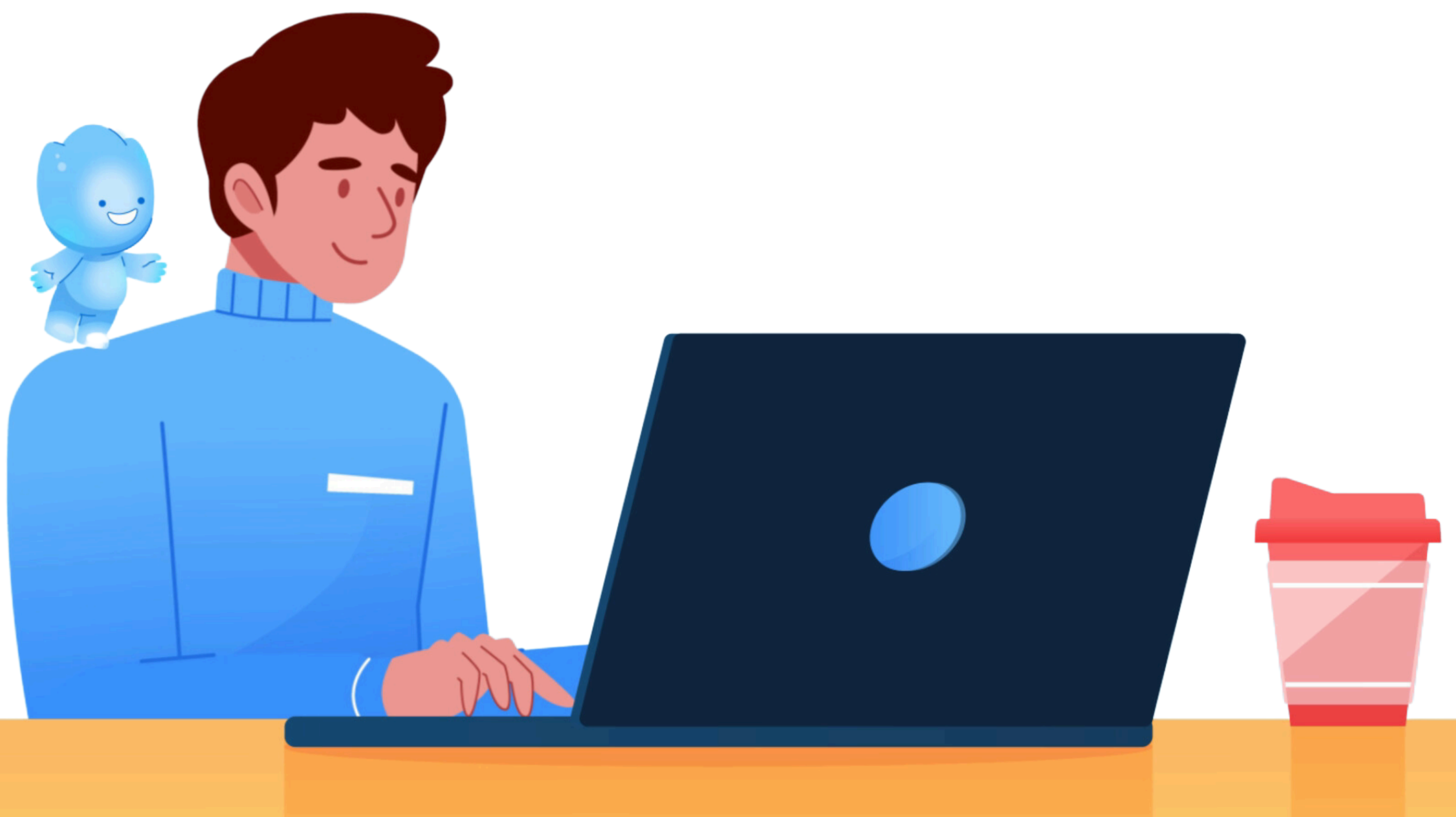


# Nonprofit Support & Marketing Guide

This guide equips your nonprofit with powerful marketing strategies, donor engagement tools, and expert support to help you raise more and do more—effortlessly.



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# THE POWER OF BETTER GIVING: A SUSTAINABLE FUTURE



## INSTRUCTIONS FOR USE

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This document has been created to provide trustees with a comprehensive understanding of the benefits of Better Giving and how it can support long-term financial sustainability for your organization. Below are guidelines on how to use this document effectively:

## PRESENTATION TO THE BOARD

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- Use the **Formal Version** for structured board meetings and official proposals. It is designed for trustees who require a detailed breakdown of the financial, strategic, and operational benefits of adopting Better Giving.
- Key sections to emphasize during the presentation:
  - Cost-effectiveness and sustainability
  - Endowment benefits through the Better Giving Sustainability Fund
  - Access to a younger, global donor base
  - Corporate social responsibility (CSR) opportunities
  - Addressing concerns about cryptocurrency
  - Financial futureproofing

## EXECUTIVE SUMMARY FOR QUICK REVIEW

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- The **Short Version** is ideal for trustees who prefer a high-level overview.
- It is recommended for initial conversations, email summaries, or board packets where decision-makers need to grasp the key points quickly.
- Use this version to facilitate discussions before diving into more in-depth analysis.

## ENGAGING INFORMALLY WITH TEAM MEMBERS

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- The **Informal Version** is structured for internal conversations, team discussions, and engaging key stakeholders who may not be familiar with fundraising strategies.
- It helps in creating excitement and aligning the team with the vision behind adopting Better Giving.
- This version can be used in casual briefings, staff meetings, or even in digital communication channels to introduce the concept in a relatable way.

## ADDRESSING COMMON CONCERNS AND FAQs

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- Be prepared to answer questions about:
  - How Better Giving operates without upfront costs
  - The benefits of the Sustainability Fund for long-term financial planning
  - How crypto donations are processed with zero risk
  - The impact of attracting a younger, more affluent, and global donor base

## NEXT STEPS FOR IMPLEMENTATION

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- If trustees express interest in moving forward, suggest:
  - Scheduling a follow-up session to dive deeper into implementation.
  - Reviewing case studies of other nonprofits successfully using Better Giving.
  - Assigning a task force to explore integration and compliance considerations.

By using this document strategically, you can guide trustees toward making an informed decision about adopting Better Giving as a key financial and fundraising tool for the organization's future success.

KEEP IN TOUCH!



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## FORMAL VERSION

### The Power of Better Giving: Securing a Bright and Sustainable Future

Dear Trustees,

This paper provides you with a comprehensive understanding of the immense benefits of embracing Better Giving as a fundraising approach – enabling us to accept donations from around the world. For US donors, they also get the tax benefits they need. We can benefit from a sustainable and affordable quasi-endowment, The Better Giving Sustainability Fund, and tap into the altruism of a younger and global donor base, both individual and corporate.

By embracing Better Giving, we can ensure the long-term sustainability and growth of our charitable endeavors while staying ahead of the evolving philanthropic landscape.

#### Costs:

One of the most appealing aspects of Better Giving is its financial accessibility and cost-effectiveness. **Setting up an account for Better Giving is completely free, with no upfront or annual subscription costs and no ongoing platform fees.**

This means that we can embrace this innovative fundraising approach without any financial burden or barriers or risks.

Another key advantage is that the only fees associated with Better Giving - the Better Giving Sustainability Fund management fees - are only incurred when funds are received into that fund for long term success. This is enabled because Better Giving's costs are covered by donations to their own 501(c)(3) nonprofit.

The Better Giving marketplace and the Better Giving embedded donation form mean that once we choose where to send donors, they have ONE page to visit to donate in many different ways. All managed by Better Giving. This means that the workload for our team behind the scenes managing different donation routes, has been removed. More cost reduction.

Finally, we have control over the funds donated. We choose whether they are granted out to us at the end of the month, whether they stay in a lower yield/low risk savings account, or whether we benefit from an investment account that has higher returns and makes use of the funds effectively - building for the future.

The fee structure and timeliness ensures that the financial impact on us is minimal and directly proportional to the success and growth of any fundraising campaigns.

It allows us to focus our resources on maximizing donations and making a positive impact, while minimizing any financial risks or unnecessary expenses. By leveraging the cost-effective nature of Better Giving, we can allocate more funds towards our core mission and ensure that the majority of the donations received directly benefit the causes we serve.

#### Benefits of the Better Giving Sustainability Fund:

Better Giving is not just about being able to accept cryptocurrencies, stocks, DAF contributions and dollars. The Better Giving Sustainability Fund - a board managed quasi-endowment - offers us a multitude of advantages.

Firstly, either the savings or the investment accounts embedded in the Sustainability Fund provide a stable and predictable source of income for us, allowing for greater planning and budgeting. Secondly, It can serve as a financial buffer during economic downturns, better enabling us to continue our vital work even during challenging times. Finally, the long-term nature of the fund ensures sustainability, as it grows over time, generating consistent returns that can be reinvested into our mission.

Better Giving is enabling a service provided by such as the [multi-billion dollar Silicon Valley Community Foundation](#), but for nonprofits of any size, anywhere. Why let the large nonprofits be the only ones to benefit from such services?

By embracing Better Giving and its sustainability fund, we are helping safeguard our financial future, guaranteeing our ability to make a lasting impact on the causes we support.

## **Attracting a Younger, Affluent, and Global Donor Base:**

Better Giving presents an unparalleled opportunity to engage a younger, affluent, and globally connected demographic. The rise of digital platforms and social media has revolutionized the way people interact and support causes they care about.

By embracing Better Giving as part of our digital strategy, we can tap into this interconnected world, leveraging the power of online communities to amplify our message and reach a wider audience. Younger donors are increasingly motivated by causes and purpose, and Better Giving allows them to contribute in a meaningful and impactful way. By embracing this innovative approach, we demonstrate our adaptability, resonating with a new generation of philanthropists, and securing long-term support for our mission.

Even for local or regional nonprofits, global exposure has its perks. By expanding our reach beyond our immediate geographical area, we open doors to a wealth of donor opportunities that can significantly amplify our impact. It's not just about tapping into a broader pool of potential donors; it's about sharing knowledge, learning from the experiences of others in similar fields worldwide, and gaining access to global best practices and innovative solutions to the challenges we face.

This global perspective can enrich our programs, making them more effective and responsive to the needs of the communities we serve. Being part of Better Giving's global network increases our visibility and credibility, attracting partnerships and collaborations that might have been out of reach otherwise. It's a way to supercharge our mission, bringing in resources, ideas, and energy from across the globe to fuel our local initiatives.

## **Corporate Social responsibility (CSR) from the blockchain community:**

Better Giving opens up a remarkable avenue for us to tap into the vast potential of the Better Giving Alliance and engage with socially responsible blockchain companies. The Better Giving Alliance comprises a network of individuals and organizations dedicated to using blockchain technology for positive social impact. These companies embrace corporate social responsibility (CSR) principles and prioritize philanthropy as a core part of their mission.

With Better Giving, we can position ourselves as an attractive recipient for CSR initiatives from these blockchain companies, unlocking a new stream of donations and strategic partnerships. This collaboration not only provides financial support but also offers access to cutting-edge technologies, innovative solutions, and a global network of like-minded organizations. We can amplify our impact, leverage shared values, and forge powerful alliances that drive positive change on a global scale.

## **Addressing Concerns about Crypto:**

One of the major concerns around the future of fundraising is the involvement of cryptocurrencies. It is crucial to recognize that major cryptocurrencies, such as Bitcoin or Ethereum, have gained mainstream acceptance by some of the largest and most well known financial institutions and provide a secure and transparent method of transferring funds.

Cryptocurrencies have emerged as a transformative force in the financial world, and their presence is undeniable. As we look to the future, it becomes increasingly clear that cryptocurrencies are here to stay. Governments and regulatory bodies worldwide are recognizing the potential of digital currencies and are taking steps to establish regulatory frameworks to ensure their safe and responsible use. This growing regulation brings greater legitimacy and stability to the crypto market, mitigating concerns about volatility and security.

Ignoring the opportunities presented by cryptocurrencies would mean missing out on a rapidly evolving landscape of digital finance.

By embracing Better Giving, which enables us to benefit from crypto donations while reducing our exposure to any risk, we can position ourselves at the forefront of this emerging trend. It not only allows us to tap into a tech-savvy and forward-thinking donor base but also demonstrates our adaptability and readiness to embrace the financial technologies that will shape the future. At no risk.

By integrating crypto donations into our fundraising strategy, we can harness its potential and secure a strong financial foundation for years to come.

# THE POWER OF BETTER GIVING: A SUSTAINABLE FUTURE



## **Futureproofing Financial Stability:**

The philanthropic landscape is continually evolving, and organizations must adapt to secure their financial stability. Better Giving provides a forward-thinking approach, futureproofing us against potential economic uncertainties or changes in traditional fundraising models.

Diversifying revenue streams through Better Giving ensures financial resilience and independence, reducing reliance on a single source of funding. By embracing emerging technologies and innovative fundraising mechanisms, we position ourselves as leaders in the sector, fostering trust, and attracting strategic partnerships. By adopting Better Giving, we are paving the way for a sustainable future, positioning the organization at the forefront of philanthropic trends.

Using Better Giving is a transformative step that can revolutionize our fundraising efforts and secure a bright and sustainable future. By addressing concerns about crypto, safety, and anonymity while highlighting the benefits of an endowment and attracting a younger, affluent, and global donor base, we can position ourselves as a leader in the philanthropic landscape.

This is not only an opportunity to futureproof our financial stability but also a means to expand our reach, deepen our impact, and create lasting change.

With the support of Better Giving, we can flourish and continue making a difference in the lives of those we serve. I strongly recommend joining Better Giving.

## SHORT VERSION

### **The Power of Better Giving: A Summary for a Bright and Sustainable Future**

Dear Trustees,

This summary outlines the transformative benefits of adopting Better Giving, a strategy that empowers us to benefit from a sustainable endowment, and connect with a global, altruistic donor base - it opens up a wider range of donation methods inside a single donation form that includes DAF, digital, bank, card and even crypto donations. It addresses concerns while underscoring the financial and strategic advantages of this innovative approach, ensuring our nonprofit's growth and long-term sustainability.

#### **Cost-Effectiveness of Better Giving:**

Better Giving offers a financially accessible model with no setup, subscription, or ongoing donation fees. Our costs are minimal, tied only to the Better Giving Sustainability Fund's management fees, allowing us to dedicate more resources to our mission. This model guarantees that the majority of donations directly support our cause, reflecting our commitment to cost-effectiveness and impact.

#### **Advantages of the Better Giving Sustainability Fund:**

The Sustainability Fund serves as a quasi-endowment, providing stable income, a financial buffer during downturns, and appealing to donors seeking to grow their contributions over time. It ensures the long-term sustainability and growth of our work, securing our financial future and ability to make a lasting impact.

#### **Engaging a Diverse Donor Base:**

Better Giving enables us to reach a younger, affluent, and global donor demographic through digital platforms. By leveraging this approach, we resonate with modern philanthropists, expand our geographical reach, and tap into the wealth of global opportunities, enhancing our mission's effectiveness and reach.

#### **CSR from the Blockchain Community:**

Aligning with Better Giving allows us to engage with the Better Giving Alliance and socially responsible blockchain companies. This opens up new donation streams and strategic partnerships, offering financial support, technological innovation, and a global network to amplify our impact.

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# THE POWER OF BETTER GIVING: A SUSTAINABLE FUTURE



## **Navigating Crypto Concerns:**

The inclusion of cryptocurrencies is met with mainstream acceptance and increasing regulation, ensuring their safe and responsible use. By integrating crypto donations through Better Giving, we address volatility and security concerns, positioning ourselves to benefit from this evolving digital finance landscape. But we reduce risk, with no donation exposure to the fluctuations of the crypto market. Better Giving ensure we get the dollar equivalent of the crypto donation at the point of donation.

## **Futureproofing Financial Stability:**

Adopting Better Giving diversifies our revenue streams, enhances financial resilience, and establishes us as sector leaders. This approach prepares us for future economic uncertainties and changes in fundraising models, securing our organization's sustainability.

Embracing Better Giving represents a strategic move to revolutionize our fundraising efforts, futureproof our financial stability, and extend our impact. By leveraging its benefits and addressing potential concerns, we position ourselves at the forefront of philanthropy, ready to make enduring change.

I strongly recommend joining Better Giving to ensure a bright and sustainable future for our nonprofit.

Best regards,

## INFORMAL VERSION

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### **The Magic of Better Giving: Shaping a Bright, Sustainable Tomorrow**

Hey Team,

Here's a deep dive into how jumping on the Better Giving ship could be a game-changer for us. We're talking about enjoying an endless pot of funds through their Sustainability Fund, extending the number of ways we can accept donations and even getting into the crypto game, reaching out to a younger, worldwide audience that's eager to help both in small and big ways. I'll touch on the crypto stuff (you know, the usual hesitations and the big wins) and show how Better Giving keeps us ahead in the nonprofit game.

#### **Costs:**

Let's talk money, but the good part - Better Giving is essentially a freebie to get on board with. No setup fees, no yearly subscriptions, nada. We only pay a small fee on the yield received when we actually get donations into their Sustainability Fund and when we need funds, we get those funds granted out each month.

This means more of our resources go directly into what we're passionate about instead of getting lost in expenses or over time. In short, Better Giving is all about making the most of every penny we receive.

#### **Endowment Perks with the Better Giving Sustainability Fund:**

It's not just about accepting all sorts of donations. The real cherry on top is their Sustainability Fund. It's like having a safety net that keeps growing, making sure we've got a steady flow of funds to plan our future projects. This fund ensures we're not just surviving but thriving.

#### **Hooking the Cool, Cash-Ready, Worldwide Donors:**

Better Giving is our ticket to connecting with the younger, more global crowd. These folks are all about digital, ready to support causes that hit close to heart, and they're just waiting for a platform like ours to jump onto. And guess what? Going global means we're not just local heroes; we're global influencers, pooling resources from every corner of the world, making a bigger splash in the causes we care about.

#### **CSR from the Blockchain Crowd:**

By linking arms with Better Giving, we tap into their Alliance, bringing in CSR from blockchain leaders who are all about giving back. It's a win-win: they get to support a great cause, and we get to benefit from their innovation, technology, and global network. It's about making connections that not only fund us but push us forward in ways we haven't even thought of yet.

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# THE POWER OF BETTER GIVING: A SUSTAINABLE FUTURE



## Addressing the Crypto Question:

Cryptocurrencies can seem like the wild west, but they're becoming more mainstream by the minute, backed by big financial players. With regulations shaping up, crypto's becoming a more stable, secure way to donate. By getting into crypto through Better Giving, we're not just keeping up; we're leading the way into the future of fundraising. Even better, they remove all the risk! Meaning donations come to us as dollars, not crypto.

## Future-Proofing Our Finances:

The world of nonprofit is always changing, and Better Giving puts us ahead of the curve, making sure we're ready for whatever comes next. By diversifying how we get our funds, we're not just surviving; we're setting ourselves up to thrive, no matter what the fundraising landscape looks like down the road.

In essence, jumping on the Better Giving train is more than just a smart move. It's our chance to secure our future, expand our impact, and keep doing the amazing work we do, but even better. I'm all in on making Better Giving part of our world.

Let's make some magic happen and keep making a difference, together.

Cheers to our future,  
[Your Name]



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# BETTER GIVING TUESDAY DONOR EMAIL TEMPLATE



**NOTES:** Items in **RED** are for you to edit and add the appropriate names.

Feel free to edit this before sending it, but remember, telling your nonprofits about the Better Giving we offer is essential if they are to actually make their giving better!

**For this Giving Tuesday, Nonprofit ABCD and Better Giving join forces to make your donations last far beyond Tuesday:**

Dear <Donor name>,

Your support means the world to us as we strive to achieve our mission. This Giving Tuesday, we want to emphasize the importance of the new Better Giving donation form and Sustainability Fund, as a financial cornerstone for our future sustainability, and a way that you can make sure your donations last beyond Giving Tuesday and into 2025 and beyond!

Better Giving enables a service provided by such as the multi-billion dollar Silicon Valley Community Foundation, but for nonprofits of any size, anywhere. Why let the large nonprofits be the only ones to benefit from such services?

So this Giving Tuesday especially, we at <ABCD Charity> can now let you use Better Giving's simple and comprehensive donation form (why not try it now?) and importantly, access a savings and investment Sustainability Fund to generate ongoing income that supports our mission.

Better Giving ensures:

- Simplified donation flow and donation form. With automated donation receipt for your tax requirements.
- Any donations start to gain yield quickly.
- Long-term financial stability, reducing reliance on fluctuating grants and donations.
- Greater flexibility for impactful projects without immediate funding concerns.
- Enhanced credibility, attracting more support and partnerships.
- Peace of mind for our staff and leadership.

This partnership with [Better Giving](#) enables us to accept **many** different currencies, digital wallet and bank transfers and even including cryptocurrencies. As well as stocks, checks and DAF donations - if you have a DAF, it's very easy to use!

All being potentially tax-efficient donations.

Your support is vital for our continued success and positive impact on society.

Please consider contributing today.

You can donate directly through our page on the [Better Giving marketplace](#) (add link) or on our donation page. [Add link or amend delete as appropriate](#)

**This Giving Tuesday, we are working to make it BETTER Giving Tuesday.**

Please donate so that we can keep using your contributions today, well into the future.

Yours sincerely...

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# BG X 'ABCD' NONPROFIT: PARTNERSHIP EMAIL TEMPLATE



**NOTES:** Items in **RED** are for you to edit and add the appropriate names.

Feel free to edit this before sending it, but remember, telling your nonprofits about the Better Giving we offer is essential if they are to actually make their giving better!

## Nonprofit ABCD and Better Giving Join Forces to Sustain Giving:

Dear **<Donor name>**,

Your support means the world to us as we strive to achieve our mission. We are now using a service called Better Giving to enable more methods of accepting donations.

All those wanting to donate to **<ABCD Nonprofit>** can now access Better Giving's simple and comprehensive donation form (why not try it now?) which also helps generate ongoing income to support our mission. It ensures:

- Simplified donation flow and donation form. With automated donation receipt for your tax requirements.
- Any donations start to gain yield quickly.
- Long-term financial stability, reducing reliance on fluctuating grants and donations.
- Greater flexibility for impactful projects without immediate funding concerns.
- Enhanced credibility, attracting more support and partnerships.
- Peace of mind for our staff and leadership.

We've partnered with [Better Giving](#) to enable us to accept many different currencies, digital wallet and bank transfers and even including cryptocurrencies. As well as stocks, checks and DAF donations. All being tax-efficient donations.

Your support is vital for our continued success and positive impact on society.

Please consider contributing today.

You can donate directly through our page on the **<Better Giving marketplace or on our donation page.>** **Add link or amend delete as appropriate**



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# SOCIAL MEDIA NPO PARTNERSHIP ANNOUNCEMENT TEMPLATE



**Social media example that nonprofits can adapt to announce their partnership with Better Giving and highlight the benefits of the diverse donation options.**

Note: images are important, please also see the suggested images to announce the new partnership between you and Better Giving. Feel free to use those or create your own.

## Twitter Thread Example:

1. 🌟 Exciting News! We're thrilled to announce our partnership with @BetterGiving! This collaboration will increase the ways you can donate and help ensure your donations make a lasting impact.
2. With Better Giving, donating to our cause is easier than ever! Whether you prefer to give via credit card, google/apple pay, bank transfer, your DAF, monthly/one off, or even cryptocurrency, you can do it all through one convenient form. Your choice, your impact!
3. Ready to make a difference that lasts? Join us in this exciting journey. Every contribution helps us continue our work and expand our reach. Donate now and be a part of a forever change! [\[Insert Link to marketplace or your donation page with donation form\]](#)

## Facebook and Instagram post example:

🌟 Exciting News! We're thrilled to announce our partnership with Better Giving, a collaboration that will immensely benefit our operations and our community. By tapping into their Sustainability Fund, we can also ensure that every donation makes a lasting impact, continuing to support our cause year after year.

Easy Donations, Your Way: With Better Giving, donating to our cause has never been easier! Our one-stop donation form lets you give however you prefer—via credit card, apple/google pay, as a one-time gift or on a monthly basis, DAF or even using cryptocurrency. Every donation is an opportunity to make a difference. Your choice, your impact!

Make a Lasting Difference: Ready to be part of a change that lasts forever? Join us on this exciting journey. Every contribution helps us continue our vital work and expand our reach. Donate now and be a part of a forever change! [\[Insert Link to marketplace or your donation page with donation form\]](#)



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# NPO DESCRIPTION FOR A MARKETPLACE PAGE TEMPLATE



This sample marketplace page provides a structured way to present your nonprofit's mission, key programs, and donation impact.

Use it as a guide to create a compelling narrative that engages donors, highlights funding needs, and clearly communicates how contributions make a difference.

## Overview:

Example nonprofit is a non-profit organization that works to combat sexual exploitation in Country X. Example nonprofit was established in 2018 and has since then been working to end the cycle of exploitation and trafficking by empowering survivors and creating sustainable solutions to prevent exploitation from happening in the first place.

Example nonprofit has implemented various programs to achieve its goal. It has provided education, healthcare and economic empowerment to survivors, particularly women and children. It has also been working with law enforcement agencies to identify and arrest traffickers, and it has been providing legal assistance to survivors to help them obtain justice and compensation. Additionally, Example nonprofit has been raising awareness about exploitation through public speaking engagements, workshops, and social media campaigns.

## Programs:

There are three exciting projects that Example nonprofit is working on, which need funding to become a reality.

1. Safe to Stay: The first project is the construction of a Safe House, which will provide a safe and secure place for survivors to heal and recover. **The estimated cost of this project is \$25,000.**
2. Safe to survive: The second project is a vocational training program that will provide survivors with the skills and resources needed to become self-sufficient and build a brighter future for themselves and their families. **The estimated cost of this project is \$15,000.**
3. Safe together: The third project is a community-based program that will educate communities about exploitation and empower them to take action to prevent it from happening in their communities. **The estimated cost of this project is \$10,000.**

## What your donation can provide:

- A \$10 donation to Example nonprofit could provide a survivor with a hot meal, a warm bed, and a safe place to sleep for one night.
- A \$50 donation could provide a survivor with a week's worth of essentials, such as food, clothing, and hygiene products.
- A \$1000 donation could provide a survivor with a month of trauma-focused therapy, which is critical to their healing and recovery.

## Angel Metric-ulation:

We chose how many survivors we are able to feed and home for a night as our key 'Angel Metric' to share with you. Each year, we are unfortunately seeing more and more needing our services. While we work to lobby Governments, change laws and educate, the immediate needs of survivors are of paramount importance.

Your donations can literally save a life today.

To keep 1 survivor safe overnight: \$2.33

To keep 10 survivors safe: \$23.30

To keep 100 survivors safe: \$233.00

## To Sum Up.

Example nonprofit is making a significant impact in the fight against sexual exploitation in Country X, and it is looking for donors who are passionate about making a difference to join its mission.

**Every donation, no matter the size, can help to provide survivors with the support they need to heal and build a brighter future for themselves and their families.**

KEEP IN TOUCH!



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## SOCIAL MEDIA TEMPLATES FOR NONPROFITS

The templates below can be used to tell your network, your supporters that they can now raise funds for you through their own fundraisers **FREE OF CHARGE** - which means more money to your mission. So often platforms that enable crowdfunding or fundraisers take a **big** cut of the proceeds. As a 501(c)(3) nonprofit, we leave that decision up to the donors. (Remember, if you do not want to have the donation option, you can turn it off and just use a 1.9% fee - still incredibly good value!)

In the templates below, anything in **red** is for you to replace with your own name, your own mission and importantly, your own links!

## FACEBOOK POST TEMPLATE

💡 **Want to make a real impact for [Nonprofit Name]? Now it's easier than ever!**

With **Better Giving**, you can launch a fundraiser for us in minutes—whether it's for your birthday, a marathon, or just because you care. And the best part? **No platform fees** taking a cut of what you raise!

💰 **More of your donations reach us**

⚡ **Fast, simple setup**

🌍 **Raise funds your way: bank, card, crypto, DAF, stocks, your network can give them all!**

Every donation makes a difference. Start your fundraiser today and help us [mission statement, e.g., “protect endangered wildlife” / “feed more families” / “support local education”]!

🔗 Start your own here: [Insert Fundraising Link]

## LINKEDIN POST TEMPLATE

🚀 **Supporters like you are the reason we can do what we do. Now, we're making it even easier for you to help!**

If you've ever wanted to raise money for [Nonprofit Name], now's your chance—**without complicated forms or hidden fees eating into your impact.**

With **Better Giving fundraisers**, you can:

✅ **Launch a fundraiser in minutes** (no headaches, no stress!)

✅ **Ensure 100% of what you raise comes to us** (no platform taking a cut)

✅ **Choose how you fundraise**—from birthday campaigns to team challenges!

💡 Your efforts should go toward **helping the cause, not fighting the platform.**

Start your fundraiser today and make an even bigger difference!

🔗 Learn more: [Insert Fundraising Link]



## TWITTER (X) THREAD TEMPLATE

Tweet 1:

💡 Want to do more for [\[Nonprofit Name\]](#)? You can! Start your own fundraiser in just a few clicks—and **every penny you raise goes to our cause**. No platform fees, no hassle! 🚀

Tweet 2:

Other platforms take a chunk of your donations. 😡 With Better Giving, **100% of what you raise supports our mission**. It's fundraising **the way it should be**—fast, simple, and fair.

Tweet 3:

Want to celebrate a birthday, run a race, or rally friends for a good cause? **Now's the time**. Create your fundraiser and start making an impact today!

🔗 Start here: [\[Insert Fundraising Link\]](#) #FundraiseForGood

## EMAIL TEMPLATE FOR NONPROFITS TO PROMOTE BETTER GIVING FUNDRAISERS TO THEIR DONORS

**Subject Line: Want to help [\[Your Nonprofit Name\]](#)? Now it's easier than ever! Start a fundraiser, make a bigger impact—100% of what you raise sent to us!**

Hi [\[First Name\]](#),

Have you ever wanted to do more for [\[your Nonprofit Name\]](#) but weren't sure how? Now you can—**by starting your own fundraiser in just a few clicks!**

With our new donation partner, Better Giving, you can launch a fundraising campaign for us—**without hidden fees eating into your impact**. Unlike other platforms that take a cut, **100% of what you raise comes straight back to us** to support [\[your cause/mission\]](#).

- ◆ **Fast & easy setup** - launch a fundraiser in minutes
- ◆ **No platform fees** - your efforts go further
- ◆ **Fundraise your way** - whether it's a birthday, a challenge, or just because you care
- ◆ **Multiple Donation Methods** - raise funds with digital wallets such as google/apple pay, bank transfer, card or even crypto, stocks and DAF - with no extra work for you! More methods... more donations!

Every dollar you raise helps us [\[specific impact, e.g., "rescue more animals," "provide more meals," "fund more scholarships"\]](#).

💡 **Will you start your own fundraiser today?** Click here to get started: [\[Insert Fundraising Link\]](#)

Thank you for being part of our mission. Together, we can do even more!

[\[Your Name\]](#)

[\[Your Nonprofit Name\]](#)

[\[Contact Info\]](#)

NOTE - Comments/words in **red** are for editing as appropriate and should not be sent out as is.

Whilst 'location X' is geographic, you may want to change that to be a more specific headline for you. The example below could read "How De Moine's first charity to use..." if you were sending this to a local newspaper.

For use on your own site, then changing it to first person will be needed. changing 'them' to 'us' for example.

also, adding a picture in is key for getting something published.

Any questions, email [tim@better.giving](mailto:tim@better.giving)

## PRESS RELEASE FOR IMMEDIATE USE

### **Give today... Give forever! How **Charity X** is planning for the future.**

The Covid crisis and financial uncertainty has meant that charity income is down almost everywhere around the world since 2019. If charities don't have sight of sustainable long-term funding, then they may not be able to commit to continuing their crucial work.

Here in **LOCATION X**, **Charity X** claims to have found the future as it partners with new 'digital-philanthropy' nonprofit Better Giving. CEO **John/Jane Doe** explained more.

"We saw income drop by **XXX** over these difficult times And that means that we were not able to do **YY** as much as we want. Now we have partnered with Better Giving, we have started building a long-term endowment - the Better Giving Sustainability Fund - that will give us income today and into the future and are opening the door to many different forms of donation on a single donation form".

Better Giving's mission, according to President Chauncey St John, is to "democratize access to endowments and fundraising so that ANY organization or individual can achieve a more secure financial future. Donors may give once, but via the Sustainability Fund, their gift keeps growing. They give forever!"

In the past, a form on the charity page may accept just card donations, but other forms of donations had complicated processes, or were just not available for donors to donate. Now, donors can give through a single simple form using the method of their choice. Card, payments, monthly payments, bank transfer and payment methods such as paypal, google or apple pay, DAF contributions, Stocks and even cryptocurrencies.

**Jane Doe** has plans for how they will use the funds for the benefit of **location x**.

"there is a great need for... **(insert what you do here)** and donations through Better Giving will help us reach that goal"

In particular, we can access the Better Giving sustainability fund that means donors can donate for the future. With the principal invested for yield, and the nonprofit gets the yield granted out quarterly. The sustainability fund opens the door to endowment income that is usually the preserve of multi-billion dollar foundations!

**Doe** continued: "every little helps, and by accepting donations of every type including such as cryptocurrency alongside our regular cash donations, we can see our future becoming more secure. We're also now able to take donations from all over the world!"

If you are interested in knowing more, take a look at **Charity X's** Better Giving donation page **<EMBED LINK to marketplace or to donation page with donation form on it HERE>** and maybe donate right now.