WE BELIEVE.

Nonprofits lead the way for social change.

THE CHALLENGE.

Nonprofits need strategic support to achieve the transformative impact they're capable of.

WHY WE EXIST.

To collaborate with nonprofits to maximize their impact

WHAT WE DO.

Strategy

People & Culture

Coaching

Leadership Development

Diversity, Equity, Inclusion & Accessibility

CRE & AI.

Our Vision:
A future where AI becomes a transformative force to make nonprofit systems more innovative, equitable, and human-centered.

Our Goals:

➔ Make AI experimentation and integration more accessible to our nonprofit partners
➔ Offer AI training and tools that inspire creativity and enhance the relational aspects of nonprofit work

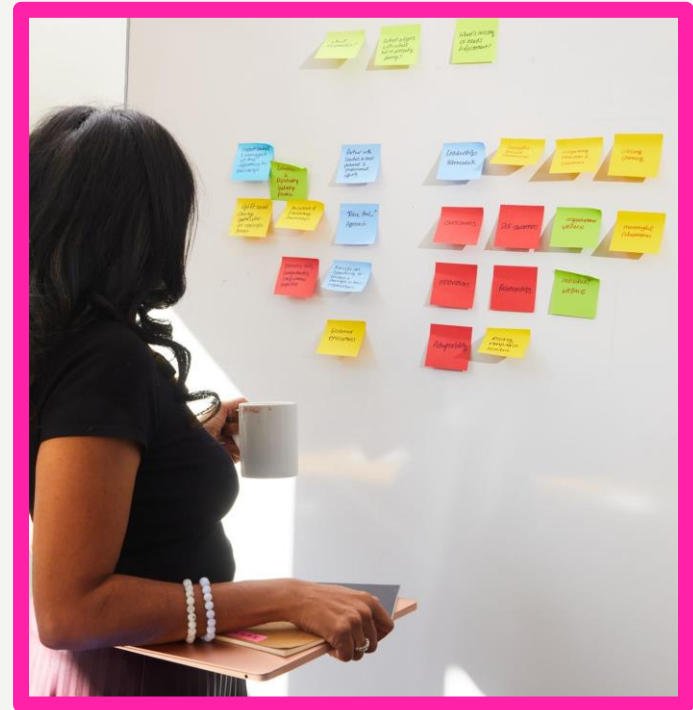# OUR AGENDA.

1 Level Setting with AI

2 Use Cases + Intentions for AI

3 Ethical Considerations

4 Questions

COMMUNITY AGREEMENTS.

STAY PRESENT

➔ We participate with intention
➔ We practice active listening
➔ We avoid distractions & take care of self

EMBRACE DISCOMFORT.

➔ We are open to new ways of thinking
➔ We challenge our own assumptions
➔ We offer brave & constructive feedback
➔ We stay willing to stretch beyond our comfort zones

CREATE COMMUNITY.

➔ We share honestly and respectfully
➔ We are mindful that our identities & positions may impact how others receive what we share
➔ We maintain confidentiality

AI FUNDAMENTALS QUIZ.

Join at menti.com
Use code 3849 1981

AI FUNDAMENTALS QUIZ.

Q1: What is Artificial Intelligence (AI)?

a. A future scenario where robots take over the world, starting with our coffee machines.

b. An advanced form of technology capable of reading minds.

c. Technology that can perform tasks which normally require human intelligence.

d. A concept previously found only in science fiction novels, where machines develop consciousness.

AI FUNDAMENTALS QUIZ.

Q1: What is Artificial Intelligence (AI)?

Artificial Intelligence, or **AI**, is a branch of computer science that focuses on creating machines capable of intelligent behavior. In simpler terms, AI enables computers to perform tasks that typically require human intelligence, such as understanding language, recognizing patterns, and making decisions.

Generative AI is a subset of artificial intelligence technologies that specialize in creating new, original content or data based on training inputs.

AI FUNDAMENTALS QUIZ.

Q2: In what ways might you already be engaging with AI in your daily life?   (Choose the option that is <u>NOT</u> true.)

a. Using navigation apps for the best route based on live traffic data.

b. Receiving personalized recommendations on streaming services based on your viewing history.

c. Interacting with smart home devices to control lighting and temperature.

d. Having AI write and send all your personal emails without any oversight.

AI FUNDAMENTALS QUIZ.

Q2: In what ways might you already be engaging with AI in your daily life?   (Choose the option that is <u>NOT</u> true.)

You've been using AI for quite some time...

...and we are hearing about it more and more.

AI FUNDAMENTALS QUIZ.

Q3: What is ChatGPT?

a. A distant cousin of R2-D2, known for its poetry.

b. An AI developed by OpenAI that generates human-like text responses based on the input it receives.
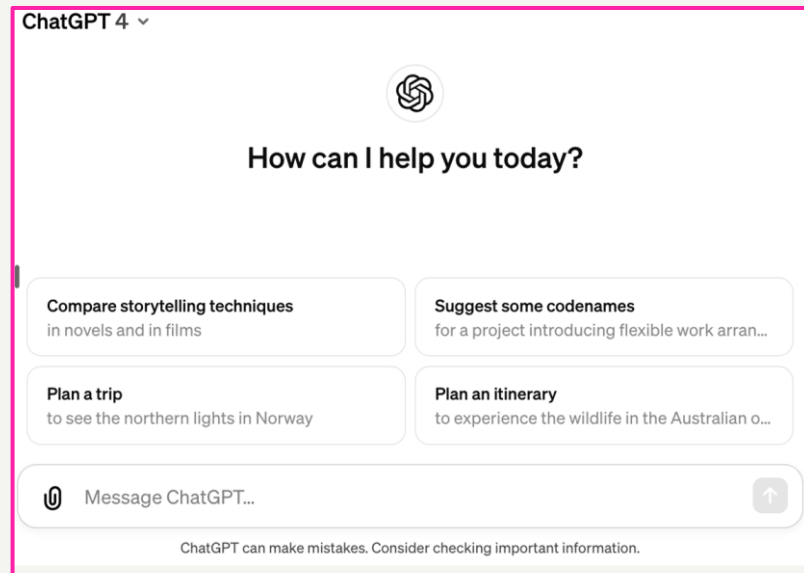
c. The latest celebrity chef specializing in digital cuisine.

d. A virtual pet that requires daily digital walks and byte-sized treats.

AI FUNDAMENTALS QUIZ.

Q3: What is ChatGPT?

Large Language Models (LLMs) are advanced AI systems designed to understand, generate, and interact with human language on a large scale.

AI FUNDAMENTALS QUIZ.

Q4: What is a "prompt"?

a. A gentle nudge given to digital tortoises to make them move faster.

b. A polite way to ask ChatGPT to make you a cup of coffee.

c. A specific instruction or question directed at an AI, like ChatGPT, which it uses as the basis for generating a relevant and coherent response.

d. A magical spell used to summon digital assistants from the depths of the internet.

AI FUNDAMENTALS QUIZ.

Q4: What is a "prompt"?

Prompts are inputs given to an AI system, usually in the form of a question or statement, to elicit a specific response or action.

Some general guidance:
1. **Engage in dialogue** – this is NOT google – have a back-and-forth
2. **Ask for options** – one of the greatest advantages in using LLMs is the diversity you can receive in responses
3. **Experiment!** – spend time, get creative, push yourself to use the tool in ways you think are impossible

HIGH-QUALITY AI PROMPTS.

→ Clear and Specific
→ Contextualized
→ Outcome-Oriented
→ Creative and Open-Ended
→ Iterative
→ Ethical

HIGH-QUALITY AI PROMPTS.

Use the following questions to guide your prompt creation:

→ **Who are you?**
→ **What's your goal?**
→ **What role do you need the AI to play?**
→ **What outputs do you want?**
→ **How do you want to engage?**
→ **What privacy or ethical considerations are important?**

AI FUNDAMENTALS QUIZ.

Q5: What does the term "hallucination" refer to in the context of AI?

a. An AI's habit of generating random data patterns when it gets bored.

b. AI generating or interpreting information inaccurately, based on gaps or biases in its training data, leading to false or misleading outputs.

c. AI experiencing visual misinterpretations (seeing a dragon in the clouds instead of the intended objects) in image recognition tasks.

d. AI's ability to dream.

AI FUNDAMENTALS QUIZ.

Q5: What does the term "hallucination" refer to in the context of AI

Hallucination refers to instances where an AI system generates false or misleading information, often as a result of limited or biased data inputs.
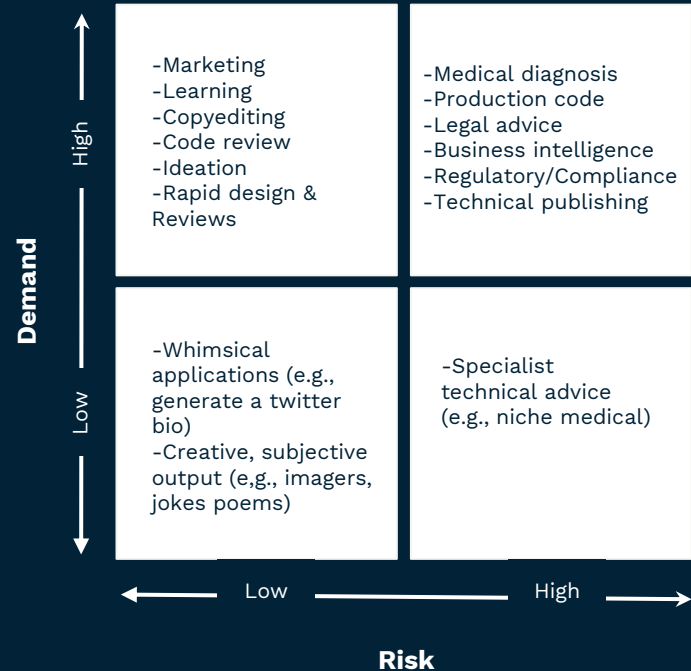
> **Example:** An AI translating a document might insert words or phrases that don't exist in the source text, due to confusion or data misinterpretation. *Imagine a painter trying to recreate a landscape, who adds trees or rivers that aren't actually in the scene (this interpretation is influenced by past paintings and imagination).*

ETHICAL AI GUIDELINES.

When we think about the ethical implications of AI use,
what should we consider?

➔ Respect for Privacy and Data Security
➔ Avoiding Bias and Ensuring Fairness
➔ Transparency and Explainability
➔ Accountability and Responsibility
➔ Aligning AI with Organizational Values
➔ Promoting Human-Centric AI

Considering a Generative AI Use Case

	Risk Low	Risk High
Demand High	-Marketing -Learning -Copyediting -Code review -Ideation -Rapid design & Reviews	-Medical diagnosis -Production code -Legal advice -Business intelligence -Regulatory/Compliance -Technical publishing
Demand Low	-Whimsical applications (e.g., generate a twitter bio) -Creative, subjective output (e,g., imagers, jokes poems)	-Specialist technical advice (e.g., niche medical)

Demand (High / Low)

Risk (Low ← / → High)

Grewal, D. (2023, March 8). A Framework for Picking the Right Generative AI Project. Harvard Business Review. https://hbr.org/2023/03/a-framework-for-picking-the-right-generative-ai-project

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USE CASES FROM OUR PARTNERS:

Development & Finance
→ Financial health of an organization
→ Revenue generation avenues
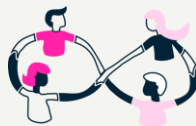
Programming with Client Populations
→ Advocacy and uplifting staff
→ Co-designing program elements

Organizational Operations
→ Compensation philosophy
→ Core Values + DEI Commitments

CRAFTING EFFECTIVE PROMPTS.

Development & Finance Use Case

I am the development director for a small ($2 million) nonprofit organization in NYC that is committed to serving young people in under-resourced communities. Our mission is to cultivate engaged learners, collaborative leaders, and inclusive spaces. Our core values are connection, inclusion, and joy. Our purpose is to make the world a more equitable, just, and joyful world.

Due to recent NYC budget cuts and declines in contributed revenue, we are projecting an operating deficit and must find other sources of revenue for the next fiscal year which starts July 1, 2024.

Analyze my current FY budget forecast (attached) and make specific and creative recommendations for balanced revenue generation to pursue in the next fiscal year.

I would like to see recommendations for each type of revenue listed in the financial document uploaded – individual, foundation, corporate, events, and government.

Ask me questions for information you need to better produce these outputs as we go.

1. **Clear and Specific**
2. **Contextualized**
3. **Outcome-Oriented**
4. **Creative and Open-Ended**
5. **Iterative**
6. **Ethical**

CRAFTING EFFECTIVE PROMPTS.

Organizational Operations Use Case

I am the operations director for a small nonprofit. We are a long-standing, well-known community nonprofit with a 30 year history. In 2023, we began our formal DEI journey. We started by working with a consulting company that conducted a DEI assessment by seeking feedback from our staff, Board, and lead volunteers. After seeing the results, we decided our first step was co-creating core values. We spent 8 months listening to our team and developing our values.

Our next step is to fully integrate these values (see attached) into the organization, making them a regular part of performance evaluations, team meetings, and more.

As a kind and collaborative operations director, I seek your guidance to identify and implement the next steps in integrating our core values. I would like you to ask me one question at a time about this process and timeline. Co-creation is an important step in this journey so please consider how our staff is involved throughout this process.

1. **Clear and Specific**
2. **Contextualized**
3. **Outcome-Oriented**
4. **Creative and Open-Ended**
5. **Iterative**
6. **Ethical**

CRAFTING EFFECTIVE PROMPTS.

1. **Clear and Specific**
2. **Contextualized**
3. **Outcome-Oriented**
4. **Creative and Open-Ended**
5. **Iterative**
6. **Ethical**

Programming with Client Populations Use Case

I am a facilitator for a recreation group within a youth development nonprofit. The participants in my group are pediatric patients ages 6-21 as well as their parents and siblings. I would like help generating a list of fun trivia questions related to Pi Day on March 14. I need 20 questions that are about either Pi or Pie. Then I need a short script for a game show that will be facilitated using the questions. Let's go one step at a time. First start with the questions and then I'll give you some more input around the script.

HOW DO YOU WANT TO USE AI?

Join at menti.com
Use code 3849 1981

ETHICAL GUIDELINES.

What's the Scenario? Developing ethical guidelines for AI use **MUST** be grounded in context.	
Impact Assessment: *How might the AI use in this case inadvertently perpetuate or exacerbate existing inequalities or biases? Consider both direct and indirect impacts on various stakeholders.*	
Transparency and Accountability: *In what ways can the users of the AI ensure transparency regarding how decisions are made? What mechanisms can be put in place to hold the system accountable for its outcomes?*	
Ethical Design Principles: *Based on the case, what ethical guidelines should be considered or prioritized in the development and deployment of the AI solution? How can these principles guide future AI projects to be more equitable and just?*	

ETHICAL GUIDELINES.

Use CRE's Ethical Framework to explore one of the use cases we shared (or one of your own) with a partner.

What's the Scenario? Ethical guidelines for AI use **MUST** be grounded in context.	A) Budget Analysis and Strategic Revenue Generation for NYC Nonprofit Amid Budget Cuts	B) Values in Practice: Strategic Guidance for Embedding DEI Principles in Nonprofit Operations	C) Tailored Program Design for Pi Day Trivia with Pediatric Population	D) Use Case of Your Own…
Impact Assessment				
Transparency and Accountability				
Ethical Design Principles				

QUESTIONS?

Want to join CRE's next
AI Bootcamp in this fall?

THANK YOU.

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Access CRE's AI Sample Prompt Library:

crenyc.org