

Wired Impact

## From Prompt To Published: Templates For Using AI To Write Nonprofit Website Copy



**A lot of AI-generated website copy stinks.**

But that's because many nonprofits aren't giving AI tools the information needed to write great content.

If using artificial intelligence to write content has you feeling overwhelmed, or discouraged after a lackluster start, this resource is for you.

Find a checklist for building an effective prompt for your preferred AI tool, along with fill-in-the-blank prompts for key nonprofit website pages and templates for revising and refining your results.

Build a nonprofit website you're proud to share.

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## Prompt Checklist

You shouldn't have to be an expert prompt engineer to feel comfortable using AI to write content for your website. Just be sure to include these details within your prompt to get a solid first draft.

- A clear role and goal for the AI**

This helps the AI become less of a generalist and take on the role that will deliver the most helpful results for the task at hand.
- A description of your organization**

Share a brief overview of your mission and the work you do to advance that mission.
- The purpose of the page you're writing**

Explain the goal of the page and what you expect it to offer your visitors.
- Additional page context**

Share any additional background you'd like the AI to consider when writing this page.
- A description of your organization's voice and tone**

Let the AI know how your content should sound to visitors.
- Your target audience**

Specify one or two audiences you're trying to reach with the information on this page.
- A call to action**

Provide a clear next step for your target audience to take after engaging with your page.

**Remember:** If this context would help you begin writing a page of content for your website, then it'll probably be useful for the AI, too!

## Prompt Templates for Key Nonprofit Website Pages

Looking to streamline prompts for key pages of your website? Find fill-in-the-blank templates below for five essential pages of a nonprofit website.

### About Page Prompt Template

As one of the first stops on your site for new visitors, your About page should share a high-level overview of your organization, including who you are, what you do and why you do it.

Act as the world's leading expert on nonprofit website copywriting. Your goal is to generate a new page of website content for a nonprofit, [Organization Name], for our About page.

[Organization Name] is dedicated to [mission statement]. We [overview of your programs or services].

Our About page should provide our website visitors with an overview of our organization and demonstrate our commitment to [your mission].

[Include necessary context here, including an overview of your nonprofit, summary of your story, high-level intro of your team and any partners you want to highlight.]

We prefer to use a [description of your organization's tone] tone in our writing.

Our audience for this page is [your target audience].

The call to action for this page is to [your CTA].

The page should be between [300] and [400] words long and use short paragraphs. Please include headings and lists when appropriate to make the page easy to read.

## Impact Page Prompt Template

Your Impact page is a chance to share your accomplishments and results in a way that brings your mission to life and inspires past, current and potential supporters.

Act as the world's leading expert on nonprofit website copywriting. Your goal is to generate a new page of website content for a nonprofit, [Organization Name], for our Impact page.

[Organization Name] is dedicated to [mission statement]. We [overview of your programs or services].

Our Impact page needs to clearly communicate the value of our work and showcase our accomplishments as a nonprofit over the years.

In no particular order, some of those highlights include:

- [Stats about your impact and results of your work]
- [Stats about your impact and results of your work]
- [Stats about your impact and results of your work]

We use a [description of your organization's tone] tone when discussing our impact and achievements.

The audience for this page is [your target audience].

The call to action for this page is to [your CTA].

The page itself should be between [300] and [450] words and use short paragraphs. It must include a compelling, emotional introduction. Include headings or bullet points as needed to make the page easy to read.

## Program or Service Page Prompt Template

Programs and services are often how nonprofits advance their missions. These pages should explain how the program or service works, who it's intended to support and any next steps to get started.

Act as the world's leading expert on nonprofit website copywriting. Your goal is to generate a new page of website content for a nonprofit, [Organization Name], for our [Program or Service Name] page.

[Organization Name] is dedicated to [mission statement]. We [overview of your programs or services].

The [Program/Service Name] page should detail how our program or service works and the role it plays in our mission.

[Include context about your program or service here, including how it works, who it serves, quotes from clients served, any eligibility requirements and next steps.]

The tone for this page is [tone]. Our audience includes [target audience], and our call to action is [your CTA].

The page must be between [350] and [500] words. It must include a compelling introduction paragraph. It should include headings only as needed to ensure the page is easy to read.

## Donate Page Prompt Template

An essential page for many nonprofits, your Donate page should reinforce your credibility, demonstrate transparency in how donations are used and underscore an urgent need for support.

Act as the world's leading expert on nonprofit website copywriting. Your goal is to generate a new page of website content for a nonprofit, [Organization Name], for our Donate page.

[Organization Name] is dedicated to [mission statement]. We [overview of your programs or services].

The Donate page should reinforce our credibility as a nonprofit and include a compelling call to support our work with a donation.

[Include context about how prospective donors can give, what their gifts support, any giving levels and details to illustrate transparency and responsibility.]

The tone for this page is [tone]. Our audience includes [target audience].

The call to action is to make a donation.

The page must be between [75] and [150] words. It should include an emotional introduction that compels the reader to make a gift today.

## Homepage Prompt Templates

The best homepages focus on getting visitors to care and routing them to the next page in their journey. Use these prompts to create content for common sections of a nonprofit website homepage, or adapt them to match the sections that comprise yours.

### Tagline Section

Act as the world's leading expert on nonprofit website copywriting. Your goal is to generate 20 tagline options for our nonprofit, [Organization Name], based on our mission statement.

[Organization Name] is dedicated to [mission statement]. We [overview of your programs or services].

The tagline should quickly communicate what we're all about in a single phrase using fewer than 10 words.

### Program or Service Snapshot Section

Act as the world's leading expert on nonprofit website copywriting. Your goal is to generate 10 options for a short blurb of text that teases one of our nonprofit's key [programs or services] using our [program or service] page copy as a starting point.

Our nonprofit is called [Organization Name]. [Organization Name] is dedicated to [mission statement]. We [overview of your programs or services].

Here is information about our [program or service] to use for the blurb:

[Copy and paste information from your program or service page for context.]

The blurbs should be brief, each up to 3 sentences long. They should be compelling enough to encourage readers to learn more about our [program or service].

## Impact Snapshot Section

Act as the world's leading expert on nonprofit website copywriting. Your goal is to generate 10 options for a short blurb of text that highlights the impact of our work using our impact page copy as a starting point.

Our nonprofit is called [Organization Name]. [Organization Name] is dedicated to [mission statement]. We [overview of your programs or services].

Here is information about our impact to use for the blurb:

[Copy and paste information from your Impact page for context.]

The blurbs should be brief, each up to 3 sentences long. They should be clear and compelling and invite readers to learn more about our impact.

## Get Involved Section

Act as the world's leading expert on nonprofit website copywriting. Your goal is to generate 10 options for a short blurb of text that invites visitors to get involved with our organization.

Our nonprofit is called [Organization Name]. [Organization Name] is dedicated to [mission statement]. We [overview of your programs or services].

The key ways to get involved with our nonprofit include: [ways to give, take action or support your work]

The blurbs should be brief, each up to 3 sentences long. It should be compelling enough to encourage readers to take the next step and get involved. The blurbs should be direct and clear.

## Common Feedback & Refinement Prompts

No matter how amazing your prompt is, AI likely won't generate perfect content for you every time. Occasionally, the results you get will miss the mark.

When that happens, identify what about the content isn't quite working. Once you've pinpointed the issue, use the following revision templates to provide feedback and try again.

### Length

Sometimes, the AI will write a first draft of your page that's too short or too long to use in the way you'd prefer.

#### Make the Draft Longer

This is a good starting point for this page. But let's rewrite the page and make it longer.

As you revise, don't make up information. If you need additional background information from me to lengthen the page, be sure to ask for it. Don't guess.

Do you have any questions before getting started?

#### Make the Draft Shorter

This is a good starting point for this page. But let's rewrite the page and make it shorter and tighter.

The information you've included is solid. But it may overwhelm visitors to this page.

As you revise, try to tighten up the content. Focus on the information that will be most impactful to our visitors. Make it easy for readers to scan by including headings and writing in short sentences. Use short paragraphs that are 2 - 4 sentences long when possible.

If you have questions about what information to prioritize as you shorten this page, please ask me. I'm happy to provide guidance.

Do you have any questions before getting started?

## Formatting

Other times, the AI might hit you with a wall of text that doesn't align well with best practices for writing and formatting web copy.

### Making Content Less Overwhelming

This is a good starting point for this page. The information you've included is solid. But it may overwhelm visitors to this page.

Revise the page to make it easier for readers to scan by following these best practices:

Including headings

Write in short sentences

Use short paragraphs that are 2 - 4 sentences long when possible

Include lists and bolding when appropriate to make the page easier to scan

If you have questions about what information to prioritize as you make this page easier for readers to scan, please ask me. I'm happy to provide guidance.

Do you have any questions before getting started?

## Tone & Language

Maybe the length and formatting of the first draft are fine, but the tone just doesn't sound quite like you and your organization.

### Adjust the Tone

This is a great start. But the content you created is too formal. As a reminder, our tone is **[conversational and approachable for visitors who don't know much about our mission]**. We want them to feel like we're welcoming them to join our movement.

Can you generate another draft of this page with that feedback in mind? Make the tone adjustments subtle, and keep additional changes to a minimum.



And if you have any questions for me about our tone or target audience, please ask them now.

## **Remove Jargon**

We pride ourselves on being welcoming to anyone interested in supporting our cause. Oftentimes this includes visitors who don't have much background on our work or mission. They often don't know the language we use, so we try to write without jargon as much as possible.

The draft you wrote includes a few jargony phrases, like “[XXXXX]”, “[YYYYY]” and “[ZZZZZ]”.

Can you rewrite the draft of this page and strip out as much of this jargon as you can without losing the accuracy of the content? If you find it necessary to use jargon, please define it to make it easy on these visitors with less background information.

Do you have any questions before starting your revision?

## **Accuracy**

AI will occasionally “hallucinate”, or make things up, to fill in the gaps in its understanding of your initial request.

Hallucinations that are relatively minor are easy to manually edit. But if they're more widespread, this can be a sign the AI didn't have enough detail to go on (so it did a fair amount of guessing).

In those cases, try reframing the task at hand to start with an interview before jumping right back into a rewrite.

## **Interview to Get Details**

A lot of this content is inaccurate. That makes me think I didn't provide you enough background information to write this page.

Before jumping into creating a new draft, act as an expert nonprofit copywriter. Interview me to learn the background you'll need to successfully create a second draft of this page.

Turn this into a conversation, where you ask me ONE question at a time instead of listing a bunch of questions at once. Once you've asked all of your questions, incorporate my answers into a new draft of this page.

Do you have any questions for me before we begin the interview?



Nonprofit Website  
**Office Hours**

*This information was first presented during Nonprofit Website Office Hours.*

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