

# AI Prompt Library • Development & Fundraising

Practical GenAI prompts for nonprofit development professionals • Aurorae Group, LLC

This reference provides ready-to-use GenAI prompts mapped to nonprofit development and fundraising functions. Each prompt is a starting point — customize the bracketed fields for your organization and refine the output before use. Donor relationships are built on trust and authenticity: AI can accelerate drafting and analysis, but the human judgment, relationship knowledge, and organizational voice that make fundraising effective cannot be automated. These prompts are designed for use with current generative AI tools including ChatGPT, Claude, and Gemini.

## Grant Writing & Proposals

1	Use Case	Draft a compelling needs statement or problem narrative for a grant proposal that is specific, evidence-grounded, and mission-aligned.
	Sample Prompt	<i>You are an experienced nonprofit grant writer. I need to write a needs statement for a grant proposal to [funder name or type] for [project name]. The problem we are addressing is [describe in plain language]. Key data points or evidence that demonstrate the need: [provide 2-4 statistics or facts with sources]. The population most affected is [describe]. Our organization's unique position to address this need is [describe]. Please draft a 2-3 paragraph needs statement that: opens with a compelling human or community-level framing, grounds the problem in specific evidence, and connects directly to our proposed solution without preempting it. Avoid generic problem statements that could apply to any organization.</i>
	Value	Produces a needs statement that is specific and evidence-based rather than generic and aspirational. Funders read hundreds of proposals — needs statements that use local, specific data and connect clearly to the proposed work consistently outperform broad national statistics.

2	Use Case	Draft a project narrative section for a grant proposal including goals, activities, timeline, and evaluation approach.
	Sample Prompt	<i>You are an experienced grant writer. I need to draft the project narrative section of a proposal to [funder] for [project name]. Project goals: [list 2-3]. Key activities: [list in rough sequence]. Timeline: [describe phases or duration]. Evaluation approach: [describe how you will measure success]. Budget highlights: [note any significant line items relevant to the narrative]. Please draft a structured project narrative of approximately [length, e.g., 500 / 800 words] that flows logically from goals to activities to evaluation. Use subheadings if appropriate for readability. Tone: clear, specific, and confident. Avoid jargon. Connect activities explicitly to outcomes.</i>
	Value	Accelerates the most time-intensive section of grant writing while ensuring logical coherence between goals, activities, and evaluation. The explicit activity-to-outcome connection is the most common weakness in nonprofit proposals.

<b>3</b>	<b>Use Case</b>	Write a grant report narrative that demonstrates impact, acknowledges challenges honestly, and strengthens the funder relationship.
	<b>Sample Prompt</b>	<i>You are an experienced nonprofit development professional. I need to write a grant report to [funder name] for [grant name or number]. The grant period was [dates]. Key accomplishments: [list with data where available]. Challenges encountered: [describe honestly]. How we adapted: [describe]. What we learned: [describe]. Budget status: [on track / underspent / overspent with explanation]. Please draft a [1-2 page] narrative report that: opens with a specific impact story or data point, reports honestly on both successes and challenges, demonstrates learning and adaptability, and closes with a forward-looking statement about sustainability or next steps. Tone: honest, accountable, and relationship-oriented.</i>
	<b>Value</b>	Produces grant reports that strengthen rather than just satisfy funder relationships. Honest reporting that acknowledges challenge and demonstrates learning builds more durable funder trust than uniformly positive accounts.

## Donor Communications

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<b>4</b>	<b>Use Case</b>	Draft a personalized donor acknowledgment or thank-you letter that goes beyond the standard tax receipt.
	<b>Sample Prompt</b>	<i>You are an experienced development communications professional. I need to write a thank-you letter to [donor name or donor type, e.g., a first-time donor / a major donor / a recurring monthly donor] who gave [amount] to [organization name] in support of [program or general operations]. Key impact points to reference: [provide 1-2 specific examples of what their gift supports]. The tone should be [warm and personal / formal and institutional]. Please draft a 2-3 paragraph letter that: opens with a genuine expression of gratitude (not a generic opener), connects the gift to specific impact in plain language, and closes with an invitation to stay engaged rather than an ask. Include a suggested subject line for email delivery.</i>
	<b>Value</b>	Transforms transactional acknowledgments into relationship-building communications. Donors who feel specifically thanked and connected to impact are significantly more likely to give again — donor retention is the highest-leverage metric in fundraising.

<b>5</b>	<b>Use Case</b>	Draft a donor stewardship communication — an update, impact report, or touch point not connected to a solicitation.
	<b>Sample Prompt</b>	<i>You are an experienced development communications professional. I need to write a stewardship communication to [describe donor segment, e.g., major donors / lapsed donors / mid-level recurring donors] from [organization name]. This communication is not a solicitation — it is a</i>

		<i>relationship touch point. Key updates or impact stories to share: [provide 2-3]. Tone: [warm and personal / mission-driven and inspiring]. Format: [email / letter / brief impact update]. Please draft the communication in a way that: makes donors feel connected to the work they have supported, shares something specific and meaningful rather than generic progress updates, and ends with a human touch rather than a call to action. Length: [short / medium].</i>
	<b>Value</b>	Builds donor loyalty between solicitations. Major gift fundraising research consistently shows that donors give more generously to organizations that make them feel valued and informed outside of ask cycles.

<b>6</b>	<b>Use Case</b>	Draft a solicitation letter or email for a specific campaign, appeal, or major gift ask.
	<b>Sample Prompt</b>	<i>You are an experienced fundraising copywriter. I need to write a [direct mail letter / email appeal / major gift solicitation] for [organization name]'s [campaign name or purpose, e.g., year-end appeal / capital campaign / emergency need]. The ask amount or range is [describe]. The core message is [describe the urgency or opportunity]. A compelling story or impact example to anchor the appeal: [provide]. The audience is [describe donor segment]. Please draft a [length] appeal that: opens with a hook that establishes urgency or opportunity, tells the story concisely and compellingly, makes a clear and specific ask, and closes with a strong call to action. Avoid clichéd fundraising language like “your gift makes a difference.” Be specific about what the gift does.</i>
	<b>Value</b>	Produces appeal copy that is story-driven and specific rather than generic and transactional. The most effective fundraising appeals make the donor the hero of the story, not the organization.

## Prospect Research & Strategy

<b>7</b>	<b>Use Case</b>	Synthesize prospect research into a concise briefing for a donor meeting or cultivation event.
	<b>Sample Prompt</b>	<i>You are an experienced development researcher. I am going to provide background information on [prospect name or type]. Please produce a briefing document for a [meeting / event / call] that includes: the prospect's professional background and current role, known philanthropic interests and giving history (where available), connection points to our organization's mission, suggested conversation topics or questions that would deepen the relationship, potential giving capacity indicators, and recommended next steps after the meeting. Keep it to 1 page. Format for easy scanning — this will be read immediately before a meeting. [Paste research here]</i>
	<b>Value</b>	Ensures development staff and organizational leaders enter donor meetings prepared and confident. Good briefing documents surface

		connection points and conversation angles that generic research summaries miss.
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<b>8</b>	<b>Use Case</b>	Develop a donor cultivation plan for a specific prospect or donor segment, including a sequence of touchpoints and milestones.
	<b>Sample Prompt</b>	<i>You are an experienced major gifts fundraiser. I need to develop a 12-month cultivation plan for [describe the prospect or segment, e.g., a lapsed major donor / a new prospect identified through a board connection / a mid-level donor with upgrade potential]. Their current relationship with the organization: [describe]. Their known interests: [describe]. Our goal: [describe the intended outcome, e.g., a first major gift / a gift renewal at a higher level / a planned gift conversation]. Please design a cultivation sequence that includes: the 6-8 key touchpoints over 12 months (type, timing, and purpose of each), who should make each contact (staff, board, CEO), the milestone at which a solicitation becomes appropriate, and the ask strategy when the time comes. Be specific — avoid generic “invite to event” suggestions without rationale.</i>
	<b>Value</b>	Turns prospect management from an ad hoc process into a deliberate relationship-building strategy. Documented cultivation plans are also essential for continuity when development staff turn over.

<b>9</b>	<b>Use Case</b>	Prepare talking points for a board member or volunteer making a solicitation or cultivation call on behalf of the organization.
	<b>Sample Prompt</b>	<i>You are an experienced fundraising coach. A board member named [name or role] is making a [cultivation call / solicitation call / thank-you call] to [describe the donor or prospect]. The purpose of the call is [describe]. Key messages to convey: [list 2-3]. Information the board member should know about the prospect: [provide]. Please prepare: a suggested opening that establishes warmth and purpose, 3-4 key talking points in plain, conversational language (not scripted), how to respond if the prospect asks about [likely question or concern], and a clear close that defines the next step. Keep it brief — board members need a guide, not a script.</i>
	<b>Value</b>	Gives board members the confidence to make donor calls without over-scripting them. The most common reason board members avoid fundraising is feeling unprepared — a concise, conversational guide removes that barrier.

<b>10</b>	<b>Use Case</b>	Draft a year-end fundraising strategy memo or campaign plan for leadership review.
	<b>Sample Prompt</b>	<i>You are an experienced development director. I need to draft a [year-end campaign strategy / annual fund plan / major gifts strategy] memo for [organization name] leadership review. Key parameters: fundraising goal [amount], timeline [dates], primary donor segments [list], available channels [email, direct mail, events, personal asks]. Last year's results for context: [provide if available]. Please draft a strategy memo that covers: the overall goal and rationale, the segmentation approach and</i>

		<i>differentiated strategies for each segment, the campaign timeline with key milestones, the top 3 risks to the goal and mitigation steps, and the 2-3 highest-leverage actions that will determine whether we hit our goal. Tone: strategic and direct. This is an internal planning document, not donor-facing.</i>
	<b>Value</b>	Produces a strategy document that gives leadership a clear view of the campaign approach and its assumptions. Explicit risk identification and leverage analysis are the elements most commonly missing from development plans.

**Important:** Do not input personally identifiable donor information, giving histories, wealth screening data, or confidential prospect research into free or unapproved AI tools. All donor-facing communications should be reviewed and personalized by development staff before sending — donors notice generic language, and authenticity is the foundation of lasting relationships.