



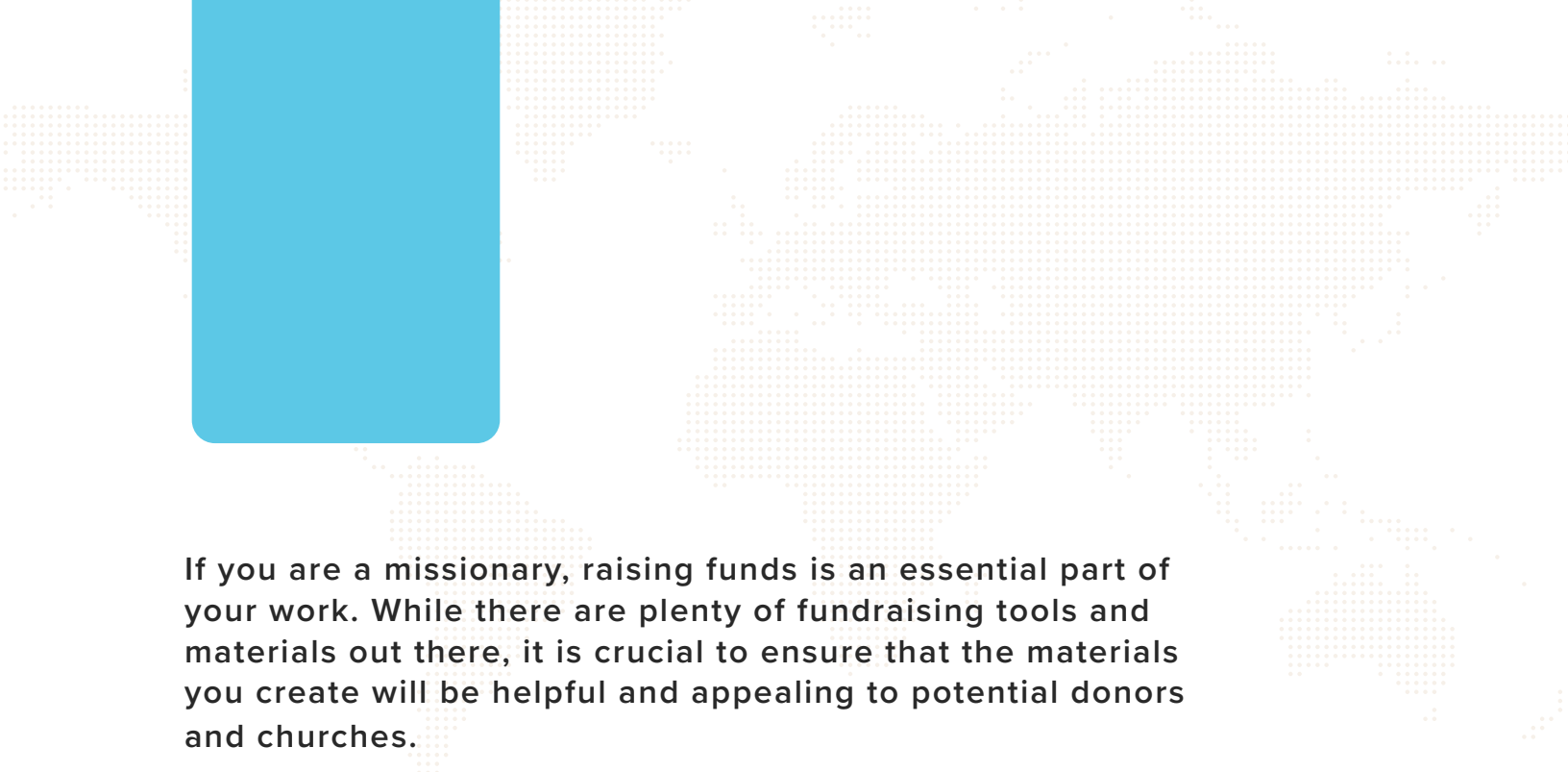
SERVING PEOPLE - SENDING HOPE

FUNDRAISING STARTER KIT FOR MISSIONARIES

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*He said to them, "Go into
all the world and preach
the gospel to all creation.*

Mark 16:15



If you are a missionary, raising funds is an essential part of your work. While there are plenty of fundraising tools and materials out there, it is crucial to ensure that the materials you create will be helpful and appealing to potential donors and churches.

The Fundraising Starter Kit can help you build relationships with your donors and churches and gives you some tips on reaching out and inviting people to join you on your mission.

The Kit also provides information on:

- How to stay connected with donors and supporters.
- What topics to address in your letters and emails.
- How to approach new Churches.
- How to keep in regular contact even once they've given.
- How to design attractive emails, social media posts, and more!

The fundraising journey can seem challenging, but you're not alone. The following fundraising starter kit is all you need to raise support for your ministry. Our goal is to help you reach your financial goals so you can give 100% of yourself to your mission. Thankfully, with the help of the following tools and resources, it's easier than ever to meet those needs.







TABLE OF CONTENTS

CHAPTER 1	How to Write a Missionary Support Letter	4
CHAPTER 2	Missionary Introduction Support Letter Templates	8
CHAPTER 3	6 Steps to Approaching Churches and Pastors For Missionary Support	12
CHAPTER 4	How To Write A Church Communication Letter	16
CHAPTER 5	Missions Fundraising Checklist: What Not To Forget	20
CHAPTER 6	How to Stay Connected to Your Missionary Supporters	23
CHAPTER 7	Best Free Graphic Design Tools for Nonprofits	26



HOW TO WRITE A MISSIONARY SUPPORT LETTER

When it comes to writing a missionary support letter, it can be challenging to know where to start. What do I write? What information should I include? How should I ask for support? Who can support my mission through prayers or charitable giving?

While there are many questions to ask yourself, one thing to remember is that fundraising letters aren't just about financial donations. Writing a missionary support letter is about just that - support! Your letter is an invitation for others to participate in what God is doing in the world and in you through your trip.

Whether it's your first letter you're writing or your hundredth, we're sharing all that you need to know about writing, sending, and following up on your fundraising letter. Now let's dive in!

Why Write a Missionary Support Letter?

If you've never written a missionary support letter before, this is an excellent place to start. Support letters go far beyond simple fundraising and invite those connected to you to join your mission on a larger scale. By involving them in the work that you're doing, they become a part of the greater cause. They can get involved by donating, of course, but your supporters can also pray for you, pass along your information to others, send items you may need to travel or encourage you in other ways.



Regardless of your fundraising efforts and outcome, encouraging others to participate in prayer is what we are all called to do in the Christian life. You may not realize it now, but involving others in your mission can bring purpose to their lives, too.

1. Personalize your letter

We don't recommend using a template or generic letter format when writing your missionary support letter. Instead, share from your heart and allow God to speak through you. The people you are writing to likely have a personal connection with you and want to learn more about your mission. Share what is in your heart and what is going on in your life.

While it may be impractical to make every letter personal that you send, be as open as possible and invite those you're writing to get involved.

- How else can you personalize your letters?
- Address everyone individually by their name
- Include details about your mission that will resonate with that particular person
- Invite them to get involved on a personal level
- Handwrite your letters and sign each one if possible

Include personalized bible verses, prayer requests, challenges, and details about your missionary work.

2. Layout the details

Your supporters want to know every single detail - so tell them! People want to know what they're supporting and how they can help. Let them know all the details about your trip, including where you plan to travel, where you are going, what you hope to accomplish, and how you plan to share God's word.

- You can also include details on:
- The work you plan to do during your missionary trip
- Others who may be joining you on the trip
- How you hope God will use you and touch the lives of those you work with

3. Keep it short and sweet

While details are essential, too much text and information can be overwhelming. Keep in mind that you can always write follow-up letters as needed. So try to keep this one short and sweet, getting to the main points. Most people you write to will want to support you because they believe in your efforts, not necessarily the specific work you feel called to do. Share your passion but don't feel like it needs to be pages and pages long.

Simply enough, include in your letter details about your trip, what it means to you personally, and how your supporters can get involved.



4. Make it Easy to Skim and Read

Like many writing pieces, you want to give your readers the ability to scan through things and easily find the information they want to know. Use headers, lists, line breaks, and other visual elements to chunk up your information. The letter shouldn't look like a traditional press release. Rather, you can follow a format that follows the short and sweet approach - like this blog post!

5. Ask for support

The goal of your letter is to gain support. So be sure to ask for it upfront! When fundraising, it's essential to make a clear path for supporters to help your cause.

You can include a particular amount that you are hoping to raise from each person, how dollars will be used or your ultimate financial needs for the mission. For example, if you're sending your letter to 20 people and need to raise \$5,000 in total, you can be upfront and state that - while asking for \$250 per supporter.

6. Make giving convenient

If it's not straightforward and easy to give and financially support you, you may lose out on funds that otherwise have your name on them. List simple steps on how supporters can donate to you directly. This may include donating online, mailing in a check, making a financial contribution through Venmo, or many other ways.

Be sure to list everything they may need to know about donating, such as where to send checks, who to make payments payable to, and other details.

7. Ask for prayer

Again, prayer is a wonderful way to get supporters involved in your mission and gain support. Not everyone is in the position to give financially, but everyone you reach out to deserves the opportunity to participate and support in the ways that they can.

Prayer partners are crucial to the mission, and it is also a way for everyone to join in on God's work being done!



MISSIONARY INTRODUCTION SUPPORT LETTER TEMPLATES

As a missionary, raising support and asking for donations can be an intimidating process. Who do I write a missionary support letter to? Who do I ask for support from? How do I approach the subject? What should I include? We're here to encourage you not to be afraid!



Asking for support from others is a humbling and deeply rewarding experience. Not only will it get you the financial support you need, but the relationships and connections you will make are priceless.

Now onto the part that seems to challenge people: how does one actually write a mission support letter?

To help you write your first (or hundredth!) missionary support letter, we've created a template of what to include and written example letters for you to follow. Remember to write from the heart and be personal! This letter will play an integral part in your missionary funding.

What To Include

In your letter, you want to structure it as such. Be sure to include an opening salutation, three paragraphs describing your mission trip and details of supporting you, and a conclusion to wrap it all up.

You can follow a similar format and flow:

- 1. Opening:** In your opening, be sure to use a formal salutation and wish those on your contact list well.
- 2. Paragraph 1:** Introduce yourself by telling the recipient who you are and what you do. Be brief but think of it as a personal letter. Make sure you mention any important qualifications or experience you have and share why they may want to support you.
- 3. Paragraph 2:** Explain why you're getting in touch and how their support can influence your mission. Be clear on what you want to achieve and how they can get involved.
- 4. Paragraph 3:** Give your contact details and any information the recipient may need to know about getting involved. This can include who to make checks payable to, where to send them, and other relevant details.
- 5. Conclusion:** Sign off by wishing them well, thanking them for their time, and using a formal closing such as "Kind regards," or "Best,".

THINGS TO REMEMBER

While the format of your letter is important, there are some other things you won't want to forget.

- **Be Concise** – The people you're sending the letter to may be busy and should understand the letter's purpose in the first few lines.
- **Write Clearly** – Recipients will be more receptive to your request for support if they know what you want, so don't leave any questions unanswered. State why you're writing and what you would like to happen next.
- **Use A Professional Tone** – Keep the tone of your letter professional, especially if you've never met the person you're writing to.
- **Proofread Your Letter** – Before you hit send, be sure to reread your letter or ask someone else to look it over. Your trusty spell check and other free editor tools online can also come in handy.

EXAMPLE LETTER #1

Dear Friends and Family,

Greetings! I hope this letter finds you well. As I am finishing up my final year of nursing school, God is working in my life in ways I never would have imagined. He is doing wonderful things and I am so excited to share them with you. In the coming weeks, I will be preparing for an amazing opportunity God has put in front of me - a missionary trip to Guatemala. Here, I will be continuing my education, working directly in the field with those who need my help the most, and sharing God's message with our brothers and sisters.

I am reaching out to you to ask for support on my mission. I will be leaving for Guatemala on January 10th and have a lot to do before I go. As you can imagine, my needs are great, as are those I will be working with on my trip. I am hoping to raise \$5,000 before my departure and ask for your support if you're in the position to give. While financial donations are greatly appreciated, I am also in need of all of the prayer partners I can get! I invite you to participate in my mission in whatever way possible for you at this time.

For those who wish to support me financially, you can visit my website at www.johndoe.com and follow the prompts required to make a donation or send a check or money order to 123 Daisy Lane, Lancaster, PA, 17601. This can be made payable to "Guatemala Mission Trip". If you choose to donate online, you will also receive a receipt at checkout sent to your email address.

I thank you in advance for your prayers and your financial support. It means more to me than you know!

God bless,

John Doe

EXAMPLE LETTER #2

Dear Pastor Chad,

I hope you and your family are doing well this season! I am thrilled to share with you an exciting opportunity I was given as I look into this next chapter of my life. As you know, my recent move has opened many doors and God continues to provide for me every step of the way. Another amazing opportunity presented itself and I will be traveling to Africa in the summer of 2022 for a missionary trip to spread God's word. In addition to sharing the gospel, I will be helping build homes for those who need my help most.

I will be leaving for the mission on June 1, 2022, and am hoping to raise \$8,525 to fund the work. I know this cause is close to your heart, and I wanted to ask you for support as God works in my life and the lives of others. Expenses and resources for this trip are being funded entirely through donations and gifts.

This exciting opportunity to both serve and minister will work in my life and the lives of those I connect with. I ask you to join me in ministry - whatever is possible for you at this time. If you are able to assist with this trip through financial means, please forward any donation to me with the check or money order payable to "Africa Mission Trip". A receipt will be sent back to you, too.

I appreciate your support and look forward to sharing more about this work with you in the future. May God bless you!

Kind Regards,

Jane Doe

6 STEPS TO APPROACHING CHURCHES AND PASTORS FOR MISSIONARY SUPPORT

As a missionary, gaining support from anyone in your sphere is integral to the success of your fundraising efforts in your mission field. From financial donations to prayers and more, having churches and pastors as ministry partners for your mission is necessary.

How do you do that? Simply put, you make connections, cultivate relationships, and ask for support in the ways you need it. But that can sound simpler than it sometimes feels. So we're sharing the key steps you should follow to ensure success in approaching and connecting with local churches and pastors.



1. Talk With Your Home Church Pastor

Connecting with your home church pastor is one of the first things you should do when you begin raising your support team. You can start by approaching your pastor and asking to set up a meeting. At the meeting, you can explain your ministry and the specifics of your financial needs.

Your pastor should be able to provide you with information on any specific protocol or requirements your church has in place related to a financial partnership. Be sure to ask for what you want and be transparent. If you're looking for monthly support, say so. If you only need financial assistance upfront, let them know.

Not only can your pastor help you understand the financial process of working with your church on your mission, but they can also provide you with other helpful tips and resources if this is your first missionary trip or if you have other unanswered questions.

2. Build Out A List Of Contacts

This step is just as it sounds. Sit down with a pen and paper or at your computer and make a list. What is this contact list exactly? This list should include anyone who may want to support your missionary fundraising efforts. You may want to include:

1. Family and friends
2. Pastors and church leaders
3. Friends of friends and acquaintances
4. Bible college classmates and professors
5. Other potential supporters

When making your list, include the person's contact information, such as an address, phone number, and email address. This will be helpful for future reference and keep everything in one organized place.

Keep in mind that support can come from unexpected sources. So, really, but anyone and everyone on your contact list.

3. Create a Case Document

A case document is a short and sweet document that includes an overview of your ministry and mission work for churches, events, small groups, and pastors to share video mail or email. You can think of your case document as your resume for your mission trip. Be professional in your writing and highlight your work so that you want to be represented by others.

How do you start, and what should you include?

1. Your contact information is essential. Be sure to include that in an easy-to-read place.
2. Add in a photo and spiritual testimony, so others know who you are and what they are supporting.
3. Include any ministry experience, education, and training.
4. Outline your ministry strategy and goals you want to accomplish during your mission work.
5. Lastly, state your financial explanation and include details on how people can support you and where to do so.

4. Be As Specific As Possible

Don't leave any room for interpretation. When it comes to your mission and the work you wish to do, include as many details as possible and be specific. Supporters want to know what they're supporting, and those interested in helping need to know precisely how to do so.

5. Remember To Accommodate Each Pastor Or Church Accordingly

Since we included a physical address, email, and phone number on your contact list, it probably goes without saying that each pastor, church, and contact should be connected within whatever way best suits them. While some pastors prefer brief back and forth emails, others enjoy the experience of talking on the phone and hearing your voice tell your story.

Gauge each church and pastor and adjust if you need to. Is the church more traditional or modern? Does this pastor seem tech-savvy or prefer meeting in person? If you're not sure, it's also okay to ask. You can inquire about which method of communication is preferred.

- Your contact method and approaches may include:
- Emails or traditional mail with a pastors packet
- A phone call explaining your work and mission
- Meeting in person with a pastor or church group
- Using social media like Facebook messenger to connect
- Approaching a pastor after a church service or event

Whatever you think is the best way to make contact, be sure it is creative and memorable. When you speak at a service or visit a church, your goal is to create a dynamic and lasting impression on the pastor and the congregation. Try to incorporate media into your message that supports your mission in a fun and memorable way - videos, motion graphics, audio, etc.

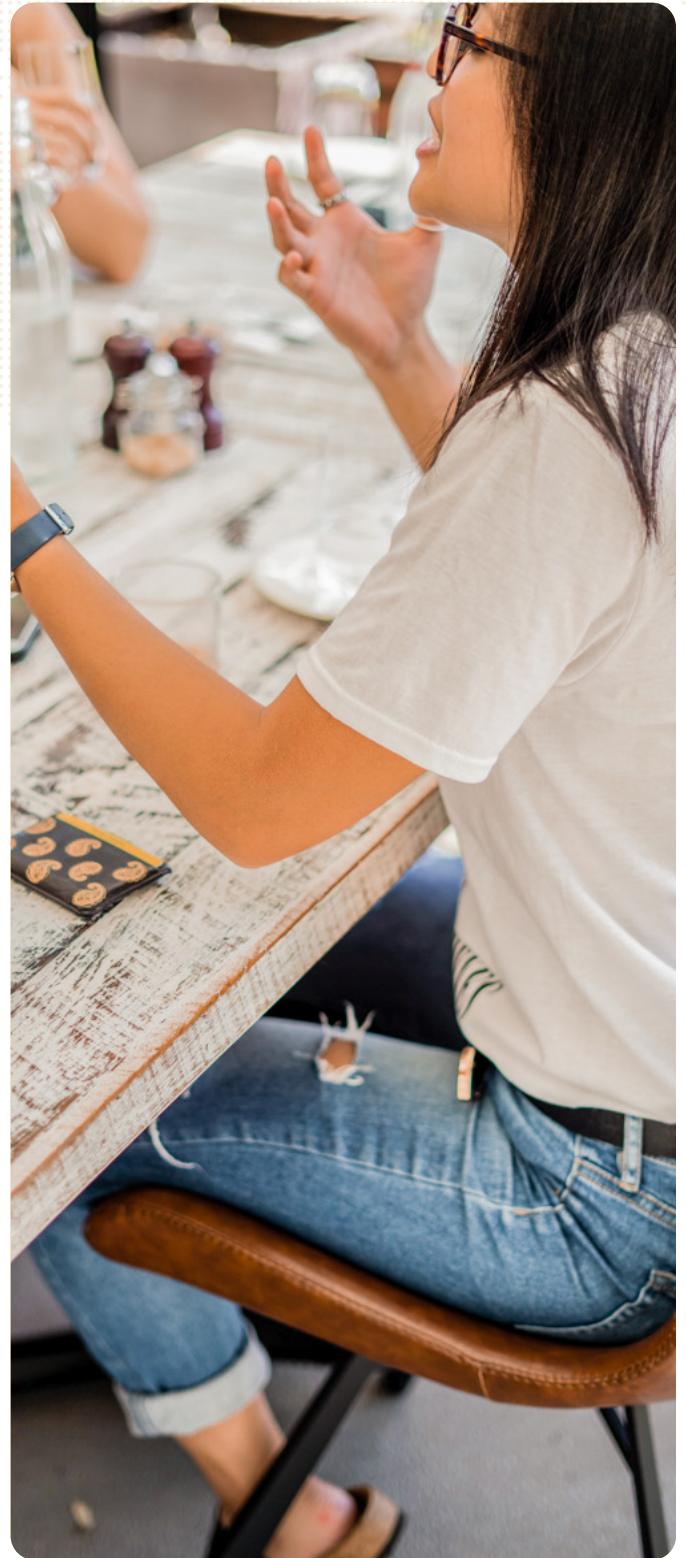
6. Schedule Speaking Opportunities & Get Out In The Public

Once you've reached out to pastors and churches, you can start scheduling speaking opportunities or other ways to share your message. Make an official announcement and then spread awareness about the work you plan to do. Anywhere that you can share about your mission, we encourage you to. Remember, supporters can come from the most unexpected places. And you never know who you might meet.

Remember to be patient when local churches don't always know how to serve a missionary well.

While many churches have the same mission of going out and spreading God's word, not all churches or pastors know how to support missions that do this. Some churches have worked with many missionaries like you, and others are just starting on their journey. Remember that not all churches have a refined process for ways to support you or your needs. Be patient and know that they are learning along the way, just like you.

Pray, pray, pray, and don't hesitate to ask for what you need. Support comes in many shapes and sizes, so graciously take the support you receive and don't lose faith as you continue your support-raising efforts.



HOW TO WRITE A CHURCH COMMUNICATION LETTER

Communicating with a church leader or church office and asking for support on your mission is vital to your success. Trust and connection between you and the church family must be built on open communication. Building and maintaining relationships is key, but where does one get started?



We're sharing all of our best tips on how to write a professional letter to a church, including how to introduce yourself, what to include in the letter, and more.

Where To Start For Your Missionary Funding Letter

When you're ready to send an introduction letter to a church, we recommend you keep a few things in mind. First, it is important to remember that the goal of your letter isn't to immediately achieve support. The goal of your letter is to open that door to further communication. Speaking face to face with church leaders is ideal, so be sure to ask for a meeting in person if possible. You can still share your purpose in the letter and explain why you'd like to meet in person, but requesting a meeting to further that conversation is important.

If meeting in person is not an option for you at this time, having a phone or video call is another option. Any meeting where you have the chance to make an impression and build that relationship is ideal. While letters and emails are a great tool in your missionary funding efforts, relationships are best built with back and forth dialogue.

The Recipe For Success

When it comes to writing your letter, there is a simple template you can follow to get started:

- 1. Opening:** In your opening, be sure to use a formal salutation and be as specific as possible when addressing the letter.
- 2. Paragraph 1:** Introduce yourself by telling the recipient who you are and what you do. Be brief but explain your mission and goal. You will also want to include any important qualifications or experience you have and share why they may want to support you.
- 3. Paragraph 2:** Explain why you're getting in touch and ask for a meeting to further your conversation.
- 4. Paragraph 3:** Give your contact details and any other information that may be helpful for the recipient to review or know.
- 5. Conclusion:** Conclude your letter by thanking the recipient and wishing them well. Kind Regards or God Bless is an appropriate complimentary close.

THINGS TO REMEMBER

While the format of your letter is important, there are some other things you won't want to forget.

- **Be Concise** – The church leaders you're sending the letter to have other things going on in their lives, so be short, sweet, and simple in your messaging.
- **Write Clearly** – Be clear in what you say and get to the point quickly. Don't leave any room for interpretation with what you're asking either.
- **Use A Professional Tone** – It's important to use a professional tone and voice in your letter, regardless of how formal or informal the church is that you're writing to. Always be professional and when in doubt, err on the side of caution.
- **Proofread Your Letter** – Before you send your letter off, take a few minutes to proofread your content. If you have a friend or family member close by, ask them to read over your letter for errors, too.

EXAMPLE LETTER #3

Dear Pastor Ryan,

My name is John Doe and I am preparing for an upcoming mission trip to Africa. I am a recent graduate of John Doe College and am planning to use my skills and talents to work in the lives of those I serve.

I am reaching out to you because I am looking for missionary funding and support for my trip. I have heard great things about you and your organization and believe my mission goals align with your practices. I'd love to arrange a time to meet with you to discuss how we may be able to support one another in the future.

I'd love to hear from you when you have a moment. You can contact me at 555-555-5555 or at johndoe@johndoe.com. If you have any other questions at this time, please feel free to reach out. Thanks for your time, and I look forward to hearing from you soon.

God Bless,

John Doe

EXAMPLE LETTER #4

Pastor Marla,

Greetings!

My name is Jane Doe and I am writing to you in regards to an upcoming mission trip I get the pleasure of serving on. I will be traveling to South America this November and am thrilled to use my skills and talents to work in the lives of those I serve.

I wanted to ask you for missionary funding and support for this upcoming trip. It was a pleasure attending your sermon in the past, and I would love the chance to talk with you again in the future.

If you have time to connect and would be interested in supporting my mission, you're welcome to let me know. You can contact me at 555-555-5555 or at janedoe@johndoe.com. If you have any other questions at this time, please feel free to reach out. Thanks for your time, and I will look forward to hearing from you soon.

Many thanks,

Jane Doe

MISSIONS FUNDRAISING CHECKLIST: WHAT NOT TO FORGET

Missionary fundraising is an exciting part of the mission trip process! Asking for support, connecting with your community, and planning for the travel are all simultaneously happening. While charitable giving is required to fund your mission, there are more than just fundraising goals you need to keep in mind.

As to not let anything slip through the cracks on the fundraising side of things, we've created a comprehensive list of things you don't want to forget when planning missionary fundraising.



Communicate

Communication is key! We recommend connecting with your donors at least once per month. This can include letters, updates, emails, social media posts, and other ways to share with them what you're up to and how they can get involved.



Focus on your supporters

Not only is it essential to communicate, but you also want to focus on your supporters. Not all of your communication should be about you. Thank your supporters, be personal and ask about their lives, and create a dialogue between you both.



Thank your supporters often

Seriously, you can never thank those who support you enough. From financial donations and prayers to share your posts on social media, be sure to thank your community and thank them often.



Acknowledge all donations

Again, financial support isn't the only way to get involved with your ministry. And you should thank everyone who supports you in any way they can. This can include volunteering time, sending prayers, connecting you with others who may be in the position to support you, and more.



Share the impact of your work

People want to support you when they know your mission makes a difference. Don't keep the amazing work you're doing to yourself! Share how your work is impacting others.



Be personal

Your supporters want to be a part of something bigger than themselves. Any chance you have to get them involved or personally interact together, take advantage of it!



Really get to know your donors

Some of your donors you may already have personal connections with but others may be friends of friends, members of your community, or seemingly strangers. Get to know each and every one of them.



Customize your messaging

Put on your marketing cap and customize your message for different audiences. Instead of sending one blanket email to all of your supporters, segment your people into groups, such as those from specific churches, those who live in a specific demographic area, and those who may have been involved in a specific activity/event with you in the past.



Create a special way to say thank you to major donors

Thank yous can be interjected as frequently as you desire, but we encourage you to really show your appreciation at least once per year. This might include a gift to those who really helped your mission, an event that guests can attend, or other ideas that show them how much you really care.



Offer free benefits for your donors

While this might sound new to you, this is a practice many nonprofits use. When supporters give you a financial gift, provide a free benefit to them such as a webinar, marketing benefit, or other more personal benefits. If you have a donor with a business that might benefit from another donor's business, make the connection and offer value to each supporter. This might look different for each donor but the key is providing a value add free of charge to them.



Share the love

When it is appropriate to do so and you first get permission, give your donors a shout-out for their generosity! This might include sharing about their support on social media or adding a little story about them in your monthly newsletter.



Make a special thank you video for one of your appeals

Nothing says thank you like a personal video that you took the time to sit down and record. Show your gratitude to one of your appeals in a surprise thank you video that they won't expect to find. Building a stronger relationship with your donors is key.



Utilize your calendar to remember special dates

Be thoughtful and show your donors you see them. Celebrate special dates for your donors including anniversaries, birthdays, and other special occasions. A simple letter can show you care and mean much more than the small effort it takes to do.



Stay top of mind for donors

Don't let your donors forget about you or your mission! While your schedule may go from quiet to crazy rather quickly, don't let your donors forget about the amazing work you're doing. Stay top of mind, even if it's just a simple text message or post on social media saying hello.

PUTTING IT ALL TOGETHER

A pretty comprehensive checklist, huh? While it can be easy to get overwhelmed by the work you have ahead, remember that God is here to support your mission and your supporters want to see you succeed. Say thank you often, acknowledge those who help make your work possible, and share the good work of the Lord as frequently as you can.

Now go out and start checking off those fundraising plans and building relationships with donors!

HOW TO STAY CONNECTED TO YOUR MISSIONARY SUPPORTERS

It can be easy to feel like you're solo on your mission and removed from your supporters as a missionary. But your supporters are there to do just that - support you!

Staying connected to those who financially support you, pray for you every day, and those who support your work in other ways is very necessary, both for you and for them.

Your supporters want to know what you're doing and how your mission is going. Staying in touch with them also gives you a sense of connection, community, and support. So how do you stay connected as your travels and work keep you busier than ever? We have some ideas for you!



Connect with Supporters on Social Media

Connecting on social media is an easy way to make your supporters feel connected and involved without having to monopolize your time. While you don't have to write to every person weekly, providing weekly updates on your social media pages is a wonderful way to stay connected.

You can start by creating a Facebook or Instagram account to share updates and ways to support you. Share photos, videos, letters, short blurbs, and more to loop others into your work and life. You can also call our supporters, thank those who follow you, share your family devotions, and more. Be creative and share from your heart.

Start a Web Page for Updates

Social media is great for quick updates, but your blog or web page allows you to share more in-depth information and longer updates. Unless you're doing work that can't be publicized, you should keep a personal blog or website that serves as a "one-stop-shop" for anyone who wants to find out more about you and your ministry.

While social media has guidelines and their terms of service are constantly changing, a blog or webpage is all your own - to say what you want on your own terms. A web page is also far more permanent and reliable than social media.

If you're unsure where to start when it comes to a website or blog, you can learn more about our program that helps you set this up here!

Call your Supporters

We know that you don't always have spare time while you're out in the field. But if you do, calling your supporters can mean so much more than you think. This is a very special way to connect personally with those who care about your work and mission.

In addition to traditional phone calls (which aren't always practical financially), you can use video tools like Skype or Facebook Messenger to call your supporters for free. We encourage you to set a goal to call a certain number of supporters each week or month and try to stick with it. Not only will it make their day to hear from you, but we think your cup will be filled up, too.

Share a Piece of Your Ministry

You have unique insight into a culture that might be unfamiliar to your supporters, so include them as much as you can. You can give greater context to your ministry by sharing glimpses into this new culture with your partners. By sharing this culture you're now immersed in, you can both thank your supporters and encourage them to continue praying for the work you're doing.

Writing A Meaningful Newsletter

Starting a newsletter is a simple way to ensure your updates don't get missed by your supporters. Unlike social media and website updates, a newsletter goes directly to those who sign up's email inbox. There are plenty of free tools you can use to start your newsletter. Email marketing platforms like Mailchimp are a great place to start, and you can create custom graphics and updates with free templates like Canva.

In addition to a written newsletter with updates, you can send video newsletters or commit to quarterly newsletters if monthly or more frequently sounds like too much for you to manage.

Ask For Prayer

This is always an ongoing topic. Ask for prayer regularly in every stage of your missionary work. Prayer is a free way that everyone can get involved and participate in supporting your ministry.

When you ask for donors in prayer in your newsletters or social media, be personal and ask for specific ways supporters can pray for you and your work. You can also include prayer requests and praise reports in your various ways of connecting with your people.

Thank Your Partners

Thanking your supporters never goes out of style. Their prayers, support, donations, and more allow you to do the work you're doing. Let them know how much it means to you. In every aspect of your connection with supporters, be sure to include a little thank you.

While making and maintaining deep relationships with your supporters can take some work, it is well worth it on all sides. We encourage you to explore these options and find what works best for you. Stay connected, give updates, and thank those who choose to support you.

BEST FREE GRAPHIC DESIGN TOOLS FOR NONPROFITS

With limited budgets, nonprofit organizations can benefit greatly from free graphic design tools online.

From newsletters to social media posts and social media graphics, these advanced tools can help support your marketing department (or person) and make their life easier. But how do you know which tools are actually helpful and really free to use?

We're sharing our favorite free graphic design tools your nonprofit can start utilizing today! With many advanced features available, even on the free versions, these apps and websites can help you become a design expert in no time.



Canva

Canva is a graphic design platform used to create all sorts of graphic designs - from social media graphics and presentations to posters, documents, and other visual content. The tool offers hundreds of pre-populated templates to choose from for any and every project you have in mind. While the tool is free, Canva Pro and Canva for Enterprise are also available at paid subscriptions with additional features available.

Another great feature of Canva? Once you find a template you love, customizing it to your brand is simple. Choose from various fonts, colors, and customize text and images as you see fit. You can also duplicate previous designs to create future projects that much easier.



Snappa

Whip up graphics for social media, ads, blogs, and more—even if you're not a graphic designer with the help of Snappa. Snappa is the perfect tool for easily resizing images for graphics, specific design needs, and more.



Inkscape

Inkscape is a free and open-source vector graphics editor used to create vector images, primarily in Scalable Vector Graphics (SVG) format. Other formats can be imported and exported, and Inkscape can render primitive vector shapes and text.

If you are new to the process of creating vector graphics, it may feel different, but you will quickly be pleased by the flexibility and power Inkscape offers. Vector design is often the preferred method of image creation for logos, illustrations, and art, which require high-scalability. The Inkscape application is used across various industries (marketing/branding, engineering/CAD, web graphics, cartooning) and individual uses.



Designhill Studio

Designhill Studio empowers everyone - businesses, nonprofits, marketers, and professionals to create compelling visuals like a pro. It's a quick fix for designers and an ultimate graphic design tool for those with less design experience.

Designhill Studio is pre-loaded with a range of icons, images, graphics, shapes, and fonts for an effortless creation. You can also upload your own design and use the professional editing features to design images that best suit your needs.



GIMP

Gimp Online Image Editor is an app that can be used for photo and image retouching, image composition, and image authoring. It integrates with the Linux Desktop app GIMP (GNU Image Manipulation), a freely distributed program that provides many capabilities. This is a great tool for editing photos and manipulating images - similar to what you can find in a tool like Photoshop.



Design Wizard

Design Wizard is an online tool that helps you magically resize your own unique designs. Upload your fonts, photos, and logos or create custom color palettes. Whatever designs you have in mind, Design Wizard can help bring them to life.

Our curated content will also inspire you to make amazing designs beyond what you think you are capable of creating. Explore our library of over one million premium images, thousands of high-quality videos, illustrations, graphics and more.



Setka Editor

Setka Editor transforms the content creation process to arrange text, images, and other visual elements into beautiful layouts without having to code. From blogs and storytelling to other digital media, Setka is a lovely tool for custom creations.

Setka Editor also integrates into any content management platform, seamlessly replacing standard text editors with an easy-to-use editorial experience design tool.



Adobe Spark

Adobe Spark helps create graphics, collages, flyers, videos, and animations that look professional in just a few taps. This intuitive tool will guide you through the process for those needing a tool that removes backgrounds, transforms text, and adds branding elements in a breeze.

Choose from a vast library of professionally designed templates and assets to create social media graphics, stories, posters, logos, and more. Find on-trend and seasonal images, icons, and backgrounds to promote your business — and feel like you've got the help of a trusted designer in your corner.



Visme

Visme is a tool offering the ability to create presentations, infographics, and other visual content. If you need to create presentations, infographics, or just about any other type of visual content, then you may want to look into Visme. It's an all-in-one tool that helps you create visuals online.

At the free level, you get up to 5 projects, 100 MB storage, limited templates, can download as JPG, access to some charts and widgets, as well as public projects.



Crello

Crello is a free graphic design tool used to help create impressive content in minutes. Browse thousands of professional templates and edit them right away. Curated templates, customizable designs from scratch, and more are all available on Crello's free platform.



Pixlr

Pixlr is a photo editor and template designer that intuitively helps you create custom designs. Start by simply dragging in an image and watch your design take flight. Then, choose from templates, graphics, and stock photos to create thousands of designs that support your nonprofit and brand. Easily edit, share, and design images and graphics.

GETTING STARTED

We encourage you to explore these free tools and let your strategist thinking cap take over. These tools will help you get inspired and unlock endless possibilities for your nonprofit's marketing efforts or missionary funding needs. Now, get started designing!



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