



**Work Smarter, Not Harder:**

# Leveraging AI Technology to Optimize Efficiency and Maximize Impact

Carly Kortuem,  
Executive Director  
Qué Tal Language Program



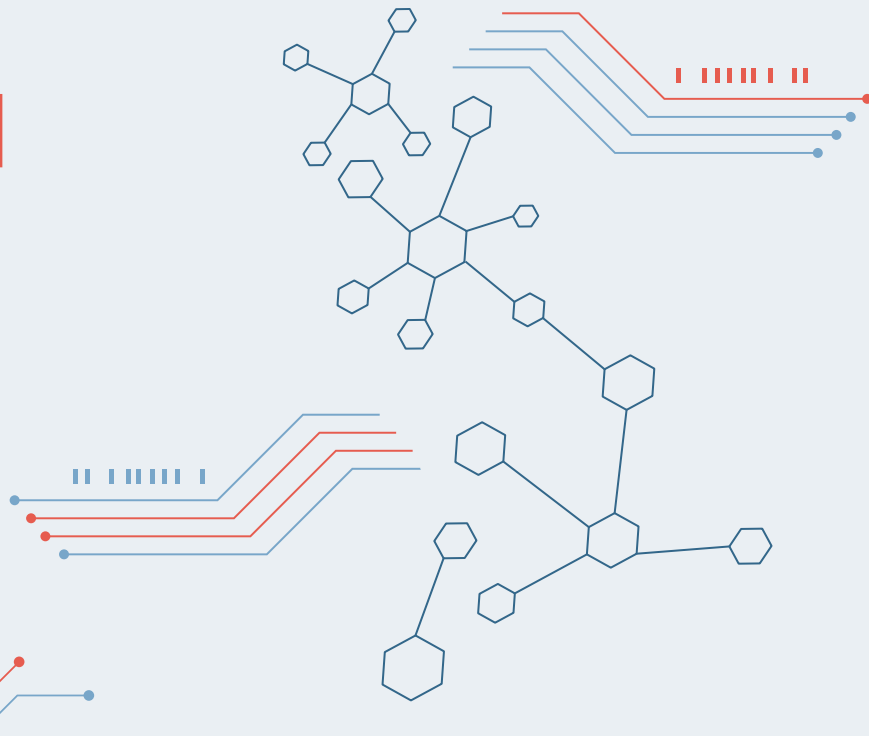


# INTRODUCTION

What could you do with an extra 10 hours each week?

AI can save you time, money and make you look really really good.

And it's easy to use.



# Today's Objectives



**01**

## AI Basics

What is AI? And how to access it?

**02**

## How it can help you!

Showcase of practical uses to tackle common obstacles

**03**

## Ethical Considerations

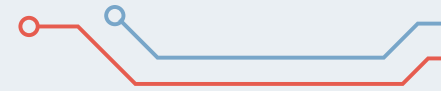
Strike a balance between maximizing AI and ensuring responsible implementation

**04**

## Empowerment

Embrace the technology that can take your nonprofit to the next level





# What is AI? Objective 1

- AI stands for Artificial Intelligence
- Computer systems that can mimic human intelligence to solve problems, make decisions, and improve efficiency.



# AI Basics



Helps computers learn to do things on their own using data



**Machine Learning**



Helps computers understand and talk with us using the words we use



**Natural Language Processing**

# Examples of AI in daily life

## »» Voice Assistants

Siri, Amazon Alexa and Google Assistant

## »» Chatbots

Virtual customer support

## »» Recommendation Systems

Netflix, YouTube and Amazon suggestions

## »» Self-driving cars

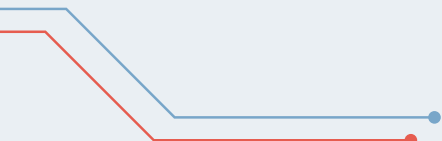
Tesla

## »» Image Recognition

Facial recognition on smartphones, object detection in security systems

## »» Natural Language Processing

Language translation tools, voice-to-text conversion



# Common Nonprofit Challenges **Objective 2**



## Limited resources

Nonprofits operate with limited financial resources and often invest in programs before fundraising initiatives.



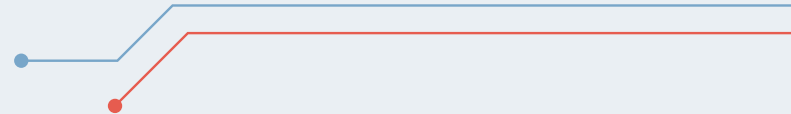
## Donors

Donor retention,  
Donor acquisition,  
Donor engagement



## Balancing Time and Priorities

Fundraising staff often wear multiple hats, balancing donor stewardship, event planning, relationship building, and administrative tasks.





# AI CAN HELP



And it'll make you look really good.



# chat.openai.com



AI language model that can generate text  
just like humans do.

It's free and it's a great place to start.



# Practical Uses of AI in Nonprofits



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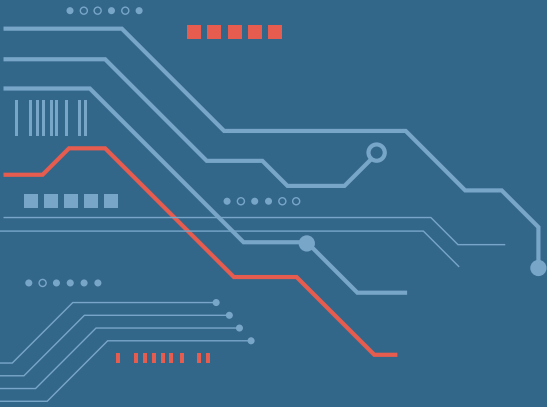


# Practical Uses of AI in Nonprofits



# Practical Uses of AI in Nonprofits





**More**



**AI Programs**



# Fireflies.ai



Assistant note taker in virtual meetings

Integrates video calls, calendars, project management tools to transcribe, summarise and assign tasks.



# Tango.us



Create procedures and how-to guides in minutes.

Tango.us records your screen as you do a task and turns it into a step by step procedure using screenshots and descriptions

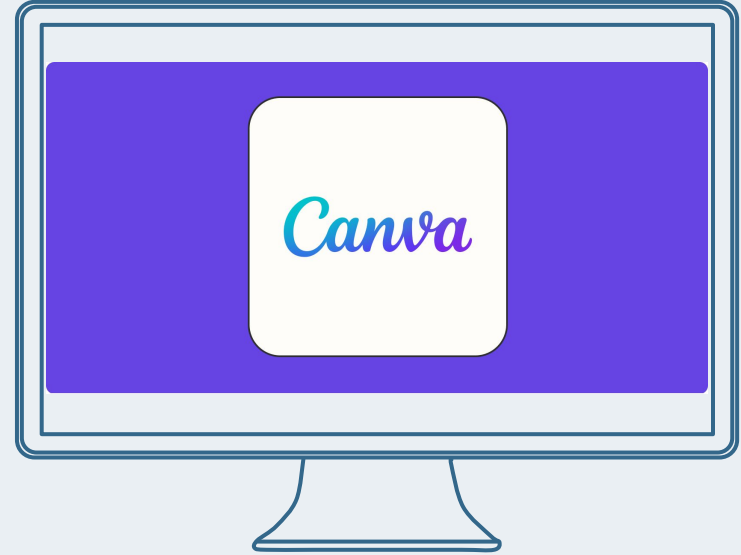


# Canva



User friendly graphic design.

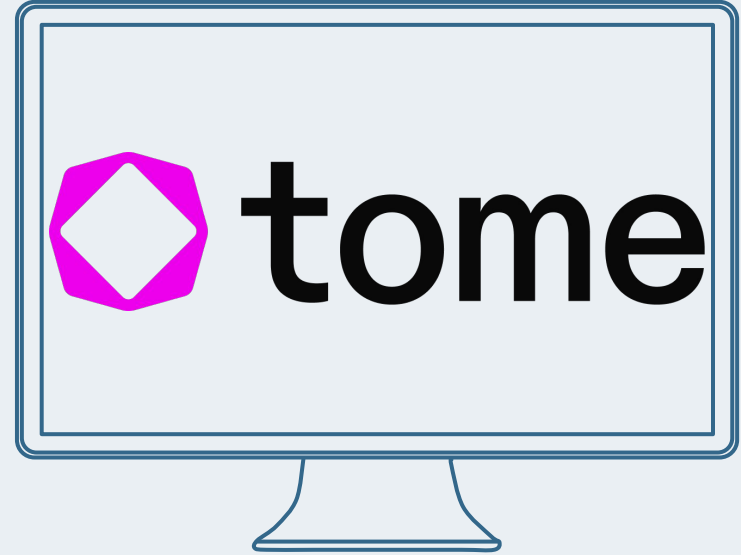
Create social media graphics and presentations



# Tome



Create presentations



# Solutions for YOUR Nonprofit



## Limited resources

AI can function as a staff assistant at little or no cost



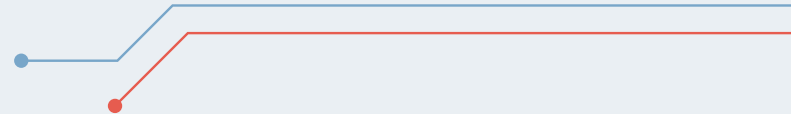
## Donors

Individualized and enhanced communications and funding proposals



## Balancing Time and Priorities

Reduce time in creation of plans, communications, admin tasks so you can focus on other priorities





# Ethical Considerations Objective 3

- Respect and inclusivity: Ensure Chat GPT generates content that respects individuals and diverse groups, avoiding discrimination, harassment, or offensive language.
- Bias and fairness: Take steps to identify and mitigate biases in data, algorithms, and decision-making processes used by Chat GPT to ensure fairness and avoid perpetuating discrimination.
- User privacy and data protection: Implement measures to safeguard user data, comply with privacy regulations, and securely handle personal information shared during interactions with Chat GPT.
- Consequences and impacts: Consider the positive and negative impacts of using Chat GPT, taking steps to minimize potential harm and addressing any unintended consequences.
- **Human oversight and responsibility:** Ensure human supervision and control over Chat GPT outputs, recognizing that humans hold final responsibility for decisions and actions, using AI as a supportive tool.



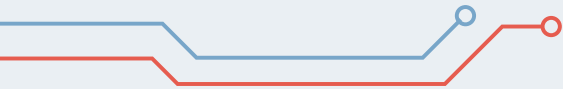


**Always review AI-generated  
content before using.**



# 97,000,000

The World Economic Forum's Future of Jobs report estimated that by 2025 AI will displace 85,000,000 jobs and create 97,000,000 jobs globally.





# THANKS

Do you have any questions?



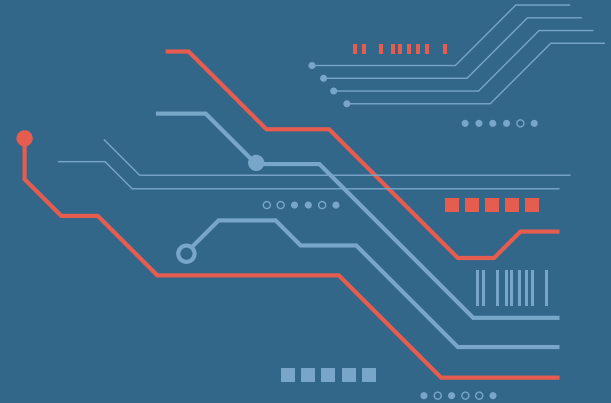
[carly.kortuem@quetalwayzata.org](mailto:carly.kortuem@quetalwayzata.org)



763-208-3231



[quetalwayzata.org](http://quetalwayzata.org)



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