



Top AI prompts for Fundraising Teams

Do you want to start using Artificial Intelligence (AI) in your role but don't know where to start and how it can benefit you? AI prompting is giving specific instructions or questions to an AI to get relevant and accurate responses. It helps guide the AI to understand what you need and respond appropriately.

The CREATE formula is a great structured approach for crafting effective AI prompts to get the outcome you want, but in a simple way.

- C**haracter: Define the persona or role the AI should assume.
- R**equest: Clearly state the task or question.
- E**xamples: Provide sample inputs and desired outputs.
- A**djustments: Specify modifications or constraints.
- T**ype of output: Indicate the format and detail level of the response.
- E**xtras: Include additional context or instructions to refine the output.

Example:

(C) Assume you are an experienced Fundraising Manager in a leading non-profit organisation.
(R) Provide strategic advice on how to enhance our fundraising efforts and increase donor engagement. **(E)** Specifically, outline steps to build stronger relationships with current donors and attract new supporters. **(A)** Focus on strategies that drive donor retention and boost fundraising growth.
(T) Provide a detailed strategic plan, including immediate actions and long-term goals. **(E)** Consider current fundraising trends, potential challenges, and the impact on donors and stakeholders in your advice.

Here are fifty ideas for prompts that professional fundraising teams can use to enhance their strategies, improve donor relations, and drive successful fundraising campaigns:

Communications and Marketing

- How can we better leverage social media to boost our fundraising efforts?
- How can we better leverage email marketing to support our fundraising efforts?
- How can we enhance our donor communications to build stronger relationships?
- What are the best practices for creating impactful fundraising videos?

Innovative Fundraising Techniques

- How can we better leverage crowdfunding platforms to support our fundraising goals?
- What strategies can we use to enhance our end-of-year giving campaigns?
- What are the best practices for creating impactful fundraising videos?

Community and Volunteer Engagement

- How can we better engage our community in fundraising activities?
- How can we better engage alumni and former beneficiaries in our fundraising efforts?
- What strategies can we implement to create a culture of philanthropy within our organisation?

Events and Peer-to-Peer Fundraising

- What are the best practices for organising successful fundraising events?
- How can we better utilise peer-to-peer fundraising to expand our reach?
- What strategies can we use to increase participation in our fundraising events?
- How can we better utilise volunteer fundraising efforts?

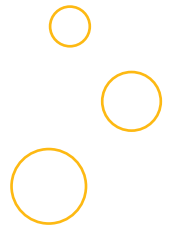


Donor Identification and Targeting

- How can we better identify and target potential major donors?
- What are the best practices for conducting donor prospect research?
- How can we improve our donor segmentation and personalisation?
- What strategies can we use to engage and retain high-net-worth donors?
- How can we improve our approach to donor acquisition and outreach?

Strategy and Planning

- How can we better align our fundraising goals with our organisation's mission?
- What strategies can we use to diversify our funding sources?
- What are the key elements of a successful capital campaign?
- What are the key elements of an effective fundraising feasibility study?
- How can we improve our approach to fundraising during economic downturns?



Technology and Operations

- How can we better leverage technology to streamline our fundraising operations?
- What are the best practices for managing and growing our donor database?
- What strategies can we use to enhance our reporting and analytics capabilities for compliance data?

Compliance and Transparency

- What are the key metrics we should track to measure the effectiveness of our ethics program?
- How can we improve our approach to fundraising reporting and transparency?
- What strategies can we use to improve monitoring and reporting of compliance issues?



Corporate and Major Gifts

- How can we better engage corporate sponsors and partners?
- How can we improve our major gifts program?
- What strategies can we use to engage and retain high-net-worth donors?

Grants and Corporate Giving

- How can we improve our approach to grant writing and management?
- How can we improve our approach to managing and acknowledging in-kind donations?
- How can we better leverage partnerships with other organisations to enhance our fundraising efforts?



Donor Recognition, Stewardship and Specialised Programs

What are the key elements of an effective donor recognition program?

What strategies can we use to encourage employees to report unethical behaviour?

How can we improve our approach to planned giving and legacy donations?

What strategies can we use to attract and retain millennial donors?

Donor Retention and Engagement

What strategies can we implement to enhance our donor retention rates?

How can we improve our storytelling to better engage and inspire donors?

What strategies can we use to increase recurring donations?

How can we better engage corporate sponsors and partners?

How can we improve our donor stewardship efforts?

How can we enhance our thank-you and acknowledgement processes?

What strategies can we implement to attract and retain millennial donors?

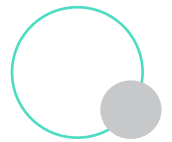
How can we better engage our board members in fundraising efforts?

What strategies can we use to engage and retain first-time donors?

How can we better engage our community in fundraising activities?

How can we better engage alumni and former beneficiaries in our fundraising efforts?

What strategies can we implement to create a culture of philanthropy within our organisation?



Data and Analytics

What are the key metrics we should track to measure our fundraising success?

How can we better leverage data and analytics to inform our fundraising strategies?

How can we improve our approach to fundraising reporting and transparency?

Fundraising Campaigns and Appeals

What are the best practices for creating compelling fundraising appeals?

What are the key elements of an effective fundraising campaign plan?

What strategies can we implement to boost our online fundraising efforts?

What strategies can we use to enhance our end-of-year giving campaigns?

How can we improve our approach to planned giving and legacy donations?

How can we better utilise crowdfunding platforms to support our fundraising goals?

What are the key elements of an effective fundraising case for support?

What strategies can we implement to enhance our annual giving program?



Find out more

Contact us to discuss any of the above or to find out how we can help you more with our AI services.

Tel: 01483 412 040

email: ai@ramsac.com