



CharityWise.
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CharityWise

Create an AI Strategy

October 2024

Today we'll talk about the following topics

- ✓ Overview of Generative AI
- ✓ Why you need a strategy
- ✓ Setting yourself up for success
- ✓ Elements of an AI Strategy
- ✓ Practical Examples
- ✓ Questions & Answers



Overview of Generative AI

A very quick summary of the history, terms and what we're talking about

What is AI?

Artificial intelligence has been around as long as computing with the first **Neural networks** being described by McCulloch and Pitts in 1943.

The most recent advances have come after years of research into large Neural Networks and the **Deep Learning** approaches applied to them.

Most recently the so called **generalised pre-trained Transformer** models, first described in 2017 have produced the new revolutionary Generative AI systems such as Chat**GPT**.

AI

Neural Networks

Transformers
(GPTs)

What is generative AI?

Generate Text

Large Language Models (LLMs)



Generative Images

Diffusion Models



Prompting

To use them, you need to input text (the “prompt”) describing what you want. It’s important to add the right details to make your request specific enough. For example:

Write me a short poem in the style of Dr. Seuss about why it is important to support charities working to avert climate change

**Oh, the planet is warming, the seas rise and churn,
The forests are burning, there’s much to unlearn.
But charities gather with hearts full of care,
To tackle the crisis that hangs in the air.**

**They plant and they teach, they clean up and strive,
To keep Mother Earth and her creatures alive.
With donations and time, we join in the fight,
To turn gloom into green, and wrong into right.**

**So let’s give them our help, with wallets and cheer,
For a planet that's thriving year after year.
In Seussical style, let's shout with elation:
"A greener tomorrow needs our dedication!"**

Prompting

To use them, you need to input text (the “prompt”) describing what you want. It’s important to add the right details to make your request specific enough. For example:

***Beautiful countryside
landscape in Ireland, green
hills, small houses made of
stone, ultra realistic, HD, 8K
real life – --ar 16:9***



An Generative AI Strategy

Why you should have one, how you should align on one for your organisation

Why you need an AI Strategy

- **Aligns AI Use with Mission Goals**

A formal strategy ensures that AI is applied where it directly supports your mission and values, avoiding wasted efforts.

- **Guides Ethical Implementation**

Set standards to handle sensitive data responsibly, minimising risks

- **Maximises Limited Resources:**

A strategy helps prioritise AI investments where they'll have the most impact, ensuring cost-effectiveness

- **Ensures Consistent Implementation**

A structured approach providing a framework for decision-making, helping staff use AI consistently

- **Measures and Demonstrates Impact**

A strategy includes metrics for tracking AI's impact, helping to justify investments and showcase success to stakeholders.

Setting up for success

- Identify Champions
from the board down
- Set timelines
ambitious but realistic
- Identify Problems
reputation, risk, budget
- Create a Roadmap
Why, how and who
- Document your Strategy
1 page, understandable





Approach to AI strategy

- Explore
- Experiment
- Enable everyone
- Identify Opportunities
- Improve Processes
- Transform Experiences

Explore!

“Dive into the AI pool and explore!”

- Find and support AI champions.
- Encourage them to try many tools
- Exploration fuels learning!

Ensure Success

One board member champion
Senior leadership / Management
Cross section of team members





Explore!

- chatGPT
- Dall-e3
- Midjourney
- Otter.ai
- Google Gemini
- Microsoft Co-Pilot
- copy.ai

Experiment

“Test and learn!”

- Run small experiments.
- Compare AI with current methods.
- Let the results speak for themselves!

Ensure Success

Create Initial AI Policy

Educate champions on privacy and data protection issues

Consider risk, security, reputational

Chose experiments that minimise risk but maximise gains.

Ensure QA and testing





Experiments

- Generate images for internal comms
- Generate images for your blog or site
- Generate social media posts
- Generate Blog posts
- Rewrite outbound emails
- Personalise renewal emails

Deploy for productivity

“Share the power!”

Now that you know what works
spread the tools across the organization
Boost productivity, org-wide

Ensure Success

- Finalise AI Policy
- List acceptable tools and use
- Educate your organisation
- Provide Training
- Get IT on board!





Deploy for productivity

- ChatGPT enterprise
- Microsoft Co-Pilot
- Google Gemini
- Slack Bot
- CustomGPTs

Identify opportunities

“Spot the gold!”

- Solicit feedback, share experiences
- Discover the most impactful areas
- Focus on where AI shines.

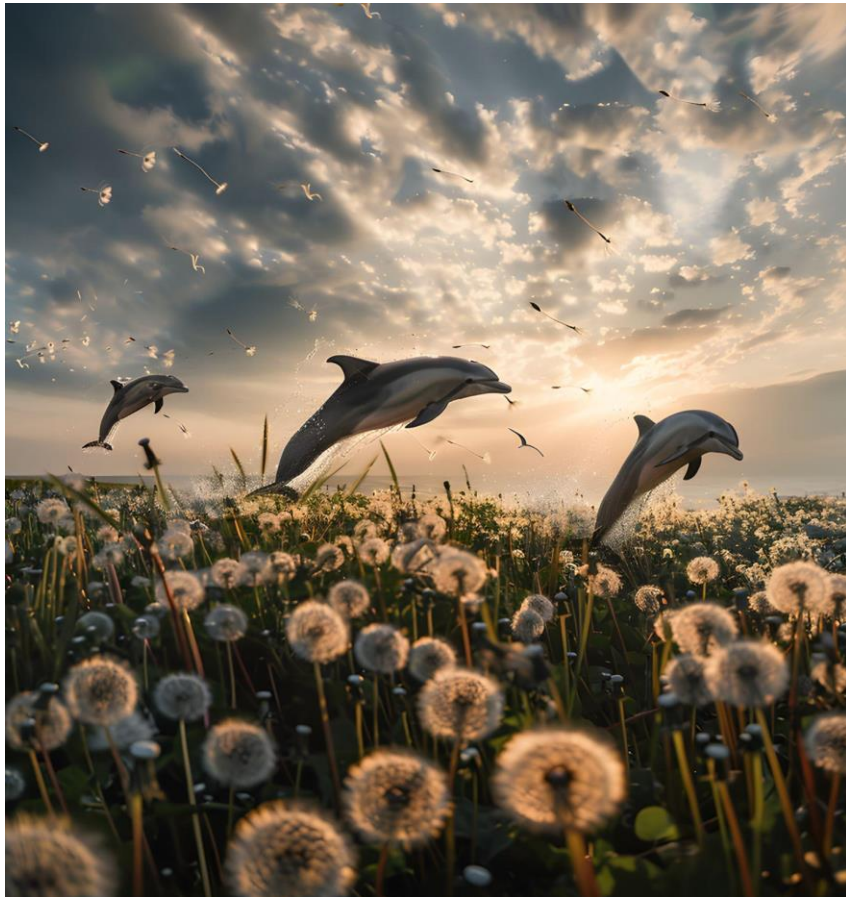
Ensure Success

Give everybody a chance to feedback

Consider impact of suggestions

Formalise champions & recruit more (at least one per team)





Identify opportunities

- Feedback via internal surveys
- Ask teams to discuss during meetings
- Convene champions
- Tools to allow everyone to contribute
- Prioritise by impact
- Choose 2-3 areas to explore in depth

Transform – processes

“Step by step, reimagine!”

- Use AI to refine each process.
- Start with small steps
- Let innovation expand throughout.

Ensure Success

QA outputs / Fact check

Consider tone of voice

Measure improvements (time, quality, revenue)

Report on benefit / ROI





Transform processes

- Process mapping
- Identify steps that your new experience with AI can help with
- Alter your process
- Gather feedback

Transform experiences

“Reinvent the journey!”

Think big! Use AI to enhance the donor and beneficiary experience, creating new pathways for impact.

Ensure Success

Talk to donors & recipients

User test ideas

Everything is on the cards

Imagine you had 1 million graduate employees what could be possible!



Recap – Strategy process

- ✓ Identify champions – Provide tools and freedoms
- ✓ Conduct Experiments
- ✓ Gather feedback
- ✓ Expand tool use
- ✓ Identify Opportunities
- ✓ Adjust existing processes
- ✓ Reimagine experiences

Some practical examples

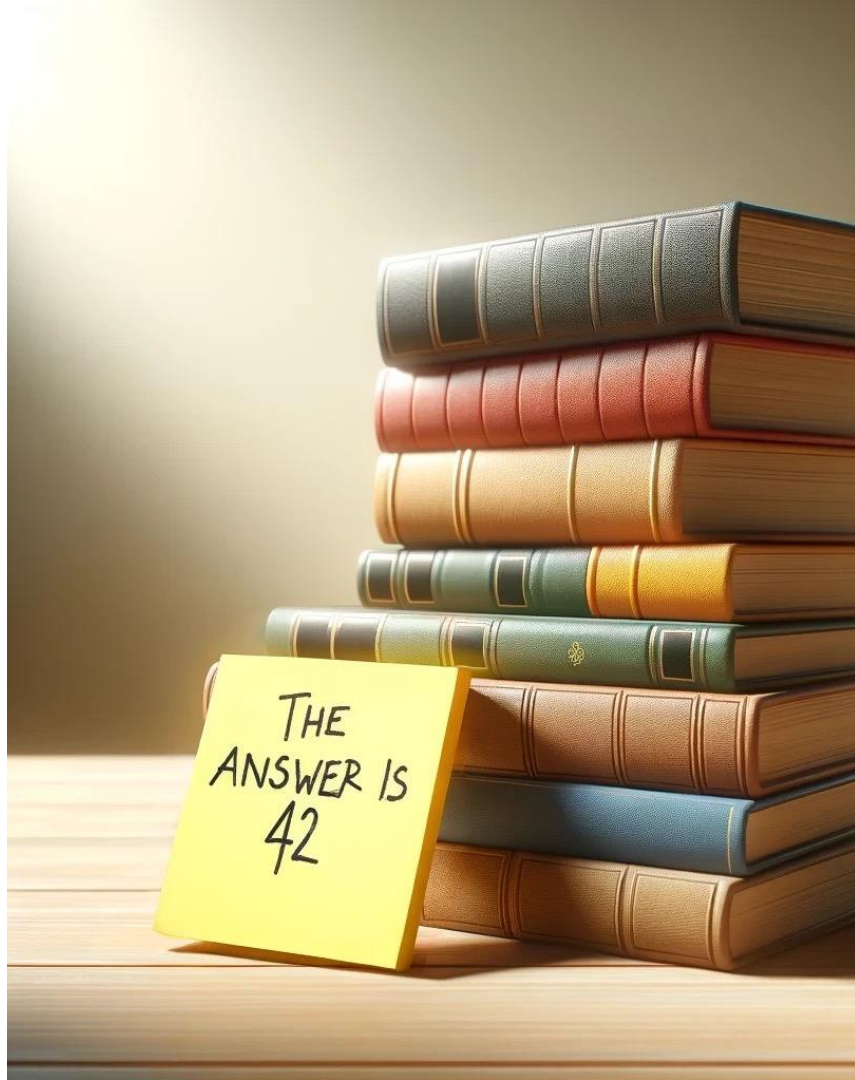
A few examples to get you started thinking about how you can start exploring

Copywriting

Big to small

LLMs are great at summarising content

- Research paper to web page
- ~~Webpage to a blog post~~
- Blog post to social media post



Copywriting

Prompt

Can you write a blog post about the issues highlighted in the article from the point of view of a UK based climate focused charity.

<https://www.imf.org/en/Publications/fandd/issues/2021/09/climate-change-and-inequality-guivarch-mejean-taconet>

Climate Change and Inequality: A Call to Action for the UK

At our core, we as a UK-based climate-focused charity understand the global nature of climate change and its disproportionate impact on the less fortunate. The recent IMF article brings to light the stark reality that while climate change is a global challenge, its effects are unevenly felt, with poorer nations bearing the brunt of environmental impacts despite contributing the least to greenhouse gas emissions.

This discrepancy highlights a crucial area of focus for our initiatives: supporting equitable climate action that addresses these imbalances. The article emphasizes the need for wealthier nations, like ours, to lead by example. We are positioned to spearhead reductions in carbon emissions and can leverage our resources to aid less affluent countries in their climate resilience efforts.

Moreover, the piece advocates for designing climate policies that are inherently equitable. These policies should aim not only to reduce emissions but also to enhance the adaptive capacities of vulnerable populations. As we push for change, integrating social fairness into our climate strategies remains paramount.

Copywriting

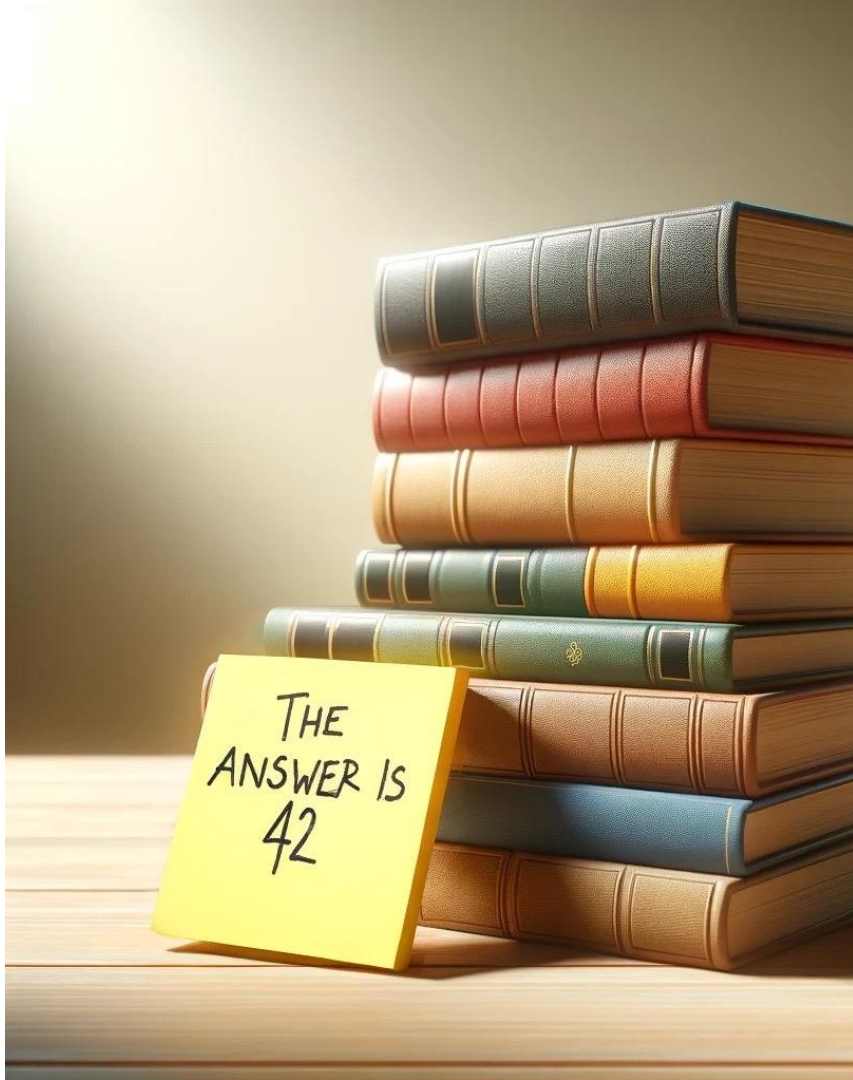
Big to small

LLMs are great at summarising content

- Research paper to web page

- ~~Webpage to a blog post~~

- Blog post to social media post



Copywriting



Prompt (cont.)

Can you write a short social media post (for facebook and linkedin) about that blog post with a call to read the full blog post on our website.

Response

 **Climate Action and Social Equity: An Urgent Nexus** 🌱

As a UK-based climate charity, we're delving into how climate change disproportionately affects the world's poorest, despite their minimal contributions to global emissions. Our latest blog post, inspired by a poignant IMF article, discusses the critical need for equitable climate policies.

Let's ensure that our actions benefit everyone, not just a few. Join us in pushing for fair climate solutions.  

Read the full blog post here: [Link to blog post]

Copywriting

Small to Big

Bullets to paragraphs

Summary to blog post

Social posts to newsletter



Copywriting

Prompt

Write a 500 word blog post explaining how even though interest rates are falling this does not mean the price of goods is falling. Explain how the current government's spin that falling rates means people will be better off is not strictly true.

Unpacking the Myth: Falling Interest Rates Don't Guarantee Lower Prices

In recent times, there's been a buzz around falling interest rates, often accompanied by government assurances that this trend will make everyone better off. While lower interest rates can indeed seem beneficial at a glance, the reality of their impact on the economy—and particularly on the price of goods—is more complex. Let's delve into why the direct correlation between falling interest rates and decreasing prices is more myth than reality.

Understanding Interest Rates

Interest rates are a powerful tool used by central banks to influence economic activity. When the central bank lowers interest rates, it becomes cheaper to borrow money. This encourages businesses to invest and consumers to spend, theoretically boosting economic growth. The immediate reaction might make it seem like a win for everyone, but the effects on prices of goods are not as straightforward.

Getting better results

Prompt engineering

While the title is over inflating the skill required the way you craft your prompts do have a direct result on the quality of your output.

Key elements of a good prompt:

Identity – tell the LLM what their role is

Context – tell them who the content is for

Instruction – a clear instruction as to what you want from the LLM

Data – additionally upload any data that will help improve the response

Prompt:

(Identity)

You are an expert copywriter.

(context)

You work for X a charity in the UK whose mission is to Y.

(instruction)

We send out a monthly newsletter to donors with the aim of keeping them engaged and up-to-date with what we have been doing. Given the following bullet points of recent activity please write a short email newsletter to our donors.

Getting better results

Comprehensibility & reading age

Importance of Considering Reading Age Levels in Charity Content

Enhances Accessibility: Ensures information is understandable for all literacy levels.

Increases Effectiveness: Clear language leads to stronger engagement and action.

Boosts Engagement: Simple content encourages complete reading and sharing.

Expands Impact: Reaches a diverse audience, maximizing message penetration.

Average reading age in the UK is around 9 years old

Prompt:

.....

Please write your answer to be comprehensible by someone with a reading age of 9

You can pass a list of past emails to categorise topics discussed and then rank topics by open rates.

You can get an AI to categorise each blog post against a set taxonomy and then you can rank topics by pages views or some other engagement metric (e.g. scroll, conversion actions, etc).

Scrape public posts and then categorise them using AI to see which topics get the most engagement



Any Questions?

Thank you

If you have any questions, then please speak to Fran Hall

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