

# FOR NONPROFITS & SMALL BUSINESSES

A PRACTICAL RESOURCE GUIDE

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# AI FOR NONPROFITS & SMALL BUSINESSES

## A PRACTICAL RESOURCE GUIDE

**PENN'S NORTHEAST CREATED THIS GUIDE TO HELP NONPROFITS AND SMALL BUSINESSES RESPONSIBLY EXPLORE THE POTENTIAL OF ARTIFICIAL INTELLIGENCE.**

With plain-language explanations and practical use cases, this guide is designed for communications teams, program managers, grant writers, and anyone looking to enhance workflows and improve mission delivery.

It provides clear explanations, real-world examples, and step-by-step considerations to help you adopt these tools responsibly and effectively.

### **WITH THIS GUIDE, YOU CAN:**

- **EXPLORE** AI tools without needing tech expertise
- **IDENTIFY** high-impact, low-risk applications
- **TRAIN** and engage your team
- **IMPROVE** fundraising, outreach, and storytelling

*We didn't just research these AI tools - we used them.*

This guide shares what we learned, and was made possible by The Luzerne Foundation and The Sordoni Family Foundation.

### **USE THIS GUIDE AS A STARTING POINT TO:**



- EXPLORE AI TOOLS
- SPARK TEAM DISCUSSIONS
- IDENTIFY OPPORTUNITIES



- SAVE TIME
- REDUCE COSTS
- EXPAND YOUR IMPACT

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# 01 GETTING STARTED WITH AI

## 1.1 WHAT IS AI?

ARTIFICIAL INTELLIGENCE (AI) REFERS TO COMPUTER SYSTEMS THAT PERFORM TASKS THAT NORMALLY REQUIRE HUMAN INTELLIGENCE.

These tasks can include recognizing speech, translating languages, analyzing data, making predictions, or even engaging in conversations with people.



THINK OF AI AS A HELPFUL ASSISTANT THAT CAN AUTOMATE REPETITIVE TASKS, PROVIDE INSIGHTS, AND IMPROVE DECISION-MAKING!

## 1.2 UNDERSTANDING THE TYPES OF AI

One type of AI that is extremely popular today is what is known as a **Large Language Model**, or **LLM**.

LLM tools such as **ChatGPT**, **Perplexity**, and **Google Gemini** are primarily used by providing plain language prompts.

Other tools use AI in the background, performing complex tasks and data analysis without direct prompting from the user. These often appear as features inside familiar apps.

**IN THIS GUIDE, WE WILL ADDRESS MANY TYPES OF AI TOOLS, WITH HEAVY EMPHASIS ON LLMs.**

## 1.3 WHY USE AI IN NONPROFITS?

### SAVE TIME & MONEY

Automate repetitive tasks like donor emails, social media, and data entry.

### BOOST ENGAGEMENT

Personalize communications with donors, volunteers, and communities.

### DATA-DRIVEN DECISIONS

Use predictive analytics to understand donor behavior and fundraising trends.

### ENHANCE CREATIVITY

Create compelling stories, images, and videos with minimal resources.

## 1.4 REQUIREMENTS FOR GETTING STARTED

### HARDWARE

A modern computer or laptop is enough for cloud-based AI tools. You don't need expensive servers.

### DATA

AI tools work best when they have access to data. This can include items from donor records to social media engagement. Inserting data improves results. That data can come in many forms, including PDFs, spreadsheets, or even URLs.

### INTERNET ACCESS

Reliable internet access is necessary for most AI tools. Some offer local versions that can be used without internet, but they are increasingly uncommon.

### ACCESS TO TOOLS

Many AI tools are available online. Some tools are free or discounted for nonprofits through platforms like TechSoup.

# 02 USING AI IN NONPROFITS

**AI ISN'T JUST ABOUT TECHNOLOGY. IT'S ABOUT AMPLIFYING YOUR MISSION, REACHING MORE PEOPLE, AND DOING MORE WITH LESS.**

For nonprofit organizations, AI becomes a practical tool that helps small teams create a bigger impact without increasing workload or budgets. **Four core benefits make AI especially valuable in the nonprofit world:**

## 2.1 EFFICIENCY & COST REDUCTION

**AI CAN AUTOMATE REPETITIVE TASKS, FREEING YOUR TEAM TO FOCUS ON WORK THAT TRULY MOVES THE MISSION FORWARD.**

Whether it's drafting routine communications, generating reports, or organizing data, AI can dramatically cut admin time. Many tools also offer **free tiers** or **nonprofit discounts**, which help reduce overhead costs.



Use **ChatGPT** to draft newsletters or thank you notes in minutes.

Help organize donor data automatically with tools like **Coefficient** for **Google Sheets**.

Let **Canva's Magic Write** create captions, brochures, or event posters.

## 2.2 COLLABORATION & SCALABILITY

AI HELPS TEAMS WORK TOGETHER SMARTER.

Tools like **Parrot AI** can transcribe and summarize meetings, while **Notion AI** supports collaborative content planning. AI makes it easier to scale communications and programming without increasing headcount.



Collaborate on content calendars and donor messaging using smart suggestions.

Transcribe and summarize team meetings automatically.

Use shared AI dashboards to track metrics across departments.

## 2.3 CREATIVE & INNOVATION APPLICATIONS

AI OPENS UP POSSIBILITIES FOR NONPROFITS TO INNOVATE.

Especially in marketing, storytelling, and outreach. It allows smaller teams to produce professional-quality videos, graphics, and reports at a low cost and high speed.



Generate images or diagrams for events and education using **Google Imagen**.

Translate brochures into multiple languages with **Google Gemini**.

Create animated explainer videos from blog posts with **Lumen5**.

## 2.4 KEY USE CASES

AI IS ESPECIALLY HELPFUL IN HIGH-IMPACT, EVERYDAY MARKETING AND OUTREACH WORK WHERE SMALL NONPROFIT TEAMS OFTEN SPEND THE MOST TIME.

### SOCIAL MEDIA:

- **DRAFT** captions, posts, and content ideas in seconds
- **ANALYZE** engagement trends to see what content performs best
- **SCHEDULE** and optimize content and posting times for better reach  
(Examples: Buffer AI, Hootsuite)

### FUNDRAISING:

- **WRITE** personalized donor emails or appeal letters
- **SEGMENT** audiences for targeted campaigns
- **PREDICT** donor behavior with AI-driven analytics  
(Examples: Dataro, Fundwriter)

### COMMUNITY ENGAGEMENT:

- **TRANSLATE** outreach materials to reach broader audiences
- **DRAFT** FAQs, announcements, and community updates quickly
- **ANALYZE** survey data to improve programs and services



USED THOUGHTFULLY, AI BECOMES A PRACTICAL ASSISTANT THAT SUPPORTS COMMUNICATION, FUNDRAISING, AND ENGAGEMENT - FREEING YOUR TEAM TO FOCUS MORE ON YOUR MISSION.

# 03 ESSENTIAL AI SKILLS FOR NONPROFITS

BEFORE SELECTING AN AI TOOL OR LAUNCHING AN AI PROJECT, IT'S WORTH LEARNING A FEW OF THE KEY SKILLS THAT WILL HELP YOUR TEAM GET THE MOST VALUE FROM AI.

Success with AI is not about chasing the newest platform or capability; it is about knowing how to *think and work with these systems* so they are reliable partners in achieving your goals.

Nonprofits already excel at making an impact with limited time and resources. The strengths of nonprofits, such as clarity, creativity, and collaborative spirit, are exactly what can lead to success when applying AI.

By developing a shared foundation in skills such as prompt engineering, iterative collaboration, and strategic tool selection, you can turn AI from a novelty into a dependable force multiplier.



**THIS SECTION PRIMARILY FOCUSES ON LLM USE, PROVIDING PRACTICAL FRAMEWORKS, QUICK WINS, AND REUSABLE TECHNIQUES TO HELP YOU:**

Turn fuzzy ideas into clear AI instructions that produce useful results.

Build sustainable practices that work across changing tools and trends.

Collaborate with AI tools as you would with a trusted intern or staff member.

## 3.1 VIEWING AI AS A TEAMMATE, NOT A GADGET

THE MOST EFFECTIVE NONPROFIT TEAMS TREAT AI TOOLS LESS LIKE FANCY APPS AND MORE LIKE AN EAGER, BUT INEXPERIENCED JUNIOR STAFF MEMBER.

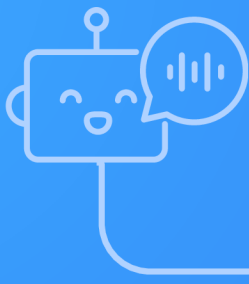
### AI IS GREAT AT:

- **DEVELOPING** first drafts fast
- **BRAINSTORMING** new angles
- **SUMMARIZING** large amounts of text
- **PERSONALIZING** messages at scale

While many people focus on the Intelligence part of AI, these tools still need your **guidance**, **judgment**, and **fact-checking** to do high-quality work.

Think of it like a smart intern who works at lightning speed, but may misunderstand the assignment.

**YOUR ROLE IS TO SET IT UP WELL, PROVIDE EXTREMELY CLEAR INSTRUCTIONS, REVIEW ITS OUTPUT, AND VERY IMPORTANTLY, GIVE IT GOOD FEEDBACK.**



**TRY TAKING A ROUTINE WRITING TASK, LIKE A THANK-YOU EMAIL, AND IMAGINE YOU'RE GIVING INSTRUCTIONS TO A NEW HIRE.**

**Whatever you'd say to that person, put it into your AI prompt.**

## 3.2 “GOLDILOCKS PROMPT” PRINCIPLE

WITH ANY AI TOOL, YOUR RESULTS WILL ONLY BE AS GOOD AS YOUR PROMPT.

When using AI tools, the quality of the output depends heavily on the quality of the prompt - the instructions you give the system.

The **Goldilocks Prompt Principle** is a simple way to think about prompting: *not too vague - not too complex - just right.*



### TOO LITTLE VAGUE PROMPTS

“Write a donor letter.”



### TOO MUCH OVERLOAD PROMPTS

“Write a 10-page grant proposal, including a table of contents, all past program history, use five different tones, reference multiple audiences, and format it for three funders.”



### JUST RIGHT CLEAR, FOCUSED PROMPTS

“Draft a one-page grant narrative for a community food access program. The audience is a local foundation. Use a hopeful and professional tone and include a brief program overview with a statement, and expected outcomes.”



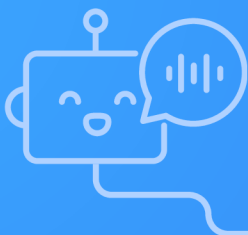
### TIPS FOR WRITING “JUST RIGHT” PROMPTS

- Clearly state the task
- Identify the audience
- Specify tone and length
- Provide relevant context or background
- Ask for one outcome at a time
- Review and refine the output

# 3.3 PRACTICAL PROMPT FRAMEWORK

TO KEEP YOUR PROMPTS CONSISTENT AND CLEAR, THE CTAS FRAMEWORK CAN BE HELPFUL.

	STEP	MEANING	EXAMPLE
<b>C</b>	CONTENT	Include the situation or background	“We’re a small literacy nonprofit writing to our donors”
<b>T</b>	TASK	State what you want AI to do	“Write a thank-you email for a recent donation”
<b>A</b>	AUDIENCE	Say who it’s for	“The donor is a first-time giver named Kelly”
<b>S</b>	STYLE	Specify tone, format, or strength	“Make it warm, hopeful, and under 150 words”



**TRY APPLYING CTAS TO 3 DIFFERENT TASKS:**

- Grant Summary
- Social Media Caption
- Event Invitation

*Save the best prompts to reuse later!*

## 3.4 IMPROVING AI OUTPUT TECHNIQUES

PROMPTING AI IS A CONVERSATION, NOT JUST A COMMAND. THESE TOOLS WORK BEST WHEN YOU BUILD UPON ANSWERS STEP BY STEP.

In the beginning, it is generally good to start broad and then refine. Don't expect perfection on the first try; expect something you can shape through further prompting. The comparison to a new intern is appropriate here. There is potential, but they may need a bit more guidance and direction at the start.



### FIRST PROMPT

“Write a paragraph summary of our reading program.”

### REFINEMENT

“Now make it sound more inspiring and parent-friendly.”

### REFINEMENT

“Add a short, clear call to action at the end.”

**WHEN AI GIVES A DECENT BUT NOT GREAT ANSWER, FOLLOW UP WITH PROMPTS LIKE:**

“Make this sound more conversational”

“Add a real-world example”

“Summarize this in 3 bullet points”

## 3.5 PROMPT REUSABILITY FOR EFFICIENCY

A GOOD PROMPT CAN SAVE YOU SIGNIFICANT TIME AND PRECIOUS RESOURCES, SO YOU DON'T HAVE TO REINVENT THE WHEEL EVERY TIME.

Encourage your team to save effective prompts in a shared document (e.g., *Google Doc*, *Excel File*, *SharePoint site*, *Notion page*) available to everyone. **Over time, this document can become your organization's AI Playbook.**



AT YOUR NEXT TEAM MEETING, HAVE EACH STAFF MEMBER CONTRIBUTE ONE “PROMPT THEY’RE PROUD OF.”

*You’ll build a starter library in 15 minutes!*

## 3.6 TROUBLESHOOTING INCONSISTENT RESULTS

DESPITE YOUR BEST EFFORTS, NOT EVERY OUTPUT WILL BE GREAT. THERE ARE A FEW COMMON ISSUES YOU MAY BE ABLE TO DIAGNOSE.

PROBLEM	WHY IT HAPPENS	HOW TO FIX IT
OUTPUT IS GENERIC	PROMPT IS TOO VAGUE	Add more context, audience info, or desired tone
OUTPUT IS TOO LONG	AI DEFAULTED TO ESSAY MODE	Set a word or sentence limit
OUTPUT SOUNDS ROBOTIC	TONE NOT SPECIFIED	Add style guidance like "make it sound personal and warm"
OUTPUT IS FACTUALLY INACCURATE	AI GUESSED OR HALLUCINATED	Provide key facts in your prompt or fact-check afterward
AI MISUNDERSTOOD THE TASK	PROMPT WAS AMBIGUOUS	Rephrase using bullet points or examples

IF SOMETHING LOOKS OFF, DON'T DISCARD IT - ASK AI DIRECTLY:



"List three ways this draft could be improved."

OR

"Explain why you wrote this the way you did,"

*It can actually help diagnose itself!*

# 04 SELECTING THE RIGHT AI TOOLS

**THE AI LANDSCAPE CHANGES FASTER THAN ANY LIST CAN KEEP UP WITH.**

A platform that's popular today might be gone in two years or replaced by something better within months. That's why the most successful nonprofits don't chase tools; they develop a clear strategy for **evaluating**, **selecting**, and **using** them.

**This section focuses on helping your team make smart, mission-aligned decisions that hold up even as technology evolves.**

We'll explore the main categories of AI tools and provide practical ways to decide which one best suits your organization.



**THINK OF THIS GUIDE AS YOUR AI SHOPPING GUIDE:  
NOT A CATALOG, BUT A COMPASS.**

# 4.1 AI TOOL CATEGORIES

MOST AI TOOLS FALL INTO A FEW BROAD CATEGORIES.

Knowing which category fits your needs helps narrow your search quickly and avoids being distracted by the buzz that can follow many new tool launches.

CATEGORY	WHAT IT DOES	COMMON USES FOR NONPROFITS	EXAMPLES
CONTENT CREATION	Generates text, images, audio, or video	<ul style="list-style-type: none"> <li>Drafting Donor Emails</li> <li>Writing Blogs</li> <li>Creating Graphics/Videos</li> <li>Translating Content</li> </ul>	<ul style="list-style-type: none"> <li>Chat-based LLMs (ChatGPT, Claude)</li> <li>Design Tools</li> <li>Video Generators</li> </ul>
AUTOMATION & OPERATIONS	Streamlines workflows and reduces manual tasks	<ul style="list-style-type: none"> <li>Scheduling Posts</li> <li>Summarizing Meetings</li> <li>Syncing Data Between Platforms</li> </ul>	<ul style="list-style-type: none"> <li>Workflow Builders</li> <li>Meeting Assistants</li> <li>Transcription Tools</li> </ul>
DATA & INSIGHTS	Analyzes information and finds patterns	<ul style="list-style-type: none"> <li>Donor Trend Analysis</li> <li>Program Reporting</li> <li>Segmentation</li> </ul>	<ul style="list-style-type: none"> <li>Spreadsheet Add-ons</li> <li>Predictive Analytics</li> <li>Dashboards</li> </ul>
COLLABORATION & COMMUNICATION	Helps teams work together better	<ul style="list-style-type: none"> <li>Shared Content Planning</li> <li>Meeting Notes</li> <li>Internal Messaging</li> </ul>	<ul style="list-style-type: none"> <li>Project Management AI</li> <li>Smart Docs</li> <li>Chatbots</li> </ul>



START BY PICKING A CATEGORY THAT MATCHES A PAIN POINT AND FOCUS YOUR EXPLORATION THERE.

“writing takes forever”

OR

“we’re drowning in data”

## 4.2 RECOMMENDED SELECTION CRITERIA

YOU SHOULD ALWAYS START WITH YOUR MISSION, NOT THE TOOL.

BEFORE CLICKING “SIGN-UP” ON THE NEWEST TOOL, PAUSE AND ASK YOURSELF A SIMPLE QUESTION:







“What specific problem are we trying to solve, and how does this tool help us solve it better?”

**AI SHOULD SERVE YOUR MISSION AND NOT DISTRACT FROM IT.**

A powerful writing tool is useless if your real problem is outdated donor data. A brilliant analytics platform won’t help if your team can’t keep up with day-to-day communication.

**ONE POWERFUL EXERCISE IS TO MAP AI OPPORTUNITIES TO ACTUAL ORGANIZATIONAL PAIN POINTS.**

ORGANIZATIONS PAIN POINT	AI OPPORTUNITY
Too much time spent on routine writing?	 <p>CONTENT CREATION TOOLS</p>
Can’t keep track of data across programs?	 <p>AUTOMATION &amp; OPERATIONS TOOLS</p>
Staff spends hours on transcribing or organizing?	 <p>DATA &amp; INSIGHTS TOOLS</p>
Teams work in silos and duplicate effort?	 <p>COLLABORATION &amp; COMMUNICATION TOOLS</p>

## 4.3 DECISION CHECKLIST

HERE'S A SIMPLE CHECKLIST YOUR TEAM CAN USE TO EVALUATE ANY TOOL BEFORE COMMITTING TIME OR MONEY:

CRITERIA	WHY IT MATTERS	QUESTIONS TO ASK
FUNCTION	Does it solve a real, frequent problem?	What specific task will this help with? Is that task worth improving?
EASE OF USE	Complicated tools stall adoption	Can non-technical staff learn this quickly? Is the interface intuitive?
COST & NONPROFIT PRICING	Budgets are tight	Are there free tiers, nonprofit discounts, or trials? What's the total cost over a year?
PRIVACY & SECURITY	You handle sensitive data	Does it meet donor or client privacy standards? Will my data be on a private or public server?
INTEGRATION	Tools work best when they play well together	Does it fit with what we already use (email, CRM, project software)?
LONGEVITY & STABILITY	Some tools disappear overnight	Is this company well-established? Is it likely to stick around?

# 05 ETHICAL & RESPONSIBLE USE OF AI

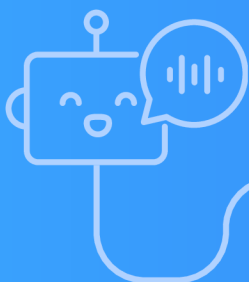
AI CAN BE A POWERFUL ALLY FOR MISSION-DRIVEN WORK, BUT IN THE END, IT IS A TOOL AND COMES WITH RESPONSIBILITIES IF IT IS TO BE USED RESPONSIBLY.

Nonprofits should approach AI adoption with the same care they apply to financial stewardship or data privacy. For organizations that rely upon the public's trust, ethical use isn't just a compliance checkbox; it is about **protecting trust**, **dignity**, and **community**.

## 5.1 ALIGNING AI USE WITH YOUR MISSION & VALUES

BEFORE ADOPTING ANY AI TOOL, ASK:

- Does this tool **advance** or **distract** from our mission?
- Could this tool **create inequities** or **harm** for the people we serve?
- Does this tool **reflect our values** of transparency and accountability?



WRITE A SHORT “AI PURPOSE STATEMENT” FOR YOUR ORGANIZATION BEFORE STARTING DOWN THE AI PATH.

Writing down 1-2 sentences that describe how you intend to use AI responsibly will help provide a north star for tool decisions!

## 5.2 PROTECTING PRIVACY & SENSITIVE DATA

AI SYSTEMS OFTEN PROCESS PERSONAL OR CONFIDENTIAL DATA, SO IT IS IMPORTANT TO ESTABLISH CLEAR INTERNAL GUIDELINES.

### LABEL DATA

Classify data before use as Public, Internal, Restricted, or Sensitive.

### LIMIT SHARING

Avoid entering personally identifiable information (PII), financial records, or case details into open or public AI tools.

### LIMIT USE

When possible, only use tools that guarantee no training on your data. This is often only available through paid or enterprise plans.

### TERMS & CONDITIONS

Read the details of data-handling policies for each tool before using or ask vendors for data protection agreements (DPAs) before use.

## 5.3 TRANSPARENCY IN AI USE

WHEN YOU DO LEVERAGE AI:

### BE OPEN ABOUT IT

with staff, partners, or donors whenever appropriate.

### DON'T MISLEAD

stakeholders into thinking all communication is human-written.

## 5.4 **RECOGNIZING AI BIAS**

AI OUTPUT IS SIMPLY A REFLECTION OF THE DATA IT IS TRAINED ON, WHICH CAN INCLUDE SOCIETAL BIASES.

A FEW STEPS YOU CAN TAKE TO MINIMIZE HARM INCLUDE:

### **REVIEW THE DATA**

you are providing to the tool for inherent bias or bias born of omission.

### **AVOID MAKING**

judgment-based decisions about individuals, such as eligibility, hiring, or funding, when using AI.

**USE HUMAN REVIEWERS TO CROSS-CHECK CONCLUSIONS.**

## 5.5 **HUMANS IN THE LOOP**

AI SHOULD ASSIST HUMAN JUDGMENT AND NOT REPLACE IT, PARTICULARLY IN DECISIONS THAT AFFECT PEOPLE OR FUNDING.

In practical use, AI can be viewed as Augmented Intelligence, helping to augment the abilities of humans doing their work rather than replacing their own thinking and insights.

### **HAVE STAFF REVIEW**

AI output for accuracy, tone, and alignment to your ethical standards.

### **TRAIN AI STEWARD**

or an AI team to assist with spotting potential red flags.

**TRAIN ALL STAFF TO RECOGNIZE WHEN NOT TO USE AI.**

## 5.6 ACCOUNTABILITY & CONTINUOUS LEARNING

ETHICAL USE OF AI IS AN ONGOING PROCESS, BUT HERE ARE A FEW STEPS THAT CAN HELP MAKE THAT PROCESS MANAGEABLE.

### **SCHEDULE YEARLY AI REVIEWS**

to assess what's working and where your guardrails may need adjustment.

### **ENCOURAGE STAFF**

and partners for feedback on the impact of your AI use.

### **DOCUMENT HOW YOU MAKE DECISIONS**

on when and how to deploy new AI tools.

### **JOIN NETWORKS**

like nonprofit tech or AI ethics to stay informed.

## 5.7 SAMPLE AI USE POLICY FRAMEWORK

USE THIS CHART TO HELP CREATE AN AI POLICY FOR YOUR ORGANIZATION.

POLICY AREA	QUESTION	EXAMPLE GUIDELINE
PURPOSE	Why are we using AI?	To improve efficiency and creativity while maintaining human oversight.
APPROVED TOOLS	Which AI tools are permitted?	Staff must limit AI use to ChatGPT Plus, Canva Magic Write, and Notion AI ( <i>reviewed annually</i> ).
DATA PRIVACY	What can staff enter into an AI tool?	No personal client data can be shared in an AI tool; only public or internal information.
REVIEW PROCESS	Who checks accuracy of AI output?	AI Steward or Communications Lead reviews all AI outputs to be shared publicly or used for internal decision making.
DISCLOSURE	When do we disclose use of AI?	Any public-facing content with AI assistance requires a note acknowledging that use.

# 06 LEADING AI PLATFORMS

AI TOOLS AND PLATFORMS VARY WIDELY IN FUNCTION, COST, AND COMPLEXITY, SO SELECTING THE RIGHT ONES DEPENDS ON YOUR ORGANIZATION'S GOALS AND CAPACITY.

In this section, you'll find a clear overview of some of the most impactful AI platforms, including their **pricing**, **strengths**, **limitations**, and **practical features** that can support and streamline your mission-driven work.

To make comparisons simple, this section includes an **AI comparison chart**, **AI platforms organized by category**, and **AI platform profiles**, highlighting what each does best and how it can help nonprofits and small businesses improve efficiency and impact.

THESE RESOURCES ARE DESIGNED TO HELP YOU CONFIDENTLY IDENTIFY THE AI SOLUTIONS THAT BEST ALIGN WITH YOUR MISSION AND OPERATIONAL NEEDS.

AI PLATFORMS COMPARISON CHART

AI PLATFORMS BY CATEGORY

AI PLATFORM PROFILES

- GENERAL TOOLS
- CONTENT CREATION
- AUTOMATION & OPERATIONS
- DATA & INSIGHTS
- COLLABORATION & COMMUNICATION

## AI PLATFORMS COMPARISON CHART

AI PLATFORM	CATEGORY	PURPOSE	BEST USED FOR
<b>CHATGPT</b> (OpenAI)	GENERAL TOOLS	Writing & Strategy	Emails, Grants, Social Media, Research
<b>CLAUDE</b>	GENERAL TOOLS	Proposal Support, Long-form Writing	Grant Proposals, Reports, Policy Briefs
<b>GOOGLE GEMINI</b>	GENERAL TOOLS	Writing, Search, Productivity	Grant Research, Drafting Documents, Analyzing Data
<b>GROK</b> (xAI)	GENERAL TOOLS	Real-Time Insights, Conversational Search	Monitoring Trends, Policy Updates, Rapid Q&A
<b>NOTEBOOKLM</b> (Google)	GENERAL TOOLS	Knowledge Management & Research	Turning Internal Documents into Searchable, AI-Powered Assistant
<b>PERPLEXITY</b>	GENERAL TOOLS	Conversational Search & Research	Real-Time Insights, Topic Exploration
<b>CANVA MAGIC STUDIO</b>	CONTENT CREATION	Design & Content	Graphics, Flyers, Presentations, Video
<b>FEEDHIVE</b>	CONTENT CREATION	Scheduling & Social Media	Planning Social Media Posts
<b>FUNDWRITER AI</b>	CONTENT CREATION	Donor Messaging	Personalized Appeals
<b>JASPER AI</b>	CONTENT CREATION	Marketing Copy	Campaign Messaging, Websites, Branding
<b>LUMEN5</b>	CONTENT CREATION	Video Generation	Blogs to Video Conversion
<b>SORA</b> (OpenAI)	CONTENT CREATION	Video Generation	Storytelling Videos, Impact Clips, Fundraising Visuals
<b>COPY.AI</b>	AUTOMATION & OPERATIONS	Marketing & Workflow Automations	Marketing Copy, Automate Workflows, Integrations, API Access
<b>MICROSOFT POWER AUTOMATE</b>	AUTOMATION & OPERATIONS	Workflow Automations	Connects to Microsoft to Automate Workflows
<b>ZAPIER</b>	AUTOMATION & OPERATIONS	Workflow Automations	Connects to Apps and Services to Automate Workflows
<b>DATARO</b>	DATA & INSIGHTS	Donor Analytics	Campaign Planning, Donor Segmentation, Benchmarking
<b>DIYSEO.AI</b>	DATA & INSIGHTS	SEO & Content Optimization	Search Engine Optimization for Blogs, Newsletters, Online Visibility
<b>TABLEAU</b>	DATA & INSIGHTS	Visual Analytics	Create Interactive Graphs, Maps, Charts with Data
<b>STRATSIMPLE</b>	DATA & INSIGHTS	Stakeholder Research and Goal Coaching	Strategic Planning
<b>GRAMMARLYGO</b>	COLLABORATION & COMMUNICATION	Writing Clarity	Reports, Emails, Social Proofreading
<b>NOTION AI</b>	COLLABORATION & COMMUNICATION	Workspaces & Databases	Manage Operations, Supplement Writing, Summarization Workflows
<b>PARROT AI</b>	COLLABORATION & COMMUNICATION	Transcription & Summaries	Meeting Notes, Grant Drafts

## 6.2 AI PLATFORMS BY CATEGORY

AI TOOLS PROVIDE PRACTICAL WAYS TO SAVE TIME, IMPROVE FUNDRAISING, STRENGTHEN COMMUNICATIONS, AND DO MORE WITH LIMITED RESOURCES.

BROWSE BY CATEGORY TO FIND WHAT FITS BEST FOR YOUR WORKFLOW AND MISSION.

### SOCIAL MEDIA, WRITING & COPY CREATION

Tools that help you write faster, create content, and improve messaging.

- **ChatGPT (OpenAI):** Emails, blogs, captions, grant drafts, strategy
- **Claude:** Long-form writing, policies, grant proposals
- **Google Gemini:** Writing, editing, and content analysis
- **Grok (xAI):** Trend-aware content and real-time social insights
- **FeedHive:** Post generation, scheduling, engagement insights
- **Buffer AI:** Schedules content, suggests rewrites
- **Jasper AI:** Marketing campaigns, websites, donor messaging
- **Copy.ai:** Automates repetitive writing tasks
- **DIYSEO.AI:** SEO blogs, website optimization
- **GrammarlyGO:** Improves clarity of reports, emails, and posts

### GRAPHICS, DESIGN & VIDEO CREATION

Tools that turn ideas, blogs, and reports into visual content.

- **Canva (Magic Studio):** AI-assisted graphics, flyers, social posts, video
- **Adobe Express:** Social content and video editing
- **Lumen5:** Turns blogs into animated videos
- **Pictory:** Converts webinars and reports into videos
- **Runway ML:** Creative storytelling and video editing

### GRAPHICS, DESIGN & VIDEO CREATION CONT...

- **SlidesAI:** Turns text into presentation slides
- **Sora (OpenAI):** Generates storytelling videos and visuals
- **RecCloud:** Record, edit, and auto-transcribe videos
- **PicWish:** AI-generated storytelling videos and visuals

### FUNDRAISING & DONOR ENGAGEMENT

Tools that help craft appeals, identify prospects, and conduct outreach.

- **Fundwriter AI:** Campaign drafts and donor segmentation
- **Jasper AI:** Donor emails, appeals, impact stories
- **Appeal AI:** Personalized fundraising messages
- **Dataro:** Predictive analytics for donor behavior
- **Windfall AI:** Identifies major gift potential
- **DonorSearch AI:** Predictive donor targeting
- **GiveWP + AI:** Smart WordPress donation forms
- **StratSimple:** Stakeholder research, donor strategy, goal planning

### DATA, RESEARCH & ANALYTICS

Tools that help analyze reports, trends, and program data.

- **Google Gemini:** Analyzes data and trends
- **NotebookLM:** Summarizes and analyzes uploaded reports
- **Perplexity AI:** Research, citations, fact-finding
- **Coefficient:** Automates Google Sheets reporting
- **Tableau for Non-Profits:** Data visualization and dashboards
- **PowerBI for Non-Profits:** Fundraising and program reporting

### INTERNAL COMMUNICATION & AUTOMATIONS

Tools that streamline workflows and team collaboration.

- **Notion AI:** Analyzes data and trends
- **Parrot AI:** Summarizes and analyzes uploaded reports
- **Zapier AI:** Research, citations, fact-finding
- **Microsoft Power Automate:** Automates Google Sheets reporting

**CHATGPT (OPENAI)**  
chatgpt.com



ChatGPT is a versatile conversational AI that helps nonprofits automate writing, research, planning, and donor engagement to improve productivity and communication.

- Large Language Model
- Conversational
- Generative AI

KEY FEATURES	
<b>WRITING &amp; EDITING</b>	Donor letters, newsletters, reports, policies, and documentation.
<b>CONTENT CREATION</b>	Social media posts, campaign copy, slogans, stories, and blog drafts.
<b>RESEARCH &amp; LEARNING</b>	Summaries, explainers, benchmarking, and program design support.
<b>GRANT SUPPORT</b>	Proposal drafts, needs statements, logic models, and budget narratives.
<b>TECHNICAL SUPPORT</b>	Coding assistance, low-code tools, chart generation, and data formatting.

**PRICING**

- Free Plan
- Plus Plan \$20/month
- Higher Tiers for Teams & Enterprise

**NONPROFIT PRICING**

- Same as baseline



**ADVANTAGES**

Versatile, affordable, user-friendly, and rich in applications.



**DISADVANTAGES**

May generate generic or incorrect responses without human review.

# CLAUDE

claude.ai



Claude is a helpful and context-aware AI assistant that supports nonprofit writing, research, strategy, and communication with an emphasis on safety and clarity.

- Large Language Model
- Conversational
- Generative AI

KEY FEATURES	
<b>WRITING &amp; EDITING</b>	Donor outreach, reports, policies, presentations, and web content.
<b>CONTENT CREATION</b>	Campaign messaging, social media posts, and creative storytelling.
<b>RESEARCH &amp; SUMMARIZATION</b>	Summarizes long documents, articles, and complex topics.
<b>INTEGRATIONS</b>	Supports Zapier, Microsoft 365, and developer setups.

## PRICING

- Free Plan
- Pro Plan: \$20/month
- Max Plans: from \$100/month

## NONPROFIT PRICING

- Same as baseline



## ADVANTAGES

Handles long docs, high-quality writing, alignment-focused.



## DISADVANTAGES

Higher cost, may limit responses, privacy requires care.

## GROK (XAI)

grok.com



Grok is an AI assistant built by xAI that combines generative writing abilities with real-time data access, making it useful for nonprofits that monitor public trends or news.

- Large Language Model
- Conversational
- Generative AI with Real-Time Data Access

### KEY FEATURES

<b>WRITING &amp; EDITING</b>	Newsletters, donor updates, emails, and campaign messaging.
<b>CONTENT CREATION</b>	Social media content, campaign ideas, and creative copywriting.
<b>REAL-TIME RESEARCH</b>	Pulls current data and trends from X (Twitter) and the web.
<b>IMAGE CAPABILITIES</b>	Can interpret uploaded images and generate new images.
<b>REASONING &amp; PLANNING</b>	Supports brainstorming, planning frameworks, and decision logic.

#### PRICING

- Free Plan
- X Premium, Premium+, SuperGrok Plans starting at \$30/month

#### NONPROFIT PRICING

- Same as baseline



#### ADVANTAGES

Real-time data access, strong reasoning, multimodal abilities, and an accessible free tier.



#### DISADVANTAGES

Free plan limits, occasional tone inconsistencies, and reliance on live data that may require careful review.

# NOTEBOOKLM (GOOGLE)

notebooklm.google



NotebookLM helps users turn their documents, notes, and research into structured insights. For nonprofits, it enables better organization of institutional knowledge, content reuse, and collaborative understanding across teams.

- AI Research & Knowledge Management Tool
- Context-Aware LLM

## KEY FEATURES

<b>DOCUMENT SUMMARIZATION AND Q&amp;A</b>	Upload PDFs, Google Docs, slides, web content, YouTube videos; then ask questions or get summaries based on them.
<b>AUDIO OVERVIEWS</b>	Generates podcast-style audio summaries of notebook content.
<b>GOOGLE WORKSPACE INTEGRATION</b>	Connects with Docs, Drive, and Slides for easy importing and sharing.
<b>NOTEBOOK ORGANIZATION &amp; SHARING</b>	Allows notebook structuring, permissions, and collaboration across teams.

### PRICING

- Free Basic Access for Google Users
- Plus Plan via Google One AI Premium: \$19.99/month

### NONPROFIT PRICING

- Included (or higher limits) via Google Workspace for Nonprofits at no extra cost



### ADVANTAGES

Excellent for research-heavy organizations, knowledge retention, and document-heavy workflows.



### DISADVANTAGES

Slightly higher learning curve, may not be cost effective if not already using Google services.

# PERPLEXITY

perplexity.ai



Perplexity is a conversational, research-driven AI assistant that provides real-time answers with citations. It helps nonprofits streamline research, support grant writing, and stay informed on key trends with reliable sourcing.

- AI Research Assistant
- Retrieval-Augmented Generation (RAG)

KEY FEATURES	
<b>GRANT WRITING SUPPORT</b>	Provides fast, cited research for problem statements, demographic data, funder research, and background context.
<b>ADMIN &amp; OPERATIONS SUPPORT</b>	Answers operational questions, compares tools, summarizes materials, and speeds up internal decision-making.
<b>OUTREACH &amp; COMMUNICATIONS</b>	Suggests language for newsletters, blogs, educational materials, and content ideas.
<b>CITED SOURCE RETRIEVAL</b>	Pulls from current web sources and includes citations for verification.

## PRICING

- Free Tier
- Pro Add-On: \$20/month

## NONPROFIT PRICING

- Same as baseline



## ADVANTAGES

Excellent for research-heavy tasks, strong citation transparency, and ideal for grant writers or policy-focused teams.



## DISADVANTAGES

Less creative writing capability than general LLMs; may rely on source quality and requires review for accuracy.

## CANVA (Magic Studio)

canva.com/magicstudio



Canva Magic Studio is an AI-powered design suite in Canva that enables nonprofits to quickly create professional graphics, videos, presentations, and documents without needing design expertise.

- Generative Design & Content Creation
- Text, Image, and Layout Generation

KEY FEATURES	
<b>MAGIC WRITE</b>	Generates copy for flyers, social posts, scripts, brochures, and presentations.
<b>MAGIC DESIGN</b>	Produces layouts and design options based on uploaded content, brand kits, and style preferences.
<b>MAGIC EDIT &amp; MAGIC ERASE</b>	Allows users to remove or replace objects in photos and adjust visuals using simple AI tools.
<b>VIDEO &amp; PRESENTATION TOOLS</b>	Converts ideas into editable presentations or short videos with templates and timed scenes.

### PRICING

- Free Version
- Pro Plan: \$14.99/month

### NONPROFIT PRICING

- Pro Plan: Free Pro access for eligible nonprofits through Canva for Nonprofits



### ADVANTAGES

Easy learning curve, brand consistency tools, strong nonprofit support.



### DISADVANTAGES

Less customizable than advanced design software, limited AI logic.

# FEEDHIVE

feedhive.io



FeedHive

FeedHive is a social media scheduling and automation platform that helps nonprofits plan, optimize, and publish content across multiple platforms. It reduces manual posting, helps repurpose content, and supports consistency.

- Social Media Automation & Scheduling
- AI-Assisted Content Optimization

## KEY FEATURES

<b>OUTREACH &amp; PUBLISHING</b>	Schedule and auto-publish content to Instagram, LinkedIn, Facebook, and X.
<b>CONTENT REPURPOSING</b>	Use AI to repurpose content and create multiple variations from existing drafts.
<b>ENGAGEMENT TRACKING</b>	Monitor performance analytics, follower engagement, and post outcomes.
<b>CONTENT CALENDAR</b>	Visual calendar for planning campaigns and maintaining consistent posting cadences.

### PRICING

- Free Tier
- Pro Tier: \$19/month

### NONPROFIT PRICING

- Same as baseline



### ADVANTAGES

Clean interface, built-in AI suggestions, supports multiple platforms, reduces manual work.



### DISADVANTAGES

Focused only on social media, limited long-form writing tools, free plan has restrictions.

# FUNDWRITER

fundwriter.ai

NONPROFIT FOCUSED



Fundwriter is an AI writing platform built specifically for nonprofits to streamline donor communications, grant content, and fundraising messaging. It provides sector-specific templates that reduce research and drafting time.

- Generative Writing for Fundraising & Grants
- Template-Driven LLM

## KEY FEATURES

<b>GRANT WRITING</b>	Drafts narratives, LOIs, funding appeals, and proposal sections using customizable templates.
<b>DONOR MESSAGING</b>	Generates thank-you notes, email campaigns, acknowledgments, and donor outreach content.
<b>INTERNAL CONTENT</b>	Assists with mission statements, case for support, program descriptions, and board-facing documents.
<b>TEMPLATE LIBRARY</b>	Sector-tailored prompts for development and fundraising workflows.

### PRICING

- Plans start at \$29/month

### NONPROFIT PRICING

- Discounted Plans Available for Nonprofits



### ADVANTAGES

Nonprofit-specific, fast and user-friendly, helps overcome writer's block.



### DISADVANTAGES

Limited to fundraising and grant content, requires careful prompt crafting for accuracy.

# JASPER

jasper.ai



Jasper is an AI-powered writing assistant that specializes in creating brand-consistent content across marketing, fundraising, and internal communications. It helps nonprofits save time on consistent messaging and supports teams without copywriters.

- Generative AI for Copywriting & Brand Content
- Large Language Model (LLM)

## KEY FEATURES

<b>GRANT SUPPORT</b>	Drafts compelling need statements, summaries, proposals, and appeals.
<b>MARKETING CONTENT</b>	Generates SEO-optimized blog posts, social media copy, emails, and newsletters.
<b>INTERNAL WRITING</b>	Assists with policy manuals, onboarding materials, reports, and internal documentation.
<b>TONE &amp; STYLE CUSTOMIZATION</b>	Adjusts content to match organizational voice and audience.

### PRICING

- Starts at \$39/month

### NONPROFIT PRICING

- Nonprofit discount available upon request



### ADVANTAGES

Easy to use, brand-consistent, collaborative features.



### DISADVANTAGES

Premium pricing, needs editing for emotional tone, no deep nonprofit focus.

**LUMEN5**  
lumen5.com



Lumen5 is an AI-powered video creation platform that transforms written content like blog posts, reports, or scripts into professional-quality videos. It helps nonprofits tell stories visually, engage donors, and produce training or outreach videos quickly without specialized video editing skills.

- AI Video Creation & Content Repurposing
- Generative Multimedia AI

KEY FEATURES	
<b>OUTREACH VIDEOS</b>	Converts written content into short-form videos for social media and digital campaigns.
<b>MARKETING &amp; STORYTELLING</b>	Creates visual content to promote programs, events, and impact stories.
<b>TEXT-TO-VIDEO AI</b>	Automatically adapts scripts or blog posts into engaging visual narratives.
<b>TEMPLATE LIBRARY</b>	Offers customizable layouts, styles, and transitions for professional-quality videos.

**PRICING**

- Basic Plan: Free
- Premium Plan: Starts at \$19/month

**NONPROFIT PRICING**

- Nonprofit discount available upon request



**ADVANTAGES**

No video editing skills needed, drag-and-drop interface, great for social media.



**DISADVANTAGES**

Templates can be restrictive, less customizable for advanced users, may need human voiceovers.

# COPY.AI

copy.ai



Copy.ai is an AI-powered content creation platform that helps nonprofits generate marketing copy, social media posts, blog content, and other written communications efficiently. It supports consistency across campaigns and automates content workflows.

- Generative AI for Marketing & Copywriting
- Large Language Model with Workflow

## KEY FEATURES

<b>WRITING &amp; COPY GENERATION</b>	Produces email copy, blog intros, social media posts, ad copy, headlines, and more via “Chat” or prompt-based generation.
<b>WORKFLOWS &amp; AUTOMATION</b>	Supports multi-step “workflows” ( <i>chained generative tasks</i> ) that automate content pipelines.
<b>INFOBASE / BRAND MEMORY</b>	Stores organizational information like tone, values, and brand guidelines to maintain consistent messaging.
<b>MULTI-USER &amp; TEAM COLLABORATION</b>	Paid tiers allow multiple seats and collaborative workspaces for team-based content creation.
<b>INTEGRATION &amp; API</b>	Offers integrations and API access for enterprise or advanced users to embed AI content into existing systems.

### PRICING

- Basic Plan: Free
- Premium Plan: Starts at \$29/month

### NONPROFIT PRICING

- Nonprofit discount available upon request



### ADVANTAGES

Fast content generation, ability to create automated workflows.



### DISADVANTAGES

Free plan is limited, primarily focused on marketing and copywriting.

**ZAPIER**  
zapier.com



Zapier is a no-code automation platform that connects apps and services into automated workflows called “Zaps.” It helps nonprofits reduce repetitive tasks, improve data accuracy, and streamline operations across multiple tools.

- No-Code / Low-Code Workflow Automation
- Integration & AI-Powered Task Automation

KEY FEATURES	
<b>WORKFLOW AUTOMATION (ZAPS)</b>	You define a “trigger” (e.g. “new form submission”) and one or more “actions” (e.g. “add record to CRM,” “send email,” “upload to Drive”).
<b>MULTI-STEP &amp; CONDITIONAL LOGIC</b>	Higher plans allow branching logic (“Paths”), filters, formatting, and conditional workflows.
<b>APP INTEGRATIONS</b>	Connects thousands of apps, including CRMs, email platforms, form tools, and cloud storage, without coding.
<b>BUILT-IN TOOLS &amp; NEWER LAYERS</b>	Includes “Tables” (data storage), “Interfaces,” “Chatbots,” and AI-powered “Agents” for advanced automations.

**PRICING**

- Basic Plan: Free
- Paid Plans: Professional, Team, Enterprise

**NONPROFIT PRICING**

- Nonprofit Plan: 15% discount available on a paid plan



**ADVANTAGES**

Automates even complex, repetitive tasks and reduces manual work.



**DISADVANTAGES**

High learning curve for multi-step workflows.

# DATARO

dataro.ai

NONPROFIT FOCUSED



Dataro is an AI-driven fundraising intelligence platform designed to help nonprofits use donor data strategically. It supports smarter campaign planning, donor segmentation, benchmarking, and data-driven decision-making to maximize fundraising impact.

- AI-Powered Fundraising Intelligence & Donor Analytics
- Predictive Modeling & Data Insights

## KEY FEATURES

<b>PREDICTIVE DONOR PROPENSITY MODELING</b>	Assigns scores or “ranks” to donors to predict who is most likely to give, upgrade, lapse, or reactivate.
<b>FUNDRAISING INTELLIGENCE / DASHBOARDS</b>	Live dashboards, visual reports, and benchmarking against peer organizations.
<b>MULTICHANNEL CAMPAIGN SUPPORT</b>	Helps plan personalized outreach across multiple communication channels (direct mail, email, etc.) using donor insights.
<b>BENCHMARKING &amp; PEER COMPARISON</b>	Compare your fundraising metrics to similar nonprofits in your sector.
<b>REPORTING &amp; METRICS</b>	Tracks campaign-level results (net return, response rate, average gift, ROI, etc.) and compares predicted vs. actual outcomes.

### PRICING

- Basic Plan: \$19/month, per user

### NONPROFIT PRICING

- Nonprofit Focused: Contact for pricing



### ADVANTAGES

Focused on nonprofits and NGOs.



### DISADVANTAGES

Paid-only platform, requires accurate donor data to be effective.

# DIYSEO.AI

diyseo.ai



**DIYSEO.AI**

DIYSEO.AI is a do-it-yourself platform combining AI-generated content creation with SEO optimization tools. It helps nonprofits improve website visibility, generate blog posts, and manage link-building campaigns to drive organic traffic and reach wider audiences.

- AI-Powered Content Creation & SEO Optimization
- Generative SEO & Link Building

KEY FEATURES	
<b>CONTENT CREATION</b>	Generates blog posts, landing pages, and metadata automatically.
<b>SEO TOOLS</b>	Provides keyword optimization, ensures adherence to the E-E-A-T (Expertise, Authoritativeness, Trustworthiness) framework, and enhances search rankings.
<b>LINK BUILDING</b>	Connects with thousands of niche link opportunities to increase website authority.
<b>ANALYTICS &amp; REPORTING</b>	Tracks SEO performance, content ranking, and link-building effectiveness.

## PRICING

- Basic Plan: Free
- Pro Plan: \$20/month

## NONPROFIT PRICING

- No nonprofit specific plan



## ADVANTAGES

Cost-effective, time-saving, helps improve website visibility.



## DISADVANTAGES

Paid-only platform, requires SEO basics to maximize effectiveness.

# STRATSIMPLE

stratsimple.com

NONPROFIT FOCUSED



StratSimple is an AI-driven platform that helps nonprofits automate community feedback, program evaluation, and strategic planning. It combines virtual interview surveys, insight analysis, and goal management to support adaptive and data-informed decision-making.

- AI-Powered Program Evaluation & Strategic Planning
- Virtual Interviews & Insight Synthesis

## KEY FEATURES

<b>VIRTUAL INTERVIEW SURVEYS™</b>	Survey research platform with embedded AI interviewer for interview-like responses affordably and at scale.
<b>INSIGHT SYNTHESIS</b>	Automatic processing of virtual interview results, extracting key themes and insights.
<b>GOAL MANAGEMENT &amp; COACHING</b>	Provides dashboards with AI-driven guidance to set and track organizational or program goals.
<b>STRATEGIC PLANNING TOOLS</b>	Helps nonprofits create adaptive strategic plans based on analyzed data.

### PRICING

- Starts at: \$225/month, for up to 50 users

### NONPROFIT PRICING

- Nonprofit Focused Baseline pricing



### ADVANTAGES

Affordable, fast, high quality stakeholder engagement research with on-going support for implementing strategic plans.



### DISADVANTAGES

Automated stakeholder engagement is less personal than face-to-face interviews.

## GRAMMARLYGO

grammarly.com/grammarlygo



GrammarlyGO is an AI-powered writing assistant that helps nonprofits improve clarity, tone, and grammar in all communications, whether internal emails, donor outreach, or public-facing content.

- AI Writing Assistant
- Tone, Clarity, and Grammar Enhancement

### KEY FEATURES

<b>GRANT WRITING</b>	Refines tone and structure for proposals, reports, and funding requests.
<b>ADMIN SUPPORT</b>	Polishes internal emails, HR policies, and documentation for clarity and professionalism.
<b>OUTREACH &amp; COMMUNICATIONS</b>	Improves quality and consistency of social posts, blogs, newsletters, and donor communications.
<b>TONE &amp; STYLE SUGGESTIONS</b>	Adjusts content to match intended voice and audience.

#### PRICING

- Basic Plan:  
Free with Grammarly
- Premium Plan:  
Starts at \$12/month

#### NONPROFIT PRICING

- No public nonprofit pricing; some grants may apply



#### ADVANTAGES

Works in-browser or in Microsoft/Google apps, real-time suggestions, easy to use.



#### DISADVANTAGES

Not a content generator, limited to revision/editing, fewer nonprofit templates.

## NOTION AI

notion.com



Notion + Notion AI combines workspace, documentation, project tracking, and AI-enhanced content tools in a single platform. It helps nonprofit teams centralize knowledge, manage operations, and streamline writing, summarization, and collaboration workflows.

- AI-Powered Workspace & Knowledge Management
- Generative Content & Productivity Tools

### KEY FEATURES

<b>WORKSPACE + KNOWLEDGE HUB</b>	Create pages, documents, wikis, and databases, linking them together as a “single source of truth.”
<b>DATABASES &amp; VIEWS</b>	Use tables, boards, timelines, and calendars to manage donor data, project tasks, volunteer rosters, and more.
<b>REAL-TIME COLLABORATION &amp; SHARING</b>	Multiple users can edit, comment, and manage view permissions for secure collaboration.
<b>TEMPLATES FOR NONPROFITS</b>	Prebuilt templates for fundraising pipelines, volunteer tracking, board management, donation tracking, and program management.

#### PRICING

- Free Plan
- Paid Plans begin at \$8/month per member (annual billing) or \$10/month monthly billing

#### NONPROFIT PRICING

- 50% Discount off Plus (team) Plan for U.S. 501(c)(3) Nonprofits via verification through TechSoup



#### ADVANTAGES

Works in-browser or in Microsoft/Google apps, real-time suggestions, easy to use.



#### DISADVANTAGES

Not a content generator, limited to revision/editing, fewer nonprofit templates.

# 07 A ROADMAP FOR USING AI

ADOPTING AI CAN BE SEAMLESS AND STRATEGIC WHEN APPROACHED IN SMALL, MANAGEABLE STEPS.

This section provides practical guidance on introducing AI into your nonprofit or small business without overwhelming your team or budget.

## 7.1 PILOTING AI TOOLS

THE SMARTEST WAY TO ADOPT AI IS TO START SMALL, LEARN FAST, AND SCALE INTENTIONALLY.



INSTEAD OF ROLLING OUT A TOOL ACROSS YOUR ENTIRE ORGANIZATION IMMEDIATELY, FOLLOW THESE STEPS:





## START WITH ONE OR TWO LOW-RISK, HIGH-IMPACT USE CASES.

Focus on time-consuming tasks without taking on critical risk.

Use ChatGPT to draft thank you letters or board updates.

Try Canva's Magic Design to create social media graphics.

Use Otter.ai to transcribe and summarize meetings.

## PILOTING TIPS

### SET A CLEAR GOAL

“Reduce time spent on newsletters by 50%.”

### CLEARLY COMMUNICATE

This is not intended to replace staff, but to open them up to do more impactful work.

### CHOOSE TOOLS WITH FREE TRIALS

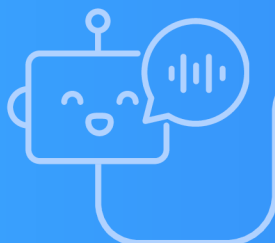
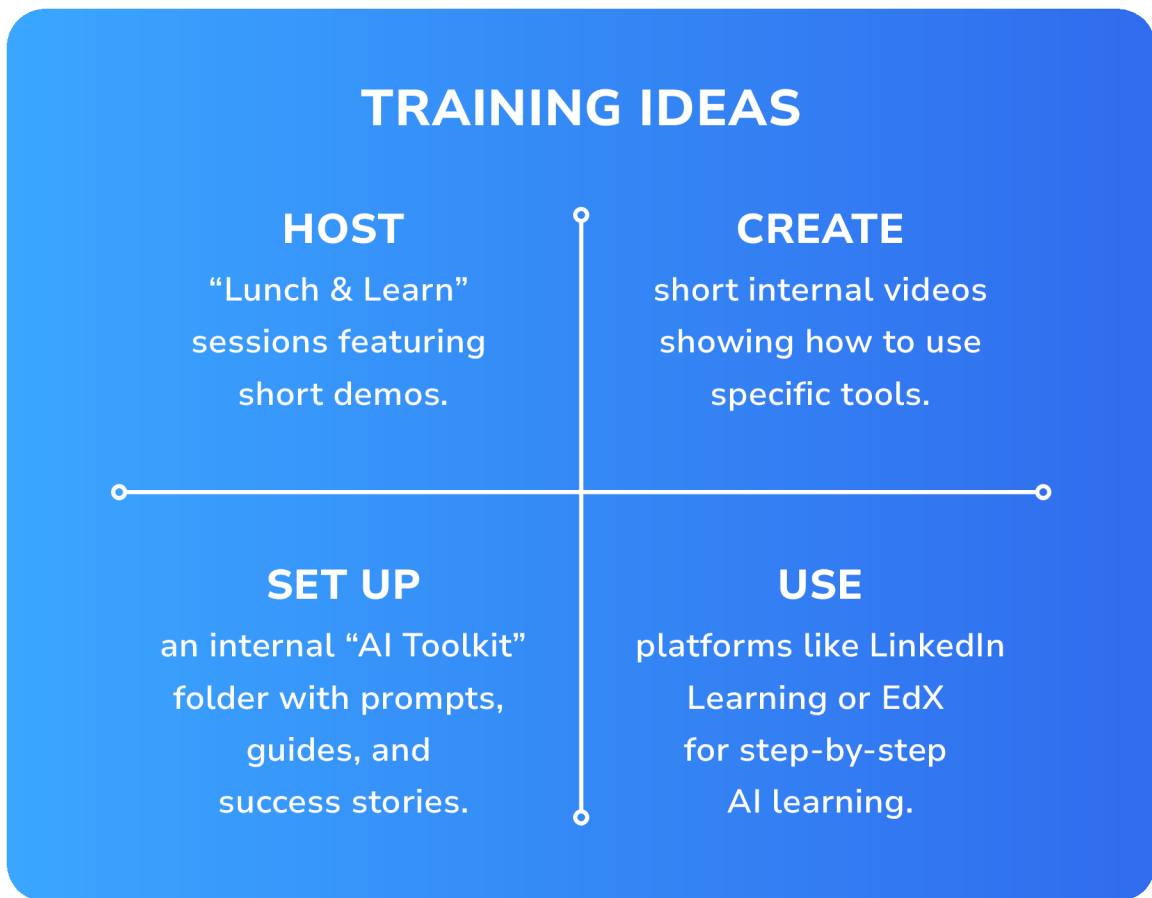
Choose free trials or nonprofit pricing but be certain to check the terms and conditions to ensure data privacy.

### ASSIGN A TEAM LEAD

Assign a Team Lead or “AI Champion” to monitor use and gather feedback.

## 7.2 TRAINING YOUR TEAM

EMPOWER YOUR STAFF WITH SIMPLE TRAINING TOOLS AND SHARED LEARNING EXPERIENCES.



### ENCOURAGE YOUR TEAM!

Experimentation, curiosity, and collaboration should be encouraged across departments!

## 7.3 MEASURING IMPACT

SUCCESS WITH AI SHOULD BE MISSION-ALIGNED. DEFINE WHAT SUCCESS LOOKS LIKE FOR YOUR TEAM AND EVALUATE ACCORDINGLY.

WHAT TO TRACK	
TIME SAVED	Did staff reduce time spent on routine tasks?
COST SAVINGS	Did you replace or reduce outsourcing costs?
QUALITY IMPROVEMENT	Are your communications clearer and more consistent?
TEAM CONFIDENCE	Are staff more comfortable using technology?
AUDIENCE ENGAGEMENT	Did donor or community interaction increase?



“By using AI to write our newsletter, we saved four hours per month and increased open rates by 20%.”

## 7.4 AI TOOL MISSION FIT CHECKLIST:

✓	QUESTIONS	NOTES
	Does this tool solve a problem or save time for our team?	
	Is the tool easy for non-technical staff to use?	
	Are nonprofit discounts or free plans available?	
	Will it integrate with our current tools or workflows?	
	Does it safeguard private client or donor information?	
	Can we explain the tool to leadership and stakeholders?	
	Does it align with our values and ethical commitments?	
	Have we tested its output for quality and fairness?	

## 7.5 AVOIDING AI OVERLOAD

ONE OF THE MOST COMMON CHALLENGES NONPROFITS FACE WHEN ADOPTING AI IS TAKING ON TOO MANY TOOLS AT ONCE.

This can lead to confusion, fragmented data, and unnecessary training demands. **A helpful rule of thumb:** Fewer tools used well are far more effective than dozens of tools used poorly.



### BEST PRACTICES TO STAY FOCUSED

#### REVIEW WHAT YOU ALREADY USE

Assess your tools and sunset those that no longer add value.

#### FAVOR MULTI-PURPOSE TOOLS

Choose platforms that can grow with your organization.

#### NEW TOOLS REPLACING OLD WORKFLOWS.

AI should simplify your work, not create extra steps.

## 7.6 PLANNING FOR THE FUTURE

THE AI LANDSCAPE IS EVOLVING RAPIDLY, WITH NEW TOOLS AND FEATURES EMERGING EVERY DAY.

Rather than trying to track everything, nonprofits benefit most from building a lightweight system for staying informed, one that keeps teams flexible without creating overwhelm.



### HOW TO STAY UP TO DATE

#### HOST QUARTERLY CHECK-INS

Set aside time for team meetings to share discoveries.

#### SUBSCRIBE

to trusted nonprofit focused newsletters like NTEN, TechSoup, or Nonprofit Tech for Good.

#### NOMINATE AN “AI SCOUT”

Designate one team member to monitor trends and test new tools for takeaways.

# 08 PROMPT LIBRARY

USE THIS PROMPT LIBRARY WITH TOOLS LIKE CHATGPT, GROK, OR CLAUDE TO DRAFT CONTENT MORE EFFICIENTLY.

Start with the example prompts, then tailor them to match your organization's tone and audience.

## 8.1 GRANT WRITING PROMPTS

SAVE TIME, GENERATE IDEAS, & DRAFT STRONGER PROPOSALS.

### MISSION STATEMENT PROMPT

Using information from our website **[insert website URL]** and annual reports **[insert report link or upload]**, write a concise 250-word mission statement for our nonprofit organization.

We **[insert description of what you do]** in **[insert service area]**.  
The tone should be inspiring, clear, and appropriate for a grant proposal.

Emphasize:

- Our unique role in the community
- The challenges we address
- The long-term outcomes we aim to create

*Avoid jargon and buzzwords. Focus on purpose and measurable impact.*

### PROJECT GOALS PROMPT

List three measurable, time-bound goals for our **[insert program name and description]** that serves **[insert population served]**.

Format each goal in a grant-ready structure:

By **[timeframe]**, we will **[achieve outcome]** as measured by **[metric]**.

Ensure the goals:

- Are ambitious but realistic
- Align with common funder priorities (equity, access, education)
- Can be clearly evaluated and reported

## PROGRAM NEEDS PROMPT

Draft a persuasive needs statement for a grant proposal to expand our **[insert program name]**.

Our service area is **[insert service area description]**, and the key issues we address include **[insert key issues]**.

Be sure to:

- Incorporate relevant data points **[insert data sources]**
- Illustrate the local context and scope of the challenge
- Include one brief, human-centered anecdote

The tone should be urgent yet solution-oriented.

*Avoid pity-based language and highlight community resilience.*

## 8.2 DONOR EMAIL PROMPTS

THANK, ENGAGE, AND RE-ENGAGE YOUR SUPPORTERS.

### THANK YOU EMAIL PROMPT

Write a warm, personal thank-you email to a first-time donor who gave **[insert \$ amount]** to support our **[insert program name]**. The tone should be sincere, hopeful, and personal - avoid sounding like a form letter.

Include:

- A brief impact statement describing how their gift helps **[insert impact]**
- A mention that they are now part of our community

Keep the email under 180 words and end with a gentle invitation to stay connected (no hard ask).

### DONOR RE-ENGAGEMENT PROMPT

Draft a thoughtful follow-up email to donors who gave in **[insert year]** but haven't donated since. The tone should be warm, curious, and appreciative, with no guilt or pressure.

Be sure to:

- Acknowledge their past support
- Highlight one meaningful impact that has occurred since their last gift
- Invite them to re-engage through **[insert engagement opportunities]**

## 8.3 MARKETING PROMPTS

GREAT FOR QUICK, ENGAGING CONTENT ACROSS PLATFORMS.

### CLIENT PERSONA PROFILE PROMPT

You are a marketing professional at a nonprofit conducting market research to better understand your community.

Create a detailed client persona profile for **[insert service or program]**. Be sure to include **[insert elements important to you]**.

Include:

- Demographics
- Psychographics and values
- Motivations and challenges

Give this persona a name for easy reference.

### BLOG ARTICLE PROMPT

Using the attached sample of a past blog article, write a 2,000-word blog post on **[insert topic]** using a similar tone and vocabulary.

The article should:

- Aim to **[insert intent]**
- Engage **[insert target audience]**
- Include a primary call to action: **[insert CTA]**

### EMAIL MARKETING IDEAS PROMPT

Acting as a marketing professional, generate a set of weekly email marketing ideas for May for **[insert organization name and website URL]**.

Emails should:

- Promote upcoming events
- Highlight achievements or milestones
- Amplify content from our blog or website

### SOCIAL MEDIA CAMPAIGN PROMPT

Generate a cadence of Instagram posts leading up to Giving Tuesday that highlights our organization's impact and encourages community support.

Use content from our website **[insert URL]** and Instagram feed **[insert IG URL]**

## 8.4 EVENT PLANNING PROMPTS

PLAN, PROMOTE, AND FOLLOW UP ON EVENTS WITH CLARITY.

### EVENT AGENDA PROMPT

Create a detailed one-hour agenda for a volunteer training session for **[insert event description]**.

The audience is **[insert audience description]**, and the goal of the session is to **[insert goal]**.

Include:

- Time allocations
- Key talking points
- Recommended speakers or activities

### EVENT PLANNING CHECKLIST PROMPT

Create a comprehensive event planning checklist for **[insert event name]** to be held on **[insert event date]**.

Include tasks related to:

- Logistics
- Communications and promotion
- Sponsorships
- Post-event wrap-up

Present the checklist in a table format with columns for:

Task | Responsible Party | Deadline | Status

Key planners: **[insert staff names and roles]**

### EVENT THANK YOU EMAIL PROMPT

Draft a thank-you email to attendees of our **[insert event purpose]**.

The audience is **[insert audience description]**, and the tone should be **[insert desired tone]** and under 200 words.

Be sure to:

- Acknowledge their participation and support
- Share a link to event photos: **[insert photo album URL]**

## 8.5 REPORT SUMMARY PROMPTS

TURN RAW DATA INTO CLEAR, USEFUL UPDATES.

### PROGRAM DATA PROMPT

Upload your document and use this prompt:

Summarize the attached program impact data from [insert program name] into a clear, two-paragraph report for our board.

Focus on:

- Program reach
- Measurable outcomes
- Key statistics
- Brief context for year-over-year changes

Include one short quote or anecdote that illustrates impact.

Use a professional, strategic tone suitable for a board packet.

### PROJECT SUMMARY PROMPT

Upload your document and use this prompt:

Turn the attached survey data into a one-page summary for staff and community partners.

Include:

- A short executive summary at the top
- Bullet points highlighting key quantitative findings
- Key themes and surprising insights
- Two to three participant quotes
- A closing section outlining next steps

Use plain language accessible to non-technical audiences.

### IMPACT STATISTICS PROMPT

Upload your document and use this prompt:

From the attached year-end report, identify the five most compelling impact statistics for donors and community supporters.

Present them as short, punchy bullet points for slides or social media.

## ANNUAL REPORT SUMMARY PROMPT

Upload your document and use this prompt:

Create three different summaries of our attached Annual Report using the same core information, but tailored to different audiences.

1. **Board of Directors:** Strategic and concise in two paragraphs. Focus on high-level outcomes, trends, and organizational performance.
2. **Program Staff:** Practical takeaways in bullet-point format. Highlight insights they can apply to their work.
3. **Donors:** Inspiring, impact-focused summary in approximately 150 words that's suitable for a newsletter.

Adapt the language, structure, and focus for each audience.

Present all three summaries in one document with clear headers.

## 8.6 OTHER USEFUL PROMPTS

### IDEATION PROMPT

Our organization, **[insert organization name]**, is exploring new services to expand our impact.

Research current online conversations and market trends in **[insert service sector]**. Identify what clients are looking for, popular program types, how the market is evolving, and how these trends may influence **[insert type of service you provide]**.

Highlight emerging opportunities, unmet needs, and any potential risks or challenges associated with these trends.

### SWOT ANALYSIS PROMPT

Act as an analyst and consultant. Conduct a SWOT analysis for our organization, which is a **[describe organization]**.

Use the attached annual reports **[upload documents]** to inform the analysis. Present findings clearly under Strengths, Weaknesses, Opportunities, and Threats, with practical insights we can use for planning and decision-making.

# 09 ADDITIONAL RESOURCES

## 9.1 NONPROFIT TECH RESOURCES

STAY CURRENT AND CONNECTED THROUGH THESE TRUSTED ORGANIZATIONS AND COMMUNITIES:

- **TechSoup:** Technology discounts, webinars, and nonprofit tool guidance
- **Google for Nonprofits:** Free tools, training, and AI resources
- **Microsoft for Nonprofits:** Grants, cloud tools, and AI learning paths
- **NTEN:** Nonprofit technology community, research, and events
- **Nonprofit Tech for Good:** Practical tips on digital tools and trends
- **AI for Good:** Global initiatives using AI for social impact
- **DataKind:** Data science support for nonprofit missions
- **The Chronicle of Philanthropy:** Sector news, trends, and insights

HELPFUL LINKEDIN GROUPS:

- *AI for Nonprofits*
- *Nonprofit Marketing Tech*

## 9.2 READING & WEBINARS

EXPLORE THESE LEARNING OPPORTUNITIES TO DEEPEN YOUR UNDERSTANDING OF AI IN THE NONPROFIT SECTOR:

- **“AI for Nonprofits”** Webinar series via TechSoup
- **AI & Ethics in the Nonprofit Sector** Report Series by NTEN
- **AI Readiness Guide** from Google for Nonprofits & Microsoft
- **Grant Writing with ChatGPT or Jasper** Tutorials on YouTube or LinkedIn Learning

## 9.3 FREQUENTLY ASKED QUESTIONS ABOUT AI IN NONPROFITS

### **Q: Is AI safe for handling sensitive donor or client information?**

**A:** Only use platforms that clearly state their data privacy and security policies. Never input personal or confidential data into public AI tools. When in doubt, remove identifying details or anonymize your content. Many free tiers of AI tools will use your data for further training and may place the privacy of your data at risk. Many paid tiers of those same tools assure data privacy.

### **Q: What if our team isn't very tech-savvy?**

**A:** Many AI tools are beginner-friendly and come with templates or walk-throughs. Start small - use AI for brainstorming or first drafts. Lean on your more tech-comfortable staff or volunteers to help others get started.

### **Q: Will donors trust us less if we use AI in communications?**

**A:** Not if you're transparent and authentic. AI is just a tool to help you communicate more efficiently. Always review and personalize content before sending it. The human touch still matters most.

### **Q: Can AI really save us time - or will it add more work?**

**A:** AI can save time on repetitive tasks like first drafts, social media posts, and donor emails. It won't replace your strategy or decision-making, but it can reduce time spent on routine writing and planning.

### **Q: Do we need to pay for these AI tools?**

**A:** Many AI platforms offer free versions or nonprofit discounts. Tools like ChatGPT, Canva, and Grammarly have free tiers. For others, check TechSoup.org for nonprofit rates or trials.

## FREQUENTLY ASKED QUESTIONS ABOUT AI IN NONPROFITS

### **Q: Will AI take jobs away from nonprofit staff?**

**A:** AI is meant to assist - not replace - your team. It can handle time-consuming tasks so staff can focus on relationship building, strategy, and mission-driven work. Think of AI as a digital intern or assistant.

### **Q: Is it ethical to use AI to write grant proposals or donor letters?**

**A:** Yes - if you're using AI as a support tool, not to misrepresent your mission or data. You should always review and customize content to reflect your organization's real voice, impact, and values.

### **Q: How do we make sure AI reflects our nonprofit's tone and voice?**

**A:** When using prompts, add phrases like "in a friendly, hopeful tone" or "keep it professional but warm." Save well-written examples and ask AI to "mimic this writing style." Consistency comes with practice. Many paid tiers of LLMs allow you to upload past writing samples and match any output to that style and tone.

### **Q: Can we train AI on our nonprofit's content?**

**A:** Yes, some tools allow you to upload past newsletters, reports, or website copy. Tools like Jasper and Copy.ai offer "brand voice" settings. This helps AI generate content that sounds more like you.

### **Q: How do we know if AI-generated content is accurate?**

**A:** Always fact-check and proofread. AI can occasionally make things up ("hallucinate") or guess at data. Use it for structure, drafts, and ideas - never as a final source without review. Some tools, like NotebookLM, can force responses to only be based on specific sources of data you provide, but it is always best practice to verify any AI output.

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