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AI and  
Nonprofits:  
An Introduction

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# Presenters

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Rosye Cloud

President

Strata9



Doug Palmer

Principal

Palmer Financial, LLC





But first, a joke...

Why did the accountant break up with the AI?





But first, a joke...

Why did the accountant break up with the AI?

Because every time she asked for its number, it gave her a complex algorithm! (Generated by ChatGPT)





# Artificial Intelligence: What Is It, Really?

Artificial intelligence (AI) is the ability of a machine to “think” like a human and perform tasks like recognizing patterns, processing information, drawing conclusions, and making recommendations.

AI has already been integrated into our daily lives:

- Siri or Alexa helping you perform tasks;
- Amazon or Netflix giving you recommendations based on your past purchase/viewing history;
- Customer service chatbots on businesses’ websites;
- Google Maps or Apple Maps helping you navigate to your destination and giving you traffic updates along the way; and
- Social media algorithms.



## How Does AI Work?

There are two key components needed for AI tools to be successful:

- Data: And lots of it! AI can analyze and make predictions from amounts of information that would be considered too voluminous for an actual human to make sense of.
- Algorithm or Model: These are mathematical “instructions” that the AI tool will use to analyze the data and complete the required task(s).

Machine learning is the process of how an AI tool develops its capabilities. Tools can get smarter over time, improving their ability to predict what you will need or want in the future.





# What Tools Are Out There?



How can I help you today?

Give me ideas  
for what to do with my kids' art

Compare storytelling techniques  
in novels and in films

Help me pick  
an outfit that will look good on camera

Create a workout plan  
for resistance training



There are a wide variety of tools using AI that can be useful in nonprofit management.

Look for tools that are user-friendly and scalable, but that also prioritize trust, privacy, and security. Using AI responsibly will help ensure that new tools aren't going to present significant challenges or open your organization up to unnecessary risk.

# Current “AI”

## ChatGPT and DALL-E:

- OpenAI is developer; quasi-nonprofit organization
- Chat “Generative Pre-trained Transformer”
- Combination of the artist Salvador Dali and the robot character WALL-E

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# Current “AI”

## Other Platforms:

- Claude.AI (similar to ChatGPT just for writing)
- Grammarly (writing assistance)
- Fireflies (notetaking)
- Zoom AI companion

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# Current “AI”

## ChatGPT:

- Writing and Content Generation
- Information Retrieval and Research
- Language Translation/Learning
- Programming and technical support

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## Revolutionizing converstitial AI

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# Current “AI”

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## ChatGPT:

- Writing and Content Generation (Examples)





# Current “AI”

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ChatGPT:

- Information Retrieval and Research (Examples)





# Practical ways to use AI

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- Fundraising
- Grant proposals
- Finance department & data analysis
- Social media/communication
- Reporting
- Risk Management
- Other





# Practical ways to use AI

## Fundraising:

- Generate fundraising letters
- Analyze fundraising dollars
- Use of Booodle or Salesforce





# Practical ways to use AI

## Grants

- Grant writing assistance
- Idea generation for Grants





# Fundraising and Donor/Grant Management

AI can help you process your donor info along with external wealth and philanthropic data in order to tailor your outreach by making predictions and recommendations about:

- Who is most likely to give;
- When they're going to give and how frequently;
- How much they're going to give; and
- The best approach for reaching out to them.

AI can also assist in managing grants by tracking deadlines, milestones, and reporting requirements.

Examples: DonorSearch AI, Salesforce, Emotive





# Practical ways to use AI

## Finance Department & Data Analysis

- Analyzing Loan Documents
- Complicated Legal Documents
- Helping to find out what missed
- Letters to the IRS
- Financial information into summary format





# Practical ways to use AI

## Social Media & Communication

- Calendar/timeline for media outreach
- Ideas for social media campaign
- Write text for social media
- Ideas for slogan





# Social Media and Communications

You can use AI-powered social media management tools to:

- Analyze social media trends;
- Write post text, image captions, and hashtags, as well as optimize content for SEO and your target audience;
- Schedule your posts;
- Repurpose content; and
- Monitor engagement across multiple platforms.

Automating these tasks can help you can fine-tune your larger social media strategy to help your organization better engage its community.

Examples: Jasper AI, Hootsuite, Sprout Social, Canva

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# Practical ways to use AI

## Reporting, Risk Management & Governance

- Help with letters to donors
- Assistance with reporting to BOD
- Annual report writing assistance
- Matrix for assessing risk
- Help with documenting controls/procedures





# Reporting and Risk Management

AI can be a game-changer for nonprofits looking to enhance their reporting and risk management processes:

- **Automated Financial Reporting:** AI can streamline the generation of financial reports, making it faster and more accurate;
- **Fraud Detection:** AI-powered algorithms can detect irregularities in financial transactions, flagging potential fraud or errors early on;
- **Compliance Monitoring:** AI can continuously monitor regulatory changes and help nonprofits stay compliant with evolving legal and tax requirements;
- **Risk Assessment:** AI can assess financial, operational, and reputational risks by analyzing data and providing insights.

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# Customer Service and Support

AI-powered chatbots can provide round-the-clock support, allowing nonprofits to engage with donors and volunteers on their own schedule. This can help organizations save time and resources while improving the overall donor experience.

AI can also help you analyze your data to:

- Identify program outcomes,
- Assess effectiveness,
- Understand sentiment around programs, and
- Identify potential improvements.

Examples: ChatGPT, IBM Watson Analytics



So, as you can see...





# Challenges and Considerations



## ➔ Ethical use

AI tools are only as good as the data and algorithms they are based on. Lack of diverse and representative data can lead to bias. Algorithms must also be designed with ethical considerations in mind.

Transparency and accountability are critical to success!





# Challenges and Considerations

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## Privacy and security

As nonprofits collect and analyze data using AI, they are vulnerable to data breaches, unauthorized access, or theft of proprietary information. Organizations must safeguard their AI models, data, and code to prevent competitors, malicious actors, or even employees from misappropriating valuable IP assets. Encryption, access controls, and monitoring are essential to mitigate this risk and protect your intellectual property.





# Is AI Going to Replace Nonprofit Pros?

The short answer: NO!

But...it can help your organization be more efficient and effective, preserving resources for the innately human parts of your work.

“AI isn’t going to replace you. But someone who knows how to leverage AI will!”

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Questions?





# Thank you!

## Rosye Cloud

President  
Strata9  
rosyecloud@strata9.com



## Doug Palmer

Principal  
Palmer Financial, LLC  
doug@palmerfinancial.net

