

## Generative AI Made Simple for Nonprofit Success

### Large Language Models Landscape

**ChatGPT by OpenAI:** chatgpt.com, **Google Gemini:** gemini.google.com, integrated into Google products, **Microsoft Copilot:** copilot.microsoft.com, integrated into Microsoft products, **Claude by Anthropic:** claude.ai, **Meta.ai:** meta.ai, integrated into Meta products, **Apple Intelligence:** Integrated into Apple products, **Perplexity.ai:** AI-powered search engine

- ### Tips and Tricks
- Use natural, conversational language
  - Be clear and specific
  - Experiment and refine
  - Engage the AI's "emotions" (urgency, etc.)
  - Use commands: Make this better/ shorter/ etc., Be more compassionate/ direct/ etc.
  - Chain Prompting: Break down into small tasks
  - Ask AI to write your prompts for you

### High-Powered Prompt Framework

**More Important**

- 🌀 OBJECTIVE – Describe your general goal.
- 🌀 ACTION – Describe the task you'd like the AI to perform.
- 🌀 ROLE – Explain your role or ask the AI to play a role.
- 🌀 CONTEXT – Details, nuances, and other information of interest.
- 🌀 FORMAT – Describe how you would like your output displayed.
- 🌀 TONE – Use a word or two to direct the AI to use the right tone.
- 🌀 TIMEFRAME – Indicate any time constraints or whether to consider past, present, or future contexts.
- 🌀 AUDIENCE – Specify the target audience for the response.
- 🌀 RESTRICTIONS – List any limitations (word count, easy-to-read, cite sources, etc.).

**Less Important**

ACTIONS	ROLES	FORMATS	TONES
<ul style="list-style-type: none"> <li>• Write ...</li> <li>• Explain ...</li> <li>• Summarize ...</li> <li>• Suggest ...</li> <li>• Generate __ ideas ...</li> <li>• Synthesize ...</li> <li>• Extract __ from ...</li> <li>• Reformat ...</li> <li>• Write code ...</li> </ul>	<p>You are a/ I am a:</p> <ul style="list-style-type: none"> <li>• Expert Marketer</li> <li>• Grant Writer</li> <li>• Lawyer</li> <li>• Copywriter</li> <li>• Prompt Engineer</li> <li>• Executive Director</li> <li>• Critic</li> <li>• Specific Person</li> </ul>	<p>Show as (a/an):</p> <ul style="list-style-type: none"> <li>• Essay/Paragraphs</li> <li>• Letter</li> <li>• Bullet point list</li> <li>• Summary</li> <li>• Markdown</li> <li>• Step-by-step instructions</li> <li>• Table</li> </ul>	<ul style="list-style-type: none"> <li>• Professional</li> <li>• Engaging</li> <li>• Empathetic</li> <li>• Optimistic</li> <li>• Direct</li> <li>• Persuasive</li> <li>• Descriptive</li> <li>• Humorous</li> <li>• Informal</li> </ul>

- ### Nonprofit Use Case Ideas (OBJECTIVES)
- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• Inform about an event</li> <li>• Outline a presentation</li> <li>• Write an article</li> <li>• Develop a newsletter</li> <li>• Educate readers</li> <li>• Showcase programs</li> <li>• Develop a video script</li> <li>• Develop a strategic plan</li> <li>• Do a SWOT analysis</li> </ul> | <ul style="list-style-type: none"> <li>• Summarize documents</li> <li>• Research</li> <li>• Brainstorm fresh ideas</li> <li>• Write a letter/cover letter</li> <li>• Write an email</li> <li>• Outline an email sequence</li> <li>• Write a grant</li> <li>• Develop job descriptions</li> <li>• Develop a training manual</li> </ul> | <ul style="list-style-type: none"> <li>• Persuade donors</li> <li>• Develop web copy</li> <li>• Develop social media posts</li> <li>• Develop a calendar of posts</li> <li>• Develop catchy headlines</li> <li>• Develop meeting agendas</li> <li>• Develop a project plan</li> <li>• Weigh pros and cons</li> <li>• Help think through things</li> </ul> |
|---|---|---|