

Claude AI for *Not for Profits*

Everything your organisation needs to start using Claude well: setup and pricing, prompting techniques that actually work, copy-paste templates, and the dos and don'ts of responsible use.

GETTING STARTED

PROMPTING

TEMPLATES

DOS & DON'TS

PRIVACY

Claude is an AI assistant made by Anthropic. Think of it as a **capable extra colleague** who drafts grant applications, writes donor letters, summarises long reports, tidies spreadsheets and plans campaigns, all through a simple chat on web, desktop and mobile. This guide gets your team productive in under an hour.

01 Getting started and what it costs

Sign up at claude.ai with a work email; the free plan is enough to trial it. Anthropic also runs a **Claude for Nonprofits** program with discounts of up to 75% off Team and Enterprise plans for registered charities, including 501(c)(3)s and international equivalents such as ACNC-registered organisations. Verification is handled by Goodstack and takes a few minutes.

PLAN	PRICE (APPROX. AUD)*	BEST FOR
Free	\$0	Trying Claude out, occasional use
Pro	About A\$26 to A\$31 / month	One or two heavy users, bigger documents, projects
Team	From about A\$31 / seat / month	Whole-of-organisation use, admin controls, shared projects
Nonprofit rate	75% OFF About A\$12 / user / month	Discounted Team plan for verified charities, plus the free AI Fluency training course

*Anthropic bills in US dollars (Pro US\$17–20, Team from US\$20, nonprofit rate about US\$8). AUD figures are approximate conversions at July 2026 rates.

★ **Good to know:** on Team and Enterprise plans, Anthropic does not use your data to train its models by default. Nonprofit connectors are available for Blackbaud, Candid and Benevity, alongside Gmail, Google Drive, Microsoft 365 and Slack.

02 How to ask: the four-part prompt

The single biggest quality lever is your prompt. Build every request from four parts:

Role

who Claude should be

+

Context

what it needs to know

+

Task

what you want done

+

Format

how it should look

X WEAK PROMPT

"Write a donor thank you letter."

Missing: who you are · which campaign · which donors · tone · length

Result: generic, could be from any charity anywhere.

✓ STRONG PROMPT

"You are a fundraising writer for a small community food bank in Brisbane. **[ROLE]** We just finished our winter appeal: \$48,000 raised from 312 donors, funding 15,000 meals. **[CONTEXT]** Write a thank you email to donors who gave under \$100. Warm, personal, no jargon. **[TASK]** Under 150 words, with a subject line and one clear sentence about the impact of their gift. **[FORMAT]**"

Result: specific, on-brand, ready to send with light edits.

Show an example

Paste a past newsletter or letter and say *"match this tone and style"*. Claude imitates examples far better than lists of adjectives.

Make Claude interview you

End with *"Ask me up to 5 questions before you start."* It surfaces details you forgot and prevents generic output.

Iterate, don't restart

Treat draft one as round one. Reply *"shorter", "warmer", "add a call to action", "make version B for lapsed donors"*.



Attach your files. Claude reads PDFs, Word documents and spreadsheets. Upload a funder's guidelines and your last annual report, then ask for draft responses that use both. In long prompts, label the parts clearly, e.g. "GUIDELINES: ... OUR INFO: ...", so Claude knows what is what.

03 Copy-paste templates

Swap the **[bracketed]** parts for your details, paste into Claude, and refine from there.

1 Grant application draft

FUNDRAISING

You are an experienced grant writer for **[organisation name]**, which **[one-line mission]**. Attached are the funder's guidelines and our project summary. Draft responses to each question using plain, confident language and our real figures: **[beneficiaries served, outcomes, budget]**. Flag any question we lack evidence for with [NEED INFO] rather than inventing anything. Respect word limits exactly.

2 Donor & sponsor outreach

FUNDRAISING

Write a first-approach email to **[company / person]**, who cares about **[their known interest]**. We are **[organisation + mission]** and we want **[specific ask, e.g. \$5,000 sponsorship of X event]**. Professional but human, under 180 words: one impact statistic, one clear ask, one low-pressure next step (a 15 minute call). Give me two subject lines.

3 Social media pack

COMMS

Here is our news: **[paste announcement, event or story]**. Create one Facebook post (warm, 80 words), one LinkedIn post (professional, 120 words), three Instagram caption options with hashtags, and a short newsletter piece. Audience: **[local families / partners / volunteers]**. End each with a call to action to **[link]**.

Pro tip: set up a Project

On Pro and Team plans, create a **Project** and load it once with your mission statement, style guide, key statistics and a past grant. Every chat inside that Project then already knows your organisation, so you stop repeating yourself.

4 Board report / minutes

ADMIN

Here are my rough notes from **[meeting]**: **[paste notes or transcript]**. Turn these into formal minutes: attendees, apologies, decisions made, action items with owners and due dates, and items carried over. Flag anything ambiguous as **[CHECK]**.

5 One document into many

COMMS

Attached is our **[annual report / evaluation]**. Extract the five most compelling impact stories and statistics. For each, write a two-sentence social media version and a one-paragraph grant application version. Keep every number exactly as it appears in the source.

04 Dos and don'ts

✓ DO

- ✓ **Verify every fact, figure and citation** before it goes out. AI can state wrong things confidently.
- ✓ **Use it for drafts, summaries, brainstorming**, editing and repurposing content.
- ✓ **Give real context**: your mission, audience, numbers and examples of past work.
- ✓ **Write a one-page AI use policy** and train the whole team on it.
- ✓ **Keep the human voice**: edit drafts so they sound like your organisation.
- ✓ **Be transparent with your board** about where and how AI is used.

✗ DON'T

- ✗ **Don't publish AI output unread**. A human always reviews anything public or sent to funders.
- ✗ **Don't paste in donor personal details**, client case notes, health data or passwords.
- ✗ **Don't let AI decide about people**: service eligibility, hiring, performance.
- ✗ **Don't use AI for grief, trauma or crisis comms** without care and senior review.
- ✗ **Don't assume funders can't tell**. Generic AI text is easy to spot; personalise everything.
- ✗ **Don't treat chats as storage**. Keep master copies in your own systems.

05 Privacy and responsible use in 60 seconds

The golden rule

Never enter anything you would not paste into a public website. De-identify first: "a 45 year old client", not a name.

Prefer a Team plan

For organisational use: no training on your data by default, admin controls and central billing.

Adopt a short policy

What AI may be used for, what it may never be used for, and who signs off. Ask Claude: "Draft a one-page AI use policy for a small charity."

Check your obligations

Privacy law (in Australia, the Privacy Act and APPs), funder conditions and confidentiality commitments still apply.

06 Useful links

Start here claude.ai

Free training "AI Fluency for Nonprofits" course, with certificate

Nonprofit discount claude.com/solutions/nonprofits

Tutorial claude.com/resources/tutorials