

AI Tools Overview

| Tool | Free Version? | Best For / Key Strengths |
|--|---|---|
| Writing, Productivity, Research & Fact Checking | | |
| Grammarly | ✅ Robust free tier | Grammar, spelling, and clarity improvements with style and tone suggestions for any type of writing. |
| Microsoft Copilot | ✅ Free basic version in Edge/Bing; paid in Microsoft 365 apps | AI built into Microsoft products (Word, Excel, Outlook, Teams) for drafting documents, analyzing data, summarizing meetings, and web searches. |
| Perplexity AI | ✅ Free | Real-time, citation-rich search and quick, conversational answers—excellent for research and fact-checking. |
| Meme Generation | | |
| Suppermeme | ✅ Limited free tier | Instantly creates AI-generated memes from text prompts or trending topics—great for quick, shareable social content. |
| General Content Generation | | |
| ChatGPT | ✅ Yes (free plan with GPT-4 mini) | Conversational AI for writing, brainstorming, customer support, research help, coding, and content generation. |
| Google Gemini | ✅ Free with Google account | Web-connected conversational AI ideal for quick research, summarizing articles, drafting emails, and generating ideas with real-time search access. |
| Social Media Management | | |
| Buffer | ✅ Free plan for up to 3 social channels | Social-media scheduling, publishing, and basic analytics across multiple platforms. |
| Sprout Social | ❌ No permanent free plan (trial only) | Full-featured social media management and analytics for teams, including advanced reporting and customer engagement. |
| Design and Image/Video Generation | | |
| Canva | ✅ Robust free plan | Drag-and-drop design for social posts, presentations, flyers, and short videos; includes Magic Design and text-to-image tools. |
| Imagine Art | ✅ Limited free credits | Text-to-image generator focused on high-quality, stylized digital art and illustrations. |
| Artistly | ✅ Limited free credits | AI art generator for digital illustrations, concept art, and unique images from text prompts. |
| Runway | ✅ Limited free plan | AI video creation and editing, background removal, image-to-video, and text-to-video tools for filmmakers and content creators. |

AI Prompt Examples

Writing, Productivity, Research & Fact Checking

Grammarly – Use when you need to polish or adapt your text.

1. “Proofread this Instagram caption for grammar and friendly tone: [paste your draft].”
2. “Rewrite this Facebook post to sound more upbeat while keeping it under 120 words.”
3. Suggest 5 attention-grabbing subject lines for an email promoting our weekend adoption fair.”

Perplexity – Use for research and quick fact finding

1. “Summarize the latest U.S. statistics on pet adoption trends in 100 words for a social post.”
2. “Find 3 fun facts about senior dog adoptions with sources I can cite in a carousel post.”
3. “List upcoming national pet-related awareness days for the next 3 months.”

Microsoft Copilot – Use with Microsoft Products

Quick tips for Copilot Prompts

- **Context is key:** Always specify the app (Word, Excel, etc.) and desired output type (newsletter, chart, slide deck).
- **Add tone and length:** e.g., “friendly 150-word message” or “professional 5-slide deck.”
- **Reference data:** Attach or paste text/spreadsheet ranges so Copilot can work directly with them.

Word – Writing & Editing

1. “Draft a one-page newsletter announcing our upcoming Paws in the Park adoption event. Friendly, upbeat tone, include a call to action and contact info.”
2. “Summarize these meeting notes into 3 action items for our volunteer team: [paste notes].”
3. “Rewrite this volunteer recruitment flyer to make it more persuasive but keep it under 250 words.”

Excel – Data & Planning

1. “Analyze this CSV of past adoption events and highlight trends in adoption numbers by month.”
2. “Create a simple 3-month social media content calendar template with columns for platform, date, caption, and image link.”
3. “Generate a bar chart comparing donations received per event from this spreadsheet.”

PowerPoint – Presentations

1. “Create a 5-slide presentation summarizing our rescue’s 2024 adoption statistics with engaging visuals.”
2. “Design a donor pitch deck with an emotional opening slide and a clear call to action for monthly giving.”
3. “Convert this Word document about our foster program into a presentation with bullet points and images.”

Outlook/Teams – Communications

1. “Draft a warm thank-you email to volunteers who participated in last weekend’s adoption fair.”
2. “Create an agenda for our next foster-coordinator meeting based on these notes: [paste notes].”
3. “Summarize this long email thread into key decisions and next steps for our social media team.”

Meme Generation

Supermeme – Use for AI meme generation.

1. “Create a funny meme about a cat demanding treats to encourage donations.”
2. “Generate a heartwarming meme about fostering senior dogs with a hopeful message.”
3. “Produce a humorous meme about ‘foster fails’—people adopting their foster pet.”

General Content Creation

ChatGPT – Use for content drafting and idea generation.

1. “Write three Instagram captions promoting our upcoming ‘Adopt-a-Thon’ event—friendly and playful tone.”
2. “Give me a week-long content calendar with post ideas to highlight our long-term shelter residents.”

3. "Draft a thank-you post for volunteers after a successful adoption weekend."

Helpful ChatGPT Prompt Link: <https://platform.openai.com/docs/guides/prompting>

Google Gemini – Use for research and creative writing.

1. "Provide a 60-word heartwarming adoption story I can post on Facebook."
2. "Suggest 5 creative TikTok video ideas that highlight the daily life of a shelter dog"
3. "Generate a list of hashtags to reach pet-loving audiences on Instagram."

Social Media Management

Buffer – Use for scheduling & social media management.

1. "Optimize this caption for best engagement on Instagram and Twitter: [paste caption]."
2. "Suggest the best posting times for our U.S.-based followers over the next week."
3. "Rewrite this Facebook post into three shorter tweets for a thread.""

Design and Image/Video Generation

Canva – Use Canva Magic Write & Magic Design to help write content and develop visuals.

1. "Create a square social graphic with the text 'Adopt, Don't Shop' in cheerful pastel colors."
2. "Write a playful caption to match a photo of a kitten in a basket."
3. "Design a poster template for our monthly low-cost vaccination clinic."

Artistry – Use for AI art generation.

1. "Generate a watercolor-style portrait of a happy rescue dog for a thank-you post."
2. "Create a digital sticker sheet featuring adoptable cat characters."
3. "Illustrate a cartoon of a foster family welcoming a new pet."

Imagine Art – Use for AI art generation.

1. "Produce a cozy winter scene of a rescued puppy in a holiday sweater for a December campaign."
2. "Create a realistic adoption-day portrait of a cat with its new family."
3. "Generate a pop-art style background for an adoption event flyer."

Runway – Use for AI video editing and generation.

1. ““Turn this 2-minute shelter tour video into a 30-second vertical reel with upbeat music.”
2. “Add automatic captions and a cheerful intro card to our adoption success video.”
3. “Create a short animated explainer showing how to sign up as a foster volunteer.”

Helpful Prompt Link

- Prompt Guide: [OpenAI Prompt Tips](#)