SYNERGY
DESIGN FIRM

Main Street AI Starter Workflows

Practical Step-by-Step Uses for Downtown Associations & Nonprofits

These workflows are designed to help small teams and volunteer-led organizations use AI to reduce repetitive work, improve communication, and stay organized. Each workflow shows a simple process you can repeat anytime.

You do not need advanced AI knowledge. Follow the steps, adjust for your organization, and refine as needed.

Reminders

AI works best when used as a **drafting and organizing partner**.
You remain the editor, decision-maker, and voice behind every final message.

Start small. Repeat what works. Save successful prompts into your Master Reference Guide so your team can reuse them anytime.

Event Promotion Workflow

Goal: Turn basic event details into complete communication materials in minutes.

Step 1 — Gather Your Information

Have basic details ready:

- Event name
- Date & time
- Location
- Who it's for
- Why people should attend

Step 2 — Ask AI to Create the Core Description

Example Prompt:

> Create a welcoming event description for a downtown community event called [Event Name]. Include who it's for, what attendees can expect, and a friendly community-focused tone.

Step 3 — Expand Into Multiple Uses

Follow-up prompts:

- "Rewrite this as a Facebook post under 120 words."
- "Create a short newsletter announcement."
- "Write a website event listing version."

Step 4 — Review & Personalize

- Adjust tone to match your organization
- Confirm details are correct
- Add local personality

Result: One prompt becomes multiple communications.

WORKFLOW 2

Volunteer Recruitment & Onboarding

Goal: Reduce repeated explanations and improve clarity for volunteers.

Step 1 — List Volunteer Responsibilities

Example:

- greet guests
- assist vendors
- help setup
- answer questions

Step 2 — Create a Role Description

Prompt:

> Create a clear volunteer role description for a downtown event including responsibilities, time expectations, and a welcoming tone.

Step 3 — Generate Supporting Materials

Ask AI:

- "Write a volunteer recruitment social media post."
- "Create a friendly onboarding email."
- "Create a simple volunteer checklist."

Step 4 — Save for Future Events

Store these materials in your master reference guide.

Result: Reusable volunteer system year after year.

WORKFLOW 3

Monthly Newsletter Builder

Goal: Turn scattered updates into a professional newsletter quickly.

Step 1 — Collect Bullet Points

Example:

- upcoming events
- new business opening
- sponsor thank-you
- community update

Step 2 — Create Newsletter Draft

Prompt:

> Turn these updates into a friendly monthly downtown newsletter with clear sections and a community-focused tone.

Paste bullet points.

Step 3 — Create Supporting Content

Ask AI:

- "Write a short email subject line."
- "Create a social media teaser promoting this newsletter."

Step 4 — Edit & Send

Review for accuracy and adjust voice.

Result: Faster, more consistent communication.

WORKFLOW 4

Meeting Notes → Action Plan

Goal: Prevent meetings from becoming unfinished conversations.

Step 1 — Paste Meeting Notes

Even messy notes work.

Step 2 — Organize With AI

Prompt:

> Turn these meeting notes into clear action items with suggested next steps and responsibilities.

Step 3 — Create Follow-Up Email

Ask:

> Draft a short follow-up email summarizing decisions and next actions.

Step 4 — Share With Team

Send immediately after meetings.

Result: Accountability and clarity without extra effort.

Sponsor Outreach Workflow

Goal: Make fundraising communication easier and more professional.

Step 1 — Identify Event or Program (in ChatGPT)

Know:

- purpose
- audience impact
- sponsor benefit

Step 2 — Draft Outreach Email

Prompt:

> Write a friendly sponsor outreach email for a downtown community event explaining community impact and partnership benefits.

Step 3 — Create Follow-Up Message

Ask:

> Write a polite follow-up email if no response is received after one week.

Step 4 — Create Sponsor Recognition Content

Ask:

> Write a short sponsor thank-you post for social media.

Result: Consistent sponsor communication with less stress.

WORKFLOW 6

Personal Weekly Planning Assistant

Goal: Reduce overwhelm for leaders managing many responsibilities.

Step 1 — List Your Weekly Tasks (in ChatGPT)

Example:

- emails
- event planning
- board meetings
- social posts
- volunteer coordination

Step 2 — then Ask AI to Organize

Prompt:

> Suggest a simple weekly workflow that groups similar tasks together to reduce overwhelm for someone managing a volunteer-led organization.

Step 3 — Turn Into Checklist

Ask:

> Convert this into a weekly checklist.

Step 4 — Adjust for Reality

Modify based on your schedule.

Result: More structure, less mental load.