video with this guide, I shall use Claude - sometimes I use more than one just to see what gets the best result for that prompt)
- 10 minutes to fill in your details
- Basic information about your nonprofit.

For AI, the prompt is key to success. As you get more experienced using AI, you get better at prompts. You can edit the prompt below for other aspects of your work, just removing all the initial contexts about this campaign, **which are in yellow/orange**, and adding new context.

So,

1. Copy the entire prompt below and add it to a document of your choice.
2. Fill in your details in the **[BRACKETS]**, which can be used again and then
3. Copy and paste all of it, the colors do not matter, into any AI tool and enter that prompt.

The results come very quickly.

4. Copy the results and add them to the bottom of your document.

You can then edit and use that as a base for all the communications.

### THE SIMPLE MARKETING PROMPT:

I need a complete marketing campaign for my nonprofit to promote **Better Giving Fundraisers**. Please create all the following materials:

MY NONPROFIT DETAILS:

- Organization name: **[YOUR NONPROFIT NAME]**
- What we do: **[BRIEF DESCRIPTION - e.g., "animal rescue," "education for underserved communities"]**
- Our mission: **[YOUR MISSION STATEMENT]**
- Who we serve: **[YOUR BENEFICIARIES]**
- Recent success story: **[ONE SPECIFIC EXAMPLE OF YOUR IMPACT]**
- Our supporters are typically: **[AGE/DEMOGRAPHICS OF YOUR DONORS]**

THE CONTEXT

**ABOUT BETTER GIVING FUNDRAISERS:**

**Better Giving service includes a nonprofit-exclusive crowdfunding platform with the lowest fees in the industry, global availability, and multiple payment methods including cryptocurrency. The Better Giving fundraisers allow a nonprofit's supporters to raise funds on behalf of the nonprofit, for no extra cost. This means more money goes to the nonprofit.**

### Online resources to use as information:

#### The fundraising success guide:

<https://intercom.help/better-giving/en/articles/11537512-your-easy-fundraising-with-better-giving-success-guide>

#### How to create a fundraiser guide:

<https://intercom.help/better-giving/en/articles/10401612-how-to-create-a-fundraiser>

PLEASE CREATE:

#### 1. AN EMAIL CAMPAIGN

- Subject line (3 options)
- Main email (300 words) explaining how supporters can create Better Giving Fundraisers for our cause
- Include Better Giving benefits: low fees, charity-exclusive, global reach
- Use a warm, personal tone
- Have a clear call-to-action **and use both links above**

#### 2. SOCIAL MEDIA POSTS

- Facebook post (storytelling format)
- Instagram caption with hashtags
- Twitter thread (3 posts)
- Each highlighting different Better Giving advantages

#### 3. WEBSITE SECTION

- Headline for "Start a Fundraiser" page
- 200-word description of how Better Giving works
- 4 benefits of using Better Giving for our cause
- Simple step-by-step process

#### 4. NEWSLETTER CONTENT

- 150-word section for our monthly newsletter
- Exciting headline
- Brief explanation with success story
- Links to both Better Giving resources

#### 5. THANK YOU MESSAGES

- For someone who starts a fundraiser
- For someone who shares our posts
- For someone who donates

Make everything sound like our authentic voice, not corporate marketing. Do not use em-dashes. **Focus on how Better Giving's low fees mean more money goes to our cause, and how the nonprofit-exclusive platform builds donor trust.**

**Use this success story as an example: Max from Foodbank created a Better Giving Fundraiser**

**(<https://better.giving/fundraisers/9ebc1f30-1e2e-4da3-8c6f-2eb03ef506bb>) and reached his goal in just a couple of weeks, showing how effective the platform can be.**

## THAT'S IT!

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The AI will create in seconds, everything you need in one response. You can then:

1. **Copy and paste** the content you like
2. **Adjust** any wording to match your style
3. **Add** your specific contact information and links
4. **Use immediately** across all your marketing channels

Pro Tips:

- **If you want changes:** Just ask the AI **"Make the email more urgent"** or **"Make the social posts more casual"**
- **For different audiences:** Ask for **"a version for our major donors"** or **"a version for younger supporters"**
- **Need more content:** Ask **"Create 5 more social media posts"** or **"Write a press release about this"**

**Remember:**

Your nonprofit's authentic voice and mission should shine through. The AI gives you a starting point, make it sound like you!

[Here's the video I promised!](#) It's just 3 mins long and includes an actual video of the AI doing its work.

Enjoy!

# SAMPLE PROMPT USING FAMILY TO FAMILY NETWORK: AS USED IN THE VIDEO, **SO DO NOT COPY THIS!**

I need a complete marketing campaign for my nonprofit to promote Better Giving Fundraisers. Please create all the following materials:

## MY NONPROFIT DETAILS:

- Organization name: **Family to Family Network <https://f2fn.org>**
- What we do: **Family to Family Network helps families with children with disabilities:**
  - **create a positive vision for the future,**
  - **understand and communicate that vision and their child's needs,**
  - **build a community of support for themselves and their children so they don't feel alone, and**
  - **make a connection with learning tools and resources across their child's life span.**
- Our mission: **Family to Family Network's goal is to help families discover possibilities in their children with disabilities, see potential when others see barriers, and teach them to advocate for what their children need to have a meaningful life after high school.**
- Who we serve: **families, children with disabilities, and communities of support for them.**
- Recent success story: **Family to Family Network's vision is by 2031, to help 25,000 families see possibilities in their children with disabilities.**

**All of F2FN's programs require your support to continue.**

**\$25,000 will help provide 390 hours of training, case management and support to 130 families that have children with autism & other developmental disabilities! \$10,000 will help keep our office open so that we can meet with families, meet their children and provide hope.**

**\$5,000 provides a holiday or back to school event for 450 families & their children to network and enjoy an activity out of the house (prevent isolation).**

**\$1,000 supports an online learning portal where families can access on demand training on School & IEPs, Supplemental Security Income, Medicaid, Adult Services and more! \$250 helps us update our website.**

- Our supporters are typically: **varied demographics**

## THE CONTEXT

### ABOUT BETTER GIVING FUNDRAISERS:

**Better Giving service includes a nonprofit-exclusive crowdfunding platform with the lowest fees in the industry, global availability, and multiple payment methods including cryptocurrency. The Better Giving fundraisers allow a nonprofit's supporters to raise funds on behalf of the nonprofit, for no extra cost. This means more money goes to the nonprofit.**

### Online resources to use as information:

#### The fundraising success guide:

<https://intercom.help/better-giving/en/articles/11537512-your-easy-fundraising-with-better-giving-success-guide>

#### How to create a fundraiser guide:

<https://intercom.help/better-giving/en/articles/10401612-how-to-create-a-fundraiser>

## PLEASE CREATE:

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- Subject line (3 options)
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## 2. SOCIAL MEDIA POSTS

- Facebook post (storytelling format)
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Make everything sound like our authentic voice, not corporate marketing. Do not use em-dashes. **Focus on how Better Giving's low fees mean more money goes to our cause, and how the nonprofit-exclusive platform builds donor trust.**

**Use this success story as an example: Max from Foodbank created a Better Giving Fundraiser (<https://better.giving/fundraisers/9ebc1f30-1e2e-4da3-8c6f-2eb03ef506bb>) and reached his goal in just a couple of weeks, showing how effective the platform can be.**

# SAMPLE RESULTS USING FAMILY TO FAMILY NETWORK; CONTENT UNEDITED!



## Family to Family Network - Better Giving Marketing Campaign

### 1. EMAIL CAMPAIGN

#### Subject Line Options:

1. Help us help more families see possibilities in their children
2. Start a fundraiser that puts families first (not fees)
3. Your fundraiser could change 130 families' lives

#### Main Email:

Dear Friend,

What if I told you that you could help 130 families with children with disabilities for the price of a dinner out? That's the power of community fundraising, and we want to show you how easy it can be.

At Family to Family Network, we've seen firsthand how one person's passion can ripple out to change dozens of lives.

We've partnered with Better Giving, a platform designed exclusively for nonprofits like ours. Unlike other crowdfunding sites that take hefty cuts, Better Giving has the lowest fees in the industry. This means when you raise \$1,000 for families in our community, nearly all of that goes directly to providing training, support, and hope to families who need it most.

Here's what makes this special: Better Giving is built for nonprofits, so donors trust where their money is going. You can accept donations from anywhere in the world, and supporters can even donate using cryptocurrency. Most importantly, it costs you nothing extra to start.

Whether you raise \$250 to help us update our website or \$25,000 to provide 390 hours of training to 130 families, every dollar makes a difference in helping parents see possibilities instead of barriers in their children.

Ready to start? Check out our easy fundraising success guide:

<https://intercom.help/better-giving/en/articles/11537512-your-easy-fundraising-with-better-giving-success-guide>

Or jump right in with our step-by-step guide:

<https://intercom.help/better-giving/en/articles/10401612-how-to-create-a-fundraiser>

Together, we can help more families discover the incredible potential in their children.

With gratitude,

[Your Name]

Family to Family Network

## 2. SOCIAL MEDIA POSTS

### Facebook Post (Storytelling Format):

Last month, I met Sarah, a mom who felt completely overwhelmed after her son's autism diagnosis. She didn't know where to turn or how to advocate for what he needed. Fast forward six months, and Sarah is now helping other families navigate their journeys with confidence.

This transformation happened because supporters like you made our programs possible. Now, we want to make it even easier for you to help families like Sarah's.

We've partnered with Better Giving, a crowdfunding platform built exclusively for nonprofits. Unlike other platforms that take big chunks of your hard-earned donations, Better Giving has the lowest fees in the industry. This means more of your fundraising goes directly to families who need support.

Imagine starting a fundraiser that helps 450 families enjoy a holiday event together, preventing isolation and building community. Or raising enough to keep our doors open so we can meet face-to-face with families and their children.

Starting a fundraiser is simple, costs you nothing, and can accept donations from anywhere in the world. Just like Max from Foodbank (LINK), who reached his goal in weeks, you can make a real difference.

Ready to help families see possibilities instead of barriers? Learn more:

<https://intercom.help/better-giving/en/articles/11537512-your-easy-fundraising-with-better-giving-success-guide>

#DisabilitySupport #FamilyFirst #CommunityFundraising #BetterGiving

### Instagram Caption:

💎💎 What if your next fundraiser could help 130 families? ✨

We've partnered with @bettergiving because they understand that every dollar should go where it matters most. Unlike other platforms that take big fees, Better Giving keeps costs low so more money reaches families with children with disabilities.

💎💎 Why families love what Better Giving offers:

- Lowest fees in the industry
- Built exclusively for nonprofits
- Global donation capabilities
- Zero cost to start your fundraiser

Just like Max from Foodbank (LINK) who reached his goal in weeks, you can create real change. Whether you raise \$250 or \$25,000, you're helping families see possibilities in their children.

Ready to start? Link in bio! 💎💎

#FamilyToFamilyNetwork #DisabilityAdvocacy #CommunitySupport #BetterGiving #SeeingPossibilities  
#FundraisingThatMatters #NonprofitLife #InclusiveCommunity

### Twitter/X Thread (3 Posts):

#### Post 1:

💎💎 Thread: Why we chose Better Giving for our fundraisers (and why you should too)

At Family to Family Network, we help families with children with disabilities see possibilities instead of barriers. When fundraising platforms take 5-8% in fees, that's less support we can provide. Better Giving changes that. 1/3

#### Post 2:

Better Giving has the LOWEST fees in the industry + it's built exclusively for nonprofits. This means:

- ✓ More money goes to families
- ✓ Donors trust where their money goes
- ✓ Global donation capabilities
- ✓ Free to start your fundraiser

Just like Max from Foodbank (LINK) who hit his goal in weeks! 2/3

### Post 3:

Ready to help 130 families access training and support? Or fund a holiday event for 450 families? Your fundraiser can make it happen.

Get started:

<https://intercom.help/better-giving/en/articles/10401612-how-to-create-a-fundraiser>

#BetterGiving #DisabilitySupport #CommunityFundraising 3/3

### 3. WEBSITE SECTION

#### Headline for "Start a Fundraiser" Page:

Help More Families See Possibilities in Their Children

#### 200-Word Description:

Starting a fundraiser for Family to Family Network has never been easier or more impactful. We've partnered with Better Giving, a crowdfunding platform designed exclusively for nonprofits, to ensure that more of your fundraising dollars go directly to supporting families with children with disabilities.

Unlike traditional crowdfunding platforms that can take 5-8% in fees, Better Giving offers the lowest fees in the industry. This means when community members like you raise funds, nearly every dollar supports our mission to help families create positive visions for their children's futures.

Whether you're passionate about helping us provide 390 hours of training to 130 families (\$25,000), funding holiday events that prevent isolation (\$5,000), or keeping our doors open for face-to-face support (\$10,000), your fundraiser makes a real difference.

The platform accepts donations globally and offers multiple payment methods, including cryptocurrency, making it easier for supporters worldwide to contribute. Best of all, it costs nothing for you to start a fundraiser.

Just like Max from Foodbank (LINK), who reached his fundraising goal in just a couple of weeks, you can create meaningful change for families in our community. Every fundraiser helps us move closer to our vision of helping 25,000 families by 2031.

#### 4 Benefits of Using Better Giving:

1. **More Money for Families** : With the lowest fees in the industry, more of every dollar raised goes directly to supporting families with children with disabilities, not to platform costs.
2. **Built for Trust** : Better Giving is exclusively for nonprofits, which builds donor confidence and increases giving because supporters know their contributions are going to legitimate causes.
3. **Global Reach** : Accept donations from supporters worldwide with multiple payment options, including cryptocurrency, expanding your fundraising potential beyond your immediate community.
4. **Zero Risk** : Starting a fundraiser costs nothing upfront, so you can begin helping families immediately without any financial commitment on your part.

#### Simple Step-by-Step Process:

1. **Visit** our fundraising guide at <https://intercom.help/better-giving/en/articles/11537512-your-easy-fundraising-with-better-giving-success-guide>
2. **Choose** your fundraising goal (from \$250 website updates to \$25,000 for comprehensive family support)
3. **Create** your fundraiser using our simple setup guide: <https://intercom.help/better-giving/en/articles/10401612-how-to-create-a-fundraiser>
4. **Share** your fundraiser with friends, family, and social networks
5. **Watch** your impact grow as donations come in from around the world.

## 4. NEWSLETTER CONTENT

### Exciting Headline:

Your Fundraiser Could Help 130 Families This Year

### 150-Word Section:

We're excited to share a new way for you to make an even bigger impact in our community. We've partnered with Better Giving, a crowdfunding platform built exclusively for nonprofits, to make fundraising easier and more effective than ever.

Here's why this matters: when Max from Foodbank created his Better Giving fundraiser, he reached his goal in just two weeks (LINK). The secret? Better Giving has the lowest fees in the industry, meaning more money goes directly to the cause instead of platform costs.

Whether you want to help us provide training to 130 families (\$25,000), fund community events for 450 families (\$5,000), or support our online learning portal (\$1,000), starting a fundraiser costs you nothing and can accept donations from anywhere in the world.

Ready to see what's possible? Start with our success guide:

<https://intercom.help/better-giving/en/articles/11537512-your-easy-fundraising-with-better-giving-success-guide>

or jump right in:

<https://intercom.help/better-giving/en/articles/10401612-how-to-create-a-fundraiser>

Together, we're helping families see possibilities instead of barriers.

## 5. THANK YOU MESSAGES

### For Someone Who Starts a Fundraiser:

Thank you for becoming a champion for families with children with disabilities! By starting a Better Giving fundraiser, you're not just raising money - you're spreading hope and helping parents see the incredible possibilities in their children.

Your decision to use Better Giving means more of every dollar raised goes directly to families who need support, training, and community. Whether you reach \$250 or \$25,000, you're making a real difference in helping us achieve our vision of supporting 25,000 families by 2031.

We can't wait to see the impact you'll create. If you need any support along the way, we're here to help!

With deep gratitude,

The Family to Family Network Team

### For Someone Who Shares Our Posts:

Thank you for using your voice to amplify ours! When you share our posts about Better Giving fundraisers, you're helping more people discover how they can make a difference in the lives of families with children with disabilities.

Your willingness to spread the word means more families will find the support, training, and community they need to see possibilities in their children. Every share has the potential to connect us with someone who will become a fundraising champion or simply learn about our mission.

We're grateful for supporters like you who understand that change happens when communities come together.

With appreciation,

Family to Family Network

**For Someone Who Donates:**

Thank you for believing in families and the incredible potential of children with disabilities. Your donation through Better Giving is going directly where it's needed most - supporting parents, providing training, and building communities of hope.

Because you chose to give through Better Giving, more of your donation reaches families instead of going to platform fees. This means your generosity has an even greater impact on helping parents advocate for their children and discover possibilities where others see barriers.

Your support is helping us work toward our vision of reaching 25,000 families by 2031. Every contribution, no matter the size, brings us closer to that goal and transforms lives along the way.

With heartfelt thanks,

The Family to Family Network Team