

Fundraising Offer Toolkit

10 Ready-to-Use Fundraising Offers
for Any Nonprofit to Raise More Money



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Creating compelling fundraising offers doesn't have to be overwhelming.

This toolkit gives you ready-to-use offers that any nonprofit can plug into their appeals, emails, or campaigns at any time of the year. Whether you're reaching out for the first time or reconnecting with loyal donors, these offers are designed to inspire immediate action and help you raise more money.

This toolkit includes 10 versatile fundraising offers that you can use right away:

1. The 'Immediate Impact' Offer
2. The 'Match Challenge' Offer
3. The 'Membership/Community' Offer
4. The 'Urgency Countdown' Offer
5. The 'Donor-as-Hero' Offer
6. The 'Milestone' Offer
7. The 'Story-Driven' Offer
8. The 'Recurring Gift' Offer
9. The 'Give in Honor' Offer
10. The 'Stretch Goal' Offer

Each offer comes with a simple formula, an example, and guidance on when to use it for maximum impact.

1. The 'Immediate Impact' Offer

Formula:

Your gift of [specific amount] will [specific outcome] today.

Example:

Your gift of \$25 will provide a hot meal and safe shelter for a child in need today.

When to Use:

Perfect for urgent appeals or campaigns where you want to show direct, tangible results.

2. The 'Match Challenge' Offer

Formula:

Every dollar you give will be matched [1:1, 2:1, etc.] to double your impact.

Example:

Every dollar you donate will be doubled, turning your \$50 gift into \$100 to help rescue more animals.

When to Use:

Use during special match campaigns, year-end drives, or Giving Tuesday for extra urgency.

3. The 'Membership/Community' Offer

Formula:

Join [organization name or community name] with a gift of [amount] and be part of [mission or vision].

Example:

Join the 'Circle of Hope' with your \$100 donation and help bring clean water to communities in need.

When to Use:

Great for donor acquisition, monthly giving programs, or building donor loyalty.

4. The 'Urgency Countdown' Offer

Formula:

We only have [X days/hours] left to reach our goal. Your gift of [amount] can help us get there.

Example:

We have just 48 hours left to fund 100 care packages. Your \$30 gift will send one package to a family in crisis.

When to Use:

Ideal for deadlines, time-sensitive campaigns, or emergency relief efforts.

5. The 'Donor-as-Hero' Offer

Formula:

You can be the reason [specific positive change] happens with a gift of [amount].

Example:

You can be the reason a child gets their first pair of shoes with a gift of just \$20.

When to Use:

Best for appeals that want to make donors feel personally connected and essential to the mission.

6. The 'Milestone' Offer

Formula:

Help us celebrate [milestone] by giving [amount] to [impact].

Example:

We're celebrating 10 years of saving wildlife—give \$10 to help rescue one more animal today!

When to Use:

Use during anniversaries, organizational milestones, or community celebrations.

7. The 'Story-Driven' Offer

Formula:

[Short story of beneficiary]. Your gift of [amount] can help someone like [name].

Example:

When Sarah lost her home, she found hope at our shelter. Your \$50 gift can give someone like Sarah a fresh start.

When to Use:

Great for appeals that focus on storytelling and emotional connection.

8. The 'Recurring Gift' Offer

Formula:

With just [small amount] a month, you can [long-term impact].

Example:

With just \$15 a month, you can provide ongoing medical care for rescued animals.

When to Use:

Ideal for building monthly giving programs and securing long-term donor commitments.

9. The 'Give in Honor' Offer

Formula:

Honor [person or occasion] by giving [amount] to [impact].

Example:

Honor a loved one's birthday by giving \$50 to provide books for children in need.

When to Use:

Perfect for holidays, memorials, or special occasions.

10. The 'Stretch Goal' Offer

Formula:

We've reached [original goal], but we're not stopping! Help us reach our stretch goal of [new target] with your gift of [amount].

Example:

We've already funded 100 backpacks, but with your help, we can reach 150! Donate \$25 to send one more backpack.

When to Use:

Use when you've hit an initial goal but want to keep momentum going.

These offers are designed to be flexible and effective for any nonprofit. Copy, paste, and tweak them to fit your mission and watch your fundraising results grow!

Want to Learn More?

Join us at the Nonprofit Storytelling Conference to dive deeper into crafting powerful fundraising offers and stories that resonate with your donors.

You'll learn from top experts, gain practical tools, and leave with actionable strategies to raise more money for your cause. Don't miss out on this opportunity to elevate your fundraising game!

To learn more, go to <https://nonprofitstorytellingconference.com>

If you found this toolkit helpful, please forward it to a friend.

Get help raising more money. Come to the Nonprofit Storytelling Conference.
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