

How to use Humph

Every Humph resource helps you work through one practical task, whether that's fundraising, marketing, a partnership or strategy. You get expert guidance, a structured template and AI support from Humphrey to help you move from idea to action.

Getting started

1 Watch the video walkthrough

If you're new to the topic, watch the short video first to see how the tool or template works before you start.

2 Use the guided builder

Work through the resource step-by-step. Prompts and structured questions help you organise your thinking.

3 See the template or example

Access the blank template plus a worked example to see the resource in action.

4 Ask Humphrey for support



Need help explaining an idea, reviewing a draft or generating ideas? Humphrey can talk it through with you.

Top tips: Progress over perfection

You don't need perfect answers on the first pass. Most people start with a rough draft, talk it through with colleagues or stakeholders, then refine it over time.

Once you're finished

We'll email you the completed resource, and you can save it locally. Treat it as a working document, not something to file away. You might use it to:

- Guide internal planning and decision-making
- Support fundraising, marketing or partnership conversations
- Brief staff, volunteers, board members or partners
- Inform presentations, grant applications, campaigns or proposals
- Create more polished documents, reports or visual materials

Before you use it

1 Check it

Accuracy, feasibility and fit with your goals

2 Use it

Share with the people who need it and agree next steps

3 Check back regularly

Set a date to revisit it as your charity grows