Using AI to create your fundraiser poster

Thank you for supporting the hospice by putting on a fundraising event or taking on a fundraising challenge.

We know you will want to spread the word about your event far and wide, and that AI tools such as ChatGPT, Copilot and Canva AI can be a great way to create posters and graphics to help you do this.

When advertising your event or challenge you are welcome to use our specially designed fundraising badge (available here) to show your support of the hospice. All we ask is that you:



- Only use the version we supply.
- Always use it exactly as it is.
- Do not change the colours or crop it.
- Do not squash or stretch it.

This is especially important when asking AI to create posters or graphics because it often creates incorrect versions of our logo.

To help ensure the St Wilfrid's Hospice logo and brand is used correctly, we suggest using one of the following approaches:

Option 1: Leave space for our badge (recommended)
Ask your AI tool to create your poster and leave a clear space for the official St Wilfrid's Hospice fundraising badge.

An example of your prompt or instruction to your AI tool could be:

Create a poster for a quiz night fundraiser. Use a friendly, professional design and include the details of the event [add the relevant information here. For example date, time, venue, who is putting on the event, ticket price, how to get tickets]. *Leave a clear space for an official charity fundraising badge that will be added afterwards. Do not create or recreate any charity logos.*

Once your poster is created, you can add the official St Wilfrid's Hospice fundraising badge using Canva, Word, Adobe Express or another editing tool.

Option 2: Use supporting wording instead
If you're not able to add the official badge, ask the AI to include the wording: "Proudly supporting St Wilfrid's Hospice" or "In aid of St Wilfrid's Hospice."

This can often be the simplest option and avoids the risk of AI generating an incorrect version of our logo or badge.

An example of your prompt or instruction to your AI tool could be:

Create a poster for a quiz night fundraiser. Use a friendly, professional design and include the details of the event [add the relevant information here. For example date, time, venue, ticket price, how to get tickets]. *Include the words "proudly supporting St Wilfrid's Hospice". Do not create or recreate any charity logos*.

Option 3: Upload the badge to the AI tool (advanced users)
If your AI tool has the option to upload a reference image, you could try asking the tool to recreate the official St Wilfrid's Hospice fundraising badge exactly. For example, you could say:

Use the attached St Wilfrid's Hospice fundraising badge. Place it exactly as supplied. Do not edit, redraw, recreate or modify the badge in any way.

You will need to carefully check that the badge has been recreated correctly, in particular:

- Is the dove image in the logo the right shape and colour?
- Does the font look correct?
- Is the logo 'stacked' (with the dove above the 'St Wilfrid's Hospice')?
- Are the words 'in aid of' clearly visible above the logo.
- Is the logo in its own white box (if it appears on top of a coloured background or photo)?

You can also add a further prompt:

Please check carefully that the badge appears exactly as supplied.

If you're unsure whether your poster correctly represents St Wilfrid's Hospice, send it to us and we'll happily take a quick look before you print or share it.