

Fundraising Campaign Creation Handbook (Using GenAI – Questionnaire Approach)

Approach Summary

This approach walks you step-by-step through the process of building a **complete fundraising campaign** using GenAI. It uses an interactive question-and-answer format to extract key details and ends with an **emotionally engaging, high-quality campaign copy** plus a **feedback score** on emotional impact and clarity.

How It Works

1. Start by copy-pasting the reusable prompt (see below) into your GenAI chat.
 2. Provide initial info about your campaign when asked.
 3. GenAI will then ask you focused follow-up questions **one at a time** to cover each key campaign element.
 4. After collecting all info, it will generate a **fully written campaign**.
 5. Lastly, it will **review the campaign** and give a **feedback score** with clarity and emotional impact ratings.
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Your Reusable Prompt (Copy & Paste)

Reusable Prompt (Generalised):

I need your help creating a fundraising campaign for [Cause Name, e.g., Gaza Relief Funds]. I'll provide the details I have, and your task is to ask follow-up questions one at a time to gather everything needed. Once all info is collected, generate a well-crafted campaign copy. You may also supplement with accurate information from the web if relevant. Finally, review the copy's emotional impact and clarity, and provide feedback with a score.

Key Elements to Cover:

1. Mission & Goal

- Why are you raising funds?
- What's the specific goal (e.g., financial target)?
- How will donations directly support the cause?

2. Target Audience

- Who are you targeting (demographics, location, interests)?
- Preferred communication channels?
- How aware or passionate is the audience about the cause?

3. Fundraising Platform

- Which platform(s) will host the campaign (e.g., GoFundMe, Kickstarter)?

4. Compelling Storytelling

- What issue are you addressing?
- How will donations make a real difference?
- Any past success stories or measurable impact?
- Personal anecdotes or testimonials?
- Do you have visuals (photos, videos, graphics)?

5. Financial Goal

- What is your exact fundraising target?

6. Donation Methods

- How can people donate (online, in-person, etc.)?
- Include detailed instructions if possible.

7. Donor Incentives (Optional)

- Will you offer rewards (e.g., thank-you cards, merch)?
- Any exclusive content or updates for contributors?

8. Promotion Strategy









- How will you promote the campaign (social, email, events)?

9. Transparency & Updates

- How will you ensure transparency in fund usage?
- How will donors be updated on progress?

Final Output Structure

GenAI will return a campaign copy that typically includes:

-  Strong Campaign Headline
-  Emotional Hook / Story
-  Clear Mission & Purpose
-  Fundraising Goal & Impact
-  Donation Instructions
-  Donor Rewards (if applicable)
-  Call-to-Action & Promotion Plan
-  Transparency Promise

Feedback & Scoring (Built-In)

Once the campaign is generated, GenAI will automatically:

- Evaluate **emotional appeal** (rated 1–10)
- Rate **clarity & structure** (rated 1–10)
- Suggest any **improvements** to enhance effectiveness

Pro Tips for Better Results

- Be specific: Use real figures, dates, and personal stories.
- If unsure, say “Not sure” and let GenAI suggest ideas.
- Attach any visual media or include links for stronger storytelling.
- Think from your audience’s perspective—what moves them to act?