



Messaging & Audience Worksheet | Fundraiser Launch Kit

Before you launch a campaign, it's crucial to get clear on your “why,” your goal, and your audience. This worksheet will help you clarify the story you’re telling—and who you’re telling it to—so your campaign resonates and raises more.

1. What are you raising money for?

Be specific. What's the initiative, program, or outcome you're hoping to fund?

2. Why does it matter—right now?

What's the urgency, timeliness, or emotional hook that will help your audience connect?

3. Who are you speaking to?

List your top 1–3 audience groups. For each, jot down how they're connected to your cause and what might motivate them to give.

Audience 1: _____

Why they care: _____

Audience 2: _____

Why they care: _____

Audience 3: _____

Why they care: _____

4. What do you want them to do?

Keep this action clear and simple: donate, share, volunteer, etc.

5. What's your core message?

Try to write 1–2 short sentences that explain why this campaign matters and what you're asking people to do.

Final Prompt: Test your message out loud.

If it doesn't feel simple and clear when you say it out loud, go back and trim it down. The best fundraising messages are emotional, direct, and easy to remember.

Good luck!



Bonus Tips

- **Always start with empathy.** Imagine your audience reading your message in a hurry—what will catch their eye and make them care?
- **Make the problem real.** Numbers help, but stories are better. Highlight one person or moment that illustrates the need.
- **Be specific with your ask.** “Give \$25 to help us reach 100 kids” is stronger than “Please support us.”
- **Speak like a human.** Avoid jargon or nonprofit-speak. Write like you're talking to a friend who wants to help.