

Bonus Content

Thanks so much for attending the Supercharged Leadership workshop. Please find below top prompts for nonprofit leaders using the CROWN framework.

All my Best – Alonda Williams

25 Prompts for Nonprofit Leaders using the CROWN framework

Fundraising & Donors

1. **C:** We are preparing for a year-end donor campaign. **R:** Act as a fundraising strategist. **O:** Draft a donor appeal email. **W:** Mid-level donors (\$500–\$1,000). **N:** Keep it inspiring, short, and impact-driven.
 2. **C:** We want to re-engage lapsed donors. **R:** Be a donor stewardship coach. **O:** Create a phone call script. **W:** Donors who haven't given in 2+ years. **N:** Tone should be warm, not guilt-inducing.
 3. **C:** We received a major gift. **R:** Act as a donor relations manager. **O:** Draft a thank-you letter. **W:** Major donor. **N:** Must include personalized impact examples.
 4. **C:** We're applying for a new grant. **R:** Be a grant writer. **O:** Draft a needs statement. **W:** Foundation program officers. **N:** Must cite credible data and community voice.
 5. **C:** We're seeking corporate partners. **R:** Act as a CSR consultant. **O:** Draft a 2-minute pitch. **W:** Corporate executives. **N:** Highlight ROI, visibility, and community impact.
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Board Engagement

6. **C:** Preparing for quarterly meeting. **R:** Be a governance expert. **O:** Draft a board agenda. **W:** Current board members. **N:** Focus on strategy, not admin.
7. **C:** Last meeting was tense. **R:** Act as board communications coach. **O:** Summarize notes into key decisions. **W:** Full board. **N:** Tone must be constructive and forward-looking.
8. **C:** I want to inspire board about AI. **R:** Be a keynote speechwriter. **O:** Draft opening remarks. **W:** Board of directors. **N:** Must include a bold vision and one inspiring story.
9. **C:** The board needs AI oversight. **R:** Act as governance advisor. **O:** Draft one-page AI policy. **W:** Board members. **N:** Must cover ethics, privacy, and accountability.
10. **C:** Recruiting new members. **R:** Be a recruiter. **O:** Write a board member role profile. **W:** Prospective candidates. **N:** Highlight DEI and tech-forward qualities.

Staff & Operations

11. **C:** Rolling out new AI tool. **R:** Be an internal comms manager. **O:** Draft announcement email. **W:** All staff. **N:** Must sound supportive and clear.
12. **C:** Team is hesitant about AI. **R:** Be a change management coach. **O:** Generate coaching questions for managers. **W:** Supervisors. **N:** Tone must be empathetic.
13. **C:** New staff onboarding. **R:** Be an HR trainer. **O:** Draft AI onboarding checklist. **W:** New hires. **N:** Include both tools and ethics.
14. **C:** Improving communication. **R:** Act as operations coach. **O:** Draft a weekly update template. **W:** All staff. **N:** Must include wins, priorities, barriers.
15. **C:** Launching cross-department project. **R:** Be a project manager. **O:** Draft timeline. **W:** Project leads. **N:** Must be 30/60/90-day format.

Programs & Mission

16. **C:** We ran a youth survey. **R:** Be a data analyst. **O:** Summarize into 3 themes. **W:** Program staff. **N:** Must include visual/table format.
17. **C:** Presenting to school partner. **R:** Be a program officer. **O:** Draft 2-slide update. **W:** School administrators. **N:** Include outcomes and one student story.
18. **C:** Creating volunteer training. **R:** Be a curriculum designer. **O:** Draft training script. **W:** New volunteers. **N:** Keep tone motivating and simple.
19. **C:** Answering common volunteer questions. **R:** Be a knowledge manager. **O:** Draft FAQ sheet. **W:** Volunteers. **N:** Must be clear, concise, supportive.
20. **C:** Sharing evaluation findings. **R:** Act as storyteller. **O:** Turn evaluation into donor story. **W:** Donors. **N:** Must show transformation and impact.

Innovation & Future-Ready Leadership

21. **C:** Exploring AI in youth programs. **R:** Be an innovation coach. **O:** Generate 5 pilot ideas. **W:** Program leadership team. **N:** Must be bold but feasible.
22. **C:** Making case for tech. **R:** Act as strategist. **O:** Draft case for support. **W:** Funders and partners. **N:** Must tie tech to equity and scale.
23. **C:** Need a new leadership role. **R:** Be HR consultant. **O:** Draft job description. **W:** Senior leadership candidates. **N:** Must highlight innovation and results.
24. **C:** Board worried about risks. **R:** Be risk officer. **O:** Draft 10 oversight questions. **W:** Board governance committee. **N:** Must cover data, privacy, ethics.
25. **C:** Need revenue diversification. **R:** Be nonprofit strategist. **O:** Brainstorm 10 ideas. **W:** Executive team. **N:** Must align with mission and sustainability.