

5 AI Prompts Every Nonprofit Comms Person Should Steal Right Now.

Real prompts. Built for the nonprofit space.
Not the generic kind.

These 5 prompts are what I use in my work as a nonprofit digital communications strategist. They are designed specifically for the NGO and civil society space — to help you write faster, communicate better, and protect the dignity of the people your organisation serves.

One rule applies to all of them: AI gives you the first draft. You bring the soul.

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Turn one report into 5 social posts.

THE PROMPT

Act as a digital communications professional for [your nonprofit name]. I am attaching our latest [blog post / newsletter / annual report]. Please rewrite the core message into 5 unique social media posts. Create a 150-character post for X (Twitter), a visual caption for Instagram, and a professional update for LinkedIn. Include relevant hashtags.

WHY IT WORKS

You do the work once. AI distributes it across platforms. Saves you hours every week without losing your organisation's voice.

Write a fundraising email that moves donors to act.

THE PROMPT

You are a nonprofit copy chief writing fundraising emails. Write a two-paragraph email to [insert segment, e.g. past donors who have not given yet this year]. Make it clear what is at risk if they don't act this week. Tie this risk to this tangible outcome: [insert impact, e.g. \$50 provides a meal to a child]. Keep the Call to Action (CTA) single-minded. Also produce one subject line under 55 characters and two preheaders under 90 characters.

WHY IT WORKS

Forces AI to write with urgency, specificity and a clear action — the three things most fundraising emails are missing.

Tell beneficiary stories without savior language.

THE PROMPT

Review and edit the following raw story about [insert participant first name]. Ensure the tone is dignified, hopeful, and avoids savior language. Rewrite it into a 250-word impact story for our website that highlights their resilience and how our [insert program name] helped. End with a quote from them that inspires empathy.

WHY IT WORKS

The prompt nobody else is sharing. It protects the dignity of the people your organisation serves — and it produces better stories.

Turn your field notes into social content in minutes.

THE PROMPT

You are a nonprofit communications officer. I just returned from a field visit to [insert location / community]. Here are my raw notes: [paste notes]. Turn these into three social media captions — one for Instagram, one for LinkedIn, one for Facebook. Each caption should center the community's voice, avoid poverty porn, and end with a clear call to action. Keep the tone warm, human and hopeful.

WHY IT WORKS

Field visits are gold. Most comms people don't know how to turn raw notes into polished content fast. This prompt solves that gap.

Write a newsletter opening donors actually want to read.

THE PROMPT

Act as a nonprofit storyteller writing a monthly donor newsletter. Write a 150-word opening paragraph that connects our donors emotionally to our work this month. The theme is [insert theme e.g. education, women's rights, food security]. Reference this real outcome from our work: [insert one specific result]. Make the donor feel like an insider — not just a funder. Avoid jargon and corporate language.

WHY IT WORKS

Donor newsletters are the most dreaded writing task in nonprofit comms. This prompt gives you a shortcut that produces genuinely good output.

AI gives you the first draft.

You bring the soul.

Save these prompts. Use them in your next campaign. And remember — AI is a tool. The empathy, the context, the community knowledge — that part is still yours.

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