



# Actually Impactful?

AI for iNGOs

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Digital Evolution Manager

# Recap from Session 1

- **Reframing 'AI' – 'automation'**
- **Recent media coverage and key issues**
- **Stereotyping and bias**
- **What now (short term)?**
- **What next (longer term)**
- **Resources**

This time:

# Practical ideas and examples

‘What could we do with a minibus full of interns?’

[Dall-E 3 Prompt: A photorealistic image of a minibus full of interns in a Scottish city ready to help a non-profit]



- **Fundraising**
- **Translation**
- **Sentiment analysis**
- **Summarising key points**
- **Generating draft ideas**
- **Editing and redrafting**

# Tips and tricks

- **Don't share sensitive data!**
- **Think 'enthusiastic intern'**
- **Paid services (eg ChatGPT 4) offer better performance and added features**
- **Context and framing is key**
- **Be ready to use successive prompts**
- **Check results carefully**
- **Explore as a team and share learning**



# Careful now! Your emerging AI strategy



**John Fitzgerald**



19 October 2023

Posted in **Digital**



Digital Evolution

Digital blog

Can you have a strategy for an emerging, frothy technology like AI? Yes, you can, but it needs to be realistic and flexible. In this blog, I'll highlight some of the areas you should cover. We've got more in-depth guidance in our [AI guide for the voluntary sector](#).

The core of your strategy should be about improvements that will deliver value even if AI turns out to be less relevant to your context, or takes longer than expected to deliver on the hype. Minding the hype is important – you don't need a strategy for things that don't exist (or don't actually work) yet. Your strategy should also help you spot dodgy solutions that claim lots but deliver little.



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## How might you make use of Generative AI?



### Share your own experiences with generative AI

If you've been trying out generative AI tools, you can share your experience anonymously. This will help us develop and tailor more resources and support. We can also put you in touch with other organisations if you wish.

[Share your experience](#)

Generative AI tools allow you to create new content (text or images) from short or complex prompts. This can be helpful as you are drafting new content, as long as you check the output carefully. Here are some examples:

- **Idea Generation:** Generative AI can help writers with brainstorming initial ideas and generating creative concepts. By inputting prompts or keywords, the AI model can generate a range of potential angles, headlines, or content ideas that can serve as a starting point for the copywriter's work.
- **Content Expansion:** writers can use generative AI to expand their content. For instance, if a copywriter has written a few paragraphs or sentences, they can input that text into the AI model to generate additional related content. This can help in expanding the scope of an article, blog post, or marketing copy.
- **Editing and Refinement:** Generative AI can help writers during the editing and refinement process. By inputting draft copy, the AI model can suggest alternative sentence structures, vocabulary choices, or improvements to enhance the

### Support & learning

> [Digital](#)

>> [How to guides](#)

>>> [Generative AI](#)

>>>> [Considerations, risks and ethics of using AI](#)

>>>> [Making use of AI](#)

>>>> [Ethics, risks and limitations](#)

>>>> [Generative AI glossary](#)

## A.I. Checklist for charity trustees and leaders



Checklist navigation

1. Introduction



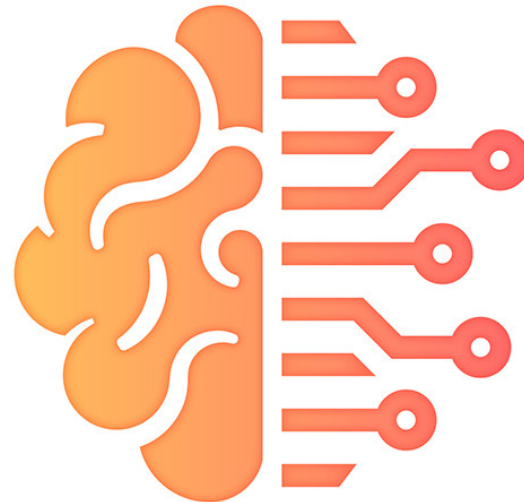
Nonprofits & NGOs

## 8 Steps Nonprofits Can Take to Adopt AI Responsibly

How organizations can engage with AI in smart and ethical ways right now.

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By [Beth Kanter](#), [Allison Fine](#) & [Philip Deng](#) | Sep. 7, 2023



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