



AI FOR NONPROFITS SUMMIT

Prompting Techniques

Technique

Campaign Intelligence Engine

Use this prompt before you create campaign copy or visuals. It helps turn a broad campaign idea into useful audience and campaign intelligence.

The prompt asks ChatGPT to look at the audience, supporter motivations, barriers to action, peer messaging, local context, seasonal moments, useful channels, trust signals and safeguarding risks.

This matters because better campaign assets start with better understanding. Instead of asking AI to "write a campaign", you first ask it to help you understand who the campaign is for, what might make people act and what you need to avoid.

Use this as the first step in the workflow, then distil the findings into the five most important insights before moving into strategy, copy or asset generation.

Example

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.



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The Campaign Strategist

This prompt uses the RCTF framework: Role, Context, Task and Format.

Role tells ChatGPT who to act as. Context gives it the background it needs. Task explains exactly what you want it to do. Format tells it how to structure the answer.

It also uses the Adviser technique, which asks ChatGPT to ask three clarifying questions before producing the final output. This helps reduce generic answers because the tool has to check the audience, the campaign ask and the creative direction before it starts.

Use this prompt after your research step. The goal is to turn audience insights into a practical campaign strategy and creative brief.

IMPORTANT: Make sure to either attach or insert our research findings.

Campaign Guidance Summary Prompt

Once you have a campaign strategy, create a short Campaign Guidance Summary.

Think of this as the campaign's source of truth. It keeps your copy, visuals and video prompts aligned as you move through the workflow.

It should capture the campaign position, primary audience, call to action, core message, messaging pillars, tone of voice, words to use, words to avoid, visual direction, and key quality checks.

Use this summary in later prompts so you do not have to keep pasting a long research report into every new instruction.

Campaign Copy Generator

Use this prompt to turn your campaign brief into practical campaign copy.

It helps create draft landing page copy, social captions, campaign hooks and video captions. It also asks ChatGPT to check the copy for dignity, clarity, tone, invented claims and risky framing.

This is useful because nonprofit campaign copy needs to be clear, respectful and specific. The aim is not to let AI publish for you.

The aim is to get a strong first draft that your team can review, adapt and approve.

Example

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 the audience, campaign ask and creative direction.

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

Include:

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 [British / American] English.

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.



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Campaign Copy Generator - Continued

Style Transfer

Style transfer means asking ChatGPT to adapt draft copy so it sounds more like your organisation.

You give it a brand voice sample, such as website copy, a newsletter, an appeal, a report or social media posts. You can also include brand guidelines.

The goal is to keep the message and call to action the same, while adjusting the rhythm, formality, tone and wording so the copy feels consistent with your existing voice.

Use this after generating campaign copy, not before. First get the message right, then make it sound like you.

IMPORTANT: Do not forget to attach your brand guidelines.

Generating Visuals (Text-to-Image Prompting):

Text-to-image prompting means describing the campaign visual you want clearly enough for an image tool to create it.

Include the subject, shot type, setting, lighting, mood, composition, style, aspect ratio and what to avoid. For nonprofits, exclusions matters: avoid readable personal details, staged emotion, guilt-based imagery, or anything that undermines dignity and trust.

Image-to-Video Prompting

Turns a still image into a short animated clip.

Attach the image you want to animate, then describe the camera movement, focus, subtle motion, setting, lighting, mood, pacing and what must stay unchanged. For nonprofits, keep it realistic, respectful and dignified.

Example

Deliver:

- 1. Landing page hero copy
 - headline
 - subheading
 - primary CTA button
 - 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 English / American English]*.

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.

Brand voice sample or brand guidelines:

[Paste 2 to 4 paragraphs from your website, newsletter, appeal, report or social post or attach your charity's brand guidelines.]

Campaign Guidance Summary:

[Paste your Campaign Guidance Summary here]

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

[Subject]: Specify the subject and any supporting elements.

[Shot type and angle]: Define distance and framing (e.g. close-up, central focus).

[Background]: State the colour and cleanliness of the backdrop.

[Lighting and mood]: Describe the light quality (e.g. high contrast natural light).

[Styling]: Indicate realism requirements (e.g. true to life, no artificial gloss).

[Texture focus]: List specific tactile details you want captured.

[Composition]: Set rules such as minimal layout or no clutter.

[Colour palette]: Provide tonal guidance.

[Exclusions]: List items to exclude.

Animate the attached image as a short video for *[campaign / organisation / product]*. The video should show *[what happens in the clip + specify focus points + background]*. Use a *[camera movement]* starting on *[starting point]* and ending on *[ending point]*. Keep the mood *[describe the mood]*. Keep the lighting *[lighting description]* and the visual style *[style description]*. Only add subtle movement: *[movement examples]*. Preserve *[important elements from the original image]*. Leave space for text overlay in *[which part of the image frame]*.

Do not add *[things to avoid]*. Do not change *[things that must stay the same]*. Do not create readable text inside the video.