



Using AI to Build Your Next Campaign: From Idea to Image to Video

By Melanie Moeller

Founder and Chief AI Officer GenFutures Lab

 mel@genfutures.co.uk





Melanie Moeller | GenFutures Lab
Founder and Chief AI Officer

AI strategy · Adoption · Training · Practical workflows

What I Do

I help organisations move from AI experimentation to practical adoption, designing AI workflows that are useful, governed and repeatable.

Selected Experience

My work spans Sky, BBC, BPP University, IFS, IAG Loyalty and enterprise AI adoption programmes, including a 300-person rollout and a generative AI workflow that reduced exam authoring time by 75%.

What to Expect Today

A hands-on workflow for turning one nonprofit campaign idea into a brief, copy, visuals and a short video, while keeping the message aligned with your voice, values and mission.

Your Mission is Clear

AI Helps you Turn it Into Campaign Assets Faster

What You Bring

- Mission & purpose that moves people
- Authentic stories only you can tell
- Hard-earned community trust
- Deep local knowledge



Your team still owns the voice, values, facts, and final decisions.

Where AI Can Help

- Research and audience insight
- First drafts of copy and messages
- Generating visuals and short video assets





By the End of This Session, you Will Be Able To

Turn a mission-led idea into a clear campaign brief.

Use AI to research your audience, message and campaign timing.

Draft campaign copy in your organisation's voice.

Create an image and a video prompt you can reuse.

Working example

Read to Lead, an adult literacy campaign

Tools we'll be using

ChatGPT for research (Deep Research), campaign strategy and copy, ChatGPT image generation for visuals, and Hailuo AI for short video clips.

What is Generative AI?

Generative AI is a branch of artificial intelligence that learns from existing information to either create new content or reshape existing content.

For nonprofits, it can help you move faster from



It can support

01 | Ideas

02 | Summaries

03 | Campaign copy

04 | Image prompts

05 | Visuals

06 | Short video concepts

But it does not know your community, relationships or local context the way you do. Use it as a first-draft and creation partner, not a final decision-maker.



Where GenAI Can Help Nonprofits

Fundraising Appeals

Donor emails, thank-you notes, campaign messaging



Volunteer Engagement

Role descriptions, onboarding, reminders, appreciation messages



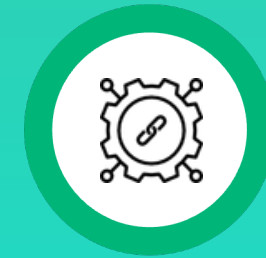
Grant Support

First drafts, funder alignment, reporting summaries



Programme Delivery

Workshop materials, handouts, resource guides, FAQs



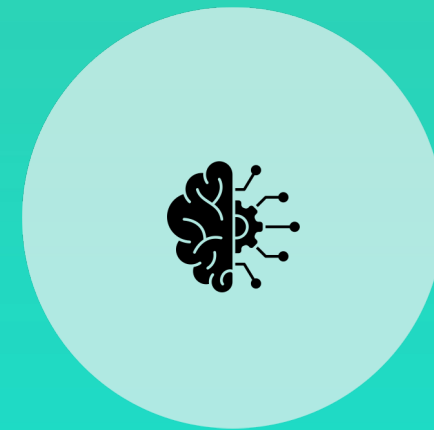
Campaigns and communications

Social posts, newsletters, press releases, event promotion



Operations & Governance

Meeting summaries, board papers, policies, action logs





TAQUERIA EL REY

WASH & DRY
LAUNDROMAT

1253

From Brief to Campaign Assets



Personalise Your ChatGPT

Custom instructions tell ChatGPT who you are and how you want it to respond. They travel with every message, so replies stay tailored to your goals.

What to include

- **About you:** role, industry, audience, goals, constraints.
- **How to respond:** tone, level of detail, British English, citation style, headings, and any formatting rules.
- **Non-negotiables:** facts to prioritise, tools or sources to prefer, privacy expectations



Up-front Research Trends Analysis & Audience Profiling

Key Research Dimensions

Audience needs

Who they are, what they need, what would make them act

Supporter motivations

Why people donate, volunteer, attend, share, or advocate

Barriers to action

Time, trust, money, transport, awareness, accessibility, language

Peer landscape and gaps

What similar nonprofits are saying, which messages feel overused, and where your organisation can add something useful, trusted, or timely.

Local and cultural context

Community priorities, sensitivities, trusted voices

Seasonal triggers:

Awareness days, holidays, school terms, weather, funding cycles

Channel behaviour

Facebook, Instagram, email, local press, community groups, events

Proof and trust

Stories, stats, testimonials, partners, visible impact

Safeguarding Risks

Privacy, dignity, representation, vulnerable groups

When prompting, be explicit

Purpose

What you are asking people to do

Audience

Who they are and what they need

Context

Cause, community, constraints, sensitivities

Scope

Audience, peers, mission positioning, timing, channels, risks

Evidence

Recent sources, real examples, assumptions flagged

Output

Insights, implications, message ideas, next actions

The Campaign Intelligence Engine

Note, for this we will be using ChatGPT Deep Research

Prompting Framework



Role

Act as a nonprofit campaign strategist and audience researcher.

Context

I am planning a campaign for *[organisation name]*, a nonprofit working on *[cause / mission area]*.

The campaign is aimed at *[audience]* in *[location / community]*.

The goal is to understand audience needs, likely barriers, peer messaging and campaign opportunities.

Campaign goal

We want people to *[donate / volunteer / attend / refer / sign up / share / advocate / learn more]*.

Scope

Analyse:

1. Audience needs

Who they are, what they need, what would make them act.

2. Supporter motivations

Why they might donate, volunteer, attend, share or advocate.

3. Barriers to action

Time, trust, money, transport, awareness, accessibility, language or confidence.

4. Peer landscape and gaps

What similar nonprofits are saying, what feels overused, and where we could add value.

5. Local and cultural context

Community priorities, sensitivities, trusted voices and local challenges.

6. Seasonal triggers

Awareness days, holidays, school terms, weather, funding cycles and local events.

7. Channel behaviour

Where this audience is likely to respond: social, email, local press, WhatsApp, groups or events.

8. Proof and trust

Stories, statistics, testimonials, partners or impact examples that build credibility.

9. Safeguarding risks

Privacy, dignity, representation, trauma, vulnerable groups, consent and language to avoid.

Method

Use recent, credible sources, preferably 2024 onwards.

Use older sources only if they are the latest authoritative data.

Label source year and evidence level: national, local, or inferred.

Flag assumptions, weak evidence and anything needing local verification.

Output

Provide:

- Key audience insights
- Campaign implications
- Peer landscape summary
- Opportunity gaps
- Message angles
- Campaign hooks
- Recommended channels
- Trust signals
- Sensitivity risks
- Claims to verify
- Next steps

Constraints

Be specific and practical.

Avoid guilt-based or exaggerated messaging.



Do not invent statistics, local facts or claims.






Follow-up prompt


Distil the findings into the 5 most important insights that should shape the campaign brief.

Outputs this will provide: Audience → Barriers → Peer gaps → Local context → Seasonal triggers → Channels → Trust signals → Risks → Campaign opportunities



-  Add photos & files
-  Recent files >

-  Create image
-  Deep research
-  Web search 
-  More >

-  Projects >

Hey, Mel. Ready to dive in?

strategist, audience researcher and communications adviser with
, literacy, community learning, donor campaigns and volunteer

ampaign called Read to Lead, a Sacramento-based adult literacy



Thinking ▾



 Create an image

 Write or edit

 Look something up

The Campaign Strategist

This prompt combines the RCTF framework, which structures instructions into Role, Context, Task and Format, with the Adviser technique, which improves accuracy by asking three clarifying questions before any work begins. Together, they ensure ChatGPT understands your goals, priorities and constraints, so the final output is aligned with your brand and delivers the outcome you want.

Role

Act as a nonprofit campaign strategist and creative campaign planner.

Context

I have completed a campaign intelligence report for [campaign / organisation name], a nonprofit campaign focused on [cause / mission area]. Use these research findings:

Key insights

Avoid: *[risks, sensitivities, claims or language to avoid]*

Campaign goal: We want people to *[donate / volunteer / attend / refer / sign up / share / advocate]*.

Task

Turn the research into a practical campaign strategy and creative campaign brief.

Deliver

- target audience
- campaign position
- core message
- messaging pillars
- tone of voice
- visual direction
- channel strategy
- 3 campaign concepts
- risks and quality checks

Format

Use clear headings and concise bullets.
Be specific, practical and suitable for nonprofit leaders.
Do not invent statistics, local facts, outcomes, testimonials or partnerships.

Before starting, ask me three clarifying questions, one at a time, about audience, campaign ask and creative direction.





Campaign Guidance Summary

Create a shorter a reusable source of truth to keep your copy, visuals and video aligned as you move from strategy to campaign assets.

Summarise the campaign strategy into a reusable Campaign Guidance Summary that I can paste into later prompts for copy, image generation and video generation.

Includes

1. Campaign position
2. Primary audience
3. Core CTA
4. Core message
5. Messaging pillars
6. Tone of voice
7. Words and phrases to use
8. Words and phrases to avoid
9. Visual direction
10. Key risks and quality checks

Keep it concise, specific and practical.

- Do not add new ideas.
- Do not invent facts, statistics, outcomes, partnerships or programme details.
- Use American or British English.

Campaign Copy Generator

Prompting Framework



Role:

Act as a nonprofit copywriter and campaign communications adviser.

Context:

I am creating campaign copy for *[organisation / campaign name]*, a nonprofit campaign focused on *[cause / mission area]*.

Use this Campaign Guidance Summary:

[Paste your Campaign Guidance Summary here]

Campaign goal:

We want people to *[donate / volunteer / attend / refer / sign up / share / advocate / learn more]*.

Primary audience:

[Describe the main audience you want to reach]

Core CTA:

[Add your main call to action]

Secondary CTA, if relevant:

[Add a second call to action]

Task:

Turn the campaign brief into polished campaign copy for the selected audiences and channels.

Deliver:

1. Landing page hero section
 - headline
 - subheading
 - primary CTA button
 - secondary CTA button, if relevant
 - short reassurance line

2. Social media copy

- 3 short social captions
- 3 campaign headlines or hooks
- 1 version for a more emotional post
- 1 version for a more practical post

3. Video caption

Write a short caption to accompany a campaign film or social video.

4. Quality check

Check whether the copy:

- protects dignity
- avoids guilt, shame or rescue framing
- makes the ask clear
- avoids invented claims
- matches the campaign tone

Constraints:

Use clear, warm and respectful language.

Keep the tone *[insert tone]*.

Do not invent statistics, outcomes, partnerships, locations or testimonials.

Avoid *[insert words, phrases or messaging risks to avoid]*.

Use *[British / American English]*.

Style Transfer for Brand Consistency

ChatGPT can act as a brand consistency layer. Use it to adapt copy to your brand voice, tone and format without changing the core message.



Role:

Act as a nonprofit copywriter and brand voice editor.

Context:

I have campaign copy for *[organisation / campaign name]*, a nonprofit campaign focused on *[cause / mission area]*.

I want the copy to feel consistent with our existing organisational voice.

Campaign Guidance Summary:

[Paste your Campaign Guidance Summary here]

Brand voice sample or brand guidelines:

[Paste 2 to 4 paragraphs from your website, newsletter, appeal, report or social post]

Copy to adapt:

[Paste the campaign copy you want rewritten]

Task:

Rewrite the campaign copy so it matches the tone, rhythm and level of formality of the brand voice sample.

Instructions:

- Keep the core message and CTA the same.
- Match the brand voice without copying exact wording from the sample.
- Preserve dignity, respect and clarity.
- Avoid guilt, shame, rescue framing or exaggerated claims.
- Do not invent statistics, outcomes, locations, partnerships or testimonials.
- Use [British English / American English].

Output:

Provide:

1. Revised copy
2. 3 brief notes explaining what changed
3. Any factual, tone or sensitivity risks to check before publishing



Text-to Image Prompting Tricks

PROMPT FORMULA

[Subject] [shot + angle] [setting and background] [lighting and mood] [composition] [visual style] [aspect ratio] [What to avoid, *optional*] [any text to include, spelled clearly].

Some tricks

- Be specific about the subject, setting and mood.
- Choose the shot type: close-up, wide shot, eye-level or over-the-shoulder.
- Include the aspect ratio: 16:9 for video, 1:1 or 4:5 for social.
- Say what to avoid: readable personal details, stereotypes, staged emotion or saviour framing.
- Leave clean space if you want to add campaign text later.
- Iteratively refine: improve one thing at a time.

Some shots and angles

- **Wide environmental shot:** show the place and community.
- **Close-up shot:** highlight human detail.
- **Over-the-shoulder shot :** show support or collaboration.
- **Eye-level shot:** keep it natural and respectful

Image Generation: Camera Shots and Angles

WIDE ENVIRONMENTAL SHOT



EXAMPLE: Adults attending an evening literacy class, wide environmental shot, modest community learning room in Sacramento with adults seated around a shared table and one empty chair slightly pulled out, warm amber interior light with rain visible on the windows, notebooks, pens, mugs and plain learning materials on the table, cinematic documentary style with natural grain, dignified and hopeful, 16:9 aspect ratio, no visible personal information, no staged posing, no saviour framing.

CLOSE UP SHOT



EXAMPLE: Adult hands beside a generic unfinished job application and pen, close-up shot with shallow depth of field, plain table in a quiet evening learning space, warm overhead light, paper texture, pen, neutral tabletop and soft shadows, cinematic documentary style, respectful and adult-centred, 16:9 aspect ratio, no visible names, addresses, personal information or red pen marks.

OVER-THE-SHOULDER SHOT



EXAMPLE: Volunteer and adult learner looking at an open workbook together, over-the-shoulder support shot, shared table in a modest evening community learning room, warm amber light with soft background blur, workbook, pen, hands gently pointing to a line of text, candid documentary style, quiet, respectful and unposed, 16:9 aspect ratio, no teacher standing over learner, no red pen, no saviour framing.

Generate Campaign Visuals



A warm, cinematic documentary-style photograph of a welcoming evening adult literacy class in Sacramento. Wide environmental shot, eye-level perspective. A modest community learning room with a shared wooden table in the centre, open notebooks, pens and a few mugs placed naturally. In the foreground, one empty chair is pulled out slightly, with a clean workbook and pen resting on it, suggesting welcome and belonging.

In the softly blurred background, adults of varied ages and backgrounds sit together reading and writing quietly. One volunteer sits beside a learner, supporting them collaboratively rather than standing over them. Warm amber interior light fills the room, contrasted with cool teal-grey evening light and rain visible through the windows.

Natural grain, available light, candid and unposed, respectful and adult-centred. The mood is dignified, quiet, hopeful and human, not sentimental or staged. No visible personal information, no red pen marks, no childlike classroom imagery, no people looking at camera. 16:9 landscape format.

Video Generation Techniques

Camera Shot & Motion

How the camera frames the scene and describe camera movement (e.g. shot type, lens feel, move, stability ...)

Subject and description

The main focus of your video (who/what, key visual traits, what must stay fixed). Details about the subject's appearance.

Action

Detail the subjects actions step-by-step. (start and end state). Motion and physics (intensity, direction, easing, realism constraints).

Scene Description

The environment where the action takes place, including the background, visuals, weather, time of day, architectural and setting details.

Lighting, Style, Atmosphere and Brand Elements

- Lighting: The type and quality of light in the scene (include colour grade).
- Style: The artistic approach or visual aesthetics.
- Atmosphere: The overall mood or feeling of the video.
- Branding elements: Include branding elements that symbolise what your product stands for.

Example prompting template: [Camera Movements] [Character Description] [Action] [Scene Description] [Lighting/Mood]+ [Style]

Image-to-Video Prompting



Animate the attached image as a quiet, emotionally striking charity campaign video for the fictional Read to Lead adult literacy campaign.

Create a slow cinematic push-in that begins with the empty chair and notebook in the foreground, then gently moves towards the shared table where adults are learning together. The empty chair should feel meaningful, like an invitation, not abandoned. Keep the camera at eye-level with a subtle documentary handheld feel.

The mood should be warm, dignified and hopeful. This is an evening adult literacy class in Sacramento on a rainy night. Preserve the warm amber interior light, cool blue-grey rainy windows, wooden table, workbooks, mugs, lamp glow and community learning atmosphere from the source image.

Use very subtle human motion only: pens moving slowly, a hand turning or touching a page, someone leaning in slightly to support another learner, gentle head movements, soft breathing, quiet concentration. Nobody should look at the camera. Keep expressions natural and understated.

Emphasise tactile details: rain on the glass, paper edges, pen on notebook, ceramic mugs, wood grain, soft clothing textures and natural film grain. The motion should feel real and restrained, like a documentary moment captured during an evening class.

Leave clean negative space in the darker left and upper window areas for text overlay to be added later in editing. Do not generate any new text inside the video. Do not change the existing wall sign. Do not add extra people or objects.

The clip should feel like a high-quality nonprofit Facebook or Instagram campaign film: human, respectful, scroll-stopping, emotionally clear, but not glossy or sentimental.

PROMPT FORMULA

[Animation action/ motion] [camera movement] [focus elements] [brand tone] [lighting] [background] [visual style] [pacing + smoothness] [what to avoid] [purpose or placement].



Example Advert for Social



There is always a seat at this table.

In Sacramento, adults are building reading, writing and everyday confidence in welcoming evening learning spaces. Your support helps keep the room open, so more neighbours can take their next step.

Donate to keep evening classes open
Volunteer one evening a week

Training is provided for volunteers. Your donation or time supports adults as they build practical skills in a respectful community learning space.

Bring your Campaign to Life



From Brief to Campaign Assets



Key Takeaways and Next Steps

Key Takeaways

Start with the mission, not the tool

Use AI to support your campaign thinking, not replace your judgement.

Research before you create

Understand your audience, peer landscape, timing, channels and risks before generating copy or visuals

Turn strategy into a reusable summary

Create one campaign master summary that everyone comes back to and can reuse, so every prompt stays aligned.

Use AI for first drafts, not final decisions

Check facts, tone, dignity, consent, accessibility and local accuracy before publishing.

Build one campaign end to end

Pick a real campaign and run it through the workflow: research → strategy → copy → visuals → video.

Next Step

- Choose one upcoming campaign and try the workflow this week.
- Start small: one audience, one clear ask, one campaign asset.



Thank You

Scan to access the session materials.

Stay connected and sign up for our free AI newsletter.

 mel@genfutures.co.uk

 www.linkedin.com/in/melaniemoeller/

 <https://shorturl.at/4Q5Qw>



Link: <https://genfutures.co.uk/ai-for-nonprofits-summit/>



Q&A