



AI Giveaway Prompts

Copy-ready prompt pack for giveaway ideas, prizes, landing pages, referrals, emails, rules checks, social launch copy, and campaign QA.

How to use this PDF

Copy a prompt, replace the bracketed fields, paste it into your AI tool, then edit with human judgment before launching. Do not use AI as your legal authority or final campaign strategist.

From KickoffLabs — build viral giveaways, waitlists, referral campaigns, and launch pages without duct-taping tools together.

Prompt Index

1. Reusable Prompt Framework
2. Generate Qualified Giveaway Ideas
3. Turn One Giveaway Idea Into Three Campaign Angles
4. Pressure-Test Prize Fit
5. Build a Prize Matrix
6. Landing Page First Draft
7. Cut the Fluff
8. Referral Share Messages
9. Thank-You Page Referral Copy
10. Full Giveaway Email Sequence
11. Segment Non-Winners
12. Rules Gap Checklist
13. Plain-English Rules Summary
14. Platform-Specific Launch Posts
15. Find the Weak Spots
16. Complete AI Giveaway Campaign Prompt

Copy-Ready Prompts

Tip: keep the constraints. The audience, bad-fit entrant, goal, prize, deadline, referral incentive, and follow-up offer are what make these prompts useful.

1. Reusable Prompt Framework

You are helping me plan a giveaway campaign. Do not give generic advice. Use the details below and ask for clarification if the campaign is too vague.

Brand: [BRAND]

Product or offer: [WHAT YOU SELL]

Ideal entrant: [WHO WE WANT]

Bad-fit entrant: [WHO WE DO NOT WANT]

Campaign goal: [EMAIL LIST / WAITLIST / SALES PIPELINE / PRODUCT LAUNCH / COMMUNITY / PARTNER PROMO]

Prize budget: [AMOUNT OR RANGE]

Possible prizes: [IDEAS]

Platform: [WEBSITE / INSTAGRAM / TIKTOK / EMAIL / PARTNER / MULTI-CHANNEL]

Entry method: [FORM / REFERRALS / UGC / COMMENT / PURCHASE / WAITLIST]

Referral incentive: [BONUS ENTRIES / REWARD TIERS / WAITLIST RANK / DISCOUNT]

Deadline: [DATE]

Eligibility limits: [AGE / LOCATION / CUSTOMER TYPE]

Follow-up offer: [WHAT HAPPENS AFTER ENTRY]

Brand voice: [DIRECT / PLAYFUL / PREMIUM / TECHNICAL / ETC.]

Avoid: fake urgency, unsupported claims, spammy social copy, legal promises, exaggerated ROI.

2. Generate Qualified Giveaway Ideas

Generate 15 giveaway campaign ideas for this brand.

Brand: [BRAND]

Product: [PRODUCT]

Ideal entrant: [AUDIENCE]

Bad-fit entrant: [WHO WE DO NOT WANT]

Campaign goal: [GOAL]

Prize budget: [BUDGET]

Follow-up offer: [OFFER]

For each idea, include: campaign name, prize concept, why the right audience would care, likely bad-fit risk, entry mechanic, referral angle, and one sentence of landing page positioning.

Avoid generic "win a gift card" ideas unless the gift card is highly specific to the audience.

3. Turn One Giveaway Idea Into Three Campaign Angles

Take this giveaway idea and create three different campaign angles.

Idea: [IDEA]

Audience: [AUDIENCE]

Goal: [GOAL]

Prize: [PRIZE]

Create one angle focused on aspiration, one focused on practical value, and one focused on exclusivity.

For each angle, write a headline, subheadline, CTA, prize framing, referral hook, and follow-up offer.

End with a recommendation for which angle is strongest and why.

4. Pressure-Test Prize Fit

Review this giveaway prize for audience fit.

Audience: [AUDIENCE]

Product or offer after the giveaway: [PRODUCT/OFFER]

Prize idea: [PRIZE]

Campaign goal: [GOAL]

Tell me: who this prize attracts, who it accidentally attracts, why the right person would care, whether it supports the follow-up offer, and three better prize alternatives.

Be blunt. If the prize is too generic, say so.

5. Build a Prize Matrix

Create a prize matrix for a giveaway campaign.

Brand: [BRAND]

Audience: [AUDIENCE]

Goal: [GOAL]

Budget range: [BUDGET]

Generate 12 prize ideas across four categories: low-cost, premium, partner-sponsored, and experience-based.

For each prize, score 1-5 on audience fit, shareability, fulfillment complexity, margin risk, and lead quality.

Include a short recommendation for the top three.

6. Landing Page First Draft

Write landing page copy for this giveaway campaign.

Campaign brief: [PASTE BRIEF]

Output:

- 10 headline options under 12 words.
- 5 subheadline options under 25 words.
- 5 CTA button options.
- Prize description in 75 words.
- "How it works" section with 3 steps.
- Referral section explaining why sharing helps entrants.
- Short rules summary in plain English with a note to review official rules.

Voice: [VOICE]

Avoid: vague hype, fake scarcity, unsupported numbers, legal guarantees.

7. Cut the Fluff

Rewrite this giveaway landing page copy to be shorter, clearer, and more direct.

Keep the core offer, prize, deadline, and CTA.

Remove filler phrases, vague claims, and generic excitement.

Make the copy sound like a real person wrote it.

Return a before/after table showing what changed and why.

Copy: [PASTE COPY]

8. Referral Share Messages

Write referral share copy for this giveaway.

Campaign brief: [PASTE BRIEF]

Referral incentive: [BONUS ENTRIES / REWARD / WAITLIST RANK]

Write:

- 5 SMS messages under 160 characters.
- 5 email snippets under 75 words.
- 5 Instagram Story captions.
- 5 LinkedIn posts for a professional audience.
- 5 X posts under 240 characters.

Make the copy sound like it came from the entrant, not the brand.

Avoid spammy phrases like "don't miss out," "limited time only," and "you have to check this out."

9. Thank-You Page Referral Copy

Write thank-you page copy for someone who just entered this giveaway.

Goal: get them to share their unique referral link.

Referral incentive: [INCENTIVE]

Audience: [AUDIENCE]

Prize: [PRIZE]

Include a short headline, 2-sentence explanation, button text, and three share-message options.

Make it clear, not pushy.

10. Full Giveaway Email Sequence

Create a giveaway email sequence for this campaign.

Campaign brief: [PASTE BRIEF]

Emails needed:

1. Welcome after entry.
2. Referral nudge.
3. Deadline reminder.
4. Winner announcement.
5. Non-winner follow-up with offer.

For each email, include subject line, preview text, body copy under 200 words, CTA, and personalization notes.

Keep the tone direct and human.

Do not overpromise. Do not imply someone has won unless they have.

11. Segment Non-Winners

Create three post-giveaway follow-up emails for non-winners.

Audience: [AUDIENCE]

Giveaway prize: [PRIZE]

Product or offer: [OFFER]

Segment the copy for: highly engaged entrants, referred entrants, and low-engagement entrants.

Give each segment a different angle and CTA.

Avoid sounding like a consolation prize nobody wanted.

12. Rules Gap Checklist

Review this giveaway campaign for rules gaps.

Campaign brief: [PASTE BRIEF]

Draft rules or summary: [PASTE RULES]

Identify missing or unclear items related to eligibility, start/end dates, prize description, odds, winner selection, winner notification, sponsor, platform disclaimers, privacy, and no-purchase requirements.

Do not give legal advice. Create a checklist for human/legal review.

13. Plain-English Rules Summary

Turn these official giveaway rules into a plain-English summary for a landing page.

Rules: [PASTE RULES]

Keep it under 120 words.

Include eligibility, deadline, winner selection, prize, and a link placeholder for official rules.

Do not change the legal meaning.

If anything is unclear, list questions instead of guessing.

14. Platform-Specific Launch Posts

Create launch copy for this giveaway across multiple platforms.

Campaign brief: [PASTE BRIEF]

Campaign type: [RANDOM GIVEAWAY / JUDGED CONTEST / REFERRAL CAMPAIGN / WAITLIST]

Platforms: [INSTAGRAM / TIKTOK / LINKEDIN / X / EMAIL / WEBSITE]

For each platform, write copy that fits the format and audience expectations.

Include CTA, entry instructions, and disclaimer reminder.

Do not copy-paste the same message across platforms.

15. Find the Weak Spots

Act like a skeptical campaign strategist reviewing this giveaway before launch.

Campaign brief: [PASTE BRIEF]

Landing page copy: [PASTE COPY]

Email sequence: [PASTE EMAILS]

Referral copy: [PASTE COPY]

Find the 10 biggest risks that could hurt lead quality, conversion, trust, compliance, referral sharing, or post-campaign sales.

For each risk, explain why it matters and suggest a fix.

Be direct. Do not be encouraging unless the idea is actually strong.

16. Complete AI Giveaway Campaign Prompt

You are a senior giveaway campaign strategist. Help me create a giveaway campaign, but do not invent facts or legal claims.

Brand: [BRAND]

Product/offer: [PRODUCT]

Ideal entrant: [AUDIENCE]

Bad-fit entrant: [WHO WE DO NOT WANT]

Goal: [GOAL]

Prize budget: [BUDGET]

Prize ideas: [IDEAS]

Deadline: [DATE]

Eligibility: [AGE / LOCATION / OTHER LIMITS]

Platform: [WHERE IT WILL RUN]

Entry method: [HOW PEOPLE ENTER]

Referral incentive: [INCENTIVE]

Follow-up offer: [OFFER]

Brand voice: [VOICE]

Avoid: fake urgency, unsupported claims, spam, legal promises, generic hype.

Output: campaign positioning, three angles, prize fit review, landing page copy, thank-you page referral copy, five share messages, five-email follow-up sequence, rules gap checklist, and top 10 risks to fix before launch.