



Communicating with purpose:

Guidelines and templates to
help your nonprofit during
times of uncertainty



In this guide you'll find sample messaging for writing communications during unpredictable funding situations and times of uncertainty. These examples are designed to provide you with a starting point — please choose the style, sentences, and/or phrases that work for your nonprofit's circumstance.

Direct mail or email communications

TEMPLATE

Dear **[First Name]**,

Thank you for your commitment to **[cause area]** and to **[Organization Name]**.

You may have recently heard about **[current event]** and wondered how it would affect **[cause area]**.

[Briefly name disaster/crisis] is **[directly/not directly]** impacting **[describe who is being impacted – and indicate if the reader is likely impacted or is the disaster/crisis outside of that scope?]**

I am reaching out to you today because I want to keep you up to date on our response as we monitor the **[explain current situation]**.

No matter what happens, we remain committed to **[services offered to beneficiaries]**.

Right now, we are choosing to focus on what we can do **[or include a word or phrase that you are choosing to focus on – like justice/hope/compassion]**. We are **[share one or two examples of recent actions or decisions and programmatic services being made in response to the current event]**. If anything changes, we'll let you know.

If you share our passion, I encourage you to engage in ways meaningful to you. Many of our community members are already doing what they can by:

- **[list specific action #1 that can be taken in response to the current crisis – for example, specific volunteer actions – distribute food, engage in clean up efforts]**
- **[list specific action #2 that can be taken in response to the current crisis – for example, educate others about the situation]**
- **[list specific action #3 that can be taken in response to the current crisis – for example, contact civic leaders]**
- **[list specific action #4 that can be taken in response to the current crisis – for example, donate – offer a link to your related fundraising effort]**

If you have any questions, need support, or would like to discuss the situations, please contact me at **[email]** or **[phone]**.

With gratitude,

[Your Name]
[Your Title]
[Organization Name]

COMPLETED EXAMPLE

Dear Jane,

Thank you for your commitment to early childhood education and to First Steps.

The Administration's recent focus on federal funding is having a direct impact on many families in our community, especially those with small children. I hope that each of you is finding the support you need if your livelihood is being adversely affected.

I'm reaching out today because we are closely following the situation and want to keep you informed about how we're responding.

First Steps expects to receive 68% of our budget from federal grants. Without these funds, we will not be able to offer the sliding scale tuition that invites all families to join our community.

No matter what unfolds, our commitment remains the same: to provide affordable quality childcare to infants and toddlers.

Right now, we're choosing to focus on community. Our team is actively seeking additional private funding and looking at any means we can to make sure our community stays supported. If circumstances shift, we'll let you know.

If you believe in this work and want to take action, here's how you can:

- Volunteer your time to supervise naps or snack time. We find this is a wonderful opportunity to meet your child's friends.
- Invite your family and friends to our upcoming workshop. Together we will create new solutions for funding the quality childcare that keeps our local economy and our community going.
- Write to your local officials to express your concern and to highlight the urgency of this funding crisis.
- Become a Stepping Stone. Join our monthly giving club to keep our quality childcare programs accessible to every family in our community.

If you need support, have questions, or want to discuss how to get involved, please don't hesitate to reach out at mary@firststeps.org or 123-456-7890. Together, we'll keep building strength in our community—no matter what comes our way.

With gratitude,

Mary Smith
Executive Director
First Steps

Social media content

TEMPLATE 1

Our community is facing a challenge, and we need YOU.

At **[Organization Name]**, we've always been here for **[beneficiaries]**, but right now, we're facing an urgent moment. **[Explain moment]**. Your support—whether through donations, volunteering, or spreading the word—can make a real difference.

Ways to help today:

- Donate: **[Link]**
- Volunteer: **[Link]**
- Share this post to amplify our message!

Every action counts. Will you stand with **[beneficiaries]**?

#StrongerTogether

TEMPLATE 2

Hard times don't pause our mission — Neither should we

Tough times don't stop the work. They make it more urgent.

Right now, **[describe challenge briefly]**, and we're stepping up. But we can't do it alone. Your support today ensures we can continue **[impact area]**.

Here's how you can help:

- Donate: **[Link]**
- Volunteer: **[Link]**
- Share this message!



Together, we can keep hope alive. #CommunityMatters #GiveBack

TEMPLATE 3

Emergency response needed: Help us continue our work

Your generosity has never been more needed. As we navigate **[describe challenge]**, we're seeing more families, individuals, and communities turn to us for help.

Your support today can provide:

- **[Service 1]**
- **[Service 2]**

We're in this together. Make a difference today: **[Donation Link]**
#ActNow

TEMPLATE 4

Community comes first — And we need you

This is a moment that defines us. In times of uncertainty, generosity shines the brightest.

At **[Organization Name]**, we're continuing to serve, to uplift, and to fight for those who need us most. But we need YOUR help to keep going.

\$10 provides **[specific impact]**
\$50 provides **[specific impact]**
\$100 provides **[specific impact]**

Every dollar, every action, every share makes a difference. Stand with us today: **[Link]** #TogetherForGood

TEMPLATE 5

Be Part of the Solution

We know life can feel a bit overwhelming right now. But together, we can be stronger.

If you believe in supporting **[cause area/beneficiaries]**, now is the time to act. Even small acts of kindness can create big change.

Ways to help:

- Donate: **[Link]**
- Share this post to spread the word.
- Encourage your friends to join us.

Hope isn't canceled. Community isn't canceled. Let's keep showing up. #SupportLocal
#CommunityFirst

Video script

TEMPLATE FOR AN URGENT APPEAL FROM THE EXECUTIVE DIRECTOR

Video title: Your support is needed today

Hello, I'm **[Name][Title/Role in organization]**, and I'm reaching out to you today with an urgent message. Right now, **[briefly describe the challenge]**, and our organization, **[Organization Name]**, is stepping up to meet the need. But we can't do it alone. Over the past **[timeframe]**, we have seen a **[X% increase]** in the number of people relying on us for **[services]**. **[Explain any funding cuts]**. And while we remain committed, the reality is, we need YOUR help to keep going. Your generosity has always been the heartbeat of our work. Today, I'm asking you to stand with us again. Every dollar you give goes directly to **[specific impact]**. We need to raise **[\$goal]** in the next **[timeframe]** to continue **[mission/programs]**. Please, if you can, donate today at **[website or link]**. And please share this message with your network makes a huge difference. Together, we can ensure that no one in our community is left behind. Thank you for your kindness, your generosity, and your belief in this mission. We are grateful for you.

We're in this together. Visit our nonprofit resource center to explore more tools, templates, and materials to help you communicate during times of change and uncertainty.

[Visit the resource center](#)