

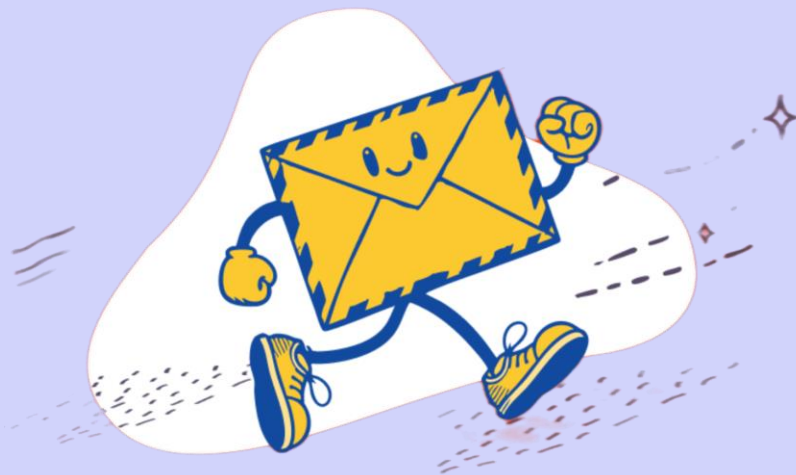


Authenticity Affected

How We Taught AI to Write Like Us

Today's Goal

A practical guide for teaching and working with AI as a partner in crafting authentic, personalized communications that foster engagement at scale.



The Modern Challenge



How do we scale our content generation and communication when resources are stretched thin?



STEP 1

It Starts With Culture

- Empower your team.
- Establish a culture of learning and sharing.
- Use it in your personal life.
- Don't be afraid to fail.
- Leaders need to set the example themselves.

STEP 2

Give the AI the “Context”

Old Way

Prompt Engineering

"Write a lapsed donor email."



New Way

Context Engineering

"Here is a template for our most successful lapsed donor series. Using this structure and tone, write three new versions of the first email, referencing the supporter's last gift area which was [program area]."

STEP 3

Teach AI Your Authentic Voice



Example Prompt: "Remember, we always refer to our donors as 'supporters' and we never use jargon like 'synergy'. Our tone should always be hopeful and appreciative."

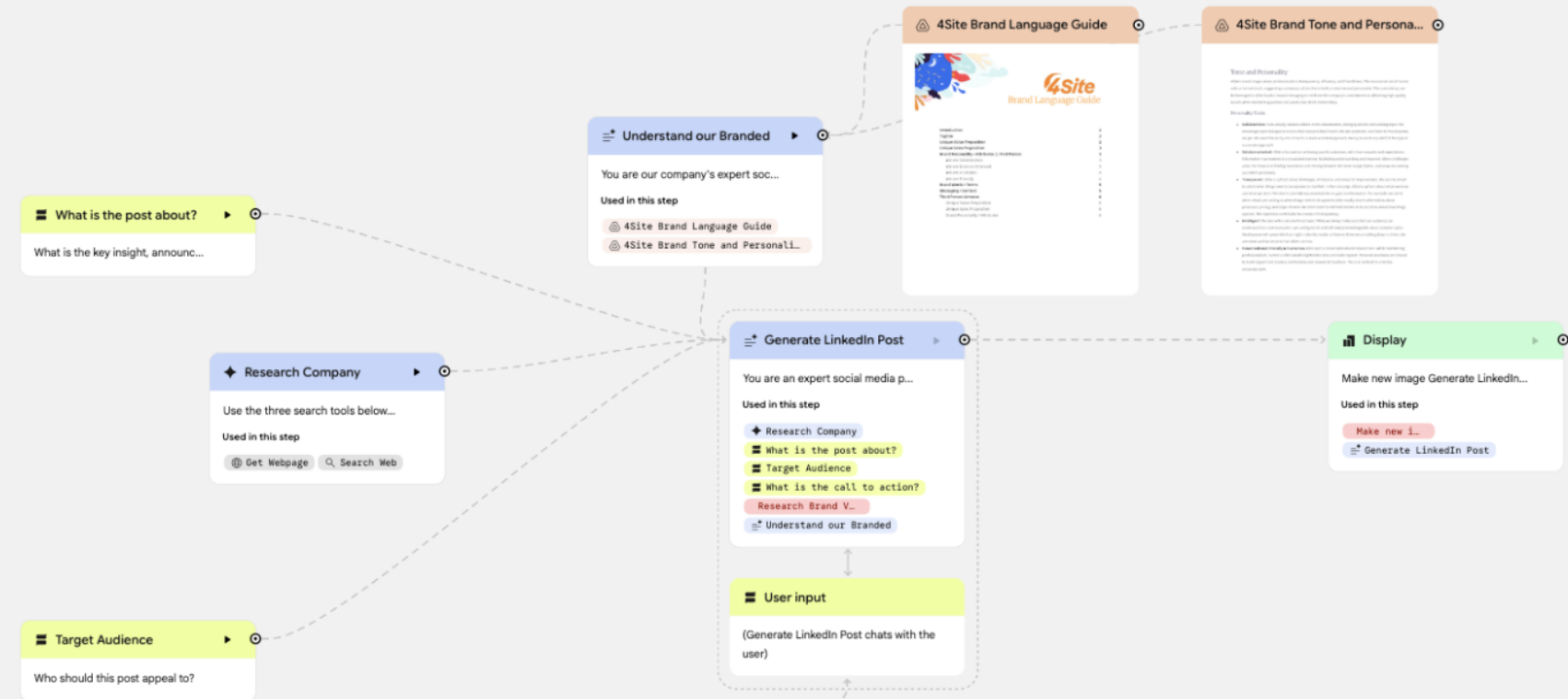
Reinforce Your Style: Consistently provide feedback on AI's output. You are now a project manager to your AI.

STEP 4

Find the Right AI Tools

- Different fundraising tasks may require different AI tools.
- Our Most-Used Tools:
 - ChatGPT
 - Google Studio AI
 - **NEW:** Google's Opal





LinkedIn Post Generator

Google's Opal

“Human in the Loop”



- **AI is your Co-Pilot, not an Autopilot**
- **Learn and embrace the boundaries**
- **Iterate and evolve along with AI**
- **Develop a personal process that stays authentic**
- **Share your process and build your culture**
- **Codify your culture as organizational process**
- **Incorporate a final human touch**



Questions?

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Freebie: Get 4Site's Fundraising Page Optimization Playbook

- Page focus and attention
- Form placement and CTA
- Reduce friction
- Copy and value proposition
- Gift arrays and frequency
- Personalization and motivators
- Trust and security
- Mobile UX
- Accessibility
- Performance and reliability
- Payments and wallets
- Experience architecture
- Error handling and edge cases
- Analytics and measurement
- Experimentation and roadmap
- Stewardship and post-gift
- Other ways to give
- Designations and internal variants
- International and tax
- Governance and maintenance

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