

FEATURE GUIDE

AI Communications

Audience	Company Admins
Owner	Percent Pledge Product
Last Updated	May 2026
Feature Status	Active

Summary

AI-powered communications tools enable admins to quickly promote both volunteer events and engagement campaigns without starting from scratch. With just a few clicks, the platform generates a complete, ready-to-use communications package tailored to your specific initiative.

Each package includes copy designed to drive participation and can be easily edited, reused, and accessed anytime, making it simple to launch and sustain engagement with minimal effort.

Enablement

- Save significant time preparing communications for every event and campaign.
- Receive professionally written emails, instant messages, and supporting materials all tailored to your specific event or campaign details.
- Copy any piece of content directly to your clipboard, with rich text formatting preserved.
- Return to the same package at any time, content is generated once and stored.

There are two separate features, one for individual events and one for engagement campaigns. Both work the same way and live in the same place on their respective pages. The sections below describe each in detail.

AI Event Comms

What It Does

AI Event Comms generates a complete communications package for a single event. The package covers everything from the initial announcement through a post-event recap including email templates, Slack and Teams messages, and a set of supporting materials to help you promote the event broadly across your organization.

Content is generated once and stored. Every time you return to the comms page for that event, you see the same package.

How to Find It

Open any event from your admin dashboard. In the navigation header at the top of the event page, you will see a Generate Comms button. After the package has been generated, this button changes to View Comms.

How to Use It

1. Navigate to the event page from your admin dashboard.
2. Click **Generate Comms** in the top navigation header.
3. The system kicks off a background job to generate all content. You will receive an email notification when your comms package is ready, typically within a few minutes.
4. Return to the event page and click **View Comms** to open the full package.
5. Use the **anchor buttons** at the top of the comms page to jump directly to any section. Use the **Copy** button next to any piece of content to copy it to your clipboard, rich text formatting is preserved.

The screenshot displays the Dunder Mifflin Paper Company admin dashboard. On the left is a navigation sidebar with options like Home, Donate, Volunteer, Campaigns, Cause Portfolios, and Dashboard. The main content area shows an event titled '16 DEC in-person Park Tree Planting'. At the top of this event page, there are buttons for 'Edit', 'Clone', 'Generate Comms' (which is circled in red), and 'Delete'. Below the event title is a photo of four people at a 'McCarren Park DEMONSTRATION' event. To the right of the photo is an 'Event details' sidebar with information such as Location (Dekalb Avenue &, S Portland Ave, Brooklyn, NY, 11205), Date (Dec 16, 2026 @ 11:00am - 1:00pm CST), Type (In Person), Commitment (2.0 hours), and Charity (City Parks Foundation). A 'Volunteer for this event' button is also visible.

You only need to generate once.

The Generate Comms button triggers the background job. Once the package is ready, the button becomes View Comms and your package is always available, no need to regenerate.

What's Included

The comms package is organized into three sections. Use the anchor buttons at the top of the page to navigate between them.

Email Templates — 5 emails

Send Timing	Purpose
3 weeks out	Initial announcement
2 weeks out	Follow-up reminder
1 week out	Closer reminder
Day of	Final send
Post-event	Recap and thank you

Slack / Teams Messages — 5 messages

Mirrors the email cadence exactly, with copy optimized for instant messaging:

Send Timing	Purpose
3 weeks out	Initial announcement
2 weeks out	Follow-up reminder
1 week out	Closer reminder
Day of	Final send
Post-event	Recap and thank you

Supporting Materials

A set of additional resources to help you promote the event beyond email and IM:

Material	What It Is
All-Hands Talking Points	A short script for mentioning the event in a company-wide meeting.
Key People Talking Points	Message starters for executives, managers, ERG leads, and culture champions to use with their teams.
Event Logistics	Practical notes on what to bring, tech setup, and what to expect for both virtual and in-person events.
Goals & Success Metrics	Suggested participation targets and guidance on how the event connects to company values or OKRs.
Social Sharing Copy	Optional copy for LinkedIn or Slack to celebrate participation after the event.
Communications Timeline	A table showing when each type of message should be sent, who should send it, and who the intended audience is.

AI Engagement Campaign Comms

3.1 What It Does

AI Engagement Campaign Comms generates a complete communications package for a time-bound giving or volunteering campaign, typically running over days or weeks. The content follows the arc of the campaign, from pre-launch through post-campaign recap, rather than focusing on a single event date.

The AI also detects the appropriate tone for your campaign. Based on the campaign's name, description, cause area, and associated charities, the system infers whether the campaign calls for a celebratory or somber tone and adjusts the language throughout the entire package accordingly.

Content is generated once and stored. Every time you return to the comms page, you see the same package.

How to Find It

Open any engagement campaign from your admin dashboard. In the navigation header at the top of the campaign page, you will see a Generate Comms button. After the package has been generated, this button changes to View Comms.

How to Use It

1. Navigate to the engagement campaign page from your admin dashboard.
2. Click **Generate Comms** in the top navigation header.
3. The system kicks off a background job to generate all content. You will receive an email notification when your comms package is ready.
4. Return to the campaign page and click **View Comms** to open the full package.
5. Use the **anchor buttons** at the top to jump to any section, and the **Copy** button to copy any piece of content — rich text formatting is preserved.

The screenshot shows the admin dashboard for the 'Global Month of Service' campaign. The 'Generate Comms' button is circled in red. The page displays the following information:

- Campaign Dates:** 1 NOV - 31 DEC
- Global Month of Service**
- Contribute by volunteering**
- 232 days left**
- Campaign progress:**
 - 5 hours volunteered (1% progress)
 - 1k hours goal
 - 1 participated (10% progress)
 - 10 goal users
- Description:** Your campaign, Global Volunteering Month, will run Nov 21, 2025 to March 31, 2026. Your Women's History Month event will be featured on your campaign page. All hours volunteered during the campaign will count towards participation. You've set a goal of 1000 volunteer

What's Included

The comms package is organized into three sections. Use the anchor buttons at the top of the page to navigate between them.

Email Templates — 5 emails

Send Timing	Purpose
1 week out	Pre-launch announcement
Day of	Campaign launch
1 week left	Mid-campaign reminder
Last day	Final push
Post-campaign	Recap and thank you

Slack / Teams Messages — 5 messages

Mirrors the email cadence exactly, with copy optimized for instant messaging:

Send Timing	Purpose
1 week out	Pre-launch announcement
Day of	Campaign launch
1 week left	Mid-campaign reminder
Last day	Final push
Post-campaign	Recap and thank you

Supporting Materials

A set of additional resources to help you promote the campaign:

Material	What It Is
All-Hands Talking Points	A short script for mentioning the campaign in a company-wide meeting.
Key People Talking Points	Message starters for executives, managers, ERG leads, and culture champions.
Event Logistics	Practical logistics notes. Included only if the campaign has one or more associated events.
Social Sharing Copy	Optional copy for LinkedIn or Slack to celebrate post-campaign participation.
Communications Timeline	A table showing the full recommended send schedule from one week before launch through the week after the campaign ends.

How Goal-Progress Comms Work

Because comms packages are typically generated before a campaign begins, the system cannot know how participation will unfold by the time the later messages are sent. To handle this, the AI generates two ready-to-use versions of certain comms and gives you clear instructions for choosing between them at send time.

Which comms get two versions?

When goals are configured on the campaign, the following three emails and their three matching Slack/Teams messages each include two options:

- 1 week left (mid-campaign reminder)
- Last day
- Post-campaign recap

How it works

Each of these six pieces of content includes:

Element	What It Is
Instructions block	A "HOW TO USE THIS EMAIL / MESSAGE" note at the top telling you exactly what to do before sending.

Element	What It Is
Option A	Copy written for the scenario where you are still working toward the goal. Includes a [insert_percent_complete] placeholder where you fill in the actual progress figure before sending.
Option B	Copy written for the scenario where you have already hit or exceeded the goal. Also includes a [insert_percent_complete] placeholder for the actual figure.

Your workflow at send time

1. Check where the campaign actually stands against its goal(s).
2. Pick the option that matches: **Option A** if still working toward the goal, **Option B** if the goal is met or exceeded.
3. Delete the other option.
4. Fill in the actual progress percentage wherever [insert_percent_complete] appears.
5. Delete the instructions block.
6. Send.

Campaigns with two goals

If your campaign has two goals configured, each option references both goals separately and includes a distinct [insert_percent_complete] placeholder for each.

No goals configured?

If the campaign does not have goals set, the Option A / Option B structure is omitted entirely. The AI generates a single version of each comm no choices or fill-ins required, and each message is ready to send as-is.

Feature Comparison

The table below summarises the key differences between the two AI comms features.

	AI Event Comms	AI Engagement Campaign Comms
Tied to	A single event	An engagement campaign
Email cadence	3 wks out, 2 wks out, 1 wk out, day of, post-event	1 wk out, day of, 1 wk left, last day, post-campaign
IM cadence	Same as emails	Same as emails
Tone detection	No	Yes — celebratory or somber, inferred from campaign context
Goals & Metrics section	Included	Not included
Event Logistics	Always included	Included only if the campaign has associated events
Goal-progress options (A/B)	No	Yes — 1 wk left, last day, and post-campaign comms include Option A / B when campaign goals are set
Generated once?	Yes	Yes
Notification when ready	Email	Email

Quick Reference

Topic	Answer
Where to find Generate Comms	Top navigation header on the event or campaign page in your admin dashboard
When is the package ready?	Within a few minutes — you will receive an email notification when it is ready
Can I regenerate?	No — content is generated once and stored. The same package displays on every return visit.
How do I copy content?	Use the Copy button next to any piece of content on the comms page. Rich text formatting is preserved.
How many emails are included?	5 emails for both Event Comms and Campaign Comms
How many IM messages?	5 messages for both features, mirroring the email cadence
What are the A/B options in Campaign Comms?	Two ready-to-use versions of the 1-week-left, last-day, and post-campaign comms — one for when you're still chasing the goal, one for when you've hit it. Only shown when campaign goals are configured.
What is [insert_percent_complete]?	A placeholder in goal-progress comms. Replace it with the actual participation percentage before sending.
Is tone detection available for events?	No — tone detection is available for Engagement Campaign Comms only.
Are Event Logistics always included?	For AI Event Comms: yes. For AI Campaign Comms: only if the campaign has associated events.