

POND / AI IN TRAINING

How to Make a Website with ChatGPT — 20 Prompts

the full prompt library for planning, writing, and launching a nonprofit website
with ChatGPT

**20 copy-paste prompts · 5 chapters · nonprofit staff building or
rebuilding a website using ChatGPT, little to no coding**

A FIELD GUIDE, NOT A BINDER

Choose the prompt that fits what you're doing right now. Nothing here
requires reading start to finish.

WELCOME

What this pack helps you build

the full prompt library for planning, writing, and launching a nonprofit website with ChatGPT

THE HUMAN BOUNDARY

AI may help draft, summarize, organize, and create first-pass materials. A responsible human confirms facts, context, permissions, tone, and final decisions. This pack does not cover: inventing impact numbers or donor figures; sending AI-generated donor or board messages without review; making governance or personnel decisions with AI.

Plan the Site

Before ChatGPT writes a word of copy, the site needs a shape. This chapter turns a vague 'we need a website' into a sitemap, an audience, and a plan you can actually build from.

In this chapter

01 Prompt 1 — Nonprofit Sitemap Builder

02 Prompt 2 — Homepage Message Hierarchy

03 Prompt 3 — Competitor/Peer Site Scan Prompt

04 Prompt 4 — Content Inventory & Gap Finder

Nonprofit Sitemap Builder

PURPOSE

Turns your programs and audiences into a clear website sitemap.

WHEN TO USE IT

Use first, before writing any page content.

I'm building a nonprofit website with ChatGPT. We do [describe mission/programs] and need to reach [audiences: donors, volunteers, beneficiaries, etc.]. Propose a sitemap: page names, purpose of each page, and priority order to build.

PRO TIPS

- Keep the first version to 6-8 pages — you can always add more later.
- Put the donate/act page in the main nav from day one, not buried.

EXAMPLE OUTPUT

A prioritized sitemap with a purpose line per page.

What's next → Use Homepage Message Hierarchy to plan the most important page.

Homepage Message Hierarchy

PURPOSE

Orders what a first-time visitor needs to see, top to bottom.

WHEN TO USE IT

Use once the sitemap is set, before drafting homepage copy.

Given our mission — [paste one-line mission] — and main goal for the homepage (e.g. donations, volunteer signups, awareness), propose the message hierarchy: what appears first, second, third, and why, for a first-time visitor.

PRO TIPS

- The single most important action should be visible without scrolling.
- Don't try to say everything above the fold — that's what the rest of the page is for.

EXAMPLE OUTPUT

A ranked list of homepage sections with reasoning.

What's next → Draft the hero section with Hero Copy Drafter.

Competitor/Peer Site Scan Prompt

PURPOSE

Builds a research prompt for reviewing how peer nonprofits structure their sites.

WHEN TO USE IT

Use when you want inspiration without copying anyone directly.

I'm about to review 3-5 nonprofit websites in the [sector] space for structural inspiration: [list URLs if known, or describe the type]. What should I be looking for in terms of navigation, calls to action, and trust signals? Give me a checklist to use while I browse them myself.

PRO TIPS

- Use this to build a review checklist — the actual browsing should be done by a human.
- Never copy specific text or design directly from another nonprofit's site.

EXAMPLE OUTPUT

A checklist for reviewing peer sites yourself.

What's next → Bring findings back into the Nonprofit Sitemap Builder if it changes your plan.

Content Inventory & Gap Finder

PURPOSE

Sorts existing content (old site, PDFs, reports) into reusable vs. needs-rewrite.

WHEN TO USE IT

Use when rebuilding an existing site rather than starting from zero.

Here's a list of content we already have: [paste list/description of existing pages, PDFs, reports]. Sort into: reusable as-is, needs updating, and gaps we need to write from scratch for the new site.

PRO TIPS

- Old impact numbers almost always need a freshness check before reuse.
- Don't assume old copy still reflects current programs — verify with program staff.

EXAMPLE OUTPUT

A sorted content inventory with gaps flagged.

What's next → Use the gap list to prioritize which pages to draft first.

Write the Copy

This is where the site gets its voice. These prompts turn program facts into copy that reads like your organization, not a template.

In this chapter

01 Prompt 1 — Hero Copy Drafter

02 Prompt 2 — Mission & About Page Drafter

03 Prompt 3 — Program Page Template Builder

04 Prompt 4 — Donate Page Copy & Flow

05 Prompt 5 — Get Involved / Volunteer Page Drafter

06 Prompt 6 — Contact & Team Page Copy

Hero Copy Drafter

PURPOSE

Drafts the homepage headline and subhead.

WHEN TO USE IT

Use once you know the homepage's single main goal.

Using ChatGPT, draft 3 homepage hero headline + subhead options for a nonprofit doing [describe mission], with the main goal of driving [donations/volunteer signups/awareness]. Keep headlines under 8 words, subheads under 20.

PRO TIPS

- Read each option out loud — clunky headlines usually reveal themselves that way.
- Avoid jargon like 'synergy' or 'holistic' — plain language converts better.

EXAMPLE OUTPUT

3 headline + subhead options.

What's next → Draft the About page with Mission & About Page Drafter.

Mission & About Page Drafter

PURPOSE

Turns your mission and history into an About page.

WHEN TO USE IT

Use after the hero copy is set, to keep tone consistent.

Draft an About page using these facts: [paste mission, founding story, key milestones]. Structure: who we are, why we started, what we believe, proof of impact (only using numbers given). Keep to 400-600 words.

PRO TIPS

- Have a founder or long-time staffer fact-check the history section.
- Don't invent milestones — leave a placeholder if a date/detail is unconfirmed.

EXAMPLE OUTPUT

A complete About page draft.

What's next → Use Program Page Template Builder for each program page.

Program Page Template Builder

PURPOSE

Builds a reusable template for describing each program consistently.

WHEN TO USE IT

Use when you have multiple programs that need their own pages.

Build a reusable program page template with these sections: the problem, our approach, who it serves, how to get involved. Then fill it in for this specific program: [paste program details].

PRO TIPS

- Reuse the exact same template structure for every program page — consistency helps visitors navigate.
- Keep 'how to get involved' specific and actionable, not vague.

EXAMPLE OUTPUT

A filled program page plus the reusable template.

What's next → Repeat the template for each remaining program.

Donate Page Copy & Flow

PURPOSE

Drafts the donate page copy and suggests the giving-amount flow.

WHEN TO USE IT

Use once program pages are drafted and you know your giving tiers.

Draft donate page copy for [organization], explaining what a gift does using these confirmed cost breakdowns if we have them: [paste, or say 'none yet']. Suggest a simple giving-amount flow (suggested amounts, one-time vs. recurring).

PRO TIPS

- If you don't have real cost-per-outcome data, don't invent it — use general language instead.
- Make recurring giving the visually favored option if that's your priority.

EXAMPLE OUTPUT

Donate page copy plus a suggested amount/flow structure.

What's next → **Draft the volunteer/get-involved page next if relevant.**

Get Involved / Volunteer Page Drafter

PURPOSE

Drafts a get-involved page covering volunteering, events, and other non-monetary support.

WHEN TO USE IT

Use when your site needs a page beyond just donating.

Draft a 'Get Involved' page listing these ways to help: [list: volunteering, attending events, advocacy, in-kind donations]. For each, explain what it involves and the specific next step to sign up.

PRO TIPS

- Every listed way to help needs a real, working next step
 - don't list dead ends.
- Keep volunteer role descriptions consistent with the Volunteer Role Description Builder pack.

EXAMPLE OUTPUT

A complete Get Involved page draft.

What's next → **Move to Contact & Team Page Copy.**

Contact & Team Page Copy

PURPOSE

Drafts contact and team/staff page copy.

WHEN TO USE IT

Use near the end of the copy-writing phase.

Draft contact page copy and a simple team page structure for these staff/board members: [paste names/roles/bios if available]. Keep bios short (2-3 sentences each) and consistent in structure and tone.

PRO TIPS

- Confirm every team member is comfortable with their bio being public before publishing.
- Keep a general 'contact us' option alongside named staff for privacy.

EXAMPLE OUTPUT

Contact page copy plus a team page draft.

What's next → Use FAQ Page Builder to catch remaining visitor questions.

SEO & Findability

A great website nobody finds doesn't help your mission. This chapter is about making the site findable, honestly — no keyword stuffing, no manufactured claims.

In this chapter

01 Prompt 1 — Page Title & Meta Description Writer

02 Prompt 2 — Local/Community SEO Keyword List Builder

03 Prompt 3 — Alt Text & Accessibility Copy Writer

04 Prompt 4 — Pre-Launch Accessibility Checklist

Page Title & Meta Description Writer

PURPOSE

Writes search-friendly page titles and meta descriptions for each page.

WHEN TO USE IT

Use once page copy is finalized, before launch.

Write a page title (under 60 characters) and meta description (under 155 characters) for each of these pages: [list page names + one-line purpose each]. Make each one specific to the page, not a repeated template.

PRO TIPS

- Never write the same meta description twice across pages — it hurts search visibility.
- Front-load the most important keyword naturally, don't force it.

EXAMPLE OUTPUT

Titles and meta descriptions for every page.

What's next → [Use Local/Community SEO Keyword List Builder if you serve a specific area.](#)

Local/Community SEO Keyword List Builder

PURPOSE

Builds a realistic list of search terms your local community might use to find you.

WHEN TO USE IT

Use if your programs serve a specific city, region, or community.

We serve [community/region] with [programs]. Suggest a realistic list of search terms someone in that community might type to find an organization like ours — not generic national terms, but locally specific phrasing.

PRO TIPS

- Weave these naturally into page copy — don't force awkward keyword stuffing.
- Revisit the list every 6-12 months as language and programs evolve.

EXAMPLE OUTPUT

A list of realistic local search terms.

What's next → Use Alt Text & Accessibility Copy Writer for every image on the site.

Alt Text & Accessibility Copy Writer

PURPOSE

Writes descriptive alt text for images to support screen readers and accessibility.

WHEN TO USE IT

Use for every meaningful image before launch.

Write accessible alt text for these images: [describe each image]. Keep descriptions factual and concise — describe what's shown, not what it implies, and skip decorative images that don't need alt text.

PRO TIPS

- Decorative images (background textures, etc.) can have empty alt text — not every image needs a description.
- Never describe an identifiable person's photo without their consent for how it's used.

EXAMPLE OUTPUT

Alt text for every meaningful image.

What's next → Run the Pre-Launch Accessibility Checklist before going live.

Pre-Launch Accessibility Checklist

PURPOSE

Builds a pre-launch checklist covering basic web accessibility.

WHEN TO USE IT

Use in the final week before launch.

Build a pre-launch accessibility checklist for a nonprofit website built with ChatGPT/related tools, covering: color contrast, alt text, heading structure, keyboard navigation, and readable font sizes. Keep it practical for a small team without a dedicated accessibility specialist.

PRO TIPS

- Test with an actual screen reader once, even briefly — it catches things a checklist misses.
- Revisit this checklist whenever you add a major new page or feature.

EXAMPLE OUTPUT

A practical pre-launch accessibility checklist.

What's next → **Move to the Launch chapter once the checklist passes.**

Launch & Maintain

Launch day isn't the finish line — it's the start of keeping the site current. This chapter covers the final checks and the habits that keep the site from going stale.

In this chapter

01 Prompt 1 — Pre-Launch Content QA Pass

02 Prompt 2 — Launch Announcement Drafter

03 Prompt 3 — 404 & Redirect Plan Builder

04 Prompt 4 — Content Freshness Review Schedule

Pre-Launch Content QA Pass

PURPOSE

Runs a final quality check across all page copy before launch.

WHEN TO USE IT

Use in the final days before going live.

Review this full site copy for consistency: [paste all page copy or list of pages]. Flag any inconsistent terminology, tone shifts, broken-sounding sentences, or claims that need a fact-check before publishing.

PRO TIPS

- Have a second human read through too — AI review catches some things, not everything.
- Check that every program is described consistently across the pages that mention it.

EXAMPLE OUTPUT

A flagged list of inconsistencies to fix before launch.

What's next → Use Launch Announcement Drafter once QA passes.

Launch Announcement Drafter

PURPOSE

Drafts announcement copy for email, social, and the site itself.

WHEN TO USE IT

Use once the site is ready to go live.

Draft a launch announcement for our new website, in 3 formats: an email to our list, a social media post, and a short 'what's new' note for the site itself. Highlight what's genuinely improved, without overselling.

PRO TIPS

- Be specific about what changed — 'new and improved' means nothing to readers.
- Time the announcement for when the site is fully tested, not just live.

EXAMPLE OUTPUT

Launch copy in 3 formats.

What's next → Use the Content Freshness Review Schedule to plan ongoing upkeep.

404 & Redirect Plan Builder

PURPOSE

Plans redirects from an old site's URLs to avoid broken links.

WHEN TO USE IT

Use when replacing an existing website, before the old one goes offline.

Here are the URLs from our old website: [paste list]. Match each to its closest equivalent on the new site, and flag any old page with no clear new equivalent so we can decide whether to keep, redirect to the homepage, or write new content.

PRO TIPS

- Broken links from old bookmarks or search results quietly lose visitors — this matters more than it seems.
- Keep the redirect map even after launch, in case old links surface later.

EXAMPLE OUTPUT

A URL-to-URL redirect map with gaps flagged.

What's next → Hand the map to whoever manages your hosting/DNS.

Content Freshness Review Schedule

PURPOSE

Builds a recurring schedule for reviewing and updating site content.

WHEN TO USE IT

Use once, right after launch, to set the ongoing habit.

Build a content freshness review schedule for our site: which pages need checking how often (e.g. program pages quarterly, team page whenever staff changes, impact numbers whenever reports are published). Assign an owner.

PRO TIPS

- Stale 'current' program info or old team photos are one of the most common nonprofit site problems.
- Put the review dates on an actual calendar, not just a document nobody reopens.

EXAMPLE OUTPUT

A recurring content review schedule with owners.

What's next → Revisit the whole sitemap yearly as programs evolve.

Accessibility for Limited Budgets

Not every nonprofit has a web developer on staff. This chapter is specifically about doing this well with ChatGPT and a small team, without a large budget.

In this chapter

01 Prompt 1 — No-Code Build Plan

02 Prompt 2 — Volunteer Web Helper Brief

No-Code Build Plan

PURPOSE

Turns the finished copy and sitemap into a build plan using ChatGPT plus a no-code site builder.

WHEN TO USE IT

Use once all copy is drafted, before building the actual site.

Given this sitemap and copy: [paste/summarize], and that we'll build the site using ChatGPT plus [name your site builder — e.g. Squarespace, Wix, WordPress], outline a build plan: what to build first, what can wait, and a realistic timeline for a small team.

PRO TIPS

- Build the highest-traffic pages (home, donate, one program page) first and launch a simple version rather than waiting for everything.
- Reuse the Content Freshness Review Schedule to plan what comes after launch.

EXAMPLE OUTPUT

A prioritized, realistic build plan.

What's next → Use Volunteer Web Helper Brief if a volunteer or intern is helping build it.

Volunteer Web Helper Brief

PURPOSE

Briefs a volunteer or intern helping build the site on what's needed and why.

WHEN TO USE IT

Use when someone other than core staff is helping with the build.

Write a briefing document for a volunteer/intern helping build our website. Include: the sitemap, brand basics (colors/logo if we have them), tone guidelines, and where to go for questions. Keep it practical, not a full style guide.

PRO TIPS

- Give them access to the actual finalized copy, not a summary — reduces back-and-forth.
- Set a clear point of contact for questions so the project doesn't stall waiting on you.

EXAMPLE OUTPUT

A practical volunteer/intern briefing document.

What's next → Check in against the No-Code Build Plan's timeline weekly.

You have a working system

- ☐ recognize where this applies to our own work
- ☐ choose the prompt that fits the task at hand
- ☐ confirm facts and figures before anything goes out
- ☐ get the right human review before sending or publishing
- ☐ decide what to reuse as a standing part of our workflow

Keep the human accountable. Let the prompts make the work repeatable.