

AI Communications Toolkit

Created by Suneel Mistry

Created for
Conservation
Nonprofits

As AI tools continue to develop, they can become a great helping hand when engaging with your organization from a communication standpoint. Content development at scale can simultaneously support your current workflows and further showcase your strategies. Like any tool, AI can be your best friend and help you become a better communicator, especially in the field of conservation and environmental preservation. Any small, medium or large organization, in particular, can leverage AI to enhance efficiency, accuracy, and impact in their conservation efforts.

Why and How to Use AI

AI can be an effective partner when it comes to developing material and being a more effective communicator in the conservation space. When properly trained and provided with well-crafted prompts, the AI agent functions as a precision-guided assistant—something of an ‘information assassin’—executing tasks aligned with the user’s intent, based on the data and context supplied. Ultimately, the tool remains under your control and can be configured to meet your specifications.

A word of caution: though AI can be used to generate and create content from scratch, these systems should not be used to create. Instead, they should be used to upgrade content, enhance materials and ask questions to ensure you are sharing the right type of content. Think of them as a questioning support person or an expert trying to teach you something, rather than someone to do the work for you. “AI is not about replacing humans, but augmenting human capability” (Sundar Pichai, 2025).

Many systems now have memory integrated into them. You can have a running chat that saves your memories and acts like a full conversation. You can build memory and save thoughts and ideas to build upon and reference when doing long-running projects or when you want to reuse prompts with recurring tasks.





Which systems to use and why

ChatGPT can be used as your primary system for most tasks. Co-Pilot is also an acceptable alternative, as if you are using the Microsoft ecosystem, e.g. Outlook, Word, etc, it can be easily connected and provide support from a more generalized standpoint.

ChatGPT also has many built-in connectors with programs like Canva and more, which can help and enhance current workflows.

Consider using these tools for

- Ideation
- Drafting and revisions
- Arranging content
- Search engine optimization
- Suggesting improvements, thesaurus, and autocorrect
- Simplifying data or optimizing data for analyses

Every Prompt should include

System Prompt

- This tells the AI what it is and what it's supposed to do.
- Think of it like the AI's job description. Be concise and succinct in your buzzwords and classifiers; this leaves little room for machine error.

Contextual Prompt

- This gives the AI the specific task or situation it needs to respond to right now.
- It's like giving instructions for a single job or question.
- Provide source materials to condition the AI's output toward your desired results, such as websites, files, and reports for reference.

Role Prompt

- This sets the tone or style of how the AI should talk.
- For example, should it sound like a teacher, a friend, or a professional? Is it formal, informal, jargon, slang?

Better input yields better output, and specificity drives performance.



A prompt should look like:

Correctly Used Prompt	Basic Prompt
<p>You are a senior-level communications officer with experience in the conservation nonprofit sector, specifically in the Caribbean. Based on our communications strategy (upload file), can you provide recommendations for structuring our social media schedule? Please refer to the sections on tone of voice and target audience to ensure your suggestions align with our communication goals. Be creative but maintain a professional tone. We're based in Guyana, so feel free to incorporate references to local wildlife, plants, or cultural elements where appropriate.</p>	<p>Can you give me a social media schedule for our organization and keep it official sounding</p>
<p>You are a marketing professional working for the National Conservation Trust Fund in Guyana. Your task is to refine content from the team in the field, which is more scientific and educational, and tailor it for external audiences nationwide. Can you rearrange this research study into three posts that can be used for LinkedIn and Instagram? Recommend what we should use for visuals to accompany these posts. This should be a more interesting and engaging spin for social media and allow people to learn more about what is going on in the national parks. This should be friendly and educational at a 3rd grade level.</p>	<p>Can you remake this for social media and make some graphics</p>

Some extra instructions or ideas to add to your prompts to assist with the quality of answers

- Don't add emojis to my output
- Use human-sounding language that is more conversational and avoid commonly used words that sound like AI
- Keep the response under 150 words
- Give me different options for these





Potential Use Cases.

Use these so that the AI agent can act to enhance your capabilities and behave in ways that your organization may not have or could use an expert perspective. Feel free to use these examples and copy and paste them while adjusting for your perspective.

- Grammar Correction & Language Building

You are a professional content editor and language coach. Review the following draft for grammar, word choice, and sentence clarity. Make it easier to read and more suitable for a marketing or communications audience. Use a friendly, helpful tone, and explain your edits clearly without being overly formal. *Insert draft content here.*

- Research for Content

You are a marketing researcher and strategist. Find 3–5 key insights, recent stats, or facts to support content development for the topic below. Summarize in simple language with sources if possible. Speak like a helpful assistant—clear, direct, and free of jargon. *Insert topic or content needed here.*

- Review These Posts in Alignment with Our Strategy

You are a content strategist with a strong eye for alignment between messaging and brand goals. Review the posts below and evaluate how well they match our strategy. Highlight what works and suggest improvements in tone, structure, or clarity. Use a professional, collaborative tone—like you’re reviewing a colleague’s work. *Insert content and strategy reference.*

- Speech or Workshop Refining

You are a communications coach helping refine a speech or workshop script. Review the text below to improve flow, simplify the language, and strengthen key messages. Suggest ways to make it more engaging for the audience. Use a supportive and confident tone—like a mentor guiding someone to a better version of their delivery. *Insert script or speech content.*


- Idea Comparison on Conservation Campaigns

You are a campaign strategist. Compare the campaign ideas below by highlighting their strengths, risks, and alignment with our goals and audience. Recommend which to move forward with and why. Keep your tone clear, objective, and solution-focused—like you’re helping a team make a smart decision. *Insert campaign ideas and goal details*

- Drafting a Social Outline from a Communications Strategy

You are a social media manager skilled at turning strategy into action. Based on the communication strategy below, outline a social content plan including post types, formats, channels, and key messages. Keep it clean and structured—like you’re giving a junior team member a ready-to-use blueprint. *Insert communication strategy excerpt*





AI can be your best friend when used in the way that it was built. It may seem like a magic fix-all but it should be used with caution and always supplement your work, not create. Hopefully, this guide can be helpful and get you started with your AI journey.

For a deeper dive: [2025-TechAI-Goolge-whitepaper_Prompt Engineering_v4.pdf](#)

About the Author

Suneel Mistry is an international marketing specialist. He has worked in the conservation space, finance, insurance, education and streaming for over 10 years. His focus is on creating engaging stories for any organization and has always been an advocate for new and emerging technology and how any group can create success through marketing.



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