



# Applications of AI in nonprofit



**Bhavani Kola**

**Dept-Chair 🪑 CS-IT**

**Tarrant County College**

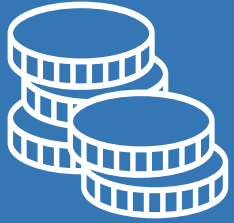
**Chair 🪑 -Keller Education Foundation**



# Other Gen AI Models

<b>Bard</b>	<b>Bing Chat</b>	<b>Gemini</b>	<b>Claude</b>	<b>Copilot</b>
Google LaMDA	Microsoft Prometheus	Google LaMDa PaLM	Anthropic Claude2	Microsoft OpenAI





Fund Raising



Relationships



Communication



Mission



Streamline



Millennials are **25.9%** of US population.

**40%** monthly giving program

**26%** gave tribute gifts.

**46%** donate to crowdfunding campaigns.

**15%** gave on #GivingTuesday 2017.

**16%** give through Facebook

**64%** volunteer locally, **9%** internationally.

**55%** attend fundraising events.

**11%** of total Giving

**84%** give to charity.



Gen Xers  
are **20.4%** of  
US population.

**49%** monthly  
giving program

**31%** give  
tribute gifts.

**45%** donate to  
crowdfunding  
campaigns.

**14%** gave on  
#GivingTuesday  
2017.

**19%** Facebook  
fundraising  
tools.

**64%** volunteer  
locally, **8%**  
internationally.

**56%** attend  
fundraising  
events.

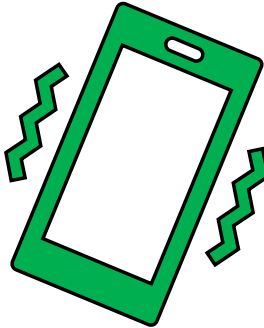
**31%** Email  
prompted online  
donations



Baby Boomers represent  
**23.6%** of the US  
populations.

**49%** monthly  
giving program

**41%** give tribute  
gifts.



**35%** donate to  
crowdfunding  
campaigns.

**15%** gave on  
#GivingTuesday  
2017.

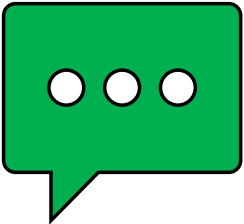
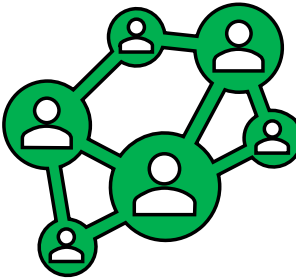
**21%** give  
through Facebook.



**71%** volunteer  
locally, 9%  
internationally.

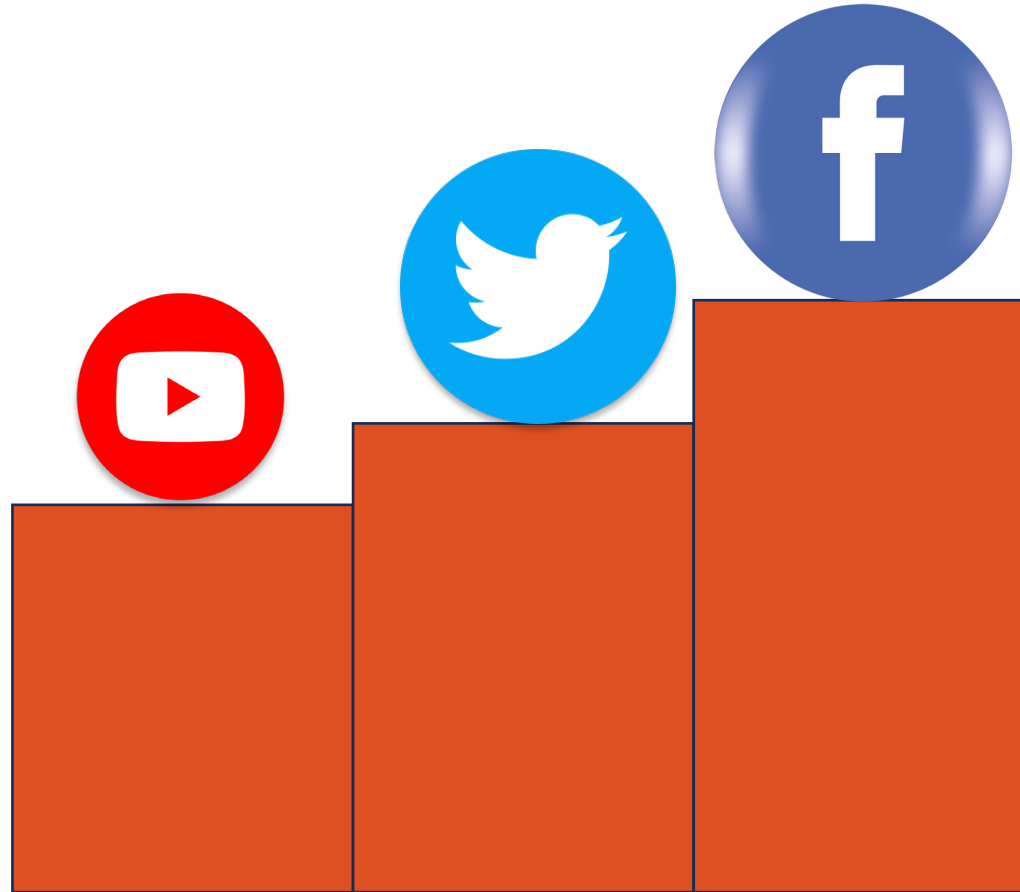
**58%** attend  
fundraising  
events.

**72%** of Boomers  
give to charity

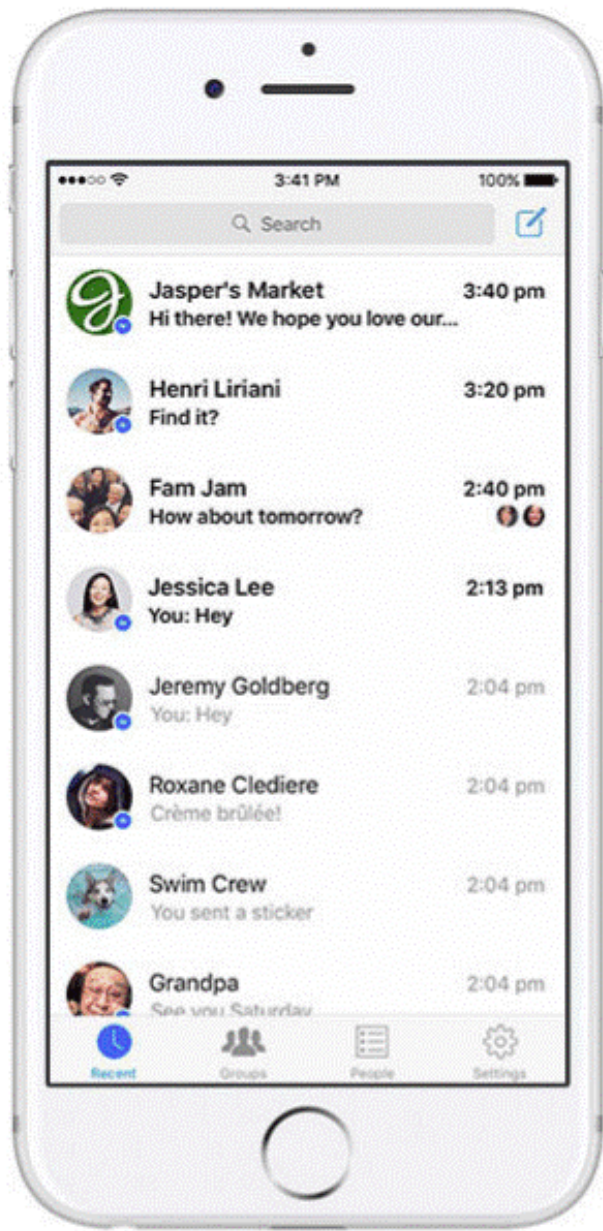


55% of people who engage with nonprofits on social media end up taking some sort of action.

59% of those people donate money.





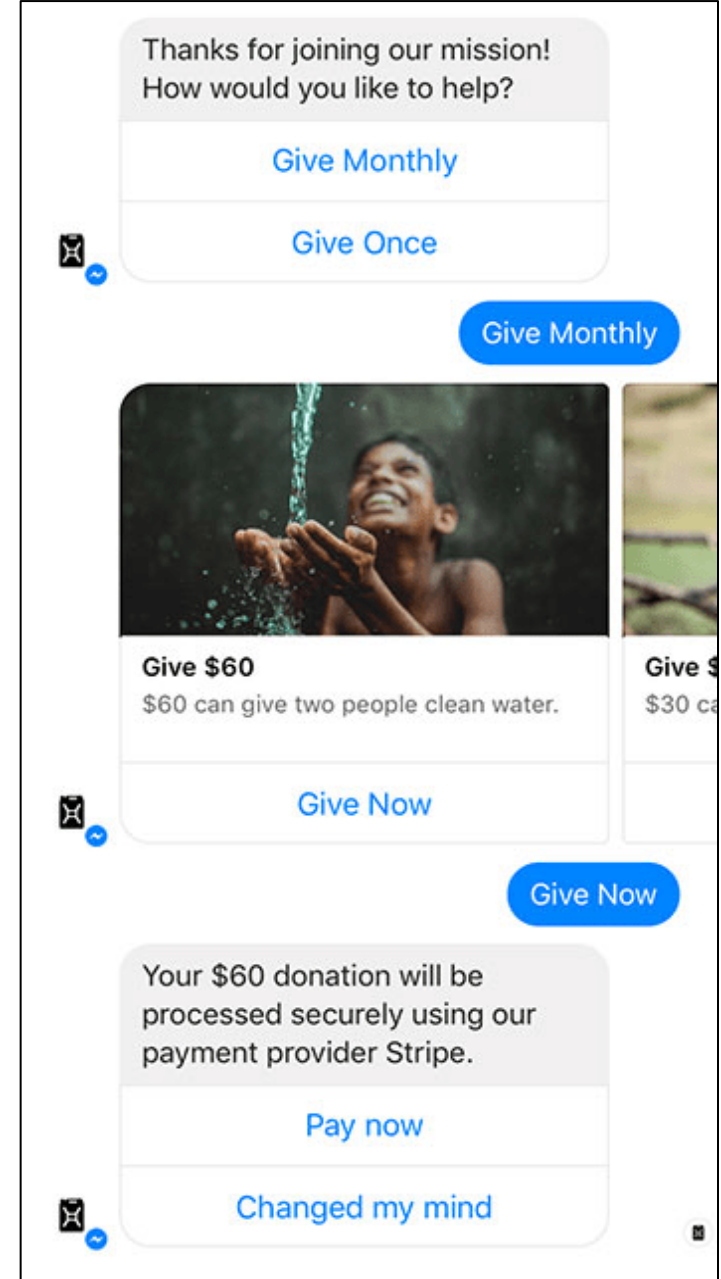


# Messenger Ads



# Lead to Conversion

[Source: \(businessinsider.com\)](https://www.businessinsider.com)



# Engage

## U-Report Global/Facebook

**U-Report Global** @ureportglobal

Home Posts Videos Photos About Community [Create a Page](#)

**YOUR VOICE MATTERS. JOIN THE U-REPORT COMMUNITY**  
**CLICK «SEND MESSAGE» TO REGISTER TODAY**

Like Follow Share ... [Send Message](#)

Write a post...  
Photo/Video Tag Friends Check in ...

**Posts**

**U-Report Global** October 17 · 🌐

U-Report24x7 Nigeria emergency response platform dedicated to young people & communities in North-East nigeria is 150,000 voices strong. The platform shares life-saving information in case of emergencies, e.g disease outbreaks. Bravo!

UNICEF UNICEFInnovation UNICEF Nigeria #UReport24x7

297 Views

**UNICEFInnovation** October 16 · 🌐 [Like Page](#)

150,000 strong voices on U-Report 24x7.

**Community** [See All](#)

[Invite your friends](#) to like this Page

89,261 people like this

90,647 people follow this

**About** [See All](#)

Typically replies within a day  
[Send Message](#)

ureport.in

Cause

[Suggest Edits](#)

**Page Transparency** [See More](#)

Facebook is showing information to help you understand the purpose of a Page, who created it and who they are trying to reach. To learn more, visit [facebook.com/transparentpages](#)

Page created - April 1, 2016

**Related Pages**

**UNICEF** Mahmoud Ahmed likes this Nonprofit Organization

**Manchester United** Leif Olsen likes this Sports Team

**UNICEF Africa** Nonprofit Organization

Hi there, Hola, Salut 😊  
Choose your language.  
Selecciona un idioma.  
Choisi ta langue.  
A = English  
B = Español  
C = Français  
D = Arabic عربي

[English](#) [Español](#) [Français](#) [عربي](#)

Type a message...



# Younger Audience



## Matt's Birthday Fundraiser for Save the Children UK

Fundraiser for Save the Children UK ✓ b...

\$2,648 raised of \$201



## Help Feed the Bahamas! Fundraiser for World Central...

Fundraiser for World Central Kitchen ✓ b...

\$212,891 raised of \$250,000



## Running4's Fundraiser for The Kids of St. Jude - #NYC50

Fundraiser for St. Jude Children's Resear...

\$175,125 raised of \$262,000



## Kelly Gross's 2019 PMC

Fundraiser for Pan-Mass Challenge ✓ by...

\$134,916 raised of \$120,000



Source: Facebook

# AI in Social media

The screenshot shows the Lately AI interface. On the left, there's a 'Manage Channels' sidebar with various social media accounts listed. The main area is titled 'Autogenerate Social Posts' and features a text input field with the URL 'demo.trylately.com/ai-video-clipping'. Below this, there are fields for hashtags '#videoclips, #savetime' and a dropdown menu set to 'Foundational'. A 'Bulk Schedule' section on the right allows users to set frequency (e.g., 'One per day'), time of day, and starting/ending dates. A 'Generated' section at the bottom shows a sample post: 'Turn Your Video Into DROVES of Social Posts. Jumpstart your organic content with dozens of automatically AI-tested, mini-movie trailers. demo.trylately.com/ai-video-clipping @designfrontllc #videoclips #savetime'. A 'Temporary Draft' is also visible at the bottom.

The screenshot displays the Sprout Social interface for a direct message conversation with Patrick Cutliva. The chat history shows a user asking for a ticket status and another user replying with a problem and a request for an Evernote agent. The interface includes a 'SEND CHAT' button and a profile card for Patrick Cutliva with statistics like 78,126 followers and 28,758 following.

Using Sprout Social, an Evernote agent seamlessly picks up the inquiry...

The advertisement for HubSpot Social Media Management Software features the HubSpot logo and navigation links for 'Software', 'Pricing', and 'Resources'. A prominent orange 'Get a demo' button is located in the top right. The main heading reads 'Social Media Management Software'. Below this, a testimonial states: 'Time-saving tools to help you prioritize your social interactions — so you can connect with the people who matter most.' A second 'Get a demo' button is positioned below the text. At the bottom, three bullet points with checkmarks list key features: 'Run all your social media campaigns from one central location', 'Never miss a mention, especially from people who matter most', and 'Attribute business value to social media'.

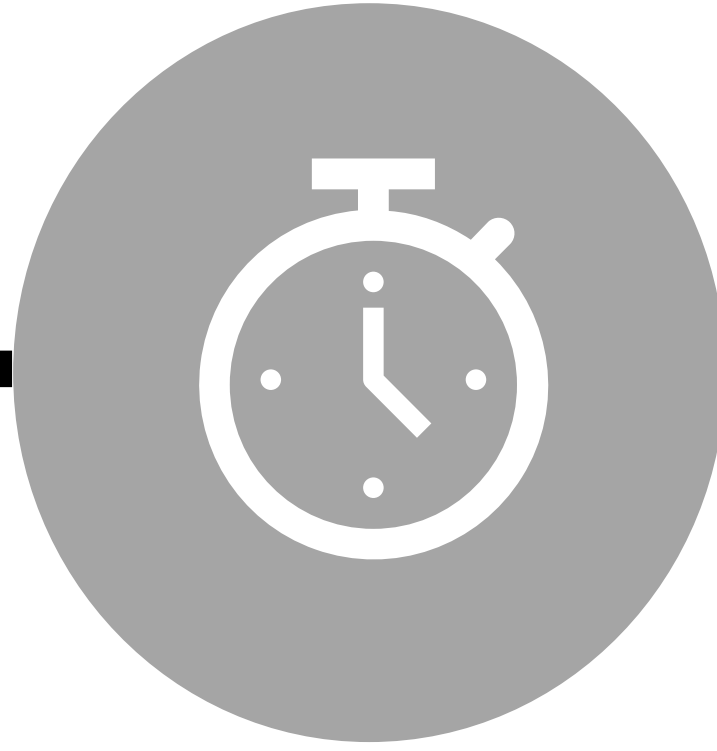


Sprout  
Social's

HubSpot | Software, Tools,  
Resources for Your Business



**REAL TIME**



**COLLECTS DATA**



**EXPAND OUTREACH INCREASE DONOR  
ENGAGEMENT**





# Examples of Chatbots

ManyChat

Entagi

Ochatbot

Botsify

Chatfuel

Chatbot.com



**42%**

of marketers say  
Facebook is important  
to their business.

**55%**

of people who  
engage with  
nonprofits on Twitter  
take an action.

**37%**

of nonprofits use  
Instagram to raise  
money and  
awareness.

**57%**

of who watch  
nonprofit YouTube  
videos go on to make  
a donation.

**51%**

of people who visit a  
nonprofit's website do  
so on a mobile device.

**25%**

of donors complete  
their donations on  
mobile devices.

**\$107**

the average donation  
size for text-to-  
donate fundraisers.

**1/4**

donors use mobile  
devices to discover  
nonprofits.





Donation Appeals

Social media post

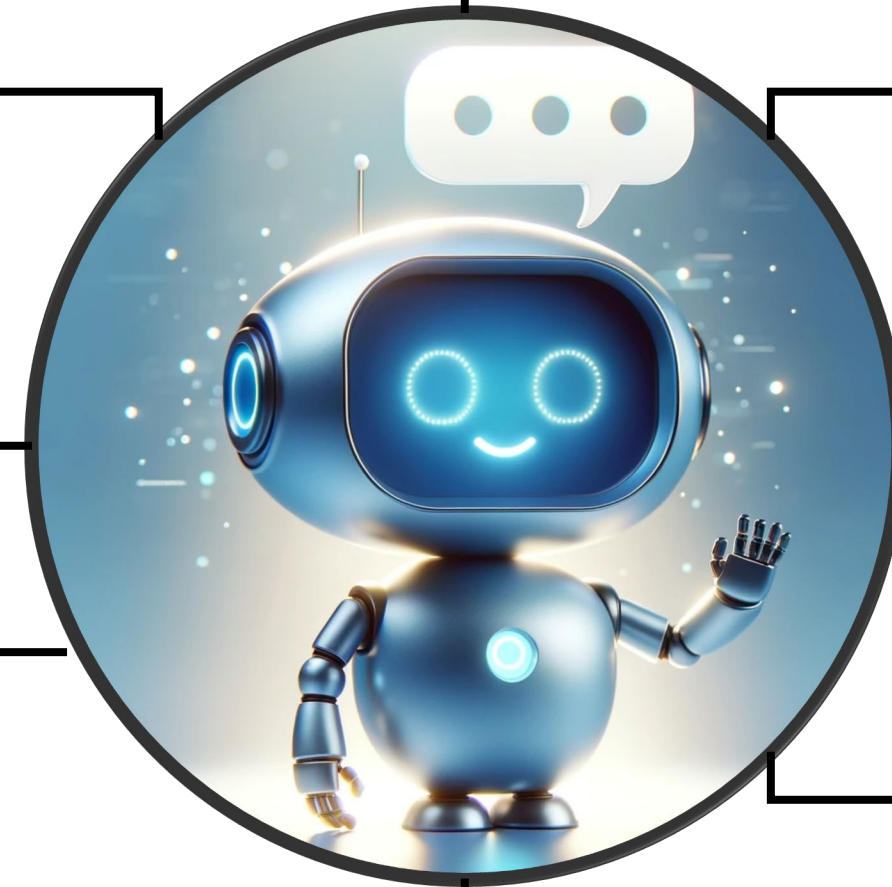
Engaging Board,  
volunteers

Promoting an Event

Emails

Grants Writing

Donor  
Communications



Thank you notes



**Start Small**

**Collaborate**

**Test First**

**Make Data driven decisions**

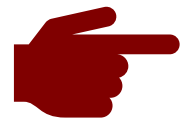
**Prioritize Ethics and Donor Privacy**



# OpenAI's 6 Strategies for writing prompts

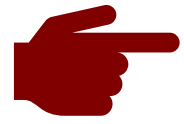
1. Write clear instructions
2. Use reference texts
3. Split complex tasks into sub-tasks
4. Give the model time to think
5. Use external tools
6. Test changes systematically





Include details in  
your query

Podcast Script: Length, subject  
and theme, audience, key  
topics, tone, call to action,  
format, structure



Ask the model to  
adopt a persona

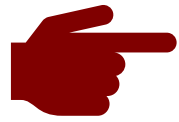
Non-profit: subject matter, level  
of engagement, how to respond  
to inquiries, inquiry types,  
reviewing responses






Use delimiters to clearly indicate distinct parts of the input

Summarize: put the text in “triple quotations” or [brackets] 



Specify the steps required to complete a task

Activity:  
First: Outcomes, community program  
Second: adapt it donors 



 Provide examples

Share examples of failures and successes



 Specify the desired length of the output

Video script: 2-minute  
Summarize text: 2 paragraphs





# Prompt Examples and Gpts

## Different GPTs

AI for Non-Profit Organizations GPT

<https://chat.openai.com/g/g-lfVnPKLU8-ai-for-non-profit-organizations-gpt>

Grant Writing & General Assistant for Non-Profits

<https://chat.openai.com/g/g-kXcpwjpw0-grant-writing-general-assistant-for-non-profits>

Fundraising Expert

<https://chat.openai.com/g/g-d18jifLD3-fundraising-expert>

## Example -1

Write a donation appeal to raise money for cats and dogs in Fort Worth, TX. It's extremely hot outside, and the animals are stressed.

Your target audience is students, teachers, and their parents from grades K-12.

The appeal should be compelling so that educators, parents, and students want to donate.

Suggest some fun ways to donate and to help the cause.

Make it creative and engaging by using emojis and provide at least 10 simple ways to donate.

## Example 2

We are having a fundraising gala on Jan 27th.

My goal is to raise 800K.

The community is full of small local businesses, and I would like to approach dentists and I would request them to donate to the foundation.

The recent budget cuts have impacted STEM students ESL students and special education students, especially in elementary schools.

I would like you to produce an e-mail to all the local dentists so they can help us raise the funds.

Make the letter so compelling that they cannot deny donation.

Also give them 10 various ways of donating so that they can help the cause do not forget to include that we are serving 43 different schools, 44,000 students 1000 teachers and we cover a 60-mile radius and the majority of our students are low-income students.



### **Example 3**

We are having a fundraising gala on Jan 27th.

We raised one million.

All the board members worked extremely hard, and their hard work paid off the gala was packed with people all the tables were completely full.

The DJ was extremely entertaining.

The decoration was the most beautiful decoration I have ever seen.

The gala chairs worked extremely hard and we are passionate about the community students and teachers.

The CEO has spent so many sleepless nights to make sure this event was beyond successful.

There was a smile on every attendee's face.

The auctioneer was nothing less than magic.

All the donated items were sold in silent auction.

Using all the above information I want you to compile a beautiful thankful e-mail to the board CEO gala chairs.

Make the e-mail fun, thankful empathetic and tell them how they are supporting the good cause!

### **Crisis**

I have a board member who has been not attending the board meetings, he skipped 3 board meetings and

He is a great passionate board member, but he doesn't respond to emails nor does he have time to dedicate to the foundation I would like you to compose an e-mail asking the board member if he has enough time to dedicate to the board and if he doesn't I would like him to withdraw himself from the board position

I would like you to be very diplomatic professional and make sure you thank him for his service.

### **Image example:**



As a data-driven storyteller, write a captivating blog post that highlights the positive impact of our nonprofit's work by showcasing a success story from the image attached.

### FUNDS RAISED

Gala	\$220,000
Golf	\$86,000
Employee Giving	\$21,000
Corporate Donors and Grants	\$50,000
Other Contributions	\$26,000
<b>Total Raised</b>	<b>\$403,000</b>

Can you make Bar Graph using the information in the image.

### Co-Pilot

Analyze grant data base and find the grants for my non profit organization.

Intent: Grants for STEM programs

We are K-12 educational Foundation.

We need grants up to 20K .

Our goal is have STEM labs in our school district.

### PDF Documents.

Analyze the board member job description and let me know if there are any questions I need to add or edit to make it according to the education foundation standards.

### **Creating Images**

A photo-realistic image of a crocodile with its head barely emerging from the water, capturing a precise moment where the crocodile's eyes are half-submerged. This unique perspective shows the eyes of the crocodile at the exact level where the water meets the air, allowing a split view of above and below the water. The underwater scene is crystal clear, illuminated by rays of sunlight that penetrate the water, making it glisten and highlighting the rich details of aquatic plants. The image is taken from the water level, emphasizing the crocodile's eyes and part of its body in a high-resolution, ultra HD, 4K quality. The ambiance suggests a serene yet wild aspect of the crocodile's habitat, showcasing the natural beauty of the aquatic environment.

A visually captivating photograph depicting a culturally accurate portrayal of a female African warrior adorned in traditional warrior attire and face paint standing confidently next to a majestic lion in the vast expanse of the African safari. The warrior should embody strength, grace, and resilience, while the lion should exude power and tranquility. The setting should reflect the rich and diverse landscape of the African plains, with elements of savannah vegetation and distant hills. Ensure the portrayal is respectful and celebrates the cultural heritage and natural beauty of Africa. Warm, earthy tones. Soft natural lighting with a touch of sunset colors.

An ultra-realistic 3D rendering showcases a Keyboard meticulously crafted entirely from prime cuts of steak, elegantly positioned on a polished wooden table. The camera angle provides a wide-angle view, capturing the entirety of the carnivorous masterpiece. Soft, diffused lighting bathes the scene, accentuating the rich textures and intricate marbling of the meat, while casting subtle shadows that add depth and dimension. The aroma of sizzling steak wafts delicately through the air, further enhancing the immersive experience for viewers, who find themselves irresistibly drawn into this visually stunning and gastronomically tantalizing tableau.

### **Example -Final.**

Write a formal invitation letter to potential donors for an upcoming gala aimed at raising funds for educational programs. The letter should address the recipient directly and explain the impact of their support on over 50,000 students and 2,000 teachers across 50 schools in 5 cities. The goal is to raise one million dollars to enhance programs in STEM, ESL, Fine Arts, and services for special needs students.

Include detailed descriptions of various sponsorship levels, each with a specific contribution amount and corresponding benefits:

#### 1. Presenting Sponsor - \$50,000

- Highlight this as the top-level sponsorship with the most visibility and exclusive benefits, including premier seating at the event and the opportunity to address attendees. Explain the strategic value of being the sole presenting sponsor.

#### 2. VIP Experience Sponsor - \$10,000

- Describe the targeted visibility and exclusive branding opportunities at VIP areas, emphasizing the premium status this sponsorship offers.

3. Entertainment Sponsor - \$10,000

- Mention the importance of sponsoring entertainment to enhance the gala's atmosphere, linking the sponsor's brand with joy and memorable experiences.

4. Dinner Sponsor - \$5,000

- Explain how this sponsorship enhances the culinary experience, associating the brand with hospitality.

5. Bar Sponsor - \$5,000

- Describe continuous exposure in a high-traffic area, linking the brand with social engagement.

6. Terrace Sponsor - \$5,000

- Emphasize the scenic setting and the relaxed backdrop this provides for networking.

7. Live Auction Sponsor - \$5,000

- Highlight the role of this sponsorship in enhancing the gala's fundraising efforts through a live auction.

8. Silent Auction Sponsor - \$5,000

- Focus on the excitement and competitive bidding experience this sponsorship brings.

9. Champagne & Diamonds Sponsor - \$5,000

- Link this sponsorship with luxury and high-value auction items.

10. Fund-the-Mission Sponsor - \$5,000

- Emphasize the direct support this provides to the gala's core mission.

11. Teacher of the Year Celebration Sponsor - \$5,000

- Describe how this sponsorship honors educational excellence.

12. Whiskey & Wine Pull Sponsor - \$5,000

- Mention the unique and enjoyable aspect this adds to the gala.

13. Dessert Station Sponsor - \$3,000

- Highlight the sweet enhancement this brings to the dining experience.

14. Floral Arrangement Sponsor - \$3,000

- Describe how this sponsorship beautifies the event, enhancing the overall aesthetic.

15. General Seating Sponsor - \$3,000

- Explain how this sponsorship provides comfort and enhances the guest experience throughout the event.

Conclude the letter by thanking the recipient for considering these opportunities and express eagerness to partner with them to support educational advancement. Include your contact details and the foundation's name for further engagement.