

Apparo

AMPLIFYING
NONPROFIT
IMPACT

Leveraging GenAI: Empowering Nonprofits for Social Impact

We believe that technology
and passion can change the
world.

Speakers



Apparo
Stephanie McKee

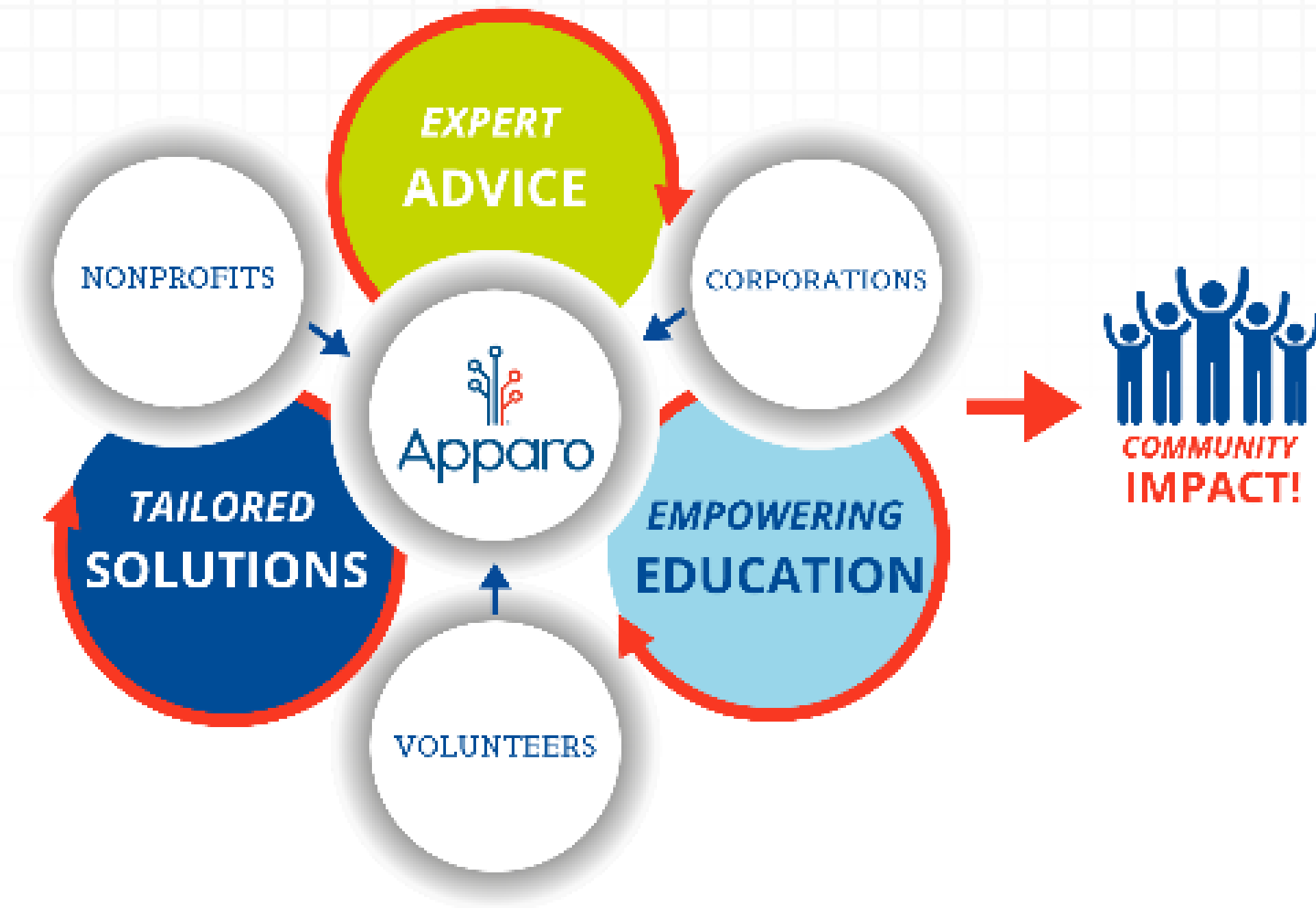


Apparo
Jennifer Ray



AI Consultants for Nonprofits
Shereese Floyd

Our Model Serves our Mission



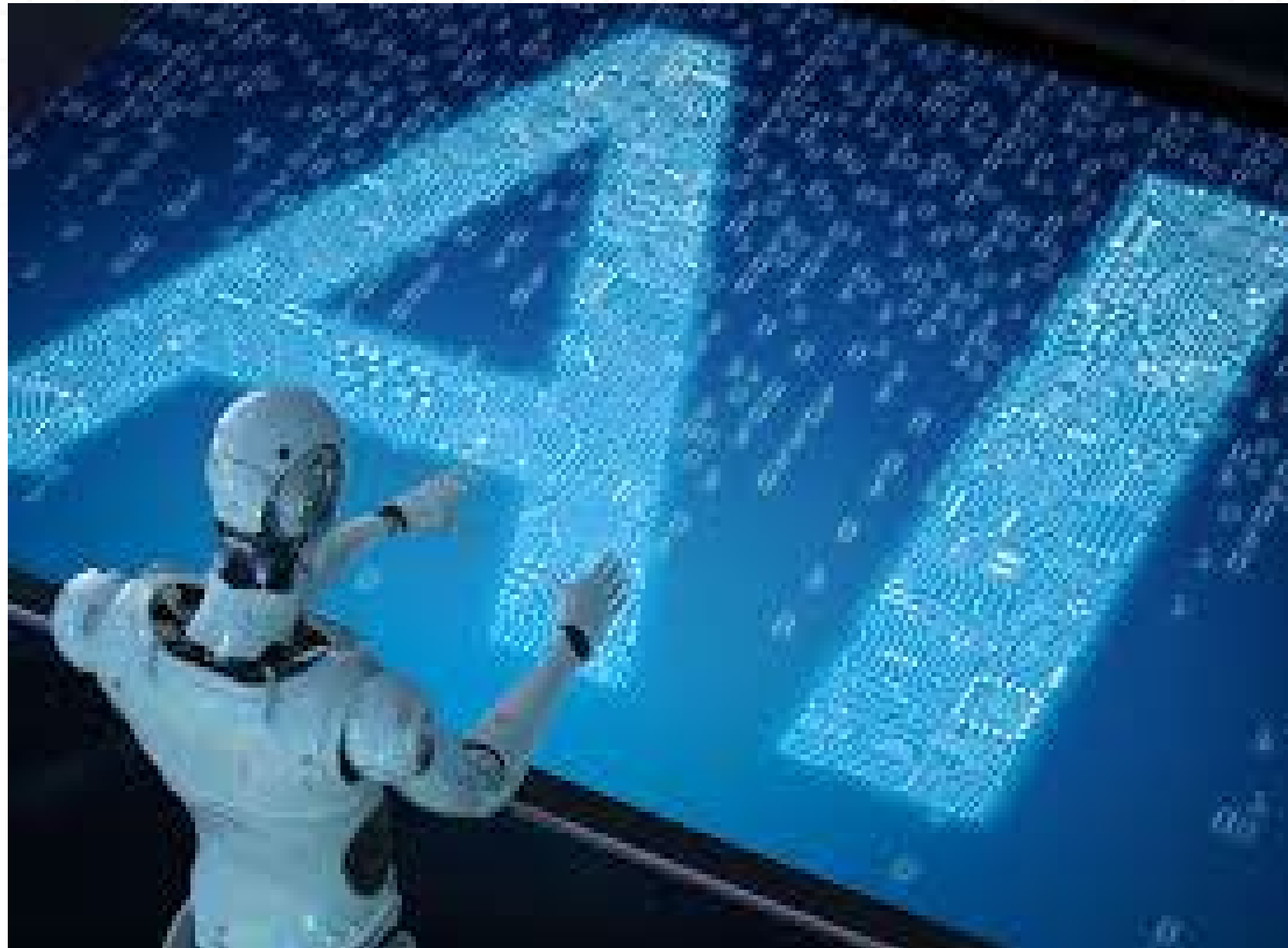
Our mission is to transform communities by connecting nonprofits to technology expertise and resources that amplify their impact.

Webinar Goal

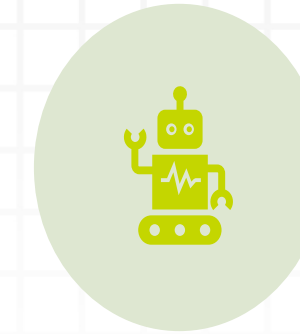


***Guide nonprofits
to harness the
transformative
power of AI***

Webinar Agenda



Overview of
Artificial
Intelligence



What can AI
help me with?



Practical Use-
Cases for
Nonprofits



Creating an AI
Strategy



Ethical
Awareness



Prompting

Poll



How many of you have concerns about using AI tools?

How many of you have already experimented with AI tools?

How long has AI been around?

Advanced Analytics (1945)

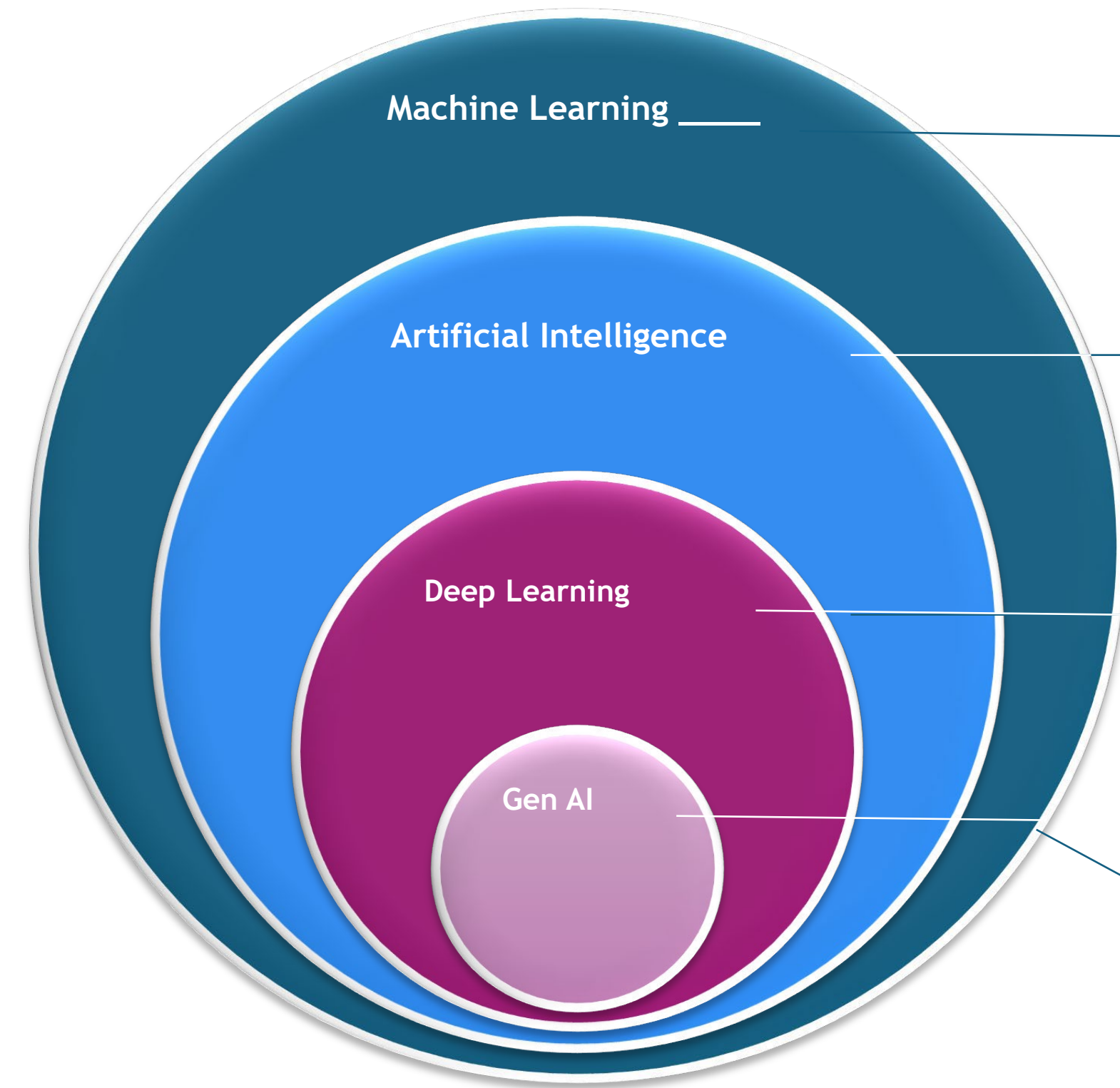
Artificial Intelligence (1956)

Machine Learning (1997)

Deep Learning (2017)

Generative AI (2021)

Defining AI Terms



Machine learning is a way of “learning” which enables a programmed application/algorithm to evolve. It takes what we see and converts it into numbers. The key is for the algorithm to learn similarity patterns from data for prediction and inference.

AI is the concept of mimicking human decision-making processes and performing complex tasks in a more human-like way than traditional computers.

Deep Learning is the subset of Artificial Intelligence that focuses on using complex, multi-layered neural networks to solve problems like facial recognition, self-driving, and Siri, GPS Maps

Generative AI is the relatively new subset of AI and Deep Learning that is capable of creating new content (text, images, video, code) based on patterns learned from very large datasets

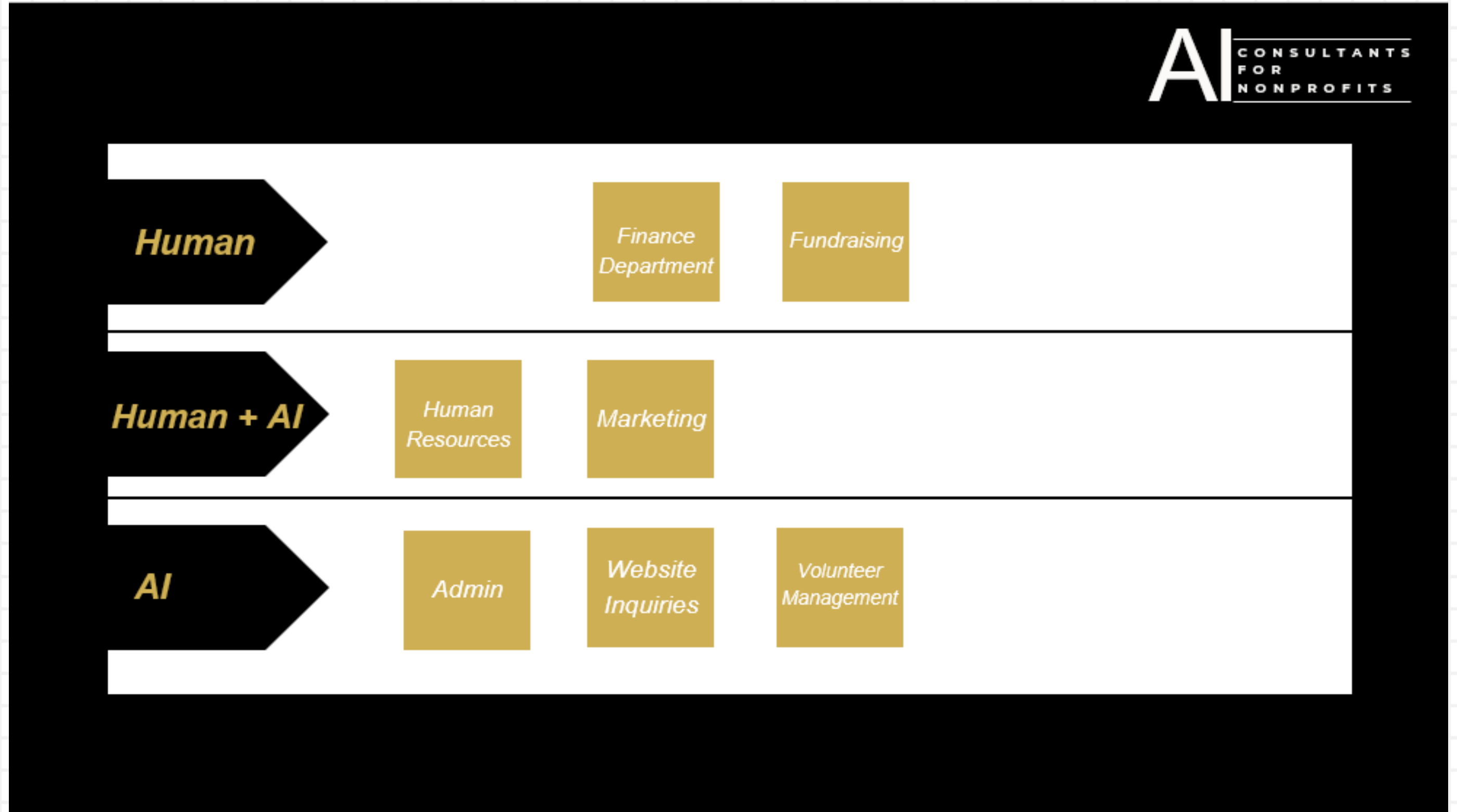
Creating an AI Strategy

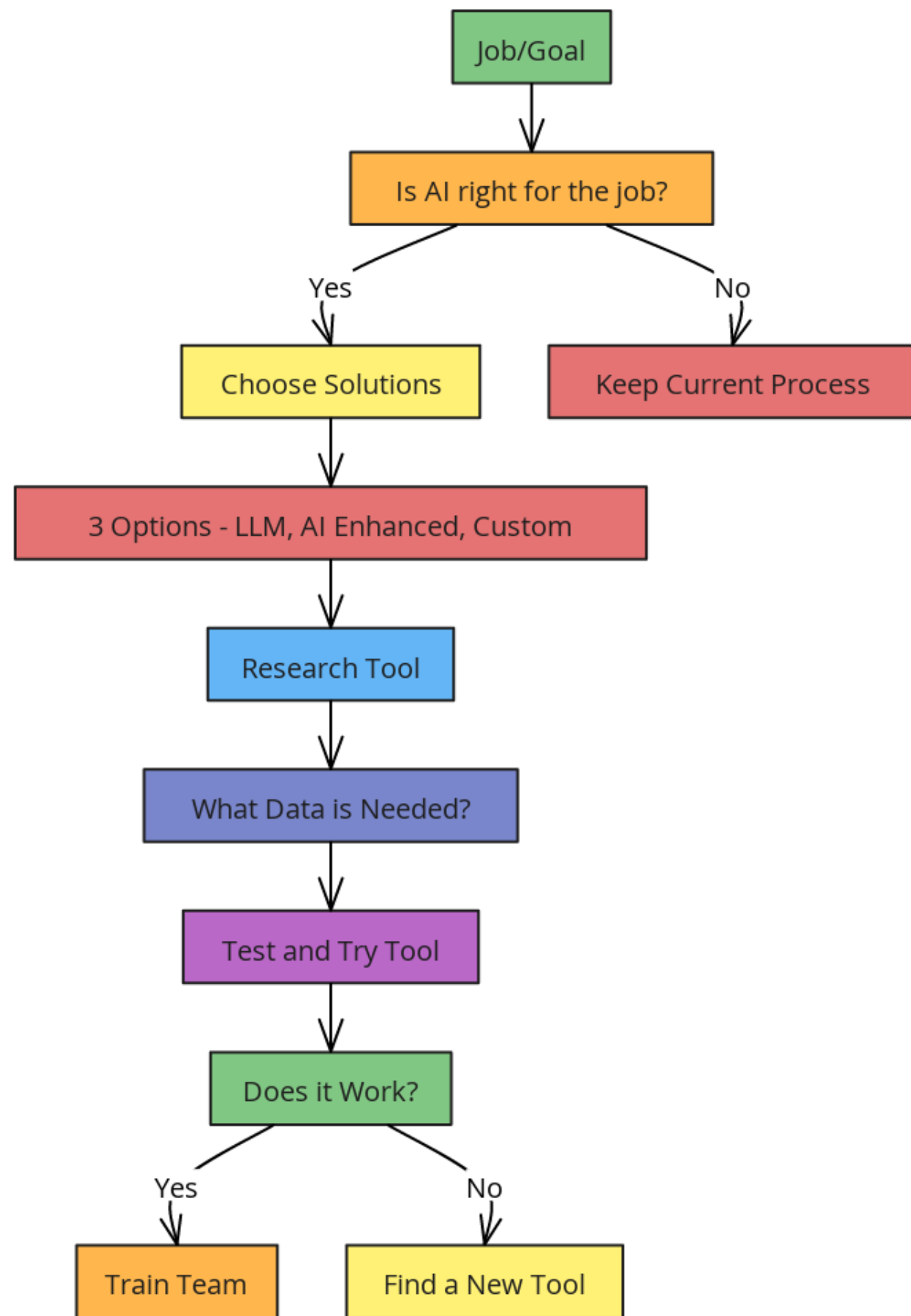
1. Take an AI Readiness Assessment
2. Follow an AI Readiness Checklist
3. Determine Use Cases
4. Determine AI Tools
5. Create an AI Policy
6. Implement AI Awareness Training
7. Stay Up to Date





**What part of the job will be human only?
What parts of the job will be human + AI?
What's parts of the org/job will be AI?**





AI Integration Flow Chart

Popular AI Tools



*** Generated by Copilot in less than 10 seconds **

What can AI help us with?

Meeting Recap

Data
Analysis/Formatting

Writing Assistant

Summarize content

Prioritize Tasks

Research

Image Generation

Translation

Conversation

Coding

Use Cases

- Summarize an email in Outlook
- Rewrite a paragraph, sentence, or document
- Create a marketing strategy



Writing a first draft:

Without Copilot:
14 minutes



With Copilot:
8 minutes

Summarize a meeting:

Without Copilot:
43 minutes



With Copilot:
11 minutes

Researching information:

Without Copilot:
24 minutes



With Copilot:
18 minutes

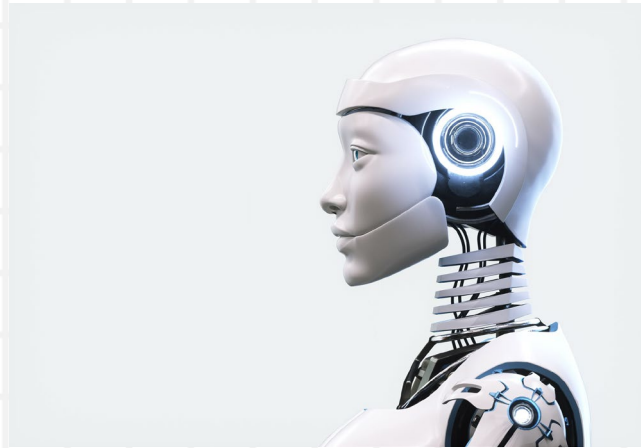
AI Prompting

Need	Prompt
Enhance Donor Engagement	Generate a personalized email for a donor who contributed \$100 to our recent campaign, thanking them and explaining the specific impact of their donation on the project
Grant Writing Help	Compose a detailed introduction for a grant proposal targeting childhood education programs, emphasizing our nonprofit's track record and alignment with the grant's objectives
Grant Research	Create a list of funders in Raleigh, NC that have assets over \$1 million
Volunteer Management	Outline a recruitment and scheduling plan for volunteers for our annual food drive, including roles, shifts, and skills required for each task
Marketing Strategy	Create a marketing strategy for nonprofit with limited budget
Operations	Create an AI Strategy for nonprofit
HR	Create a job description for director of fundraising for a nonprofit

Prompts are a key component of successfully using AI tools. They provide the AI system with guidance and background information that it uses to produce responses.



Prompting Examples



****All of this content was generated using Copilot**

Prompt = "create a list of effective prompts for copilot for a nonprofit"

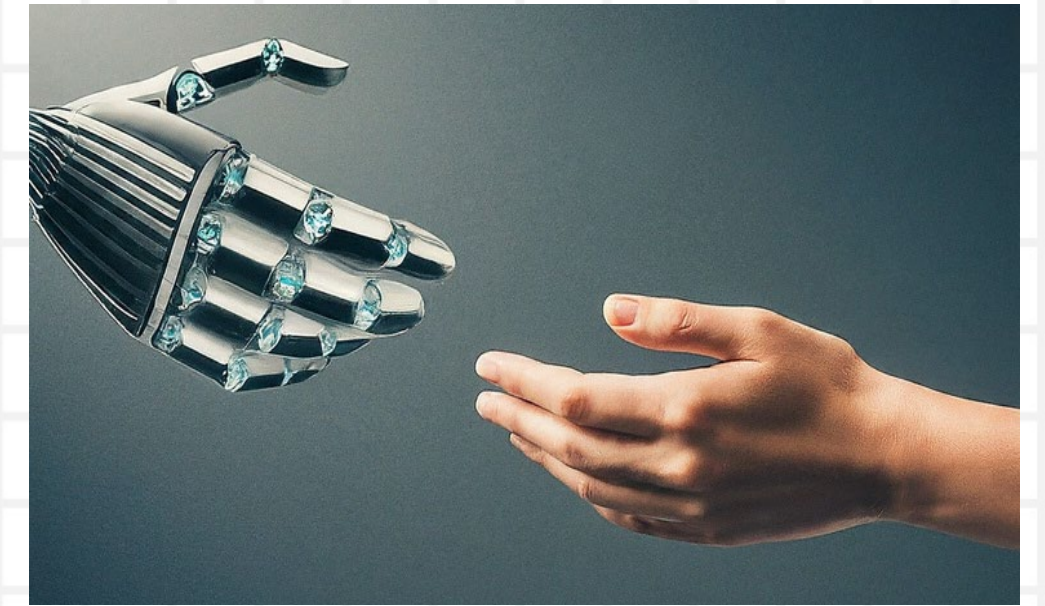
Absolutely, here are some effective prompts that a nonprofit organization can use when interacting with Copilot:

1. **Grant Writing:** "Can you help me draft a grant proposal for an environmental project?"
2. **Event Planning:** "Can you help me create a checklist for planning a charity event?"
3. **Donor Communication:** "Can you help me write a thank you letter to our donors?"
4. **Research:** "What are some effective fundraising strategies for nonprofits?"
5. **Budgeting:** "Can you help me create a simple budget template for a nonprofit?"
6. **Volunteer Management:** "Can you help me write a volunteer recruitment email?"
7. **Marketing:** "Can you help me draft a press release for our upcoming charity run?"
8. **Strategic Planning:** "Can you explain the steps in creating a strategic plan for a nonprofit?"

Remember, the more specific your prompt, the better Copilot can assist you. It's also important to note that while Copilot is a powerful tool, it's not perfect and may not always provide the expected output. Always review and verify the information provided.

Ethical Awareness

- Aligning with societal values and moral principles
- Diminishing negative impacts, upholding equity
- Reviewing and verifying that output is accurate



**Fairness
and Bias**

Transparency

**Privacy and
Data
Protection**

Hallucinations

Security and Privacy

- ❖ Provide AI Awareness Training to staff
- ❖ Always review the output for mistakes and untrue data
- ❖ Never enter confidential info (e.g. SSN, addresses, credit card info)

Implement an AI Policy to include these main categories:

Mission Alignment

Ethical Guidelines

Data Governance

Transparency

Bias Mitigation

Accountability

Human Oversight

Accessibility

Training

Improvement

Engagement

Revisions

Poll



How many of you have ideas for how AI can you save time?

AI for Social Good Playbook

AI for Social Good Playbook

A Resource Guide for Nonprofits & SMBs

Created by Stephanie McKee



Conclusion



**All images used in this Playbook were AI-Generated with Microsoft Copilot, Google Gemini, and OpenArt.*

To sum up, the AI strategy playbook demonstrates how artificial intelligence can transform our day to day lives. It offers a comprehensive framework for organizations to tap into the benefits of AI, enhancing innovation and productivity. By incorporating ethical principles and promoting a culture of constant learning, organizations can handle the benefits and challenges of AI. The playbook highlights the need for cooperation, flexibility, and strategic vision in using AI to improve efficiencies and simplify processes. Let's look forward to the journey ahead with optimism and excitement, ready to explore the opportunities that AI can provide.

Appendix

Examples of Prompting: Do's and Don'ts



Contextual Information: Start with a filler prompt or background information.

DO "Before we start, here's some context: We are preparing for a major fundraising event for repeat donors. Help me outline a plan for organizing and executing this event."

DON'T "Start planning the event"

Input Example:

Before we start, here is some context: We are preparing for a major fundraising event for repeat donors. Help me outline a plan to organize and execute this event.

Output Example:

Here's a structured outline to help you organize and execute your major fundraising event for repeat donors:

Pre-Event Planning

1. Define Objectives

- **Fundraising Goal:** Set a clear financial target.
- **Donor Engagement:** Enhance relationships with repeat donors.
- **Awareness:** Raise awareness about your cause.

2. Budget and Resources

- **Budget:** Outline venue, catering, entertainment, marketing, etc. costs
- **Sponsorships:** Seek sponsors to offset costs.
- **Volunteers and Staff:** Identify team members and assign roles.

3. Date and Venue

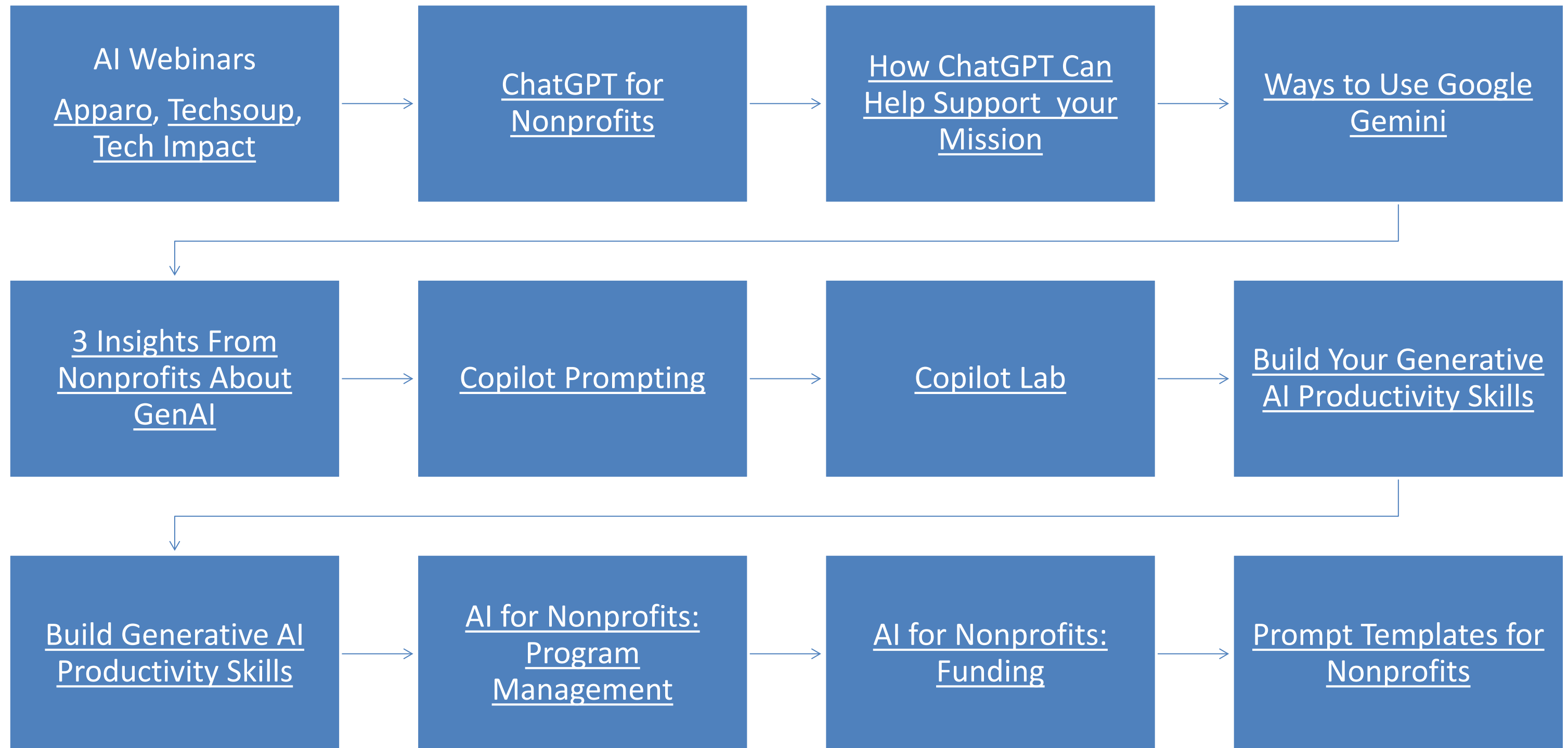
- **Date:** Choose a date that accommodates most donors.
- **Venue:** Select a venue that aligns with the event's theme and capacity needs.

4. Theme and Program

- **Theme:** Decide on a theme that resonates with donors and your cause.
- **Program:** Plan activities (e.g., speeches, auctions, entertainment).

5. Invitations and Marketing

Helpful Resources



Demo

- Create a social media post
- Create a marketing strategy
- Write a grant application
- Create an Acceptable Use Policy
- Bonus: If time permits



***AI Generated Image by ChatGPT*



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