



AI-Powered Fundraising For Small Non-Profits

Do More with Less

Training3



(1) Newbie



(2) Dabbler



(3) Dazzler

Where would you categorize yourself with AI?

Hold up 1, 2, or 3 fingers



“Absolutely blown away by the AI for Biz course! It's not just a course; it's a game-changer!”



Whitney Cardosi

You are in the right place!



Gail Zona

Founder

Entrepreneur

Former tech exec



I have helped 500+ people, learn how to use AI to accelerate growth in their organizations.

Here's what you will learn today

AI Basics

- What are the basics I need to know, effective Prompts

Using AI to Engage New Donors

- Brainstorming Campaign Ideas

Using AI to Personalize Donor Outreach

- Using Social Media

Using AI to Simplify Administrative Work

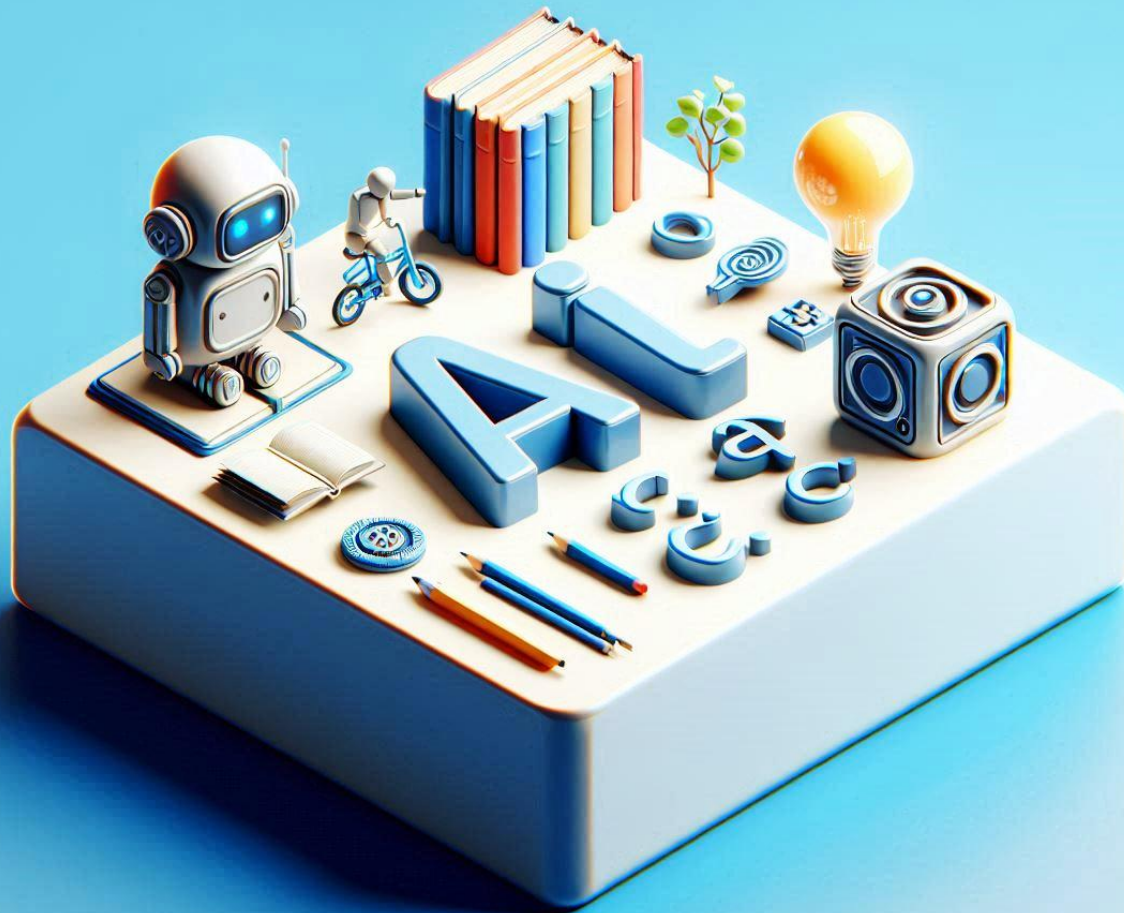
- Ideas to put into action

Using AI to Gather Donor Insights

- Find out what really motivates your donors

Using AI to Retain Loyal Donors

- Personalized emails



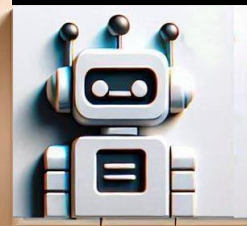
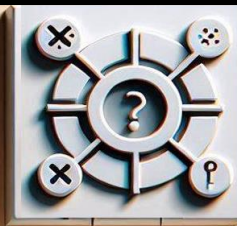
AI Basics

What do I need to know? How do I construct prompts for AI?

AI: The Basics

I can't get it to do much

AI is easy to start but hard to master. Like any tool, training is key.



It sounds like a robot

AI starts off with a default style. You need to train it to sound like you.

It makes mistakes

Yes, it does. You need to make sure you read everything you create before you publish it.



It's going to take my job!

AI won't replace you—but the person who uses AI effectively might well replace you!

AI is everywhere!

Yes, it is. You see it on phones, in apps, on social media, in cars. It is showing up everywhere but it's not one big AI, it's lots of little ones that aren't connected.



Will I be left behind?

If you don't learn how to use AI, at least a little bit, you are likely to get left behind. AI is here to stay.

Basic Prompt Structure

It all starts with a prompt

Persona



What role do you want the AI to assume?

- *An expert in social media?*
- *A business strategist?*
- *A marketing guru?*

Basic Prompt Structure

It all starts with a prompt

Persona



You are an Instagram expert, skilled in creating engaging posts for non profits. You include relevant information in your posts and always include a call to action.

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Backstory



What does the AI need to know about?

- *Your organization?*
- *Your donors or constituents?*
- *The situation?*

Basic Prompt Structure

It all starts with a prompt

Persona



You are an Instagram expert, skilled in creating engaging posts for non profits. You include relevant information in your posts and always include a call to action.

Backstory



I am the Executive Director of a small non-profit, Helping Hands, providing food and supplies to people in need. My clients are families in the Manchester, NH area. Our programs have helped over 1000 families in the past 5 years with food, nutrition and cooking advice, and advocacy.

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It all starts with a prompt

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You are an Instagram expert, skilled in creating engaging posts for non profits. You include relevant information in your posts and always include a call to action.

Backstory



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Task



What do you want the AI to do for you?

- *Write a social media post?*
- *Give you insights about your donors?*
- *Help you with fundraising?*

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I am the Executive Director of a small non-profit, Helping Hands, providing food and supplies to people in need. My clients are families in the Manchester, NH area. Our programs have helped over 1000 families in the past 5 years with food, nutrition and cooking advice, and advocacy.

Task



Create a post introducing me that would be engaging and informative to my prospective donors and that sets me apart from others. Use benefits-oriented language.

Changes over time

Prompts now need to have richer info



2024
You are an Instagram expert.



I lead a non-profit delivering food to local people.



Create a post for me.

2025

You are an Instagram expert, skilled in creating engaging posts for non profits. You include relevant information in your posts and always include a call to action.

I am the Executive Director of a small non-profit, Helping Hands, providing food and supplies to people in need. My clients are families in the Manchester, NH area. Our programs have helped over 1000 families in the past 5 years with food, nutrition and cooking advice, and advocacy.

Create a post introducing me that would be engaging and informative to my prospective donors and that sets me apart from others. Use benefits-oriented language.

with a Pro's help

1. Format: Single Image/Photo Post

•Hook (First Line):

[Attention-Grabbing Question or Statement Related to Your Content]

Example: "Tired of bland gluten-free meals? Let's make them delicious!"

•Body (Main Content):

- [Identify the Problem or Pain Point]
Example: "Gluten-free doesn't have to mean boring or restrictive."
- [Provide a Benefit-Oriented Solution or Tip]
Example: "Try these quick swaps to turn your meals into flavor-packed, satisfying dishes."

•Call to Action (CTA):

[Action Step]

Example: "Tag a friend who needs this! 📌 Or DM me for personalized tips."

2. Format: Carousel Post

•Slide 1 (Hook):

[Tease the Content]

Example: "Swipe 📄 to learn the top 3 gluten-free ingredients that'll transform your meals!"

•Middle Slides (Content):

- [Break Down Tips/Ideas/Recipes in Bite-Sized Pieces]
Example: Slide 2: "1. Chickpea flour – high protein, gluten-free goodness!"



Let's get started!

Discuss the prompts to use and then see them in action!

Engage New Donors

Brainstorming Campaign Ideas

AI never gets 'stuck'



You are a fundraising campaign expert for small non profits.



My non profit is NAME. Our mission is: MISSION.



Brainstorm a list of 10 creative and low-budget ideas for events or campaigns designed to attract new donors interested in INTEREST.



Once you get some ideas you like, you can have ChatGPT help you create the campaign -- from the goals, to the checklists, to the promotion of it, to the follow up.
Want to know how? Schedule a FREE Discovery Chat.

Personalize Donor Outreach

Instagram prompt 

Change the tone. Tell it 'why'.



You are an Instagram expert, skilled in creating engaging posts for non profits in the GEOGRAPHY area. You include relevant information in your posts and always include a call to action.



My non profit is NAME. Our mission is: MISSION. I want to create a warm outreach post out to potential new donors asking for SPECIFICTASK.



I want to emphasize in the email why what we do is important and help the potential new donors understand that any gift is welcome and that they can make a difference. Make the tone TONE1, TONE2, TONE3.



AI doesn't have to sound like a robot. You can always change the tone to make it work for you or your organization.

Want to know how? Schedule a FREE Discovery Chat.

Simplify Administrative Work

Brainstorming ideas to help save time

This works best when you have a 'conversation' with AI



You are a business efficiency expert skilled in helping small non profits save time by using AI.



I am the ROLE of a small non-profit, NAME. Our Mission is: MISSION. We have STAFF.



Give me 5 ideas for simplifying administrative tasks using ChatGPT.



You can ask for a general list or something specific like we did above. And then dig in and ask follow up questions about how to actually do it.

Want to know how? Schedule a FREE Discovery Chat.

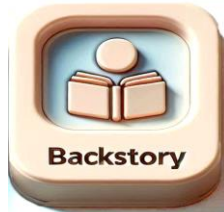
Donor Insights

What *really* motivates your donors?

Get behind the scenes!



You are a fundraising, marketing and branding expert skilled in helping small non profits really understand their donors.



I want to learn more about what motivates my donors. They are: GENDER, AGES, PROFESSION, GEOGRAPHY, who value VALUE1, VALUE2, VALUE3. Our non-profit provides: MISSION.



What are the top 10 motivations likely driving their donations.



This is the foundation for really using AI effectively. Once you have trained ChatGPT on your donors (this is only the start), you can find out who they are, where to find more of them, when they give, what triggers them to give, how to get them to give more, etc..

[Want to know how? Schedule a FREE Discovery Chat.](#)

Retain Loyal Donors

Email Newsletters



*Personalize this for
the best results*



You are an email marketing expert, skilled in creating emails for non profits that get opens, clicks and shares. You include a call to action and a catchy title that stands out in inboxes.



My non-profit is: NAME. Our mission is: MISSION.



Create a short, impactful donor update message highlighting recent progress related to RECENTEVENT, thanking our loyal supporters.



If you segment your donors into high, medium, and low givers, for example, you can even personalize this email for the different segments.

Want to know how? Schedule a FREE Discovery Chat.



Wow!
Amazing!
Mind blowing!

*What else can I
do with AI?*

AI can help you with tasks like these too!

*Just
look!*



**Create talking points
to help you ask for donations**

**Create grant proposal outlines
and drafts**

**Create tailored fundraising
campaign ideas for your mission
and donors**

**Create job descriptions and
forms for volunteers**

**Create tailored social media
posts for your fundraising efforts**

Take the next step in your AI journey



1. *Get the slides.*

QR code on the flyer

2. *Practice, practice, practice!*

3. *If you want to learn how AI can specifically help your organization to do more with less -- Schedule a FREE Discovery Chat.*

QR code on flyer

You've got this!

Contact Info



Gail Zona

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FREE Discovery Chat with me:
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Follow me on Linked In:
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<https://www.learnaiforbiz.com>

“I look forward to helping you learn how to use AI to help you accomplish your mission!”