

HOW NONPROFIT ORGANIZATIONS ARE LEVERAGING AI TODAY



Marketing Communications Committee
3/11/2025

AGENDA

- Introduction – why it matters
- The power of artificial intelligence
- Key Technique: Good prompting
- Interactive sample
- Tools & resources



INTRODUCTION – WHY IT MATTERS

AI can be a powerful tool in nonprofit organizations – it's not always about replacing people but rather empowering them **to do more with less**.

For organizations with stretched budgets and limited staff; using AI can mean the difference between surviving and thriving.

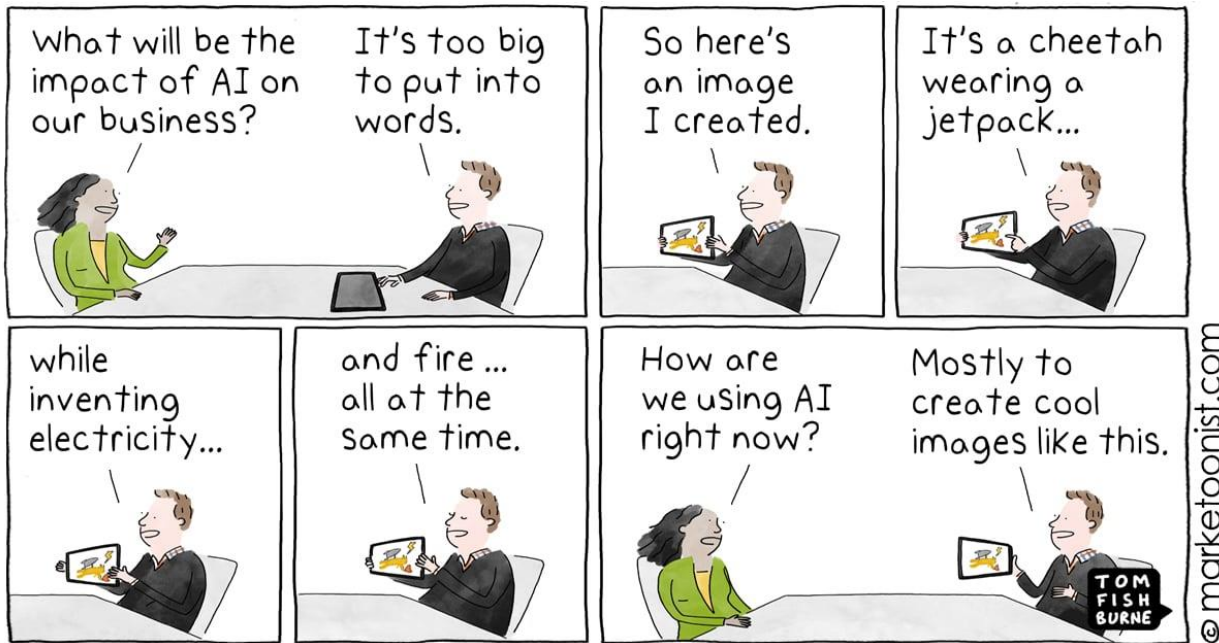
Nearly 25% of nonprofits are already using AI to streamline their grant writing process, allowing staff to focus on other priorities.

Using AI does not come without its challenges. Most nonprofits don't have an AI strategy or policies in place to help guide employees on using tools such as ChatGPT or Otter.ai. Factors such as these:

- Cost
- Expertise
- Ethics
- Data Security

These factors all play a role in the uncertainty of using AI in most nonprofit organizations.

INTRODUCTION – WHY IT MATTERS (CONTINUED)



How to overcome these challenges?

- Build a clear plan for AI usage in your organization
- Identify one or two areas where AI could make the biggest impact / gain efficiency
 - Marketing/Communications
 - Grant writing
 - Policies and Procedures
- Focus on tools that are affordable and easy to implement
- Educate yourself and staff on the basics of using AI

THE POWER OF ARTIFICIAL INTELLIGENCE



WAYS TO USE AI IN YOUR ORGANIZATION

EMAILS

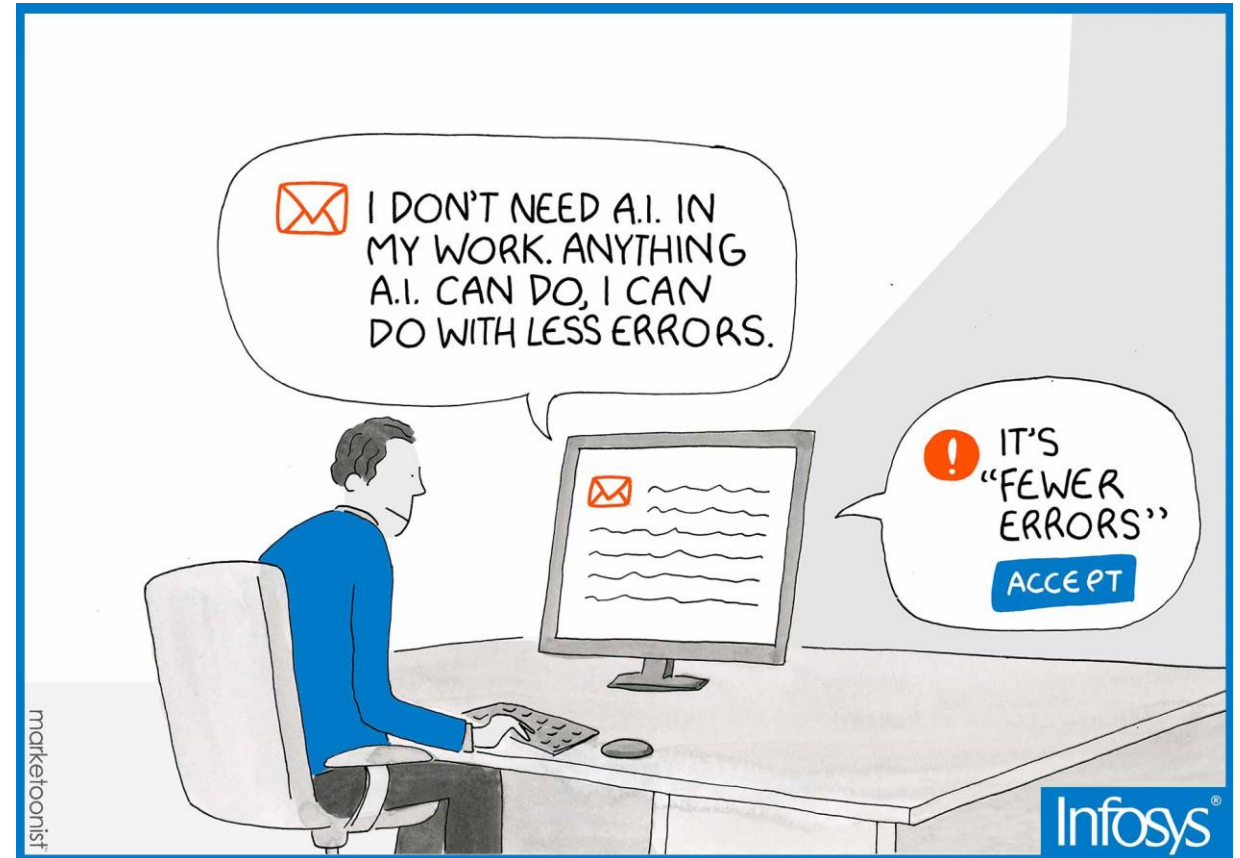
ADMINISTRATIVE POLICY WRITING

CONTENT CREATION - MARKETING

RESEARCH (USE CAREFULLY)

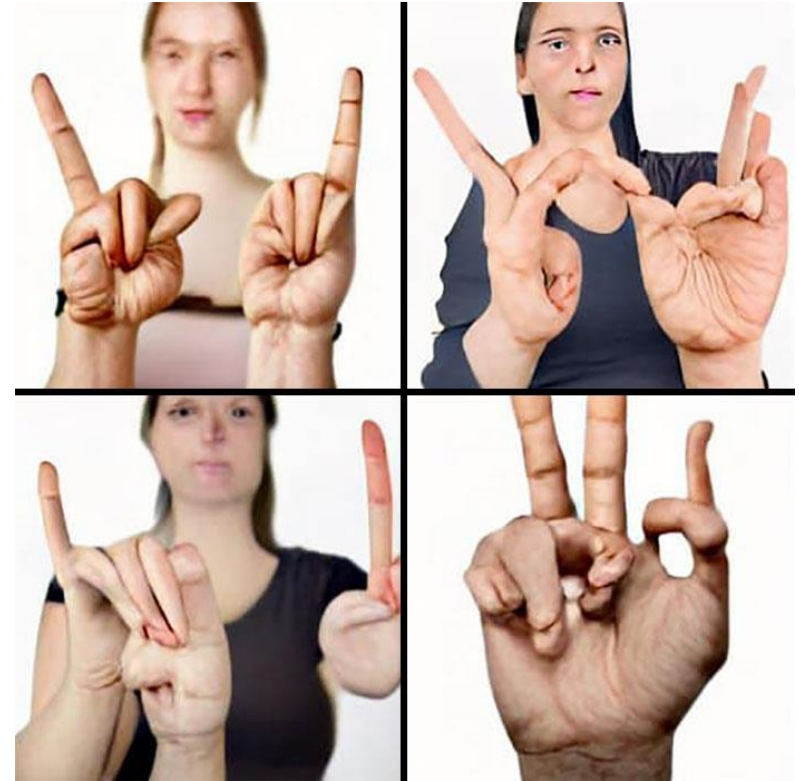
SOCIAL MEDIA AND ADS

GRANTSEEKING AND FUNDRAISING



DOWNSIDERS OF USING AI

- It WILL take your data
- Google may/may not rank it on your webpage (if using it for optimizing SEO – search engine optimization)
- You might get copyrighted content
- There are ‘tells’ of AI Content
- It’s not always dependable
- Is the content even good?



Example: Using AI to create sign language generated images (FAIL)



QUESTION!

**WHO HAS HAD
THE THOUGHT
"I BET AI
WROTE THAT
EMAIL..."**



KEY TECHNIQUE: GOOD PROMPTING

IMPORTANT!



**NEVER TAKE THE
FIRST OUTPUT**

**PROMPTING IS
A SKILL**

DON'T BE INTIMIDATED TO KEEP
ASKING FOR BETTER OUTPUT

NEVER TAKE FIRST OUTPUT

BE HONEST ABOUT YOUR USE OF IT

AVOID OVER-CONFIDENCE

NEVER TAKE FIRST OUTPUT

GENERAL PROMPTING TIPS

1. Request it to ask you questions
2. Tell it what kind of expert you need it to be
3. Start a new chat when it gets stuck
4. Use the phrase “Yes, and ...” to accept and build on the initial AI response
5. Teach it the correct tone and style of writing
6. Give specific writing examples if needed

When you give me outputs, I want you to follow certain rules.

- *Use short sentences*
- *Use positive language, not negative*
- *Use contractions to sound more approachable to the reader*

Your vocabulary should be written at a Grade 5 level to increase readability

I want you to explain difficult concepts to our readers as if they are fifth graders

INTERACTIVE EXAMPLE

<https://chatgpt.com/>

What: I want you to do research and write a blog post for my website.

I'd like to know how many adults with developmental disabilities are in the state of Ohio are employed as of today, 3/11/2025.

I would like you to write about how employers can close the employment gap for individuals with disabilities in the state of Ohio.

Tone: I want you to use positive language, not negative language



TOOLS AND RESOURCES

How to create a generative AI use policy:

- [Techsoup blog link](#)
- [Sample AI use policy](#)

AI sources:

- [ChatGPT](#) or [Gemini](#) – both general open AI source for analyzing large amounts of text data to transform information into text that is similar to human conversation
- [Grantable](#) – specifically designed for grant seeking (versus general-purpose AI tools)
- [Census GPT](#) – AI powered tool designed to analyze US Census data on demographics, income levels, education levels and population

How to confirm AI data against other sources:

- [Plagiarism Checker by Grammarly](#)

Prompt Library

[Marketing & Content Creation samples](#)

[Fundraising samples](#)

[Program Management samples](#)

Marketing AI Tools

For social media: [Buffer](#)

For design: [Canva](#)

For image creation: [DALL-E](#)

For copywriting: [GrammarlyGo](#)

For SEO content: [Clearscope](#)

TOOLS AND RESOURCES (CONTINUED)

Canva

For you

Workplace essentials

AI-powered


Productivity

Design essentials


Share and publish

All apps


Generate video avatars to represent your speech >




Sam
ENG ESP RUS

**Avatars by NeuroAI**
Virtual presenter


Generate images and QR art from text >




A blue bird sitting in a tree

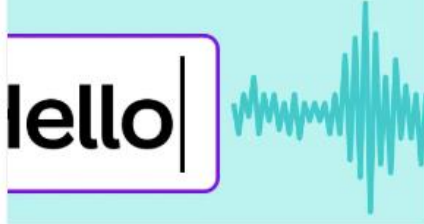
**Mojo AI**
AI and QR art generator


Instantly add a talking head video to your designs >




**D-ID AI Avatars**
AI-generated avatars


Add natural-sounding voices to your design >





**Murf AI**
Text-to-speech voice generator


Turn elements into something extraordinary >





**Magic Morph**
AI style generator


**Gen Logo**
Design unique logos effortlessly with AI from idea


**Avatars by NeuroAI**
Turn your designs into captivating videos with AI


**Mojo AI**
Bring art into your designs


**Shape Cropper**
Crop image into frames


**D-ID AI Avatars**
Instantly add a talking head video to your designs


**ProfilePhoto**
Create AI-enhanced professional profile photos


**AI Music**
Soundtracks made easy!

**Gen QR Art**
Generate artistic QR code from your idea with AI

**AI Logo Maker**
Quickly generate logos from text descriptions

**Gen Pixel**
Transform your ideas into pixel art with AI-driven

**ID Image**
Generate professional headshots with AI

**Logo Maker**
Create your brand logo with a simple message





QUESTIONS?

THANK YOU