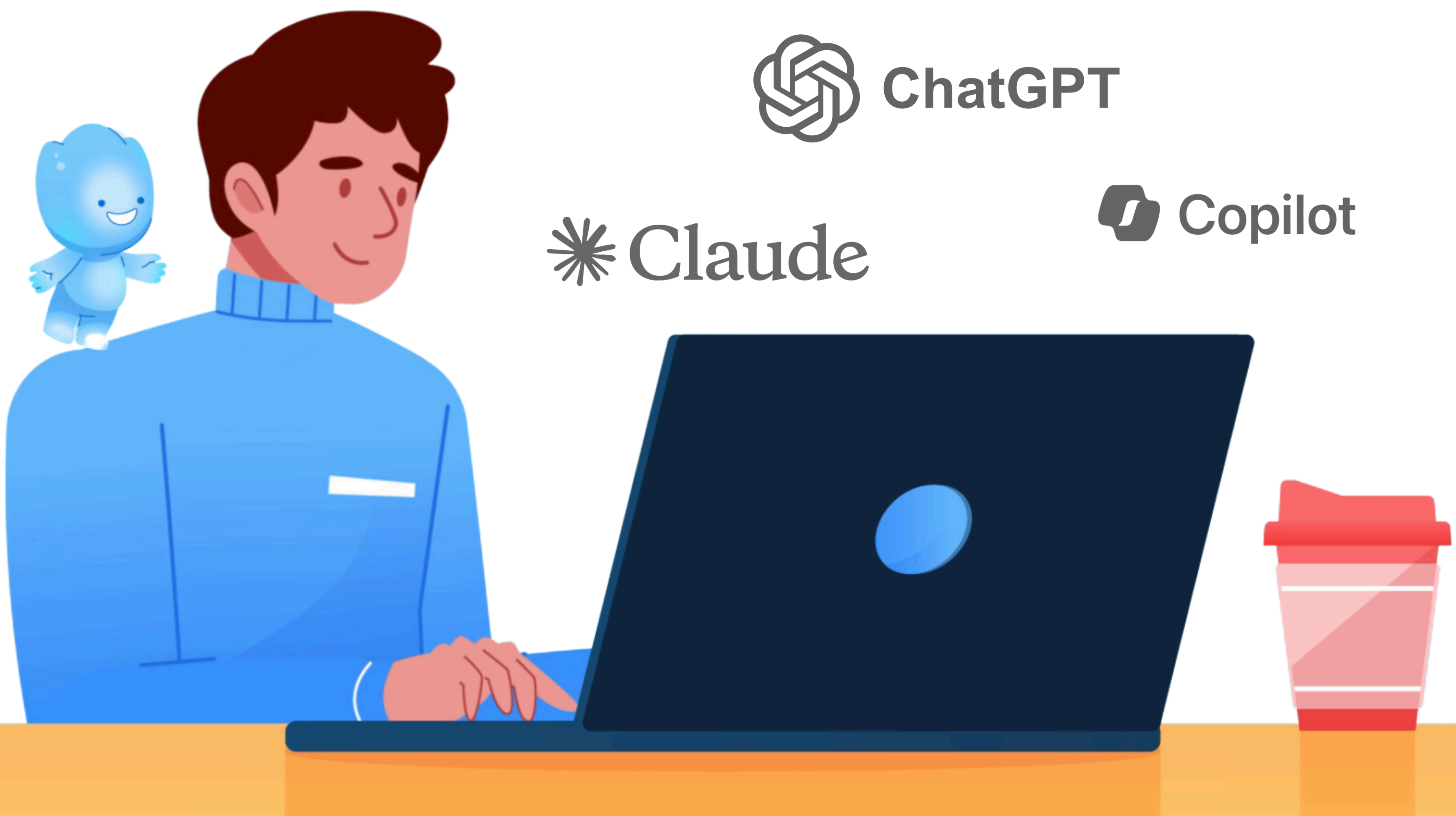


AI (Artificial Intelligence) for Better Giving

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.



AN AI-POWERED COMMUNICATIONS GUIDE FOR THE BETTER GIVING NONPROFIT FUNDRAISERS

This guide assumes you have used AI before for marketing purposes and have a lot of marketing experience – happy with such as A/B testing. It will not go into the specifics of how to use AI platforms or entering and amending prompts, but it will give a series of prompts for separate sections of the marketing guide. And then the next section often leads on from the results you have chosen from the previous.

So it does assume you can create the specific prompt contexts and understand how those are created.

If you have not done that before, go to the simple guide first to get used to AI prompts, and you can also see a video showing the whole process.

GETTING STARTED: WHAT YOU NEED

AI Platforms You Can Use:

- ChatGPT (OpenAI)
- Claude (Anthropic)
- Gemini (Google)
- Microsoft Copilot
- Any other conversational AI tool

Before You Begin: Have ready: your nonprofit's mission statement, recent impact stories, target fundraising goals, and key messaging points.

Better Giving Resources:

- [Better Giving Success Guide](#)
- [How to Create a Fundraiser](#)

BETTER GIVING PLATFORM ADVANTAGES TO HIGHLIGHT

When creating your marketing materials, emphasize these unique Better Giving features:

- **Cost Efficiency:** Better Giving Fundraisers have some of the lowest fees in the industry, meaning more donations go directly to your cause.
- **Global Reach:** Unlike many platforms with geographic restrictions, Better Giving is available worldwide, allowing international supporters to contribute.
- **Charity-Exclusive Focus:** The platform only supports registered charities, providing donors with confidence and reducing fraud risk.
- **Impact Basket Feature:** Fundraisers can split donations across multiple nonprofits working toward common goals (environmental, education, local causes, disaster relief).
- **Multiple Payment Methods:** Accepts credit cards, bank transfers, cryptocurrency, and other payment options for maximum accessibility.
- **Transparency:** Built for trust with verified nonprofit status and clear fund tracking.

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Step 1: Create Your Nonprofit Profile Prompt

Copy and paste this prompt into your chosen AI platform, filling in your specific details:

I'm creating marketing materials for [NONPROFIT NAME], a [TYPE OF NONPROFIT] that [BRIEF MISSION DESCRIPTION]. We're promoting Better Giving Fundraisers, a nonprofit-exclusive crowdfunding platform.

Our key details:

- Mission: [YOUR MISSION STATEMENT]
- Primary beneficiaries: [WHO YOU SERVE]
- Recent accomplishments: [2-3 KEY ACHIEVEMENTS]
- Fundraising goal: [CURRENT CAMPAIGN GOAL OR GENERAL TARGET]
- Unique value: [WHAT MAKES YOUR NONPROFIT SPECIAL]
- Target donors: [DESCRIBE YOUR TYPICAL SUPPORTERS]

We want to tell our network that they can create Better Giving Fundraisers to support our cause.

This platform offers:

- Low fees so more money goes to our cause
- Global availability for supporters worldwide
- Charity-exclusive focus for verified nonprofits only
- Impact Basket feature to support multiple related nonprofits
- Multiple donation methods including crypto and bank transfers

Please suggest 3 compelling themes for our fundraising outreach based on this information.

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Step 2: Email Campaign Creation

After receiving your theme suggestions, use this prompt to create email content:

Using the [CHOSEN THEME] theme, create an email campaign with these components:

1. Subject line (create 3 options)
2. Main email body (300-400 words)
3. Call-to-action button text
4. Follow-up email for one week later (shorter, 150-200 words)

The emails should:

- Explain how supporters can create their own Better Giving Fundraisers for our cause - Highlight Better Giving's key benefits: low fees, global availability, nonprofit-exclusive platform
- Include our impact story about [SPECIFIC EXAMPLE of your own nonprofit]
- Mention the Impact Basket feature for supporting multiple related causes
- Direct readers to the Better Giving Success Guide: <https://intercom.help/better-giving/en/articles/11537512-your-easy-fundraising-with-better-giving-success-guide>
- Include clear next steps with link to create a fundraiser: <https://intercom.help/better-giving/en/articles/10401612-how-to-create-a-fundraiser>
- Emphasize that fundraisers accept multiple payment methods including crypto
- Feel warm and personal, not corporate

Make the tone [choose: inspiring/urgent/celebratory/grateful/community-focused].

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Step 3: Social Media Content Suite

Generate multiple social media posts with this prompt:

Create a social media content package about our fundraising program:

Platform-Specific Posts:

1. Facebook post (longer format with storytelling)
2. Instagram caption with hashtag suggestions
3. Twitter/X thread (3-4 connected posts)
4. LinkedIn post (professional tone)

Content Variations:

- Announcement post introducing the fundraising option
- Success story highlighting a recent fundraiser
- How-to post explaining the fundraising process
- Thank you post for existing fundraisers

Each post should encourage followers to start their own Better Giving Fundraiser and include:

- Key Better Giving benefits (low fees, global reach, charity-exclusive)
- Link to creation guide:
<https://intercom.help/better-giving/en/articles/10401612-how-to-create-a-fundraiser>
- Mention of multiple payment options including cryptocurrency
- Reference to Impact Basket feature for supporting related causes
- Clear call-to-action with success guide link

Use our theme: **[INSERT YOUR CHOSEN THEME]**.

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Step 4: Additional Marketing Materials

Expand your campaign with these specialized prompts:

Newsletter Section

Write a 200-word newsletter section about our Better Giving peer-to-peer fundraising program. Include:

- A compelling headline mentioning Better Giving Fundraisers
- Brief explanation of how Better Giving works (charity-exclusive, low fees, global reach)
- Mention of unique features like Impact Basket and multiple payment methods
- One success story or example
- Links to both the success guide and how-to-create guide
- Clear next steps for interested supporters
- Enthusiastic but professional tone

Website Copy

Create website copy for a "Start a Better Giving Fundraiser" page including:

- Engaging headline highlighting Better Giving's charity-exclusive platform
- Subheading mentioning low fees and global availability
- 4-5 key benefits including Impact Basket feature and multiple payment methods
- Simple step-by-step process with link to creation guide
- FAQ section addressing Better Giving-specific features and concerns
- Trust elements mentioning charity verification and transparency
- Links to both resource guides
- Motivational closing paragraph with call-to-action

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Step 4: Additional Marketing Materials

Expand your campaign with these specialized prompts:

Flyer/Handout Content

Design content for a one-page flyer about our Better Giving fundraising program:

- Eye-catching headline featuring "Better Giving Fundraisers"
- 3 key Better Giving benefits in bullet points (low fees, global reach, charity-exclusive)
- Brief "how it works" section with QR codes linking to guides
- Mention of Impact Basket and multiple payment options
- Contact information placeholder
- Better Giving logo space and branding elements
- Keep language simple and visual-friendly

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Step 5: Personalization Prompts

Customize content for different audiences:

For Major Donors

Adapt our main Better Giving fundraising message for major donors who might want to leverage their networks. Focus on:

- Amplifying their impact through peer networks via Better Giving's global platform
- Leadership opportunity language emphasizing nonprofit-exclusive credibility
- Better Giving's low fees maximizing their network's contributions
- Impact Basket feature for sophisticated giving strategies
- Professional networking benefits with verified nonprofit focus
- Multiple high-value donation methods including cryptocurrency

For Young Supporters

Rewrite our fundraising outreach for supporters aged 18-35:

- Use casual, energetic language
- Emphasize social sharing and online community
- Include references to social media challenges or trends
- Focus on collective action and peer influence

For Corporate Partners

Create a version targeting businesses or corporate sponsors:

- Emphasize employee engagement opportunities
- Include team-building and corporate social responsibility angles
- Mention tax benefits and community recognition
- Professional tone with clear ROI messaging

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Step 6: Campaign Optimization

Improve your content with these refinement prompts:

A/B Testing Variations

Create 2 different versions of our main email/social post for A/B testing:

- Version A: Focus on emotional storytelling and personal connection
- Version B: Focus on practical impact and clear outcomes

Keep the same call-to-action but vary the approach and tone.

Seasonal Adaptations

Adapt our fundraising message for [CURRENT SEASON/UPCOMING HOLIDAY]:

- Include relevant seasonal references
- Tie fundraising to holiday giving traditions
- Suggest seasonal fundraising activities
- Maintain our core message while adding timely relevance

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Step 7: Success Tracking Templates

Create follow-up communications:

Thank You Messages

Create thank you messages for:

1. Someone who just started a Better Giving Fundraiser
2. Someone who shared our Better Giving fundraising post
3. Someone who donated through a Better Giving fundraiser
4. Someone whose Better Giving fundraiser reached its goal

Each should:

- Reference Better Giving's impact on maximizing donations
- Mention specific platform benefits they're helping to promote
- Be warm, specific, and encourage continued engagement
- Include links to relevant Better Giving resources

Progress Updates

Write update messages to share Better Giving fundraising program success:

- Monthly newsletter update template highlighting Better Giving advantages
- Social media celebration post template mentioning platform benefits
- Email update for active Better Giving fundraisers with tips and resources
- Website banner announcing Better Giving program milestones
- Include metrics showing how Better Giving's low fees increased impact



Be Specific

The more details you provide about your nonprofit, audience, and goals, the better your results will be.



Iterate:

If the first result isn't quite right, ask the AI to "make it more [specific quality]" or "revise the tone to be more [description]."



Test Multiple Versions:

Generate several options and pick the best elements from each.



Maintain Your Voice:

Always review and adjust the AI-generated content to match your nonprofit's authentic voice and style.



Keep It Simple:

Complex messages often perform worse than clear, straightforward ones.

SAMPLE THEME SUGGESTIONS

Based on common nonprofit needs, here are proven fundraising themes to consider:

Community Impact Themes:

- "Multiply Your Impact Through Better Giving"
- "Building Our Global Community Together"
- "Local Champions, Global Platform"

Efficiency Themes:

- "More Money, Less Fees, Greater Impact"
- "Every Dollar Counts with Better Giving"
- "Maximize Your Fundraising Impact"

Trust & Transparency Themes:

- "Verified Charities, Trusted Platform"
- "Transparent Giving, Real Results"
- "Charity-First Fundraising"

Innovation Themes:

- "Next-Generation Fundraising for Good"
- "Smart Giving with Impact Baskets"
- "Global Reach, Personal Touch"



FINAL CHECKLIST

Before launching your AI-created
Better Giving campaign:



1. CLARIFY YOUR MESSAGE

- Ensure all content reflects your nonprofit's authentic voice
- Highlight Better Giving's platform benefits (low fees, global reach)
- Mention the Impact Basket feature if relevant to your audience

2. INSERT FUNCTIONAL LINKS

- Double-check that all Better Giving links are accurate and working
- Include Success Guide and How-to-Create resources where appropriate

3. OPTIMIZE FOR ACTION

- Use clear, simple calls to action (e.g., "Start Now," "Claim Your Page")
- Reference multiple donation/payment options to encourage flexibility

4. ENSURE INCLUSIVITY & COMPLIANCE

- Review content for accessibility and inclusive language
- Add legal disclaimers where needed (e.g., tax info, eligibility)

5. DEFINE SUCCESS & NEXT STEPS

- Clearly define success metrics (e.g., clicks, form completions, donations)
- Set a follow-up plan (email nudge, retargeting, thank-you sequence)

Remember: AI is a powerful tool to get you started, but your nonprofit's human touch and authentic mission should always shine through in the final content.

Better Giving's nonprofit-exclusive focus and low-fee structure provide strong selling points that differentiate your fundraising program from other platforms.

KEEP IN TOUCH!



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