



WHAT WE WILL - AND WILL NOT - COVER TODAY



- General introduction of AI
- How AI may (and may not) affect the grantmaking/funding sector
- How nonprofits and funders are using AI
- Considerations going forward
- Resources and upcoming workshops



- Technical explanations of AI
- Specific AI recommendations



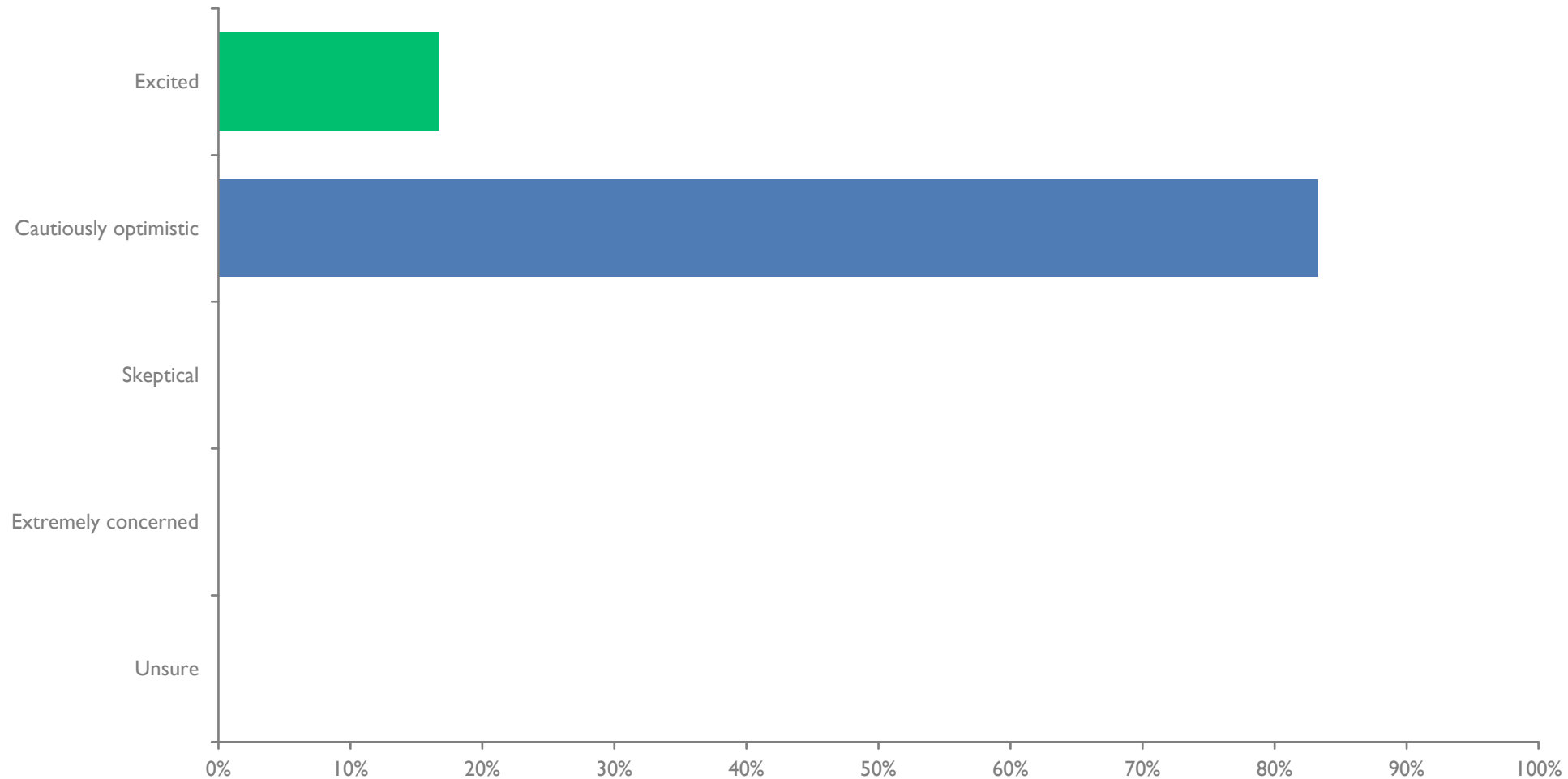


1994: "Today Show": "What is the Internet, Anyway?"



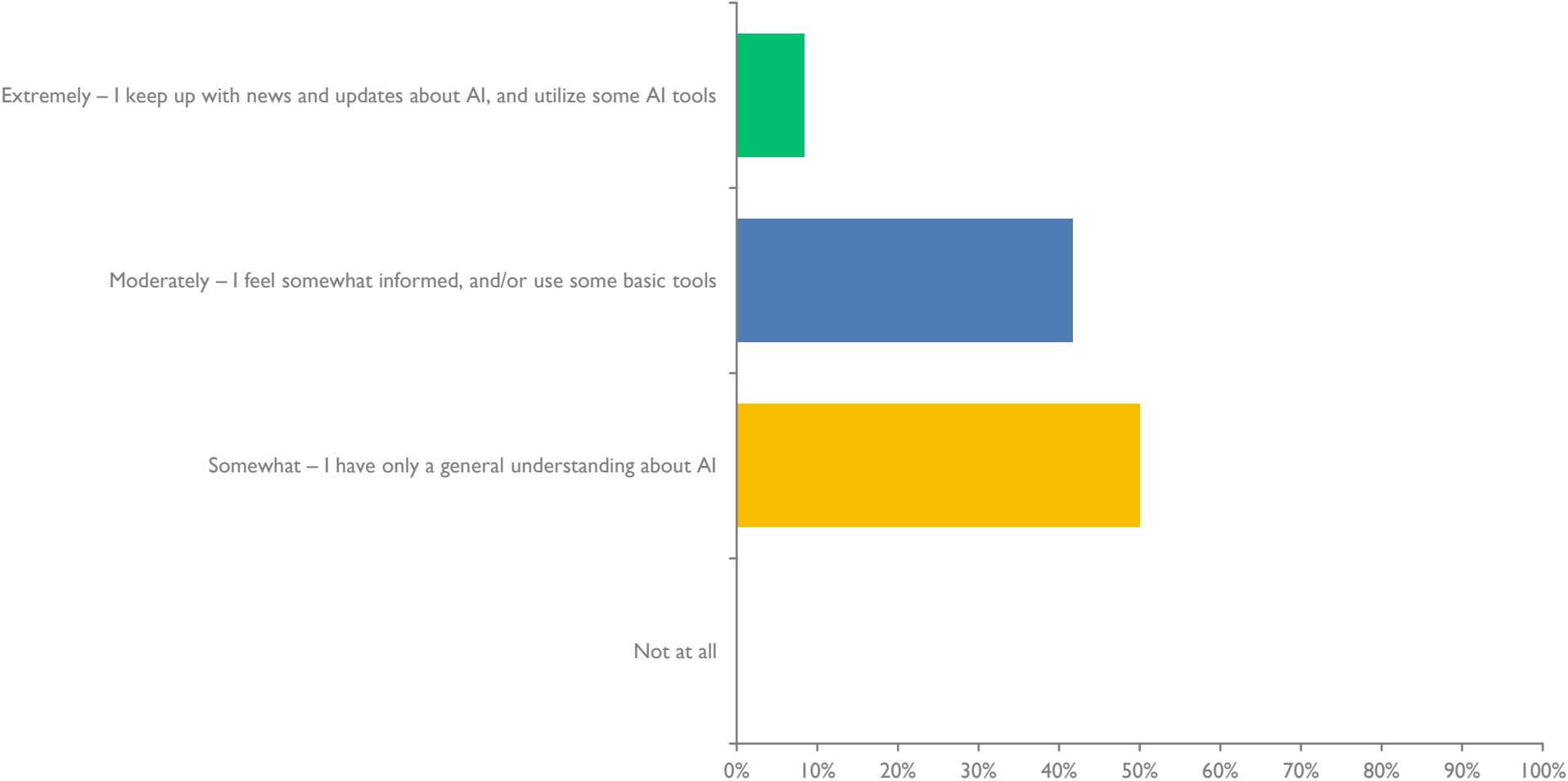
Q1: WHAT IS YOUR GENERAL FEELING ABOUT AI?

■ Answered: 12 Skipped: 0



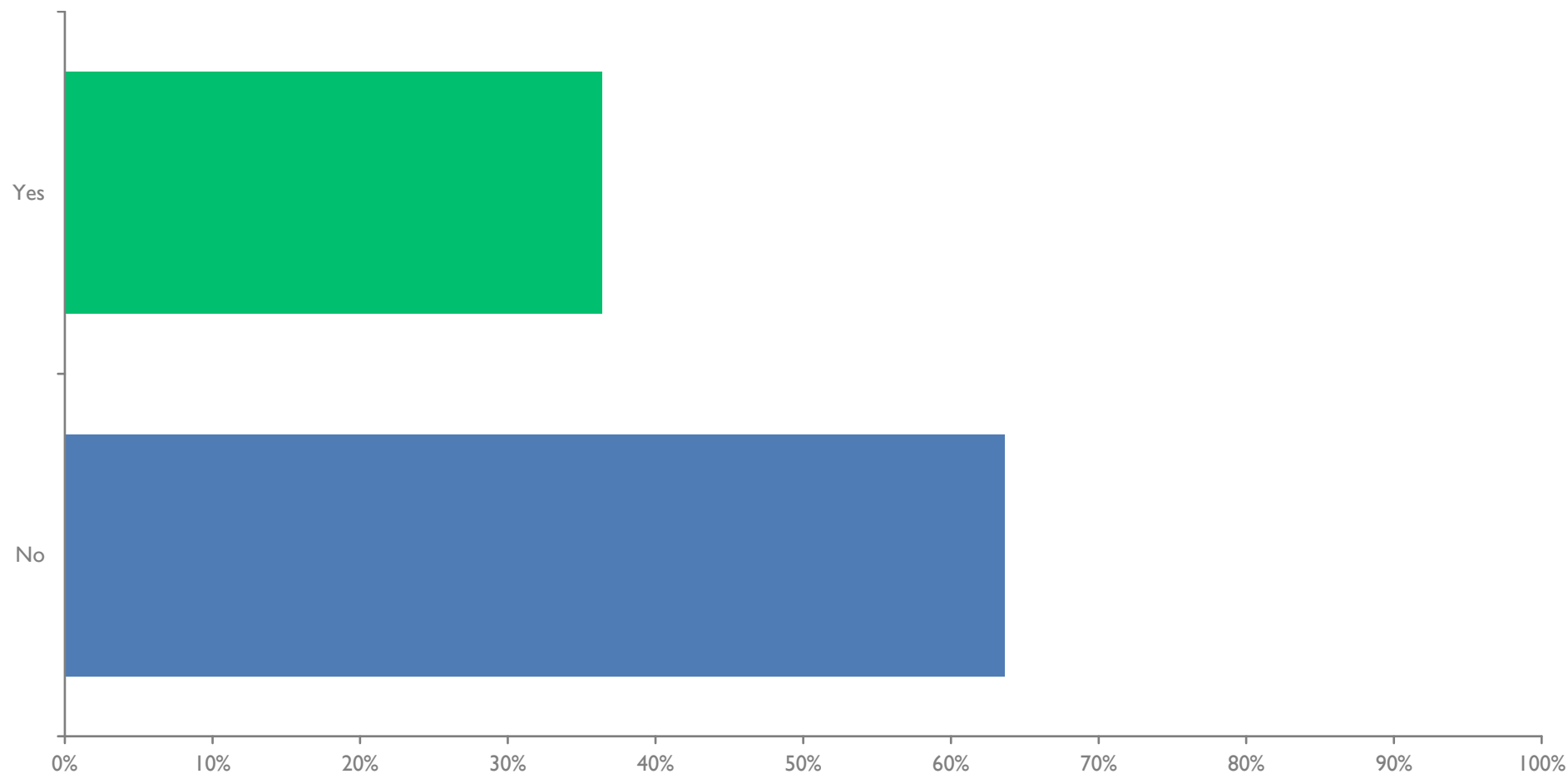
Q2: HOW FAMILIAR ARE YOU WITH AI?

■ Answered: 12 Skipped: 0



Q3: HAS YOUR ORGANIZATION UNDERTAKEN ANY STEPS TO EXPLORE AI-DRIVEN SOLUTIONS FOR OPTIMIZING THE GRANTMAKING PROCESSES OR ENHANCING THE IMPACT OF PHILANTHROPIC INVESTMENTS?

■ Answered: 11 Skipped: 1



What comes to mind when you think of AI?

(just a few words)





DEFINITION OF AI

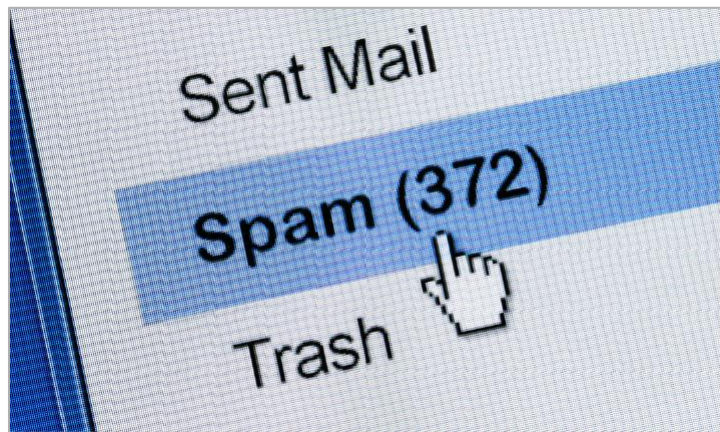
(ONE OF MANY)

- AI, or artificial intelligence, refers to the simulation of human intelligence processes by machines, particularly computer systems. In philanthropy, AI encompasses a range of technologies and techniques aimed at analyzing data, making predictions, and automating tasks to enhance decision-making and improve outcomes.



AI IS NOT NEW

- [Wikipedia](#)



AI IN YOUR WORLD TODAY



- **Machine Learning (ML)** refers to the field and practice of using algorithms that are able to “learn” by extracting patterns from a large body of data.
- **Predictive Analytics** is a type of analytics that uses technology to predict what will happen in a specific time frame based on historical data and patterns.
- **Generative AI** is a type of technology that uses AI to create content, including text, video, code and images. A generative AI system is trained using large amounts of data, so that it can find patterns for generating new content.
- **Generative pre-trained transformer (GPT)** is a neural network family that is trained to generate content. GPT models are pre-trained on a large amount of text data, which lets them generate clear and relevant text based on user prompts or queries.

COMMON AI TERMS



WHAT AI CAN DO (IN SIMPLE TERMS)

- Automate repetitive tasks
- Analyze large quantities of data and predict outcomes
- Generate content (Generative AI like ChatGPT)
- Mimic human conversations on websites (chatbots)
- Make recommendations
- Recognize speech and images
- Detect fraud
- Recognize emotion
- ...



HOW NONPROFITS AND FUNDERS ARE USING AI

- Data Analysis
- Fundraising
- Process Automation and Efficiency
- Personalized Outreach and Engagement
- Predictive Modeling for Impact
- Sentiment Analysis
- AI-Powered Chatbots
- Social Media Content Creation





Philanthropic differentiation: Moving from tradition to innovation in fundraising

Nathan Chappell, DonorSearch AI and Sarah Wilber, Kennedy Center discuss integrating AI into nonprofit fundraising strategies. Learn to move from theory to action, experiment, set critical inspection points, and unlock new philanthropic support.



AI IN PHILANTHROPY – SPECIFIC USE CASES FOR FUNDERS

- **Data-driven Decision Making:**

AI enables philanthropic organizations to analyze vast amounts of data efficiently, helping them identify trends, patterns, and areas of need more accurately. This data-driven approach enhances decision-making processes, allowing funders to allocate resources more effectively and target interventions where they are most needed.

- **Identifying Underserved Communities:**

AI algorithms can analyze demographic, socioeconomic, and geographic data to identify underserved communities or populations that may have been overlooked by traditional grantmaking approaches. This enables funders to direct resources towards those who need them most and address systemic inequalities more effectively.



AI IN PHILANTHROPY – SPECIFIC USE CASES FOR FUNDERS

- **Improved Impact Measurement:**

AI tools can help nonprofits and funders better measure and evaluate the impact of their interventions. By analyzing complex data sets and assessing outcomes in real-time, AI enables organizations to track progress, identify areas for improvement, and demonstrate accountability to stakeholders more effectively.

- **Efficiency and Effectiveness:**

AI technologies automate repetitive tasks and streamline processes, freeing up time and resources for strategic initiatives. This efficiency allows philanthropic organizations to maximize their impact with limited resources and respond more quickly to emerging needs or crises.



AI IN PHILANTHROPY – SPECIFIC USE CASES FOR FUNDERS

- **Streamlined Grant Review:**

AI can aid with reviewing grant applications, summarizing and identifying whether the application checks all the requirements for a program area. This can speed the processing timeline and determine if the application progresses to the next stages of approval.



AI IN PHILANTHROPY – ETHICAL CONCERNS AND CONSIDERATIONS

- Bias
- Equity
 - Many people, organizations and communities are not represented online, and therefore not represented in the data powering AI
- Privacy and data protection
- Plagiarism
- Taking human considerations out of processes in favor of automation – relying purely on data can overlook some important considerations
- Copyright violations
- Accuracy of AI output



A.I. TURNS THIS SINGLE BULLET POINT INTO A LONG EMAIL I CAN PRETEND I WROTE.



A.I. MAKES A SINGLE BULLET POINT OUT OF THIS LONG EMAIL I CAN PRETEND I READ.



TOM FISH BURNE

@marketoonist.com





◀ **Insights**

TECHNOLOGY MANAGEMENT
LEARN, SHARE, EVOLVE

What Worries Funders and Grantees Most About AI

By Sam Caplan
March 28, 2024

[Article Link](#)





(See UWCC Social Innovation Lab presentation)





 **TODAY'S
INNOVATOR**

A CONVERSATION WITH AARON PROIETTI



ADDITIONAL TOPICS FOR DISCUSSION

- Where could AI have a POSITIVE impact on your work?
- What challenges/barriers does your organization face in adopting AI?
- What would help YOU in the future? What types of automation would make your jobs easier?
- What types of education and/or partnerships would be helpful to you and your staff?



COMING SOON TO UNITED WAY OF CHESTER COUNTY

AI FOR IMPACT:
ChatGPT Made Simple for Nonprofit Success



- June - TBD

AI for Impact – ChatGPT for Nonprofits

- Aaron Proietti, Founder – Today's Innovator
- Registration coming soon!



COMING SOON TO UNITED WAY OF CHESTER COUNTY

- Thursday, June 6th 8:30am – 12:30pm

AI for Impact – Nonprofit AI Workshop

- Sean Boyce, AI Consultant, NxtStep
- Registration coming soon!

Imagine Knowing Exactly Where To Start When Leveraging AI To Drive Impact

Picture this – at the end of our 4 hour workshop you'll know exactly how to get started with scaling impact through AI technology. I'll answer all of your questions and make the next step crystal clear.

I'll give you the answers so you can get started with scaling impact with technology. In our workshop you'll get answers to questions like:

- What is Generative Artificial Intelligence (AI) and how can we as an organization leverage it to scale impact?
- Do we buy software or do we build it? What do these commitments look like in terms of time and money?
- If we build, how do we know what to build? What features do we need and what can we live without?
- How do we phase out what we want to build? How do we know what we need now and what can wait for later?
- Do we hire people to join our team with these skills or do we sub it out to a vendor?
- How do we go through the process of identifying the right vendor for our needs that will align with our mission and vision?
- How do we manage our budget and make sure we don't waste money buying something we don't need?

FINAL THOUGHTS...

- The AI you use today will be the worst AI you'll ever use
- People aren't going to lose their jobs to AI. They will lose their jobs to those who know how to ***utilize and harness AI***



THANK YOU

Kelly Cockshaw

610-429-9400

kcockshaw@uwchestercounty.org

