31. Sample AI (ChatGPT) prompts that Prospect Researchers could consider

The old GI-GO (*garbage in – garbage out*) or WYSIWIG (in this case ‘*what you send is what you get’*) principles may rear their ugly heads as we begin to use Artificial Intelligence (AI) generating apps, like ChatGPT[[1]](#footnote-1). To get the most out of AI searches, the instructions (prompts) should be precise and comprehensive. Here are sample questions (AI *prompts*) that [www.Keela.com](http://www.Keela.com) proposes we use to full effect for fund development. Please note:

* *the text generated by AI should only be regarded as a draft; a beginning; a start. Copying the exact text will run the risk of others doing the same and donors receiving identical wording. This could severely prejudice both the intention and certainly, the reputation of your organisation. Proposal writers should be hyper-aware of this eventuality and stringently resist the urge to simply copy ‘n paste,*
* *These prompts presuppose that there is adequate online information on a respective organisation to cross-reference,*
* *the syntax for such instructions does not necessarily follow conventional grammar rules.*

Large/Comprehensive/Capital campaigns:

* Develop a compelling case statement for a project campaign that outlines [organisation name]'s goals, accomplishments, and specific funding needs, to inspire potential major donors to make a significant investment.
* Craft a personalised thank-you note for a donor who recently made a substantial contribution, expressing gratitude and emphasising the transformative outcomes their support will bring about for [*your organisation name*].
* Write an email to schedule a face-to-face meeting with a prospective major donor, conveying the importance of discussing their potential partnership and exploring ways they can make a significant impact on [*organisation name*]'s mission.

Campaigns

* Compose an attention-grabbing campaign slogan or tagline that effectively captures the essence of *[organisation name*]’s [*project/programme*] fundraising campaign that resonates with potential donors.
* Write a series of social media posts for [*organisation name*]’s [*project/programme*] campaign, using storytelling, visuals, and a clear call to action to engage followers, encourage donations, and create a sense of community around our cause.
* Develop a script for a campaign video or crowdfunding pitch, effectively conveying the mission, goals, and desired outcomes of [*organisation name*]’s [*project/programme*] fundraising campaign, that will inspire viewers to contribute and become active advocates.

Recurrent donors:

* Compose a persuasive email to your supporters, encouraging them to join [*organisation name*]’s monthly giving programme and highlighting the benefits of regular, sustained support for your organisation's mission and programmes.
* Create a dedicated webpage or landing page for [*organisation name*] website, providing information about the importance of monthly or quarterly giving, outlining the various giving levels and associated benefits, and making it easy for supporters to sign up for

monthly donations.

* Develop a script for a phone call or personalised message to existing donors, inviting them to convert their one-off donations into recurring monthly or quarterly contributions, and highlighting the additional benefits they can enjoy as regular supporters.
* Craft a compelling text for [*organisation name*]’s annual giving campaign, showcasing success stories and emphasising the importance of regular donations to sustain our programmes and make a lasting difference.
* Develop a script for a fundraising phone call to annual donors, expressing gratitude for their past support and inviting them to renew their commitment by making a meaningful gift to [*organisation name*]’s annual giving campaign.
* Develop a compelling text for thank you letters for one-off, and for regular donors expressing appreciation for their support and encouraging them to visit and explore [*organisation name*]’s [*project/programme*] fundraising campaigns.
* Create a donor impact report for [*organisation name*]’s annual giving programme, highlighting the successes made possible by the support of our regular donors, and sharing it as a digital or print resource to inspire continued giving.

Bequests

* Craft an informational brochure about legacy gifting options, outlining the various ways individuals can include [*organisation name*] in their estate plans and emphasising the profound impact their legacy gifts can have on our programmes and initiatives.
* Create a dedicated webpage on [*organisation name*]’s website that provides comprehensive information on legacy giving, including testimonials, FAQs, and step-by-step instructions for donors interested in making a planned gift.
* Compose a heartfelt letter to [*organisation name*]'s long-time supporters, expressing gratitude for their loyalty and inviting them to consider leaving a legacy through a planned gift that will support your mission for future generations.

CSI & Sponsors

* Create a case study highlighting a successful corporate partnership or sponsorship, illustrating the tangible benefits and measurable outcomes achieved through the collaboration and sharing it as a compelling resource to attract new corporate partners.
* Compose a persuasive proposal letter to a potential corporate partner, highlighting the alignment between [*organisation name*]'s mission and their corporate values, and outlining the benefits of a strategic partnership or sponsorship.
* Craft a sponsorship package for corporate partners, detailing the various sponsorship levels available, the corresponding benefits and recognition, and the specific initiatives or events their support will impact.

Proposal Writers (*please refer to my cautionary note about using the exact text that AI generates*)

* Craft a comprehensive grant proposal, outlining the problem or need [*organisation name*] addresses, providing evidence-based solutions, and presenting a clear and detailed plan for implementation and evaluation.
* Develop a budget narrative for a grant proposal, explaining how the requested funds will be allocated and demonstrating the financial sustainability and accountability of [*organisation name*]'s project or programme.
* Create a repository of compelling impact stories and statistical data to support grant applications, illustrating the positive change and transformative outcomes the [*organisation name*] has achieved through previous grants and funding partnerships.
1. 1. ChatGPT is a language model developed by *OpenAI*. It is designed to generate human-like responses by considering context and providing relevant answers, explanations, and suggestions. *ChatGPT* can be used for various tasks, including answering questions, engaging in conversation, or by providing assistance. It has been trained on a large dataset from the internet and is continually learning and improving through user interactions. [↑](#footnote-ref-1)