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# Introduction to Prompt Engineering



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# Agenda

**Introduction to Prompt Engineering.**

**Hands-On: AI Prompt into Practice!**

**Group Discussion & Presentation**

# AI for CSO Community



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# What is Prompt Engineering?

Prompting is the process of providing specific instructions to a gen AI tool to receive new information or to achieve a desired outcome on a task.



TEXT

IMAGES

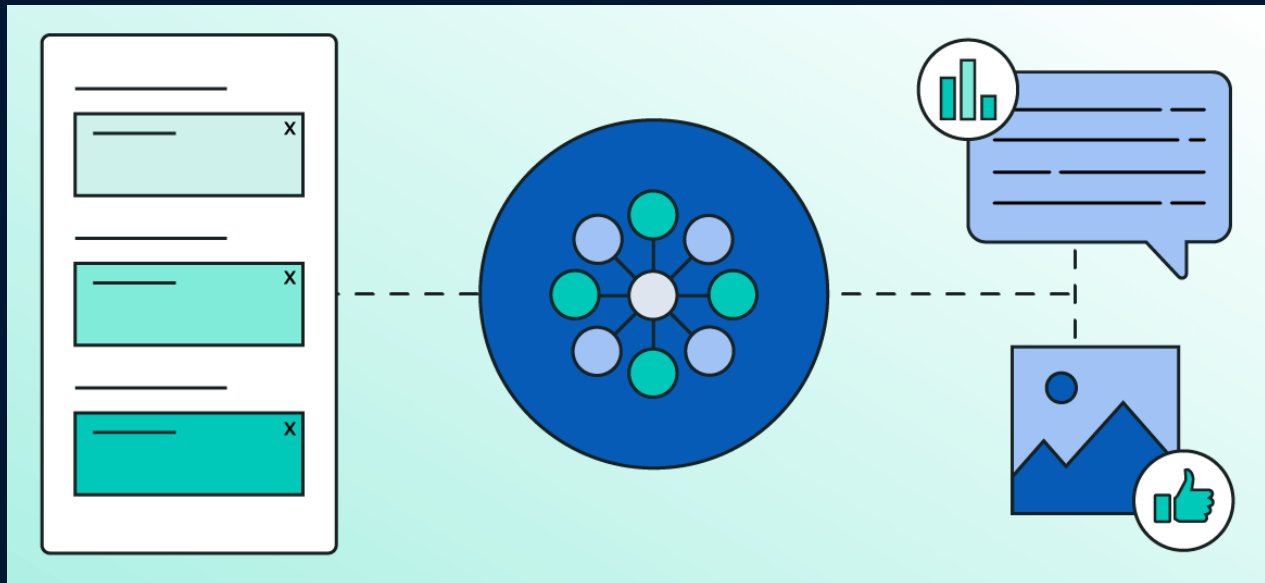
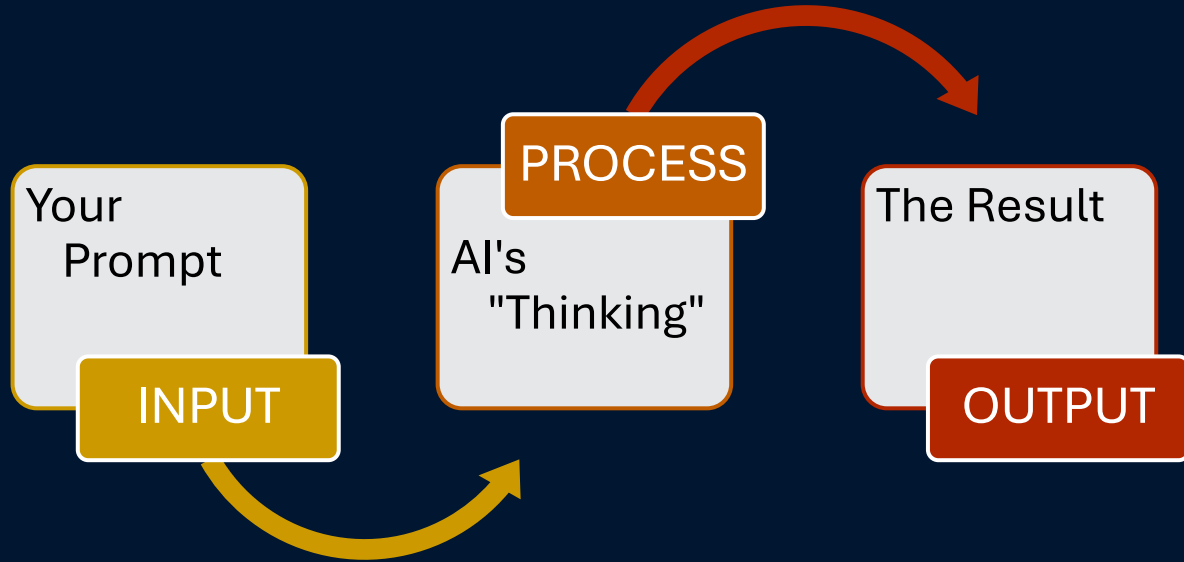
VIDEOS

SOUND

CODE

- Prompt Engineering = Writing clear instructions for AI.
- Better prompts → Better results.
-  Example: 'Write about education.'
-  Example: 'Act as a principal. Draft a 200-word donor update for UNICEF on distributing 2,000 school kits.'

# How do AI prompts work?



# Bad Prompt vs. Good Prompt



Topic	Bad Prompt	Good Prompt
<b>Email</b>	Write an email about our project.	Act as a program officer. Write a formal email to a potential donor, asking for support for our school-building project in Takeo province. The tone should be professional and grateful.
<b>Social Media</b>	Create a post about our volunteer event.	Act as a social media manager. Write a short, engaging social media post for our Facebook page to recruit new volunteers. The tone should be inspiring and use emojis.
<b>Report</b>	Give me a report on last quarter.	Act as a project manager. Write a concise progress report for our quarterly review. The report should summarize our key achievements, challenges faced, and lessons learned. The audience is our board of directors.

# Prompt Tips



Tip	Explanation	Example
<b>Be Specific</b>	Use clear, precise language to get exactly what you want. Avoid vague terms that can lead to generic responses.	<b>Instead of:</b> Write about climate change. <b>Try:</b> Explain the impact of deforestation on local weather patterns in Cambodia's Cardamom Mountains.
<b>Specify Output</b>	Tell the AI exactly what output format you want (e.g., table, bullet points, .doc).	<b>Instead of:</b> Analyze this data. <b>Try:</b> Analyze this data and provide the key findings in a table.
<b>Give a Persona</b>	Instruct the AI to adopt a specific persona or role. This helps it use the right voice, tone, and vocabulary.	<b>Instead of:</b> Write a email. <b>Try:</b> Act as a professional financial analyst and draft an email to a potential donor.



# ABC Prompt Framework

Learning for effective prompt strategies



# The Core: ABC



## ABC Prompt Framework



State the perspective or role you want the model to assume

Provide specific details, requirements, or instructions for the task

Include relevant context, background information, or additional information



# ABC Framework Components

# A = Act As



## USE CASE

## PROMPT EXAMPLE

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**Proposal Writing**

Act as a grant writer for a child protection NGO.

**Report Writing**

Act as a monitoring and evaluation officer reporting to USAID.

**Fundraising**

Act as a fundraising consultant for education programs.

**Impact Reporting**

Act as a program officer summarizing quarterly impact for Save the Children.

# B = Be Specific



## USE CASE

## PROMPT EXAMPLE

**Concept Note**

Draft a 2-page concept note for a donor.

**Achievements Summary**

Summarize key achievements in bullet points.

**Budget Justification**

Write a budget justification for \$50,000 in training activities.

**KPI Dashboard**

Generate a KPI dashboard for Q3 performance for WHO.

**Narrative Summary**

Create a narrative summary of health outcomes for UNICEF.

# C = Context



USE CASE	CONTEXT EXAMPLE
<b>Proposal</b>	Targeting EU donors interested in inclusive education.
<b>Report</b>	Include feedback from community consultations in Kampong Thom.
<b>Baseline Reference</b>	Reference baseline survey conducted in Q1.
<b>Organizational Focus</b>	For Save the Children, focusing on rural Cambodia.
<b>Data Source</b>	Using data from the last quarterly report.

A diagram on a yellow background showing a central green circle with a speech bubble icon, connected by green lines to other green circles containing icons for a person, musical notes, and a person with a checkmark. There are also two lists of five items each, represented by orange horizontal bars with numbers 1-5 next to them.

# Putting It All Together

## Combining Prompt Components

Effective prompts use 'Act As,' 'Be Specific,' and 'Context' components to guide AI output precisely.

## Example Proposal Prompt

A grant writer prompt drafts a focused proposal targeting child protection and post-COVID recovery in Cambodia.

## Example Report Prompt

A program officer prompt summarizes healthcare project achievements including KPIs and donor feedback clearly.

# Group Discussion



This is a hands-on activity to help you apply what you've learned.

- **Divide into Groups:** We will form small, collaborative groups based on sectors: **Education, Child Protection, and Health.** We will mix offline and online participants.
- **Individual Brainstorm:** Each participant lists common communication tasks they need to do for their organization.
- **Group Vote:** As a group, vote on one common task to create a prompt for.
- **Create the Prompt:** Using the full prompt formula, draft a prompt template the chosen task.
- **Presentation:** A representative from each group will present their prompt template to everyone.

A photograph showing a group of people, including a man and a woman, leaning over a table and looking at documents together in a professional setting.

# Practice Activity

## **Applying ABC Prompt Framework**

Participants practice writing prompts for donor proposals and quarterly reports using the ABC Prompt Framework.

## **Collaborative Refinement**

Groups share and refine their prompts together, enhancing understanding through teamwork and feedback.

## **Reinforcing Prompt Engineering**

This activity reinforces prompt engineering principles and shows how to tailor AI for donor communications.

## **Fostering Critical Thinking**

The exercise encourages critical thinking and practical application in real-world scenarios.



# Thank You!

We appreciate your time and commitment. Let's continue working together

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