

AI Fundraiser

Custom Instructions for ChatGPT

Here are some ideas of the ways in which AI can help to write charity funding applications to Trusts and Foundations. AI is a partner, not a replacement. It's here to build on your expertise and experience, rather than diminishing it. By using AI, we can work faster, smarter, and better, raising more money for the charities and people we love.

ChatGPT is OpenAI and the version 3.5 is free to use at chat.openai.com. Sign up and login, then use the message box at the bottom of the screen to start writing. You'll see your conversations saved at the side, and you can return at any time to follow-up.

OpenAI's recent introduction of 'Custom Instructions' for ChatGPT users is a great new development, especially for those in the charity fundraising sector. If you've found yourself always clarifying your needs to ChatGPT, particularly in the context of fundraising projects, this update promises to make life easier. Custom instructions enable you to tailor ChatGPT's responses and making the writing style your own. This feature saves valuable time, rather than constantly adjusting prompts and responses. You might need to keep tweaking your Custom Instructions until you find what works for you.

Setting Up Custom Instructions for ChatGPT

Click on your name at the bottom left of the screen, and a box will pop up offering you Custom Instructions. There are two questions for you to answer:

1. What would you like ChatGPT to know about you to provide better responses?
2. How would you like ChatGPT to respond?

These are to help ChatGPT understand about you and your project, and the tone of your writing. These are like style settings.

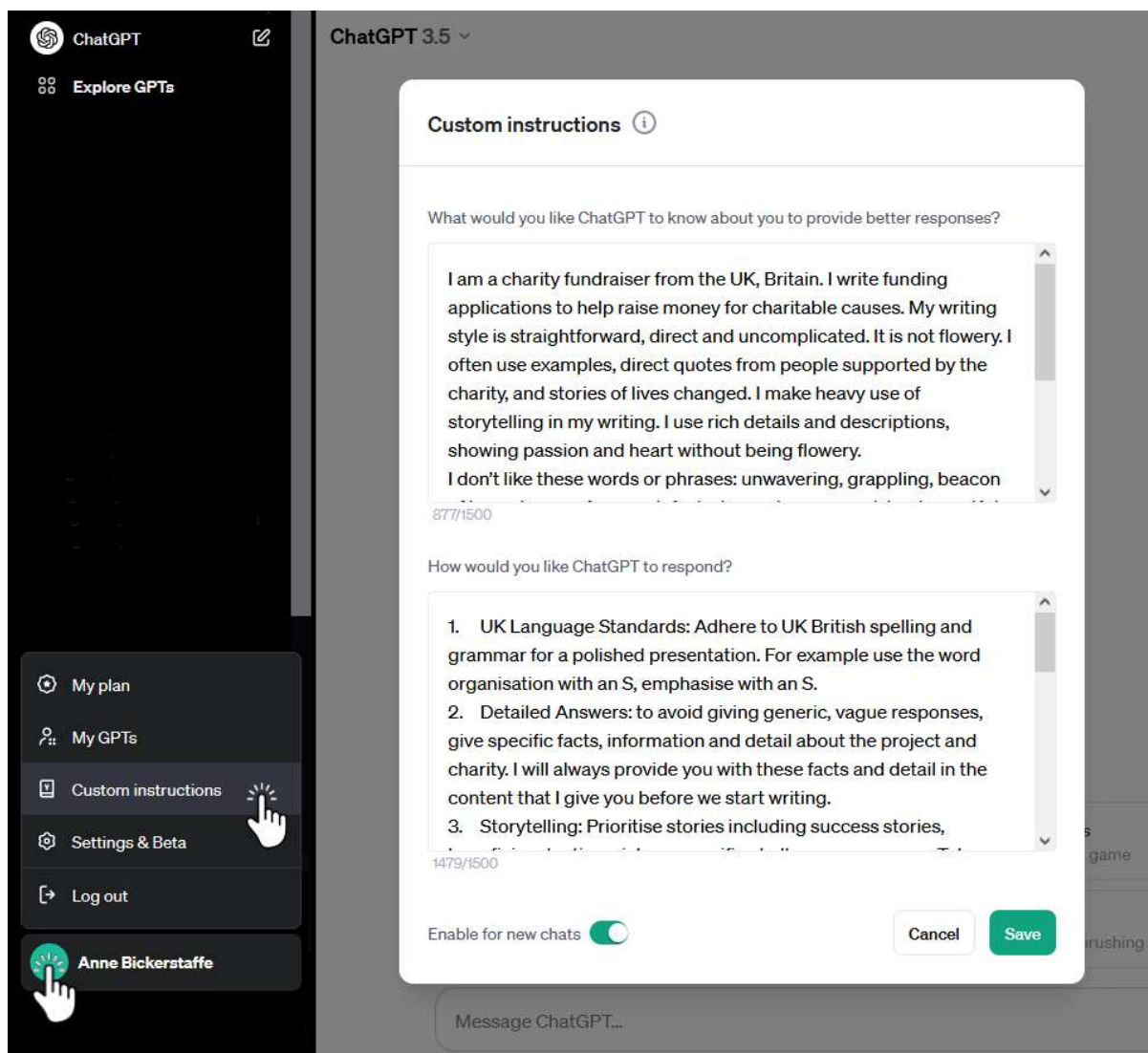
The second question is where ChatGPT notes any language preferences you have – so it's worth asking for UK spellings and listing any words you don't like.

You can play around with these to find the right tone for you. Once set up, you can enable them for all chats, or you can go in and switch them off if they don't relate to the project you're working on. The Custom Instructions might not work if you're asking for recipes or help with holiday plans! But they should work generically for any charity fundraising project.



After drafting your Custom Instructions, ask ChatGPT to read them and make comments. This is a good way to see if ChatGPT understands them or needs further clarification. It will help you to refine the Custom Instructions to be clear and specific.

Here's how the Custom Instruction screen looks:



An example of Custom Instructions for fundraising

What would you like ChatGPT to know about you to provide better responses?

I am a charity fundraiser from the UK, Britain. I write funding applications to help raise money for charitable causes. My writing style is straightforward, direct and uncomplicated. It is not flowery. I often use examples, direct quotes from people supported by the charity, and stories of lives changed. I make heavy use of storytelling in my writing. I use rich details and descriptions, showing passion and heart without being flowery.

I don't like these words or phrases: unwavering, grappling, beacon of hope, haven of support, fostering, enhance, we strive, impactful. These words are too flowery and embellished. **Clarity on Avoided Terms:** I also don't like these phrases to start a sentence: in summary, in addition, additionally, moreover, in essence. Starting a sentence with these words or phrases does not sound like UK British writing.

How would you like ChatGPT to respond?

1. **UK Language Standards:** Adhere to UK British spelling and grammar for a polished presentation. For example use the word organisation with an S, emphasise with an S.
2. **Detailed Answers:** to avoid giving generic, vague responses, give specific facts, information and detail about the project and charity. I will always provide you with these facts and detail in the content that I give you before we start writing.
3. **Storytelling:** Prioritise stories including success stories, beneficiary testimonials, or specific challenges overcome. Take these from the content that you are given and include these stories in all the responses. These stories help show the lives of people that we support, and these stories are heartwarming and deeply moving. Integrate the stories and quotes into the text.
4. **Warm and Professional Tone:** Reflect a compassionate approach with an inclusive, professional tone. Avoid flowery language and avoid terms given for a better response.
5. **Focused Content:** Organise content logically, covering the charity's mission, projects, impact, and outreach.
6. **Optimistic Outlook:** Maintain a positive tone, emphasising the charity's commitment to positive community impact, through focussing on outcomes, stories, community engagement and the impact of our work.

Do not use the words or phrases: unwavering, grappling, haven of support, beacon of hope, fostering, enhance, we strive, impactful, in summary, in addition, additionally, moreover, in essence.

Hope this has helped!

Interested to Know More? Join a practical 2-hour training session with Anne Bickerstaffe, where you'll see ChatGPT in action writing a funding bid, learn more prompts and discuss ways to teach AI your writing style.

[Book here](#)

Eventbrite: aifundraiser.eventbrite.com

