

READY-TO-USE PROMPTS

AI Fundraising Prompt Guide

Smarter fundraising with the GiveSmart Item Shop. Use these four ready-to-use AI prompts to plan your fundraiser, select the right packages, promote them to your supporters, and maximize your fundraising opportunities.

1 Plan & Select Build your auction mix	2 Promote Create the campaign	3 Maximize Turn demand into revenue	4 Keep Going Plan year-round
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How to use this guide

Start with Prompt 1 and keep the same AI conversation open as you move through the guide. Each prompt builds on the previous step, so you won't need to start over. Copy Prompt 1 into ChatGPT or your preferred AI tool and replace the bracketed information with details about your organization and fundraiser.

Prompts 1 and 4 send your AI tool to the Item Shop at givesmartitemshop.com to review current packages and pricing. For Prompts 2 and 3, just add the package name or its Item Shop link.

TIP: COPYING A PROMPT

Each prompt sits in a shaded box. Click at the start of the prompt text, drag to the end of the box, then copy (Ctrl+C or Cmd+C) and paste it into your AI tool. **[HIGHLIGHTED BRACKETS]** are the details you replace with your own.

AN IMPORTANT REMINDER

AI suggestions are a starting point. **Always review AI-generated content for accuracy** and confirm package inclusions, pricing, availability, restrictions, and travel terms against the current Item Shop package information.

Every audience and event is different, so AI recommendations offer ideas, not a guarantee that a package will sell or reach a specific fundraising result.

STEP 1 · PLAN & SELECT

Plan & Select Your Auction Mix

Build a package strategy tailored to your event and audience, then identify Item Shop packages that may be a strong fit.

PROMPT 1 · TO START, COPY THIS PROMPT

Act as a fundraising strategist for our nonprofit.

I'm planning a nonprofit fundraiser and want to build an auction package mix that fits our event and appeals to our supporters.

About our fundraiser:

- Event or campaign: [TYPE, SIZE, THEME, DATE AND/OR VENUE]
- Event format: [IN-PERSON, ONLINE OR HYBRID]
- Expected attendance and fundraising goal: [NUMBER OF GUESTS AND DOLLAR GOAL]
- Organization: [MISSION, LOCATION, SIZE OR OTHER RELEVANT DETAILS]
- Our audience: [AGES, INTERESTS, DONOR PROFILE, GIVING LEVELS OR OTHER RELEVANT DETAILS]
- Anything else we should know: [OTHER RELEVANT DETAILS ABOUT YOUR EVENT, ORGANIZATION OR AUDIENCE]

Visit the Item Shop at givesmartitemshop.com and review the packages currently available, including each package's Cost to Nonprofit price and suggested starting bid.

Based on the information above, recommend:

- Specific packages that appear to be a strong fit for our supporters and event
- A well-rounded mix of travel, experience, and jewelry packages for different interests and giving levels
- Packages that could serve as our biggest attention-getters
- How many packages we should consider based on the size of our event
- The suggested starting bid for each package, as listed on its product page

Explain why each could be a good fit, and finish with a simple, prioritized shopping list I can use when I visit the Item Shop.

If you cannot access the Item Shop website, tell me rather than recommending specific packages you cannot verify.

NEXT: KEEP THIS AI CONVERSATION OPEN AND MOVE ON TO STEP 2 →

STEP 2 · PROMOTE

Create a Promotional Campaign

Turn the packages you've selected into compelling fundraising content that builds excitement and bidding interest.

Use this follow-up prompt for each package you want to promote, adding the package name or Item Shop link each time.

PROMPT 2 · FOLLOW UP WITH THIS PROMPT

Now let's build a promotional campaign.

Using what you already know about our organization, audience, event, and fundraising strategy, help me promote this selected Item Shop package:

Package: **[PACKAGE NAME OR ITEM SHOP LINK]**

Create a promotional plan that builds interest leading up to the event and encourages supporters to bid. Include:

- A recommended promotional timeline and when to begin featuring the package
- 3 social media posts that build excitement at different stages of the campaign
- 1 promotional email with a compelling subject line, plus 3 additional subject line options
- 1 short website or auction-page teaser
- 1 auction item description that includes this disclosure: "This package is offered by a third party for the purpose of fundraising. Our organization will receive a portion of the sale proceeds."
- 1 "bidding is now open" announcement and 1 "last chance to bid" message
- Suggestions for showcasing the package at the event (for jewelry, ideas for displaying the pieces as a collection)
- 3 compelling marketing angles to emphasize

Help supporters imagine the experience or the piece, and connect participation back to our mission where appropriate.

Do not state a dollar value for travel packages (use "Priceless" if a value is needed), and do not add or assume any package details, inclusions, availability, restrictions, or guarantees beyond what the Item Shop lists.

NEXT: STEP 3 →

STEP 3 · MAXIMIZE

Turn Bidder Demand Into More Revenue

When a package generates strong bidder interest, use that demand to explore additional fundraising opportunities.

Use this follow-up prompt for any travel or experience package that generates strong bidder interest. These packages are available in multiple quantities.

PROMPT 3 · FOLLOW UP WITH THIS PROMPT

Now let's develop a strategy for maximizing bidder demand.

Using what you already know about our fundraiser, audience, and fundraising strategy, help us turn strong interest in this package into additional fundraising opportunities:

Package: **[PACKAGE NAME OR ITEM SHOP LINK]**

Assume the package generates interest from multiple bidders. Create a strategy that includes:

- The best way to offer the package to multiple interested bidders before, during, or after the auction, including whether to offer it as a BUY NOW at a flat price
- How to approach bidders who showed strong interest but did not place the winning bid
- Suggested messaging for the auctioneer, event host, or nonprofit team when making an additional offer
- A simple follow-up message that can be used after the event, when appropriate

Multiple quantities of Item Shop travel and experience packages are available. Every additional package must be offered at the same price as the winning bid, so the original winner never feels they overpaid.

Keep the recommendations consistent with the fundraising strategy and audience we've already developed in this conversation.

NEXT: STEP 4 →

STEP 4 · KEEP GOING

Build a Year-Round Fundraising Strategy

Take your Item Shop strategy beyond a single event and explore additional fundraising opportunities throughout the year.

PROMPT 4 · FOLLOW UP WITH THIS PROMPT

Now let's look beyond our current fundraiser.

Using what you already know about our organization, supporters, event, and fundraising strategy, help us explore ways to use GiveSmart Item Shop packages to create fundraising opportunities throughout the year.

Additional information:

- Other events, campaigns, or donor communications throughout the year: **[INSERT, IF APPLICABLE]**
- Other fundraising goals or opportunities we'd like to explore: **[INSERT, IF APPLICABLE]**

Visit the Item Shop at givesmartitemshop.com and review the packages currently available.

Recommend 5–7 practical ways our organization could use Item Shop travel, experience, and jewelry packages to create additional fundraising opportunities throughout the year. For each idea, include:

- The fundraising concept and best time of year to use it
- The types of Item Shop packages that would be a good fit
- Which supporters we should target
- A simple way to promote the opportunity through email, social media, or other donor communications

Prioritize ideas that are realistic for our organization to implement without requiring a large fundraising event. Finish with a simple year-round calendar showing when we could put the strongest ideas into action.

If you cannot access the Item Shop website, tell me rather than recommending specific packages you cannot verify.

VISIT [GIVESMARTITEMSHOP.COM](https://givesmartitemshop.com) TO PLAN YOUR NEXT FUNDRAISER!