

# AI Prompt Guide for Nonprofit Fundraising Professionals

Ready-to-use prompts to save time and fundraise smarter



## Use these AI prompt templates to:

- ✓ Personalize donor outreach
- ✓ Plan campaigns faster
- ✓ Write compelling impact stories and social content
- ✓ Celebrate donor contributions

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# Prompts for Donor Outreach & Stewardship

Get started with prompts that help you save time while building stronger donor relationships.

- 1 Write a thank you email to **DONOR NAME** for their recent gift to our **CAUSE** campaign. Include a short story about how their donation is making a difference at **ORGANIZATION**. Use the file attached for information about the program(s) this donation is helping.  
→ Upload a file with information about the program(s) this donation is helping.

## SEE IT IN ACTION

Write a thank you email to Jordan Lee for their recent gift to our Spring Giving Drive supporting youth mental health. Include a short story about how their donation is making a difference at the Youth and Teen Thinkers Fund. Use the file attached for information about the program(s) this donation is helping.



- 2 Draft a LinkedIn message inviting **DONOR NAME** to attend our upcoming virtual fundraiser for **ORGANIZATION**. Mention their past support and highlight what's new this year based on the event information I share below.  
→ Add more information about the event and the donor under the prompt.

## SEE IT IN ACTION

Draft a LinkedIn message inviting Priya Patel to attend our upcoming virtual fundraiser for the Growing Communities Collective. Mention her past support and highlight what's new this year based on event information I share below.



- 3 Create a donor spotlight social media post for LinkedIn that celebrates **DONOR NAME**'s contributions and encourages others to give to **ORGANIZATION**. Reference the donor information below to help write the social media post.  
→ Add more information about the donor's contributions under the prompt.

## SEE IT IN ACTION

Create a donor spotlight social media post for LinkedIn that celebrates Alex Chen's contributions and encourages others to give to the Water Tidy Charity. Reference the donor information below to help write the social media post.



- 4 Write a follow-up message for a **DONOR TYPE** who hasn't responded to our last outreach about our year-end giving campaign. Keep the tone warm, mission-focused, and encouraging.

## SEE IT IN ACTION

Write a follow-up message for a monthly donor who hasn't responded to our last outreach about our year-end giving campaign. Keep the tone warm, mission-focused, and encouraging.



### PRO TIP

Attach your nonprofit's official style guide or other materials to your prompt to help your AI tool better match your organization's voice.

\*Do not upload confidential or sensitive information about your nonprofit or donor.

# Prompts for Campaign Planning & Content Creation

Use these prompts to brainstorm ideas, write faster, and keep your messaging mission-aligned.

- 1 Generate three fundraising campaign theme ideas for a nonprofit focused on **CAUSE**. Include a tagline and a short description for each.

## SEE IT IN ACTION

Generate three fundraising campaign theme ideas for a nonprofit focused on food insecurity. Include a tagline and a short description for each.



- 2 Write a social media post announcing the launch of our **CAMPAIGN NAME** campaign at **ORGANIZATION**. Make it inspiring and action-oriented. Use the attached file with information about the campaign to help write the post.  
→ Upload a file with information about the campaign.

## SEE IT IN ACTION

Write a social media post announcing the launch of our Hope for Housing campaign at Housing Unified Advocacy. Make it inspiring and action-oriented. Use the attached file with information about the campaign to help write the post.



- 3 Draft an email appeal for our **CAMPAIGN NAME** campaign at **ORGANIZATION**. Feature a compelling story based on the information in this blog post (**LINK**) related to the campaign and include a clear call to action.

## SEE IT IN ACTION

Draft an email appeal for our Back-to-School Fundraiser campaign at Schooling Up Together. Feature a compelling story based on the information in this blog post (**LINK**) related to the campaign and include a clear call to action.



- 4 Create a list of five content ideas for LinkedIn posts that promote our **CAMPAIGN NAME** and highlight the donor impact on **ORGANIZATION**.  
→ Upload a file with information about the campaign.

## SEE IT IN ACTION

Create a list of five content ideas for LinkedIn posts that promote our Clean Air Now campaign and highlight the donor impact on Organic Growers Farm.



## PRO TIP

Tell your AI assistant to provide multiple variations so you can test different messages that may work across different channels.

# Prompts for Giving Tuesday and End-of-Year Giving

Seasonal prompts to help you make the most of peak generosity.

- 1 Write a year-end fundraising email for our **CAMPAIGN NAME** at **ORGANIZATION** that thanks donors for their support and encourages one last gift before the deadline. Include a sense of urgency and a reminder of the impact. Reference the file attached about the campaign to help write the email.  
→ Upload a file with information about the campaign.

## SEE IT IN ACTION

Write a year-end fundraising email for our Warm Winter campaign at the Coats for Children Fund that thanks donors for their support and encourages one last gift before the deadline. Include a sense of urgency and a reminder of the impact. Reference the file attached about the campaign to help write the email.



- 2 Create a countdown social media post for the final **NUMBER** days of our **CAMPAIGN NAME** which ends on **DATE**. Keep it short, energetic, and focused on the difference one more gift can make.  
→ Upload a file with information about the campaign.

## SEE IT IN ACTION

Create a countdown social media post for the final 3 days of our Holiday Hope campaign which ends on January 2. Keep it short, energetic, and focused on the difference one more gift can make.



- 3 Write a holiday themed thank-you note to donors who gave in **MONTH**. Include a warm message and a preview of what's ahead in **NEXT YEAR**, based on our most recent newsletter (attached).  
→ Upload a copy of a recent donor newsletter.

## SEE IT IN ACTION

Write a holiday themed thank-you note to donors who gave in December. Include a warm message and a preview of what's ahead in 2026, based on our most recent newsletter (attached).



- 4 Draft a LinkedIn social media post celebrating the total raised **AMOUNT** during our **CAMPAIGN NAME** and thanking our **DONOR COMMUNITY NAME** for their generosity.

## SEE IT IN ACTION

Draft a LinkedIn social media post celebrating the total raised (\$30,000) during our Year-End Giving campaign and thanking our Hope Builders community for their generosity.



### PRO TIP

Use AI to generate multiple versions of your Giving Season messages so you can test what resonates best with your audience.

# You're just getting started.



Keep building your AI fluency



Use AI to save time and personalize outreach



Experiment, iterate, and make it your own

Discover more [fundraising best practices](#) on the [LinkedIn for Nonprofits Resource Hub](#).

Find [fundraising solutions](#) to help you engage donors more effectively.



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