



Cheat Sheet: ChatGPT Prompts for Fundraisers

Use this ChatGPT cheat sheet designed specifically for fundraisers to help you craft compelling messages and engage your donors.

Prompts for Major Gift Fundraisers:

- Develop a compelling case statement for a major gift solicitation, outlining [organization name]'s goals, accomplishments, and specific funding needs, to inspire potential major donors to make a significant investment.
- Craft a personalized thank-you note for a major donor who recently made a substantial contribution, expressing gratitude and emphasizing the transformative outcomes their support will bring about for [organization name].
- Write an email to schedule a face-to-face meeting with a prospective major donor, conveying the importance of discussing their potential partnership and exploring ways they can make a significant impact on [organization name]'s mission.

Prompts for P2P Fundraisers:

- Compose a persuasive social media post for peer-to-peer fundraising, encouraging friends and followers to support [organization name] by making a donation and sharing the campaign with their own networks.
- Craft an email template for peer-to-peer fundraisers to reach out to their contacts, providing them with a compelling story and a clear call to action to contribute to [organization name]'s fundraising campaign.
- Develop a script for a video message that peer-to-peer fundraisers can use to engage their personal networks, explaining the importance of [organization name]'s mission and inviting them to join the campaign by making a donation.

Prompts for Monthly Giving Fundraisers:

- Compose a persuasive email to our supporters, encouraging them to join [organization name]'s monthly giving program and highlighting the benefits of regular, sustained support for our organization's mission and programs.
- Create a dedicated webpage or landing page for [organization name] website, providing information about the importance of monthly giving, outlining the various giving levels and associated benefits, and making it easy for supporters to sign up for monthly donations.
- Develop a script for a phone call or personalized message to existing donors, inviting them to convert their one-time donations into recurring monthly contributions, and highlighting the additional benefits they can enjoy as monthly supporters.

Prompts for Annual Giving/Direct Mail Fundraisers:

- Craft a compelling direct mail letter for [organization name]'s annual giving campaign, showcasing success stories and emphasizing the importance of regular donations to sustain our programs and make a lasting difference.
- Develop a script for a fundraising phone call to annual donors, expressing gratitude for their past support and inviting them to renew their commitment by making a meaningful gift to [organization name]'s annual giving campaign.
- Create a donor impact report for [organization name]'s annual giving program, showcasing the outcomes and achievements made possible by the collective support of our annual donors, and sharing it as a digital or print resource to inspire continued giving.

Prompts for Legacy Giving Fundraisers:

- Craft an informational brochure about legacy giving options, outlining the various ways individuals can include [organization name] in their estate plans and emphasizing the profound impact their legacy gifts can have on our programs and initiatives.
- Create a dedicated webpage on [organization name]'s website that provides comprehensive information on legacy giving, including testimonials, FAQs, and step-by-step instructions for donors interested in making a planned gift.
- Compose a heartfelt letter to [organization name]'s long-time supporters, expressing gratitude for their loyalty and inviting them to consider leaving a lasting legacy through a planned gift that will support our mission for future generations.

Prompts for Corporate Partnerships/Sponsorships Fundraisers:

- Create a case study highlighting a successful corporate partnership or sponsorship, illustrating the tangible benefits and measurable outcomes achieved through the collaboration, and sharing it as a compelling resource to attract new corporate partners.
- Compose a persuasive proposal letter to a potential corporate partner, highlighting the alignment between [organization name]'s mission and their corporate values, and outlining the benefits of a strategic partnership or sponsorship.
- Craft a sponsorship package for corporate partners, detailing the various sponsorship levels available, the corresponding benefits and recognition, and the specific initiatives or events their support will impact.

Prompts for Grant Writers:

- Craft a comprehensive grant proposal, outlining the problem or need [organization name] addresses, providing evidence-based solutions, and presenting a clear and detailed plan for implementation and evaluation.
- Develop a budget narrative for a grant proposal, explaining how the requested funds will be allocated and demonstrating the financial sustainability and accountability of [organization name]'s project or program.
- Create a repository of compelling impact stories and statistical data to support grant applications, illustrating the positive change and transformative outcomes [organization name] has achieved through previous grants and funding partnerships.

Prompts for Campaign Fundraisers:

- Compose an attention-grabbing campaign slogan or tagline that effectively captures the essence of [organization name]'s fundraising campaign and resonates with potential donors.
- Write a series of social media posts for [organization name]'s campaign, utilizing storytelling, visuals, and a clear call to action to engage followers, encourage donations, and create a sense of community around our cause.
- Develop a script for a campaign video or crowdfunding pitch, effectively conveying the mission, goals, and desired outcomes of [organization name]'s fundraising campaign, and inspiring viewers to contribute and become active advocates for our cause.

To get the most out of these prompts, ensure that you have a CRM that is designed specifically for fundraisers, such as [Keela](#).

Connect with a member of our team to discuss how Keela can help you reach your goals and address your challenges!

[Talk to Us](#)