



# **Using AI to Leverage Your Organization and Increase Fundraising**



# DARREN PORT

## CEO & FOUNDER, POWERED BY PROFESSIONALS

[darren@poweredbyprofessionals.com](mailto:darren@poweredbyprofessionals.com)

With over 25 years experience in fundraising and event management, corporate sponsorship solicitation, board/membership development and public speaking, Darren has helped to launch over 14 local and national charitable organizations while elevating and expanding hundreds more.

Under Darren's leadership, Powered by Professionals has raised donations totaling more than \$250 million for their charity partners.



Nonprofit Fundraising  
and Events Since 2002



# Nice to meet you.



Joshua Peskay  
3CPO

[joshua@roundtabletechnology.com](mailto:joshua@roundtabletechnology.com)



RoundTable Technology is a strategic IT services partner who works with nonprofits to help them leverage technology to fulfill their mission.

We understand what it's like working with limited resources, budget, and people. We also have a passion for nonprofits. That's why we only hire personnel that are themselves driven by serving those who serve.

We work directly with over 200 nonprofit organizations and have served thousands in service of our mission of ensuring nonprofits have the technology they need to effect change.

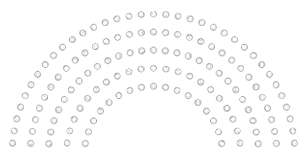


Channel Futures.  
Leading Channel Partners Forward

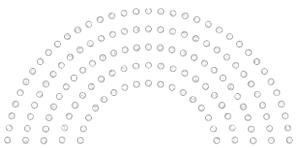
MSP 501  
WINNER



**Would you get  
on the ship?**

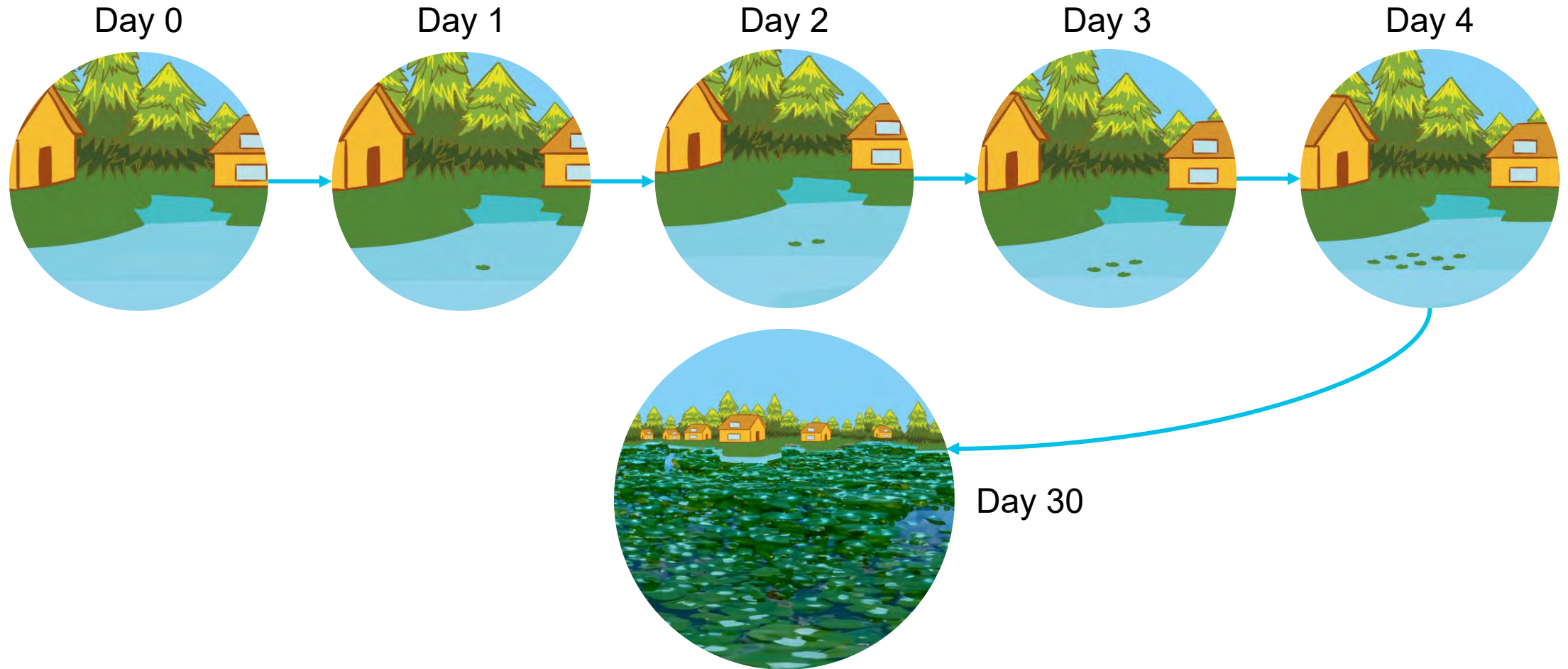


# What can lily pads teach us about AI?





# Exponential growth path for AI





**On what day is the lake  
half-full?**

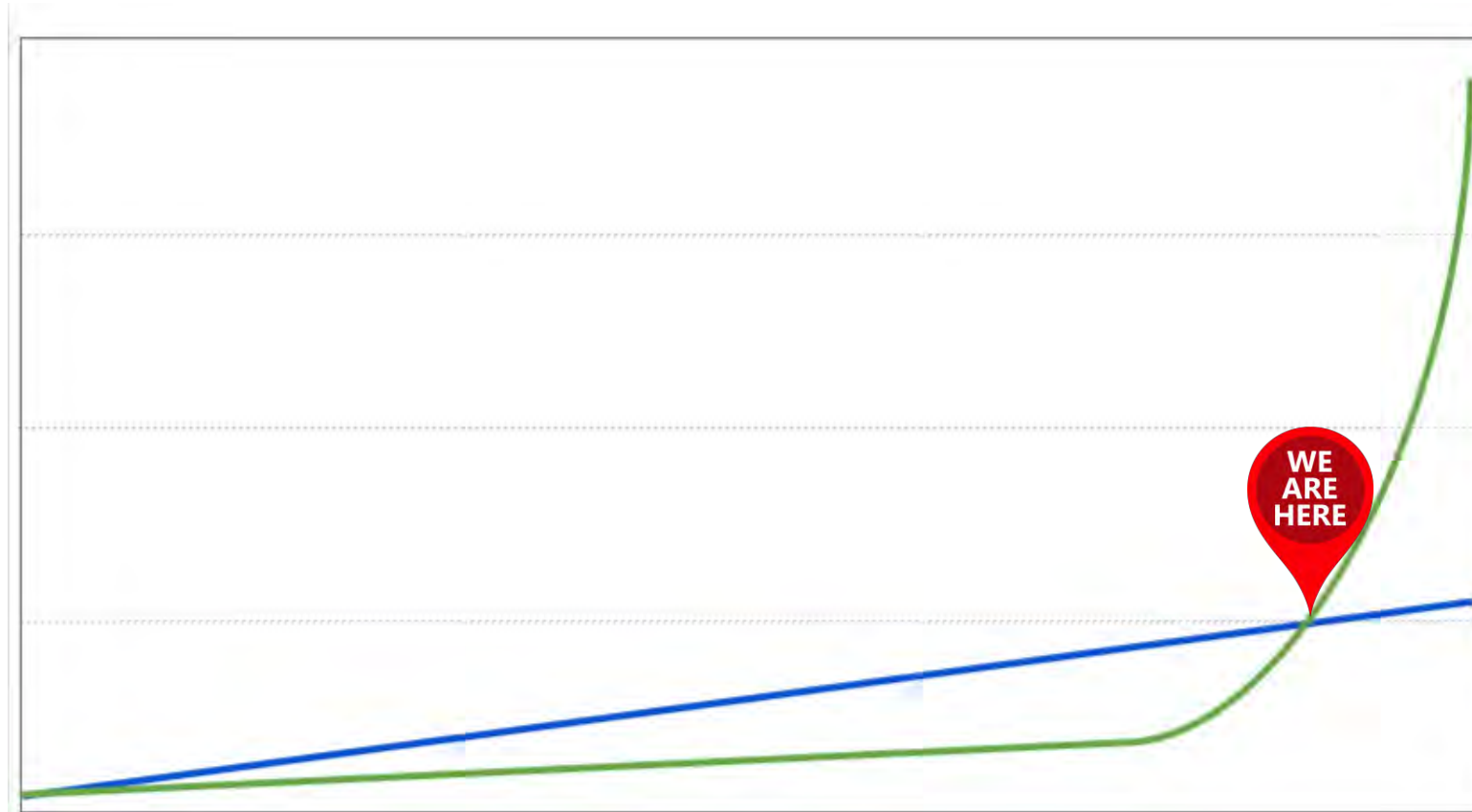
Day 29

**What about >1%  
full?**

Day 24



# Exponential Growth Path for AI

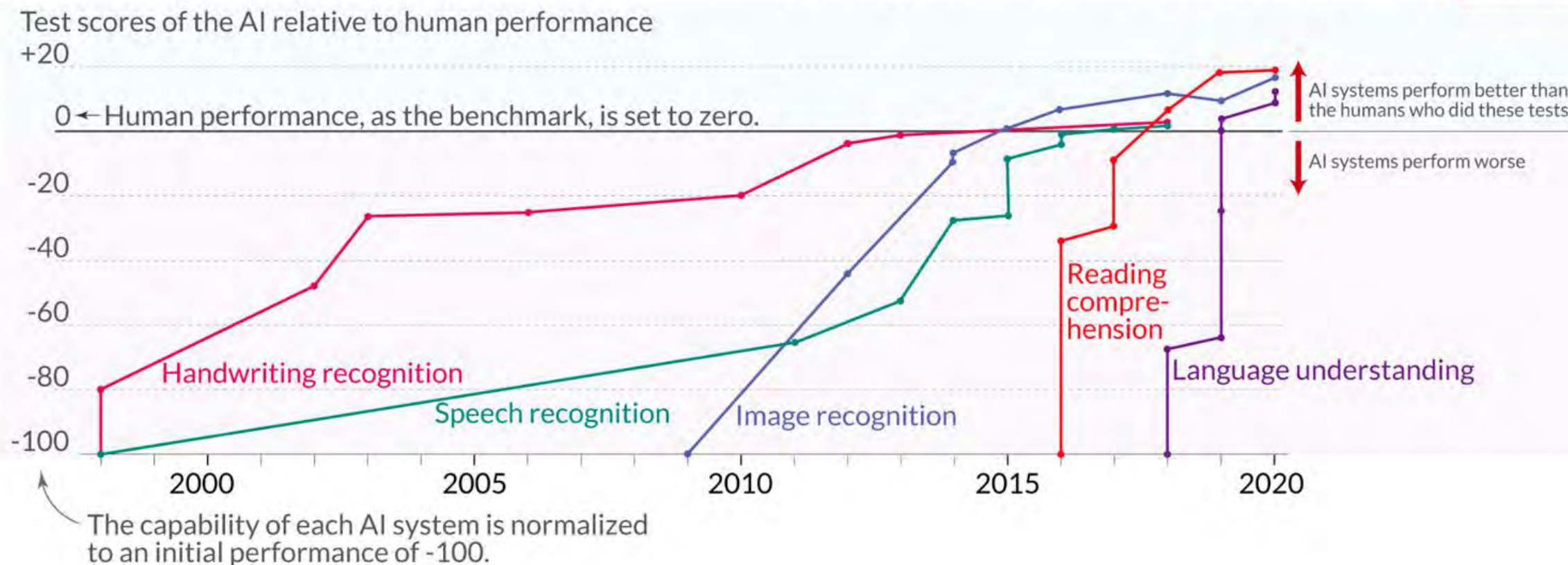




# Why so much growth now?

Language and image recognition capabilities of AI systems have improved rapidly

Our World  
in Data



# How long did it take to reach 100 million users?

---

**Telephone**  
75 Years

**Mobile  
Phone**  
16 Years

**Netflix**  
10 Years

**World Wide  
Web**  
7 Years

**Facebook**  
4.5 Years

**ChatGPT**  
2 Months

# Leaps of improvement!



AI-generated "Frog" March 2022-June 2023



"Frog" with Bing DALL-E3 - October 2023



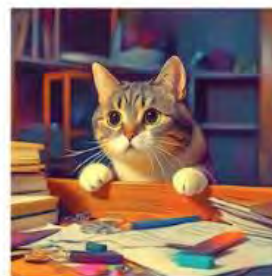
# Your relationship with AI



Clueless - no idea



Avoiding it - heard of AI, but trying not think about it



Curious - interested, but haven't tried it yet



Engaged - experimented with AI tools a bit



All in - excited and using AI regularly



**LESS THAN  
30% OF  
NONPROFITS  
HAVE STARTED  
USING AI**

## **WHY?**



**UNCERTAINTY  
AND FEAR OF  
DISRUPTION**



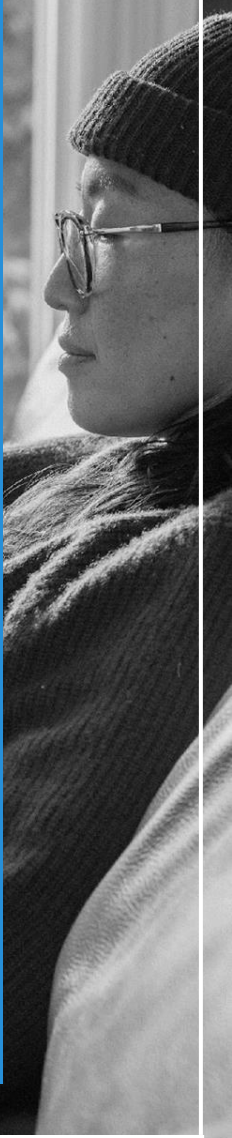
**LIMITED  
UNDERSTANDING  
OF AI BENEFITS**



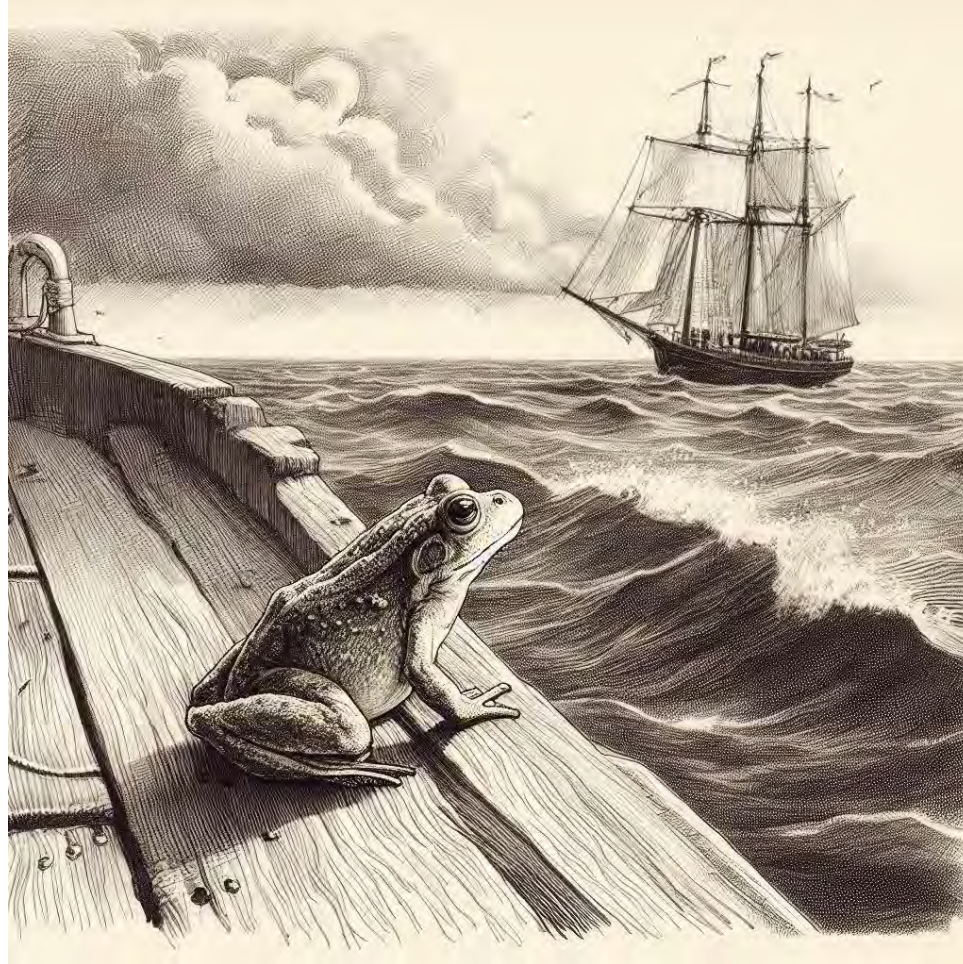
**LACK OF DIGITAL  
STRATEGY**



**RESOURCE  
CONSTRAINTS**



# Nonprofits and AI – Why Now?



*“a drawing of small frog standing on the deck of a large boat in open, active waters*”



# AI - Amplifying Impact



# AI Needs Responsible Humans

---

- ▶ AI is a nascent technology — Nonprofits can be shaping it **now**
- ▶ Nonprofits can drive ethical AI development and adoption
- ▶ Nonprofit professionals bring a human-centered perspective



Made with DALL-E3



# ETHICS & SAFETY



Ensuring Data Privacy

Promoting Transparency in AI Use

Maintaining Inclusivity and Accessibility

Mitigating Bias in AI Decisions



# The elephant in the AI room

---

- ▶ Riding the AI roller coaster
- ▶ Addressing the “what about my job” elephant in the room
- ▶ Staying human-centered while building an AI-ready organization



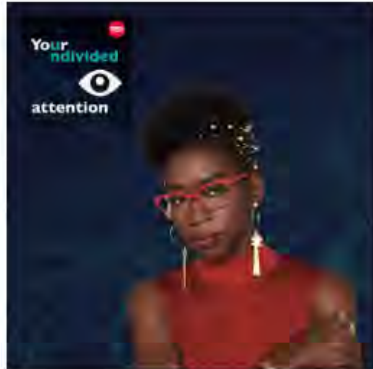
Made with Bing Image Creator/DALL-E

# Pale Male Data

---



# Algorithmic Justice League



## SHARE EPISODE:



## SUBSCRIBE



MORE ▾



## Why AI Bias is Existential with Dr. Joy Buolamwini

October 26, 2023

In this interview, Dr. Joy Buolamwini argues that algorithmic bias in AI systems poses an existential risk to marginalized people. She challenges the assumptions of tech leaders who advocate for AI “alignment” and explains why tech companies are hypocritical when it comes to addressing bias.

**Dr. Joy Buolamwini** is the founder of the Algorithmic Justice League and the author of *Unmasking AI: My Mission to Protect What Is Human in a World of Machines*.

Correction: Aza says that Sam Altman, the CEO of OpenAI, predicts superintelligence in four years. Altman predicts superintelligence in ten years.



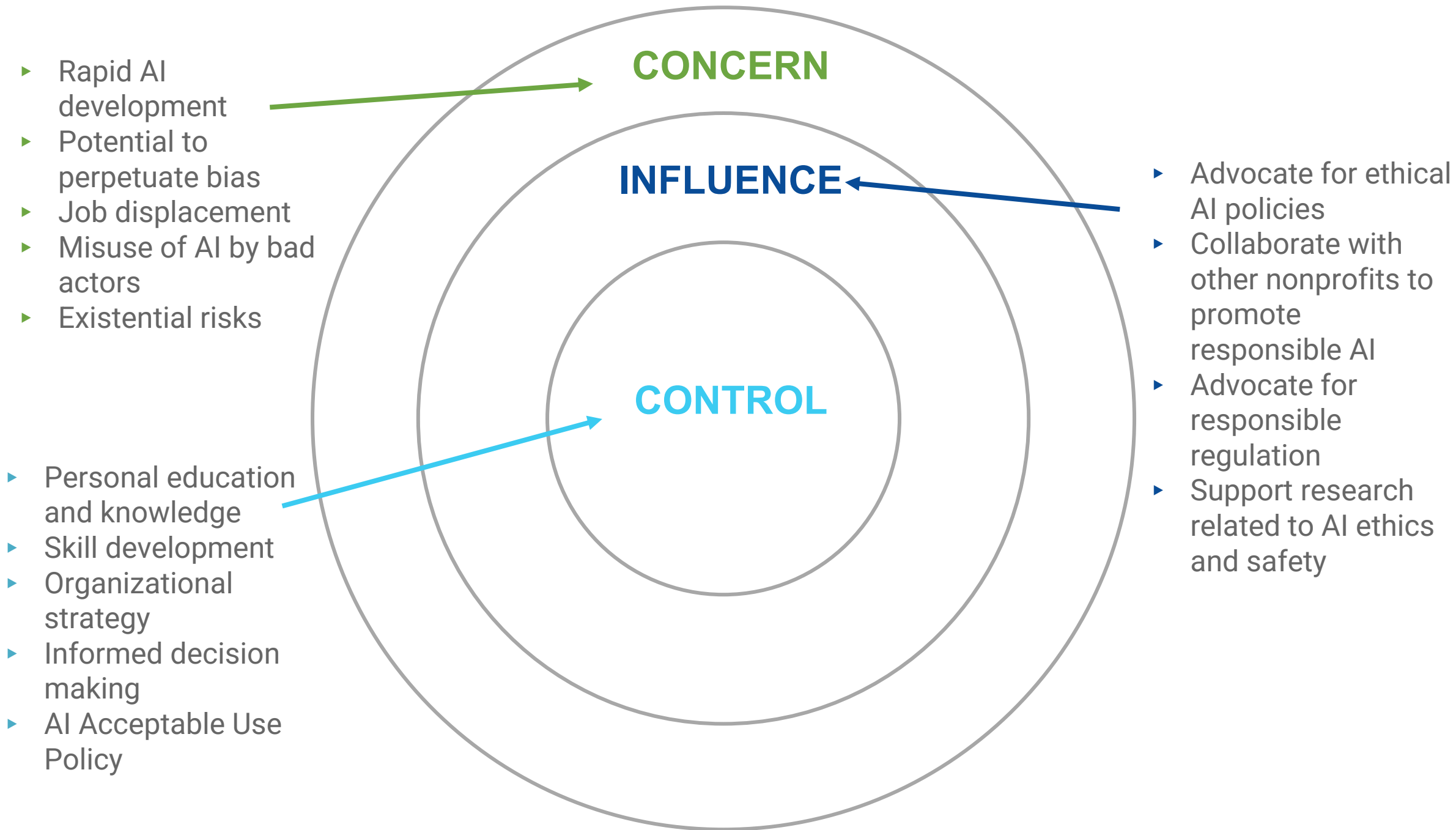
Listen



Download

Source: [Why AI Bias is Existential with Dr. Joy Buolamwini | Your Undivided Attention](#)





# When we say, "AI," what are we talking





# What a LLM (Large Language Model) is doing

---



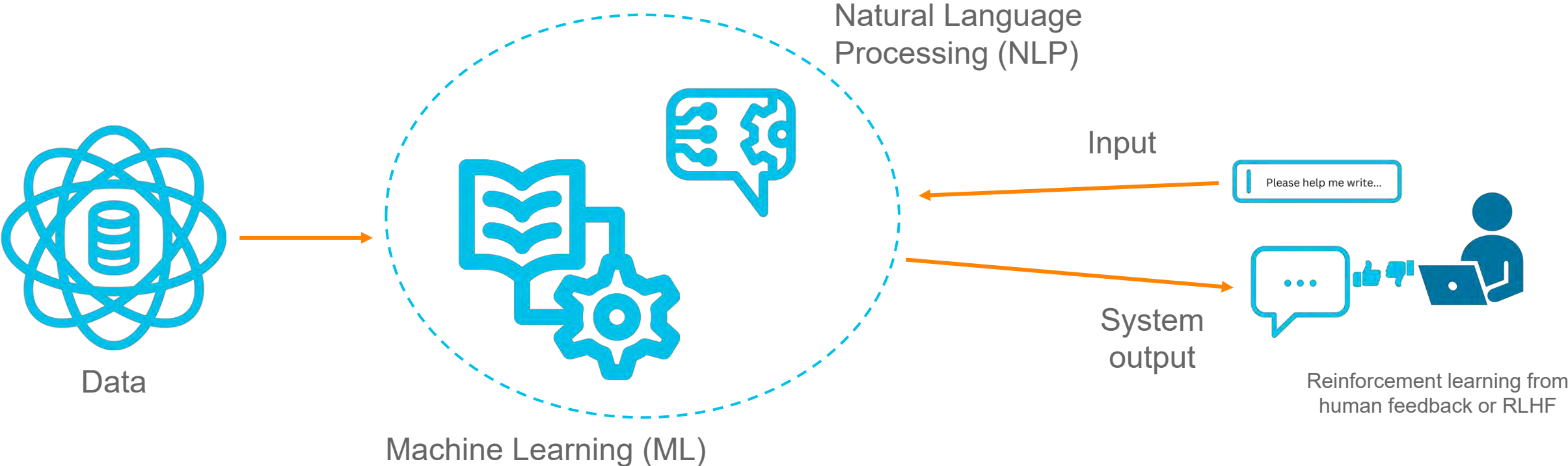
Special thanks to [Tanmay Bakshi](#) for creating this message for us to show to you: Nonprofits!



# **Using AI to Leverage Your Organization and Increase Fundraising**

## **Probabilistic Statistical Outputs**

# Fundamental Components of an LLM





LIVE



SHI

20



USA GYMNASTICS.

Anai



# Your Confabulating AI Writing Buddy

Ask about things you are familiar with and your buddy can help you with:

- ⊠ First drafts and “blank page” syndrome
- ⊠ Summarizing long articles
- ⊠ Editing copy, shortening and lengthening text
- ⊠ Creating SEO-friendly copy
- ⊠ Writing Excel formulas (!)



Made with DALL-E

# Prompt Engineering Experimenting



Give it a role



Describe desired format



Describe the task



Provide an example



Provide context



Ask it questions



Experiment, experiment, experiment

# GENERATIVE TEXT

## AUCTION AND RAFFLE DESCRIPTIONS

Utilizing AI can be an innovative approach to crafting compelling auction and raffle descriptions for fundraising events.

## DRAFTING EMAILS AND OUTREACH LETTERS

From subject lines to email body content, AI can provide suggestions for creating compelling content that resonates with the target audience.

Write a 4-5 sentence description and a package title for the following silent auction package: 4 yankees tickets for a game on September 24 at 1:05pm vs the diamondbacks, in section 125

Package Title: "Yankee Stadium Experience: Diamondbacks Showdown"

Experience the thrill of America's favorite pastime with this exclusive auction package. Win four premium tickets to watch the New York Yankees take on the Arizona Diamondbacks on September 24, at 1:05 pm. You'll be seated in the heart of the action in Section 125, providing an unmatched view of the game. This package offers a unique opportunity for true baseball fans to enjoy a memorable day at the iconic Yankee Stadium.

2 Climbing Vouchers and Axe Throwing Voucher for group of 5 at The Adventure Park

Package Title: "Thrill Seeker's Delight at The Adventure Park"

Unleash your inner adventurer with this exhilarating package. This auction item includes two climbing vouchers, allowing you to experience the thrill of scaling new heights. Also included is an axe throwing voucher for a group of five, offering a unique chance to test your precision and strength. Perfect for team-building or just an exciting day out, this Adventure Park package guarantees a fun-filled day of adrenaline-pumping activities.



Clear chat

Ask me anything...

Speed

Quality





# GENERATIVE TEXT

## HONOREE BIO EDITING

If you have a list of facts or even a detailed resume for an honoree, AI can distill this information into a short, compelling summary that highlights the honoree's most notable achievements.

## CONTENT CREATION

Generative text AI can assist nonprofits in creating captivating content for their websites, blogs, social media updates, and beyond.

The screenshot displays a chat interface with a purple header box containing the following text:

Create a 4-5 sentence bio for [redacted] based off of this info: [redacted] is a Police officer who completed treatment for her glioma. She would be a good candidate for the award. (probably saved her life)  
Seizure – tumor – brain tumor – June, 2020 – retire July and had surgery  
25 years police officer  
[redacted] – is her oncologist  
Radiation and Chemo –  
  
Lives in Cicero, IL – (right by Chicago)  
Husband -  
Daughter - 30  
  
Son - 31

Below this is a white box containing the AI-generated bio:

[redacted] a brave and dedicated police officer from Cicero, IL, served her community for 25 years before retiring in July 2020. Her retirement came following a life-changing diagnosis of glioma, after which she underwent successful surgery and treatment under the expert care of her oncologist, [redacted]. Despite the challenges of radiation and chemotherapy, [redacted] fighting spirit, likely saving her own life, makes her an inspiring figure. As a loving mother to a 30-year-old daughter and a 31-year-old son, and a devoted wife, she is a pillar of strength to her family and her community, making her a worthy candidate for recognition and awards.

At the bottom of the interface, there is a "Clear chat" button and a text input field with the placeholder "Ask me anything...". Below the input field are buttons for "Speed" and "Quality", a microphone icon, and a send button.

# AI TOOL



**+ Create content**

### Blog Post Topic Ideas

Brainstorm new blog post topics that will engage readers and rank well on Google.

**Company name**  
Otter AI 0/100

**Product description**  
Fundraising and strategic planning; event planning and management for galas, run/walks, benefit concerts, conferences, and more; board development; corporate sponsorship solicitation; silent auction management; virtual event production 235/1000

**Audience**  
Nonprofits 10/100

**Tone of voice**  
Witty 0/100

Clear inputs 10 **Generate content** →

Powered by Professionals

New outputs 10 History Clear

- Secrets to Impressive and Successful Nonprofit Fundraising and Event Planning just now
- A Comprehensive Guide to Event Planning for Nonprofits just now
- How to Run a Successful Nonprofit Fundraising Event in 2021 just now
- 10 Proven Strategies to Help Your Nonprofit Succeed with Event Planning, Fundraising, and More just now
- How Nonprofits Can Maximize Fundraising Success Through Strategic Planning & Event Management just now
- The Comprehensive Guide to Organizing a Fundraising Event from A-Z just now

# Generative AI - Visual



*“image of a frog looking wistfully at a painting of a frog, in the style of a Sieneese painter”*





## Let's Play a Quick Game

What famous song title, verbatim, prompted this image from DALL-E3?



## Round 2

What famous song title, verbatim, prompted this image from DALL-E3?



## **Last round - a bit tougher**

What famous song title, verbatim,  
prompted this image from DALL-E3?



# How can G-AI images help nonprofits?

---



# GENERATIVE IMAGES

Imagine needing an image for a blog post, social media campaign, or presentation. Instead of spending hours searching for the perfect photo or graphic, you can simply use an AI image generation tool to create a custom image that fits your needs perfectly.

Generative AI has the ability to create compelling visuals that can be used in various areas of a nonprofit's operations, from marketing and fundraising to event promotion.

“a doctor researching  
in a lab”





# AI SLIDE DECK CREATION

Imagine this - you're preparing for a crucial donor meeting or a big fundraising event.

Instead of spending hours designing slides, choosing fonts, and aligning elements, an AI tool takes care of all these tasks, freeing up your time to focus on your core mission.



AI TOOL

Canva

“a sponsorship deck for nonprofit gala”

# Making an Impact

A NIGHT OF GIVING

Renew humanity  
with service and  
compassion.

"A generous heart, kind speech, and a life of service and compassion are the things that renew humanity." - Buddha

# Supporting the community together

Donation  
increase by  
50%

Our donations increased by 50% over the past year, which means we can help more people in our community with our programs and services.

80%  
donations  
recurring

80% of our donations are made on a recurring basis, which means we can better plan and budget for our programs and services for the upcoming year.

90% donor  
satisfaction  
rate

Our donors have a 90% satisfaction rate with our programs and services, which means we are meeting our mission and making a difference in our community.

AI TOOL

Canva

“a sponsorship deck for nonprofit gala”

## Our Gala through the ages



## Sponsorship for Nonprofit's Gala

### EVENT PURPOSE AND IMPACT

The Nonprofit's annual gala is a key fundraising event, bringing together supporters, donors, and volunteers to celebrate the organization's impact and raise funds to support its mission.

### CALL TO ACTION

Join our mission to (mission statement here) and help us create positive change in the community by becoming a sponsor of the Nonprofit's annual gala.

### SPONSORSHIP BENEFITS AND TIERS

Sponsors will receive prominent recognition and exposure to the event's attendees, with multiple sponsorship tiers offering various levels of benefits, including branded marketing materials, VIP tickets, and social media promotion.

### AUDIENCE AND ATTENDANCE

The event attracts a diverse audience of community members, business leaders, elected officials, and philanthropic organizations, with an expected attendance of more than 500 guests.

## Our gratitude

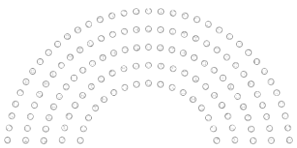
Thank you for supporting our cause tonight.

# Putting the “I” in Artificial Intelligence



*“a watercolor image of a frog reviewing a data dashboard on a computer screen in the style of an 1800’s impressionist painter”*

Made with Bing Image Creator/DALL-E





From descriptive to predictive analytics, AI enhances our understanding of donor behavior and optimizes our fundraising strategies.

**Data analysis** provides insights into past donor behaviors, revealing patterns and trends that can help shape future strategies.

**Predictive analytics** takes this a step further by forecasting future trends and behaviors based on past and current data.

## **DATA ANALYSIS & PREDICTIVE ANALYTICS**

## AI TOOL

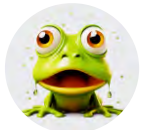
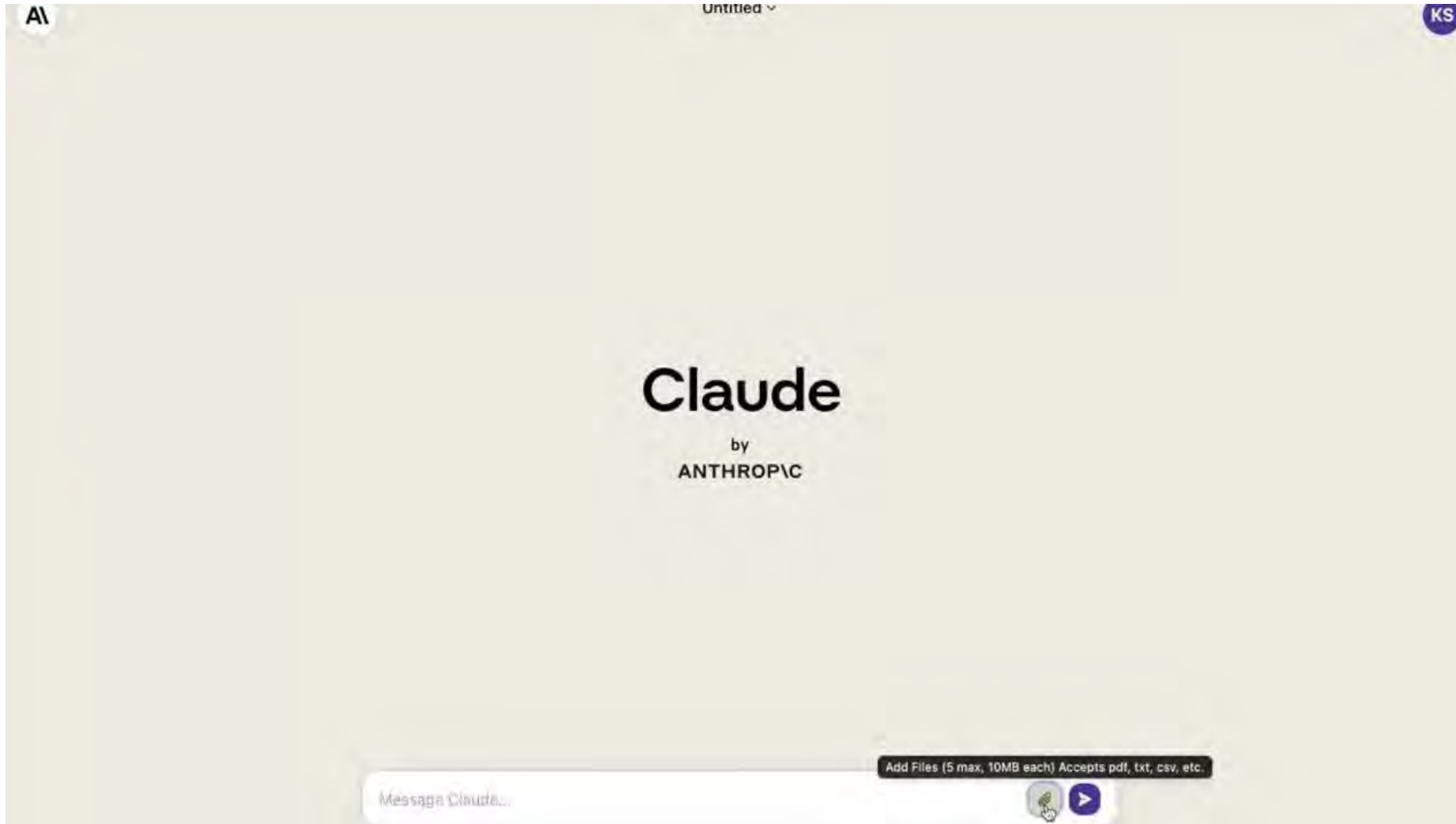


DONORSEARCH

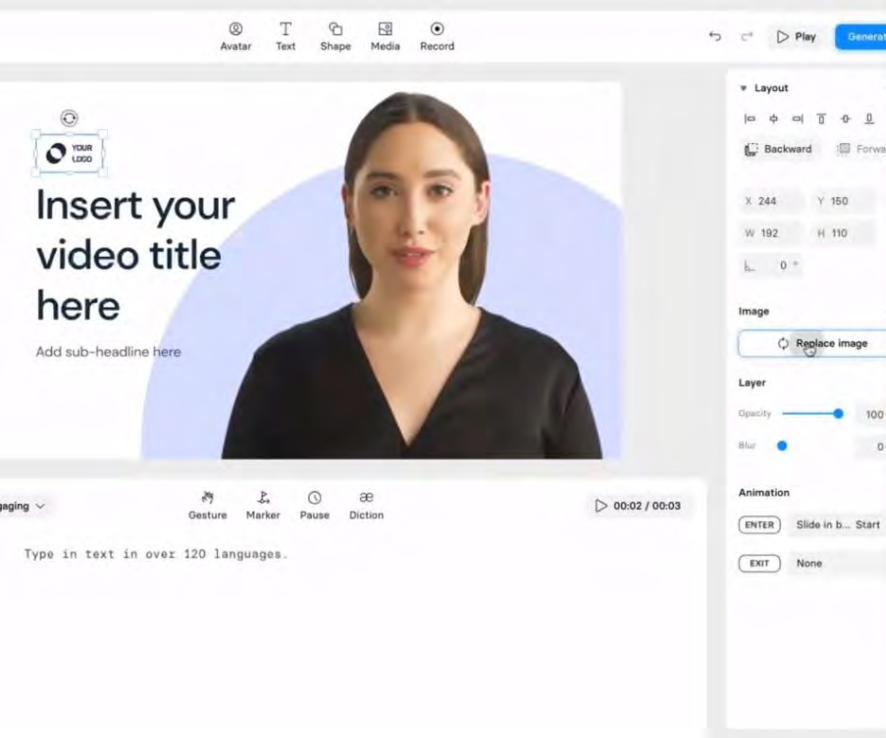
By enriching your data with more than 800 additional data points, DonorSearch Ai uses proprietary AI algorithms to recognize intricate patterns, process more information, and make specific recommendations on which prospects are most likely to make a gift within a rolling 12-month period.

Using millions of data points, DonorSearch Ai performs thousands of calculations per prospect to accurately identify and segment high-affinity prospects with a high degree of accuracy.

# Your analyst AI buddy



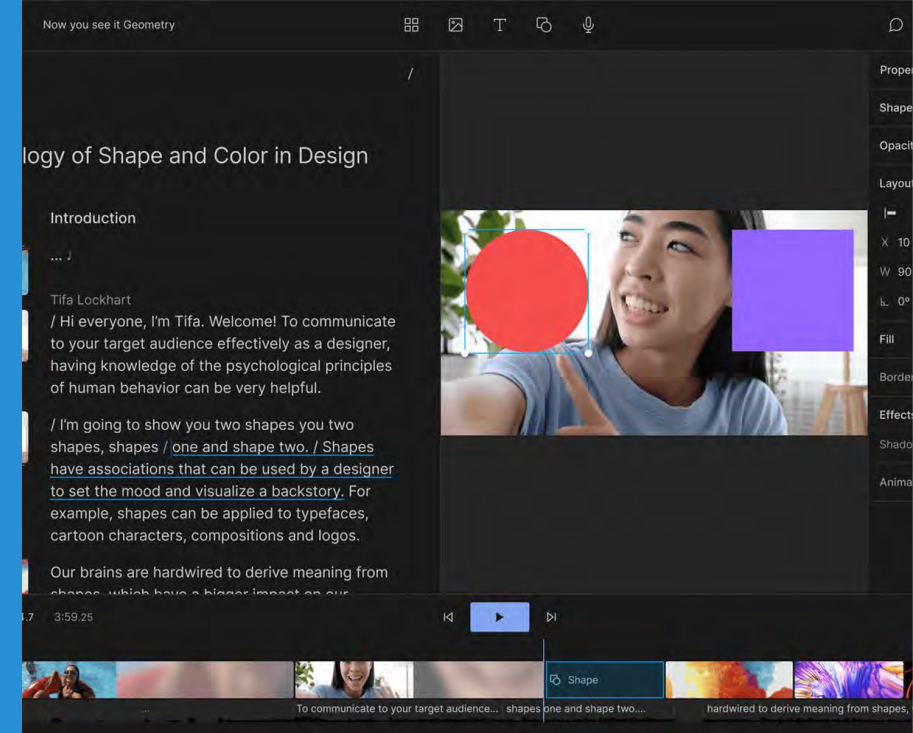
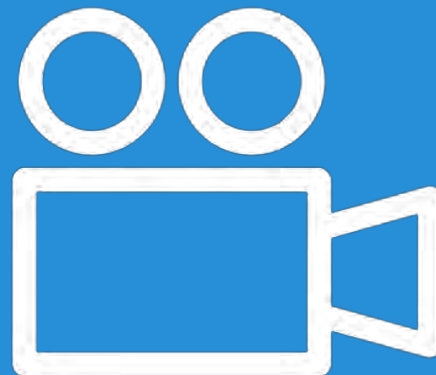




## AI AVATAR NARRATORS

These virtual presenters are capable of delivering your message in a clear and engaging manner, making your videos more captivating for your audience.

# AI VIDEO CREATION



## TEXT-BASED VIDEO EDITING

Users can edit videos in the same way they would edit a document – by simply deleting, copying, or moving words around.

# AI for expanding reach

## Translation Options



### Website Translation

Low-cost translation services for website handle content changes instantly



### Multi-lingual Meetings

Attendees translate meetings into their language of choice



### Video Translation

Speakers can become multilingual

# LIVE SIGN LANGUAGE & TRANSCRIPTION

An essential aspect of any event or fundraising effort is making sure it's accessible to everyone. This includes individuals who are deaf or hard of hearing.

Imagine a fundraising event where a keynote speech or presentation is instantly interpreted into sign language, displayed on a screen for those who communicate through this medium.

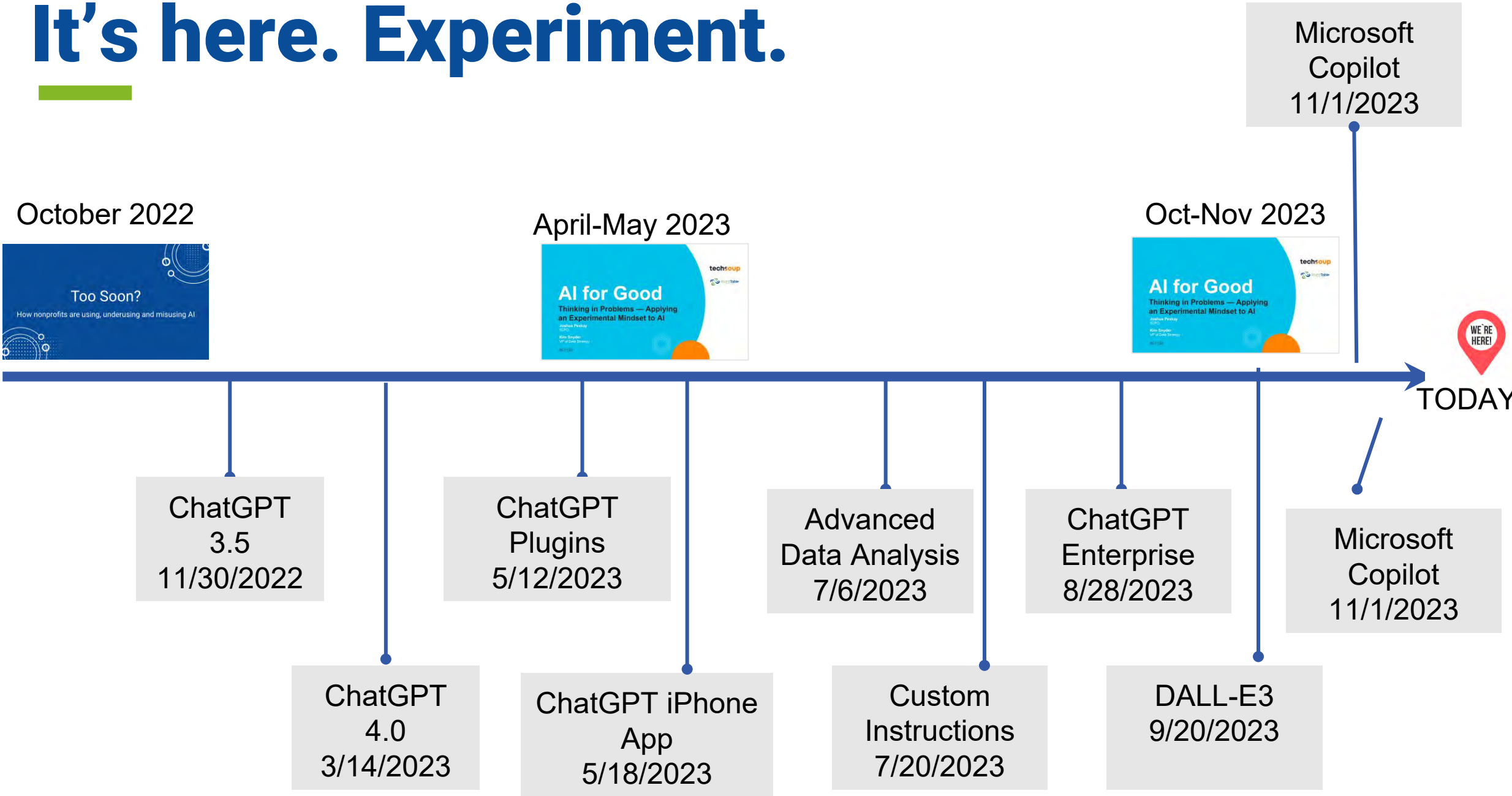




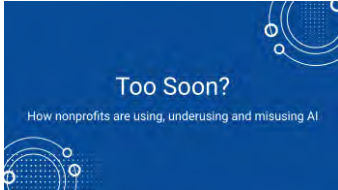
# Magically multilingual!



# It's here. Experiment.



October 2022



April-May 2023



Oct-Nov 2023



TODAY



ChatGPT  
3.5  
11/30/2022

ChatGPT  
Plugins  
5/12/2023

Advanced  
Data Analysis  
7/6/2023

ChatGPT  
Enterprise  
8/28/2023

Microsoft  
Copilot  
11/1/2023

ChatGPT  
4.0  
3/14/2023

ChatGPT iPhone  
App  
5/18/2023

Custom  
Instructions  
7/20/2023

DALL-E3  
9/20/2023

# Take this in for a moment

---

*“...the AI you are using today is the worst AI you are ever going to use”*



-Ethan Mollick

Professor at the Wharton School  
of the University of Pennsylvania



# AI Acceptable Use Policy?

---



[AI Acceptable Use Policy \(Free Template\)](#)

# So, what's next?

---



**Learn by doing – explore and experiment with AI tools**



**Identify organizational “problems to be solved” by AI**



**Develop an AI Policy for your organization**