



## boodleGPT Tone Modifiers

Tone Combo	Impact	Use Case	Example
Friendly and Professional	Warm and approachable content	Donor outreach emails, customer service, marketing copy	Hi there! We are reaching out to thank you for your continued support of our mission. Donors like you allow us the opportunity to help those in need.
Authoritative and Informative	Confident and helpful	Board reports, leadership articles	Donations are a critical part of our efforts to fund groundbreaking research and provide vital resources to families in need. Every dollar donated to Kids Inc goes directly towards advancing our mission and making a difference in the lives of children and families affected by cancer.
Urgent and Persuasive	Importance is conveyed and is persuasive and convincing	Limited time offers, promotional campaigns	Don't miss out on this limited time offer - receive a special gift with every donation to our cause!
Casual and Conversational	Relaxed and engaging	Social media posts, blog content, internal comms	Hey there, amazing volunteers!  As we approach the end of the year, we wanted to reach out and let you know about some of the needs we have at Kids Inc. We couldn't have made it this far without your help, and we're so grateful for all that you do.
Professional and Trustworthy	Reliable and dependable yet professional	Business proposals, executive summaries	With our extensive expertise and commitment to our mission, you can trust us to deliver on our promises.
Humorous and Informal	Entertaining yet relaxed and conversational	Social media posts, blog content, internal comms	Hey there, fellow do-gooders!  Welcome to the Kids Inc. blog, where we're all about making a difference and having a good time while we're at it. We're a bunch of fun-loving folks who are passionate about supporting pediatric cancer research and helping children in need.
Professional and Straightforward	Direct, concise, yet professional	Business emails, formal comms, legal documents	Donations to qualified charitable organizations are tax-deductible to the extent allowed by law.
Serious and Empathetic	Enthusiastic, positive, upbeat	Crisis communications, customer service, motivational content	We are asking for your help at this critical time. Your donation will go directly towards providing emergency shelter, food, and other essential supplies to those who have been impacted by this disaster. Every dollar counts, and your support can make a real difference in the lives of those who have lost so much.

Tone Combo	Impact	Use Case	Example
Positive and Enthusiastic	Confident, polished and refined	campaign pitches, customer service	Are you ready to make a difference in the lives of children in need? Then join us for our exciting new donation campaign at Kids Inc!
Authoritative and Professional	Confident and knowledgeable	Executive communications, industry presentations, board meetings	With these funds, we are now in a position to expand our home office to better serve our community and support our mission. We have identified several key areas where we need to improve, including [insert specific areas]. By expanding our home office, we can provide better support to our staff, volunteers, and the children and families we serve.
Casual and Funny	Relaxed and playful	Social media, brand personality, content marketing	"Knock, knock. Who's there? Kids Inc's latest donation campaign! We're not joking around when it comes to supporting pediatric cancer research and helping children in need. But we do want to hear your favorite joke! Share it with us and let's spread some laughter for a good cause. #KidsIncJokes #DonateForACause"
Authoritative and Expert	Authoritative and respected	Thought leadership articles, industry reports, expert opinions	One of the most critical components of this work is pediatric cancer research. Through research, we can better understand the causes of pediatric cancer, develop new treatments, and improve the quality of life for children and families affected by this disease. However, pediatric cancer research is expensive and requires significant funding to be successful.