

Lucía, less firefighting and more telling the stories that move donors

Communications coordinator · Education charity · Argentina

THE GAP

Where your time went, and where your value is

Your last week · 40 hours

Social media and posts		12 h
Emails and internal requests		9 h
Meetings		8 h
Reports and metrics		5 h
Donor newsletter		4 h
Impact stories		2 h

Your three priorities

- ! Telling impact stories for donors
2 h
- ! Looking after partners and the press
barely appears
- ✓ Keeping donors informed
4 h of newsletter

What adds the most value takes up 2 of your 40 hours.

Today		2 h on stories
The goal in 90 days		10 h on stories

"I spend the day firefighting, and the stories, which are what really moves donors, get left for whenever there's time."

Lucía, on her week

THE BIG PIECE OF ADVICE

Move repeat requests, reports and emails into a system, and use those 8 hours to go out and find stories.

FLIGHT PLAN

How to free up 8 hours a week for stories

Take-off

first 30 days

One channel for internal requests

A short form to request content, plus saved replies for what comes up again and again. Requests stop arriving on WhatsApp.

- Google Forms · Gmail templates

The metrics report builds itself

A dashboard linked to social media and the newsletter that updates every month. You only write the three takeaways.

- Looker Studio

A story bank

Twenty minutes a week to record a voice note with a teacher or a family. AI transcribes it and suggests three pieces.

- Phone voice recorder · Claude or ChatGPT

Explain the change

A short meeting with the director and the team: how to request content from now on, and why.

In flight

by 90 days

A quarterly editorial calendar

One afternoon a quarter to plan, with AI producing the first draft. Each story is adapted into five formats.

- Notion or Google Sheets · Claude

A newsletter built from blocks

A template with fixed sections: the story of the month, one figure and a call to action.

- Mailchimp

The team at the same pace

A one-page brief for the designer and a 15-minute weekly review.

What we protect

always

The organisation's voice

AI suggests, you decide. Everything that goes out still passes your judgement.

Families' consent

Before a story goes into an AI tool, names are changed and children's details are removed.

TRY THIS WEEK

One story, three pieces, in 20 minutes

Record a short chat with a teacher, paste the transcript into Claude or ChatGPT and copy this request:

Here is the transcript of a conversation with a teacher from our programme. From it, write: an Instagram post of up to 120 words, a paragraph for our donor newsletter and three possible headlines. Keep the tone warm and free of jargon. Don't make up facts or figures: if something is missing, mark it in square brackets.

Change people's names before you paste it.

TASK MAP

Your role, task by task

● Automate

Monthly metrics report
Posting reminders
Replies to repeat requests
Updating press contacts

● Augment with AI

Drafts of posts and the newsletter
Adapting a story to several formats
Meeting summaries
Proposals for partners

● New tasks

Reviewing what AI suggests
Keeping a tone-of-voice guide
Building a library of requests
Watching what data goes in

● Keep human

Interviews with families
Relationships with press and partners
Choosing which story to tell
The organisation's voice

Limit when adding AI: no personal data about children or families goes in, and nothing is published without your review.

This report is yours first

You see it before anyone else. With your permission, we share it with your organisation as part of the team map, never with your answers word for word.

Want your own flight plan?

Start for free at flai.today. It takes about 10 minutes.