

Make Your AI Draft More Human

Stage 1: Create a Prompt

AI can draft bids for you, but it has various hallmarks and weaknesses. Once you have an AI draft, use the prompt below to ask your AI to improve it. If you use specific language or have a charity tone of voice, add these to the prompt to get better results.

Write a grant narrative or bid draft that reads as if written by a real person with lived experience and emotional investment in the cause. Avoid generic business language and sterile phrasing. Use UK spelling and idioms, and ensure the tone reflects authenticity, empathy, and personality.

Specifically:

- Avoid repetitive sentence structures and overused transitions like “In addition” or “Furthermore.”
- Do not use numbered lists, bullet points, or excessive formatting—keep the flow natural and conversational.
- Avoid phrases like “tech-powered initiative” or “scalable solution” unless they are genuinely relevant and used sparingly.
- Use emotionally resonant language where appropriate and reflect the voice of the charity or community.
- Avoid US phrasing (e.g., “program,” “honor your service”) and use UK equivalents.
- Ensure grammar and punctuation feel natural—not overly polished or robotic.

- Do not default to cautious or diplomatic tone—be bold, passionate, and specific when the context calls for it.
- Where possible, include human insights, anecdotes, or perspectives that reflect depth and nuance.

The goal is to create a draft that feels like it was written by someone who genuinely cares, not by a machine.

Stage 2: Give it Your Tone of Voice

Tone of voice is how your charity sounds when it writes, not what it says. It's whether you sound warm or formal, plain-spoken or technical, confident or cautious, and whether your writing feels human, trustworthy and like *you*. A clear tone of voice helps funders recognise your charity and trust what you're saying. Here's a checklist and below that a prompt you can amend and use.

- State your core values in words or short phrases, because values strongly influence tone.
- Describe how the writing should sound, using clear adjectives such as warm, professional, human, clear or evidence-based, and also say what the tone should not be, such as corporate, sales-driven or overly emotional.
- Set simple language rules that make it clear the AI should use plain English, keep sentences short, and avoid jargon, buzzwords or academic language. If you use particular language, for example, to refer to your beneficiaries, explain if necessary.

- Explain how evidence and claims should be handled, making it explicit that the AI must not exaggerate, must be realistic, and should only include claims the charity has reasonably evidenced in the information in the draft bid.
- Define the audience by stating that the writing is for a busy UK grant funder who understands the sector, so the AI knows how concise, focused and professional the output should be. You might also try asking it to adopt a persona.

Here's an example tone of voice addition to a bid writing prompt.

Our tone of voice is *<who we are (one line)>*, *<our values (3–5 words)>*, *<how we should sound>*, *<how we should not sound>*, use plain English, keep sentences short, avoid jargon, be factual and realistic and write for a busy UK grant funder who understands the sector.

Stage 2: Make Your Bid Really Effective

Hopefully, your prompt will have made your AI draft better, but AI cannot write a bid like a human being. It's a machine and storytelling is a very human skill. All it knows about your organisation is the (probably) few hundred words you gave it. It doesn't have your passion, insight or your understanding of context and nuance. It's you writing that into your draft that turns a good AI draft bid into a great, emotionally engaging and compelling funding bid. And with so many poor AI bids now being submitted, that will make your bid stand out from the mediocre. Here are some ways in which you could make your humanity come through.

- **Mix it up:** Use short, punchy sentences to grab attention. Then perhaps slow things down a bit with longer, thoughtful ones.
- It helps to keep your writing natural and engaging.
- **Be real:** Share personal stories, feelings, or even small imperfections. These make your writing feel warm and relatable.
- **Speak your truth:** Use your own voice, opinions, and the everyday language of your sector. That's what makes your content come across as being genuine.

And, as always, check your final draft for accuracy.



Help us to help everyone by sharing this with your network. [Charity Excellence Learning](#): certificated, online AI courses that anyone can undertake.