



Using AI Tools to Help Craft Your Fundraising Messages

AI tools aren't just for work or curiosity; they can be powerful allies in your Pedal the Cause journey! Whether you're unsure how to begin your fundraising or just looking for ways to enhance your outreach, tools like ChatGPT can help you get there faster and with greater impact. We've created a quick-start guide to help you harness the power of AI and take your fundraising to the next level.

What is ChatGPT?

[ChatGPT](#) is an advanced AI developed by OpenAI that can hold natural, human-like conversations and generate text based on prompts you provide. It can help you write everything from email drafts to social media posts, all tailored to your voice and mission. Think of it as your fundraising co-pilot; here to help you communicate more clearly, creatively, and efficiently.

If you don't have a ChatGPT account, you can create one for free [HERE](#).

How to Use ChatGPT for Your Pedal the Cause Fundraising:

1 Craft a Personalized Fundraising Email or Letter

Need help writing your fundraising appeal? ChatGPT can generate a custom letter in minutes. Just prompt it with a request like:

"Write a custom fundraising appeal for my [X year] (insert participation role) for Pedal the Cause. Include my reason for participating (e.g., in honor of a loved one), my route or role, how Pedal the Cause dollars support cancer research, and note that 100% of every donation supports Siteman Cancer Center & Siteman Kids at St. Louis Children's Hospital."

2 Tell Your Story on Your Participant Profile

Use the same approach to create a compelling participant profile that donors see when they visit your page. Ask:

"Write a peer-to-peer fundraising profile story under 6,000 characters, highlighting: my [X year] of participation, how I'm involved (insert participation role), why I participate, how Pedal the Cause dollars support research, and that 100% of donations support Siteman Cancer Center & Siteman Kids at St. Louis Children's Hospital."

3 Thank and Steward Your Donors

Show appreciation with a heartfelt thank-you note—written in seconds with ChatGPT. Use this prompt:

"Write a thank-you email to donors who supported my Pedal the Cause fundraising efforts. Mention that I completed [insert participation role], raised \$[X] thanks to [number] donors, and share a meaningful memory from Ride Weekend. Also highlight how donations support innovative cancer research at Siteman Cancer Center & Siteman Kids at St. Louis Children's Hospital."