



# How To Put Together A Campaign Kit

FOR NONPROFITS



## **THIS E-GUIDE INCLUDES:**

- The basics of a campaign kit
- Branding exercises
- Copywriting drills
- Helpful examples
- Fill-in-the-blank campaign workbook

# Campaign Kit 101

## WHAT IT IS

### DICTIONARY DEFINITION

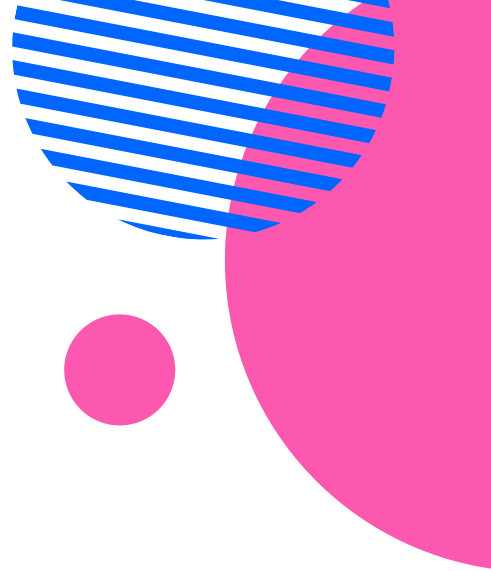
A campaign kit, often referred to as a press kit or media kit in business environments, is a pre-packaged set of promotional materials that provide information about a person, company, organization, or cause and which is distributed to members of the media for promotional use.

### NONPROFIT DEFINITION

A campaign kit is a digital set of assets nonprofits create to easily distribute to supporters, fundraisers, and the media to raise event awareness and funds for their cause.

## WHY YOU NEED IT

The stories you have to tell are important! Creating a campaign kit will ensure you're telling and sharing your fundraising stories in a cohesive, organized, and meaningful way.



# Understand Your WHY



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# Understand Your Why

Before you dive into putting a campaign kit together, make sure your nonprofit has identified the reason why you're raising money. This includes your campaign goals, strategies, and tactics.

## CAMPAIGN FUNNEL:

Goals → Strategies → Tactics

## EXAMPLE:

Fundraise for a new program → Raise \$10k for new program → Host a Peer-to-Peer 5k

One of the easiest ways to determine your campaign's strategy is to look back at past fundraising campaigns. What made them successful? What goals did you accomplish? What didn't work in your favor? Try conducting a SWOT analysis!

### STRENGTHS:

### WEAKNESSES:

### OPPORTUNITIES:

### THREATS:

# Understand Your Why

## CONTINUED

Then, you can decide on your campaign goals. Keep in mind that campaign goals should always align with your organization's annual goals.

### CAMPAIGN GOALS:

1.

2.

3.

With your 'why' in mind, take time to brainstorm campaign themes or ideas (i.e., tactics) that will help you accomplish these goals.

### CAMPAIGN TACTICS:

1.

2.

3.



# Start With Your STORY

# Start With Your Story

Now it's time to craft your fundraising campaign narrative. This is the story you tell people to compel donations for your fundraiser. Typically, the core of a campaign narrative is one page or less. Start small!

Summarize your campaign in:

## 1 SENTENCE:

EX: The Power To Prevent Campaign is an effort to provide online prevention education to safeguard our kids.

## 1 PARAGRAPH:

EX: You have the power to prevent students from falling into a world where realities such as sexting (sharing nudes), sextortion, sex trafficking, shame, extreme depression, and suicide are far too common. The Power To Prevent Campaign is an effort to provide online prevention education to safeguard our kids.

## 2-3 PARAGRAPHS:

EX: Imagine a community standing together equipped to fight child abuse, exploitation, and suicide—you have the power to move against one of the greatest threats our kids are facing today. You have the power to prevent students from falling into a world where realities such as sexting (sharing nudes), sextortion, sex trafficking, shame, extreme depression, and suicide are far too common. The Power To Prevent Campaign is an effort to provide online prevention education to safeguard our kids.

**If you don't know where to start, take inspiration from your mission and vision statements. How does this campaign align with them? How will this campaign take actionable steps toward accomplishing your mission or vision?**





# Brand Your CAMPAIGN

# Brand Your Campaign

Now that you've got your strategy, goals, tactics, and narrative, you're ready to move toward branding. Campaign branding is one of the most important pieces of crafting your campaign kit because it includes downloads and takeaways that make it easy for your advocates to share your campaign.

## THIS INCLUDES:

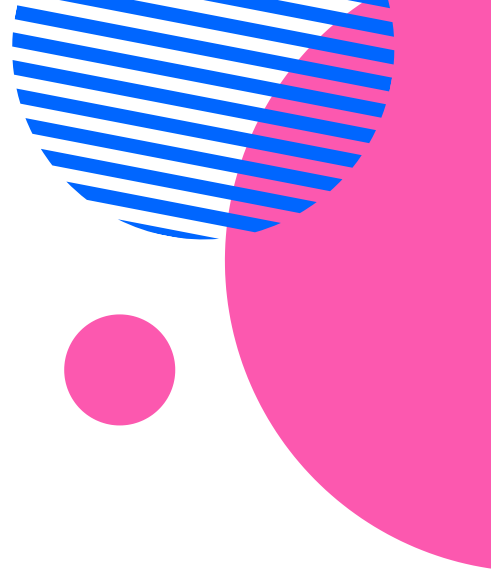
- Your logo
- Your brand colors
- Your brand fonts
- High-resolution photos
- Video overviews of your campaign  
[The shorter the better!](#)
- A link to your campaign page
- Shareable social media graphics & copy  
[Include 1–2 images per social channel that your supporters are most active on.](#)
- Shareable email and text message graphics & copy  
[Canva is free for nonprofits!](#)

# Brand Your Campaign CONTINUED

Here's an example of what a well-branded campaign kit could look like from a real-life organization, The Living Desert. Notice how this campaign kit includes a cohesive look and feel in its brand colors and logos across different communication channels. They use high-quality creative assets and compelling copy to help tell their story.

## EXAMPLE:





# Understand Your AUDIENCE



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# Understand Your Audience

Campaign kits generally have three target audiences:

**#1:** People you're going to recruit.

**#2:** People you're going to ask to give.

**#3:** People you're going to ask to share.

## PEOPLE YOU'RE GOING TO RECRUIT:

- |   |                                     |
|---|-------------------------------------|
| <input type="checkbox"/> Peer-to-peer fundraisers | <input type="checkbox"/> Volunteers |
| <input type="checkbox"/> Social media advocates   | <input type="checkbox"/> Staff      |
| <input type="checkbox"/> Board of Directors       | <input type="checkbox"/> Other:     |

## PEOPLE YOU'RE GOING TO ASK TO GIVE:

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> Existing donors | <input type="checkbox"/> Partners |
| <input type="checkbox"/> New donors      | <input type="checkbox"/> Sponsors |
| <input type="checkbox"/> Lapsed donors   | <input type="checkbox"/> Other:   |

## PEOPLE YOU'RE GOING TO ASK TO SHARE:

- |   |                                 |
|---|---------------------------------|
| <input type="checkbox"/> Local news outlets       | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Local radio stations     | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Social media influencers | <input type="checkbox"/> Other: |

Make a spreadsheet with these different categories, and list names with contact information.



# Choose Your CHANNELS

# Choose Your Channels

Choose channels that will effectively reach your target audiences.



Remember, these are the channels that you will use to share your campaign kit. For news outlets, email will be the most effective strategy. But for long-term supporters, an initial phone call might be the best way to reach them.

Take time to identify in your spreadsheet the most effective communication channels to reach your target audiences.



# Craft A TIMELINE



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# Craft A Timeline

Campaign stages include:

## BEFORE CAMPAIGN LAUNCH:

Setup

Recruitment

Soft launch to raise  
25–30% of funds

## DURING CAMPAIGN:

Halfway point  
updates

Demonstrate how funds will  
have real-life impact

Final calls:  
Last week/day to give

## AFTER CAMPAIGN:

Celebrate how much was raised and  
express appreciation for supporters

Share impact  
1 month later

Share impact  
6 months later

Once you have messages crafted for each of these main campaign stages, schedule as much as you can ahead of time (knowing you may need to go in and update numbers). This way, you're freed up during the campaign to connect with supporters!

# Change The World With Givecloud

Use Givecloud's simple tools to do all of your fundraising and donor communication in one place, so you can spend more on mission and less on administration.

[Try Givecloud - It's Free!](#)

Follow along with the [Trustraising](#) blog! New posts every week to take fundraising above and beyond.