

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



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A Bit About Me...

<https://www.linkedin.com/in/deb-stuligross-7585231/>

Technology

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

Nonprofits

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

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!

... and launching StrefaTECH ...

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



Want to continue the conversation?

Book a chat with me any time!

<https://bit.ly/MeetWithDeb>

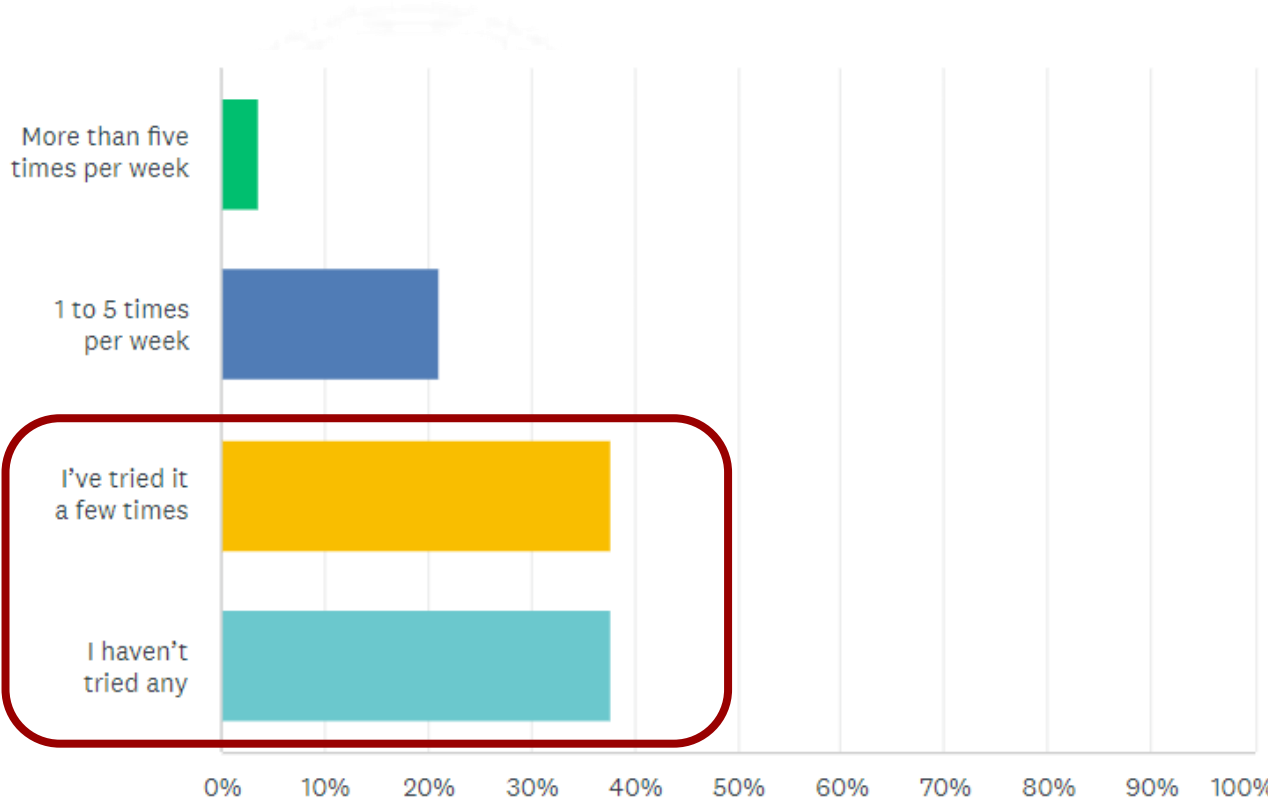


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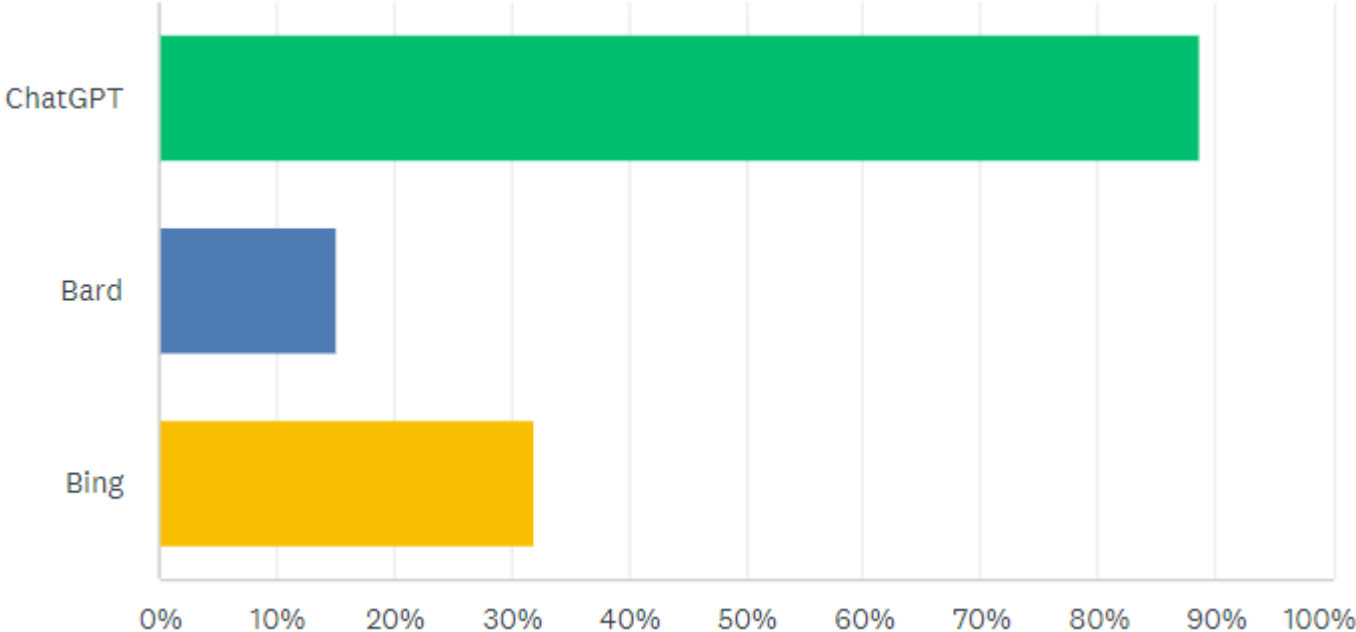


How often do you use chatbots like ChatGPT, Bard, Bing either for work or personal use?

~2/3 not using chatbots regularly



Which chatbots have you tried, either for work or personal use? (Check all that apply)



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 7

Workshop Chat Topic: Ideas for Using AI in Nonprofits

Some Starter Ideas...

Preface your chat with
“IDEA!”

Example:

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

Department / Area	Use of AI
Development & Communications	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Automate handling of expenses• Generate financial report summaries for leaders, board, external communications
Human Resources	<ul style="list-style-type: none">• Write/improve job descriptions, postings• Create interactive policy/handbook chatbots• Draft employee surveys• Generate interview questions
Technology	<ul style="list-style-type: none">• Create how-to videos and documentation• Offer self-service help through chatbots
Programs	<ul style="list-style-type: none">• Translate materials• Summarize information about programs, policies
Leadership	<ul style="list-style-type: none">• 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)?

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

Chatbot Conversations “101”

YOU: Write a prompt

Chatbot: Replies

YOU: Follow up

Chatbot: Replies

YOU: Follow up some more ...



Chatbot Conversations “101” - Example (Claude-2)

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."

GenAI Chatbot Comparison

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

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



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

⚡ GPT-3.5

⚡ GPT-4

ChatGPT PLUS

Help me debug

a linked list problem

Brainstorm names

for a non-alcoholic cocktail with Coke and po...

Make up a story

about Sharky, a tooth-brushing shark superhero

Explain this code:

```
"cat config.yaml | awk NF"
```

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.



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

Regenerate

Send a message



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.

Regenerate for a New Response...

Regenerate

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.

Regenerate

Ask for Something a Bit Shorter...

DE

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!

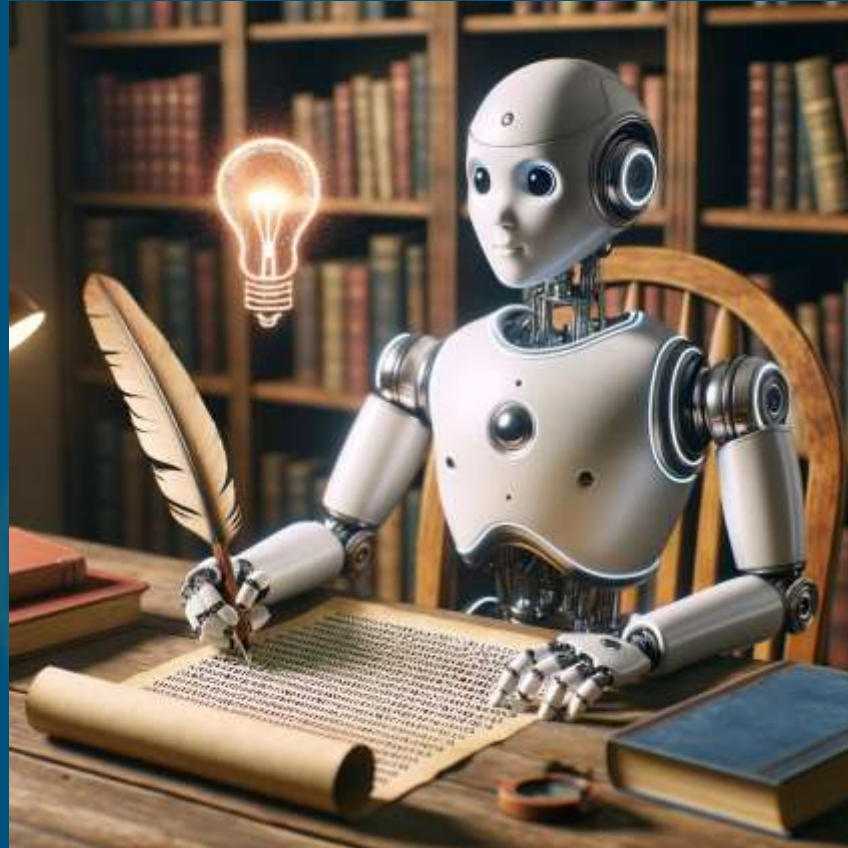
Warm regards,

[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

Claude-2

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.

DS

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.



Chatbot “Hallucinations”

User Story: Board Candidate
Profile

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

Same Prompt, But With Bard

— Sure, I can help you with that. Here is what I found about Deb Stuligross:

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.	WRONG
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	WRONG
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.	WRONG (but I like the “highly respected” line!)
Family: She is married and has two children	WRONG*
Hobbies and interests: She enjoys spending time with her family, hiking, and reading.	Um yeah, but who doesn't?





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

Bing Response

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

Follow-ups...

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!

Learn more: [1. hire.trakstar.com](#) [2. bing.com](#) [3. blog.ongig.com](#) [4. lever.co](#) [+5 more](#)

5 of 30 ●

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

Risk	Mitigation Actions
Bias - text, images, videos generated perpetuating biases that don't represent your values	<ul style="list-style-type: none">● Up-front: include instructions in your prompts, e.g., multiracial, balance of genders, regardless of demographics● Before publishing: Review with a careful lens for your organization's values!
Falsehoods - information that's untrue or misleading ("hallucinations")	Approach your AI-powered work with a journalist's mindset. <ul style="list-style-type: none">● Be Skeptical ... Think Critically● Verify and Cross-Reference
Copyright Violation - publishing text or images that are covered by copyright	Use chatbots that cite sources (e.g., Bing, Bard) if you're in an area that may use something subject to copyright
Data Privacy - exposing sensitive information	We'll cover this shortly as its own topic – it's a biggie!
Losing Touch	Use AI as an aid, not a replacement!

Soapbox

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

[StrefaTECH 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

techsoup

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...

The screenshot displays the TOOLSADAY website interface. At the top, there are navigation links for 'Text to Speech', 'ImageGen', 'Pricing', and a user profile icon. The main content area is titled 'FAQ Generator' and is divided into several sections:

- 1. Topic (optional):** A text input field containing 'AI Talk FAQ'.
- 2. Content (optional):** A text area containing the text: 'Nonprofits and Artificial Intelligence (AI) - Benefits, Uses, and Cautionary Tales', 'Deb Stullgros', 'Founder & CEO, StrefaTECH', and 'November 6, 2023'.
- 3. Question Count:** A slider control set to the value '10'.
- 4. Choose a tone (optional):** A dropdown menu with 'Friendly' selected.
- 5. Language (optional):** A dropdown menu with 'us English' selected.

On the right side of the interface, there are tabs for 'AI Outputs' and 'History'. The 'AI Outputs' tab is active, showing a list of generated FAQs:

- FAQ - AI Talk**
 - Q1: What is Generative AI (GenAI)?**
A1: Generative AI refers to AI models that have the ability to generate new content, such as text, images, or videos, based on the input they receive. Examples of Generative AI include ChatGPT, DALL-E, and AI-powered recommendation systems used by companies like Amazon and Netflix.
 - Q2: What are GenAI chatbots?**
A2: GenAI chatbots are chatbot applications that utilize Generative AI technology to have more interactive and natural conversations with users. Examples of GenAI chatbots include ChatGPT, Bing, Bard, and Claude.
 - Q3: Can you provide an example of a chatbot conversation?**
A3: Sure! Here's a simple example:
User: What's the weather like today?
Chatbot: The weather today is sunny with a high of 75 degrees Fahrenheit.
 - Q4: How do you prompt chatbot conversations?**
A4: Prompting chatbot conversations involves providing the chatbot with specific cues or questions to guide the conversation. The art of prompting involves finding the right balance between providing enough context for the chatbot to understand the user's intent and avoiding excessive guidance that may limit the chatbot's creativity.

The left sidebar contains various tool categories: 'WRITING' (Text Genie, Paraphrase Tool, Summarizer, Grammar Checker, Plagiarism Checker, Tone Checker, Paragraph Writer, Continue Writing) and 'STORY' (Storyteller, Story Ideas, Story Plot, Story Outline, Story Chapters, Story Generator).



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



Self-Service Q&A

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!

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

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](#)

Guidelines and Guardrails

What's safe:

1. Editing your writing
2. Generating new content
3. Summarizing information
4. Brainstorming
5. Creating images or videos

What's risky:

1. Uploading protected or sensitive data
2. Pasting confidential information
3. Sharing your account

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

CHAT

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.

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

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>

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!





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Want to continue the conversation?

Book a chat with me any time!

<https://bit.ly/MeetWithDeb>