

# Getting the Best from AI Prompts

# Always Start with Brand Voice

- Begin every session with your brand voice prompt
- Or save it in Custom Instructions/memory
- This ensures consistency in tone, every time
- Avoids generic-sounding output that discourages trust & authenticity

# After Brand Voice, Tell It What To Do

Once AI understands your communication style, clearly explain the task you want completed.

Helpful details include:

- audience
- format
- length
- goals
- required details
- things to avoid

# Specificity Matters

- Who is the audience?
- What is the format?
- How long should it be?
- What details must be included?
- What should it avoid?

## Example:

Using our brand voice, write a 150-word email to first-time donors from our recent fall fundraiser.

Audience: adults in their 30s–50s who gave online.

Goal: thank them warmly, show immediate impact of their gift, and invite them to join our newsletter list.

Tone: warm, grateful, hopeful.

Format: subject line + email body with short paragraphs.

Constraints: avoid clichés like “exciting news” and keep the focus on the donor, not the organization.

# Shape the Output

AI responds better when you clearly describe how you want the information organized or formatted.

Ask for:

- A table
- Bulleted list
- Short paragraphs
- Letter/email format
- Social caption

# Use Variations & Refine

- Ask for 2–3 drafts
- Choose your favorite
- Give feedback: tone, length, style
- Refine through conversation

Your first result rarely should be the final version.

# Self-Critique

Final step: Ask AI to critique itself

AI can often improve its own work when asked to review against specific criteria.

“Check this draft against our tone descriptors and voice rules. List any mismatches and revise.”

# AI Task Menu

AI can support far more than writing social media captions.

## Writing

- Emails, posts, newsletters
- Donor thank-yous, event blurbs
- Fundraising letters
- Reports & executive summaries

## Brainstorming & support

- Generating campaign ideas
- Role-playing donor calls
- Creating Q&A for events
- Drafting grant outlines

## Organizing & planning

- Turning notes into to-do lists
- Summarizing meetings
- Drafting campaign calendars
- Sorting/cleaning contact lists

# Practice Projects

The best way to improve your prompting skills is through experimentation and repetition. Try using AI on any of these projects for practice!

## Donor Thank-You Email

- Write a 100–150 word thank-you email to donors after your most recent event. Include a subject line and warm closing.

## Social Media Series

- Turn one newsletter article or blog post into 3 short social media captions, each with a distinct hook and CTA.

## Meeting Notes → To-Do List

- Paste rough meeting notes and ask AI to turn them into a clear task list with deadlines and owners.

## Board Report Summary

- Summarize a 2–3 page report into 5 key bullets and a short “decisions needed” section.

## Campaign Calendar

- Draft a simple 4-week content calendar for an upcoming fundraiser, including email, social posts, and one print piece.