The RACE Prompting Framework

A Simple Guide for Nonprofit Leaders Using AI in Operations

AI tools like ChatGPT respond best when you give them clear, structured instructions. The RACE framework helps you do exactly that. No tech background needed. Just follow these four steps to get better results, faster.

R ROLE

Tell AI who to be.

Assign a persona, expertise level, or perspective so AI focuses its knowledge.

Example:
"Act as a nonprofit program director with 15 years managing community health initiatives."

A ACTION

Tell AI what to do.

Be specific: write, analyze, summarize, brainstorm. Include what NOT to do.

Example:
"Write a 1-page grant summary for our literacy program. No jargon or filler."

C CONTEXT

Give AI the background.

Share audience, goals, brand tone, or upload past files as examples (3-5 ideal).

Example:
"Audience: corporate funders. Tone: warm but professional. Budget: $45K, 200 youth."

E EXPECTATION

Tell AI how to deliver it.

Define format, length, tone, and structure of the output you want to receive.

Example:
"Numbered list with 150-word executive summary. 7th grade reading level."

Quick Tips for Nonprofit Leaders

1. Upload past proposals, reports, or SOPs as examples. AI learns best from 3-5 real samples of your work.
2. Iterate! If the first output isn't right, tell AI what you liked and didn't like, then ask it to try again.
3. Use AI to improve your prompts: paste your prompt and say "Use the RACE framework to improve this prompt."

Try It Now: Copy & Paste This Prompt Into Your AI Tool

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Generate a prompt for me using the R.A.C.E. prompt framework (Role, Action,
Context, Expectation) for the following request: [INSERT YOUR ORIGINAL PROMPT HERE]
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Next Step: Copy the NEW upgraded prompt it gives you, open a new chat, and paste it in. That's where the magic happens!