



AI-Powered Impact

Your Roadmap to the Future

Darian Rodriguez Heyman
darian@helpingpeoplehelp.com





CRAIGSLIST
FOUNDATION



GENDER
SMART



blue
avocado
www.blueavocado.org





Darian Rodriguez Heyman

Nonprofit Fundraising 101

A PRACTICAL GUIDE with
EASY to IMPLEMENT IDEAS & TIPS from INDUSTRY EXPERTS

engaging your board
email measuring major gifts earned income
impact
online fundraising foundation & events
mobile fundraising government individual grants donors CRM
run, walk, ride community-based fundraising crowdfunding
website donations donor volunteers
social enterprise research
direct mail social in-kind making the ask
media fundraising
corporate partnerships hiring development staff

 Association of Fundraising Professionals

DARIAN RODRIGUEZ HEYMAN
with LAILA BRENNER

WILEY

Nonprofit Management 101

A COMPLETE AND PRACTICAL GUIDE FOR LEADERS AND PROFESSIONALS

SECOND EDITION

Essential
resources, tools, and
hard-earned wisdom
from fifty-five
leading experts



DARIAN RODRIGUEZ HEYMAN
and LAILA BRENNER

NEW INTRODUCTION BY NEW YORK TIMES BESTSELLING AUTHOR
VAN JONES

WILEY

DARIAN RODRIGUEZ HEYMAN & CHERYL CONTEE

AI FOR NONPROFITS

Putting Artificial Intelligence to
Work for Your Cause

Practical tips and tools for strategic fundraising,
marketing, programs, and back office operations

WILEY



Inspired...
to Action

Today's Agenda

- **What's the Hold Up?**
 - Key Concerns + Solutions
- **Thriving With AI**
 - AI's Greatest Strengths: Today & Tomorrow
 - How to Speak AI: Prompt Engineering
 - AI-Powered Fundraising
 - AI Acceptable Use Policy Tips
- **Tools & Resources**

What's the Hold Up?



What's the Hold Up?



- Telephone: 75 Years
- Mobile Phones: 16 Years
- World Wide Web: 7 Years
- **ChatGPT 3.5: 62 DAYS!**



Era of Planning —> Navigation



AI: Responsiveness + Resilience

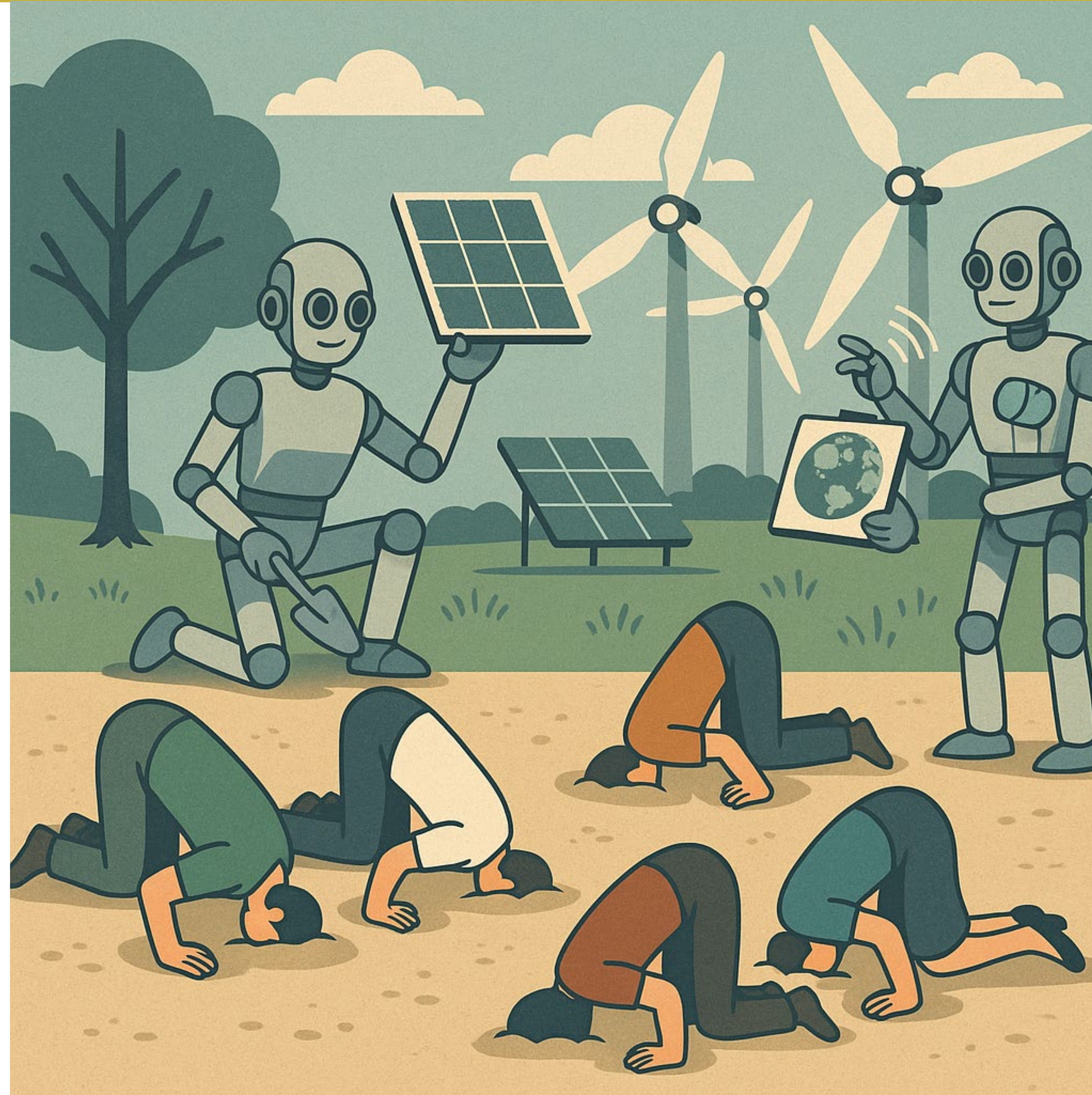


Responsible AI in Action

- **Goodwill AI-Powered iPad App**
- **Helped Employees Sort Items**
- **\$2.3M in Additional Revenue w/ Zero Job Loss**



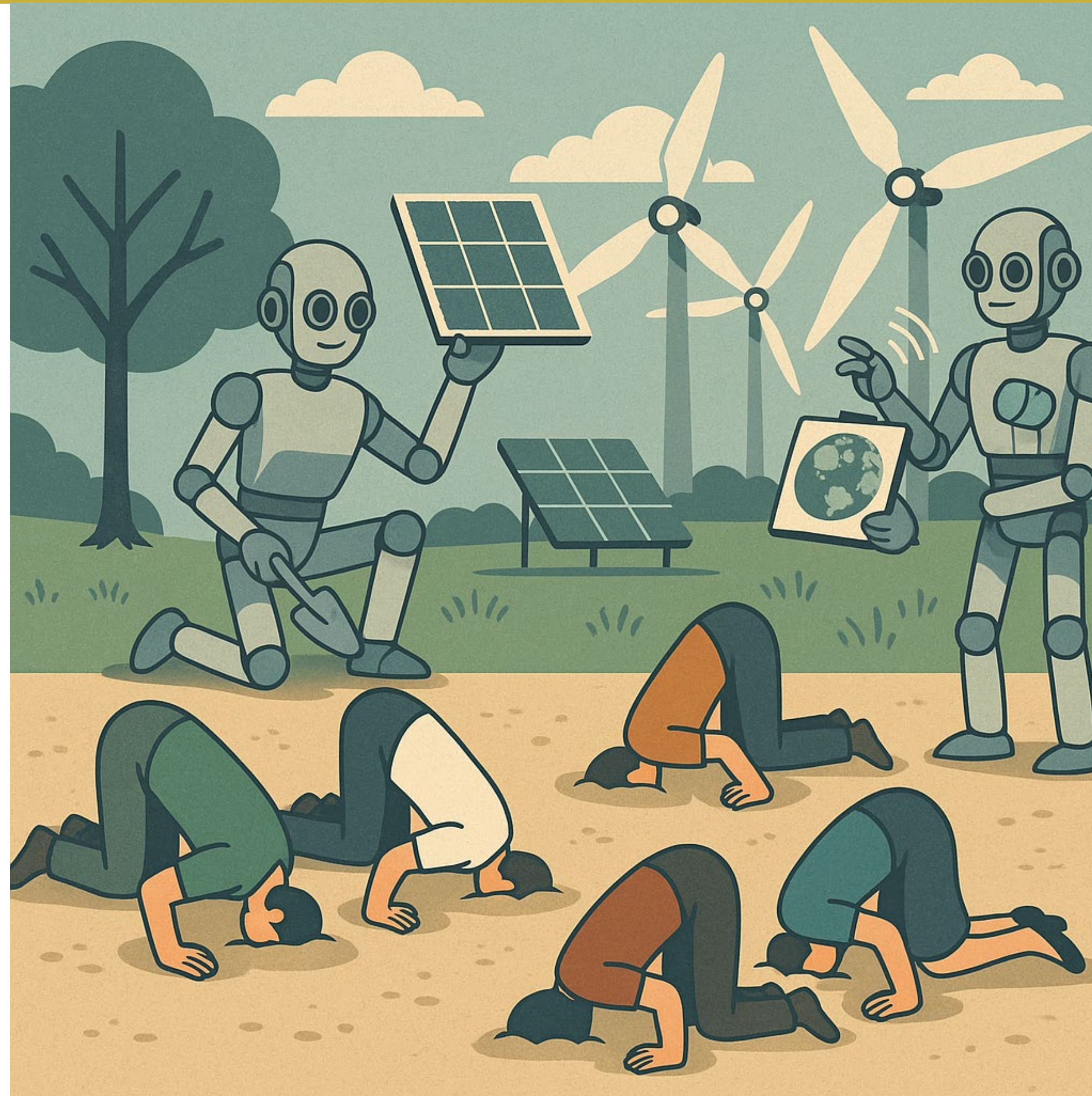
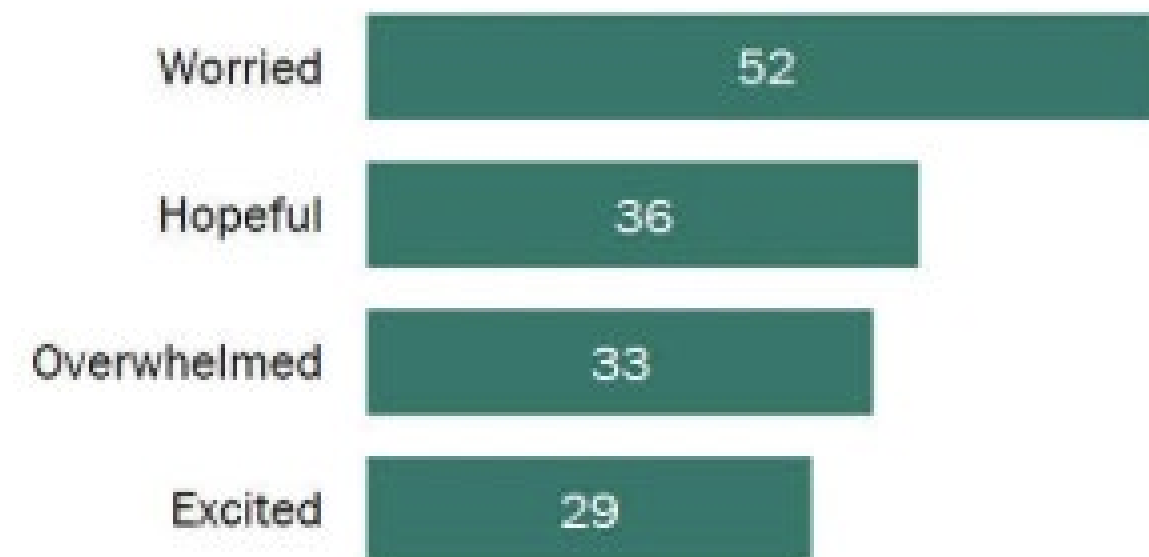
What's the Hold Up?



What's the Hold Up?

Workers are more worried than hopeful about future AI use in the workplace

% of employed adults saying they generally feel ____ about how AI may be used in the workplace in the future



What's the Hold Up?

FIGURE 4. Most Common Concerns About AI Use Among Nonprofit and Foundation Leaders (N=212-446)



Misinformation or inaccurate results

(foundations, 77%; nonprofits, 73%)



Data security and privacy

(foundations, 83%; nonprofits, 67%)



Lack of staff expertise or capacity to learn about AI

(foundations, 52%; nonprofits, 58%)



Uncertainty about how best to use AI

(foundations, 62%; nonprofits, 56%)



Bias or discrimination in AI algorithms

(foundations, 53%; nonprofits, 50%)

What's the Hold Up?

- **Job Displacement**
- **Environmental Impact**
- **Loss of Human Connection**
- **Apocalyptic Future Scenarios**

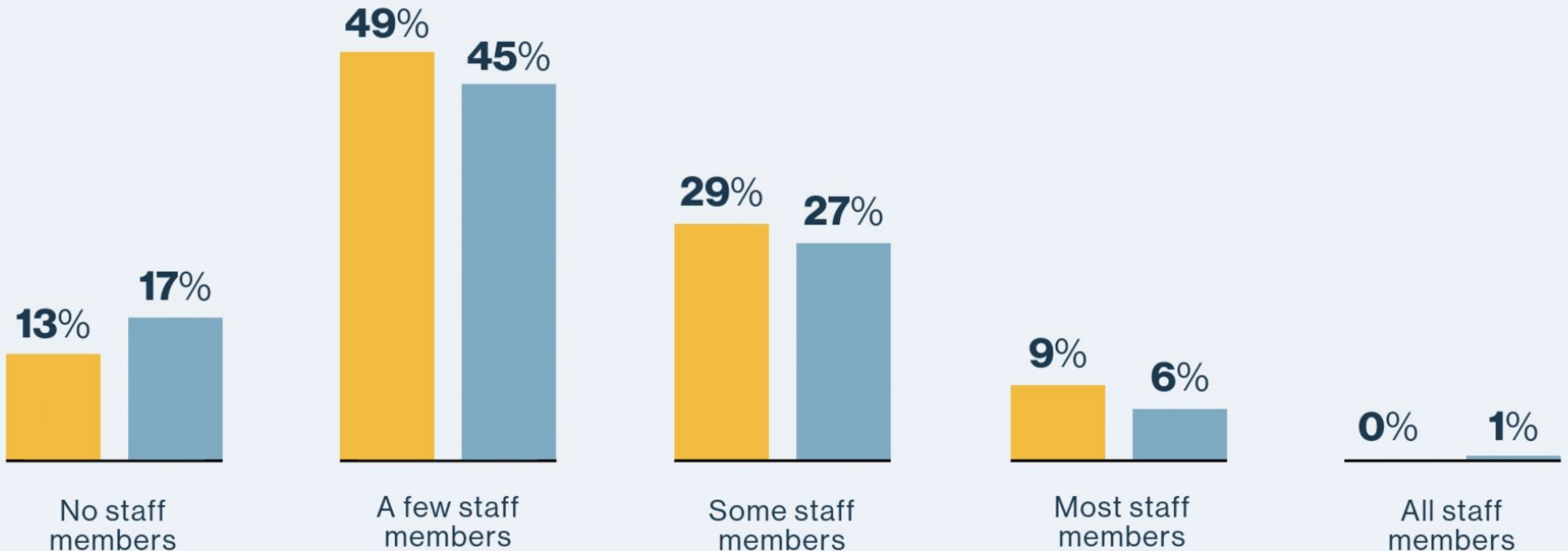


What's the Hold Up?

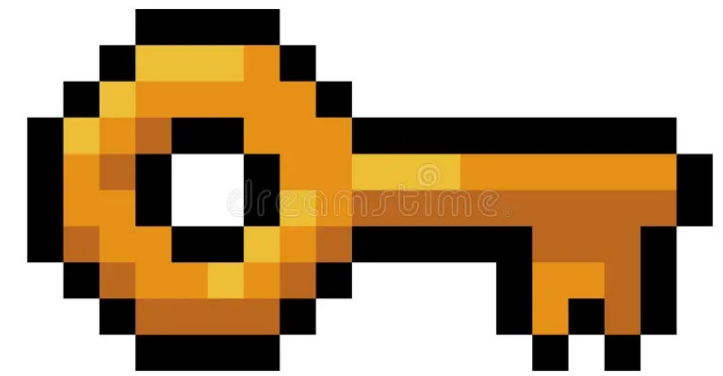
Proportion of Foundation and Nonprofit Staff With a Solid Understanding of AI and Its Applications (N=214-448)

Foundations Nonprofits

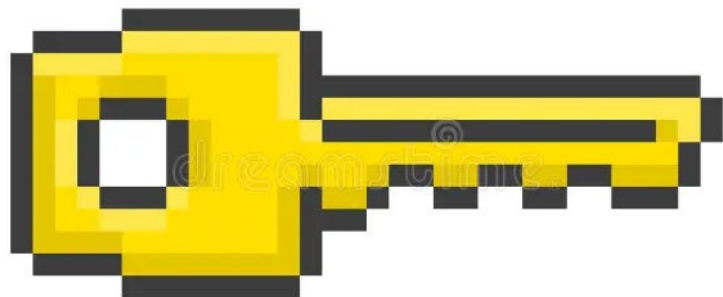
CEP THE CENTER
FOR EFFECTIVE
PHILANTHROPY



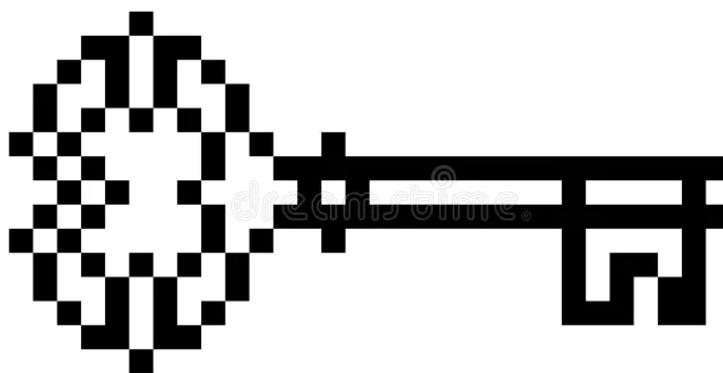
Keys to Progress



- **Candidly Address Fears & Obstacles**



- **Talk About AI as a *Tool***



- **Unlock A-ha Moments**



Key Solutions

- **Job Security:** Robots Enhance vs. Replace Workers
- **Hallucinations:** HITL
- **Loss of Human Connection:** Focus on Relationships
- **Ethics:** Prioritize Values & Biases to Counter

The Human-AI Sandwich



BLENDING HUMAN STRATEGY WITH AI CAPABILITIES



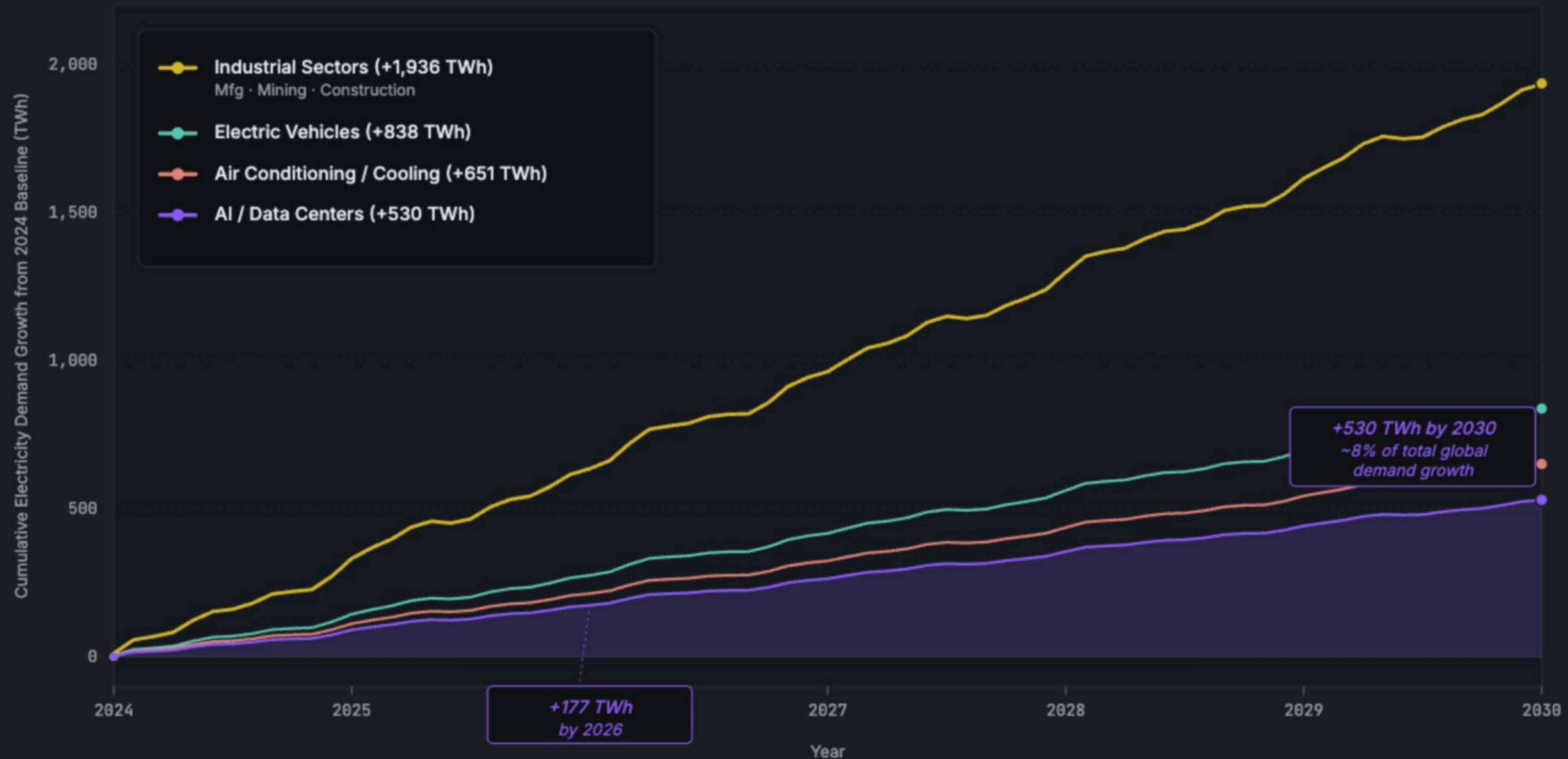
Key Solutions

- **Job Security:** Robots Enhance vs. Replace Workers
- **Hallucinations:** HITL
- **Loss of Human Connection:** Focus on Relationships
- **Ethics:** Prioritize Values & Biases to Counter
- **Data Privacy:** Enterprise or Custom LLM “Sandbox”
- **Unauthorized Usage:** Create a Policy
- **Benefits vs. Features:** Lead w/ Impact vs. Tech
- **Too Complicated/Confusing:** Crawl, Walk, Run

Environmental Impact: Energy

Global Electricity Demand Growth by Sector

Cumulative growth from 2024 baseline · 2024 — 2030



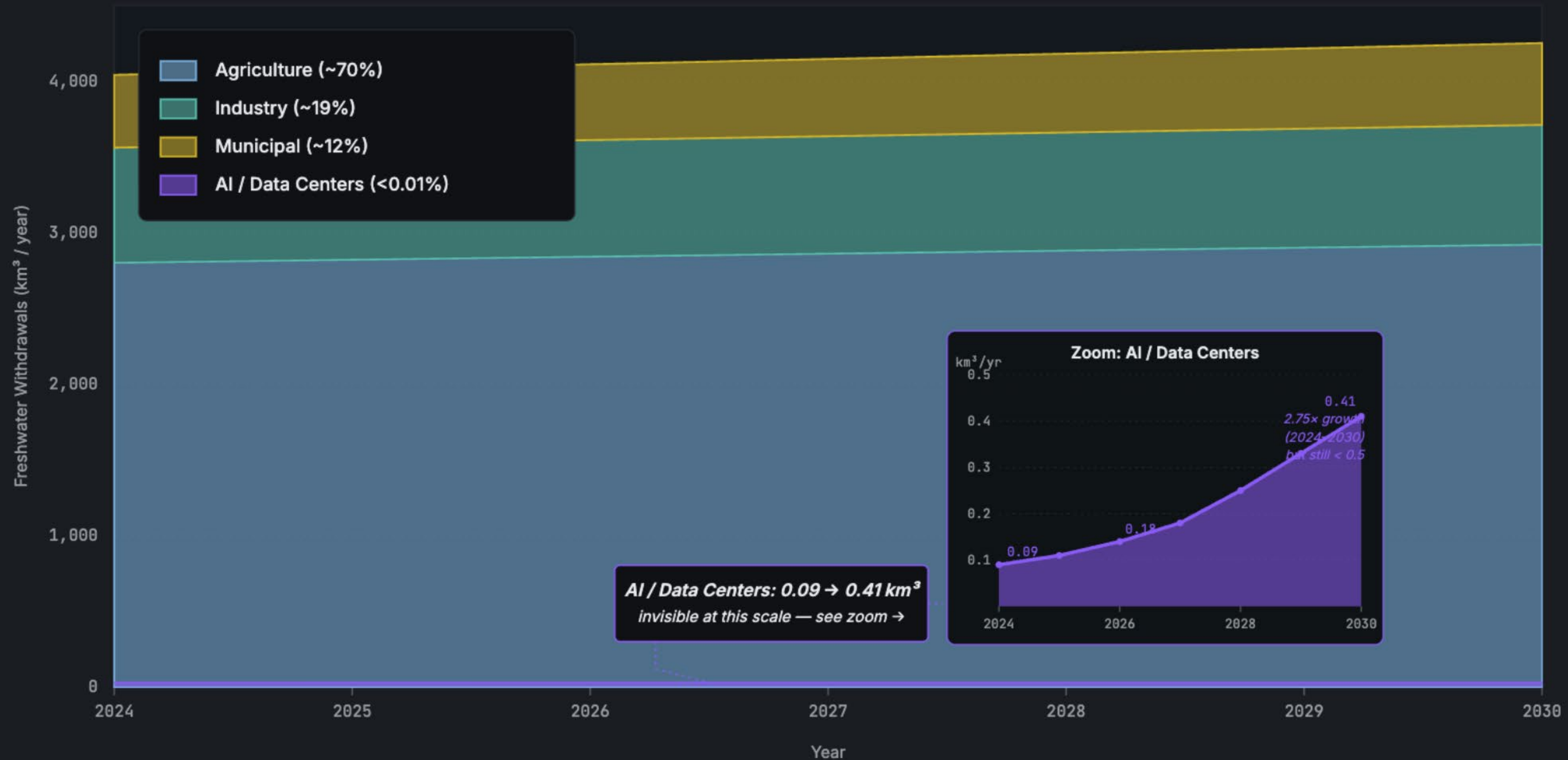
Sources: IEA Energy and AI Report (2025); Carbon Brief analysis of IEA data (2025). Total global demand growth ~6,500 TWh. Growth figures represent net increase 2024 → 2030. Linear interpolation between endpoints. Industrial sectors include heavy manufacturing (metals, cement, chemicals), mining, and construction.



Environmental Impact: Water

Global Freshwater Withdrawals by Sector

Withdrawals km^3/year · 2024 — 2030



Sources: FAO AQUASTAT; UNESCO UN World Water Development Report (2024); Lawrence Berkeley National Lab (2024); WRI Aqueduct.
Global data center water estimate derived from LBNL US figures (17.4B gal/2023) scaled ~1.5-2x for global. Growth rates are approximate.



Thriving with AI



AI's Greatest Strengths



AI's Greatest Strengths

- **Content Creation**
 - Draft, Edit/Refine, Translate

Nonprofits' Most Common Uses for AI (N=279)



Communications
(84%)



Internal productivity
(63%)



Development/fundraising
(61%)





Content Creation Tools

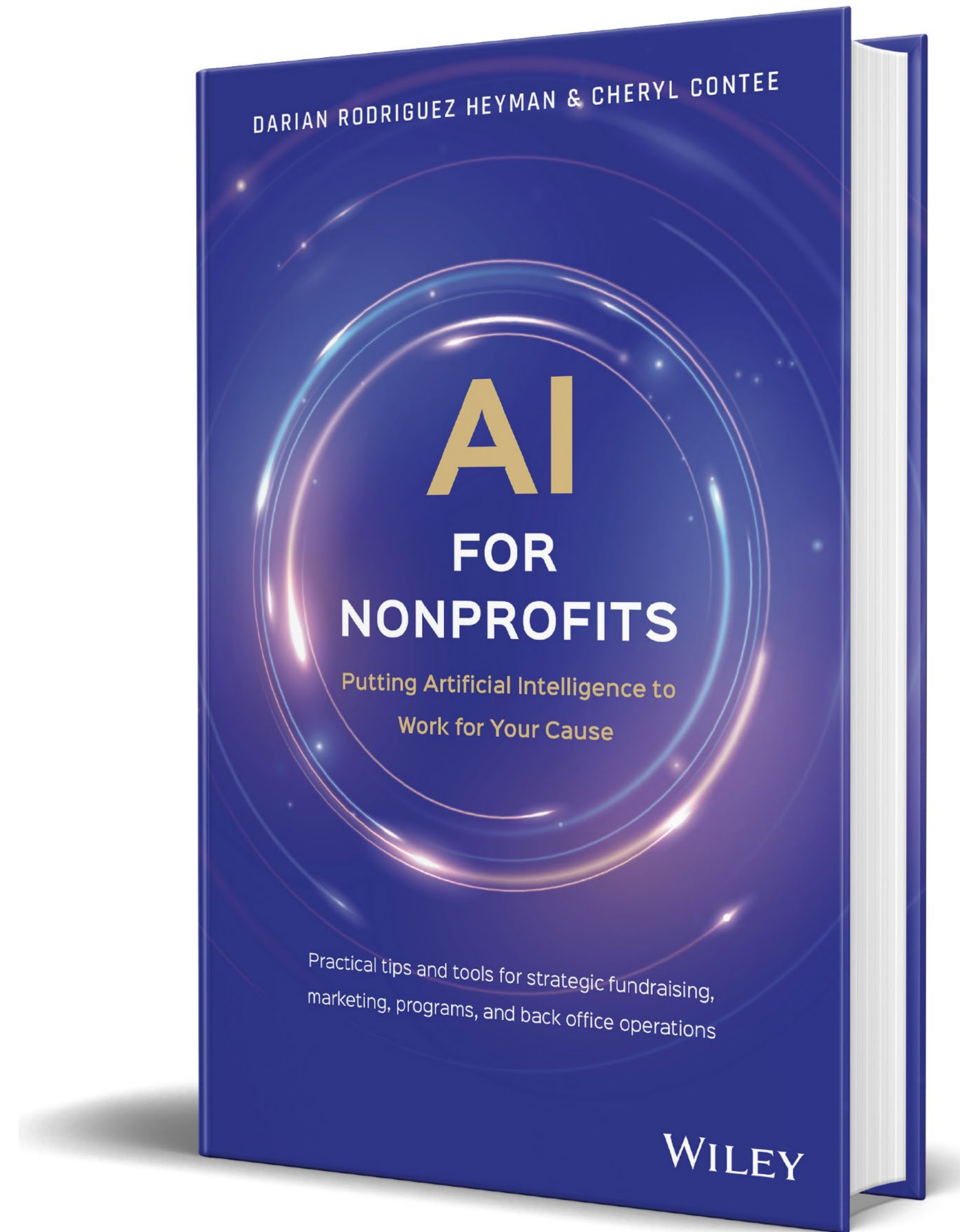
GenAI

Writing Assistant



Image & Video

Content Creation Tools



Content Creation Tools



California Success Story

1

16 Successful Deployments

Including successful, large-scale pilot at Pasadena Community College

2

Committee Endorsement

Senior advisors to the Chancellor endorsed statewide rollout

3

Foundation Support

\$500K grant secured from Foundation for California Community Colleges

AI's Greatest Strengths

- **Content Creation**
- **Brainstorming**
 - Creative Thought Partner



AI's Greatest Strengths

- **Content Creation**
- **Brainstorming**
- **Data Analysis**
 - Summarizing Robust Content
 - Research *any* Topic



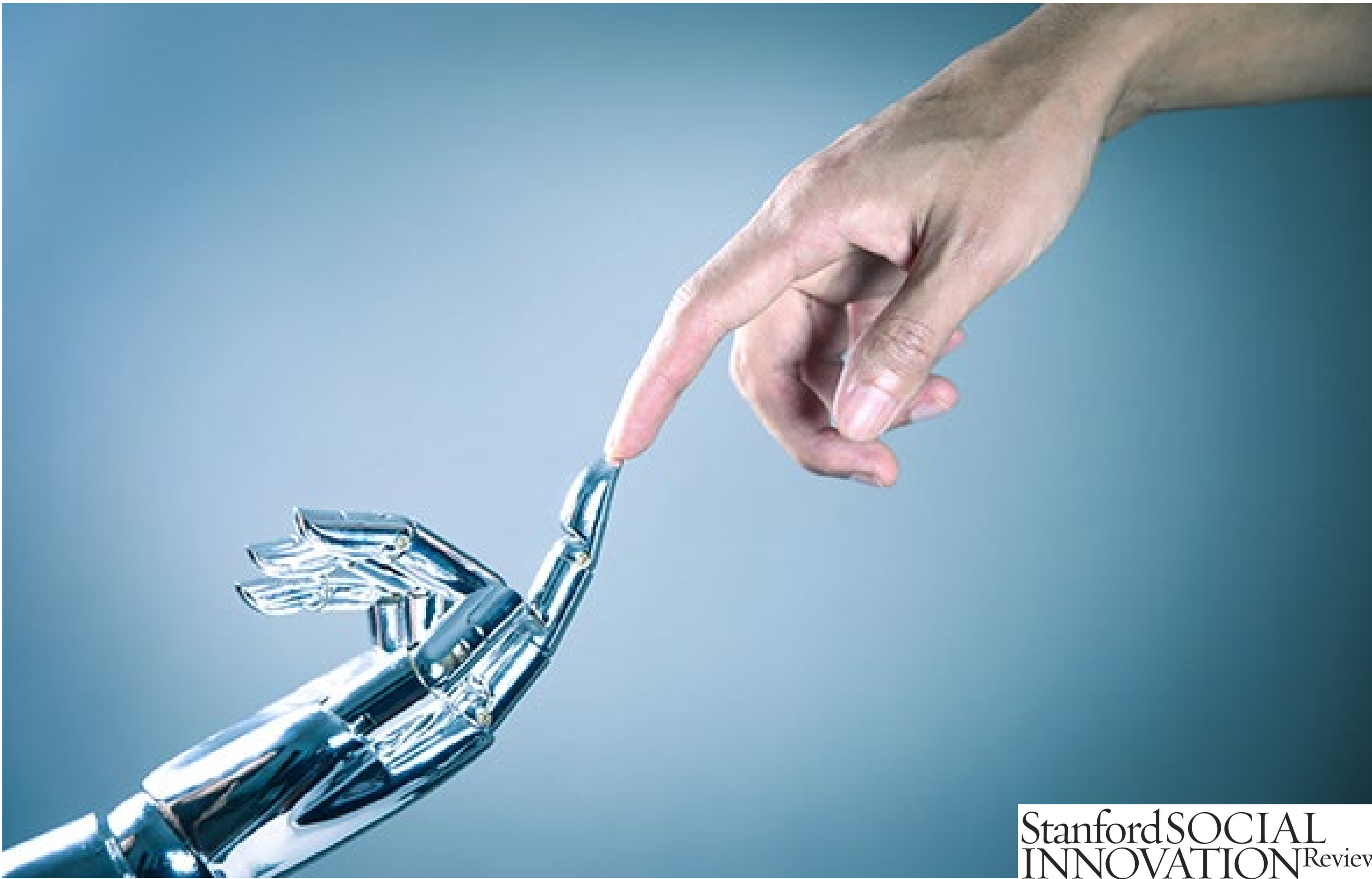


AI's Greatest Strengths, 2.0



AI's Greatest Strengths, 2.0

Imagine a Future...



- **Ripe Donors/Clients**
- **Right Time**
- **Draft Messages**
- **Targeted Asks/Offeres**
- **Your Tone & Info**

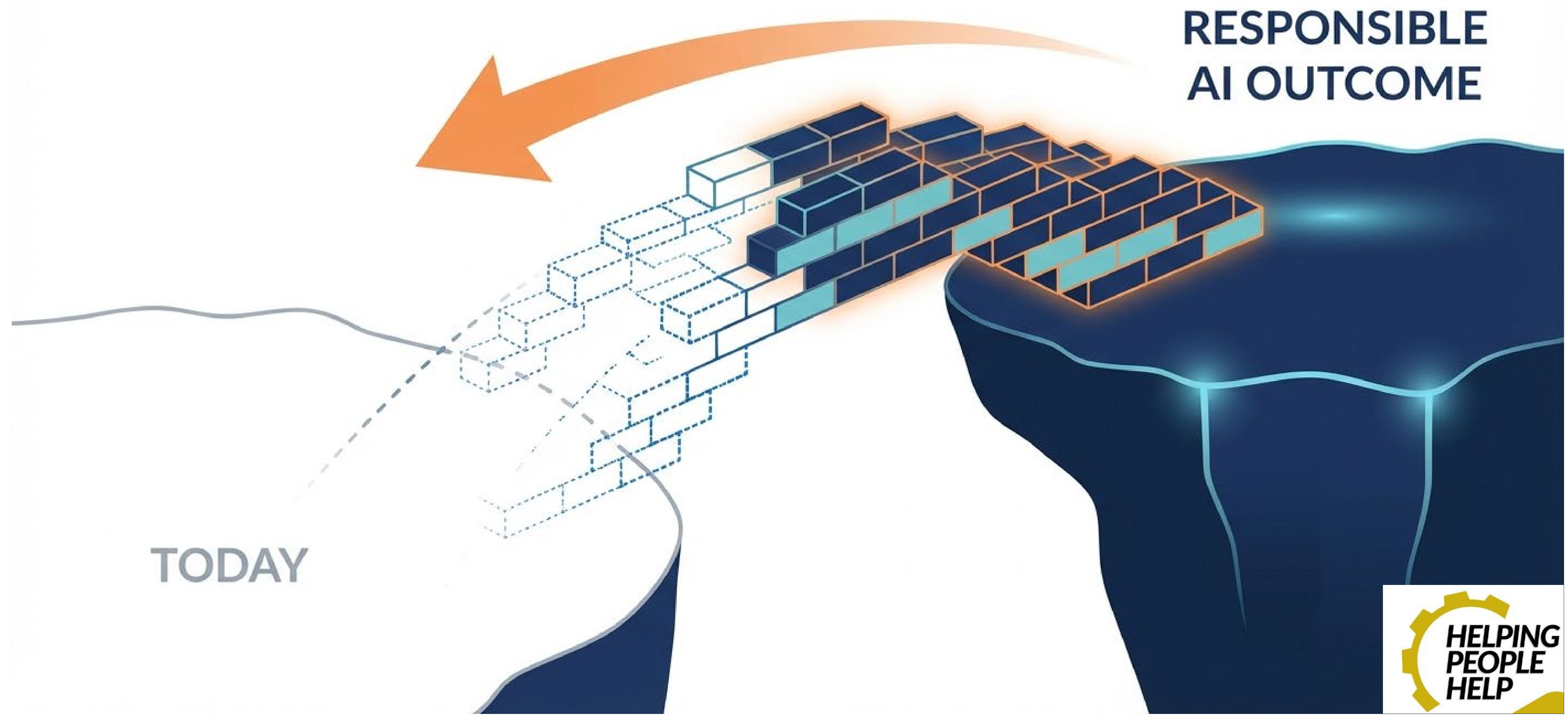


AI's Greatest Strengths, 2.0

- **Office Automation:**
Personalized Comms
- **Predictive Analytics:**
Your Crystal Ball
- **AI Agents:** Autonomous Systems That Make Decisions & Perform Tasks w/o Humans



Build the Bridge Backwards



How to Speak AI



**Prompt
Engineering**



How to Speak AI



- In a world where answers are a commodity, *questions are the currency!*



Prompt Engineering



AI Cheat Sheet for Nonprofits

Master how to **craft the perfect prompts** to get the most out of ChatGPT & LLMs for your mission-driven organization.

The 5 Keys of a Good Prompt



1 – Role

Clearly define the AI's **persona** or role (e.g., "You are an expert grant writer")



2 – Outcome

Explain the **goal** or purpose of the AI's response (e.g., "to help me draft a compelling social media post").



3 – Voice

Indicate the **tone**, style, and language appropriate for your audience (e.g., "professional").



4 – Output

Specify the desired **format** and type of response (e.g., "Provide a bulleted list of 5 key points").



5 – Sample

Include an **example** of the desired output or context for the AI to emulate.





Prompt Engineering

- **Multi-Shot vs. Zero Shot Prompts**
 - Samples are Key!
- **Work Step-by-Step, Then Whole Hog**
 - Draft Each Section First, Then Review as a Whole
 - Ask for Bulleted Suggestions vs. Rewrites
 - Ensure Inclusivity
- **Iterate, Don't Settle**
 - Start with Teasers
 - Use Responses as a *Starting Point*: You're 1 Sentence Away from Gold!
- **Ask AI How to Ask**
 - "I Want to do X: What Do You Need to Know?"
- **Helpful Directions**



AI-Powered Fundraising

- **Identify Prospects**
 - candid.org, kindora.co, instrumentl.com
- **Develop Donor & Funder Dossiers**
 - Use GenAI to Summarize Fit, Alignment, & Giving History
- **Mobilize Ambassadors & Influencers**
 - Find & Equip Grassroots Champions to Amplify Campaigns
- **Generate Digital Storytelling Toolkits**
 - Have AI *Draft* Social Posts, Emails, & Visuals
- **Streamline Grant Writing & Reporting**

AI Acceptable Use Policy Tips



<https://www.ffwd.org/nonprofit-ai-policy-builder>

<https://www.nten.org/learn/resource-hubs/artificial-intelligence>

AI Acceptable Use Policy Tips

ESSENTIAL AI GUARDRAILS FOR RESPONSIBILITY AND TRUST

1 TURN OFF DATA SHARING/MODEL TRAINING



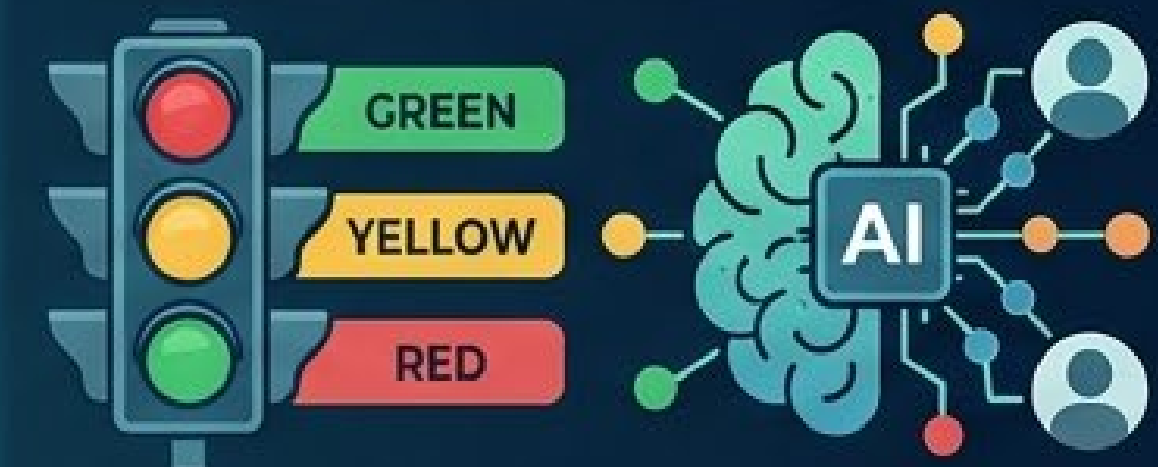
OPT-OUT OF DATA USAGE FOR LEARNING.
PROTECT PROPRIETARY INFORMATION.

2 NO PII IN PROMPTS



DO NOT SHARE PERSONALLY IDENTIFIABLE
INFORMATION. SECURE USER PRIVACY.

3 GREEN/YELLOW/RED DATA & CO-INTELLIGENCE MODEL



CLASSIFY DATA SENSITIVITY.
DEFINE PERMITTED USE LEVELS WITH AI

4 HUMAN IN THE LOOP



ENSURE HUMAN OVERSIGHT AND
CONTROL. REVIEW KEY DECISIONS.

5 BIAS CHECKS FOR EXTERNAL CONTENT



AUDIT EXTERNAL DATA FOR PREJUDICE.
PROMOTE FAIRNESS AND EQUITY.

6 DISCLOSURE OF AI-ASSISTED OUTPUTS



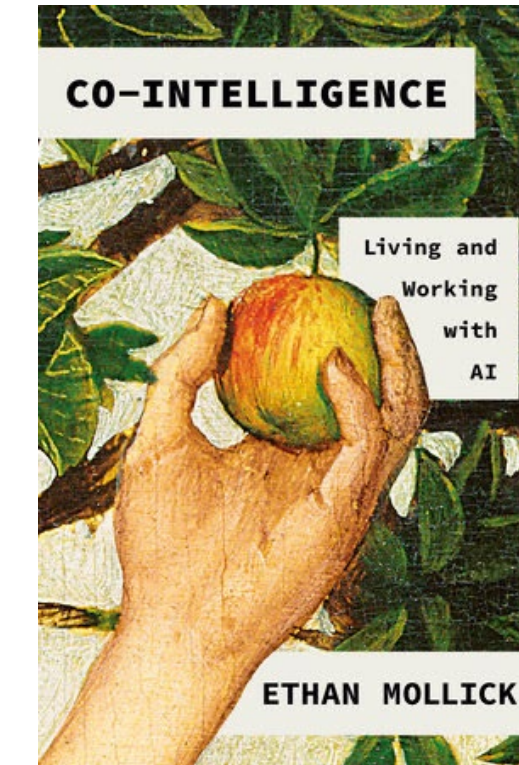
CLEARLY LABEL GENERATED CONTENT.
BE TRANSPARENT WITH USERS.



AI Resource Review

Publications

Stanford SOCIAL
INNOVATION Review



Communities



techsoup

Conferences

FundraisingAI



Newsletters



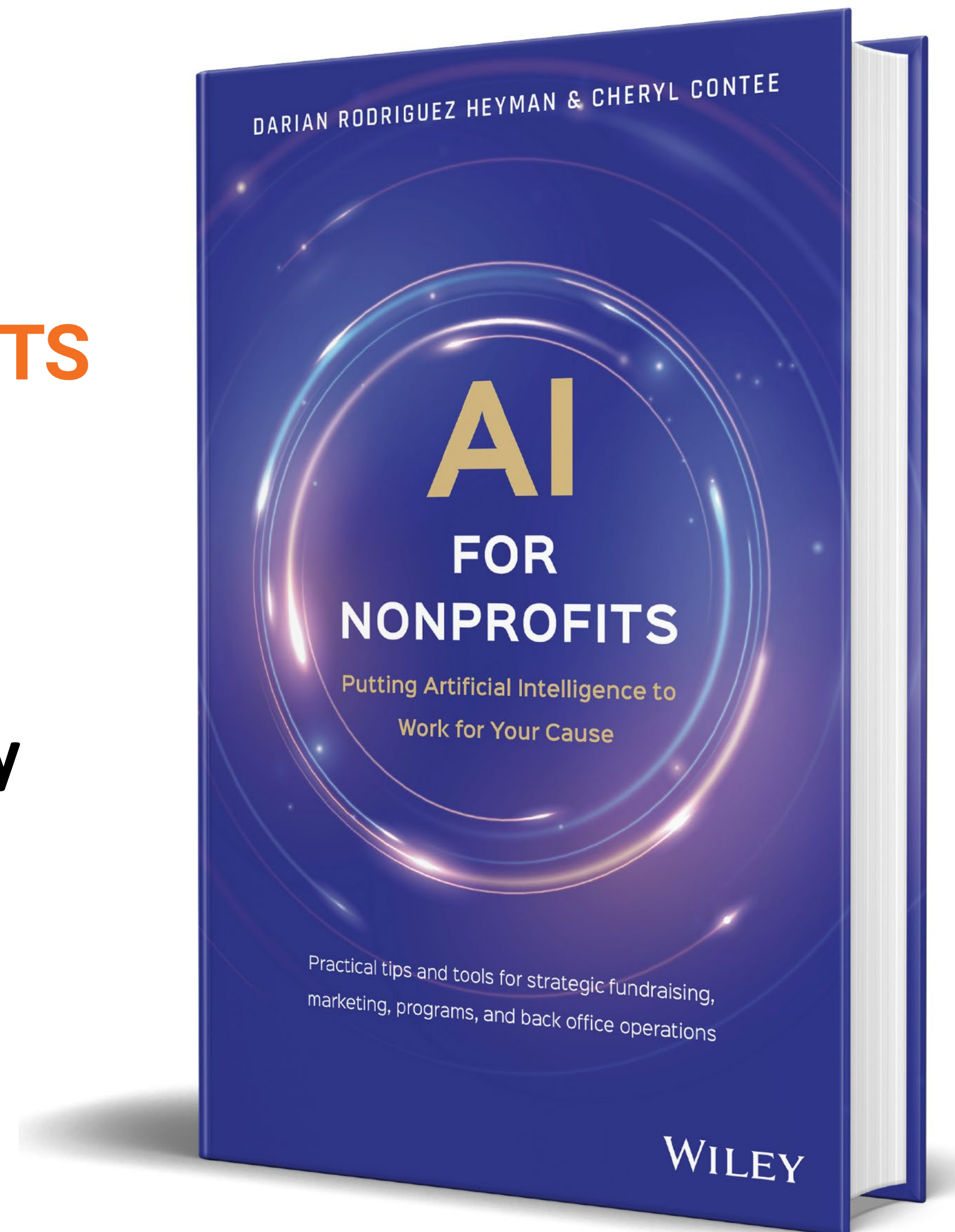


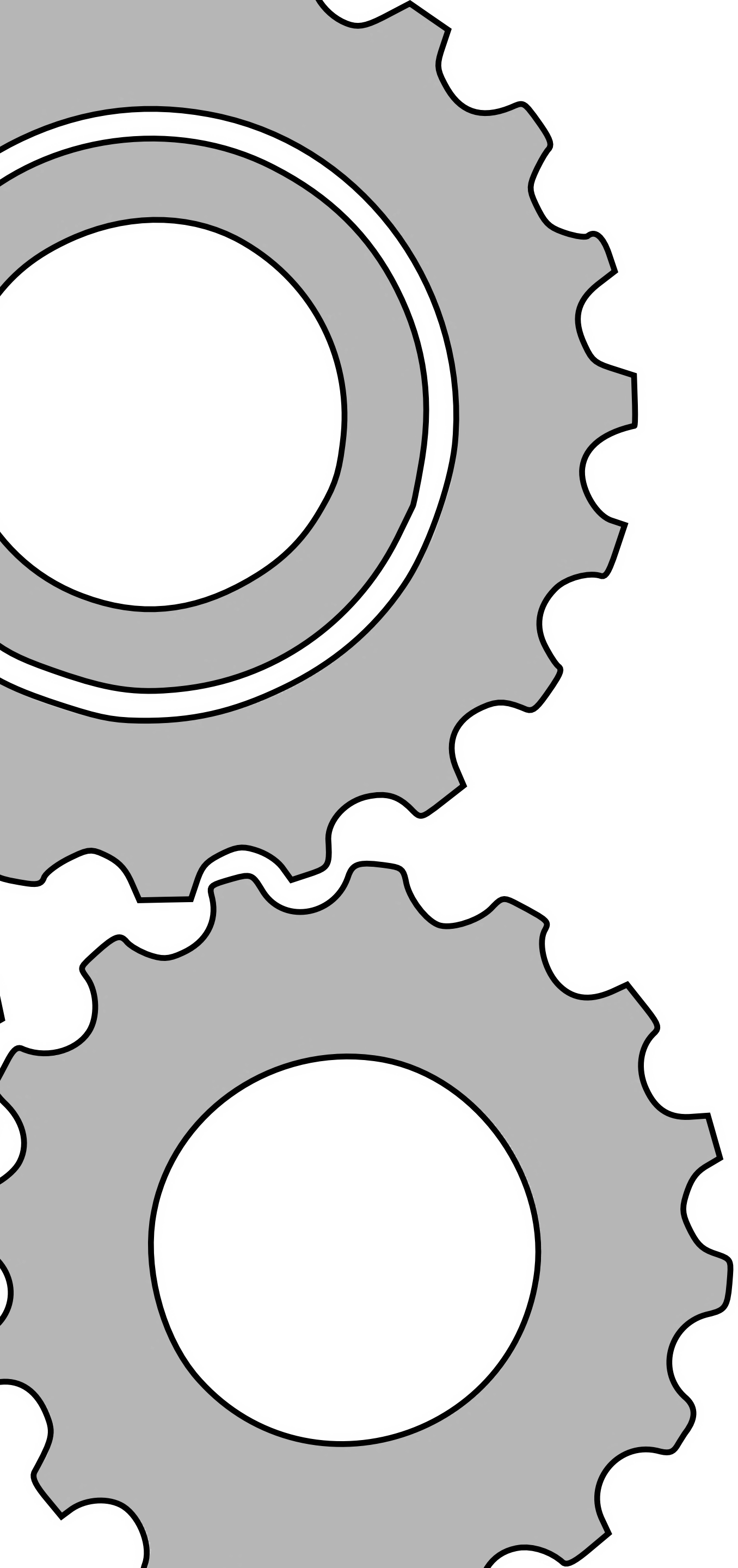
AI Resource Review



<https://www.AI4NP.org>

Learning Lab
10/6/26 Redwood City





Thank You!

Darian Rodriguez Heyman
darian@helpingpeoplehelp.com
(415) 637-5062

