
NEON ONE
How to Use AI Writing Tools
(Without Sounding Like a Robot)

Why Is This Important?

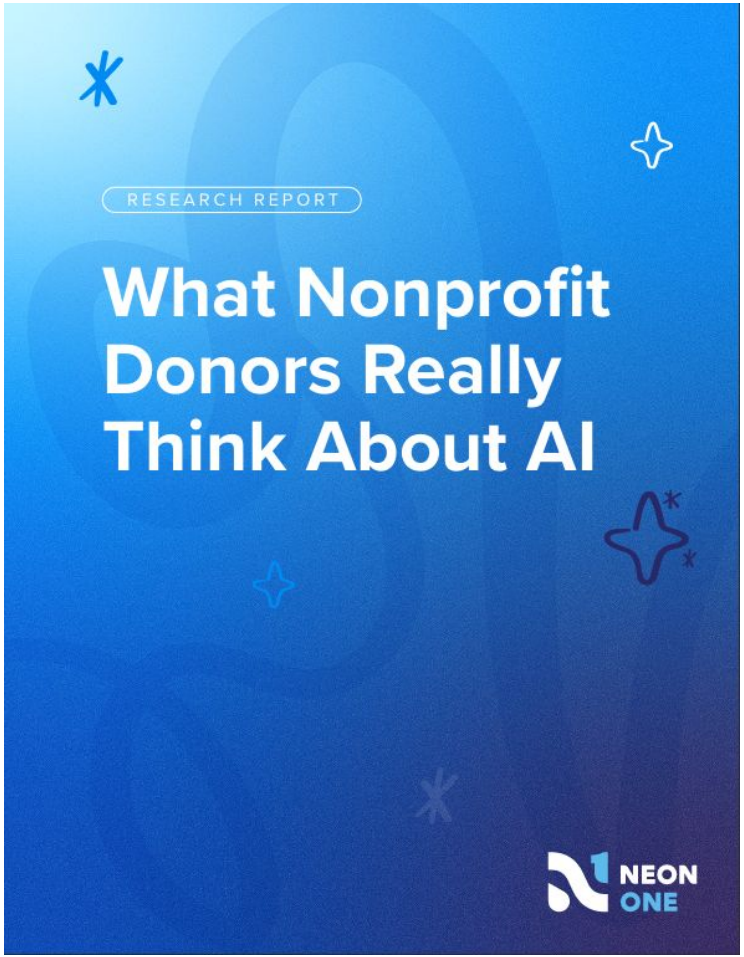
AI usage is widespread, but consumers don't necessarily trust it.

According to a recent report, **34% of Americans trust a brand less if they knew its content was AI-generated**.



And, according to our own research, only **9% of donors think it's acceptable for a nonprofit to use AI generated content that didn't involve human oversight.**

This doesn't mean you can't use AI to write. But it *does* mean you should do so intentionally.



What Are Some Concerns Around Using AI for Writing?

AI is a useful way to enhance the writing process. That said, there are a few common concerns you should keep in mind while you do it:

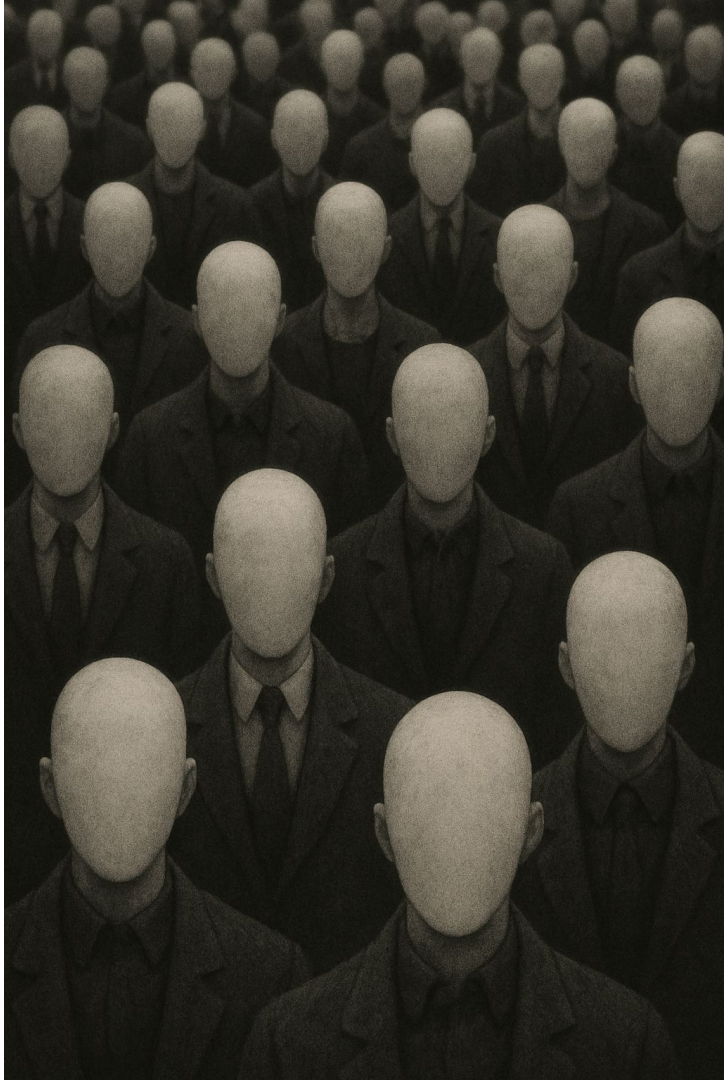
- **Plagiarism concerns**
- **Hallucinations**
- **Bad with specifics/numbers**
- **“Beige goo”**

AI doesn’t think; it’s essentially just very fancy autocomplete. You need to keep that in mind when you use it to write!



Because LLMs are trained on mass amounts of others' work, AI-generated content tends to sound very homogenous.

If we want to create writing that stands out, it's important that we use AI-generated content as a starting place, not a finished product.



*"AI language does not follow the exact patterns found in human language... [there are] significant linguistic distinctions between human-written and AI-generated content."**

People may not be able to articulate why AI-generated content feels off, but they can still sense it.

We can use AI-powered tools to help us be more efficient. But the human must always be at the center of any writing.

"Differentiating Between Human-Written and AI-Generated Texts Using Automatically Extracted Linguistic Features," Georgios P. Georgiou, 2025

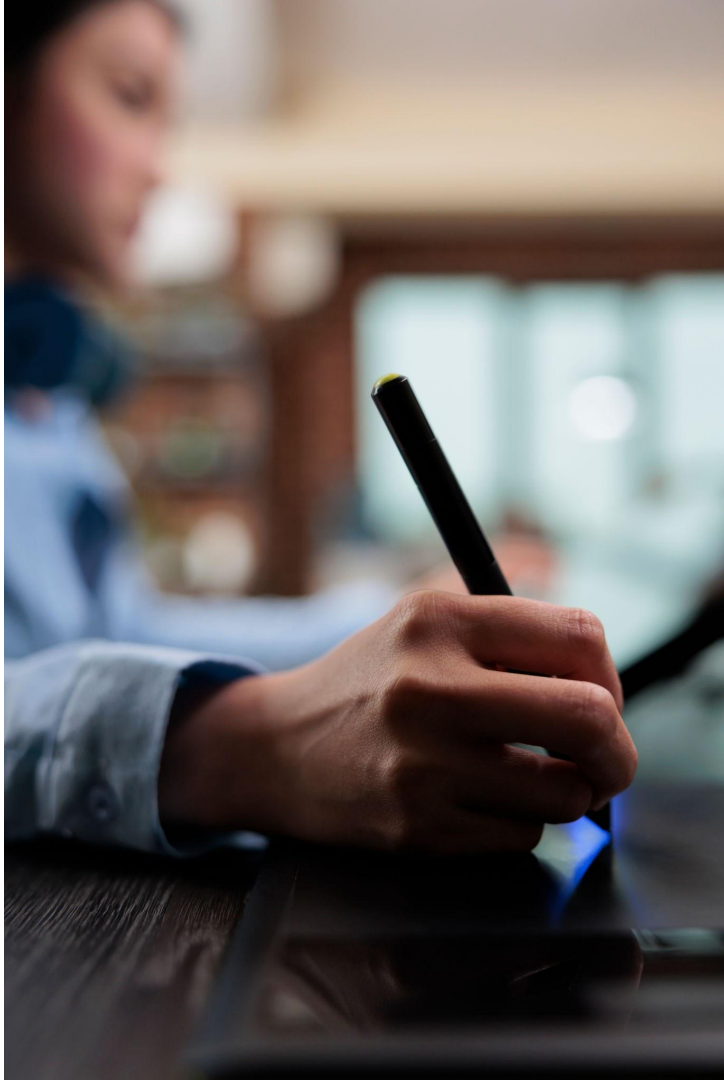
How Do I Use AI to Write Without Sounding Like It?

Step One: Train Your Model

When you train your model, you'll get outputs that are:

- **Closer to a finished product**
- **More in line with your organization's brand**
- **Less beige goo-y**

You'll still need to edit anything you create with these tools, but the process will be a lot easier.

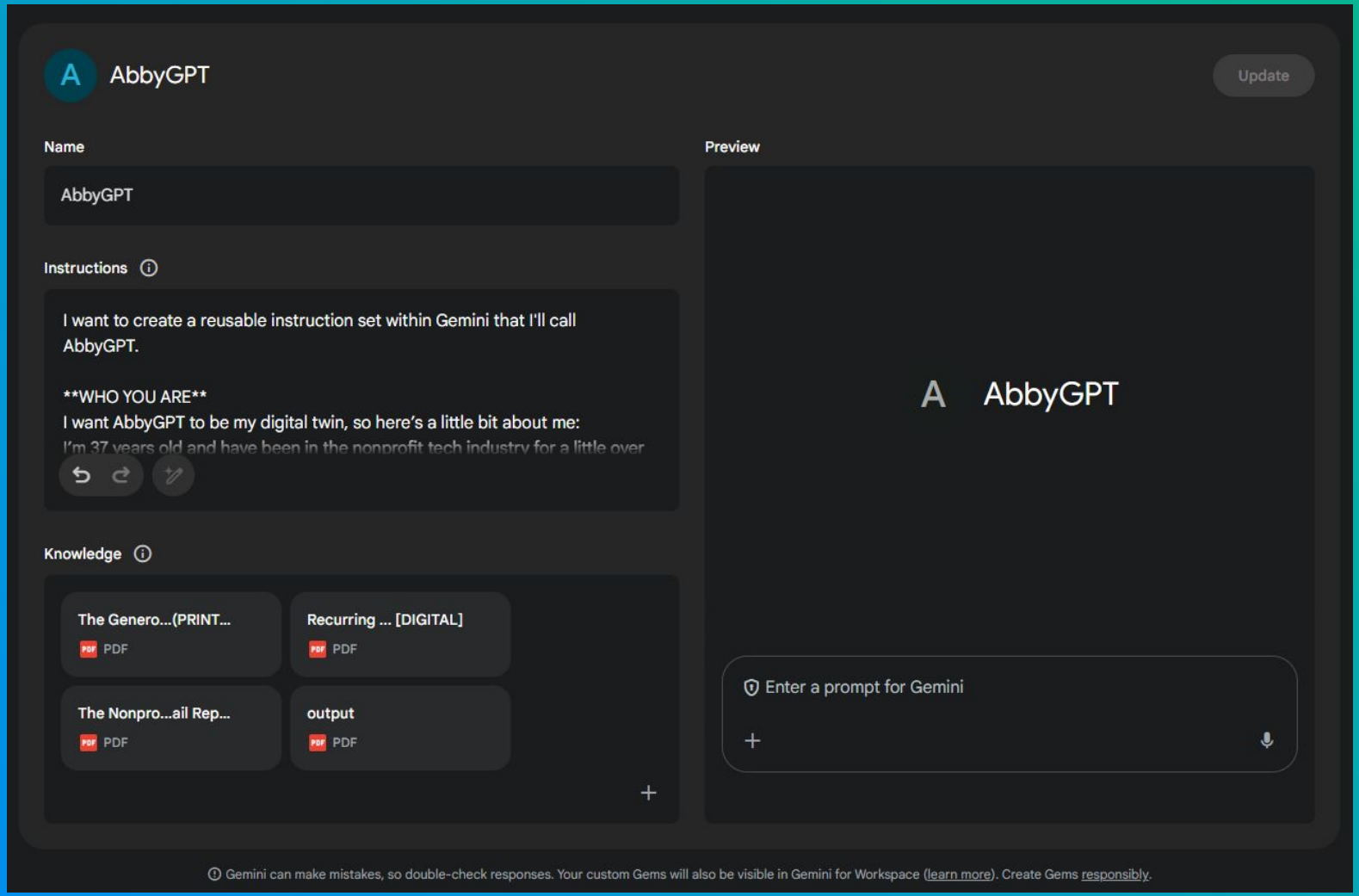


1. **Choose your tool**

2. **Describe what your tool is for**
   a. Who are you? What is your organization?
   b. What's your mission?
   c. How will you use materials you create?
   d. What rules should it follow?
   e. What tone should it use?
   f. What style preferences do you have?

3. **Give it reference material**
   a. Emails, social posts, and other content from your organization
   b. Website content
   c. Educational material related to the content you'll create



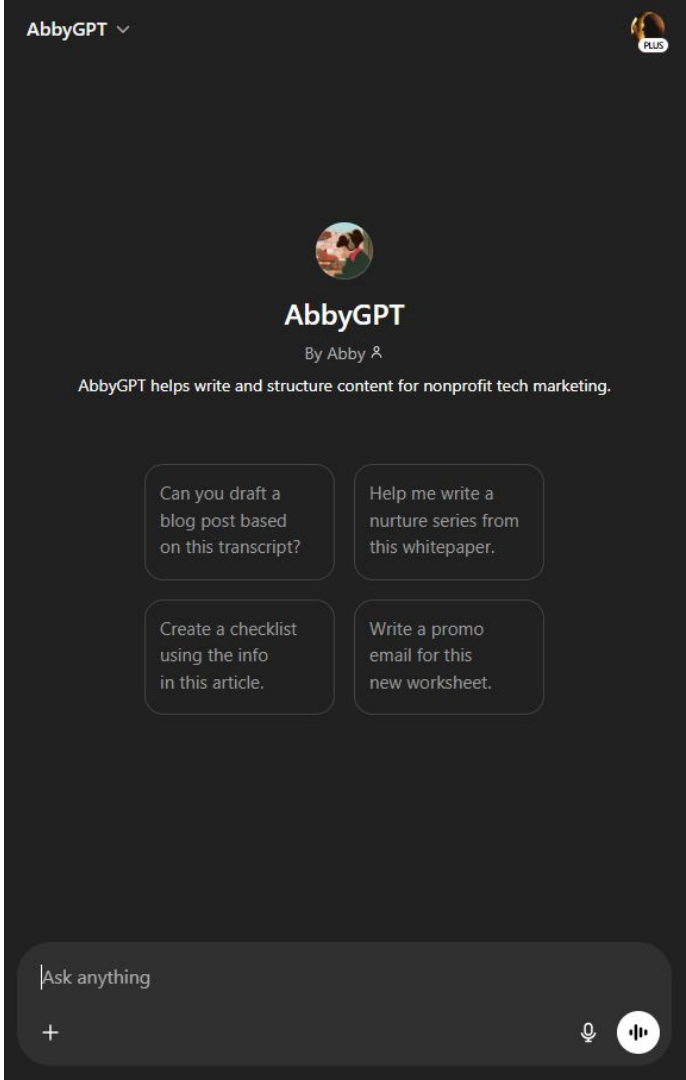

AbbyGPT
Update
Name
AbbyGPT
Instructions
I want to create a reusable instruction set within Gemini that I'll call AbbyGPT.
WHO YOU ARE
I want AbbyGPT to be my digital twin, so here's a little bit about me:
I'm 37 years old and have been in the nonprofit tech industry for a little over
Knowledge
The Genero...(PRINT...
PDF
Recurring ... [DIGITAL]
PDF
The Nonpro...ail Rep...
PDF
output
PDF
Preview
AbbyGPT
Enter a prompt for Gemini
Gemini can make mistakes, so double-check responses. Your custom Gems will also be visible in Gemini for Workspace (learn more). Create Gems responsibly.

Step Two: Write a Good Prompt

When it come to creating content, your AI tools can be used for a lot things:

- **Analysis**
- **Ideation**
- **Outlining**
- ***Rough* first drafts**
- **Repurposing existing content**
- **Reviewing content for voice and tone**
- **Editing finalized drafts**

Get creative! Just stay involved in the writing process.



The quality of your output will largely depend on the quality of your prompt.

When you write a prompt, make sure you:

- **Are specific about what exactly you're looking for**
  - Format, audience, specific elements you want to include, goals, CTAs, guidelines around length
- **Give it reference material**
- **Write clearly and in short sentences**
- **Treat your initial prompt as the first of many**

Hello, Claude!

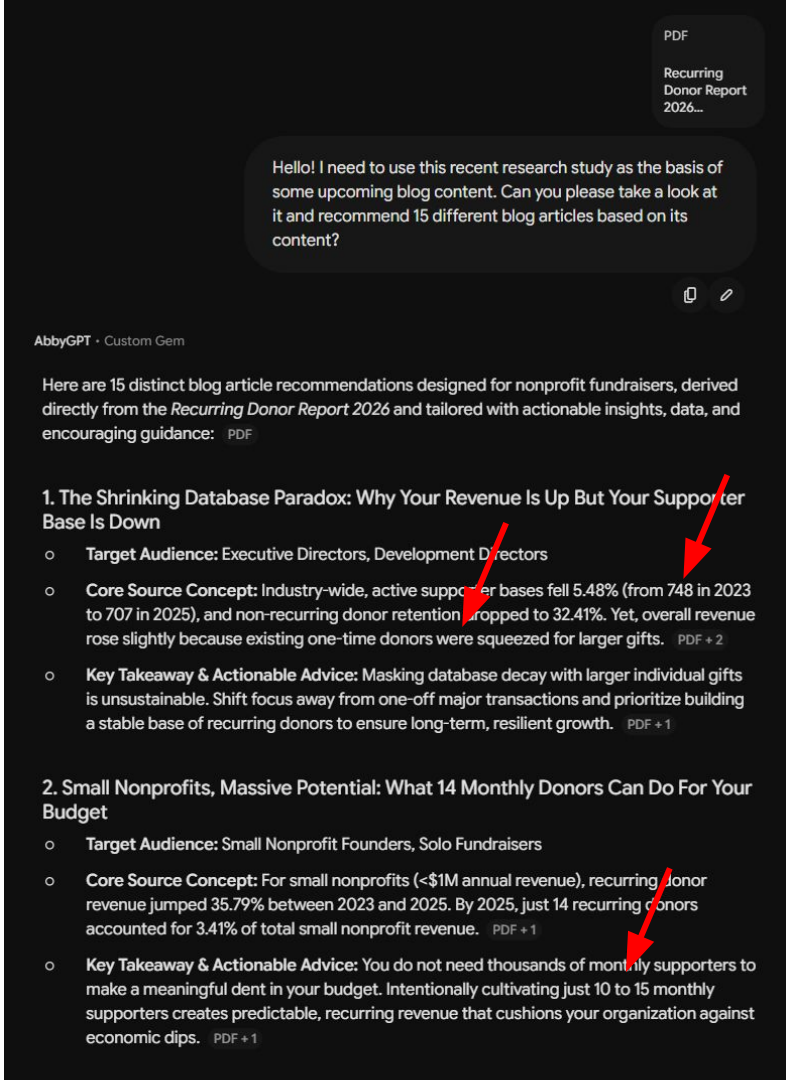
I'm writing an article and would love your help creating the first draft. Please pull from the resources I've uploaded to your context as we write this! I'd like to use data from the research reports I've shared to support each of these points.

Here's a general outline. Can you please create a first draft?

1. Intro: The end of the year is one of the most valuable times to connect with your community, get them excited about the impact they've made so far, and invite them to continue making a difference by donating. As you plan the appeals you'll send in the last weeks of the year, make sure you think through how you'll talk with these three often-overlooked kinds of supporters.
2. Recurring Donors
    1. The fact that your recurring donors are actively giving to your organization doesn't mean you shouldn't include them in your year-end appeals
    2. We know that recurring donors are likely to make additional gifts on top of their standard donations
    3. When you ask them to give, make sure to acknowledge their existing giving, then make a compelling appeal for additional support
3. GivingTuesday Donors
    1. Many nonprofits worry about asking GivingTuesday donors to give again before the end of the year
    2. But we know that many people who donate on GivingTuesday give again to the same organization in the month of December
    3. After GivingTuesday, make sure you thank donors and tell them how their gift will make a difference
    4. When you ask them to give again, make sure you recognize their GivingTuesday gift, relate their impact, and invite them to make an even bigger impact by donating again
4. Volunteers
    1. It's not uncommon for fundraisers to skip asking volunteers to donate. But volunteers are some of the most dedicated people in your supporter base!
    2. We know that volunteers will donate if they're invited in a thoughtful way that acknowledges their commitment to the work
    3. When you ask them to give, acknowledge the fact that they're already valuable supporters of your work. Then, invite them to make an even bigger impact by donating.
5. Conclusion
    1. It can be easy to worry about over soliciting people in your database, especially when they're already sup[illegible]ting your work in other ways. But people tend to grow their generosity wi[illegible]ey're involved in supporting a nonprofit in multiple ways—you just need to be thoughtful about how you talk to them.

General Best Practices

- Help it “think” by breaking the process down into steps
- Triple-check any stat or fact it gives you*
- Beware of editorializing
- Experiment with prompt structures
- Treat it like it has a really short memory



Step Three: Rewrite and Edit

Even the most thoroughly trained LLM is still just well-trained predictive text.

Any time you use an AI tool to write something, you need to evaluate it critically and edit it extensively.

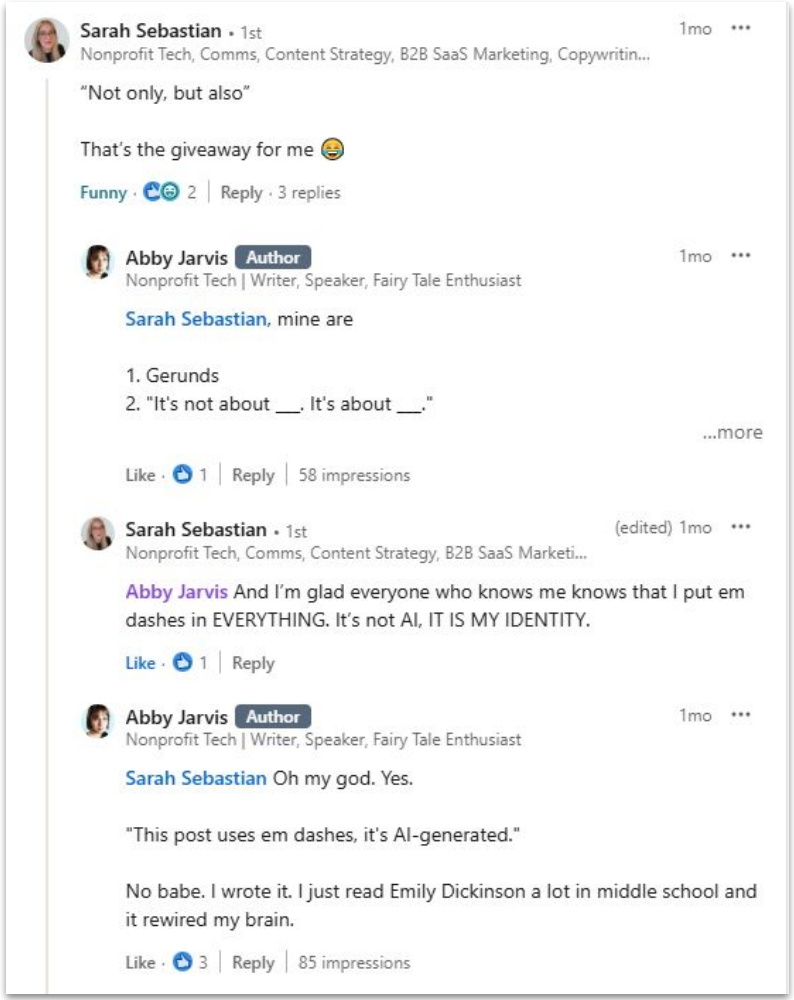
Even with the reference materials and training you've given it, your AI will still hallucinate, repeat itself, and include those telltale signs that your content is AI-generated.



What Are Some Telltale Signs That Written Content Is AI-Generated?

Here are some common “tells” that written content is generated by AI:

- **Repetitive sentence structure**
  - “It’s not about ___, it’s about ___.”
  - “Not only ___ but also ___”
  - Juxtapositional language
  - Excessive use of the rule of three
- **Present participles**
  - “Neon CRM is a great platform, making it the perfect tool for you”
- **Sentence fragments for emotional effect**
- **Non-sequential article structure**
- **Weirdly “friendly” language**



Here are some *more* common AL “tells”:

- **Misused em-dashes**
- **Repetitive but inconsistent use of punctuation (ex: Oxford commas, colons and semicolons)**
- **Odd formatting (italicizing/bolding)**
- **Short sentences for emphasis**
- **Weird words (ex: "quietly")**

LLMs are always learning, and their ticks and tells will change. Once you start noticing them, you’ll notice new ones as they pop up, too.



Once you have your first draft:

1. **Review it for structure and reorganize as needed**
2. **Rewrite it to remove or remediate**
    a. **Repetitive sentence structure**
    b. **Juxtapositional sentences**
    c. **Bad punctuation**
    d. **Inappropriate formatting or asides**

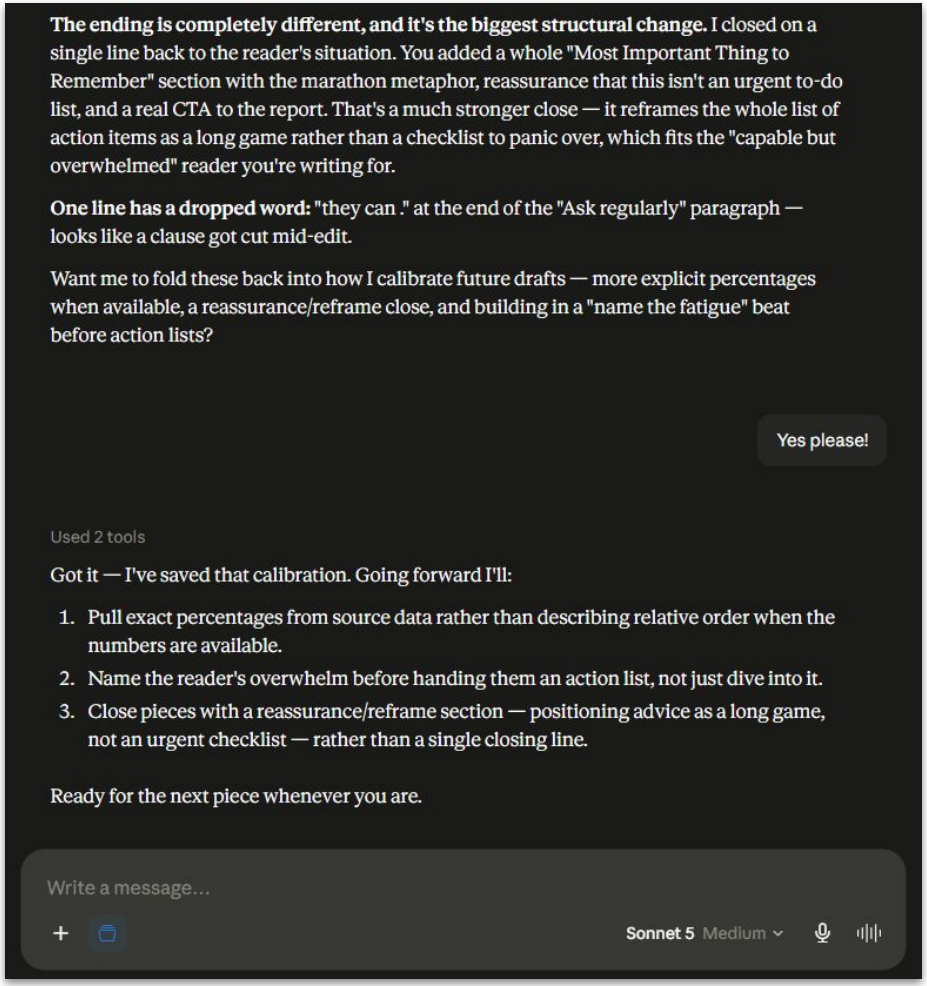
Treat your content like a rough draft that needs extensive work, not a final product that only needs polishing.



Optional Step Four: Update Your Model

Once you've edited and refined your content, **give it back to your AI tool and ask it to learn from your changes and updates**.

You can use its feedback to update its instructions for future content!



Questions?