

# AI fundraising (Template)

To get the best results from using AI in fundraising it is highly advisable to provide the information in a clear format which will reduce the likelihood of AI making up/misinterpreting the information you provide.

**You do not need to have all, this information, but the more you provide the better the response you will get.**

## 1. Organisation details

- **Concise but informative** (2–3 sentences per section).
- Clearly state your organisation name and status, what your organisation does and why it's credible.
- If the funder is unfamiliar with your work, provide a **brief history** and highlight **major achievements**.  
This may also include any quality marks

## 2. Project summary

- **Short and direct** (4–6 sentences)—like an elevator pitch.
- Cover **who, what, where, when, and why** in one paragraph.

## 3. Need for the project



- **Detailed and evidence-based** (1–2 paragraphs).
- **State who the beneficiaries will be**
- Include **statistics, case studies, or testimonials** to prove the problem exists.
- Explain **why existing services aren't enough** and how your project fills the gap.
- How has the community been involved in identifying the need for the work?
- Why is the project needed now?
- Is there learning from past work or your monitoring you can provide?

## 4. Project activities

- **More detail** (bullet points or 1–2 paragraphs per key activity).
- Outline exactly **what will happen, how often, and who will deliver it**.
- Funders want a **clear picture** of how their money will be used.
- What are the timescales for delivery

## 5. Expected outcomes and impact

- **Clear and measurable** (1–2 paragraphs + bullet points if needed).
- What will **improve for beneficiaries**?
- Use **SMART outcomes** (Specific, Measurable, Achievable, Relevant, Time-bound).
- Example: *“100 refugees will receive legal support, with 70% successfully securing asylum status within 12 months.”*

## 6. How will outcomes be recorded and reported

- How will the outcomes be recorded, and any project indicators.
- How will information be reported and used to support future learning

## 7. What are the skills of the people running the organisation

- A brief overview of the key people running the organisation(1–2 paragraphs + bullet points if needed).
- Include for example the fact that you are led by people who benefit from the service

## 8. What make the project and/or organisations special

- Anything that sets you apart from or stand out from similar organisations (1-2 sentence or bullet points)

## 9. Budget breakdown

- Exact figures are required.
- Tables work best to show a clear cost breakdown.
- Make sure to make clear what sections of the budget will be paid for with match funding (if any).
- Some funders also require justification for large costs (e.g., why a £40,000 staff salary is essential).

## 10. Sustainability and future plans

- 1–2 paragraphs explaining how the project will last beyond the grant.
- Funders like to see that their investment won't be wasted after funding runs out.
- Show plans for further funding, partnerships, or income generation.