



AI for Nonprofits:

A Comprehensive Guide
to Enhancing Fundraising
Communications

Table of Contents

Part I

Introducing Artificial Intelligence to Nonprofits

2. Introduction

Part II

Understanding AI and Its Impact on Fundraising Communications

4. How It Works
5. Ethical Considerations
5. Personal Considerations
6. Top 10 Nonprofit Benefits

Part III

The Role of AI in Fundraising Communications

7. How to Use AI to Enhance Fundraising Communications
9. 5 Major Use Cases for Fundraising Communications

Part IV

Implementing AI in Your Nonprofit Communication Strategy

15. Practical AI Tools for Fundraising Communications
16. How to Be the Boss of Your AI
21. The Future of AI in Nonprofit Fundraising Communications



TL;DR (too long; didn't read):

AI will never be able to replace what you bring to the table.

Part I: Introducing Artificial Intelligence to Nonprofits

Many of today's nonprofit employees remain stretched thin, struggling to keep up with everything that's asked of them. Generating fundraising communications with Artificial Intelligence (AI) provides your organization with an extra set of hands. Studies show that, on average, communicators using generative AI save at least three hours on each content piece, and implementing AI in communication techniques can increase an organization's return on investment by up to 30%.

This guide will explore how today's nonprofits can use AI tools to improve cost and operational efficiency for a smooth-running organization that is able to support its mission (and beneficiaries) with abundance!

Never forget: You are the boss of your AI!

Your passion for what you do and your creativity for inspiring change cannot be generated by technology. Without your experience, your AI tool won't have the guidance to produce great work. You tell it what to create and how to create it.



62% of business leaders have already invested in AI tools for their employees.



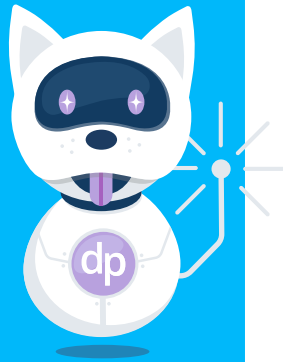
Of those businesses,



saw a positive return on their investment (ROI).



say AI improved employee productivity.



On average, companies that implement AI in communications see their ROI increase by up to **30%**

68% of communications leaders say that fully incorporating AI in their strategy would bring their business unprecedented growth.

Two-Thirds of Communicators Use AI to Speed Up Their Content Creation Process

13% repurpose old copy

18% create outlines

20% write new copy



36% create images

25% summarize content into key points

48% of communicators using AI say the biggest benefit is the ability to generate new ideas (over and over again) with prompts.



82% of communicators say the top benefits of generative AI are...



Improves the Quality of Content



Saves Time



Makes Content More Personalized

Part II: Understanding AI and Its Impact on Fundraising Communications

Generative AI can help you avoid staring at a blank page. By using AI to generate a “first draft” or foundation for writing projects, nonprofit communicators can free up their creative energy for other exciting projects. It’s all about finding that sweet balance where AI complements the skills of talented, passionate people who work for nonprofits.



TL;DR

It’s like talking to a genius who is, at first, completely unfamiliar with the work you do. You provide the context, and AI provides a wealth of knowledge.

How It Works

Artificial Intelligence is a deeply complex and rapidly evolving technology field. In simple terms, it employs computer systems that use data to model human brain functions.

In other words, it learns patterns and behaviors to complete tasks that usually require a human, such as:

- **Data collection** - Relying on vast amounts of data from various sources - text, images, videos, and more - to learn and make informed decisions.
- **Data preprocessing** - Cleaning existing data and organizing it into a format that can be more effectively utilized.
- **Training and optimization** - Learning from provided data by adjusting different criteria to minimize errors or maximize performance.
- **Testing and evaluation** - Evaluating performance for accuracy, precision, recall, or other criteria relevant to the task.
- **Deployment and feedback** - Interacting with new data and user feedback to make predictions based on learned knowledge.



TL;DR

Remain vigilant, and let the promise of AI propel you forward! Despite challenges, embracing AI responsibly presents a significant opportunity for nonprofits to effect even more positive change.



TL;DR

AI can't replace the job of a fundraiser or nonprofit professional, but it can lighten their load and open up a world of possibilities.

Ethical Considerations

AI tools gather information from all corners of the internet, so exercise caution when relying on the information they provide - it might only sometimes be accurate, fair, or suitable to your nonprofit needs.

Be cognizant of disclaimers as you sign up for free services or try out new products, and be mindful that you don't accidentally step on any legal or ethical toes.

1) Your "conversations" with these tools may be reviewed for research and development purposes, so be sure not to provide any sensitive information.

2) If you use AI to generate instructions or suggestions, your organization could be held legally responsible if someone were to get hurt while following them, so be sure to double-check your AI outputs with a discerning eye.

Nonprofits incorporating AI tools into their fundraising strategy should do so thoughtfully to ensure compliance with legal requirements, uphold their ethical principles, and preserve the trust of their constituents. Make sure a trusted, empathetic person is reading and reviewing anything produced by a computer system on behalf of your organization. The end goal should always be to maintain strong, mutually beneficial relationships with your donors, volunteers, beneficiaries, and employees.

Personal Considerations

AI can leave writers shaking in their boots for two reasons:

1) They know the physiological passion it takes to create something brilliant and original.

2) According to ChatGPT, there is a slight possibility of receiving the same response as another AI user who entered the same prompt. To maintain genuine connections within your unique community, carefully edit and add your own spin to AI-generated responses.

Workplace efficiency and quality of life should both be emphasized when developing a fundraising strategy that includes AI tools. Start by thinking about what you and your colleagues love about your job, and don't let go of it. Just make more time for it! Think about which tasks are taking time away from what you love to do, and make a plan to get them off your plate faster.



TL;DR

AI serves as your nonprofit's Robinhood, reclaiming time that is often wasted in technology-rich areas of your organization and redirecting it towards other areas that require attention and resources.

Top 10 Nonprofit Benefits

- 1) **Operational efficiency** - Automate repetitive tasks to focus on higher-value activities and free up resources for mission-related work.
- 2) **Data insights** - Better understand your constituents, identify trends, optimize strategies, and make data-driven decisions.
- 3) **Fundraising results** - Analyze donor data, identify potential donors, personalize fundraising campaigns, and predict donation patterns for better results.
- 4) **Donor engagement** - Tailor communications, recommend relevant content, and provide customized donor experiences to build trust.
- 5) **Program development** - Identify areas for improvement, measure impact, and optimize program delivery for more effective outcomes.
- 6) **Resource allocation** - Analyze data on needs, demand, and resource availability to allocate funds, volunteers, and services in a way that maximizes impact.
- 7) **Personalized outreach** - Focus efforts on specific demographics, communities, or issues with targeted messaging to maximize impact.
- 8) **Task automation** - Reduce manual processes and errors by automating administrative tasks like data entry and document processing.
- 9) **Informed decision-making** - Use analytics and insights to identify your potential risks and assess the potential impact of different strategies.
- 10) **Creative collaboration** - Manage, organize, and share internal documents and collective knowledge across a variety of employees and work environments.



TL;DR

AI is a competitive tool that challenges and enables your organization to expand its fundraising efforts and shift its focus from return on investment to your overall impact.

Part III: The Role of AI in Fundraising Communications

The role of AI is to help nonprofit professionals optimize their daily and weekly fundraising operations to deliver more personalized donor experiences that foster better relationships. Tasks that were once time-consuming and expensive become part of a better, smoother workflow that improves your organization's cost efficiency and return on investment while giving you more time to interact with like-minded individuals.

All you have to do is tell it what to do.

How to Use AI to Enhance Fundraising Communications

While AI does automate content-related fundraising tasks, remember, the human touch remains crucial for creativity, strategic decision-making, and maintaining the integrity of your mission and its relationships. Keep your organization's core values in mind as you provide your AI tool with instructions to enhance your fundraising communications.

*Don't panic, we'll share best practices for writing AI prompts in **Part IV: Implementing AI in Your Nonprofit Communication Strategy!** or now, read the sample prompts below to get your ideas flowing.*

SAMPLE PROMPT

Write a program title and one-sentence description for a nonprofit initiative that connects current cancer patients with survivors to provide support. ▶

Automate content creation

AI can create your content on its own or assist you in the writing process. How? Natural Language Processing algorithms analyze vast amounts of data to generate content for just about any project you're working on:

- Impact stories
- Program descriptions
- Social media posts
- Topic suggestions
- Grammar and style recommendations

- Initial drafts to refine
- Cases for support
- And much more

You can even use AI for help with what to write. Maybe you want to know the most requested resource among certain beneficiaries in your area so that you can write directions or donation requests. Maybe you want to know what resources someone might find especially helpful after they've done X or experienced Y so that you can provide support on your website. Ask away!

SAMPLE PROMPT

Which email performed the best and why?

Email 1: 3% click-through rate and 10% conversion rate; Email 2: 5% click-through rate and 5% conversion rate; Email 3: 4% click-through rate and 7% conversion rate. ▶

Automate research and analysis

AI can gauge the sentiment, tone, and voice of your writing (or its own) to determine how it will be received by your donors and beneficiaries. For example, does your social media copy have a positive, negative, or neutral sentiment? What is the emotional tone of your solicitation email template - inspiring, urgent, heavy-hearted? Can your program descriptions be rewritten in a beneficiary's voice? AI can help with all of that!

And if you ever have trouble interpreting your nonprofit's performance when it comes to email, direct mail, and social media, as many fundraisers do, AI can help you analyze performance metrics - such as engagement, click-through rates, and conversions - to optimize content for your specific audience.

SAMPLE PROMPT


Write a five-sentence thank-you message to a millennial donor who gave more than \$50 in support of [Nonprofit Name]. Acknowledge that this is their second gift after supporting the [Nonprofit Name] Giving Tuesday campaign. Use an encouraging tone that inspires them to give again in December. ▶

Automate personalized experiences

AI helps nonprofit professionals tailor their fundraising content to individual donors or beneficiaries by leveraging their constituent database. This involves pulling information from your Constituent Relationship Management System (CRM) and providing it as context in your AI prompt. Give your AI tool some demographics - like age and location - and giving history so it can generate content that is especially relevant to that specific donor or donor group.

Before you start using your AI tool for personalization, remember to read disclaimers and terms of service to ensure you are respecting your constituent's privacy. Some AI tools offer paid services that keep your data confidential - meaning your prompts will not be reviewed later to help the tool learn.

SAMPLE PROMPT

Optimize the following text for SEO: [Mission Statement] 



TL;DR

Ask your AI tool to make old, leftover content more suitable for your current needs by telling it exactly what needs changing.

Automate Search Engine Optimization (SEO)

Do you ever wonder how donors land on your website? When they search your mission on Google, do they find you? What words are they entering?

AI tools can help your organization optimize its content for search engines, making sure your public-facing content is visible and seen. Optimization includes analyzing keywords, researching trends, and gauging user intent.

5 Major Use Cases for Fundraising Communications

1. Fundraising campaigns

Example: Giving Tuesday and Year-End

The last quarter of the year is usually labor-intensive for fundraisers - they're tasked with planning huge campaigns like Giving Tuesday and Year-End, plus writing all of the content needed to carry them out successfully.

It's a time to take advantage of the spike in giving during the holiday season, and therefore a great opportunity to take advantage of AI. Why not save major time by using an AI tool to create, optimize, and personalize your fundraising efforts?

Try these AI ideas to enhance your Giving Tuesday or Year-End campaign:

- **Creation** - Generate a thank-you email template for December donors that introduces them to your monthly giving program as a convenient way to stay involved and informed of your organization's projects and events. Ask your tool to use emotional language that inspires them to maintain their impact over time. Include placeholders for names and gift amounts for your CRM to populate with stored donor data.
- **Optimization** - Generate three day-of Facebook posts announcing your Giving Tuesday goal or competition, encouraging donors to contribute or participate. Tell your AI tool to make each post more urgent than the last and suggest optimal send times for engagement. Ask it to write from a certain perspective or with a certain emotion. Ask it to include emojis or puns, etc.
- **Personalization** - Generate a text message to donors under 25 who donated online last Giving Tuesday inviting

them to reply to give \$5. Provide the option to reply to join your monthly giving program for \$5 per month. Stress the convenience of using a digital wallet to donate, allowing them to complete the entire process from their phone in a few minutes.

- **Organization** - Generate a content calendar for the month of December that includes emails and social media posts leading up to New Year's Eve. Use emotional language to inspire donors to join in on the holiday spirit of giving. Make each content piece more urgent as time runs out to make tax-deductible donations.

CHECKPOINT

Stuck? Repurpose! For example, ask AI to rewrite last year's end-of-year appeal letter to resonate specifically with millennial donors who prefer a digital donation experience that only takes a few seconds. If it's too long for an email or social media, you can ask AI to shorten it. You can even ask it to include instructions for scanning a QR code to visit your online giving page and take advantage of a digital wallet option like PayPal or Venmo.



TL;DR

AI waits for your command. Use your fundraising data to be as specific to your community as possible and remember to polish before you publish!

2. Email and direct mail

When it comes to relevance and resonance, playing the guessing game with your mailings can get old. Why leave yourself guessing when you could leverage a tool that tells you exactly what will work best with your donors? For insights that are tailored specifically to your organization and its unique constituents, strengthen your prompts by including donor data found in your fundraising CRM.

Try these AI ideas with your nonprofit data to create content that resonates:

- **Solicitations** - Generate email and direct mail appeals centered around a certain time of year, event, or occasion, and ask that they speak to the beneficiary's emotion, the history behind your cause, or whatever is motivating the solicitation.
- **Thank-yous** - Personalize templates for thank-yous, gift acknowledgments, and receipts for your CRM to automatically populate with the appropriate donor data.
- **Impact statements** - Using notes from your mission work or a message from a beneficiary, generate a quote written from the beneficiary's perspective about how your nonprofit

changed their situation. Use that quote in a letter or email updating your donors who contributed to that initiative or gave a significant gift. Use giving history from your CRM to tell them what services their gift(s) allowed you to provide.

- **Invitations** - Enter details about an upcoming event or opportunity into your AI content generator and ask it to create an invite complete with reminders and logistics. By using the donor data you already have, you can even generate driving directions from the donor's area to the event.
- **Newsletters** - Generate newsletter blurbs and headlines from content you produced during the newsletter timeframe (monthly, weekly, quarterly, etc.). Try feeding a blog post or event wrap-up into your AI tool and asking it for a 100-word summary paragraph with a 5-7 word headline optimized for your target click-through rate.

CHECKPOINT

Are you noticing these AI prompt ideas getting more and more intricate? That's because the better the prompt, the better the response. Don't be afraid to tell your tool exactly what you want, down to the word count, and don't be afraid to ask for a revision that better aligns with your needs. More on this in Part IV!



TL;DR

AI waits for your command. Use your fundraising data to be as specific to your community as possible and remember to polish before you publish!

3. Social media engagement

As you likely already know, writing fundraising content for social media usually requires shorter messaging that acknowledges modern ways to give, like QR codes and links to your online giving page. AI can help you generate content that meets these criteria. Simply tell your tool which social media platform you are writing for, what action you want your audience to take, and any hashtags or links you want to include. And remember, the more asks you provide, the better it will deliver!

Try these AI ideas to optimize your nonprofit's social media strategy:

- **Captions** - Generate Facebook and Twitter captions for photos of your nonprofit in action, or specific people, places, and things you want to highlight. If the image is meant to inspire action, ask your tool to include a link or instructions to get involved online. If you're feeling funny,



ask it to generate a meme related to your work!

- **Strategy advice** - If you're writing to reach a specific audience - like young professionals or retirees, for example - you can ask your AI tool to suggest post times based on when they usually engage on social media. You can also ask it to recommend types of images, hashtags, and keywords that will maximize your reach.
- **Post ideas** - Ask your tool what types of social media content will resonate best with your specific audience. In your prompt, be sure to include demographics that describe the group you are trying to reach and the type of work you do. If you want to try a giving challenge or crowdfunding campaign, include that information in your prompt and ask for social media promotion ideas.
- **Calendar planning** - This one might blow your mind. Ask your tool to develop a social media content calendar based on the length of your campaign, the donor group(s) you'd like to reach, the way you'd prefer to collect donations, and more. Ask it to include the engagement metrics you should track and suggest a frequency for your posts.
- **Content rewrites** - Content created for other formats doesn't have to go to waste. It just needs to be tweaked to fit social media character counts and best practices! Try asking your AI tool to shorten your content to the appropriate length, adjust the tone to sound less formal, or summarize long-form pieces into a few key points.

4. Blog and website content

Considering all of the content work that fundraisers already do, authoring a blog post or a webpage is not usually at the top of their to-do list. Because these efforts don't directly result in a donation, they can be difficult to prioritize. That said, a professional online presence is critical to your organization's identity as a trusted resource. Donors and beneficiaries alike feel at ease when they find well-written information on your website.

Try these AI ideas to populate your website and provide helpful blog posts:

- **Personal stories** - Transcribe a meaningful conversation with a beneficiary or volunteer and ask your AI tool to rewrite it as a blog post in their own words. Provide tone suggestions that match the speaker's demeanor. How do they feel?
- **SEO content** - Provide a few keywords that relate to your

services and ask your tool for similar words and phrases with better SEO value. When writing blog posts, you can also ask your tool to generate an SEO title and meta description using your preferred keyword so that it will stand out in search results.

- **“About” pages** - Ask your tool to generate an “About Us” page by providing a mission statement and details about your nonprofit’s culture that reflect your core values. Include the tone of voice you want to take and the emotions you want your website visitors to feel while reading about your work.
- **Program descriptions** - Similar to your “About Us” page, you can generate program descriptions that not only pull the right people in using optimal keywords, but also accurately describe your unique mission and the emotion behind your work. Try asking for a long-form and short-form description of each program so that you can invite website visitors to learn more on a page that collects their information.

5. Internal documents and workflows

Example: [The Clean Data Checklist](#)

At DonorPerfect, we have internal documents to help our support specialists guide new clients through their onboarding process, including checklist items and best practices for collecting, storing, and organizing constituent data in the CRM.

To provide more value to CRM users, we reimagined this resource into the Clean Data Checklist - a public-facing guide that anyone can download and customize to their organization’s processes to keep everyone on the same page.

And now it’s a better resource for our internal workflow, as well!

While we didn’t leverage AI for this project, we could have used it to change the tone, voice, and organization of the original document to suit its new purpose, suggest additional best practices, and create promotional emails in a matter of minutes.

Try these AI ideas to improve internal workflows and projects at your nonprofit:

- **PowerPoint presentations** - Generate a ready-made presentation outline by providing your AI tool with a detailed topic, the amount of time you want to spend talking about it, and the main points you want to



cover. Then ask it to flesh out a particular slide if you're feeling stuck.

- **Excel spreadsheets** - Instead of becoming an Excel expert, ask your AI tool for Excel formulas that will help you fill out your spreadsheet in a fraction of the time. In fact, [Microsoft has its own AI tool called Copilot](#) that can help you identify trends and suggest ideas for your Excel spreadsheets.
- **Independent learning** - AI competency is already a resume-building skill, but you can also use AI tools to further your career by generating a study plan for a particular area of interest. Say you want to learn Photoshop - tell your AI tool how much time you have to spend on your study plan each day, the specific functions you want to learn, and how you plan to use this knowledge.





TL;DR

In the future, it will be up to you and other AI “bosses” to bring innovation to your sector. These tools don’t generate new ideas, they simply execute them for you.

Part IV: Implementing AI in Your Nonprofit Communication Strategy

The skill of successfully leveraging AI for fundraising endeavors will be a hot item on any resume for years to come. Possessing these skills makes you stand out as an innovative, forward-thinking individual who is ready and willing to learn emerging technologies that increase productivity and drive results. Whether you’re looking to level up in your career or would like to stay put, there is an opportunity to build your personal brand with AI tools. You just have to show them who’s boss.

Practical AI Tools for Fundraising Communications

When starting out with AI, the goal is to grow your writing possibilities with tools that are free, scalable, or both. Many AI tools offer a free version to get your feet wet and a paid version with additional features for when your organization is ready to ramp up.

Examples of free and scalable AI writing tools:

- **Free options** - EngageAI, RYTR, HyperWrite, Wordtune, NeuralText
- **Scalable options** - ChatGPT, ChatSpot, Grammarly, Jasper, Anyword, CopyAI

During the discovery process, you may find that AI works really well for some writing tasks, but doesn’t streamline others in the ways that you hoped. Testing different tools against your existing infrastructure (like your spreadsheets, approval workflows, CRM system, and software integrations) will slowly but surely tell you how much time and money you can afford to spend on AI.

As we mentioned earlier, fundraisers may want to start by thinking about the things they love about their job, and the

things that often feel like a chore. Automate what you can to make room for creative opportunities where you will shine!

Try searching for AI writing tools by category:

- Content generation
- Content personalization
- Editing and proofreading
- Search Engine Optimization
- Predictive analytics
- Data research and processing
- Translation and accessibility
- Customer service

Industry-specific AI tools will typically offer the most value to your nonprofit, whether they come with a price or not, as they include features made for fundraisers. Unlike catch-all tools, you don't have to talk to nonprofit AIs like they've never heard of your needs. They can suggest ready-made fundraising templates and provide donor research tools.

Examples of nonprofit-specific AI writing tools:

- **Constant Contact** - Best-in-class nonprofit email tools used in conjunction with a built-in AI content generator will allow you to quickly create and personalize new donor welcome emails, newsletters highlighting ways to get involved, and announcements of upcoming events.
- **DonorSearch** - Machine learning tools that can integrate with your fundraising CRM allow you to identify and segment the best donor prospects across all campaigns, from annual giving to major giving, using millions of data points.



TL;DR

At the beginning of a project involving AI, develop a few baseline details that should be retained in any revisions you make to your prompt.

How to Be the Boss of Your AI

If you've had the chance to test out different prompts with a generative AI tool, you've likely noticed that the responses aren't exactly perfect for your intended needs on the first try - even before you perform your routine editing and compliance process. That's why it's so important to revise your prompt until you receive a response that truly resonates. Imagine your AI tool is an employee of yours and provide it with constructive feedback - the less they have to guess at what you want, the more likely it is that you'll get it.

Develop your primary prompt

Many AI users begin this process with a primary prompt to be revised over and over again, helping them to maintain the asks that were made at the beginning of their query and build on them in subsequent prompts.

For example, your organization's primary prompt may include context for who you are as an organization (your culture, size, mission, etc.), the tone of voice you want your content to have, and any keywords that will make it easier for readers to find your content online. While these elements are maintained in each response, you may ask for revisions that are shorter, organized in a numbered list, or written from a different point of view.

The asks that make up your primary prompt can also be split up into a chain of inputs, sent one at a time - provided you don't exit out of the window you're working in without saving.



TL;DR

There is no such thing as too much information. A "good" AI prompt could consist of more than 100 words, and a "great" AI prompt could consist of more than 1,000.

Be specific when asking for revisions

When asking your AI tool to "try again," tell it exactly what you want it to change about the first output. For example, "Try again, but rewrite in the third person, from the perspective of a volunteer, and focus on what motivates them to get involved in nonprofit events."

Vague vs. specific:

- A vague prompt might be to "Summarize the meeting notes."
- A specific prompt or revision might be to "Summarize the meeting notes in a single paragraph. Then write a list of participants, their key points, and any action items they suggested."

You can even provide an example of what you'd like to see in a response. When you come across great writing that makes giving seem like an effortless step in creating change, try telling your AI tool to mimic it! And when you find an article with great points, ask your AI tool to reference it in its response. It will use your notes like an "open book" test.

What to include in your AI prompts

Nonprofit author personas

Does your organization call on its executive team to send thank yous and impact updates to important donors? If so, do your

execs find it hard to make time to write, or are other employees ghostwriting these messages for them?

Whatever your process, it can be simplified by telling your AI tool to write from a specific point of view or author persona. In your prompt, include the title of the author, how much experience they have, their expertise, and the perspective they might offer.

Examples of nonprofit author personas:

- Board Member
- Executive Director
- Development Director
- Event Manager
- Chief Financial Officer
- Founder

Nonprofit donor personas

In the same way that you can provide a nonprofit author persona for your AI tool to adopt, you can provide a donor persona for it to write to (see the example below). A donor persona is basically a model for one of your target donor segments, like upper-middle-class adults who are active in community philanthropy, for example.



Persona Name:
Networker Nicole

Donor Persona

Age: 57

Housing: Suburban upper middle class home

Family: Married with young adult / college-aged children

Education: Bachelor's Degree

Household Wealth Rating: 85

Employment: Self employed PR Consultant

Social Media Usage: Frequent usage

Giving Activity: Supports several local charities

About: Regularly attends social gatherings, events, and speakers. Enjoys personal travel and restaurant dining. Has more time to contribute now that kids are grown.

Try providing demographic details from your fundraising database or CRM - like age, occupation, and giving history with your organization - to create content that will be sure to resonate with that specific donor group (in this example, your Networker Nicoles).

There's no need to meet with each donor to get the nitty-gritty details of their spending. For more information to leverage - like household income, wealth rating, and preferred communication method - nonprofits can integrate a prospect research tool with their fundraising CRM to report on their entire database at once.

Other persona examples:

- Volunteer
- Major donor
- Monthly giver
- Event attendee
- Crowdfunding participant
- Newsletter subscriber

Nonprofit writing style and tone

When you read your nonprofit's communications back to yourself, are they missing something? Do they feel awkward? Do they need a little extra "oomph"?

Of course, different fundraising communications call for different writing styles and tones. You wouldn't speak the same way on your nonprofit webpages as you would on a phone call with a donor, and you wouldn't send a gala invitation that reads like a text message. When dictating a writing style or tone to your AI tool, consider the occasion, audience, and emotion behind your reason for communicating.

Examples of nonprofit tone:

- Fun/energetic
- Clever/witty
- Serious/focused
- Passionate/driven
- Empathetic/kind
- Peaceful/calm
- Saddened
- Emboldened
- Shocked
- Optimistic

Examples of nonprofit writing style:

- Narrative
- Descriptive
- Persuasive



- Objective
- Subjective
- Poetic
- Technical



Nonprofit length and format

Again, you want to make sure the responses (and subsequent revisions) to your AI writing prompts are appropriate for your occasion, audience, and reason for communicating.

Examples of nonprofit format:

- Outline
- Email
- Social post
- Blog post
- Print/PDF: 1 page
- Print/PDF: 2-3 pages
- Print/PDF: 4-8 pages

Examples of nonprofit length:

- Five section titles with five bullet points each
- An email subject line and 150-200 words of content
- 250-300 characters including links and hashtags
- 650-800 words including an introduction, conclusion, and five main points

Delimiters

Are you still having trouble getting your desired response? As your prompts get longer and more specific, it can become more difficult to describe exactly what you want without muddying the waters. Don't worry - there's a simple solution!

You can use delimiters to indicate parts of your prompt that should be treated differently. For example, if you only want one paragraph of your input to be written in a certain style or tone, or you only want to summarize one specific article for your blog conclusion, delimit these elements of your prompt by setting them apart with quotation marks or asterisks.

Examples of delimiters:

- Write a haiku using only the text delimited by double asterisks: ****insert text here****
- Use the article delimited by triple quotes to provide an outline for a blog post about community outreach: **"""insert**

The Future of AI in Nonprofit Fundraising Communications

As a nonprofit professional empowered with AI, you step into the role of boss, with your generative writing tool as second-in-command. You take the creative lead while it provides strategic assistance to help you navigate the complex world of fundraising.

Like a skilled and experienced team member, your AI tool stands ready to provide real-time data assistance and donor engagement opportunities, allowing you to leave a lasting impact on your nonprofit's relationships with its donors, volunteers, and beneficiaries. Together, armed with millions of data points, you and your new "sidekick" can make more informed decisions, segment your audiences more thoughtfully, and execute campaigns more effectively. Free of humdrum tasks that take more time than they're worth, you can be the fundraiser you've always hoped you could be.

Perseverance, practice, and strategic investment will ensure that nonprofits are able to choose the most appropriate AI for their fundraising team - bearing in mind that industry-specific tools for nonprofits will continue to emerge. In turn, fundraising teams should be trained to provide the necessary support for their new "team member" to unleash its full potential. After mastering the art of creating fundraising content with AI, nonprofits can dive even deeper into the realm of possibilities - like generating images, videos, and sounds from text.

The future of AI in nonprofit communications looks incredibly bright. So embrace your new strategic partnership and stay informed about the latest advancements to achieve a remarkable impact in your community, far and wide.



SCAN TO LEARN MORE

Meet your fundraising success partner

Your fundraising software should be a key part of your organizational strategy, ensuring annual success and reliable growth.

Over 50,000 nonprofit professionals trust DonorPerfect to help them achieve their annual fundraising goals. In fact, DonorPerfect is rated #1 for functionality, ease of use, value, and customer support.

Get a [Demo of DonorPerfect](#) or call [800.220.8111](tel:800.220.8111).