"How do I write inclusive and effective GenAI prompts?"

A Guide to Prompt Engineering for the Social Impact Sector

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Step 1: Remember you are the expert, not AI

GenAI tools like ChatGPT are providing you the most statistically likely next word in context. NOT ALWAYS FACT. Trust your expertise and fact-check what you do not know.

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Step 2: Consider potential inclusivity biases

Think about potential existing biases in your context, including:

- *Region, country, locality (urban/rural)*
- *Gender and sexualities*
- *Race, ethnicity, caste, minoritized groups*
- *Dominant group / non-dominant group*
- *Indigeneity*
- *Religious bias*
- *Microaggressions in context*
- *Age*
- *What else might be important?*

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Step 3: Check the bias and state your interests

Models work for you, so are you acting like the boss? Using step 2...

1. **Ask:** "Tell me what you know about [country] and [bias] in [sector]. Cite your sources and include active links. You review carefully and iterate.

2. **Tell:** My goals are to ensure our program works with [abc participants] and is balanced by [variables]. We want to ensure additional programming elements are in place for [key group] to address [bias], not advance it. When you answer all prompts, execute to my goals."

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Step 4: Pick a prompt framework

Here are nine prompt frameworks to try:

1. **A.P.E.**
2. **R.A.C.E.**
3. **C.O.A.S.T.**
4. **T.A.G.**
5. **R.I.S.E.**
6. **T.R.A.C.E.**
7. **E.R.A.**
8. **C.A.R.E.**
9. **R.O.S.E.S.**

Keep reading for examples of each!

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Prompt Framework #1: A.P.E.: Action, Purpose, Expectation

Action: *Define the job or activity to be done.*
Purpose: *Discuss the intention or goal.*
Expectation: *State the desired outcome.*

SOCIAL IMPACT PROMPT EXAMPLE

Action: Summarize the key findings in the report with respect to gender and social inclusion items.

Purpose: Provide insights on programmatic interventions the activity should take.

Expectation: Deliver a concise summary of the top 5 findings. Provide 2 descriptive sentences and 1 example for each top finding. Close with 5 recommendations for integrating gender into programming.

Prompt Framework #2: R.A.C.E.: Role, Action, Context, Expectation

Role: *Specify the role of ChatGPT.*
Action: *Detail what action is needed.*
Context: *Provide relevant details of the situation.*
Expectation: *Describe the expected outcome.*

SOCIAL IMPACT PROMPT EXAMPLE

Role: Assume the role of a technical expert in AI.

Action: Describe the steps needed to comprehensively brainstorm an AI solution that mitigates risk and includes marginalized voices across the AI lifecycle.

Context: The AI solution will be used to maintain or advance social equalities in emerging economies.

Expectation: Deliver clear step-by-step technical guidance that details the basic steps yet comprehensively highlights risk and potential points where marginalized voices could be excluded.

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Prompt Framework #3: C.O.A.S.T.: Context, Objective, Actions, Scenario, Task

Context: Set the stage for the conversation.
Objective: Describe the goal.
Actions: Explain the actions needed.
Scenario: Describe the scenario.
Task: Describe the task.

SOCIAL IMPACT PROMPT EXAMPLE

Context: You are an AI assistant providing content and editorial support for a social impact consulting firm writing a government grant proposal.

Objective: Help me write a strong proposal the meets the donor specifications [insert proposal specifications], with an emphasis on gender inclusion.

Actions: Ask the consulting firm a series of questions to establish the firm's goals, skill sets, and budget constraints.

Scenario: The firm is interacting with the AI assistant to write the proposal.

Task: Generate a tailored grant proposal based on the firm's responses.

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Prompt Framework #4: T.A.G.: Task, Action, Goal

Task: *Define the specific task.*
Action: *Describe what needs to be done.*
Goal: *Explain the end goal.*

SOCIAL IMPACT PROMPT EXAMPLE

Task: Create a list of existing AI for social impact use cases in the agriculture sector, including: links to the cases; 1–2 sentences about the cases' outcomes; and analysis of how each case affected women in the context where the AI was used.

Action: Research these use cases for a report about AI in the agriculture sector, with a focus on use cases that support gender inclusion.

Goal: Highlight ways that AI can exacerbate or mitigate gender inequalities in the agriculture sector.

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Prompt Framework #5: R.I.S.E.: Role, Input, Steps, Expectation

Role: *Specify the role of ChatGPT.*
Input: *Describe the information or resources.*
Steps: *Ask for detailed steps.*
Expectation: *Describe the desired result.*

SOCIAL IMPACT PROMPT EXAMPLE

Role: Take on the role of a staff member of an NGO working on community-driven health care.

Input: Consider the project management software guide that is attached here.

Steps: Provide a step-by-step guide to using the software in the example of a hypothetical health care project.

Expectation: Deliver a detailed example of how to effectively use the software. Include references in each step to corresponding information in the software guide, as well as clear explanation about ways to consider community perspectives during each step.

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Prompt Framework #6: T.R.A.C.E.: Task, Request, Action, Context, Example

Task: *Define the specific task.*
Request: *Describe what you are asking for.*
Action: *State the action you need.*
Context: *Provide the context or situation.*
Example: *Give an example to illustrate your point.*

SOCIAL IMPACT PROMPT EXAMPLE

Task: The task is to write a code snippet for R that determines gender income disparities in the attached data.

Request: I need a code to calculate 1) average income among men and women for the age groups in the data; and 2) the gap between those averages.

Action: Please generate a concise and functional R code for the task above.

Context: You are an AI programming assistant helping with a coding task.

Example: The user is working on an evaluation that includes gender income gap analysis following project implementation.

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Prompt Framework #7: E.R.A.: Expectation, Role, Action

Expectation: Describe the desired result.
Role: Specify the role of ChatGPT.
Action: Specify what actions need to be taken.

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Prompt Framework #8: C.A.R.E.: Context, Action, Result, Example

Context: Set the stage or context for the discussion.
Action: Describe what you want to be done.
Result: Describe the desired outcome.
Example: Give an example to illustrate your point.

SOCIAL IMPACT PROMPT EXAMPLE

Context: Provide a detailed analysis of current trends in AI use for social impact.

Action: Analyze the data and provide a list of possible uses for an NGO focused on [insert details of NGO's focus].

Result: Deliver a comprehensive report outlining opportunities, risks, and the extent to which each possible use has the potential to include or exclude marginalized groups.

Example: For instance, analyze recent uses of AI for outreach to marginalized groups, and discuss how that would fit into this NGO's goals.

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Prompt Framework #9:
R.O.S.E.S.: Role, Objective, Scenario, Expected Solution, Steps

Role: Specify ChatGPT's role.
Objective: State the goal or aim.
Scenario: Describe the situation.
Solution: Define the desired outcome.
Steps: Ask for actions needed to reach the solution.

SOCIAL IMPACT PROMPT EXAMPLE

Role: Assume the role of an evaluator in the social impact sector.

Objective: Devise a comprehensive mid-term evaluation methodology for a rural micro-finance project [include further details on the project and evaluation; e.g. location, scope].

Scenario: Consider [insert details on project and community dynamics]

Solution: Provide a well-defined methodology that prioritizes inclusion of marginalized voices.

Steps: Outline specific steps that will need to be taken in the evaluation.

How can I help?

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- **Inclusive AI advising and deployment support**
- **AI policy and strategy development**
- **Risk assessment and mitigation planning**

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- **Algorithmic literacy training**
- **For individuals, teams, or organizations**

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