Nonprofits and Artificial Intelligence (AI) - Benefits, Uses, and Cautionary Tales

Deb Stuligross
Founder & CEO, StrefaTECH

November 6, 2023
A Bit About Me…

Technology
- Software startup
- Fortune 1000 IT
- Nonprofit Director of Technology
- Advisor to small/medium nonprofits

These days…
- Learning all I can about AI and mapping to nonprofit needs
- Advising nonprofits about “all things tech” (and lots of AI)
- Refining my viewpoints by the week!

Nonprofits
- Volunteer
- Staff member
- Board member & officer
- Advisor to small/medium organizations

… and launching StrefaTECH …
- Nonprofit initiative
- Share and teach nonprofit leaders
- AI, technology, and tools to succeed

StrefaTECH Article: Welcome to StrefaTECH

https://www.linkedin.com/in/deb-stuligross-7585231/
Want to continue the conversation?

Book a chat with me any time!

https://bit.ly/MeetWith Deb
How often do you use chatbots like ChatGPT, Bard, Bing either for work or personal use?

~2/3 not using chatbots regularly
Which chatbots have you tried, either for work or personal use? (Check all that apply)

- ChatGPT
- Bard
- Bing
POLL A: What’s the technology capability of your organization?

- We have an internal IT team (1+ staff)
- We have an outsourced IT team that helps with strategic issues (i.e., not just managed services)
- We have a go-to “techie” who’s responsible to help staff
- We have an “accidental techie” who sometimes lends a hand
- Each of us is on our own to find our way
Today’s Agenda

AI 101 - The Basics ... Generative AI Chatbots

Special Topic 1: Avoiding the risks of the bad & ugly of AI

AI 201 - Intermediate ... Specialized AI-Powered Applications

Special Topic 2: AI Acceptable Use Policy

AI 301 - Advanced ... A Sampling of AI Now and a Sneak Peek into the Future

Special Topic 3: Data Privacy

Next Steps ... 10 Things NOT To Do and 3 Things TO Do with AI
Preface your chat with “IDEA!”

Example:
IDEA! Translate videos to welcome unaccompanied minors to our program in their native language

<table>
<thead>
<tr>
<th>Department / Area</th>
<th>Use of AI</th>
</tr>
</thead>
</table>
| Development & Communications | • Write / improve personalized fundraising appeal letters, grant application materials, donor thank you letters, newsletter articles, annual reports  
|                          | • Create images for website, social media, publications, postings  
|                          | • Improve donor targeting  
|                          | • Find grant opportunities |
| Finance                 | • Automate handling of expenses  
|                          | • Generate financial report summaries for leaders, board, external communications |
| Human Resources         | • Write/improve job descriptions, postings  
|                          | • Create interactive policy/handbook chatbots  
|                          | • Draft employee surveys  
|                          | • Generate interview questions |
| Technology              | • Create how-to videos and documentation  
|                          | • Offer self-service help through chatbots |
| Programs                | • Translate materials  
|                          | • Summarize information about programs, policies |
| Leadership              | • Generate board orientation materials  
|                          | • Create board surveys |
Approach: User Stories

User story template - WHO, WHAT, WHY

Scenario:

- **As a ... [role - WHO]**
- **I want to ... [accomplish <x> - WHAT]**
- **So that ... [outcome - WHY]**
AI 101 - The Basics
Generative AI Chatbots
ChatGPT, Bing, Bard, Claude, ...
### What Is Generative AI (GenAI)?

<table>
<thead>
<tr>
<th>Generative AI</th>
<th>Algorithmic (Traditional) AI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creates content based on predictions (random)</td>
<td>Responds based on its programmed knowledge (predetermined)</td>
</tr>
<tr>
<td>“Learns”</td>
<td>Has a static “knowledge-base”</td>
</tr>
<tr>
<td>Can make things up (&quot;hallucinate&quot;)</td>
<td>Provides “just the facts”</td>
</tr>
<tr>
<td>Covers an almost unlimited set of topics</td>
<td>Is limited to the target information programmed by its designers</td>
</tr>
</tbody>
</table>

*Example Uses: ChatGPT, DALL-E, “Help me write” in Gmail, Grammarly*

*Example Uses: Amazon, Netflix, Spotify, Google Maps, Grammarly*
What Are GenAI Chatbots?

Apps based on generative AI large language models (LLMs) that:

- Understand natural language
- Respond in conversational language
- Remember what has been said – carry on a conversation
- Learn as the conversation unfolds

*Examples*: ChatGPT, Bing Chat, Bard, Claude, Pi
YOU: Write a prompt
Chatbot: Replies
YOU: Follow up
Chatbot: Replies
YOU: Follow up some more ...
Prompt 1: List 3 things I can do in Hartford in November with children under 16.

Reply 1:

1. **Visit the Connecticut Science Center** - This interactive museum has exhibits on space, the human body, physics, and more that would appeal to kids. They also have an IMAX theater.
2. **Take a holiday lights tour** ...
3. **See a show at the Bushnell Theater** ...

Prompt 2: Tell me more about #2, in particular can we just drive our car there?

Reply 2:

You can absolutely just drive your own car to see the holiday lights displays around Hartford rather than taking an organized bus tour. Here are some more details on driving yourself to the light displays:

- **Magic of Lights** - This drive-through holiday lights show is located at the Pratt & Whitney Stadium. It has digital LED light displays set to holiday music you listen to on your car radio. Tickets are $23 per car.
- **Elizabeth Park Holiday Light Fantasia** - ...
- **Holiday Light Safari** - ...
- Cruise neighborhoods like West Hartford, Glastonbury, and Simsbury to see homes decorated with impressive Christmas lights.
Chatbot Conversations - The Art of Prompting

1. Be clear and specific in your instructions.
2. Use conversational language—write your prompt as if you’re chatting with a colleague or friend.
3. Avoid ambiguous or open-ended questions.
4. Incorporate examples and scenarios.
5. Tell the chatbot about who they should be (“act as...”) and/or who the audience is.

Example (poor):
“Write a thank-you note.”

Example (good):
"Act as a compassionate nonprofit leader thankful for the unwavering support of donors. Draft a personalized thank-you note to Mr. John Doe, who recently donated $500 to our 'Bright Futures' campaign, which supports youth aging out of foster care. Mention how his donation is instrumental in providing life skills workshops for these young adults, setting them on a path towards self-sufficiency. Use a warm, appreciative tone reflecting our organization's gratitude."

One Useful Thing Article: Working with AI: Two paths to prompting
## GenAI Chatbot Comparison

*Disclaimer: My experience/opinions based on available capabilities circa October 2023*

<table>
<thead>
<tr>
<th>Feature</th>
<th>ChatGPT 3.5</th>
<th>ChatGPT 4 (Plus)</th>
<th>Bing Chat</th>
<th>Bard</th>
<th>Claude-2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Website</strong></td>
<td>chat.openai.com</td>
<td>chat.openai.com</td>
<td>bing.com</td>
<td>bard.google.com</td>
<td>claude.ai</td>
</tr>
<tr>
<td><strong>Developer</strong></td>
<td>OpenAI</td>
<td>OpenAI</td>
<td>Microsoft</td>
<td>Google</td>
<td>Anthropic</td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>Free</td>
<td>$20/mo</td>
<td>Free</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td><strong>Connected to Internet</strong></td>
<td>No - has info through January 2022</td>
<td>Yes with Bing Chat No for Default (has info through April 2023)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Image Generation</strong></td>
<td>No</td>
<td>Yes - DALL-E 3 with great custom prompting</td>
<td>Yes - DALL-E 3</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Document Analysis</strong></td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Image Analysis</strong></td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Strengths</strong></td>
<td>Well-known, very good writing, great conversation partner</td>
<td>Industry benchmark, many cutting-edge features, great conversation partner</td>
<td>Woven into Bing search, easy to use, cites sources</td>
<td>Woven into Google (&quot;SGE&quot;), cites sources</td>
<td>Ability to analyze huge inputs, excellent language translation</td>
</tr>
<tr>
<td><strong>Shortcomings</strong></td>
<td>Only useful for info through 2022</td>
<td>Cost, can be slow to respond</td>
<td>Responses tend to be terse</td>
<td>Seems to be more prone to hallucinate</td>
<td>Text only</td>
</tr>
</tbody>
</table>
Basics of Chatbots

User Story: Email Announcing Upcoming Event

Chatbots...

- Understand what you say
- Respond in conversation
- Carry on a dialogue and remember what you’ve both said
- Know about topics profound and mundane
- Are “always there”
Email Announcing Upcoming Event

Scenario:

- As a ... nonprofit organization Development staffer
- I want to ... get a lot of donors to come to our upcoming event
- So that ... our organization can deepen donor understanding of what we do, personalize donors to our staff, and ultimately increase donor revenues
As a nonprofit Development staffer, I want to get a lot of donors to come to our upcoming event so that our organization can deepen donor understanding of what we do, personalize donors to our staff, and ultimately increase donor revenues. Acting as me, draft an email message that will fulfill this scenario. Include a catchy but professional email Subject that will encourage the recipients to open the email and read the body of the email to fulfill our goals. I want a professional tone and a concise email.
Subject: Join Us for an Exclusive Evening: Unveiling the Heart of Our Mission

Dear [Donor's Name],

I hope this message finds you well. It’s with great excitement that I extend a personal invitation to you for our upcoming event: "Unveiling the Heart of Our Mission." As someone who has shown incredible support for our organization, we believe this evening will deepen your understanding of our work, provide a unique opportunity to connect with our dedicated staff, and ultimately contribute to our shared goal of making a difference in the lives of young adults who’ve experienced the foster care system.

Event Details:
Date: [Event Date]
Time: [Event Time]
Location: [Event Location]

This exclusive gathering will not only allow you to see the impact of your generosity firsthand but also connect with the faces behind the scenes—the individuals who work tirelessly to empower and uplift those in need. You'll have the chance to engage in meaningful conversations with our team, learn about our innovative initiatives, and witness the transformational power of your support.

We understand that donors like you are the lifeblood of our organization, and your involvement is crucial to our success. Your presence at this event will enable us to personalize our mission to your philanthropic vision and explore ways to further our partnership.

Please RSVP by [RSVP Deadline] to secure your spot at this special event. We have limited capacity, and we want to ensure you have the best experience possible.

RSVP Link: [RSVP Link]

Thank you for your unwavering commitment to our cause. We look forward to sharing this memorable evening with you and strengthening the impact we can make together.

If you have any questions or need further information, please don’t hesitate to contact me at [Your Contact Information].

Warm regards,

[Your Name]
[Your Title]
[Your Organization]

P.S. Your presence will be a testament to the positive change we can create together. We can’t wait to have you with us on this inspiring journey.
Dear [Donor's Name],

I hope this message finds you well. As a valued supporter of our organization, we are excited to extend an exclusive invitation to our upcoming event, where we aim to deepen your understanding of the incredible work we do, introduce you to our dedicated staff, and explore new avenues for collaboration.

**Event Details:**

- **Date:** [Date]
- **Time:** [Time]
- **Location:** [Venue]

This event offers a unique opportunity to connect with our team on a personal level and witness firsthand the impact of your generosity. Here's what you can expect:

1. **Get to Know Us:** Meet our passionate team members who are driving our mission forward. Learn about their experiences, the challenges they face, and their unwavering commitment to our cause.
2. **Immerse Yourself:** Experience our programs and initiatives through immersive presentations, real-life stories, and interactive exhibits. Gain a deeper insight into how your support directly influences positive change.

3. **Network and Collaborate:** Engage with like-minded individuals who share your passion for making a difference. Explore potential partnerships and innovative ways to amplify our impact together.

4. **Exclusive Insights:** Be among the first to hear about our upcoming projects and initiatives. Your feedback and ideas are invaluable to us, and we look forward to discussing how we can work together to achieve even greater success.

We believe that your presence at this event will not only strengthen our connection but also help us move closer to our shared goal of creating a brighter future for those in need. Please RSVP by [RSVP Deadline] to secure your place at this exclusive gathering.

To confirm your attendance or if you have any questions, please contact [Contact Name] at [Contact Email] or [Contact Phone Number].

Thank you for your unwavering support. Together, we can continue to make a lasting impact on the lives of those we serve. We look forward to welcoming you at our event.

Warm regards,

[Your Name]
[Your Title]
[Your Organization]

P.S. Your presence at this event is a testament to your commitment to positive change. We can’t wait to share this special evening with you.
Ask for Something a Bit Shorter...

That's great but just a little bit too long. Regenerate using the same general approach, including the numbered items, but shorten it slightly.

Subject: Join Us for an Exclusive Event!

Dear [Donor's Name],

We invite you to our upcoming event designed to deepen your understanding of our mission, introduce you to our team, and explore collaboration opportunities. Here are the details:

**Event Details:**

- Date: [Date]
- Time: [Time]
- Location: [Venue]

What to expect:

1. **Meet Our Team:** Get to know the faces behind our mission and their dedication to making a difference.
2. **Immersive Experience:** Explore our work through interactive exhibits and inspiring stories.
3. **Network and Collaborate:** Connect with like-minded individuals and discover how we can create a greater impact together.
4. **Exclusive Insights:** Be the first to hear about our upcoming projects and share your valuable input.

Please RSVP by [RSVP Deadline] to secure your spot. For confirmation or questions, contact [Contact Name] at [Contact Email] or [Contact Phone Number].

Your presence will amplify our impact. We can't wait to see you there!

Warm regards,

[Your Name]
[Your Title]
[Your Organization]
Copy, Paste, and EDIT to Make It Yours!
Limitations of Chatbots

User Story: Donor Profile

Chatbots...

- Shouldn’t respond to requests for objectionable information
- Shouldn’t generate objectionable information
- Sometimes won’t respond to benign requests
Donor Profile

Scenario:

- As a ... nonprofit organization Executive Director
- I want to ... know about a major donor’s background and interests
- So that ... I can find topics of common interest to discuss in our upcoming update call
As a nonprofit organization Executive Director I want to know about Deb Stuligross’s background and interests so that I can find topics of common interest to discuss in our upcoming update call. Tell me about her education, career, current professional status, family, hobbies, and interests.

Unfortunately I do not have enough specific information about Deb Stuligross to provide details about her background. As an AI assistant without access to personal details, I cannot make assumptions about an individual’s education, career, family, hobbies, etc. However, as the executive director of a nonprofit, some general tips for learning about a stakeholder’s interests during an update call include:

- Asking open-ended questions to learn about what motivates them, what they’re passionate about, and what they enjoy doing in their spare time. This can help identify shared interests or values.
- Listening for cues about their priorities, concerns, and goals based on how they speak about their work and life.
Chatbots …

- Sometimes conflate information from different sources
- Sometimes make things up
- Always sound confident

... and the various tools ...

- Can give different answers to the same question
- Vary in this area quite a bit!
Board Candidate Profile

Scenario:

- As a ... nonprofit Board Chair
- I want to ... know about a potential board member’s background and interests
- So that ... I can find topics of common interest to discuss
Sure, I can help you with that. Here is what I found about Deb Stuligross:

<table>
<thead>
<tr>
<th>Education: She holds a Bachelor of Arts degree in English from the University of California, Berkeley, and a Master of Arts degree in Nonprofit Management from the University of San Francisco.</th>
<th>WRONG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career: She has over 20 years of experience in the nonprofit sector, having worked in a variety of roles, including program manager, development director, and executive director. She is currently the Executive Director of the American Red Cross San Francisco Bay Area Chapter</td>
<td>WRONG</td>
</tr>
<tr>
<td>Current professional status: She is a highly respected leader in the nonprofit sector, and has been recognized for her work with numerous awards, including the Nonprofit Times Power 50 Award and the San Francisco Business Journal Women Who Mean Business Award.</td>
<td>WRONG (but I like the “highly respected” line!)</td>
</tr>
<tr>
<td>Family: She is married and has two children</td>
<td>WRONG*</td>
</tr>
<tr>
<td>Hobbies and interests: She enjoys spending time with her family, hiking, and reading.</td>
<td>Um yeah, but who doesn’t?</td>
</tr>
</tbody>
</table>
Chatbots As “Templates On Steroids”

User Story: Draft Job Description

Chatbots …

- Can understand a conversational description
- “Know” about many common types of documents
- Are great at revising their work patiently according to your whim
Job Description

Scenario:

● As a … Manager or HR staffer
● I want to … Write a job description that captures our culture, what we want in the staff member, and the key elements of job postings that applicants expect to see
● So that … Qualified applicants flock to our organization
Act as the Executive Director at a small nonprofit organization. Write a job description for a part-time administrative assistant. Use a tone that is professional but informal, encouraging go-getters to be interested in joining us.

- Searching the web for: job description for a part-time administrative assistant
- Generating answers for you...

As the Executive Director of a small nonprofit organization, you are looking for a part-time administrative assistant to join your team. The ideal candidate should be a self-starter who is detail-oriented, organized, and able to multitask.

Here is a sample job description that you can use as a starting point:

**Job Title: Part-Time Administrative Assistant**

**Job Summary:** We are seeking a part-time administrative assistant to join our team. The ideal candidate will be responsible for providing administrative support to the Executive Director and other staff members.

**Responsibilities:**
- Answering and directing phone calls
- Organizing and scheduling appointments
- Preparing reports and maintaining appropriate filing systems
- Creating and updating records ensuring accuracy and validity of information
- Sorting and distributing communications in a timely manner
- Completing a range of clerical tasks including managing calendars, sorting mail, or preparing invoices
- Providing real-time scheduling support by booking appointments and preventing conflicts

**Requirements:**
- Proven experience as an administrative assistant, virtual assistant, or office admin assistant
- Knowledge of office management systems and procedures
- Working knowledge of office equipment, like printers and fax machines
- Proficiency in MS Office (MS Excel and MS PowerPoint, in particular)
- Excellent time management skills and the ability to prioritize work
- Attention to detail and problem-solving skills
- Excellent written and verbal communication skills
- Strong organizational skills with the ability to multi-task

If you know someone who would be interested in this position, please feel free to share this job description with them. We look forward to hearing from you soon!

Learn more: 1. resources.workable.com  2. bing.com  3. indeed.com  +3 more
You might continue the dialogue...

- Add that the position is available November 1, salary is $20/hour, it's part-time 16-20 hours per week, and requires being on-site in our North Hills office.
- Change the proficiency to be Google Apps (Docs, Sheets)
- This is getting there, but is very vanilla. Rewrite it to sound much more exciting -- we need someone who will love this job!
Absolutely! Here's a revised job description that will make the right candidate excited to join our team:

**Job Title:** Part-Time Administrative Assistant

**Job Summary:** We are looking for a rockstar part-time administrative assistant to join our team! The ideal candidate will be responsible for providing top-notch administrative support to the Executive Director and other staff members.

**Responsibilities:**
- Answering and directing phone calls like a pro
- Organizing and scheduling appointments like a boss
- Preparing reports and maintaining appropriate filing systems with precision
- Creating and updating records ensuring accuracy and validity of information like a master
- Sorting and distributing communications in a timely manner with ease
- Completing a range of clerical tasks including managing calendars, sorting mail, or preparing invoices like a champ
- Providing real-time scheduling support by booking appointments and preventing conflicts like a superhero

**Requirements:**
- Proven experience as an administrative assistant, virtual assistant, or office admin assistant
- Knowledge of office management systems and procedures
- Working knowledge of office equipment, like printers and fax machines
- Proficiency in Google Apps (Docs and Sheets in particular)
- Excellent time management skills and the ability to prioritize work
- Attention to detail and problem-solving skills
- Excellent written and verbal communication skills
- Strong organizational skills with the ability to multi-task

**Additional Information:**
- The position is available starting from November 1st.
- The salary is $20/hour.
- The position is part-time, requiring 16-20 hours per week.
- The position requires being on-site in our North Hills office.

If you know someone who is passionate about providing exceptional administrative support, please feel free to share this job description with them. We can't wait to welcome the newest member of our team!
POLL B: What are your top concerns about using AI in your organization (check up to 3)?

- Opening us to legal action
- Having bias in our materials
- Making our writing more cookie-cutter
- Exposing our sensitive data
- Doing something that could harm our reputation
- Violating intellectual property/copyright protections
- Spreading wrong information
- We’ll become lazy
- Donors and others will perceive us as moving away from the important “human touch” that nonprofits offer
Special Topic #1
Avoiding the Bad & Ugly Risks
## 5 Risks and How To Avoid Them

<table>
<thead>
<tr>
<th>Risk</th>
<th>Mitigation Actions</th>
</tr>
</thead>
</table>
| Bias - text, images, videos       | ● **Up-front**: include instructions in your prompts, e.g., multiracial, balance of genders, regardless of demographics  
| generated perpetuating biases     | ● **Before publishing**: Review with a careful lens for your organization’s values! |
| that don’t represent your values   |                                                                                  |
| Falsehoods - information that’s   | Approach your AI-powered work with a journalist’s mindset.  
| untrue or misleading (“hallucinations”) | ● **Be Skeptical** … Think Critically  
|                                   | ● **Verify** and Cross-Reference                                                 |
| Copyright Violation - publishing  | Use chatbots that cite sources (e.g., Bing, Bard) if you’re in an area that may use something subject to copyright |
| text or images that are covered by copyright |                                                                                  |
| Data Privacy - exposing sensitive | We’ll cover this shortly as its own topic – it’s a biggie!                        |
| information                       |                                                                                  |
| Losing Touch                      | Use AI as an aid, not a replacement!                                             |
Soapbox

Publishing biased, incorrect, incomplete, or just plain dumb content is on **YOU**

**StreaTECH Article**: Think Before You AI: The Pitfalls of Automated Content Creation
AI 201 - Intermediate

Specialized AI-Powered Applications
New AI-Powered Apps

User Story: Managing Grant Application Content with Grantable

Specialized AI applications are starting to show up. For example, Grantable:

- Manages your grant content in reusable blocks of text
- Gives writing help from your materials or suggested resources
- Generates table of contents to help navigate what you’ve written
- Searches with smarts
Grant Content Management

Scenario:

- As an ... ‘accidental’ or ‘newbie’ grant writer (or grant-writing consultant)
- I want to ... write a grant proposal that builds on what my predecessors have done
- So that ... I create a proposal that tells the organization’s story accurately and requires very little correcting from colleagues
Executive Directors Chat: Working with a World-Class AI Grant Writing Assistant

Aretha Simons
Webinar Producer
08.08. 2023

TechSoup ED Chats - Highly Recommend!

This one discusses Grantable with its co-founder, Philip Deng (https://youtu.be/yD3h9xhhMWw)
Making Information Relatable

User Story: Creating FAQ and Quiz for Presentation

AI FAQ/Quiz tools ...

- Are ubiquitous
- Vary a LOT in price and capabilities
- Could transform deeper adoption of policies and training
FAQs / Quizzes

Scenario:

● As a … Presenter to the Hartford Community Foundation nonprofit audience
● I want to … Create some FAQs to show at the end of my talk
● So that … The major points are reiterated and we have some fodder for post-workshop discussion
Lots of Free Tools...
Create Your Own Chatbots

User Story - Chatbot for Complex HR Benefit Package

Special-purpose chatbots ...

- Bring stale or complicated info down to personal levels
- Provide much more reliable answers than general chatbots (e.g., ChatGPT)
- Promise to truly transform the actual adoption of and adherence to policies
Scenario:

- As an HR manager
- I want to Help other managers understand our new QSEHRA benefit
- So that They can better communicate with staff and candidates; and they themselves can feel more in tune with how it works
Free Chatbot Tools Abound

Approach:

- Compile relevant information into a PDF
- Upload to AskYourPDF
- Create a link to the “chat” (*Share*)
- Distribute the link
Text-to-Image Generation

User Story - Graphics for Event Promotion

Using text to image ...

The “Good”
- Lots of free tools (some with limits)
- Quick generation of variations
- No royalties for image use
- Variety of styles

The “Bad”
- Embedding text in images
- Giving you what you ask for
- Questions about mimicking style of living artists
- Time can fly (*much like searching for images on Unsplash, Pixabay, etc.*)!

The “Ugly”
- Bias
Image Generation for Event

Scenario:

- **As an** ... Event coordinator
- **I want to** ... Create a suite catchy images to promote our upcoming event on various media
- **So that** ... People who see our advertising immediately associate the post with us and our event
# Text-to-Image Is Everywhere!

<table>
<thead>
<tr>
<th>Feature</th>
<th>DALL-E 2</th>
<th>DALL-E 3 in ChatGPT Plus</th>
<th>DALL-E 3 in Bing</th>
<th>Midjourney</th>
<th>Canva</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>openai.com/dall-e-2</td>
<td>chat.openai.com</td>
<td>bing.com</td>
<td>discord.com</td>
<td>canva.com</td>
</tr>
<tr>
<td>Developer</td>
<td>OpenAI</td>
<td>OpenAI</td>
<td>OpenAI / Microsoft</td>
<td>Midjourney</td>
<td>Canva</td>
</tr>
<tr>
<td>Cost</td>
<td>Free</td>
<td>$20/mo</td>
<td>Free</td>
<td>$10/mo and up</td>
<td>Canva Free: 50 lifetime images</td>
</tr>
<tr>
<td>Image Generation Limits</td>
<td>50 credits initially, then 15 per month</td>
<td>50 images per 3 hours</td>
<td>50 images per 3 hours</td>
<td>Varies by plan</td>
<td>Canva Nonprofit: 500 images per month</td>
</tr>
<tr>
<td>Strengths</td>
<td>Easy to use</td>
<td>ChatGPT prompting is state-of-the-art and helps tremendously</td>
<td>Free</td>
<td>Cited as absolute best image quality</td>
<td>Easy to use if you're a Canva user</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DALL-E 3 images are fantastic … and it’s fast!</td>
<td>DALL-E 3 images are fantastic</td>
<td></td>
<td>Decent image quality</td>
</tr>
<tr>
<td>Shortcomings</td>
<td>Limited free credits. Images often awry (e.g., hands, text)</td>
<td>Just the cost!</td>
<td>Lacks the prompting of ChatGPT Plus</td>
<td>Awkward for casual users who aren’t comfortable with Discord</td>
<td>Image quality mediocre</td>
</tr>
<tr>
<td></td>
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<td></td>
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<td>Can be slow</td>
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</table>

Disclaimers: Information shares my perspectives, particularly on strengths and shortcomings. And, there are a LOT more text-to-image generators out there! I chose the ones gaining the great attention, particularly for casual image creators.
POLL C: What is getting in the way of your organization using AI more extensively (check up to 3)?

- Concerns about exposing sensitive information
- Concerns about other risks
- Learning it will distract from getting day-to-day work done
- It may become expensive
- We don’t want to be on the “bleeding edge” – need more understanding and confidence first
- Our staff can barely use the systems we have...
- It’s overwhelming – we don’t know where to start
- Our board / ED / CEO are unconvinced
Special Topic #2
AI Acceptable Use Policy
AI AUP: The Five W’s

**Why**: Always start with why ... in this case, inspire and warn

**Who**: A TEAM of...
- Leaders
- Staff
- Board rep
- An ‘expert’
- A champion
- A curmudgeon (or even a blocker)

**What**: Guidelines and Guardrails for systems and data (more on this...)

**Where**: Everywhere – all staff members, departments, communications channels

**When**: It’s never too late, but NOW is a good answer!
AI AUP: Resources

● Joshua Peskay LinkedIn article - Is it time for your organization to have an AI Acceptable Use Policy?
● Templates:
  ○ From Joshua Peskay’s article
  ○ Society for Human Resources Management (SHRM)
  ○ Workable.com
  ○ Nonprofit Accounting Basics

StrefaTECH Article: Take the Wheel: How to Steer Your Nonprofit’s AI Strategy
## Guidelines and Guardrails

<table>
<thead>
<tr>
<th>What’s safe:</th>
<th>What’s risky:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Editing your writing</td>
<td>1. Uploading protected or sensitive data</td>
</tr>
<tr>
<td>2. Generating new content</td>
<td>2. Pasting confidential information</td>
</tr>
<tr>
<td>3. Summarizing information</td>
<td>3. Sharing your account</td>
</tr>
<tr>
<td>4. Brainstorming</td>
<td></td>
</tr>
<tr>
<td>5. Creating images or videos</td>
<td></td>
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</tbody>
</table>
Soapbox

Create an AI Acceptable Use Policy that will **STICK**

*StrefaTECH Article: Take the Wheel: How to Steer Your Nonprofit's AI Strategy*
Please enter your questions
AI 301 - Advanced

The Start of a Really Promising Future
Video!

Video Creation and Editing, Language Translation ... and More ...

Join the TikTok Generation

- **LUMEN5**: Generate video on general topics using AI
- **GUIDDE**: Create “how-to” video demos
- **HeyGen**: Translate your videos into other languages
- **Bonjoro**: Not AI, but a really cool idea - send quick video acknowledging donors, ticket buyers, etc.

*StrefaTECH Article: Video Translation*

*StrefaTECH Article: Don’t Be Left Behind: AI Apps Are Transforming Nonprofits Now*
ChatGPT Plus
Advanced Data Analysis (ADA)

The Spreadsheet Whisperer

ChatGPT ADA with your spreadsheet can …

● “Fix” your spreadsheet as though you were an Excel expert
● Suggest fixes you might not have dreamed
● Answer your questions about the data in your sheets
● Tell you more that you should be wondering or understanding

However, it can’t …

● Change the oil in your car
● Diaper your baby
● Polish your toaster
● Iron your socks
StrefaTECH Article Series:
ChatGPT Advanced Data Analysis (“The Spreadsheet Whisperer”)

The Spreadsheet Whisperer
An Introduction to ChatGPT Advanced Data Analysis

Using The Spreadsheet Whisperer to Unearth Insights

Finding Needles In Your Data Haystacks
Using The Spreadsheet Whisperer to Summarize Info
Special Topic #3
Data Privacy
Considerations: AI Vs. “The Cloud”

Similar / Same Risks
- Malicious actors (hacks, breaches)
- Accidental account exposure
- Violation of regulations (e.g., HIPAA, GDPR)

AI-Specific Risks
- Exposure to others in benign use
- Misinterpretation due to AI ‘errors’
- So much easier to be lax

[Nonprofit Chronicle Article: How Nonprofits Can Use A.I. Well — and Avoid Pitfalls]
Legitimate “Nightmare” Scenarios
Soapbox

KISS
If you wouldn’t email it to the world, don’t upload it to AI!
Next Steps

Andiamo!
10 Mistakes NOT To Make With AI

1. Not trying it
2. Using GenAI like Google or web search
3. Stopping after one prompt
4. Not checking for hallucination and bias
5. Not admitting AI usage
10 Mistakes NOT To Make With AI

6. A fixed mindset / not being open to experimentation
7. Lack of persistence in learning how to work with the tools
8. Not using GenAI as a thought partner
9. Getting stuck in a rut
10. Not having fun and being open to learning along with the advancements
3 Things To Do RIGHT AWAY With AI

1. **Try it.** Today, tomorrow, every day. Over and over!
   - Draft or rewrite emails
   - Ask it questions … but verify the responses
   - Have conversations!

2. **Socialize it with your leadership and board**
   - Launch an AI Acceptable Use Policy Team

3. **Subscribe to StrefaTECH**
   - Free resources at [https://strefatech.substack.com](https://strefatech.substack.com)
POLL D: What’s your professional use of AI likely to look like in the next 6 months?

- Less than before
- About the same as I’ve been doing
- I’ll try a few new things
- I’m going to use it a lot more
- I’m the new AI champion
A Final Word

While you may be feeling drenched by the firehose of information about the potential and pitfalls of AI,

Don't Be Overwhelmed!

Take a first step, then another, then another!
Deb Stuligross
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debstuligross@gmail.com

https://strefatech.substack.com

Want to continue the conversation?
Book a chat with me any time!

https://bit.ly/MeetWithDeb