

AI Cheat Sheet for Nonprofits

Master how to **craft the perfect prompts** to get the most out of ChatGPT & LLMs for your mission-driven organization.

The 5 Keys of a Good Prompt



1 – Role

Clearly define the AI's **persona** or role (e.g., "You are an expert grant writer")



2 – Outcome

Explain the **goal** or purpose of the AI's response (e.g., "to help me draft a compelling social media post").



3 – Voice

Indicate the **tone**, style, and language appropriate for your audience (e.g., "professional").



4 – Output

Specify the desired **format** and type of response (e.g., "Provide a bulleted list of 5 key points").



5 – Sample

Include an **example** of the desired output or context for the AI to emulate.

Top Tips for Speaking AI

Be Specific & Clear

Avoid ambiguity. The more precise your instructions, the better the AI's response will be. Break down complex requests into manageable steps.

Prompt engineering is an iterative process. Start with a basic prompt, then refine it based on the AI's output. Don't be afraid to experiment!

Iterate & Refine

Provide Context

Give the AI all necessary background information to help it understand the nuances of your request and generate more relevant & accurate content.

Different AI models excel at different tasks. If one model isn't giving you the desired results, try another model.

Test Different Models

Set Constraints

Define boundaries for the AI, such as word count, format, tone, or specific elements to include or exclude. This helps guide its creativity effectively.

Use Cases & Sample Prompts

Sample Prompts

Grant Applications & Reports

You are a world-class grant writer with a speciality in (FOCUS). Help me apply for this grant (LINK) from this foundation (LINK). To start, give me five options for an outline of the various sections you'd recommend in the application. Our goal is to secure support for this program (LINK), ensuring we position it as relevant to the funder's goals. Here's a sample of a recent successful grant: SAMPLE

Fundraising Prospecting

You are a seasoned fundraising expert with a speciality in (FOCUS). Based on our programs and initiatives (LINK), provide a list of 10 foundations most closely aligned with our work, with a priority on securing funding for this program (LINK). Include the name and URL for each prospect, along with a one-sentence description of why they are most relevant. Here is a list of our current major funders: SAMPLE

Editing & Customizing Documents

You are a world-class copywriter and nonprofit fundraiser with a speciality in (FOCUS). Please suggest how to refine this document, which we are sending out to potential donors to secure \$100+ donations to support our work (LINK). Specifically, I'd like your help ensuring the letter is optimized for younger, next generation donors to help us expand our support base. What would you change in the current draft? DRAFT

Social Media Marketing

You are a renowned social media expert, copywriter, and online influencer with a deep passion for and background in (FOCUS). Please help me draft 10 social media posts for Instagram to promote our upcoming event (LINK) and inspire people to register and support our work (LINK). Here are some past samples that were especially successful for reference: SAMPLES

Nonprofit Use Cases

- Prospect Research & Donor Meeting Prep
- Draft Grant Applications & Reports
- Personalize & Translate Communications
- Draft Social Media Posts & Newsletters
- Produce Event Plans & Materials
- Custom Image Creation