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Free guide · 7 min read

AI for charities: 12 prompts for small teams

For small charities, community groups and anyone doing five jobs on one salary. Twelve prompts for funding bids, impact stories, volunteers, trustees and thank-yous.

Before you start

These prompts work in ChatGPT, Claude, Gemini or Copilot. The free versions are fine. Swap the words in [brackets] for your own.

- ✗ Never paste details about the people you support: names, addresses, health, immigration status, case notes
- ✗ Don't paste donor records or bank details
- ✓ Change names and identifying details in any story before you paste it
- ✓ Check every figure and claim before it goes to a funder. Your name is on the bid

Funding

PROMPT 1

Understand what a funder really wants

You've found a fund and a twelve-page guidance document.

> Here is the guidance for a grant: **[paste the public guidance]**. Tell me in plain English: who they want to fund, what they won't fund, what they care about most, the deadline and what I must send. Then list the questions I should be able to answer before I apply.

PROMPT 2

Check whether you're a good fit

Before you spend a week on a bid you can't win.

> A funder's priorities are: **[paste or summarise]**. Our project: **[describe it in a few lines]**. Be honest: how well do we fit? Where are we strong, where are we weak, and what would make our case stronger? If we're a poor fit, say so.

PROMPT 3

Draft an answer to a bid question

The blank box that says "Describe the need for your project (300 words)".

> Draft an answer to this funding question: **[paste the question and word limit]**. The facts: **[what you do, who for, the need you see, your evidence and numbers, what the money will pay for]**. Use only the facts I've given. Plain English, specific, no jargon, within the word limit. Mark anything I should add evidence for with **[EVIDENCE NEEDED]**.

Tip: Paste your own facts and figures. Don't let it supply statistics, because it may invent them.

PROMPT 4

Write outcomes and how you'll measure them

The funder asks what will change, and how you'll know.

> Our project will **[what you'll do]** for **[who]**. Suggest four realistic outcomes, written as changes for the people we support. For each, suggest one simple way a small team could measure it without heavy paperwork.

PROMPT 5

Build a simple budget explanation

You have the numbers and need the words around them.

> Here is our project budget: **[list each cost and amount]**. Write a short budget explanation for a funder: what each cost is for and why it's needed. Check my addition and tell me if any line looks unclear or likely to raise a question.

Telling your story

PROMPT 6

Write an impact story, safely

You have a brilliant story, and a real person to protect.

> Write a 200-word story about how our service helped someone. Here's what happened, with the name and identifying details already changed: **[the anonymised story]**. Tell it with dignity: the person is the hero, not us. Start with a moment, not a statistic, and end with what changed. Add a note saying the name has been changed.

Tip: Get the person's permission, and change the details before you paste, not after.

PROMPT 7

Turn one story into a week of posts

Social media is the job nobody has time for.

Here's a story or piece of news from our charity: **[paste it, anonymised]**. Turn it into five short social media posts for the week: one telling the story, one with a fact about the need, one thanking supporters, one asking for volunteers or donations, and one behind-the-scenes. Each under 60 words, warm, with a clear ask in two of them.

PROMPT 8

Write a thank-you that doesn't sound like a receipt

Someone has given money or time. A good thank-you brings them back.

Write a thank-you message to **[a donor / a volunteer / a local business]** who **[what they did]**. Tell them the specific difference it made: **[the difference]**. Warm and personal, under 100 words, no jargon, and no asking for more.

People

PROMPT 9

Write a volunteer advert

You need help on Tuesday afternoons.

Write an advert for a volunteer **[role]** at **[your organisation]**. What they'll do: **[tasks]**. When: **[times]**. What they'll get out of it: **[training, experience, company, expenses]**. No experience needed except **[anything essential]**. Friendly, clear, under 150 words, and end with how to get in touch.

PROMPT 10

Write a simple welcome guide

New volunteers ask the same ten questions.

Turn these notes into a one-page welcome guide for new volunteers: **[your notes: where to go, who to ask, what to do on day one, safeguarding contact, expenses]**. Friendly, numbered where there are steps, and with a "who to ask about what" list at the end.

Trustees and admin

PROMPT 11

Draft a report for trustees

The board meets on Thursday.

Write a one-page update for our trustees. This quarter: **[what happened, numbers, money in and out, problems]** . Decisions we need from them: **[list]** . Lead with the decisions needed, then highlights, then risks. Plain English, factual, under 300 words.

PROMPT 12

Turn a policy into plain English

You've been sent a template policy written by a lawyer.

Here's a policy document: **[paste a non-confidential policy]** . Write a plain-English summary for volunteers: what it's for, the five things they must do, and who to tell if something goes wrong. Don't change the meaning. If anything is unclear in the original, tell me.

Tip: Keep the full policy as the official one. Use the summary so people actually read it.

Map one job your team does every week

Tell doingit.today how a job really gets done in your organisation. We'll map it in plain steps, mark the ones AI could help with, and teach your team each one.

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