

betterworld

7 Templates

to help close funding gaps and
strengthen your fundraising strategy



Even when funding feels uncertain, there's always a next step.



Fundraising gaps are part of the nonprofit journey. Whether it's donors stepping back, delayed grants, or rising costs—these challenges are a part of the work. But your mission still matters—and you're not alone in feeling the push and pull of funding.

In fact, **75%** of nonprofits say economic uncertainty is already affecting their ability to meet fundraising goals.

Fundraising gaps don't mean you're stuck. They're an invitation to get creative, return to what works, or try something new. Sustainable funding is built over time—and it's not something you have to take on alone.

Inside this guide, you'll find 7 ready-to-use templates—from donor letters to strategy frameworks—designed to help you take action today. Whether you're closing a short-term gap or reinforcing your long-term foundation, these tools are here to help you move forward, one step at a time.



Template 01

Basic strategic planning for nonprofits

A strong fundraising strategy starts with a clear sense of direction.

86% of leaders and nonprofits said that having a strategic plan had a positive impact on generating revenue through grants, donations, events, and more. Additionally, on average, between 36% and 45% of their annual revenue was attributed to the presence of a strategic plan.

Source: NonProfitPRO

This template helps you define the components of your executive summary, choose which situational analysis works best for you (SWOT & SOAR), and start refining your marketing & communications plan, and much more.

It's designed to bring your team into alignment, focus your efforts, and give funders confidence in where you're headed.

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Template 02

Business plan template for nonprofits

Tell your story and show your strategy.

Every worthwhile endeavor starts with a plan, and your annual fundraising efforts should be no exception.

- Ilona Bray, J.D., *Effective Fundraising for Nonprofits*

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A strong business plan builds trust. Whether you're applying for a grant, updating your board, or connecting with major donors, this template helps you clearly lay out your core values, vision statement, and impact goals. It also covers sections that help you define your branding strategy, development plan, and more.

Your business plan is a practical tool to show not just what you do—but how you'll keep doing it.

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Template 03

Social media strategy template

Show up on socials with your best foot forward.

32% of donors who give online report social media most inspires them to give.

Social media serves as a bridge between your mission and the people who care about it. This template helps you define your goals, identify your audience, and shape a platform-specific strategy you can sustain.

You'll also find guidance on tracking meaningful metrics, setting KPIs, and preparing for unexpected moments with a crisis communications plan.

Just as important: Stay flexible. The best strategies evolve with your community's needs, platform shifts, and what resonates in real time.

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Template 04

Donation request template

Ask with confidence and heart.

Fundraising starts with a story—and these templates help you tell it well. Whether you're crafting a one-on-one email to a major donor or launching a broad appeal to your community, these templates are designed to meet the moment.

They'll guide you in opening with impact, highlighting need, and showing exactly how a gift will make a difference.

You'll find formats for print, email, and PDF—each customizable to your voice and campaign.

A well-timed, well-framed ask—especially with a story or stat—is more likely to inspire action than a generic message.

[Download now](#)



DANKE!
THANK YOU!
MERCI!
GRAZIE!
GRACIAS!
DANK JE WEL!

Template
05

Donor acknowledgement letter template

Say thank you the right way—and keep donors coming back.

Gratitude lets people know they're seen and valued for their contributions. This template helps you deliver a meaningful thank-you that not only shows appreciation but also reinforces your donor's impact.

This letter template is formatted to serve as an official tax receipt, saving your team time and ensuring compliance.

Whether it's a one-time gift or a long-time supporter, a timely, thoughtful acknowledgment can strengthen relationships and increase the likelihood of future giving.

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Template 06

Event invitation templates

Invitations are your first point of connection—make it count!

Whether you're planning a gala, a community event, or a virtual fundraiser, these templates help you ask in a way that's welcoming, informative, and aligned with your mission.

Each version is customizable for tone and format, from formal galas to casual get-togethers. You'll find examples of language that drives attendance and encourages support even from those who can't attend.

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Template
07

Strategic fundraising guide for year-round success

A well-balanced plan ensures sustainability and allows organizations to focus on long-term impact rather than short term gains.



Build a grant calendar

Track deadlines to align applications with your program needs.



Develop relationships

Connect with program officers to better understand funding priorities.



Tell a clear story

Align your organization's mission with the grant's objectives.



Track and report

Meet reporting requirements on time to maintain trust with funders.

This guide is designed to help you stay focused on what matters most: building lasting relationships with your supporters.

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Keep moving forward— we're here to help!

Bridging a funding gap doesn't require a reinvention—just steady steps, thoughtful tools, and a clear path forward. Whether you're setting strategy, writing appeals, or planning your next event, the templates in this guide are here to help you take action with clarity and confidence.

And you don't have to do it alone.

BetterWorld offers 10 intuitive fundraising tools—from donation forms to raffles and event pages—all designed to help you raise more while saving time. Setup takes under five minutes and can save you 30–40 hours per campaign—while boosting donations by up to 30%.

Get started for free today and explore how these intuitive tools can help take your fundraising to new heights.

“

We make fundraising easier—and help nonprofits raise more and save time—so they can have a greater impact and spend more time doing what they love.

- Whit Hunter, Co-Founder, BetterWorld

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