

WEBINAR

AI for Nonprofits: Strategies to Boost Impact and Efficiency

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Lillian Davis, MPA

Consultant

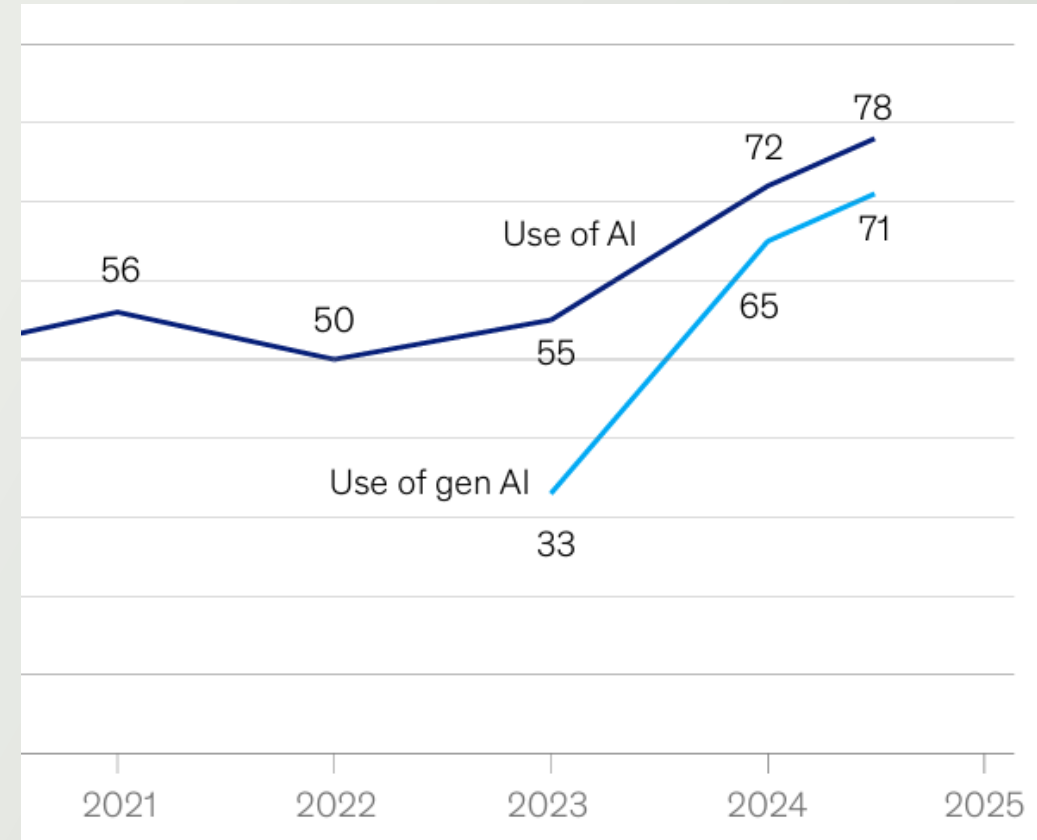
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Learning Objectives

- 1 The opportunities in Generative AI and how they can benefit your nonprofit
- 2 Practical AI tools and prompts for marketing, fundraising, planning, and operations
- 3 Best practices for adoption and building a learning culture that empowers staff
- 4 A phased implementation framework for quick wins and long-term impact

The Generative AI Boom

- 39% of U.S. adults have adopted GenAI in under 2 years. (Harvard Gazette, 2024)
 - 2x faster adoption than the internet
 - 3x faster than PCs
- ChatGPT had 100 million active users two months post launch.
- Use of Generative AI in business rose from 33% in 2023 to 71% in late 2024.



The state of AI. How organizations are rewiring to capture value.
McKinsey & company, 2024

Who's Using AI Regularly?

Age:

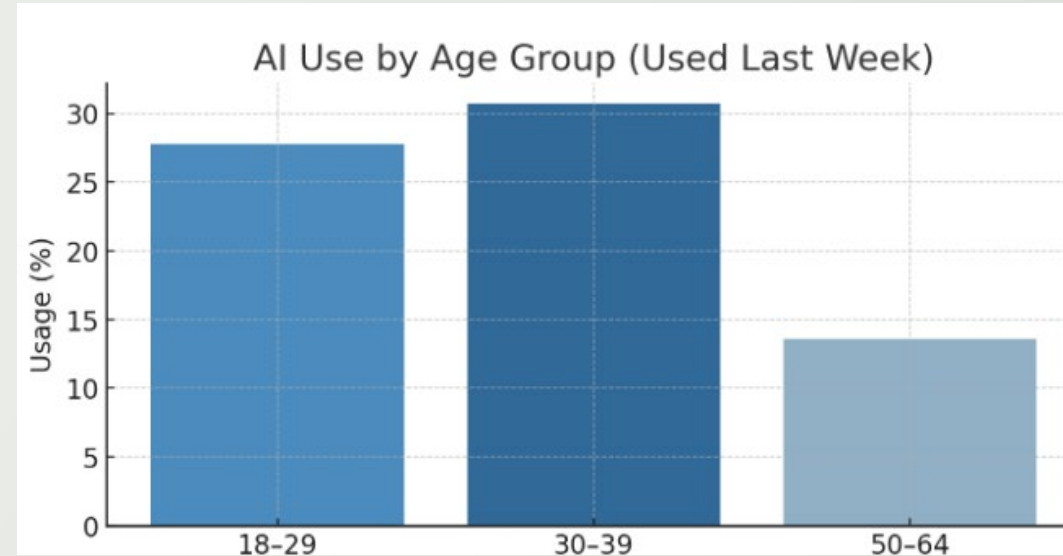
- 30–39 - 31%
- 18-29 - 28%
- 50–64 - 14%

Gender:

- Men - 28%
- Women - 20%

Seniority:

- C-Level - 53%
- Managers - 44%



Generative AI users are **33% more productive** during AI-supported work hours









Source: Harvard Gazette, 2024.

Types of Generative AI Applications

Type	Popular Tools	What It Generates
Text (LLM)	ChatGPT, Claude, Gemini	Reports, summaries, content
Image	DALL-E, Midjourney	Art, illustrations, designs
Audio	ElevenLabs, Suno, Soundraw	Music, voiceovers, sound effects
Video	CapCut, Invideo, RunwayML	Clips, animations, short-form video, text to video
Multimodal	GPT-4o, Gemini 1.5, Claude Perplexity, Groc	Combos of text, image, audio

Note: Highly recommend to use the paid version of these for privacy and full access to these functions.

Smart Software Tools... AI Under the Hood

-  **Canva:** Graphic Design tool using AI-generated text and layouts
-  **Hootsuite:** Social Media Scheduling and Analytics with content suggestions
-  **CapCut:** Video Creation tool using AI powered captions and smart edits
-  **Fathom:** Meeting Recording with summaries, action items, and integration
-  **iWave:** Donor Prospecting tool provides wealth scores using predictive analytics
-  **CRM:** Donor Database and Engagement tool for communications and automation
-  **Meta Suite and Business Insights:** Social Media and Engagement Insights
-  **Zapier or Make:** Automation and software integrations

Where to Leverage AI in Your Organization

- Marketing & Content Creation
- Fundraising & Donor Engagement
- Grant Research & Proposal Writing
- Strategic Planning & Benchmarking
- Staff Training & Engagement
- Operations & Mission Delivery
- Data Analysis & Report Creation

65% of nonprofits using AI report clear time savings and productivity gains



Supercharge Your Marketing with AI

- Write communications, blogs, social media posts, press releases, articles and annual reports
- Create visual assets and videos (smart software)
- Repurpose blog → newsletter → caption
- Adapt and schedule content for each social channel
- Analyze social media data and engagement
- Automate, personalize, and segment campaigns
- Use chatbots for real-time prospect engagement
- Draft a marketing plan and content calendar

83% of Marketers now use GenAI, saving up to 5 hours per week.



- Jasper & CoSchedule, 2024

AI in Fundraising

- Brainstorm and plan events & campaigns
- Analyze and predict donor giving
- Create personalized donor appeals and emails
- Generate donor personas
- Identify new donors and sponsors
- Strategize and plan major donor communications
- Personalize donation pages and thank you emails



Grant Research, Writing, and Development

- Research new grant opportunities
- Summarize RFPs into checklists and identify deadlines
- Write a compelling case statement
- Draft budgets, bios, and attachments
- Build logic models, identify outcomes and create evaluation plans
- Repurpose prior proposals intelligently
- Assemble grant applications and reports

**60% of
Nonprofits are
Actively
Interested in AI
for Grant Writing**

- TechSoup, 2025



HR & Staff Development

- Develop role descriptions, handbooks, evaluations, and training plans
- Create a searchable custom GPT for policies and SOPs
- Use AI tools to automate hiring, onboarding, and training
- Turn feedback and surveys into training plans
- Role-play employee relations scenarios and improve communication
- Identify high-potential staff for new initiatives based on performance
- Build development plans to support upskilling and AI literacy

Staff Development Plan

1. **Gather** job descriptions, performance reviews, goals, and projects
2. **Identify** aspirations, development needs, and staff input (e.g., self-reviews or surveys)
3. **Upload** documents to Claude or ChatGPT Pro (avoid free versions and Gemini for privacy)
4. **Use AI** to build a development plan with strengths, goals, potential roles, and upskilling paths
5. **Bonus:** Ask GPT to recommend AI tools relevant to their current role

Strategic Planning

How can AI Assist?

- Conducts partner and market research
- Creates and analyze stakeholder surveys
- Identifies potential board members
- Compiles survey or financial data into trends
- Generates visual dashboards of KPI's & Impact Stats
- Analyzes financial patterns & opportunities
- Performs SWOT analysis
- Generates comprehensive strategic plans

AI can reduce reporting and analysis time by up to 40% (Accenture, 2022)

Prompt Steps

1. **Assign AI Roles:** Ask the AI to act as a strategist, researcher, writer, and critical thinker.
2. **Choose a Format:** Upload a past strategic plan or ask AI to suggest one.
3. **Provide Inputs:** Share relevant materials: goals, budget, surveys, notes, reports, etc.
4. **Summarize Key Info:** AI organizes everything for review and refinement.
5. **Research Peers:** AI analyzes strategies, funders, and tools from similar orgs.
6. **Draft the Plan:** A full strategic plan with SWOT, goals, KPIs, and action steps.

AI Implementation

How to Get Started Checklist:

- Gather staff survey and observational data
- Document processes and tasks
- Inventory and map out software and data systems
- Demonstrate leadership buy-in and support
- Assemble a staff AI adoption taskforce
- Draft an evolving AI use policy
- Define success measures (satisfaction, task time)
- Pilot 1–2 tools in a focused area (e.g. marketing)
- Assess results through KPIs and feedback
- Pilot other areas and plan organization adoption

Adoption Framework

1. Assessment
2. Pilot Projects
3. Ethics, Bias, and Transparency
4. Strategy and Policy
5. Infrastructure and Governance
6. Scaling and Integration



Adoption in Small vs. Large Nonprofits

Large nonprofits are twice as likely to use AI than small nonprofits.

Small Nonprofits

- Engage staff at all levels in AI adoption.
- Focus on time-saving opportunities, quick wins, and low risk use cases.
- Explore practical ways your team can use Generative AI in practical, useful ways.
- Develop acceptable use policies.
- Adopt smart software tools (e.g, Canva, Hootsuite, CRM) and ChatGPT for Teams.

Large Nonprofits

- Start at the leadership level, followed by developing an AI taskforce.
- Implement organization-wide AI strategies and staff training.
- Integrate AI into strategic planning and high-level decision-making as a first step.
- Establish internal governance frameworks to oversee ethical, scalable adoption.
- Invest in donor software with AI features, integration, and formal policy creation.

Human Centered AI Adoption

- ✓ Focus on AI Literacy and building staff confidence to explore tools.
- ✓ Invest in training and encourage staff to use AI for professional development.
- ✓ Create an AI task force to foster adoption & collaboration at all levels.
- ✓ Embrace a learning culture that values adaptability, creativity and innovation.
- ✓ Empower teams to recommend AI solutions that reduce repetitive tasks and free up time for critical mission work.



Questions

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