

AI-Powered Prompts to Tell Your Nonprofit's Story

Craft compelling narratives for reports, websites, and presentations — no jargon, just heart

This resource is here to help you clearly and confidently tell your nonprofit's story using AI — without the fluff or the overwhelm. Whether you're writing for your annual report, updating your website, or preparing a board presentation, the prompts inside will guide you to highlight what really matters: your people, your mahi, and the change you're making in the world.

You don't need to be a writer or an AI expert — just bring your knowledge of your organisation, and let ChatGPT help you shape it into something powerful, readable, and real.

Let's get started.



Rochelle x

The NGO Coach

AI Prompt: Create a Structured Nonprofit Social Impact Statement

You are a social impact strategist and communications expert. Write a structured, accessible, and compelling Social Impact Statement for [list organisation OR add web address]. The statement should be suitable for use in an annual report, funder pack, website, or stakeholder presentation. Tell me what you need from me.

Use the format below, and write in a warm, plain English tone that is informative, proud, and community focused. Break content into short, punchy sections with headers to aid readability. Use the following structure:

1. WHO WE ARE

A short paragraph describing the nonprofit's purpose, values, and role in the community.

2. WHAT WE DO

Summarise the key areas of work in 2–4 themed sub-sections. For each sub-section, include:

- A bold title (e.g. Connect | Educate | Advocate)
- A bulleted list of services or actions
- Key data or performance figures, if available

3. OUTCOMES THAT MATTER

Describe the outcomes and benefits for:

- Individuals (e.g. wellbeing, skills, inclusion)
- Community organisations (e.g. capacity, quality, diversity)
- The wider system or city (e.g. policy, infrastructure, cohesion)

4. IMPACT IN NUMBERS

Include a clean table of impact metrics. Use real or estimated figures and typical results in the sector (e.g. volunteer hours, people supported, website traffic, etc.).

5. WHAT MAKES US UNIQUE

Summarise what sets the organisation apart. Focus on approach, relationships, cultural grounding, agility, or specialisation.

PROMPTS: To improve clarity, tone, and connection

- “Rewrite the Social Impact Statement to make it more emotionally compelling, while still using plain English and avoiding exaggeration.”
 - “Add a powerful opening line or quote to the 'Who We Are' section that immediately grabs attention and speaks to our mission.”
 - “Simplify and shorten the content to fit on one A4 page without losing meaning. Prioritise clarity and flow.”
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PROMPTS: To sharpen the impact and add evidence

- “Insert relevant [country] or global statistics to reinforce the outcomes mentioned — especially around [e.g. youth wellbeing, food security, digital access].”
 - “Expand the 'Impact in Numbers' section by adding columns for change over time (e.g. 2022 vs 2023), where appropriate.”
 - “Add these 2 real stories or testimonials that humanise the data and bring the outcomes to life — keep them short but specific. [cut & paste stories/testimonials or add a hyperlink to relevant webpage].”
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PROMPTS: To adjust the tone or repurpose for different formats

- “Revise this impact statement into a short LinkedIn post, pulling out the most compelling outcomes and using a conversational tone.”
- “Turn this statement into a two-minute speech for a CEO or board chair to use at a stakeholder event.”
- “Adapt this content for a digital annual report — break it into short blocks with engaging subheadings and pull quotes.”