The Three Ps in AI:

PRODUCTIVITY, PRIVACY, & PROMPTING

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Transforming Nonprofit Productivity and Efficiency

Artificial intelligence has become a popular tech topic for so many over the last two years. I find through conversations with technology executives, nonprofit leaders, and small business owners that AI is here to stay and holds the potential to transform productivity and efficiency. While there are legitimate ethical and privacy concerns that need to be addressed, the key to successfully adopting AI in a nonprofit organization or small business lies in developing a clear strategy and vision, which includes upskilling staff.

Having spent my entire career of thirty years in technology, I have always been enthusiastic about exploring, learning, and sharing knowledge about new technologies. It has been quite some time since I have been as excited about a technology as I am about Generative AI. While I understand that some individuals may feel skeptical, apprehensive, or intimidated by AI, I encourage you to give it a try if you have not done so already.

AI Note Taking Companions (Teams, Otter.ai, etc.) can save up to

90%

OF TIME COMPARED TO MANUALLY TAKING NOTES

Writing first drafts (an outline, summaries, emails) can reduce up to

70%

OF TIME WHEN USING AI

1 - PRODUCTIVITY

Artificial Intelligence is...

REVOLUTIONIZING

AUTOMATION,

driving nonprofits with

DATA-DRIVEN

FUNDRAISING,

and helping create

EFFECTIVE & SECURE

TAILORED SOLUTIONS.

Let's talk about the three Ps of AI, starting with Productivity. Artificial Intelligence (AI) has the potential to revolutionize the way nonprofits operate, significantly increasing their productivity and impact. One of the primary ways AI can enhance productivity is through automation. By automating routine tasks such as scheduling, data entry, and reporting, AI can free up valuable time for nonprofit staff, allowing them to focus on more strategic and mission-critical activities. As an example, AI-tools can streamline volunteer management by matching volunteers with opportunities based on their profiles, making the process more efficient and productive.

AI can also play a role in fundraising efforts. By analyzing donor data, AI can personalize campaigns and predict donor actions, leading to increased donations. AI-powered chatbots and virtual assistants can interact with donors, answer questions, provide updates on projects, and even send thank-you messages, enhancing donor engagement and relationships[1]. Additionally, AI can help nonprofits track and evaluate the results of their programs, providing data-driven insights that can be used to make improvements and demonstrate impact to stakeholders.

Furthermore, AI can assist nonprofits in customizing their programs and services. By using data and feedback, AI can tailor interventions to meet the specific needs of the communities they serve, ensuring that their efforts are both relevant and effective[1]. AI can also assess risks related to funding, regulation, or security, helping nonprofits manage potential challenges more proactively.

THE STATS

THE FOLLOWING INFORMATION WAS PULLED FROM CHATGPT:

2/3

Approximately **two-thirds of nonprofits** report using either traditional or generative AI, primarily for supportive tasks.

CANDID BLOG

41%

41% of nonprofits believe that AI could significantly benefit their operations, with 36% anticipating a direct impact on their fundraising strategies.

NP TECH FOR GOOD

60%

60% of nonprofits have a level of mistrust for AI systems

(BLOOMERANG, AI EQUITY PROJECT 2024)

50%

Nearly **50% of organizations** are currently experimenting with AI technologies.

NAPCO NETWORK

There are so many different AI tools that nonprofits can leverage for productivity. I would like to share a list of some of the most common tools that nonprofits are exploring or using. For my daily use of AI, I tend to use Microsoft Copilot and ChatGPT, with sometimes using Google Gemini for image creation. Choosing the right AI tool depends on your organization's needs and goals. How to choose the best tool(s): Identify your needs/use cases, research tools, evaluate and test them out, and, most importantly, train your staff.

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GENERATIVE AI TOOLS THAT NONPROFITS CAN LEVERAGE, INCLUDING SUMMARIES AND COST DETAILS:

TOOL	SUMMARY	COST
Microsoft Copilot	Integrated AI for Microsoft Office 365 apps to enhance productivity	Included in Microsoft 365 plans; Copilot Pro can be added for $25.50/month/user (this includes nonprofit discount of 15%)
ChatGPT	AI-powered chatbot for drafting text, brainstorming ideas, and automation	Free for basic use; Pro at $20/month
Google Gemini	AI assistant for text generation, research, and integration with Google tools	Free (integrated with Google Workspace)
Claude	AI assistant specializing in text analysis, summarization, and content generation that offers large-context capabilities for document reviews	Free for basic; Pro plans vary, starting at $12/month
Jasper AI	AI content creation for social media, blogs, and marketing materials	Plans start at $39/month
Canva Magic Write	AI content writing for presentations, designs, and social media posts	50 free uses/month with free plan; Paid plans include 500 inquiries/month
Grammarly	AI-powered grammar, tone, and clarity improvements for text	Free; Premium starts at $12/month
Runway	AI video editing and content generation for multimedia campaigns	Free for limited use; Pro starts at $12/month
Otter.ai	AI transcription and meeting note creation for webinars and meetings	Free basic; Pro starts at $8.33/month
Notion AI	AI assistant for project management, note-taking, and content creation	Free for basic use; $10/month for premium AI
Descript	Audio and video editing with AI-powered tools for podcasts and videos	Free for basic use; Pro plans at $12/month
Hootsuite Amplify	AI social media management and scheduling	Free for limited; Pro plans at $99/month

***I created this matrix with ChatGPT in ten seconds, it took me 45 minutes to research each tool to verify pricing was correct. 97% accuracy.*

IN SUMMARY,

AI offers a multitude of productivity benefits for nonprofits, from automating administrative tasks to enhancing donor engagement and customizing programs. By leveraging AI, nonprofits can operate more efficiently, make data-driven decisions, and ultimately increase their impact on the communities they serve.



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2 - PRIVACY

Navigating AI Privacy: Key Considerations for Nonprofits

"BIAS IN AI SYSTEMS DOESN'T BEGIN WITH THE MACHINE — IT BEGINS WITH US."

— Joy Buolamwini, founder of the Algorithmic Justice League (Featured in the documentary Coded Bias)

"TRANSPARENCY IN AI ISN'T JUST A TECHNICAL REQUIREMENT — IT'S A MORAL IMPERATIVE."

— Common theme in AI ethics literature, notably in IEEE and OECD guidelines

Through many conversations with nonprofit leaders, I find that there are always concerns that come up around privacy, ethics, and security when we are talking about the use of artificial intelligence. Comments like "I'm afraid my organizational data will end up on a random AI machine somewhere" or "How do I obtain help from an AI tool for writing a grant without the grant information I'm putting together being seen by others?". These are viable questions to ask and some of the answers, in my experience, lack clarity.



Overcoming Key Risks Examples

BIAS, MISUSE OF PERSONAL INFORMATION, LACK OF TRANSPARENCY, AND CYBERSECURITY

BIAS

Bias in AI can happen for many reasons, such as the data used to train the AI, the way the AI is designed, and the human input involved. This bias can lead to unfair results and worsen existing inequalities. For example, if an AI learns from historical data that has societal biases, it might produce biased results that are unfair to certain groups of people. To reduce these risks, it's important to use diverse and representative data, regularly check AI systems for bias, and ensure transparency and accountability. Training employees in ethical AI practices and promoting a culture of awareness can also help make sure AI tools are used fairly and responsibly.

PERSONAL INFORMATION

It is important to avoid using personal information when utilizing AI tools. Personal data is sensitive, and its misuse can result in privacy breaches, identity theft, and other security risks. When integrated into AI systems, personal information may become vulnerable to unauthorized access and exploitation. For small businesses and nonprofits, examples of personal information that should not be entered into AI tools include employee social security numbers, client contact details, personal health information, financial records, and any confidential project data. By avoiding the use of personal information, organizations can ensure trust and demonstrate their commitment to responsible AI practices.

TRANSPARENCY

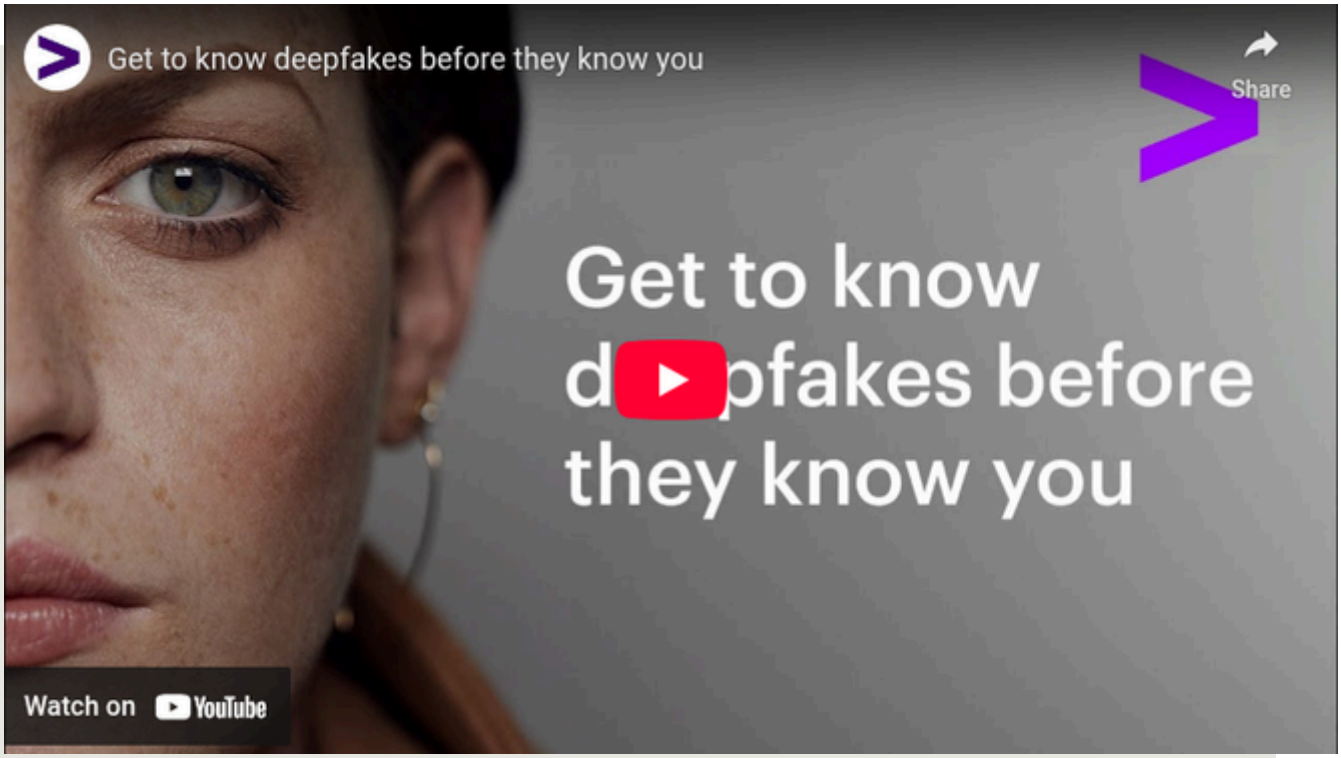
Transparency is very important for nonprofits because it helps build trust and shows that the organization is responsible. For example, if a nonprofit uses AI to look at donor data or improve its fundraising, it's important that everyone knows how the AI makes its decisions. This means sharing how the AI works and where the data comes from, so others can check and understand it. Being open like this helps prevent misunderstandings and shows that the nonprofit is fair and honest. For instance, if an AI is used to decide how to give out resources, the nonprofit should explain how the AI decides who gets what, making sure the process is fair. This honesty not only protects the nonprofit's reputation but also follows ethical guidelines and laws, making sure everyone trusts the organization and its use of AI.

CYBERSECURITY

Cybersecurity risks related to AI can be serious, especially for those new to the technology. AI systems can be targeted by hackers who may try to manipulate AI to produce wrong results or steal sensitive data. A couple of examples of AI related cyber risks: cybercriminals might introduce malicious data into an AI system, causing it to make harmful decisions and they are also using AI to create malicious phishing emails in a more efficient way. Most recently, Deepfakes, which use AI to create realistic but fake images or videos, are another significant threat. These deepfakes can be used to spread misinformation, damage reputations, or commit fraud by impersonating individuals. To mitigate these risks, organizations should implement strong security measures like regular software updates, use encryption to protect data, and conduct frequent security audits to identify and fix vulnerabilities. In addition, training staff on cybersecurity best practices and monitoring AI systems for any unexpected behavior can help keep AI applications safe and secure.

LEARN

VIDEO AND DEEPFAKE TOOL KIT CREATED BY ACCENTURE



CLICK HERE TO WATCH

VISIT HTTPS://FIRSTAI-IDKIT.COM/LEARN#MEETYOURDIGITALMAKER

SCAN TO WATCH ON A MOBILE DEVICE:

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3 - PROMPTS

The Art of the Ask: Crafting Effective Prompts in AI

The key to effective use of AI is in what is referred to as Prompt Engineering. Prompting or Prompt Engineering in AI refers to the process of guiding an AI system's responses by providing specific instructions or questions. The more specific the ask, the better results you will receive. Well-crafted prompts can enhance the accuracy and relevance of the AI's output, ensuring that it aligns with the user's needs and expectations. In my research and experience, I find that prompting is a learned process through trial and error. Think of AI as a conversational tool. When you are having a conversation with a co-worker to gather information on a specific need, you would give as much detail as possible to gain an accurate response. It's same with "talking" to AI.

BASIC PROMPT EXAMPLES:

GRANT WRITING:

"Can you help me draft a grant proposal for an environmental project?"

EVENT PLANNING:

"Can you help me create a checklist for planning a charity event?"

COMMUNICATION AND DONOR STEWARDSHIP:

"Can you help me write a thank you letter to our donors?"

RESEARCH:

"What are some effective fundraising strategies for nonprofits?"

BUDGETING:

"Can you help me create a simple budget template for a nonprofit?"

VOLUNTEER MANAGEMENT:

"Can you help me write a volunteer recruitment email?"

Recently, I was working with an Executive Director on reviewing a grant application for a capitol project. There were a couple of questions on the application that were asking about sustainability and environmental advantages that would come from funding the project. We were not quite sure how to answer these questions, so we decided to ask ChatGPT and we were amazed at the ideas that were suggested in forming our answer to these questions.

For this example, we created a very detailed prompt for ChatGPT. We wanted to make sure that we kept the prompt generic in the sense that it didn't include any personal identifiers. The prompt included the nonprofit's primary mission, who they serve, that we were applying for a grant for a capitol project and needed help with one of the questions.

THE PROMPT LOOKED SOMETHING LIKE THIS:

> "I am working on a grant proposal for a youth sailing nonprofit organization that's primary mission is to teach youth how to sail, which creates confidence on the water and off as well as building leadership skills. We need help forming an answer based on the project we are proposing to install a new floating dock with solar, and plant new mangroves to renourish the shore after erosion from past hurricanes. Then we added the question from the application by copying it and pasting it to the end of the prompt.

We received a very detailed output from ChatGPT. Next step was to summarize the output into 300 words or less.

NEXT PROMPT:

> "Can you create a summary of these details that are under 300 words?"

AI created the summary; we reviewed and gave it a few edits. AI saved us at least two hours by giving us a jump-start on thinking about ways to answer this difficult question.

IN CONCLUSION,

In conclusion, using AI has been a game changer for me and many others that work in the nonprofit space. It seems like we all are wearing many hats and not having enough time in the day to complete tasks. One of the most impactful use cases I've found with AI is when I'm trying to create something from scratch, like a scope of work or a policy. I'm staring at a blank page thinking about where to start. I go to my friend, Copilot or ChatGPT, and ask for help on my topic, goals, or outcomes. AI has not failed me yet, it always gives me a starting point which, again, saves me a lot of time. If you haven't already, give AI a try, you will see the magic and the time-saving it can provide you and your organization. I do want to reiterate the fact that responses from AI are not always accurate so please take the time to review accuracy and edit as needed before you share with others.



REFERENCES & RESOURCES:

- AI for Social Good Playbook
- Microsoft Copilot for research
- ChatGPT for research
- How ChatGPT can help support your mission
- AI Insights from Nonprofits
- Build your Generative AI Productivity Skills
- Prompt Templates for Nonprofits

MEET STEPHANIE



Stephanie McKee

CHIEF TECHNOLOGY THOUGHT PARTNER

Stephanie McKee is a dynamic and visionary leader, passionately committed to leveraging technology to drive positive change in the nonprofit sector. Stephanie's dedication and expertise have transformed the way nonprofits harness the power of technology to amplify their impact. With a solid background in business and technology, she has a keen understanding of the challenges faced by nonprofits, Stephanie has been instrumental in guiding Apparo to provide innovative technology solutions and strategic support to countless nonprofit organizations, empowering them to achieve their missions more efficiently and effectively.

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