



RECRUIT, RETAIN, REPEAT:

**AI TOOLS FOR
VOLUNTEER SUCCESS**

By the end of this session, you'll:

- Understand how to use beginner and intermediate AI tools to streamline marketing tasks.
- See how using AI properly can reduce onboarding time and maintain brand consistency across volunteer turnover.
- Learn how to embed AI tools into your nonprofit's standard operating procedures (SOPs) for long-term efficiency.
- Leave with actionable prompts and a clear roadmap to implement AI ethically and effectively.

Questions

Create Your Custom Master Prompt



“Hi! I’m Ally.”

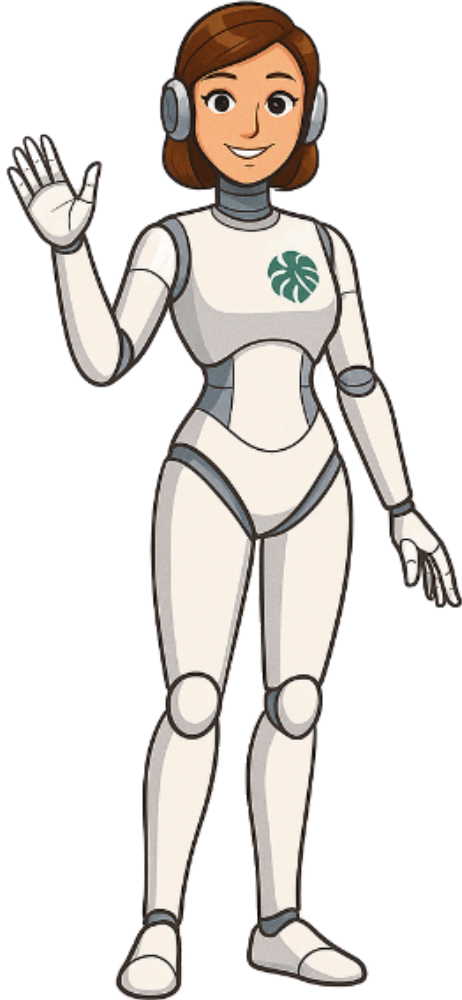
I’ll guide you through a few questions to help create your organization’s Master Prompt. This prompt can be copied into any AI tool, so it understands your mission, voice, and goals.

With this master prompt your volunteers, board members, and staff members can generate messages that sound like your organization.

[Let’s Go!](#)

mmsocialmedia.com/prompt

LLM Marketing Tasks for Nonprofits



How AI can help your organization:

“Act as an expert...”

“Summarize this book...”

“Develop a plan to ...”

“Connect me with a community of...”

“Research this topic...”

“Write a reel script for Instagram...”

“Format this text and check grammar.”

“Write an engaging caption for this post.”

“Write an email to donors...”

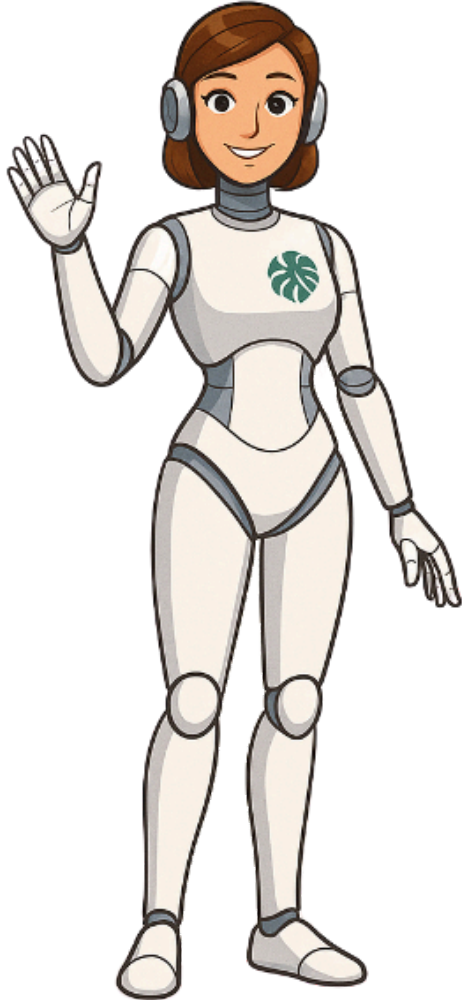
“Break this into simple steps...”

“Explain what went wrong and how to fix it.”

“Draft an SOP for...”

... and so much more!

Prompt Examples



Talk to your ideal customer!

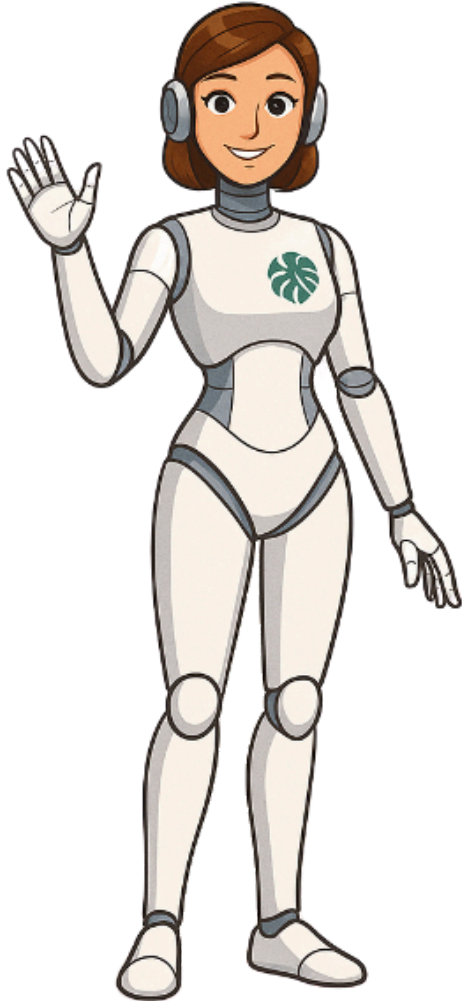
Wish your social media audience would engage with you more on social media so you can ask them questions and help them more? Prompt your AI bot to act as your ideal customer and have a chat with them. This is a very insightful exercise that can help you understand your customer better.

“Audit the last 30 posts from [insert IG account] with specific numbers including engagement rates, reach, and best performing formats. Pull out 5 tailored content ideas for [your organization’s name and IG handle] based on what’s working.”

Get a clear plan in place.

Ask your AI bot to outline a schedule for you to follow with content creation and posting. Have it create a yearly marketing calendar and a monthly content calendar for you to follow.

ChatGPT - PROMPT EXAMPLE



“Act as an expert in nonprofit marketing for a [description of your organization] that has a track record of attracting [donors or volunteers] through [ads, email, social media, partnerships, live events, etc.]”

Ready to add your master prompt? Use this:

“Review goals, target audiences, and guidelines provided below. Provide your top strategies for [YOUR ORGANIZATION] to [MEASURABLE GOAL]. Keep the response concise, in bullet format for easy reading. Ask up to 3 essential questions before providing the official response. About Us - [PASTE MASTER PROMPT]”

AI Implementation Roadmap



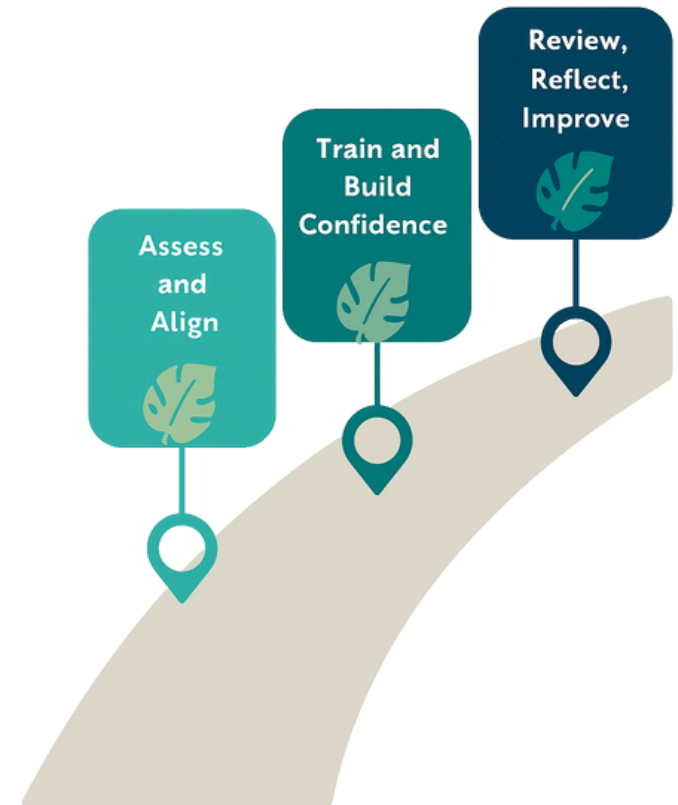
AI Implementation Roadmap: ASSESS & ALIGN

Align AI goals with your organization's mission and your volunteers' actual tasks.

Actions:

- Identify repetitive tasks through audit or survey
(*ex: data entry, research, social media*)
- Create SOPs for where AI can create efficiency without reducing human connection.
- Choose tools that support your mission
(*ex: ChatGPT for scripts, Notion AI for grant writing*)

Goal: Prioritize high-impact, mission-aligned use cases.



AI Implementation Roadmap:

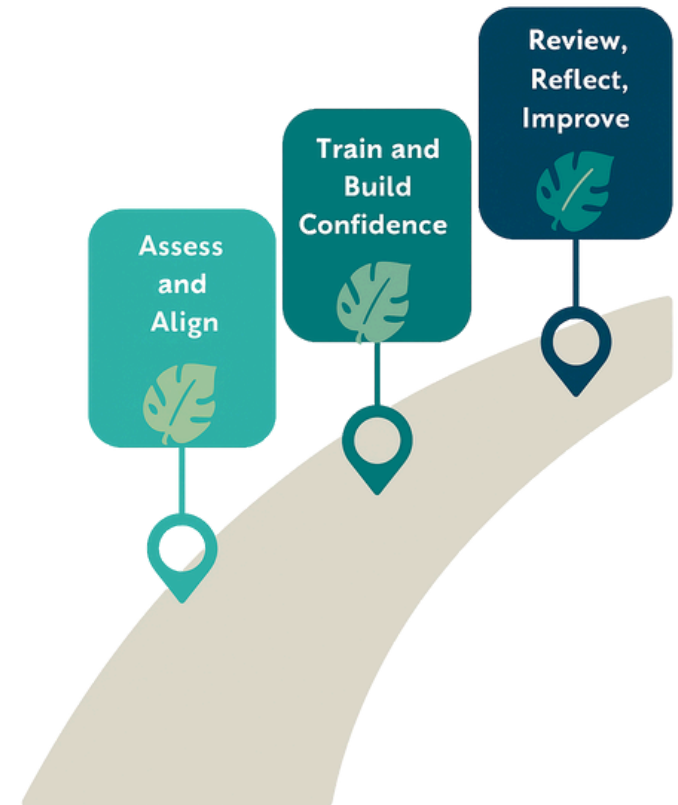
TRAIN AND INTEGRATE

Offer simple, friendly workshops or short guides to help volunteers understand how to use AI effectively.

Actions:

- Develop guidelines for using AI including “Read and review all AI content before it’s published.”
- Create task-specific cheat sheets: “How to draft a donor thank-you email with AI” and set up shared prompts in tools like Notion, Canva, or Google Docs (ex: “Write a 3-line donor thank-you”).
- Incorporate AI into onboarding (ex: “Here’s how AI can help you succeed as a volunteer.”)

Goal: Make AI feel like a useful tool, not intimidating



AI Implementation Roadmap: REVIEW AND IMPROVE

Build a system to gather feedback and continuously improve how your team is using AI.

Actions:

- Monthly check-ins: “What’s working? What’s confusing? What feels off?”
- Highlight great examples from your volunteers.
- Keep a changelog of new prompt ideas or updates to tools.

Goal: Grow responsibly and adapt to new tech mindfully.

