

A Charities Guide to AI Tools



AI tools for your charity

This guide aims to introduce those with no prior AI knowledge to the world of Artificial Intelligence and its potential applications within the sector. We'll explore various AI tools and their suitability for different tasks, helping you navigate this exciting new landscape.

Understanding the basics

Before diving into tools, it's helpful to understand a few core concepts. AI, in this context, refers to computer systems that can perform tasks that typically require human intelligence, such as learning, problem-solving, and decision-making.

Large Language Models (LLMs) are a type of AI that powers many of the tools we'll discuss. They're trained on vast amounts of text data, enabling them to understand and generate human-like text.

Understanding the basics

- **Data privacy and security:** Ensure any AI tool you use complies with data protection regulations, especially when dealing with sensitive information about beneficiaries
- **Ethical considerations:** Be mindful of potential biases in AI models and ensure their use aligns with your organisation's ethical principles
- **Accessibility:** Choose tools that are accessible to all members of your team, regardless of their technical skills
- **Cost:** Many tools offer free tiers, but consider the costs of paid subscriptions if you require advanced features

Getting started

- **Identify your needs:** Think about the specific tasks you want to improve or automate
- **Explore free tiers:** Most tools offer free trials or limited free access. Experiment to see which ones best suit your needs
- **Start small:** Don't try to implement everything at once. Focus on one or two tools that address your most pressing needs
- **Training and support:** Look for training resources or support materials to help your team get comfortable with using AI tools

This guide provides a starting point for exploring the potential use of AI in your charity. By understanding the available tools and their applications, you can leverage AI to enhance your organisation's efficiency, impact, and reach.


Remember to stay informed about the rapidly evolving AI landscape and continue to explore new possibilities.


Now lets take a look at the tools!

Our pick of popular AI tools, categorised by their primary functions.





1 **General purpose LLMs**
Great for brainstorming, drafting, and general assistance.

ChatGPT		Good for...
<p>One of the most well-known LLMs. Offers both free and paid tiers. Excellent for drafting content, brainstorming ideas, summarising information, and answering questions. Includes DALL-E image generation capabilities in its paid version.</p> <p>https://chatgpt.com</p>		<p>Drafting a funding proposal outline, brainstorming campaign slogans, summarising research papers.</p>


Google Gemini		Good for...
<p>Google's suite of AI models, integrated across many Google products. Similar to ChatGPT in functionality, with deep integration into Google Docs and Search.</p> <p>https://gemini.google.com</p>		<p>Generating content for social media posts, assisting with research using Google Search, drafting emails.</p>

Continued...

Claude		Good for...
<p>Developed by Anthropic, Claude is designed to be "helpful, harmless, and honest." Strong at summarising long texts (up to 15,000 words).</p> <p>https://claude.ai/new</p>		<p>Summarising lengthy reports, analysing feedback from surveys, drafting internal communications.</p>

Mistral AI		Good for...
<p>An open-source AI model offering free and unlimited use. Trained on multilingual data.</p> <p>https://mistral.ai/en</p>		<p>Exploring AI capabilities without cost, potentially useful for multilingual projects.</p>


2 Microsoft Office integration

Microsoft Copilot		Good for...
<p>Seamlessly integrates with Microsoft Office products. Can assist with writing in Word, generating formulas in Excel, creating presentations in PowerPoint, and more.</p> <p>https://copilot.microsoft.com</p>	 <p>Copilot</p>	<p>Drafting emails, summarising meeting notes in OneNote, creating compelling PowerPoint presentations.</p>


3 Content creation

Copy.ai		Good for...
<p>Specifically designed for writing marketing copy. Helpful for creating website content, social media posts, and other marketing materials.</p> <p>https://www.copy.ai</p>		<p>Generating website copy for a new campaign, creating engaging social media posts, writing compelling email subject lines.</p>

4 Meeting management

Otter.ai		Good for...
<p>Acts as a meeting assistant. Records audio, transcribes notes, captures slides, and generates summaries.</p> <p>https://otter.ai</p>	 <p>Otter.ai</p>	<p>Generating meeting minutes, making meetings more accessible, easily reviewing past discussions.</p>

5 Research and information gathering

Perplexity.ai		Good for...
<p>A conversational search engine that provides sources for its answers. Helps you quickly find information and understand the context.</p> <p>https://www.perplexity.ai</p>	 <p>perplexity</p>	<p>Researching different approaches to a specific social issue, gathering information for a funding application, understanding the landscape of a particular charity sector.</p>