

# Comprehensive Prompt Library for Nonprofit Employees

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## 1. Fundraising & Development

AI-powered prompts for donor outreach, stewardship, and campaign management.

### 1. Donor Acknowledgment (Multi-Year Donors)

- **Purpose:** Recognize and thank longstanding supporters.
- **Prompt Example:**  
“Generate a heartfelt thank-you letter for a donor who has contributed annually for the past five years. Reference their specific impacts on our education scholarship fund and invite them to an exclusive virtual tour.”
- **Customization:** Include giving history, specific achievements they’ve funded, and next engagement opportunity.

### 2. Recurring Giving Program Launch

- **Purpose:** Encourage donors to transition to monthly or quarterly giving.
- **Prompt Example:**  
“Create an email inviting one-time donors to join our recurring giving program. Emphasize how smaller, regular contributions help sustain youth programs year-round.”
- **Customization:** Define giving frequency options, highlight program benefits, and set a friendly, optimistic tone.

### 3. Major Donor Proposal

- **Purpose:** Craft a high-level pitch to a potential major donor.
- **Prompt Example:**  
“Draft a succinct proposal for a potential major donor who has expressed interest in funding our community health center. Outline budget needs, anticipated outcomes, and naming opportunities.”
- **Customization:** Reference the donor’s past philanthropic interests, detail recognition options, and present clear program metrics.

### 4. Peer-to-Peer Fundraising Toolkit

- **Purpose:** Help supporters fundraise on your behalf.
- **Prompt Example:**  
“Develop a peer-to-peer fundraising toolkit, including social media share templates, email text, and quick impact facts for supporters to use.”
- **Customization:** Adjust campaign goals, brand voice, sample donation amounts, and calls to action.

### 5. Grant Renewal Request

- **Purpose:** Strengthen relationships with past grant funders.

- **Prompt Example:**  
“Write a grant renewal request letter that highlights key successes from the last grant cycle and outlines the next phase of our vocational training program.”
  - **Customization:** Incorporate past performance data, new objectives, and specific funding needs.
6. **Donor Survey & Engagement**
- **Purpose:** Gather donor feedback to refine fundraising strategy.
  - **Prompt Example:**  
“Generate a donor survey to assess satisfaction with our recent campaigns, preferred communication channels, and interest in volunteer opportunities.”
  - **Customization:** Add or remove questions depending on the organization’s priorities, and include an incentive for completing the survey.
7. **Corporate Employee Giving Outreach**
- **Purpose:** Encourage employees at partner companies to donate or volunteer.
  - **Prompt Example:**  
“Draft an internal company-wide email for our corporate partner highlighting a matching gifts program, volunteer days, and success stories from past collaborations.”
  - **Customization:** Add relevant images, highlight matching gift rules, and success metrics (like hours volunteered or total funds raised last year).
8. **Capital Campaign Feasibility Study Invitation**
- **Purpose:** Invite key stakeholders to provide input on a new capital campaign.
  - **Prompt Example:**  
“Compose a formal email requesting input from board members, major donors, and community leaders on our proposed capital campaign expansion. Explain the campaign’s objectives, timeline, and potential impact.”
  - **Customization:** Customize stakeholder titles, campaign timeline, and format (survey link vs. one-on-one interviews).
9. **Alumni Engagement (For Nonprofits with Alumni Networks)**
- **Purpose:** Reconnect with past participants or beneficiaries to encourage giving.
  - **Prompt Example:**  
“Create an outreach email for alumni who benefited from our scholarship program, inviting them to join our giving circle and share success stories.”
  - **Customization:** Highlight personal transformation, mention networking opportunities, and reference upcoming alumni events.
10. **Planned Giving Outreach**
- **Purpose:** Introduce legacy giving options to current donors.
  - **Prompt Example:**  
“Write an informational brochure explaining the benefits of including our organization in a will or estate plan, highlighting tax advantages and the lasting impact on future generations.”
  - **Customization:** Include quotes from existing legacy donors, detail types of planned gifts (bequests, annuities, etc.), and use appropriate legal disclaimers.

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## 2. Marketing & Communications

Use AI to streamline brand storytelling, public relations, and audience engagement.

### 1. Social Media Calendar

- **Purpose:** Plan and automate daily or weekly social posts.
- **Prompt Example:**  
“Generate a 4-week social media content calendar for our nonprofit’s Instagram and Facebook, including post topics, captions, and suggested visuals.”
- **Customization:** Specify platforms, incorporate hashtags, set posting frequency.

### 2. Brand Voice & Messaging Guide

- **Purpose:** Maintain consistent nonprofit branding across channels.
- **Prompt Example:**  
“Create a branding and messaging brief describing our nonprofit’s tone, key audience segments, and core values to guide all marketing materials.”
- **Customization:** Add brand colors, desired emotional tone, and sample taglines.

### 3. Press Kit Development

- **Purpose:** Provide media with easy-to-digest info about your nonprofit.
- **Prompt Example:**  
“Assemble a press kit that includes our mission statement, leadership bios, high-resolution photos, and recent impact metrics.”
- **Customization:** Include quotes from beneficiaries, success stories, or upcoming event highlights.

### 4. Crisis Communication Template

- **Purpose:** Prepare for unexpected PR challenges.
- **Prompt Example:**  
“Draft a crisis communication response plan for potential negative media attention, outlining key talking points, escalation procedures, and spokesperson guidelines.”
- **Customization:** Define crisis levels, media channels, and internal sign-off processes.

### 5. Advocacy & Policy Campaign Materials

- **Purpose:** Mobilize supporters on legislation or community issues.
- **Prompt Example:**  
“Create a persuasive advocacy email campaign urging supporters to lobby Congress for increased climate resilience funding. Include quick facts, sample email text, and a link to find representatives.”
- **Customization:** Insert local statistics, relevant legislation info, and calls to share on social media.

### 6. Digital Advertising Copy (Google Ads, Facebook Ads)

- **Purpose:** Reach new audiences with paid ads.

- **Prompt Example:**  
“Generate 3 variations of a Google Ad promoting our literacy program’s crowdfunding campaign. Each ad should have a different headline, call to action, and highlight free reading materials.”
  - **Customization:** Adjust ad lengths, calls to action, or budget constraints.
  - 7. **E-Newsletter Copy (Events & Updates)**
    - **Purpose:** Keep donors and stakeholders informed.
    - **Prompt Example:**  
“Write an engaging monthly newsletter featuring a success story, a volunteer highlight, and a ‘save the date’ for our upcoming fundraiser.”
    - **Customization:** Adjust tone (lighthearted vs. formal), layout sections, and donation asks.
  - 8. **Video Script Writing (Fundraising or Awareness Videos)**
    - **Purpose:** Produce concise, impactful scripts.
    - **Prompt Example:**  
“Draft a 2-minute video script explaining our nonprofit’s impact on maternal health, including stats, a personal testimonial, and a clear donation appeal at the end.”
    - **Customization:** Identify the target audience, emotional tone, and visual elements.
  - 9. **Website Copy Refresh**
    - **Purpose:** Keep website content clear and mission-aligned.
    - **Prompt Example:**  
“Revise the homepage copy to focus on our new strategic priorities for the year, ensuring it’s welcoming, donor-centric, and includes a donate button prompt.”
    - **Customization:** Provide brand guidelines, highlight new initiatives, and add relevant imagery or calls to action.
  - 10. **Impact Infographic Content**
    - **Purpose:** Visually showcase achievements.
    - **Prompt Example:**  
“Generate key data points and short captions for an infographic about our nonprofit’s accomplishments last year—funds raised, volunteers engaged, and number of beneficiaries served.”
    - **Customization:** Specify color schemes, chart types, or design preferences.
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### 3. Volunteer Management

Optimize recruitment, onboarding, and retention of volunteers using AI-driven messaging and workflows.

1. **Volunteer Opportunity Post**
  - **Purpose:** Attract new helpers across multiple platforms.

- **Prompt Example:**  
“Write a social media post inviting community members to join our monthly beach cleanup. Include volunteer duties, time commitment, and registration link.”
  - **Customization:** Add event location details, highlight volunteer perks, and mention any age requirements.
2. **Volunteer Benefits Overview**
- **Purpose:** Showcase what volunteers gain (skills, networking, etc.).
  - **Prompt Example:**  
“Generate a one-page document highlighting the skills, networking opportunities, and community impact volunteers can expect from joining our youth mentorship program.”
  - **Customization:** Tailor skill development points to the volunteer role and incorporate testimonies from current volunteers.
3. **Targeted Volunteer Recruitment Campaign**
- **Purpose:** Fill specific volunteer skill gaps.
  - **Prompt Example:**  
“Create an email campaign aimed at recruiting volunteers with marketing backgrounds to help with our upcoming awareness campaign. Emphasize how their skills can expand our reach.”
  - **Customization:** Add details about time commitment, remote vs. in-person tasks, and project timeline.
4. **Automated Shift Scheduling**
- **Purpose:** Simplify volunteer scheduling tasks.
  - **Prompt Example:**  
“Develop a weekly automated email that confirms volunteer shift times, sends reminders, and offers easy shift-swapping options for those who can’t attend.”
  - **Customization:** Include shift details, instructions for shift exchange, and contact info for volunteer coordinators.
5. **Volunteer Orientation Script**
- **Purpose:** Provide consistent onboarding experiences.
  - **Prompt Example:**  
“Write a 10-minute orientation speech covering our nonprofit’s history, mission, volunteer guidelines, and how volunteers can get more involved.”
  - **Customization:** Add any unique organizational anecdotes, statistics, or personal stories from beneficiaries.
6. **Ongoing Engagement Check-Ins**
- **Purpose:** Retain volunteers long-term by showing appreciation.
  - **Prompt Example:**  
“Generate a quarterly email to long-term volunteers thanking them for their service, highlighting recent project successes, and inviting feedback or suggestions.”
  - **Customization:** Reference volunteer’s specific roles or hours contributed, next volunteer opportunity, or new leadership roles.
7. **Volunteer Upskilling Workshop**

- **Purpose:** Provide growth opportunities for dedicated volunteers.
  - **Prompt Example:**  
“Draft an invitation email for a volunteer upskilling workshop on leadership, conflict resolution, and public speaking, designed for volunteers who’ve served over 6 months.”
  - **Customization:** Add event details, speakers, and how it benefits both them and the organization.
8. **Volunteer Appreciation Events**
- **Purpose:** Celebrate volunteer achievements.
  - **Prompt Example:**  
“Plan an end-of-year volunteer appreciation party invitation that highlights top volunteer milestones, includes an RSVP link, and a preview of next year’s goals.”
  - **Customization:** Mention specific volunteers or teams to honor, location details, and any special activities or gifts.
9. **Corporate Volunteer Partnership Pitch**
- **Purpose:** Collaborate with companies offering employee volunteer days.
  - **Prompt Example:**  
“Compose a proposal to [Company Name] explaining how their staff can participate in our mentorship program, aligning with their corporate social responsibility goals.”
  - **Customization:** Add partnership benefits, brand alignment notes, employee testimonials, or reporting metrics.
10. **Volunteer Impact Report**
- **Purpose:** Show volunteers and stakeholders the collective results of volunteering.
  - **Prompt Example:**  
“Generate a volunteer impact report for the past year, including total hours served, number of beneficiaries reached, and volunteer satisfaction survey highlights.”
  - **Customization:** Incorporate charts, personal volunteer stories, and next year’s volunteer goals.
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## 4. Program Development & Impact Measurement

Use AI to design effective programs, analyze results, and communicate impact.

### 1. Community Needs Assessment

- **Purpose:** Identify where services are most needed.
- **Prompt Example:**  
“Create a survey to assess the most pressing community needs among low-income families, covering topics like healthcare, education, and food security.”

- **Customization:** Specify survey distribution method, question types (multiple choice or short answer), or languages needed.
2. **Program Proposal Outline**
    - **Purpose:** Structure new initiatives for stakeholder review.
    - **Prompt Example:**

“Generate a two-page outline for a new mental health counseling program, including objectives, target population, timeline, and anticipated outcomes.”
    - **Customization:** Tailor content for board presentations, fundraising proposals, or internal planning.
  3. **Logic Model Creation**
    - **Purpose:** Clarify a program’s inputs, activities, outputs, and outcomes.
    - **Prompt Example:**

“Develop a logic model for our after-school tutoring program, detailing resources needed, tutoring activities, short-term results, and long-term impact.”
    - **Customization:** Add or remove components like assumptions, external factors, or graphic templates.
  4. **Program Evaluation Framework**
    - **Purpose:** Define how success will be measured.
    - **Prompt Example:**

“Design a program evaluation plan for our job skills training initiative, outlining key performance indicators, data collection methods, and reporting frequency.”
    - **Customization:** Include stakeholder feedback loops, ethical data considerations, and cost-effectiveness metrics.
  5. **Data Analysis & Reporting**
    - **Purpose:** Interpret program data for insights and storytelling.
    - **Prompt Example:**

“Analyze the uploaded dataset (attendance logs, participant outcomes) for our youth sports program and generate a summary of trends, achievements, and areas needing improvement.”
    - **Customization:** Mention specific data fields, desired chart types (bar graphs, pie charts), or next-step recommendations.
  6. **Impact Storytelling & Case Studies**
    - **Purpose:** Highlight beneficiary success stories.
    - **Prompt Example:**

“Draft a case study profiling a participant who graduated from our workforce development program, describing challenges faced, support received, and post-program success.”
    - **Customization:** Adjust length, tone (inspirational, data-driven), and quotes from the participant or staff.
  7. **Annual Impact Report**
    - **Purpose:** Communicate overall organizational impact.
    - **Prompt Example:**

“Generate an annual impact report, including key metrics from all programs, financial transparency, beneficiary testimonials, and next year’s goals.”

- **Customization:** Specify design elements, highlight major accomplishments, and incorporate visual aids like infographics.
  - 8. **Grant Compliance Tracking**
    - **Purpose:** Ensure adherence to funder requirements.
    - **Prompt Example:**

“Write a monthly compliance checklist for our various grants, specifying reporting deadlines, budget line-item reviews, and milestone achievements.”
    - **Customization:** Include contact info for each grant officer, potential penalty details, and reference compliance best practices.
  - 9. **Program Scalability Plan**
    - **Purpose:** Explore expanding a successful program.
    - **Prompt Example:**

“Develop a scalability strategy for our food distribution program to reach three additional counties, detailing resource needs, partnerships, and potential risks.”
    - **Customization:** Add timeline, required staff expansion, or cost estimates.
  - 10. **Continuous Quality Improvement (CQI) Steps**
    - **Purpose:** Enhance program outcomes and processes.
    - **Prompt Example:**

“Outline a continuous quality improvement plan for our senior caregiving program, including feedback loops, staff training, and systematic performance reviews.”
    - **Customization:** Focus on feedback from beneficiaries, tracking staff competencies, or adopting new technology solutions.
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## 5. Operations & Administration

Streamline internal processes and ensure organizational efficiency with AI support.

1. **Meeting Notes & Summaries**
  - **Purpose:** Document discussions and action items.
  - **Prompt Example:**

“Summarize the key takeaways from this leadership meeting transcript, highlighting action points, deadlines, and assigned responsibilities.”
  - **Customization:** Indicate formal or informal tone, highlight section for urgent items.
2. **Policy Drafting & Documentation**
  - **Purpose:** Establish clear organizational guidelines.
  - **Prompt Example:**

“Write a concise code of conduct for staff and volunteers, covering respectful behavior, confidentiality, and conflict resolution.”
  - **Customization:** Tailor to local laws, specify enforcement procedures, and outline disciplinary measures.
3. **Monthly Operational Report**



- **Purpose:** Update leadership on organizational activities.
- **Prompt Example:**  
“Generate a monthly operations report summarizing key projects, financial updates, volunteer stats, and staff changes.”
- **Customization:** Incorporate relevant charts or highlight successes and ongoing challenges.

#### 4. **Budget Forecasting**

- **Purpose:** Plan future expenses and revenue.
- **Prompt Example:**  
“Create a projected budget breakdown for next fiscal year using historical financial data, focusing on program expenses, salary allocations, and fundraising targets.”
- **Customization:** Define any new funding sources, cost-saving measures, or capital expenses.

#### 5. **Document & File Management**

- **Purpose:** Ensure organized and accessible records.
- **Prompt Example:**  
“Provide a step-by-step procedure for digitizing and archiving old program documents, including naming conventions and access permissions.”
- **Customization:** Include recommended cloud storage solutions, user roles, or retention timelines.

#### 6. **Compliance & Risk Management**

- **Purpose:** Keep the organization aligned with laws and regulations.
- **Prompt Example:**  
“Draft a compliance checklist for our nonprofit’s operations, covering financial audits, donor data privacy, and board governance requirements.”
- **Customization:** Specify local or federal regulations, mention training for staff or board members.

#### 7. **Team Communication Guidelines**

- **Purpose:** Improve internal collaboration and reduce email clutter.
- **Prompt Example:**  
“Write a short internal memo outlining best practices for team communication, such as using Slack for quick questions and email for formal updates.”
- **Customization:** Add communication timeframes (e.g., respond within 24 hours), recommended channels, or escalation processes.

#### 8. **Technology & Software Onboarding**

- **Purpose:** Introduce staff to new tools or platforms.
- **Prompt Example:**  
“Develop an onboarding guide for our new project management software, explaining key features, user roles, and best practices for staff.”
- **Customization:** Include screenshots, step-by-step tutorials, or mandatory training modules.

#### 9. **Procurement & Vendor Management**

- **Purpose:** Streamline purchasing decisions and vendor relations.

- **Prompt Example:**  
“Create a vendor selection policy for office supplies and event services, outlining bidding procedures, contract reviews, and performance evaluations.”
- **Customization:** Mention thresholds for requesting multiple quotes, criteria for vendor approval, or green procurement guidelines.

#### 10. Daily Task Prioritization

- **Purpose:** Help leaders manage multiple responsibilities.
- **Prompt Example:**  
“Provide a daily task prioritization for our nonprofit executive, balancing fundraising calls, board meetings, and strategic planning sessions.”
- **Customization:** Adjust tasks based on the executive’s calendar, short-term vs. long-term goals, or real-time changes.

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## 6. Human Resources & Talent Development

Manage staff recruitment, onboarding, professional growth, and workplace culture.

### 1. Inclusive Job Descriptions

- **Purpose:** Attract diverse, qualified candidates.
- **Prompt Example:**  
“Write an inclusive job description for a Program Coordinator role, ensuring the language encourages applicants of various backgrounds to apply.”
- **Customization:** Emphasize skills over experience if needed, add salary range, or clarify remote vs. in-office expectations.

### 2. Interview Question Bank

- **Purpose:** Standardize interviewing to reduce bias.
- **Prompt Example:**  
“Generate a set of structured interview questions for hiring a Development Director, focusing on fundraising experience, communication skills, and mission alignment.”
- **Customization:** Add scenario-based questions, define scoring criteria, or highlight organizational values.

### 3. Onboarding & Orientation Checklist

- **Purpose:** Ensure new hires get up to speed quickly.
- **Prompt Example:**  
“Develop a one-week onboarding checklist for a new employee, including paperwork, intro meetings with department heads, and a mission overview session.”
- **Customization:** Adapt tasks based on the role (finance, program, etc.) and the organization’s size.

### 4. Performance Review Templates

- **Purpose:** Provide consistent, fair employee evaluations.

- **Prompt Example:**  
“Create a performance review template for program staff, measuring both quantitative KPIs (like participant satisfaction) and qualitative factors (like teamwork).”
  - **Customization:** Incorporate the nonprofit’s core values, add self-assessment prompts, or separate short-term vs. long-term goals.
5. **Professional Development Plan**
- **Purpose:** Encourage continuous learning and career growth.
  - **Prompt Example:**  
“Write a professional development plan for a mid-level staff member looking to become a department manager, including training courses, mentorship, and skill assessments.”
  - **Customization:** Align with organizational goals, specify resources or budgets, and set timelines.
6. **Conflict Resolution Policy**
- **Purpose:** Outline steps for resolving workplace disputes.
  - **Prompt Example:**  
“Draft a clear conflict resolution policy for our nonprofit, detailing how staff should address issues with peers or supervisors and when to escalate matters.”
  - **Customization:** Incorporate confidentiality protocols, potential mediation, or committees that handle disputes.
7. **Employee Engagement Surveys**
- **Purpose:** Gauge staff satisfaction and gather feedback.
  - **Prompt Example:**  
“Generate a staff engagement survey focusing on workplace culture, job satisfaction, and opportunities for professional growth. Include both scaled and open-ended questions.”
  - **Customization:** Link to specific initiatives (DEI, work-life balance), keep it anonymous, or add follow-up actions.
8. **Remote Work Best Practices**
- **Purpose:** Provide guidelines for effective remote collaboration.
  - **Prompt Example:**  
“Create a best-practices guide for remote teams, including communication norms, time-zone coordination tips, and recommended tools for file sharing.”
  - **Customization:** Indicate expected response times, software training resources, or security protocols.
9. **Employee Recognition & Retention Program**
- **Purpose:** Increase morale and reduce turnover.
  - **Prompt Example:**  
“Develop an employee recognition program that awards staff who exemplify our nonprofit’s core values. Include nomination processes, award types, and a public acknowledgment method.”
  - **Customization:** Add internal spotlight events, monthly or quarterly award cycles, and tie recognition to strategic goals.

## 10. Succession Planning

- **Purpose:** Prepare for leadership changes and ensure continuity.
  - **Prompt Example:**  
“Outline a succession planning process for key leadership roles, identifying potential internal candidates, training paths, and transitional procedures.”
  - **Customization:** Involve board input, define leadership competencies, or set review intervals for updating the plan.
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## How to Use These Prompts Effectively

1. **Tailor Each Prompt:** Customize details—like program names, donor histories, or local context—to ensure relevance.
  2. **Specify Format & Tone:** Indicate desired style (formal, friendly, data-driven) and length constraints.
  3. **Iterate & Refine:** Run the prompt, review outcomes, tweak details, and re-run until it meets your nonprofit’s exact needs.
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