

*How to*  
**TALK  
TO AI**

Learn to collaborate with AI as a trusted  
**THOUGHT PARTNER** — strengthening your  
mission, deepening connections, and  
**INSPIRING MORE GENEROSITY.**



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# INTRODUCTION



Nonprofit professionals are being asked to do more than ever — with fewer hours, fewer hands, and higher expectations.

Yet through every challenge, nonprofit teams continue to show what purpose can do. AI is not here to replace that purpose. **IT'S HERE TO AMPLIFY IT.**

This guide will help you understand how AI can support your mission, lighten your load, and give you the space to do what you do best: connect with people, tell meaningful stories, and inspire generosity.

**AI CAN SUPPORT  
YOUR MISSION.**

# WHY AI MATTERS

## for nonprofits right now

Nonprofits operate in a landscape defined by rising donor expectations, often as demand for services continue to grow.

At the same time, budgets are tightening, staff turnover remains high, and burnout stretches across the sector. Teams are asked to do more with less, balancing expanding needs with shrinking resources while never losing sight of the mission.

AI creates space for the opposite: Doing more with more — more clarity, more capacity, and more connection.



### **AI addresses the most common nonprofit bottlenecks:**

#### **Manual tasks that drain time and energy**

Drafting emails, formatting reports, cleaning data, writing appeals, summarizing meetings — AI reduces hours of work to minutes.

#### **Unclear or inaccessible data**

AI can interpret patterns instantly, summarize trends, and turn raw data into clear recommendations.

#### **Content creation overload**

Impact stories, appeals, social posts, stewardship messages, board updates — AI helps draft, edit, personalize, and repurpose content.

#### **Staff turnover and institutional knowledge gaps**

AI helps standardize processes, document best practices, and ensure continuity even when teams change.

#### **Pressure to personalize**

AI makes donor-centered communication scalable without losing authenticity.

The purpose of AI in the nonprofit sector is simple: Free humans to do what only humans can do — build relationships, inspire generosity, and lead change.

# AI AS YOUR THOUGHT PARTNER — not your replacement

AI shouldn't feel like a threat. It should feel like a partner — a brain you borrow when yours is tired, overloaded, or stretched in five directions.

AI works best when you treat it like a colleague, not a vending machine.



## **Ways AI acts as a thought partner:**

### **Clarifying your thinking**

Ask AI to outline your choices, weigh pros and cons, or break a complex task into steps.

### **Helping when you feel stuck**

Writer's block disappears when you can ask: "Give me five ideas to start this appeal in a warmer tone."

### **Transforming rough notes into polished drafts**

Whether it's a donor story, grant narrative, or stewardship letter, AI helps turn chaos into clarity.

### **Helping you communicate across formats**

AI can convert one idea into a:

- Social post
- Donor thank-you
- Board update
- Script
- Presentation slide

### **Acting as an extra set of experienced eyes**

Ask it to analyze tone, catch gaps, or suggest stronger messaging.

The key mindset shift:

- AI extends your abilities — it does not diminish your expertise.
- You're still the strategist.
- You're still the storyteller.
- You're still the heart of the work.

AI just brings structure, speed, and support.

# The R.G.C.O. framework: your **SHORTCUT TO BETTER PROMPTS**

Many people think AI is unpredictable or inconsistent. In reality, inconsistency usually comes from unclear prompts or questions.

**The R.G.C.O. Framework gives you a reliable, simple structure:**

<b>R</b>	<b>ROLE</b> Tell AI who it should be.	“You are fundraising coach...” “You are a nonprofit copywriter...” “You are a donor relations expert...”
<b>G</b>	<b>GOAL</b> Describe what success looks like.	“Create a segmentation strategy...” “Draft a 150-word donor story...” “Compare campaign results...”
<b>C</b>	<b>CONTEXT</b> Give the background. AI needs to understand your request.	Your mission Your audience Your tone Your current situation Your constraints
<b>O</b>	<b>OUTPUT</b> Tell AI how to deliver the answer. Clear output instructions make results far more actionable.	“Write 3 email variants.” “Provide a table with recommendations.” “Outline a 5-step plan.”

## **EXPLORE THE FULL NONPROFIT PROMPT LIBRARY**

### **Call to action: explore the nonprofit prompt library**

You don't have to start from scratch. We've built a comprehensive, easy-to-use directory of more than 140 nonprofit-specific questions, all organized around the real work you do every day — fundraising, stewardship, marketing, grants, major gifts, board support, and more.

Whether you're writing your first prompt or refining your AI skills, this library gives you inspiration, structure, and a head start.

Explore the full [Nonprofit Prompt Library](#): Use these examples as templates, customize them to your mission, and watch your clarity, confidence, and creativity grow.

# YOUR INPUTS MATTER: bring the right ingredients

Your inputs determine your outputs. AI is the chef — but **YOU BRING THE INGREDIENTS.**

A perfect R.G.C.O. prompt won't unlock great results unless you give AI what it needs.

AI cannot:

- analyze data it hasn't seen
- speak in your voice without samples
- create credible stories without details
- personalize messaging without audience context

**To get great output, provide great input.**

**If you want a donor analysis:**

Upload or paste your spreadsheet.

**If you want an impact story:**

Provide program outcomes, personal details, quotes, and emotional tone.

**If you want brand-aligned messaging:**

Provide writing samples and tone guidance.

**If you want a custom plan:**

Share your audience, goals, constraints, and definition of success.



# What AI can help **NONPROFITS DO TODAY**



AI is especially powerful in areas where nonprofits feel the most pressure.

## **Analyze donor behavior instantly**

AI helps you:

- spot lapse risks
- find upgrade opportunities
- summarize giving patterns
- segment donors
- identify retention drivers

You make the decisions —  
AI reveals the insights.

## **Build stronger fundraising campaigns**

AI helps with:

- brainstorming
- drafting
- testing
- segmenting
- planning

It removes the hardest part  
of writing: getting started.

## **Personalize communications at scale**

AI helps you create:

- personalized thank-yous
- segmented appeals
- targeted newsletters
- tailored impact updates

You add the human warmth.  
AI helps with the lift.

## **Turn raw information into donor-ready content**

AI helps transform:

- complex data into stories
- long reports into summaries
- rough notes into polished drafts

## **Support systems and workflows**

AI can help build:

- stewardship calendars
- campaign timelines
- cleanup plans
- reporting templates
- checklists and workflows

This supports the work behind  
the work.



# How to get the **BEST RESULTS FROM AI**



## **Treat the first draft as a starting point**

You bring nuance, mission, and authenticity.

## **Ask follow-up questions**

Refine tone, format, clarity, and emotion.

## **Check for accuracy and alignment**

You are the final editor.

## **Use AI beyond writing**

Ask it to plan, outline, prioritize, and structure projects.

## **Save what works**

Build a shared bank of AI questions that work.

## Ethical Use **MATTERS**

### **Keep these principles central:**

- Protect donor privacy
- Avoid entering sensitive personal data
- Review for bias or assumptions
- Ensure storytelling honors dignity
- Use AI to amplify — not replace — human empathy



# AI helps you do **MORE OF WHAT MATTERS**



Nonprofit work is human work. AI doesn't change that — it supports it.

AI will not erode generosity. It will strengthen it by expanding the capacity, clarity, and confidence of the fundraisers who power it.

When generosity falters, it's rarely because people stop caring. It's because organizations lack the time, insight, or tools to activate that generosity at the right moment, with the right message, in the right way.

This is the gap AI is uniquely positioned to close.

## **AI helps you:**

- build clarity around donor behavior
- strengthen strategic confidence
- expand capacity for meaningful connection
- communicate impact more effectively
- discover insights in your data
- craft messages that inspire generosity

## **Most importantly, AI frees you to do the work only humans can do:**

- Listening to donors.
- Sharing stories that move people.
- Connecting mission to action.
- Inspiring generosity.
- Cultivating relationships.
- Leading your community forward.

AI is not the future of nonprofit work. It's the support system that helps you unlock the generosity already waiting to be activated.

# Fundraising and donor management software **BUILT** for **PURPOSE.**

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TOUR BLOOMERANG TODAY