

NATION  
SWELL

# AI for Nonprofit Empowerment

Advancing Mission Delivery Through Artificial Intelligence



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# Acknowledgements



## Thank you to The Annie E. Casey Foundation for funding this work

This research was funded by the Annie E. Casey Foundation. We thank them for their support, but acknowledge that the findings and conclusions presented in this report are those of the author(s) alone, and do not necessarily reflect the opinions of the Foundation.

## Dedication

This report is dedicated to the memory of Patrice Cromwell, Vice President of the Center for Economic Opportunity at the Annie E. Casey Foundation. A beloved Foundation colleague for nearly 20 years, her warmth, wisdom and leadership touched countless lives.



# 1

## Introduction

The Generative AI revolution is rapidly transforming our world in profound and unpredictable ways, and none have more at stake than those facing the greatest barriers to economic opportunity.

For organizations dedicated to building a brighter future for America's children, youth, and families, it is imperative to understand the risks this transformation poses to the communities they serve, as well as the opportunities it presents to advance their missions.

Lack of knowledge, confidence, and resources are key barriers nonprofits face as they begin to engage with AI. Further, concerns about data privacy and algorithmic bias have become even more pressing, with research showing that bias in AI systems is the most cited barrier to AI adoption by nonprofits. (Source: [Project Evident](#))

Yet, when leveraged responsibly, AI can be a tool to drive real impact in supporting marginalized youth and families. We are also discovering how intentionally and thoughtfully designed algorithms can support evidence-based decision-making by “disregard[ing] variables unrelated to outcomes (such as race, gender, or age) that too frequently color human decision-making.” (Source: [Stanford Social Innovation Review](#))

Through this resource, we hope to present an accessible and actionable starting point for nonprofit practitioners beginning their AI journey.

Our goal is not to act as AI boosters, feeding into the current hype-cycle driving the unprecedented adoption of AI across sectors, but rather to paint a clear-eyed picture of the pitfalls and potential value AI tools can bring to your organization and those you serve.



# In this report we will

- ▶ Help you understand the AI landscape
- ▶ Outline key steps to inform your AI engagement journey
- ▶ Offer simple, practical strategies and actionable recommendations designed for limited resources and bandwidth
- ▶ Highlight relevant uses and innovative case studies from across the field for inspiration
- ▶ Present a thoughtful, measured approach that makes visible the potential risks to the community and other stakeholders, allowing you to make informed choices about when and how you use AI

# 77%

of nonprofits believe their organization would benefit from using more AI and 66% claim their organization already utilizes some type of AI

Source: [Project Evident](#)



There are 27 million low-income students in the United States who struggle with basic writing and find themselves disadvantaged in school and in the workforce. By using AI to provide students with immediate feedback on their writing, we can help teachers support millions of students on the path to becoming stronger writers, critical thinkers, and active members of our democracy.



**Peter Gault** | Founder and executive director of Quill.org — a nonprofit that provides students with free tools that help them build reading comprehension, writing, and language skills — highlights the ways in which AI can support an overburdened system.



# 2

## Getting started

Understanding and engaging with AI at your organization

- ▶ What do we mean when we say AI?
- ▶ Potential risks and ethical considerations
- ▶ Understand your AI maturity level
- ▶ Inclusively develop your AI policies and AI engagement strategy
- ▶ AI Upskilling
- ▶ Simple large language model exercises



# What do we mean when we say AI?

In recent years, the term artificial intelligence (AI) has become nearly inescapable. From powering voice assistants on our smartphones to revolutionizing healthcare diagnostics, AI's influence is increasingly pervasive. However, the term "AI" is often used broadly and can mean different things in different contexts.

## Defining AI

- ▶ **Artificial intelligence (AI):** Refers to computer systems capable of performing tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation. AI systems can learn from experience, adjust to new inputs, and perform human-like tasks.
- ▶ **Machine learning (ML):** A subset of AI that uses statistical techniques to find patterns in large amounts of data, allowing the system to make predictions or decisions on new data. ML systems have been around for decades and are often what people mean when they refer to AI. They form the backbone of many modern AI applications, from recommendation systems to predictive maintenance.
- ▶ **Large language models (LLMs):** Advanced AI systems trained on vast amounts of text data, capable of understanding and generating human-like text and speech. LLMs can perform a wide range of language tasks, from translation to summarization to creative writing, by recognizing patterns in language use. They are behind many recent AI breakthroughs.
- ▶ **Generative AI (Gen AI):** AI systems that can create new content, such as text, images, music, or video. These models learn patterns from existing data and use that knowledge to generate novel outputs that mimic the style and structure of their training data. ChatGPT is a generative LLM (GPT stands for Generative Pre-trained Transformer). Generative AI has opened up new possibilities in creative fields and content production.
- ▶ **Artificial general intelligence (AGI):** Refers to hypothetical AI systems that would possess human-like intelligence. Such systems would be capable of understanding, learning, and applying knowledge across a wide range of tasks at a level comparable to or exceeding human capabilities. While some



predict AGI will arrive within the decade, others believe it is not possible with our current technology. The concept of AGI remains a subject of intense debate and research in the AI community.

- ▶ **AI hallucinations:** “An AI hallucination is when a large language model (LLM) generates false information. Hallucinations often appear plausible because LLMs are designed to produce fluent, coherent text. They occur because LLMs have no understanding of the underlying reality that language describes.”

## Additional Resources

[Google Cloud's article](#) introduces AI, explaining its definition, types, and key concepts like machine learning. It covers AI applications in various industries and discusses its future impact on businesses and society.

[McKinsey's The State of AI in 2024](#) report offers an overview of AI adoption across industries, covering trends, use cases, and challenges.

[Stanford Human Centered AI Institute and Project Evident's survey](#) examines AI's potential in the social sector, highlighting AI applications and concerns.





# Potential risks and ethical considerations of AI

The potential risks posed by AI systems to individuals, organizations, and society have come increasingly into focus with the proliferation of AI tools. For nonprofit practitioners, understanding these risks is essential to managing their impact on communities and using these tools responsibly.

While not an exhaustive list, below are three key considerations for those looking to engage with AI at their organization.

## 1. Data privacy

The current slate of LLMs — including ChatGPT, Gemini, and Claude — has the powerful capability to analyze and process vast sums of data almost instantly and has led to a proliferation of LLM-powered meeting assistants and other applications. While these tools hold great potential, it is essential to protect your organization and stakeholders' data when utilizing them.

### THE RISK

- ▶ Training data from user sessions is a highly valuable resource for model training and essential to improving AI systems. Unless otherwise specified, it should be assumed that any data you use in a chat with an LLM or other AI tool will be used to train that model.
- ▶ There are also concerns that information shared with LLMs could accidentally leak to other users, potentially exposing sensitive information to the general public.

### MITIGATION STRATEGIES

- ▶ Never upload personally identifiable or other sensitive information such as passwords, financial information, or medical history into any LLM.
- ▶ If using [AI meeting assistants](#), ensure all participants are aware of and consent to the conversation being recorded.
- ▶ Open AI allows Pro users to [block your session data](#) from being used for training by turning OFF the 'Improve Model for Everyone' setting.
- ▶ Ensure that use of information related to your organization or the organizations you partner with adheres to those organizations' applicable data use policies.
- ▶ More advanced organizations may develop in-house AI systems to securely house and process sensitive data, or consider developing an internal GPT via their computing environment such as Microsoft Azure.



## 2. Hallucinations and inaccurate information

LLMs are powerful tools for generating human-like text, but they can sometimes produce false or misleading information with high confidence. This phenomenon, often referred to as “hallucination,” poses significant risks for organizations relying on AI-generated content.

### THE RISK

- ▶ AI systems may generate plausible-sounding but entirely fabricated information and present it as fact.
- ▶ Inaccuracies in AI-generated content could lead to the spread of misinformation, poor decision-making, or loss of credibility for the organization.
- ▶ The confident tone of AI outputs may lead users to trust information without proper verification.

### MITIGATION STRATEGIES

- ▶ AI should be seen as a tool to augment human expertise, not replace it entirely.
- ▶ Verify AI-generated information and content, and implement a fact-checking process for AI-generated content before use or dissemination.
- ▶ Educate staff about the limitations of AI and the importance of critical thinking when using these tools.

## 3. Algorithmic bias

AI systems are trained on vast datasets that can inadvertently incorporate societal biases into their outputs. This can lead to AI systems perpetuating or even amplifying existing prejudices and inequalities.

“Algorithmic bias refers to systematic and repeatable errors in a computer system that create unfair outcomes, such as privileging one arbitrary group of users over others. This bias can occur through various stages including data collection, algorithm design, and the deployment phase, often reflecting existing prejudices in society or introducing new biases due to technical constraints or oversight.”

The potential harm caused by the bias perpetuated through AI is well documented: One example includes the notorious [COMPAS](#) (Correctional Offender Management Profiling for Alternative Sanctions) algorithm, which has been demonstrated to use bias against Black Americans in determining bail and parole eligibility.

#### THE RISK

- ▶ AI systems may produce biased outputs that discriminate against certain groups based on race, gender, age, or other protected characteristics.
- ▶ The complex nature of AI systems can make detecting and addressing bias challenging, potentially allowing it to persist unnoticed.

#### MITIGATION STRATEGIES

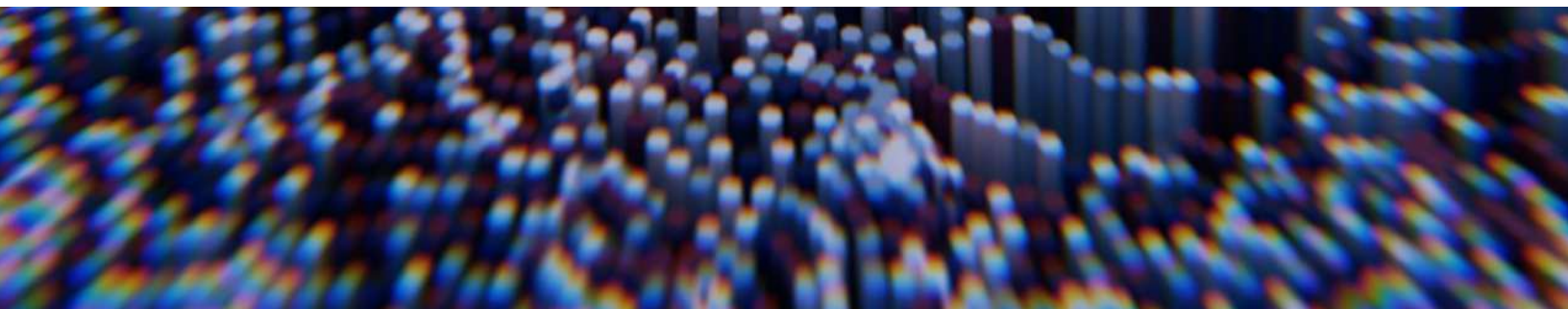
- ▶ Use AI as a tool to augment human decision-making rather than replacing it entirely, especially in sensitive areas.
- ▶ Ensure diverse representation in both the teams developing AI solutions and in the data used to train these systems.
- ▶ Implement ongoing monitoring, including the use of [bias detection tools](#) and adjustment of AI systems to detect and correct emerging biases.

### Additional Resources

[The ODI Data Ethics Canvas](#) is a tool that helps teams identify and address ethical issues in data projects. It provides a structured framework for discussing ethical implications of data use, covering key areas like data sources, rights, risks, and potential impacts.

[Zapier's AI Hallucinations Guide](#) in large language models covers their definition, causes, and strategies for detection and mitigation. It's accessible to non-technical readers and includes helpful examples.

[IBM's AI Bias Resource](#) offers a concise guide to understanding, detecting, and mitigating bias in AI systems. It covers key topics like types of bias and best practices for fairer AI.





# Understand your organization's AI maturity level

Before diving into AI implementation, it's crucial to assess your organization's current AI readiness and capabilities. Understanding your AI maturity level helps you identify strengths, gaps, and areas for improvement, allowing for a more strategic and effective AI adoption journey.

**Several tools and frameworks are available to help organizations evaluate their AI maturity, including two tools specifically designed for social sector organizations:**

## 1. [Data.org's Data Maturity Assessment \(DMA\)](#)

The Data Maturity Assessment is a free, comprehensive tool designed specifically for social impact organizations. It evaluates your organization's data capabilities across three key dimensions:

- Purpose
- Practice
- People

### HOW IT WORKS

- ▶ Complete a detailed questionnaire about your organization's data practices
- ▶ Receive a personalized report with scores for each dimension
- ▶ Get tailored recommendations for improving your data maturity

The DMA helps you understand where you stand in terms of data readiness, which is a crucial foundation for AI implementation. It provides a roadmap for enhancing your data capabilities, ultimately preparing you for more advanced AI applications.



### TIP

Have multiple people across your organization complete the assessment, and discuss the differences and variations observed. This can produce a more honest evaluation and is a great way to start conversations around integrating AI.

## 2. AI for Social Purpose (AI4SP) Nonprofit AI Readiness Assessment

This tool, developed by AI4SP, is specifically tailored for nonprofits considering AI adoption. It assesses your organization's readiness across several key areas:

- Strategic Alignment
- Data Readiness
- Technical Capacity
- Ethical Considerations
- Organizational Culture

### HOW IT WORKS

- ▶ Answer a series of questions about your organization's current state and AI aspirations
- ▶ Receive an AI readiness score and detailed feedback
- ▶ Access resources and recommendations based on your results

The AI4SP assessment helps you gauge your organization's preparedness for AI implementation and identifies specific areas where you may need to build capacity or address challenges before proceeding with AI projects.

**By understanding your AI maturity level, you can make more informed decisions about which AI initiatives to pursue, where to invest resources, and how to build a solid foundation for long-term AI success. Remember, every organization's journey is unique, and there's no one-size-fits-all approach to AI adoption. Use these tools as guides to help you chart the best path forward for your nonprofit's specific needs and goals.**

### TIP

Consider creating a small, cross-functional team to complete these assessments together. This approach can foster valuable discussions about your organization's data and AI readiness across departments



# Inclusively develop your AI policies and AI engagement strategy

A key theme emerging from successful AI integration in nonprofits is the importance of a dual approach: top-down leadership commitment coupled with bottom-up engagement from frontline staff.

Organizations that thrive in their AI engagement journey have strong buy-in from leadership, ensuring strategic alignment and resource allocation. Simultaneously, they tap into the expertise of staff who intimately understand the day-to-day operations and can identify practical applications for AI. This balanced approach fosters an environment where AI initiatives are both strategically aligned and operationally relevant.

**Here are some strategies and tactics for inclusively building your AI engagement strategy:**

## 1. Align your use of AI to your organization's values and mission

An essential first step in your organization's AI engagement journey is to understand and articulate how AI can be used to advance your mission and ensure it is aligned with your core values. This initial reflection sets the stage for AI engagement that increases your impact without compromising your integrity. It also allows you to anticipate potential challenges, such as data privacy concerns or algorithmic bias, and develop strategies to address them proactively.

- ▶ Start by reflecting on your organization's core values and the potential implications for your use of artificial intelligence. For example, if innovation is a core value, perhaps you need to prioritize your use of AI to live up to that value. If transparency is a core value, how will you communicate your use of AI across your key stakeholders?
- ▶ What key priorities have you set for the next 6 months, 12 months, and 5 years? Where are you facing the greatest roadblocks to achieving these priorities? Could AI be used to break down these roadblocks?
- ▶ When beginning your AI learning journey, focus on news, resources, and tools relevant to your sector and organizational mission and beneficiary communities. What are the potential impacts of AI on the key communities you serve?



### WAYS TO GET STARTED

While the values and mission alignment process will be unique to each organization, some ways to approach this important work could include:

- ▶ **Start by asking AI:** Drop your values, missions and website URL into an LLM like [ChatGPT](#) or [Gemini](#) and ask how they should impact your use of AI. While this should only be considered an initial brainstorming exercise, you may be surprised by the insights this initial output reveals.
- ▶ **Hold a live alignment session:** Set an hour virtually or in person with staff from across your organization for an initial alignment exercise. Create space for staff from different levels to share their thoughts. Consider sharing output from your initial AI brainstorming session and/or have participants use an LLM as part of the session.
- ▶ **Create space to share anonymously:** Distribute a survey to staff, and potentially other key stakeholders, on your organization's values and mission and how they should impact your use of AI. Assuming no sensitive or confidential information is shared, you could consider using an LLM as one way to process and analyze the survey results.



Our key goal for us is to increase the number of the people we serve in the next two years — we're talking 5x growth. In order for us to achieve this, we need to drastically increase efficiency. We need to allow the job coaches to do meaningful work and not be focused on repetitive tasks that AI can take care of like the application process or even resume building.



**Ruth Llanos-Vos** | Director of Product Management, Upwardly Global

## 2. Craft an AI Policy for Your Organization

As your organization integrates AI into its operations, developing a comprehensive AI policy is crucial. This policy ensures AI use aligns with your mission, values, and ethical standards.

A core to developing your AI policy is ensuring your AI systems “remain human-centric, serving humanity’s values and ethical principles. These systems have to behave in a way that is beneficial to people beyond reaching functional goals and addressing technical problems.”

### CRITICAL POINTS TO FOCUS ON

Note, if you're a very small organization or don't think you have the capacity to craft a full blown AI policy, here are a few critical points to focus on.

- ▶ **Ensure everyone at your organization understands what constitutes personally identifiable information (PII), payment card industry data (PCI), and protected health information (PHI)** and never uploads them into an AI tool unless you have developed a secure system to protect that information.
- ▶ **Make sure your staff know what AI hallucinations are and verifies outputs from AI tools**, particularly those that will be shared externally or to inform decision making.
- ▶ **Create a policy for if and when AI note takers will be allowed in online meetings.** If they will be used, disclose to attendees at the beginning of a meeting to make sure everyone consents. Also, be sure to check the meeting transcript sharing settings. Many default to send a transcript of the meeting to all attendees, including those who did not attend the meeting.
- ▶ **Take stock of how AI is being used across your organization.** Distribute a survey or set a one hour meeting to gather an inventory. Remember AI solutions are increasingly being integrated across platforms including online meeting software, office suites and more.
- ▶ **Ensure your team understands the risks of bias in AI systems and developed strategies to mitigate them**, particularly for systems that impact historically disinvested communities.

## Key areas to consider integrating into your AI Policy

- I. Define the Scope and Purpose
  - Articulate why your organization needs an AI policy and what it should cover
  - Consider types of AI technologies you plan to use and their potential impacts
- II. Align with Organizational Values and Mission
  - Ensure the policy reflects your nonprofit's core values and supports organizational goals
- III. Address Ethical Consideration
  - Incorporate guidelines for fairness, transparency, privacy protection, and accountability
- IV. Outline Data Governance
  - Detail data management practices, compliance with regulations, and sharing policies
- V. Define Roles and Responsibilities
  - Clarify who is responsible for AI implementation, oversight, and ethical review



## VI. Establish Review and Update Processes

- Set a schedule for policy review and mechanisms for addressing new challenges

## VIII. Include Training and Education

- Outline AI literacy programs and specialized training for staff

## VIII. Address Transparency and Communication

- Define strategies for internal and external communication about AI use

## Resources to Inform AI Policy Development

- ▶ [The Alan Turing Institute's "A Guide to AI Ethics and Governance"](#)
- ▶ [IEEE Ethically Aligned Design](#)
- ▶ [NIST Principles for Trustworthy and Responsible AI](#)
- ▶ [AI for Good Foundation's Ethics Framework](#)
- ▶ [World Economic PRISM Framework for Responsible AI in Social Innovation](#)

### BEST PRACTICES

- ▶ Involve diverse stakeholders in policy development
- ▶ Use clear, accessible language
- ▶ Provide concrete examples of policy application
- ▶ Ensure flexibility to accommodate technological changes
- ▶ Consider seeking external review from AI ethics experts

Remember, an effective AI policy is an evolving document that grows with your organization's AI maturity and the changing technological landscape.

### INCLUSIVE AI POLICY DESIGN EXAMPLE

In this [LinkedIn post](#) from Annenberg's Senior Director for Operations and Strategy, Allison Holmes outlines the Foundation's approach to inclusively developing an AI policy grounded in widely accepted AI principles.



### 3. Understand Staff Needs and Current AI usage

Gaining an understanding of your team's needs, preferences, and current AI usage is crucial for developing an effective and inclusive AI strategy. By centering the perspectives of your staff — particularly those closest to the communities and day-to-day work — you can ensure that your AI initiatives are both practical and aligned with your organization's mission.

#### **Segment the assessment by job function to identify specific AI needs and potential benefits for roles like program managers, data analysts, or administrative staff.**

For example, development teams may require tools to automate grant writing, while program staff might benefit from predictive analytics for outcomes tracking. This targeted approach will ensure the AI strategy is aligned with both organizational and role-specific objectives.

**Consider the following approaches to gather initial insights from staff:**

- ▶ **AI Usage Survey:** Distribute a survey to assess:
  - Current comfort levels with AI technologies
  - Areas where staff see potential for AI to make an impact
  - Types of support and training needed
  - Concerns or reservations about AI adoption
  - Existing unofficial use of AI tools in daily work
  
- ▶ **Focus Groups:** Organize small group discussions to encourage collaborative brainstorming on potential AI applications and to surface shared concerns or ideas.
  
- ▶ **Anonymous Feedback Channels:** According to the 2024 Work Trend Index by Microsoft and LinkedIn, [“52% say they're reluctant to reveal they use it on their most important tasks, and about the same number worry divulging that information makes them look replaceable.”](#) Establishing a system for staff to share thoughts or concerns about AI adoption anonymously can help reveal innovative and important ways that AI is already being used at your organization and barriers to adoption individuals are reluctant to share openly.



There are probably folks already using these tools without official authorization, and some of them could be doing so in really cool, creative ways that could be built on for organization wide utility. We can't necessarily stop people from adopting AI in their work, so I'd rather get all the best ideas on the table.



**Mark Loranger** | President & CEO, Chrysalis

## 4. Foster Knowledge Sharing and Continuous Learning

Cultivating an environment of continuous learning and knowledge sharing is essential for successful AI adoption. Organizations that excel in integrating AI often create structured opportunities for staff at all levels to engage with AI concepts and applications. This approach not only builds a more AI-literate workforce but also encourages innovation from within.

**Consider tailoring learning opportunities to different job functions, such as data science bootcamps for research staff or AI-driven project management tools training for operations teams.**

Providing role-specific learning paths can make AI adoption more relevant and effective.

**Strategies to promote inclusive AI learning and collaboration:**

- ▶ **AI Learning Circles:** Establish an AI learning circle where employees can come together to share their experiences, challenges, and successes with AI tools. These sessions can foster peer-to-peer learning and help build a community of practice around AI. Consider setting up a dedicated messaging channel on Microsoft Teams or Slack for this conversation.
- ▶ **AI Lunch and Learn Sessions:** Organize monthly or quarterly “lunch and learn” sessions where experts (internal or external) can present on various AI topics relevant to your organization’s work. These sessions can cover everything from basic AI literacy to advanced applications, helping to build a broad base of AI knowledge across your team.
- ▶ **AI Mentorship Program:** Pair employees who have a strong understanding of AI with those who are less familiar. This mentorship program can help demystify AI for less experienced staff and provide ongoing support as they start to experiment with AI tools in their work.
- ▶ **Build an Employee Resource Group (ERG) on AI:** If your organization is large enough, consider creating an Employee Resource Group (ERG) or an internal committee focused on AI. This group can lead the strategic work on AI in collaboration with their colleagues and collectively build guardrails to ensure ethical and effective AI use.



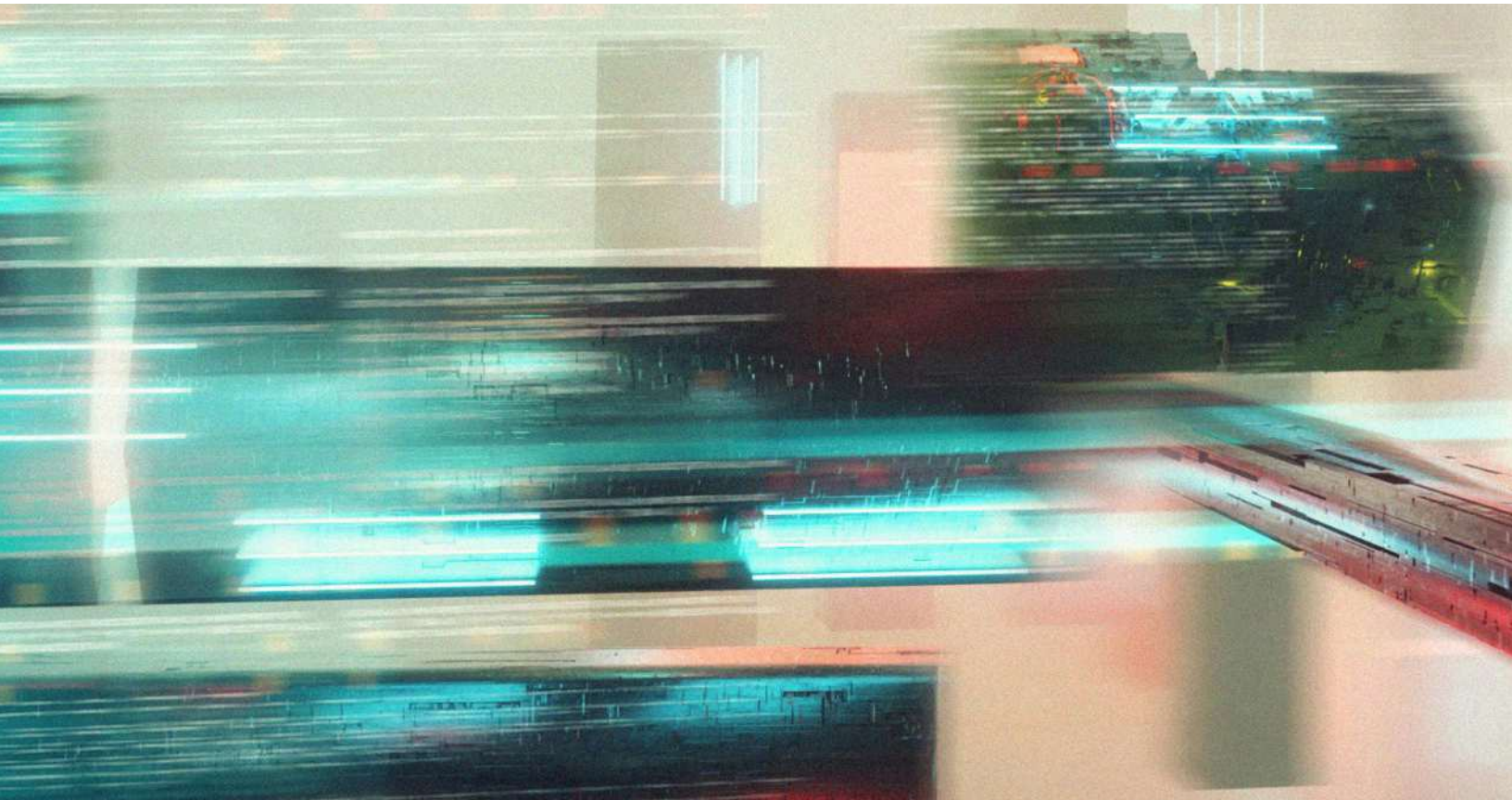
We have a monthly working group where we talk about the policy implications of AI in a K-12 setting. So conversations are occurring almost daily now.



**Nathan Kriha** | Policy Analyst, AI Committee Leader at The Education Trust

## Additional Resource

[Atlassian guide to learning circle](#) provides an overview of structure and approach to facilitating learning circle.





# Upskilling for AI

As AI continues to transform the nonprofit landscape, upskilling becomes crucial for organizations to leverage these technologies effectively.

## What you need to know about AI upskilling:

### Continuous Learning is Key

The rapid pace of AI development means that skills can quickly become outdated. Nonprofits should foster a culture of continuous learning to stay current with AI advancements.

- Encourage staff to set aside time regularly for AI-related learning
- Consider implementing a learning stipend or dedicated learning hours

### Focus on Practical AI Skills

For most nonprofit practitioners, the focus should be on learning to use AI-assisted tools rather than delving into the technical aspects of AI development.

- Prioritize courses that teach how to leverage AI in day-to-day operations
- Look for training that addresses AI applications specific to the nonprofit sector or your specific functional area (e.g. development, program management, measurement & evaluation)

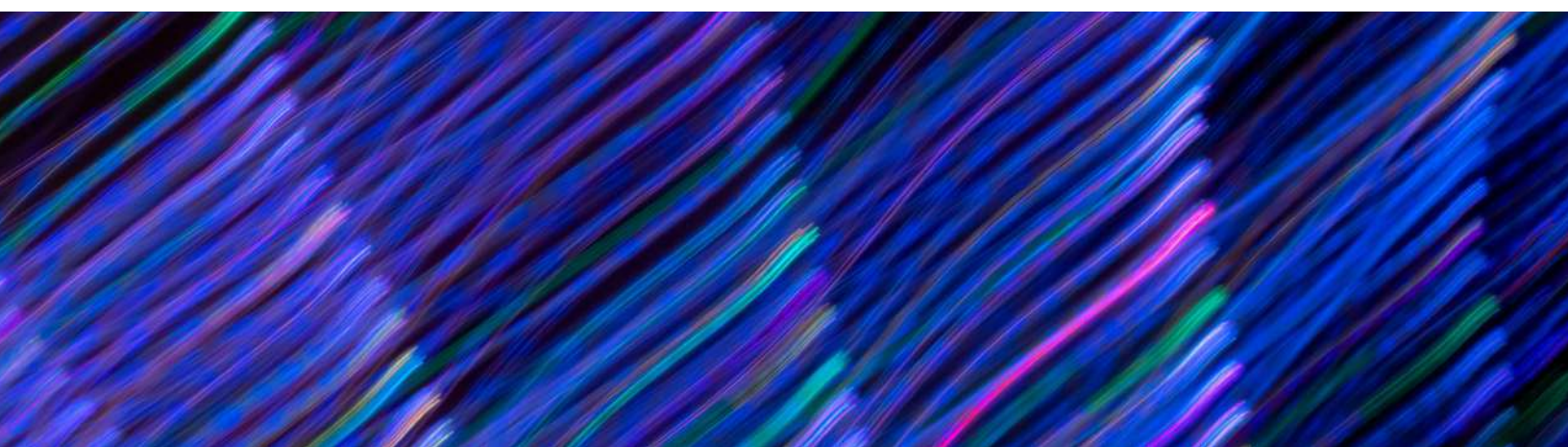
### Learn by Doing

While courses provide a solid foundation, hands-on experience is invaluable. Encourage staff to:

- Experiment with AI tools in low-stakes scenarios
- Participate in AI-related projects or hackathons
- Share experiences and learnings with colleagues

#### PRACTICAL AI UPSKILLING RECOMMENDATIONS

- ▶ [Be Super Human with AI](#): This program is designed to help professionals leverage AI tools to enhance their productivity and creativity. It focuses on practical applications of AI in everyday work scenarios, making it particularly relevant for nonprofit staff looking to integrate AI into their operations efficiently.
- ▶ [Coursera's "Generative AI for Everyone"](#): Taught by AI pioneer Andrew Ng, this course provides a non-technical introduction to generative AI. It covers the capabilities and limitations of generative AI, its potential applications across various sectors, and ethical considerations. It is ideal for nonprofit leaders and staff seeking to understand how generative AI could impact their work.
- ▶ [LinkedIn Learning's "Career Essentials in Generative AI by Microsoft and LinkedIn"](#): This learning path offers a comprehensive introduction to generative AI, covering its fundamentals, applications, and ethical implications. It's designed to help professionals across various fields understand and leverage generative AI in their work, making it valuable for nonprofit staff at different levels.
- ▶ [LinkedIn Learning's "Prompt Engineering: How to Talk to the AIs"](#): This course focuses on the crucial skill of prompt engineering — crafting effective prompts for AI systems. It's particularly useful for nonprofit staff who want to get the most out of generative AI tools, helping them formulate queries that yield more accurate and useful responses.
- ▶ [LinkedIn Learning's "How to Research and Write Using Generative AI Tools"](#): This course teaches how to effectively use AI tools for research and writing tasks. It's particularly relevant for nonprofit professionals involved in grant writing, report creation, or content development, offering strategies to enhance productivity while maintaining quality and originality.
- ▶ [IBM Skillsbuild's: "Artificial Intelligence Fundamentals"](#): This course offers foundational AI knowledge, including natural language processing and machine learning. Participants learn to use IBM Watson Studio, exploring AI applications and ethical considerations in about 10 hours of content.





# Simple large language model exercises

As you begin to explore the potential of AI, large language models (LLMs) like [ChatGPT](#), [Claude](#), and [Gemini](#) offer an accessible starting point.

These exercises are designed to help you gain hands-on experience with LLMs without requiring technical expertise. By engaging with these tools directly, you can better understand their capabilities and limitations, sparking ideas for potential applications within your organization.



## TIP

When using LLMs, remember **never upload personally identifiable information** or other information your organization or partners would consider sensitive or confidential.

## 1. Mission Statement Analysis and Refinement

**Exercise:** Input your organization's mission statement into an LLM and ask for the following:

- A simplified version that a child could understand
- Key themes or values expressed in the statement
- Suggestions for making the statement more impactful or clear
- Potential gaps or areas that could be expanded upon

**Follow-up:** Compare the LLM's output with your team's understanding of the mission. Use this as a starting point for discussions about how well your current mission statement captures your organization's goals and values.

## 2. Stakeholder Communication Drafting

**Exercise:** Ask the LLM to draft different types of stakeholder communications based on simple prompts:

- A thank-you note to a first-time donor
- A volunteer recruitment email
- A social media post announcing a new program launch
- A brief press release about a recent achievement

**Follow-up:** Review and edit the generated content. Reflect on how the LLM captures (or misses) your organization's voice and messaging. Use this as an opportunity to refine your communication guidelines.

### 3. Program Idea Generation

**Exercise:** Describe one of your organization's key focus areas to the LLM and ask it to generate:

- 5 innovative program ideas to address this focus area
- Potential challenges for each idea
- Metrics that could be used to measure the success of each program

**Follow-up:** Evaluate the suggested ideas with your team. Even if the specific suggestions aren't feasible, they may spark new thoughts or approaches you hadn't considered.

### 4. Trend Analysis and Future Planning

**Exercise:** Ask the LLM to analyze current trends in your sector and their potential impact on your work. For example: "What are the top 5 trends in education nonprofits for the next 3 years, and how might they affect our after-school tutoring program?"

Ask it to include:

- Brief explanations of each trend
- Potential opportunities and challenges presented by these trends
- Suggestions for how your organization might adapt

**Follow-up:** Compare the LLM's analysis with your team's knowledge and industry reports. Use any gaps or discrepancies as areas for further research.

### 5. Clear Items on Your To-Do List

**Exercise:** Look at your to-do list and identify any items you've been neglecting. Try asking an LLM how you might tackle one of these projects or to create a first draft for you.

**Follow-up:** Make a ritual of including 5 - 10 minutes for LLM use when you're making your weekly to-do lists as you look for opportunities to clear blocked items or brainstorm potential approaches to problems or opportunities.



I hadn't really used ChatGPT much and then one afternoon I decided to ask it for a succession plan for my role, something I'd been putting off for a while. I was surprised that it gave me about 80% of what I needed.



**Michael Pope** | Executive Director, Youth Represent

#### TIPS ON WRITING BETTER PROMPTS FOR LLMS

Prompt engineering is the discipline of constructing prompts to get specific outputs from LLMs. Some tips for writing better prompts include:

- ▶ **Tell the LLM to take the position of a certain profession:** Example: Start your prompt off with “Take the position of an experienced nonprofit measurement & evaluation professional”.
- ▶ **Provide examples of desired outputs:** Example: If you would like the LLM to write in your organization’s voice, include examples of blog posts or annual reports from your organization.
- ▶ **Ask for data in tabular format:** When asking an LLM to perform research or other tasks that will result in large outputs of data you can ask it to present the data in a table or tabular format. You can then ask it to export the table as an excel document or copy and paste table data directly from the LLM.
- ▶ **Provide context:** Provide additional context on the projects you are working on, such as the intended audience, how the output will be used and any relevant background information you can safely share.

#### Additional Resource

[Coursera How to write prompts: Your 2024 Guide](#) provides simple tips on how to get the best outputs from LLMs with better prompt writing.

# 3

## Leverage AI to drive impact

Three innovative case studies on using AI for mission delivery

- ▶ Per Scholas Resume Boost
- ▶ First Place for Youth
- ▶ Beyond 12



# Per Scholas Resume Boost

## 1. Identifying the Gap

Per Scholas provides skills training and access to employer networks to individuals often excluded from tech careers. Given the impact of their model and the larger need their services could meet, the organization plans to scale its services to 10,000 people served a year across 25+ cities by 2026. Maintaining quality and equity during such rapid growth is a significant challenge as they aim to support more learners and alumni effectively without increasing their staff size at a commensurate rate. A key priority for Per Scholas is providing learners with sufficient professional development support to help them secure high paying jobs post-training, which they envision will occur as a result of leveraging technology rather than through increased staffing.

## 2. Implementing an Intervention

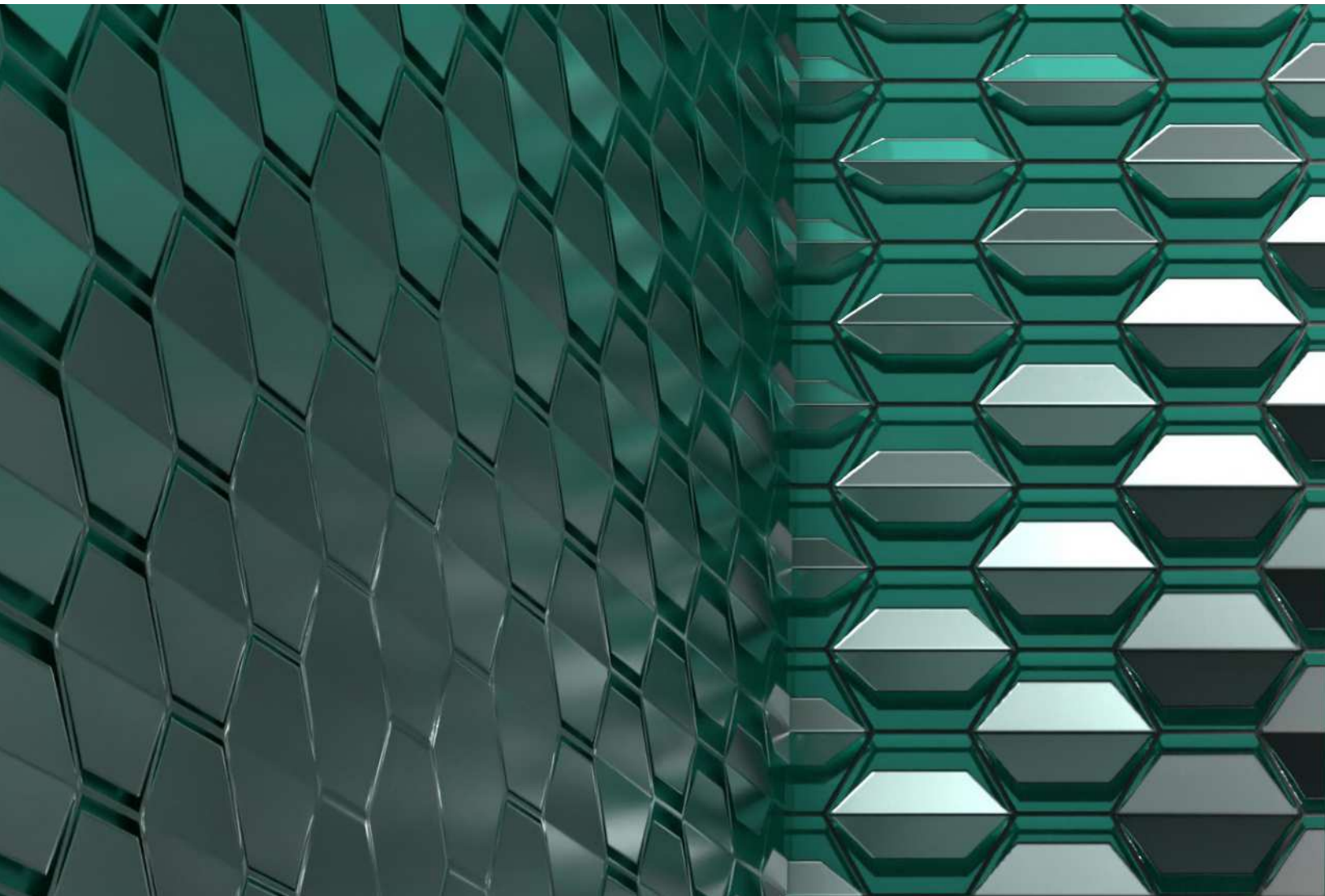
Per Scholas worked with Salesforce as part of Salesforce's AI for Impact Accelerator to develop Resume Boost. The tool generates a customized resume draft based on a learner's pre-training information and what each individual learns during training (as informed by their grades throughout the course), which is refined with the help of Per Scholas career coaches.

This intervention has allowed them to cut down the customized resume-creation process from around 6 hours to just 30 minutes—equipping learners with more time to reinvest in their growth and career coaches with more time to support learners.

- ▶ **Designed for human interface:** the tool is optimally designed to be used with career coaches or staff members rather than replace them. The goal is to allow staff to spend less time on routine tasks (like reformatting resumes) and more time on supporting learners with complex needs like preparing for behavioral interview questions.
- ▶ **Leverage Gen AI for greater insight:** generative AI enables the tool to utilize and analyze much more data than a single career coach might be able to, ensuring that recommendations will be built on continuously evolving insights on employer demand and skill requirements.

### 3. Learning from this Experience

- ▶ **Identify networks and opportunities for support:** through the Salesforce's AI for Impact Accelerator opportunity, Per Scholas was able to access not just resources but also the expertise and networks that often come with innovative development opportunities (in this case, from Salesforce).
- ▶ **Iterative development:** Per Scholas approached the processes of building as an iterative and evolving journey, continuously building on a small scale so they can test and grow. This also allows them to engage other organizations to support the product's development (financially as well as with pro bono expertise) as it progresses.
- ▶ **Augment human capacity:** the organization recognizes that certain skills and knowledge are 'uniquely human' and leans into opportunities that allow their staff to focus on high-value activities. Their emphasis with AI is on exploring ways to augment the capacity of their staff — making their lives easier so they can focus on bringing higher quality support and interaction for learners.





# First Place for Youth

## 1. Identifying the Gap

First Place for Youth is dedicated to helping foster youth transition into self-sufficiency in adulthood by providing support with housing and wraparound services. Some of the key challenges organizations like First Place for Youth face is in understanding whether their programs work, for whom, and which parts are most effective. Despite extensive data collection, their systems weren't providing the actionable insights needed for front-line practitioners to best support young people. The gap highlighted the need for a solution that could transform data into actionable, real-time insights, enabling practitioners to make informed, timely decisions.



### INSIGHT

The data science and machine learning algorithms used in the private sector to predict odds of success and make tailored recommendations hold promise for addressing this need in the social sector.

Source: [Project Evident case study](#)

## 2. Implementing an Intervention

To address this issue, First Place for Youth partnered with BCT Partners to implement precision analytics. The process was highly collaborative, engaging both data scientists and front-line practitioners to ensure the tools developed were practical and relevant. The intervention was rolled out in phases:

- ▶ **Modeling and Design:** Initially, machine learning algorithms were trained to create predictive and prescriptive models. The tool was designed specifically for social workers, ensuring that the interface and language aligned with their needs.
- ▶ **Launch and Adaptation:** The first launch faced challenges with model accuracy as well as adoption into daily social worker practice. Through listening to staff feedback and focusing its redesign on practical features that met immediate needs, the tool was refined and re-launched. The result was a tool designed with and for social workers, that provides real-time insights, visualizing each young person's progress and helping staff make data-driven decisions more efficiently.
- ▶ **Impact:** Beyond individual case management, the AI tool provides program-level insights that help First Place for Youth identify successful pathways and pinpoint which strategies lead to the most positive outcomes. This allows the organization to maximize success by refining programs and interventions based on data-driven evidence.

### 3. Learning from this Experience

For organizations developing similar tools, several key lessons emerge from First Place for Youth's experience:

- ▶ **Prioritize practitioner needs:** Designing tools with direct input from front-line staff ensures relevance and practicality.
- ▶ **Iterate based on feedback:** Continuous refinement based on real-world feedback is crucial for the tool's success.
- ▶ **Make the value of data visible:** Providing immediate, valuable insights from data entry encourages ongoing engagement and reinforces the data's importance.

By focusing on user-centered design and continuous improvement, First Place for Youth successfully transformed their data into a powerful tool for supporting foster youth in their transition to adulthood.



This is a tool that enhances the extensive expertise of our social workers and their managers to increase the likelihood of youth success.



**Matt Levy** | VP of Evaluation & Learning at First Place for Youth



# Beyond 12

## 1. Identifying the Gap

To achieve its goal of serving 1 million students by 2030, Beyond 12 faced a critical challenge: scaling its personalized coaching model. Meeting this target would require hiring 8,333 human coaches, which is not feasible from a financial or operational standpoint. This realization highlighted the need for an innovative solution that could expand Beyond 12's support to new communities without compromising the quality of care.

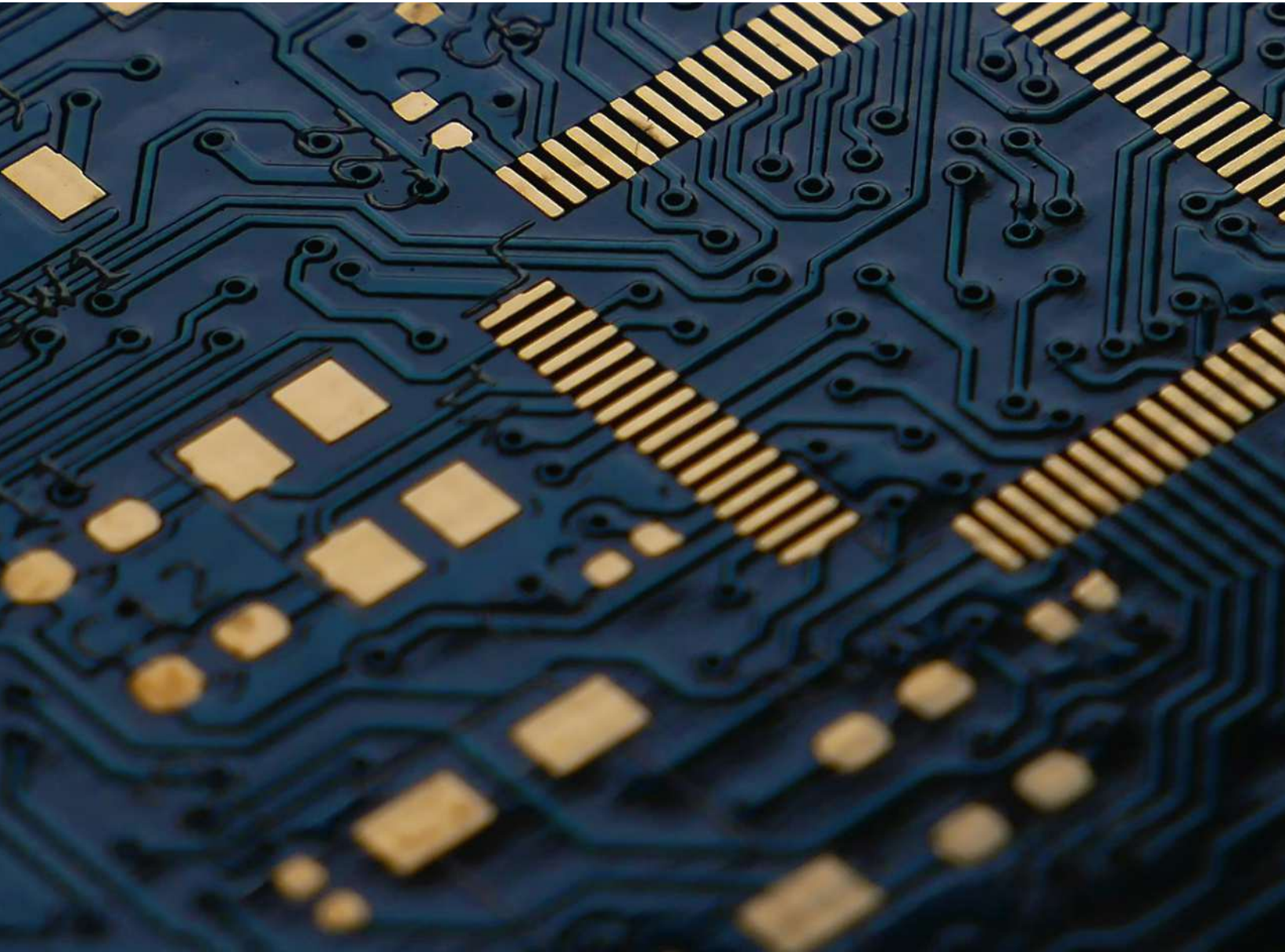
## 2. Implementing an Intervention

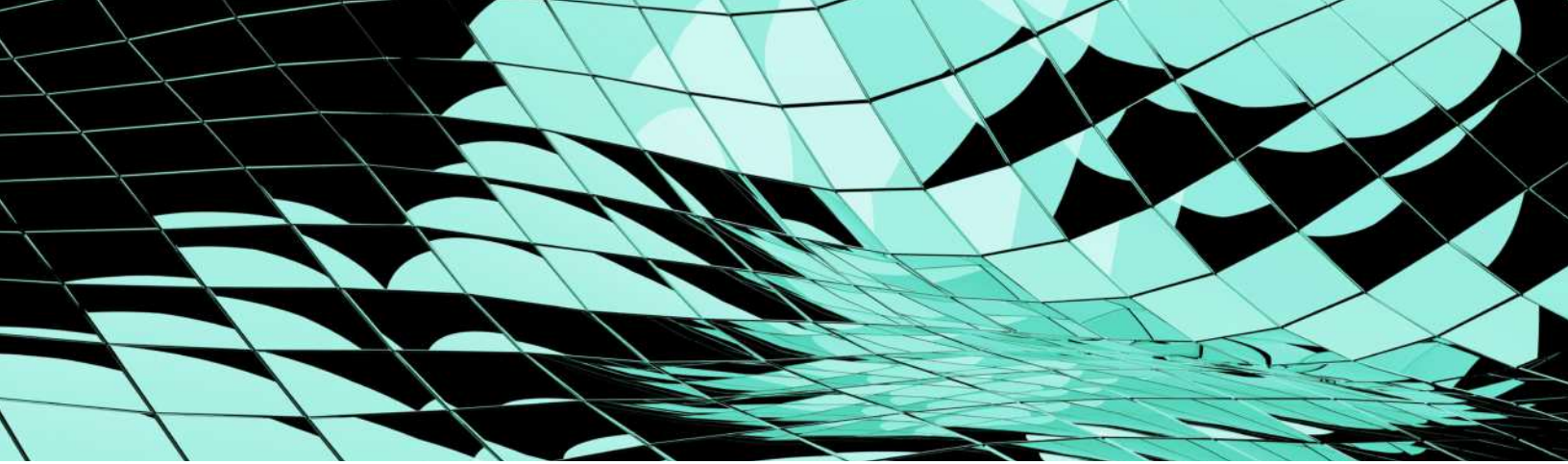
To address this need, Beyond 12 participated in the inaugural Google GenAI Accelerator, which provided the organization with the resources and support needed to build an AI tool. They utilized a commercially available large language model (LLM) and enhanced it with their evidence-based coaching curriculum, over 15 years years of student-coach interaction data, and their culturally inclusive voice and tone guidelines to create a conversational, Socratic, proactive, and empathic coach.

- ▶ **Engaging Coaches in Development:** Beyond 12 actively involved their on-staff coaches and trainers in the AI development process. These experts provided critical feedback on the tool's language and interactions, ensuring that the tool aligned with the nuances of effective, empathetic coaching and could deliver culturally inclusive advice.
- ▶ **Establishing Ethical Guidelines:** Recognizing the importance of responsible AI use, Beyond 12 developed internal guidelines to ensure the Gen AI College Coach provided accurate, verifiable, and up-to-date information.

### 3. Learning from this Experience

- ▶ **Conducting a cost-benefit analysis:** It is critical, especially for smaller organizations, to do their due diligence to ensure that the cost, time, and labor required to develop an AI tool is justified by the increased impact or reach that the tool would deliver.
- ▶ **Prioritizing security and privacy:** When working with vulnerable populations and personally identifiable information, building in stringent processes and measures to protect your end beneficiaries and stakeholders has to be an organization's first priority when exploring building an AI tool.
- ▶ **Meeting your end user where they are:** It is critical to ensure you build towards a tool that your end user would be excited, comfortable and eager to actually use. Beyond 12's emphasis on ensuring their Gen AI College Coach is culturally responsive, respectful, and warm in its tone and approach reflects this priority.





# 4

## Integrating AI into existing workstreams

### Routine operations use cases

In this report, we aim to support nonprofits and community organizations by providing the knowledge they need to consider and effectively leverage AI to support them in routine operations and mission delivery. It is important to clarify that none of the specific AI tools mentioned are endorsed by the Annie E. Casey Foundation or NationSwell.

Our objective is to make visible the range of AI tools available in the market and share various alternatives, allowing readers to make informed decisions about what best fits their needs.

- ▶ Identifying Donors
- ▶ Grant Writing
- ▶ Financial Management



# Identifying donors

## 1. Challenge

As charitable giving trends downwards and nonprofits struggle with identifying and engaging donors who are likely to support their cause, increasing efficiency and effectiveness in fundraising has become a critical priority. Traditional methods of prospect research rarely integrate data leading to inefficient donor outreach strategies and missed fundraising opportunities.

## 2. Tool Recommendation: DonorSearch AI

DonorSearch AI is a leading prospect research tool that combines nonprofit data with predictive modeling to identify top prospects accurately. The tool enables nonprofits to pinpoint high-affinity donors with precision, understand their capacity to give, and tailor fundraising approaches accordingly.

The technology goes beyond wealth data, utilizing machine learning and big data to uncover donors' critical engagement levels and affinity with the organization. Some of the data points that DonorSearchAI taps into when developing recommendations are: giving patterns and behaviors, wealth and giving capacity information, information about volunteerism and experiences unique to the organization, demographic characteristics from nationally compiled datasets, and social media activity.

Total charitable giving by corporations, foundations, individuals, and bequests to support the work of nonprofits dropped

# 10.5%

in 2022 compared to 2021 when adjusted for inflation, according to Giving USA.

Source: [Council for Nonprofits](#)



### 3. How-To

The best resources to understand DonorSearchAI are available on their website, including a free personalized [demo](#). Here are a few high level recommendations to effectively integrate DonorSearch AI into your organization's fundraising strategy:

- ▶ **Utilize the Predictive Analytics:** Leverage the predictive analytics capabilities to forecast donor behavior and preferences. This helps in prioritizing outreach efforts and crafting personalized communication strategies.
- ▶ **Segmentation for Targeted Campaigns:** Use the segmentation features to categorize donors based on demographics, giving history, and interests. Tailor fundraising campaigns to resonate with each segment's unique characteristics.
- ▶ **Continuous Learning and Optimization:** Regularly update data inputs and analyze campaign outcomes to refine predictive models. This iterative process enhances the accuracy of future fundraising initiatives.

Here are some potential questions DonorAI can help you with:

- **Non Donor Acquisition:** likelihood that each nondonor will make their first gift in the near future
- **Target Ask Amount:** gift amount that a nondonor is likely to commit to as their first gift
- **Target Ask Timing:** a range of time in which a nondonor is likely to make their first gift
- **Target Approach:** the approach method to which a nondonor is most likely to respond

### 4. Alternative tools

- ▶ **Instrumentl:** A platform that brings together private, corporate, and government grants, helping nonprofits find the best opportunities from over 12,000 active grants.
- ▶ **Donorbox's DonationDriver AI:** A tool designed to optimize fundraising efforts by leveraging AI to analyze donor data, predict behavior, and suggest personalized engagement strategies, thereby enhancing donation outcomes for nonprofits.
- ▶ **Raise:** Raise from Gravyty is an artificial intelligence fundraising solution designed to scale personalized donor outreach and more.



# Grant writing

## 1. Challenge

For nonprofits and social sector organizations, securing grants is essential but often fraught with challenges. The process of grant writing is time-consuming and resource intensive, requiring meticulous attention to detail and the ability to craft compelling proposals. Many organizations struggle with inefficiencies in reusing previous successful proposals, managing deadlines, and maintaining consistency in their narrative and data presentation.

## 2. Tool Recommendation: Grantable

Grantable is an AI-assisted grant writing solution that helps grant-seekers win more funding with less effort. It uses content from your previous proposals to draft responses to new application questions, which you can revise and approve. The platform stores all of your work automatically as a smart content library, and continues to improve as you use it.

Key features are:

- ▶ **Smart Content Library:** Stores and organizes previous proposal content for easy reuse.
- ▶ **Automated Drafting and Revising:** Uses AI to draft and refine proposals, saving time and ensuring consistency.
- ▶ **Secure Data Handling:** Ensures that all sensitive information is kept private and secure.

By leveraging Grantable, organizations can significantly reduce the time and effort required to produce high-quality grant proposals. This allows staff to focus more on their core mission activities rather than administrative tasks. The platform's automated features ensure that proposals maintain the organization's authentic voice and meet the specific requirements of different grant applications.

According to Instrument1, the grant writing process can take '30-50 hours [for] a foundation grant, 60-80 hours for a state grant, and

**at least  
120 hours**

[for] more complex federal grants' and can cost between \$20/hr and \$150/hr depending on the level of experience of the grant writer.

Source: [GrantCycle](#)

## 3. How-To

To get started with Grantable, nonprofits can take advantage of the free AI grant writing course offered on their website. This course guides users through the setup process, demonstrates how to utilize the smart content library, and explains the automated drafting features.

This free, self-directed course explores using AI to streamline grant-seeking processes, improve proposal quality, and save time. It also covers addressing AI biases and customizing content. Participants will gain foundational AI knowledge, learn to blend AI with human creativity for compelling proposals, and enhance their grant writing workflows. The course can be completed individually or in groups.

Access the course here: [Gractable AI Grant Writing Course](#).

## 4. Alternative tools

- ▶ **Grantboost:** An AI-powered grant writing tool that generates customized grant proposal answers based on your inputs, incorporating industry best practices and proven grant writing strategies, designed to help your nonprofit secure funding with ease.
- ▶ **ChatGPT:** ChatGPT is a generative AI tool that can produce images, text, videos, and audio for fundraising content creation, helping nonprofits engage supporters and streamline communication.
- ▶ **Grammarly:** Grammarly is an AI tool that corrects spelling and grammar errors in written content, ensuring professional and error-free communication with donors and supporters.

### FOCUS ON INTEGRATING METRICS IN YOUR GRANT PROPOSAL

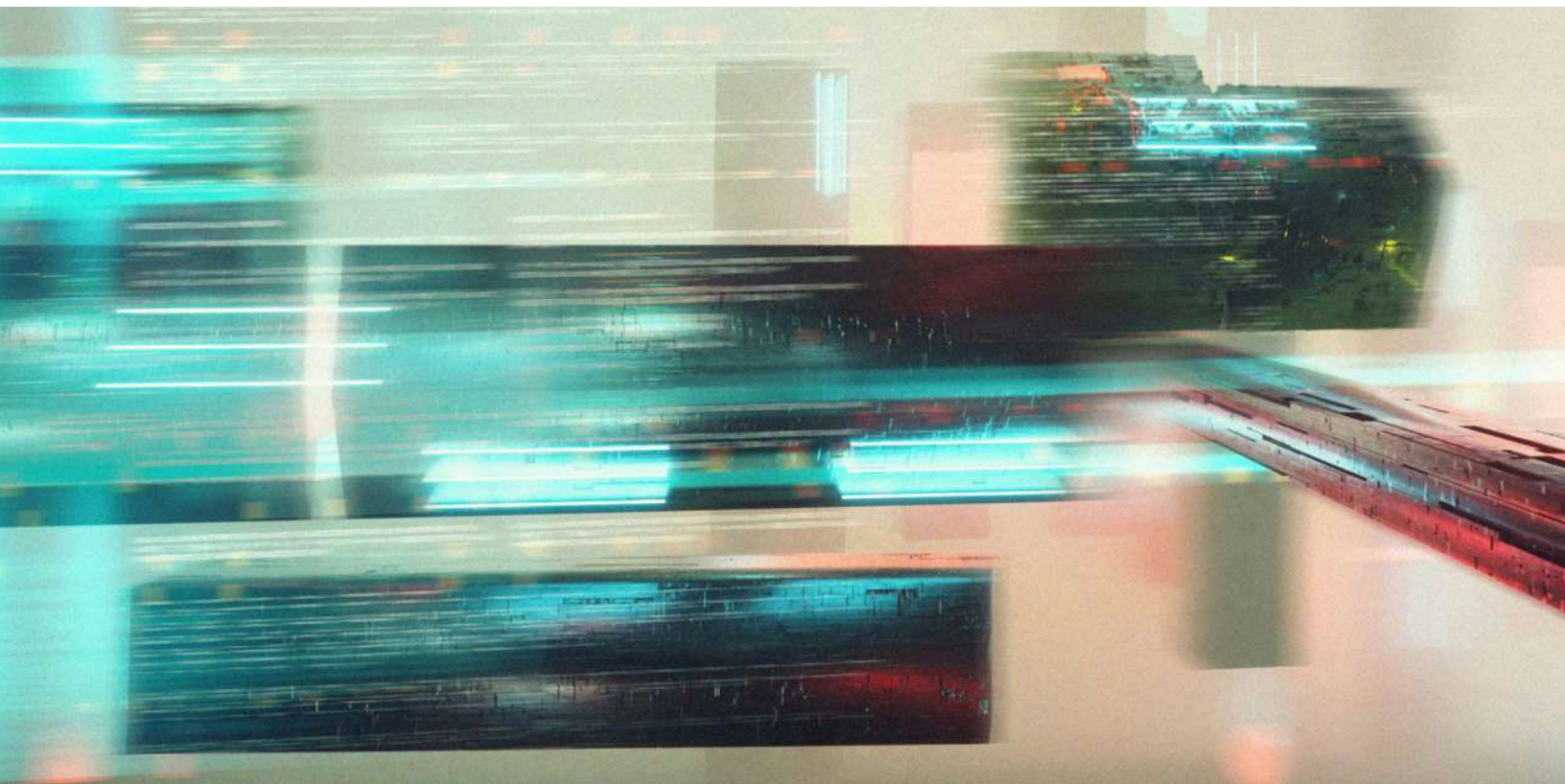
Integrating measurement and evaluation metrics into your grant proposal is crucial for nonprofits seeking funding, as it demonstrates a commitment to transparency, accountability, and effectiveness. Metrics and Key Performance Indicators (KPIs) provide concrete evidence of a program's effectiveness and impact. Here's why they matter:

- ▶ **Demonstrate Accountability:** Metrics show that the organization can measure and manage its performance, ensuring that funds are used efficiently and effectively.
- ▶ **Showcase Impact:** KPIs highlight the tangible outcomes and benefits of the program, helping funders understand the real-world impact of their investment.
- ▶ **Support Decision-Making:** Clear metrics and KPIs allow funders to make informed decisions about which projects to support based on their potential for success and alignment with funding priorities.
- ▶ **Enhance Proposal Persuasiveness:** Well-defined metrics and KPIs strengthen the proposal by providing evidence of potential success and by addressing funders' concerns about project viability and effectiveness.

Robust evaluation frameworks allow for continuous improvement, can adapt strategies based on what works best and reflect your commitment to evolving as you learn. Use ChatGPT to help you strengthen your grant proposal and integrate key metrics.

## A few prompts you might want to consider are:

1. Please review my grant proposal and help me identify where I can add more metrics and data. Here is the text of my proposal: [Insert the full text of the grant proposal here].
  - Point out sections that need more metrics or data.
  - Suggest relevant metrics or data types for each section.
  - Recommend sources for obtaining these metrics and data.
  - Advise on how to integrate them into the proposal effectively.
2. I need assistance in developing a measurement and evaluation plan for my grant proposal. Here is an overview of the program: [Insert a brief overview of the program here]. Please help with the following:
  - **Defining Goals and Objectives:** Suggest clear, measurable goals and objectives for the program.
  - **Choosing Metrics:** Recommend specific metrics to track progress towards these goals and objectives.
  - **Data Collection Methods:** Propose effective methods for collecting the necessary data.
  - **Evaluation Framework:** Outline a framework for evaluating the data and assessing the program's.
  - **Reporting:** Provide guidance on how to present the evaluation results in the proposal.





# Financial Management

## 1. Challenge

Efficient financial management is the backbone of any nonprofit organization, enabling them to direct maximum resources towards their mission. Yet, the complexity of tasks such as fund accounting, multi-entity consolidations, compliance reporting, and grant tracking can pose significant challenges. These administrative burdens often require substantial time and effort, detracting from the organization's primary activities.

## 2. Tool Recommendation: Sage Intacct Nonprofit Accounting Software

Sage Intacct offers comprehensive features tailored to nonprofits, empowering them to streamline financial processes, enhance transparency, and improve decision-making.

## 3. How-To

For comprehensive guidance on implementing Sage Intacct for your nonprofit, visit [Sage Intacct's official website](#) or contact their support for tailored assistance.

A few recommendations on how to effectively implement Sage Intacct for nonprofit financial management are:

- ▶ **Utilize Accounting support:** Leverage features like the dimensional general ledger, accounts payable, accounts receivable, cash management, order management, and Sage Intacct Collaborate for real-time team communication.
- ▶ **Implement Comprehensive Fund Accounting:** Facilitate separate closes for each revenue source and generate specific reports such as statements of activities, financial position, cash flow, and Form 990 to meet nonprofit compliance standards.
- ▶ **Harness Advanced Reporting and Dashboards:** Gain real-time visibility into financial metrics critical to your organization, including project-specific fund usage, performance metrics by location or team, and expense allocation per volunteer or employee.
- ▶ **Enhance Transparency with Grant Tracking:** Optimize grant delivery, reimbursement, reporting, and audit processes with centralized and automated grant tracking and billing functionalities.

## 4. Alternative tools

- ▶ **Datarails FP&A Genius:** Designed for CFOs and FP&A analysts, this tool offers a ChatGPT style chatbot that can answer “what if” and scenario questions accurately and quickly. It provides real-time data connectivity, a single source of truth, secure data handling, and visual dashboards.
- ▶ **BILL:** This tool automates invoice creation, enhancing efficiency in expense tracking, data extraction, invoice digitization, budgeting, and forecasting. It offers features like task automation, improved financial insights, and real-time data access.
- ▶ **Vic.ai:** Vic.ai uses AI to streamline the accounting process by extracting relevant data without templates or memory. It handles various billing aspects such as approval and duplicate document detection.



# Resource appendix

## 1. AI Grant Writing and Fundraising Tools

- **Grantable AI Grant Writing Course:** [Grantable AI Grant Writing Course](#)
- **Grantboost:** AI-powered grant writing tool. [Grantboost](#)
- **DonorSearch AI:** Tool for identifying high-affinity donors. [DonorSearch AI](#)
- **Instrumentl:** A platform for finding grants. [Instrumentl](#)
- **Donorbox's DonationDriver AI:** Analyzes donor data for optimized fundraising. [Donorbox](#)
- **Raise by Gravyty:** AI solution for personalized donor outreach. [Raise by Gravyty](#)
- **GrantCycle Article on Grant Writing Costs:** [Calculating the True Cost of Grants](#)

## 2. AI Tools for Nonprofit Operations

- **ChatGPT:** AI tool from OpenAI for generating content. [ChatGPT](#)
- **Grammarly:** Tool for grammar and spell checking. [Grammarly](#)
- **Claude:** AI tool developed by Anthropic, designed for natural language processing and content generation. [Claude](#)
- **Perplexity:** AI-powered research assistant that helps generate insights and answers based on context. [Perplexity AI](#)
- **Gemini:** Google's AI assistant, optimized for providing detailed responses and generating content. [Gemini AI](#)
- **Sage Intacct Nonprofit Accounting Software:** [Sage Intacct](#)
- **Datarails FP&A Genius:** Financial planning and analysis tool. [Datarails](#)
- **BILL:** Automated invoicing and financial management. [BILL](#)
- **Vic.ai:** AI-powered accounting automation. [Vic.ai](#)

## 3. AI Learning and Upskilling Resources

- **Be Super Human with AI:** This program is designed to help professionals leverage AI tools to enhance their productivity and creativity. [Be Super Human with AI](#)
- **Coursera:** "Generative AI for Everyone" Course. [Coursera Generative AI Course](#)
- **LinkedIn Learning:** "Career Essentials in Generative AI". [Career Essentials in Generative AI](#)
- **LinkedIn Learning:** "Prompt Engineering: How to Talk to the AIs". [Prompt Engineering](#)
- **IBM Skillsbuild:** "Artificial Intelligence Fundamentals". [AI Fundamentals](#)
- **Coursera:** "How to write prompts: Your 2024 Guide". [Coursera Guide](#)

#### 4. AI Policy and Governance

- **The Alan Turing Institute's Guide to AI Ethics and Governance:** [AI Ethics and Governance](#)
- **IEEE Ethically Aligned Design:** [Ethically Aligned Design](#)
- **NIST Principles for Trustworthy and Responsible AI:** [NIST AI Principles](#)
- **AI for Good Foundation's Ethics Framework:** [AI for Good Ethics](#)
- **World Economic Forum PRISM Framework for Responsible AI:** [PRISM Framework](#)
- **Annenberg Foundation's AI Policy Development Approach:** [Annenberg Foundation AI Policy](#)

#### 5. AI Risk Management and Mitigation

- **ODI Data Ethics Canvas:** A tool for ethical data use in projects. [Data Ethics Canvas](#)
- **Zapier's Guide to AI Hallucinations:** Understanding and mitigating AI errors. [Zapier Guide](#)
- **IBM's AI Bias Resource:** Understanding and managing AI bias. [AI Bias Resource](#)

#### 6. AI Maturity Assessment Tools

- **Data.org's Data Maturity Assessment (DMA):** [Data Maturity Assessment](#)
- **AI for Social Purpose (AI4SP) Nonprofit AI Readiness Assessment:** [AI4SP Readiness Assessment](#)

#### 7. AI for Nonprofits Case Studies and Examples

- **Project Evident case study on First Place for Youth:** [Project Evident Case Study](#)
- **Salesforce AI for Impact Accelerator:** [Salesforce AI for Impact](#)
- **Google GenAI Accelerator:** [Google GenAI Accelerator](#)

#### 8. General AI Knowledge and Trends

- **Google Cloud:** What is Artificial Intelligence? [Google Cloud AI Overview](#)
- **McKinsey:** The State of AI in 2024 Report. [McKinsey AI Report](#)
- **Stanford HAI and Project Evident's AI Social Sector Survey:** [Stanford AI Survey](#)
- **Project Evident's Report on AI in the Social Sector:** [Project Evident AI Report](#)

#### 9. Additional Nonprofit Resource

- **Council for Nonprofits:** Giving USA Report. [Council for Nonprofits Report](#)

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# AI for Nonprofit Empowerment

Advancing Mission Delivery Through Artificial Intelligence