20 BEST WAYS TO USE COPILOT FOR NONPROFIT COMMUNICATIONS TEAMS

Website, social, newsletter, annual report, press, brand — usually all owned by one person. These 20 prompts use **Microsoft 365 Copilot grounded in your own program results and files**, so you can feed every channel without writing everything from scratch.

Grounded in your work, not the open web
Licensed Microsoft 365 Copilot reasons over your real content. Free chatbots can't see any of it.

- **Your files** — SharePoint, OneDrive, Word, Excel
- **Your email & chats** — Outlook and Teams threads
- **Your meetings** — Recaps, decisions, commitments
- **Your permissions** — It only sees what you can already see

NEW TO COPILOT? Start with 2, 3 and 6 — they pay off on day one and need nothing set up first.

Feed Every Channel

5 PROMPTS · WORD · OUTLOOK · EXCEL

1 Build a Month of Social

WORD

Turn one program update into a month of posts instead of a blank calendar.

Try: *"Draft 20 social posts for next month from these program updates, varied by platform, format and length."*

2 Repurpose One Thing Ten Ways

WORD

Stop writing net-new for every channel.

Try: *"Turn this blog post into a LinkedIn post, three short posts, an email blurb and a newsletter section."*

3 Write the Newsletter

OUTLOOK

Get the whole issue drafted from what already happened this month.

Try: *"Draft our supporter newsletter from this month's program updates and events, with subject line options."*

4 Refresh Tired Website Copy

WORD

Rewrite the pages you have not touched since the last redesign.

Try: *"Rewrite our program page to lead with impact, add a clear call to action and cut it by a third."*

5 Build the Content Calendar

EXCEL

Get every campaign, appeal and awareness day onto one grid.

Try: *"Build a quarterly content calendar from these campaigns and awareness dates, with channel, owner and status."*

Tell the Impact Story

5 PROMPTS · WORD · TEAMS · POWERPOINT

6 Turn Data into a Story

WORD

Convert an outcomes report into something people will actually finish.

Try: *"Turn this outcomes summary into three donor-facing stories under 150 words each, written in plain language."*

7 Draft the Annual Report

WORD

Get the first full draft of the document nobody has time to start.

Try: *"Draft our annual report narrative from this impact data and financials, with section headings and pull quotes."*

8 Collect Stories from Staff

TEAMS

Get program staff to send you material without another round of chasing.

Try: *"Draft a message to program staff asking for this month's wins, with a short template and a clear deadline."*

9 Build the Impact Deck

POWERPOINT

One deck that works for donors, partners and the board.

Try: *"Build a 10-slide impact deck from our annual results with charts and one clear takeaway per slide."*

10 Make It Plain Language

WORD

Write so the people you serve can read it, not just your funders.

Try: *"Rewrite this page at a 6th-grade reading level without losing meaning, and flag any jargon I should replace."*

Press, Brand & Hard Moments

5 PROMPTS · WORD · FORMS · OUTLOOK · POWERPOINT

11 Draft the Press Release

WORD

Get a release out the same day the news happens.

Try: *"Draft a press release announcing this program expansion, with a quote from our ED and boilerplate."*

12 Prep for Media Questions

WORD

Know the hard question before a reporter asks it.

Try: *"List the 10 toughest questions a reporter could ask about this announcement, with a suggested answer for each."*

13 Test What Resonates

FORMS

Ask your supporters instead of guessing which message lands.

Try: *"Draft a 6-question survey testing which of these three messages resonates most with our supporters."*

14 Respond to a Tough Comment

OUTLOOK

Reply to criticism without escalating it.

Try: *"Draft three response options to this critical comment — brief, warm and non-defensive — and note when to not reply."*

15 Brief Your Spokesperson

POWERPOINT

Send your ED into an interview already prepared.

Try: *"Build a 3-slide spokesperson brief: key messages, likely questions, bridging lines and what not to say."*

Delegate the Heavy Lifts

5 PROMPTS · COPILOT COWORK

16 Build an Entire Campaign

COWORK

Hand off the whole campaign, not one asset at a time.

Delegate: *"Build our awareness campaign: landing page copy, five emails, a month of social and a partner toolkit."*

17 Audit Your Web Presence

COWORK

Find the outdated pages and broken messaging you already suspect are there.

Delegate: *"Review our website and social profiles, then report inconsistent messaging, outdated stats and gaps."*

18 Produce the Annual Report

COWORK

Take it from raw results to a finished, designed document.

Delegate: *"Produce our annual report end to end: narrative, charts from this data, donor list and a layout-ready draft."*

19 See What Works in Your Sector

COWORK

Get a cited read on how comparable organizations are communicating.

Delegate: *"Research how ten comparable nonprofits communicate impact, and return a cited brief with what we should adopt."*

20 Put the Calendar on Autopilot

COWORK

Start every month with a draft instead of a blank page.

Delegate: *"At the start of each month, draft our content calendar and first-pass posts from recent program activity."*

MORE WAYS COMMUNICATIONS TEAMS ARE USING COPILOT

Translate Your Materials
Adapt supporter and participant content into the languages your community speaks.

Write Alt Text at Scale
Make your images and posts accessible without a manual pass on every asset.

Build a Partner Toolkit
Give coalition partners ready-made copy and graphics to amplify your campaign.

Draft Event Communications
Turn one event into invitations, reminders, run-of-show and follow-ups.

A note on stories and statistics: the people in your stories are not content — get written consent before using a participant's name, image or story, and let them see how they are portrayed. And verify every number: AI will produce confident, plausible-sounding statistics that were never in your data. Nothing goes into an impact report, a grant or a press release until you have checked it against the source.



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Repost