



FREE COPYWRITING TOOLKIT

Fundraising Copy That Works

Communicate better rather than asking louder. Five before-and-after rewrites, the words that make a supporter the hero, a story structure that holds, and the AI prompts actually worth using.

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How to Use This Toolkit

Good fundraising copy is not about asking louder. It is about helping someone understand a problem, connect with the work, and see the part they could play in changing it.

This applies to everything you write: appeals, event invitations, campaign pages, auction item descriptions, emails, social posts, sponsorship requests and thank-yous. Take one piece you have already written and rewrite it as you work through. Anything in [square brackets] is for you to complete.

You'll Find

- 1 **Five before-and-after rewrites**
- 2 **The words that put the supporter at the centre**
- 3 **A four-part story structure**
- 4 **What each channel needs**
- 5 **AI prompts worth using, and how to review what comes back**
- 6 **A pre-launch checklist and a rewrite worksheet**

What the Strongest Messages Have in Common

- ✓ **Specificity.** A number and a thing, rather than an adjective. Specific language is what makes a claim credible.
- ✓ **Humanity.** Language a first-time reader understands, with no internal terminology or sector shorthand.
- ✓ **A visible impact.** The reader can picture exactly what their contribution does.
- ✓ **The supporter at the centre.** They are not funding your work. They are enabling a change, and the sentence should say so.

The balance to hold is emotional resonance against transparent communication. Supporters want both the story that moves them and the assurance that their contribution does something real.

Five Before and Afters

Each pair fixes one specific fault. Find the one your copy commits and rewrite accordingly.

The fault	Instead of this	Write something like this
Cliché and empty language	"We're creating innovative solutions to transform communities."	"Your support helps provide clean water systems to rural communities, giving families reliable access to safe drinking water."
No specific impact	"Please support our important work."	"A [£25] donation can help provide essential school supplies for a child for one term."
A statistic where a story belongs	"Thousands of children lack access to education."	"When Amina received the supplies she needed to return to school, she gained more than books and a uniform. She gained the opportunity to keep learning."
A vague call to action	"Learn more."	"Help provide safe water today."
The organisation as the hero	"We need your support to continue delivering our work."	"Together, we can help more families access the support they need."

The Jargon Test

Before you publish anything, ask these three:

- ☐ Would someone who knows nothing about our work understand this?
- ☐ Does it explain why the issue matters?
- ☐ Does it focus on people rather than processes?

Words like innovative, transformative, sustainable and game-changing are not banned. They just do no work on their own. If you use one, the next sentence has to prove it.

Make the Supporter the Hero

Supporters are not simply providing funds. They are enabling a change, and copy that says so creates a much stronger sense of shared purpose than copy about your organisation's needs.

Word	What it does	In a sentence
You	Creates a direct relationship with the reader	"Your support can help provide essential care."
Because	Explains why the action matters	"Because every child deserves the opportunity to learn."
Join	Creates a sense of belonging	"Join thousands of supporters creating change."
Today	Encourages timely action	"Help make a difference today."
A question	Invites reflection and a personal response	"Will you help provide a brighter future?"

These are not magic words. Dropped into copy that explains nothing, they do nothing. They work when the language feels natural and sits alongside a clear explanation of impact.

Two Calls to Action, Compared

✓ **"Donate now" can read as transactional.** It describes a payment. Sometimes that is exactly right, and sometimes it is the wrong note.

✓ **"Join our community of supporters" creates belonging.** The best calls to action make someone feel they are joining something, not completing a transaction.

Whichever you choose, a strong call to action is specific, positive, focused on impact and genuinely actionable.

THE STORY

Four Parts That Hold a Story Together

Statistics explain the scale of a problem. Stories explain why it matters. You usually need both, but the story is what people remember.

The part	The question it answers	Yours
The challenge	What problem exists?	[]
The people affected	Who is impacted by it?	[]
The solution	How does support create change?	[]
The outcome	What difference can a supporter make?	[]

A Worked Example

Instead of: "Thousands of children lack access to education."

Try: "When Amina received the supplies she needed to return to school, she gained more than books and a uniform. She gained the opportunity to keep learning."

The line to hold: *a story should create connection while keeping the dignity and the experience of the person at the centre of it. If the telling costs them something, it is the wrong telling.*

Write for Where It Lands

The same message needs a different shape in each place. Digital readers usually decide within seconds whether to keep going.

Channel	What it needs	The test
Website and campaign pages	Clear headings, short paragraphs, strong images and a simple path to action. It has to answer four things fast: what is the cause, why does it matter, who benefits, and how can someone help	Can a stranger answer all four in ten seconds?
Email	A compelling subject line, personalisation where you genuinely have it, one message, and a strong call to action	Is there exactly one thing you want them to do?
Social	Lead with the most important point, keep the story short, and make the next step obvious	Does the first line work on its own?

Keep It Fresh Year to Year

A mission stays constant. The way you talk about it should not. Repeating last year's appeal makes an important cause feel routine.

- ☐ A recent achievement we have not talked about yet
- ☐ A current challenge that has changed since last year
- ☐ A story from the community that is new
- ☐ A seasonal moment that fits honestly
- ☐ A campaign milestone worth marking

Prompts Worth Using

Treat AI as assistance, not as a replacement for knowing your supporters. A basic prompt produces generic copy, so the quality of what comes back depends almost entirely on the context you give it.

A basic prompt: "Write a fundraising email."

A stronger prompt: "Act as an experienced charity fundraising copywriter. Write a 500-word email appeal for a children's education charity. The audience is existing supporters aged 35 to 65. The goal is to encourage an additional donation. Use a warm, hopeful tone, include a specific example of impact, avoid guilt-based language, and finish with a clear call to action."

Five to Keep

To do this	Ask for this
Generate campaign ideas	"Give me 10 fundraising campaign ideas for [cause]. Include the target audience, emotional angle, campaign headline, and suggested call to action."
Improve an existing appeal	"Review this fundraising message and suggest improvements to make it clearer, more emotional, and more focused on supporter impact."
Adapt for different audiences	"Rewrite this fundraising message for first-time supporters, existing supporters, and major supporters. Adjust the tone and motivation for each."
Sharpen your calls to action	"Rewrite these fundraising calls to action to make them more specific, inspiring, and focused on the difference supporters can make."
Find the storytelling gaps	"Review this campaign message and suggest where personal stories, examples, or specific outcomes could make the appeal more compelling."

Review Everything It Writes

- ☐ It accurately represents your organisation
- ☐ It reflects your own voice, not a generic one
- ☐ It avoids exaggerated claims
- ☐ It protects the dignity and privacy of anyone featured in a story
- ☐ It sounds authentic and human

BEFORE YOU PUBLISH

The Six-Question Check

Run every campaign through these before it goes anywhere.

- ☐ Is the message clear within the first few seconds?
- ☐ Does it explain why the cause matters?
- ☐ Does it show the impact of support?
- ☐ Does it make supporters feel valued?
- ☐ Does it include a clear call to action?
- ☐ Does it sound authentic and human?

Then take it a sentence at a time and ask one more thing of each: does this help someone understand the impact? If it does not, cut it or rewrite it.

Rewrite One Thing Now

Take a line you have already published

Our current line: []

Which fault is it? []

The specific impact it should show: []

Who is the hero of the sentence now? []

Our rewrite: []

[]

PRO TIPS

Tips for Copy That Moves People

- ✓ **Communicate better, do not ask louder.** That is the whole discipline in six words.
- ✓ **Replace an adjective with a number.** Specificity is what makes a claim believable.
- ✓ **Name the amount and what it buys.** Not the cause it supports. The thing it purchases.
- ✓ **Put the supporter in the sentence.** Not your organisation and not your programme.
- ✓ **One message per email.** If it needs two, it is two emails.
- ✓ **Tell one person's story.** Not the scale of the problem.
- ✓ **Cut anything that does not show impact.** Sentence by sentence, before you publish.
- ✓ **Review everything AI writes.** Every time, without exception.

Where Your Copy Does the Work

Raise more, stress less. Your best writing needs somewhere to land, with room for the story and a next step nobody can miss:

- ✓ A campaign page you customise with your own text, images and video
- ✓ A donation target and progress display, so supporters watch the impact build
- ✓ No app download needed for your supporters
- ✓ Funds go straight to your own account. GalaBid never touches them

Real fundraising experts, not chatbots. Trusted by fundraisers since 2011.

GET STARTED →

SEE PRICING FOR YOUR REGION →