CUTTING THROUGH THE CHAOS

AI Prompts for Non-Profits

COVE CONSULTING

The prompts from the workshop, ready to copy into Claude, ChatGPT, Gemini or Muse. Change anything in [brackets].

> **The recipe for a good prompt:** who it is, who it's for, what you want, how long, and "ask me questions first."
> **Instead of:** "Write a post about our volunteer awards."
> **Try:** "You're a communications coach for a small PEI non-profit. Write a warm Facebook post asking members to nominate a volunteer for our awards night. Under 80 words, friendly voice. Ask me three questions first."

1 Listen first: ask your members what matters

> **"I'm a non-profit in Atlantic Canada with a strong membership of organizations in the [X] industry. Write a short member survey that takes under three minutes. No more than six questions, mostly multiple choice, two open questions. Ask me three questions before you start."**

Then: "Format this so I can paste it into Google Forms."

2 Be worth talking about: your journalist advisory board

Paste in the facts about your event first, then ask:

> **"Act as my advisory board of six journalists: a local newspaper reporter, a CBC radio producer, a TV news editor, a community newsletter editor, a social media news writer and a seasoned editor. Tell me what would make you cover our [awards night]. Give me 10 headlines, from safe to bold. Then draft a one-page news release. Ask me any questions you need answered first."**

Bold is fine, as long as it's true. Then you rewrite and edit it.

3 Flip the funnel: bring past participants back

> **"Write a series of five short emails to past award winners for our [awards night]. Warm and personal. Help them remember their night, nominate someone new, and share the event with friends. Ask me questions first."**

Then load it into your email tool and schedule it. The same idea works for lapsed donors and volunteers.

4 Already recorded something? Make it go further

Download the transcript from Zoom or Teams, paste it in, then ask:

> **"Here's the transcript of our [AGM, webinar or talk]. Find the five best moments, with their times. Then turn them into a short newsletter story and a week of social media posts in a warm, plain voice."**

Get permission from everyone on camera before you share clips.

5 Show up consistently: plan a month of posts

> **"We're [your organization] in [your town]. We serve [who you help]. Give me 12 post ideas for [your channel] over the next four weeks. Then write the first post in a warm, plain voice. Pretend you're the best social media marketer in the world."**

6 Stop the AI slop: teach AI your voice

Paste in three newsletters or posts your team wrote, then ask:

> **"Study the tone, word choice and sentence length in these examples. Then write [a thank-you post for our volunteers] in our voice. Ask me questions if anything is unclear."**

One voice, even when staff and volunteers share the writing.

7 Keep your own critical thinking

AI tends to agree with you. These keep it honest:

> **"Check your work and show me anything you're unsure of."**

> **"Critique this as if you were [a skeptical board member / a busy donor / a local reporter]. What would make you stop reading?"**

> **"Do I have a blind spot here? Give me an objective answer, not the one you think I want."**

8 Get your team on the same page

> **"Act as a privacy and governance advisor for a small Canadian non-profit. Draft a one-page AI use policy for our staff and volunteers covering approved tools, information we never share, review before publishing, and when we disclose AI use. Ask me five questions about our organization first."**

9 Thinking about an agent? Ask first

> **"I want an AI assistant to help with [our social media / our email follow-ups]. Break the job into steps, tell me exactly which accounts it would need access to, and list the risks and how to reduce them. Set everything up as draft only, so nothing is sent or posted without my OK."**

Pick one to try this week. And if you'd like help building a workflow for your team, I offer custom workshops for organizations.

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