

CHATGPT



PROMPT GUIDE FOR WRITING AN EFFECTIVE
FUNDRAISING APPEAL LETTER



**SAVE TIME
AND RAISE
MORE MONEY!**

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HEY THERE NONPROFIT SUPERSTAR!

Want to have ChatGPT write you a fundraising letter that motivates your donors to invest in your critical work? Here's your step-by-step roadmap.



ChatGPT

WHAT IS CHATGPT?

Simply put, ChatGPT is the future. ChatGPT is a revolutionary AI (artificial intelligence) language model that's reshaping how we communicate, work, and yes – fundraise! By integrating ChatGPT into your fundraising toolkit, you're not just drafting compelling appeal letters, you're embarking on a transformative journey of efficiency and creativity.

GETTING STARTED WITH CHATGPT:

-  **Access:** Head over to the OpenAI website at openai.com.
-  **Sign Up:** Click on the "Try ChatGPT" button in the top right. Follow the on-screen instructions to set up your password. You will need to verify your email to activate your account.
-  **Begin Chatting:** Once you're logged in, navigate to the ChatGPT website at chat.openai.com. In the box titled "send a message" you can start conversing with the AI.

PREPARATION IS KEY

1 GET YOUR INFO TOGETHER BEFORE YOU CHAT WITH CHATGPT

Write down the following information in a separate document (the better information that you give ChatGPT, the more personalized and compelling a letter it can draft for you):

Your Organization's Name: Who are You?

Mission Statement: Your “why”

Letter Focus: The specific project or need you're championing

Fundraising Goal: How much are you aiming to raise? Do you have a donation match? If so, how much?

Background Info: What additional info would you like included in the letter (maybe some background about your agency or some key successes you had this past year).

The Big Impact: Break down the impact your donors help make happen. An example could be "\$50 provides 200 healthy meals for our shelter cats.”

Story: Share a heartfelt story or testimonial

Deadline: Got a fundraising deadline? Let's hear it.

Donation Methods: How can people send their support? Online link? Check? Crypto currency?

2 GIVE CHATGPT THE LOWDOWN

Once you have completed your profile in Step 1, go into ChatGPT and put the following prompt in the message area (titled “send a message”) and fill in your specific information (cutting and pasting information from the document you created in step 1).

THE APPEAL LETTER PROMPT FOR CHATGPT

"Act as an executive director who is deeply committed to their work. Craft a compelling fundraising appeal letter for [Organization Name]. Our mission is [Mission Statement]. We are currently raising funds for [Letter Focus], with a goal of [Fundraising Goal]. Here is some background information about our organization [Background Info]. (If relevant) We have a matching gift of [Matching Amount]. It's crucial to know that [The Big Impact]. Include the following powerful impact story in the letter [Story]. Our deadline for this campaign is [Deadline]. Donors can contribute by [Donation Methods]. Donation can be made through our website (include website donation link) or by sending a check in our self addressed return envelope. This letter should incorporate the essence of our organization and motivate potential donors to support our cause.

Use best practices in appeal letter writing including writing a catchy intro statement, making a compelling case for why the donor should make a donation now, and help the donor visualize what will happen when they donate. Make the letter 2-3 pages long, bolding key statements to make the letter easily skimmable.

Throughout the letter, let the reader understand the specific, heartfelt change they can help make by donating. Use active voice and active verbs. Make it comprehensible at a 4th to 8th grade reading level. Make the ask in the letter two times, and once more in the P.S. Create a sense of urgency with your ask.

I want you to use the same tone and style of the letter I am including here: [insert here copies of previous donation request letters that you like]."

Press "Enter" or click the arrow on the right side and watch the writing take place!

MAKE IT YOUR OWN

3 MAKE IT YOUR OWN

Now, give it a once-over. ChatGPT should have written you a very strong first draft. Your letter should be at least 80% of the way to being done. Cut and paste the letter into your own document. Add your personal flair, any additional details, and make sure it sounds like you and represents your organization well. Sometimes ChatGPT likes to make things up, so double check that everything in your letter is accurate.

Pro Tip: *To copy the ChatGPT text into your own document, use the keyboard icon in the upper right corner of the ChatGPT response. If you just copy and paste the selection, you may end up with a gray background.*

4 INCLUDE VISUALS

Photos humanize any appeal letter. After your letter is written, you can always ask ChatGPT: “What images should I use in this appeal letter?”

5 BUDDY CHECK

Have a colleague (or two) give it a read. Fresh eyes can spot things you might have missed and help you bring your letter to the next level.



6 LAUNCH THAT LETTER!

Mail it out, and make sure you include a self-addressed return envelope.

KEEP GOING!



DON'T STOP THERE: TURN THIS APPEAL LETTER INTO AN EMAIL DONATION REQUEST.

Prompt: *"Turn this letter into an email donation request letter that is not longer than 2 paragraphs."*

If you don't like the email subject line title suggested, you can always say
Prompt: *"Give me 10 additional catchy subject lines for the appeal letter email."*



GET CHATTING ON SOCIAL MEDIA



You can have ChatGPT easily turn your letter into a social media fundraising campaign.

Prompt: *"Turn this appeal into a Facebook post, an Instagram post and an X (formerly Twitter) post."*

CONCLUDE WITH CONFIDENCE

There you have it! With a sprinkle of ChatGPT magic and your nonprofit's awesome sauce, you're on your way to a standout fundraising appeal. With all of the hours you have saved with ChatGPT's help, I hope you can spend more time with your donors, or leave work early (or at least on time!).

Wishing you great fundraising success! May you raise the resources you need to make the impact you are committed to.

WANT TO LEARN MORE ABOUT USING CHATGPT FOR FUNDRAISING?

If this prompt guide was helpful, and you'd like to learn more detailed and specific prompts to support all of your fundraising needs, **sign up for Sharon's Fundraising Tips emails** to get more great fundraising tips AND be the first to know when Sharon's upcoming course on using ChatGPT for effective Fundraising becomes available.

WANT MORE SUPPORT FROM SHARON PAPO AND INDIGO SKIES CONSULTING?



If you want support with your fundraising efforts (capital campaigns, major donor programs, development plans, using ChatGPT, etc.), **reach out to Sharon Papo at Indigo Skies Consulting at sharon@indigoskiesconsulting.com**

