

BUILDING NONPROFIT CAPACITY STRATEGIC STAFFING WITH AI

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United Way of
Santa Cruz County



AGENDA

WHAT'S UP NEXT

Who am I?

Why is AI Important Right Now

The Need for AI in Capacity Building

How Can Generative AI Help

Strategic Integration of AI

Ethical Use of AI

Case Study

Next Steps

Q&A

Founder of AI Consultants for Nonprofits and Black Women AI Art

20+ years experience in story, marketing, public relations,
instructional design

Fractional Chief AI Officer/Chief Marketing Officer

Offers consulting, workshops and accredited AI certification for
nonprofit leaders

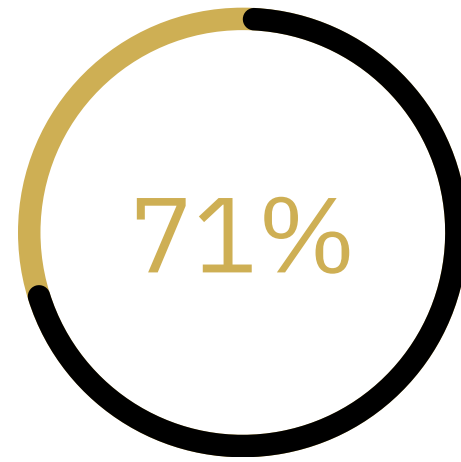
Featured in Chief Learning Officer, Essence, CEOWorld, Entrepreneur,
Blavity, Forbes, The Huffington Post, YFS Magazine, Coastal Virginia,
Inside Business,

Named one of 100 Women to KNOW in America and Who's Who in
Black Charlotte

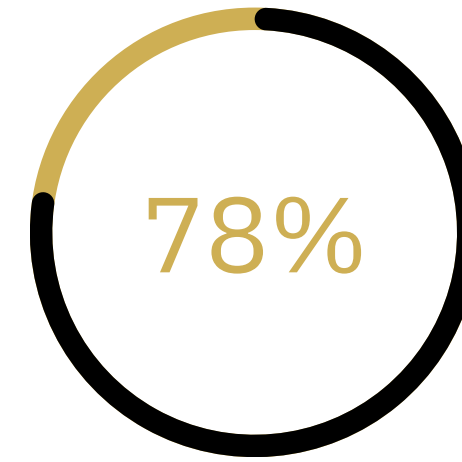
Teach marketing and technology at local community colleges



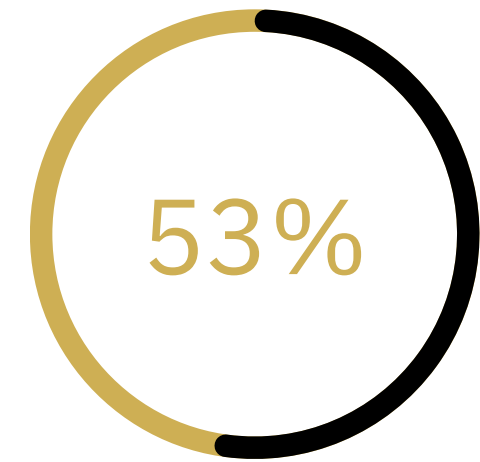
Why is AI Important Right Now?



Employers say they'd rather hire a less experienced candidate with AI skills than a more experienced candidate without



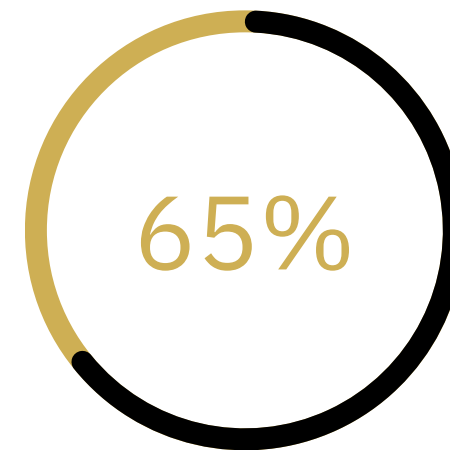
AI users are bringing their own AI to work (BYOAI)



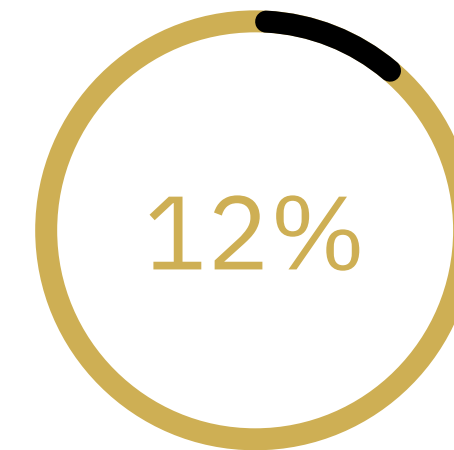
people who use AI at work worry that using it on important work tasks makes them look replaceable.

2024 Work Trend Index Annual Report ~Microsoft and LinkedIn

2023 Nonprofit Trends Report ~ Salesforce



are open to AI and need to learn more.



already using AI in their organizations

The Need for AI in Nonprofit Capacity

The ONE Job

Forward thinking

Nonprofits have ONE job.

The ONE Job

Forward thinking

Nonprofits have ONE job.

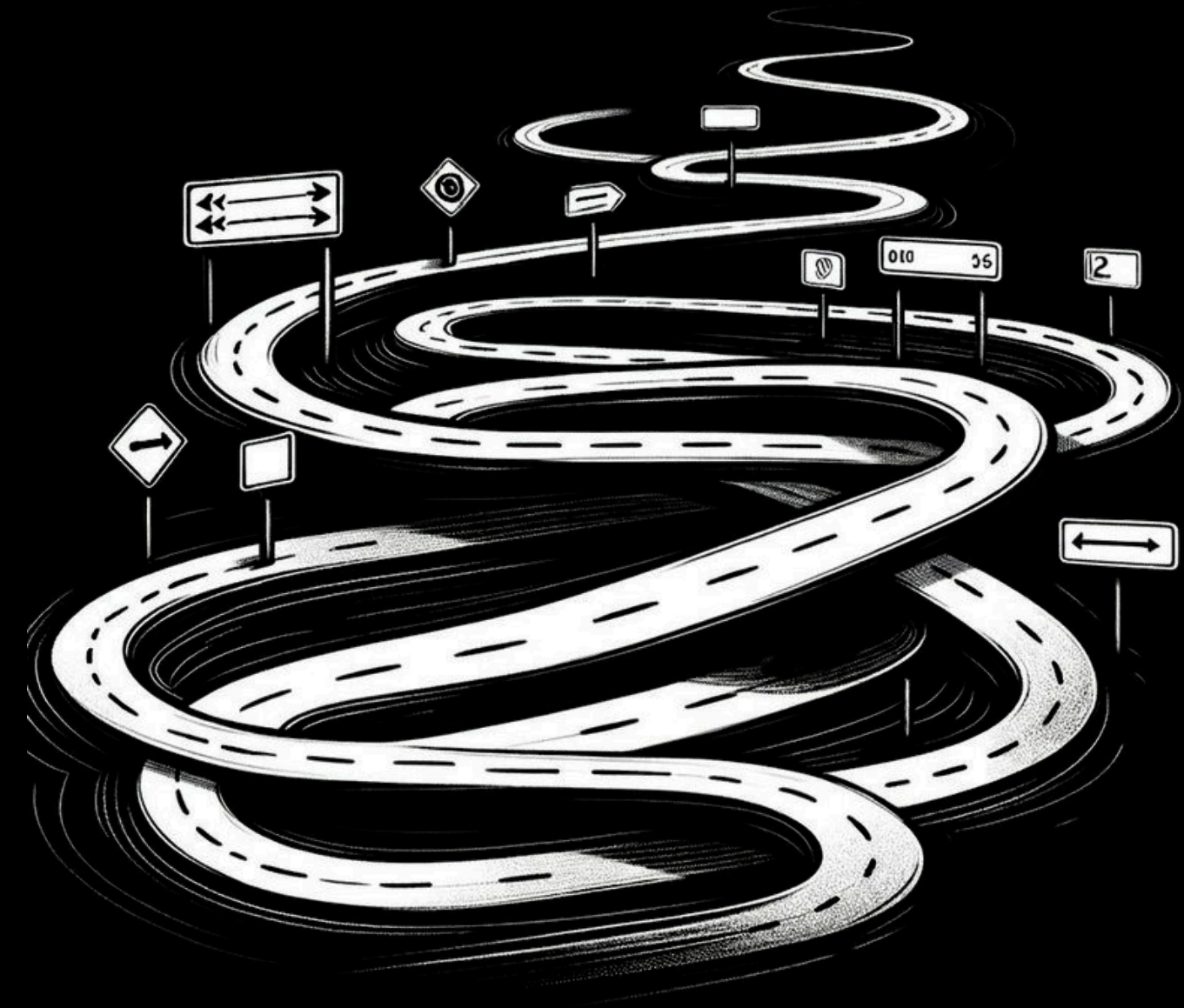
Deliver the mission.

**Capacity is how much a container can hold;
how full something can get
without spilling or overflowing.**

Elements of Capacity Building

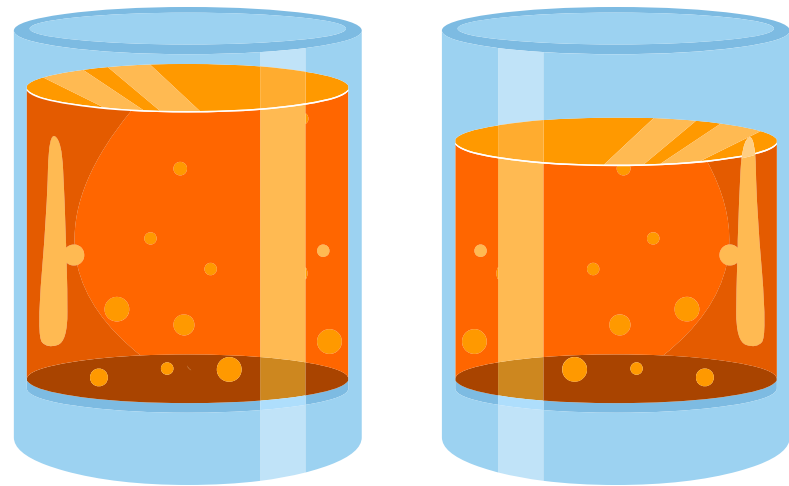
Sustaining the organization

- Organizational development
- Financial management
- Program development and evaluation
- Volunteer management
- Technology and infrastructure
- Human resources
- Communications and marketing
- Partnerships and networks



Full Capacity

- Adequate resources
- Fully staff
- Efficient processes
- Maximize program outcomes



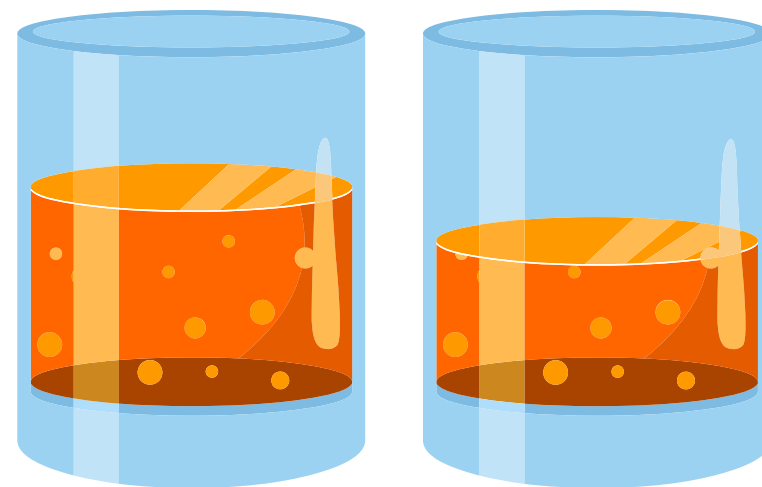
full



empty

Moderate Capacity

- Manages the day-to-day well
- No buffer for the unexpected
- Challenges with scaling programs
- Status quo



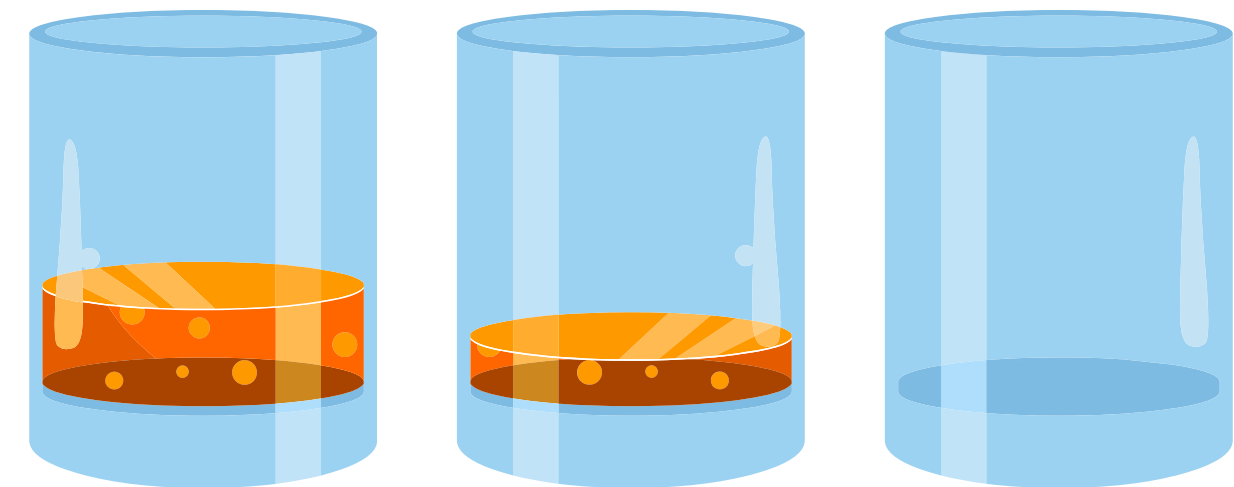
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Low to No Capacity

- Inadequate resources/processes
- Stagnant growth
- No boundaries

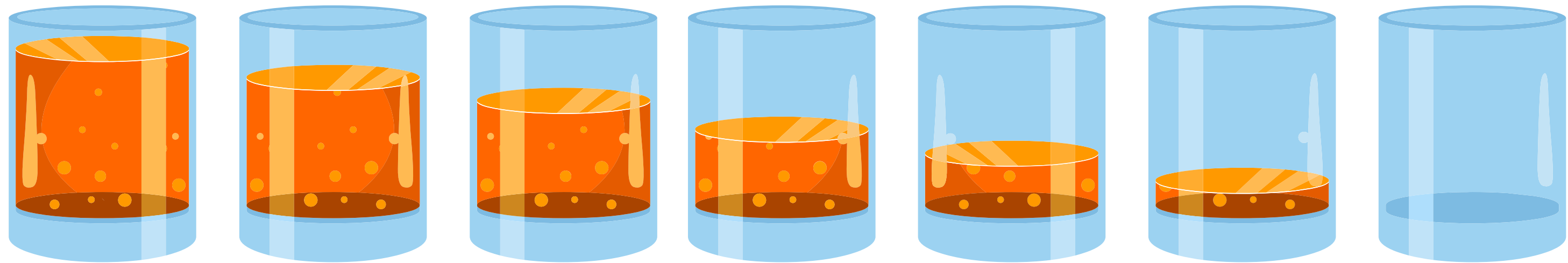


full



empty

What's your capacity?



full



empty

Effects of Low Capacity

Human capital

- Burnout
- Turnover
- Low morale
- Inefficient resource allocation
- Decreased program quality/impact
- Slow response times
- Funding challenges



How Can Generative AI Help?



Artificial Intelligence (AI)
is a simulation of human intelligence
in machines that mimic
human cognitive functions
such as learning, reasoning,
problem-solving, perception,
and language understanding.

Machine Learning

Deep Learning

Generative AI

Large Language Models

AI In Everyday Life

Phenomenal Cosmic Power

- Alexa and Siri respond to your inquiries.
- Amazon anticipates your future buys.
- Apple unlocks iPhone via facial recognition.
- Facebook tailors ads to you.
- Gmail auto-completes your sentences.
- Google Maps guides your journey.
- LinkedIn personalizes your feed and suggestions.
- Netflix suggests shows and movies.
- Pinterest recommends pins.
- Spotify tunes into your music preferences.
- TikTok customizes the For You page.
- Tesla Autopilot manages your car's driving.
- YouTube recommends videos.
- Zoom transcribes meetings automatically.



LARGE LANGUAGE MODELS



OpenAI | ChatGPT Plus
Swiss Army Knife



Anthropic | Claude Pro
Human-Sounding



Google | Gemini Advanced
Analytical



Microsoft: Copilot
Creative

Tasks Generative AI Performs

Sharing Responsibility

- Routine Tasks
- Reporting
- Administrative
- Strategic Planning
- Program Evaluation
- Grant Writing/Fundraising
- Marketing
- Volunteer Management
- Board Development ...and more



Strategic Use of Generative AI

Building Capacity

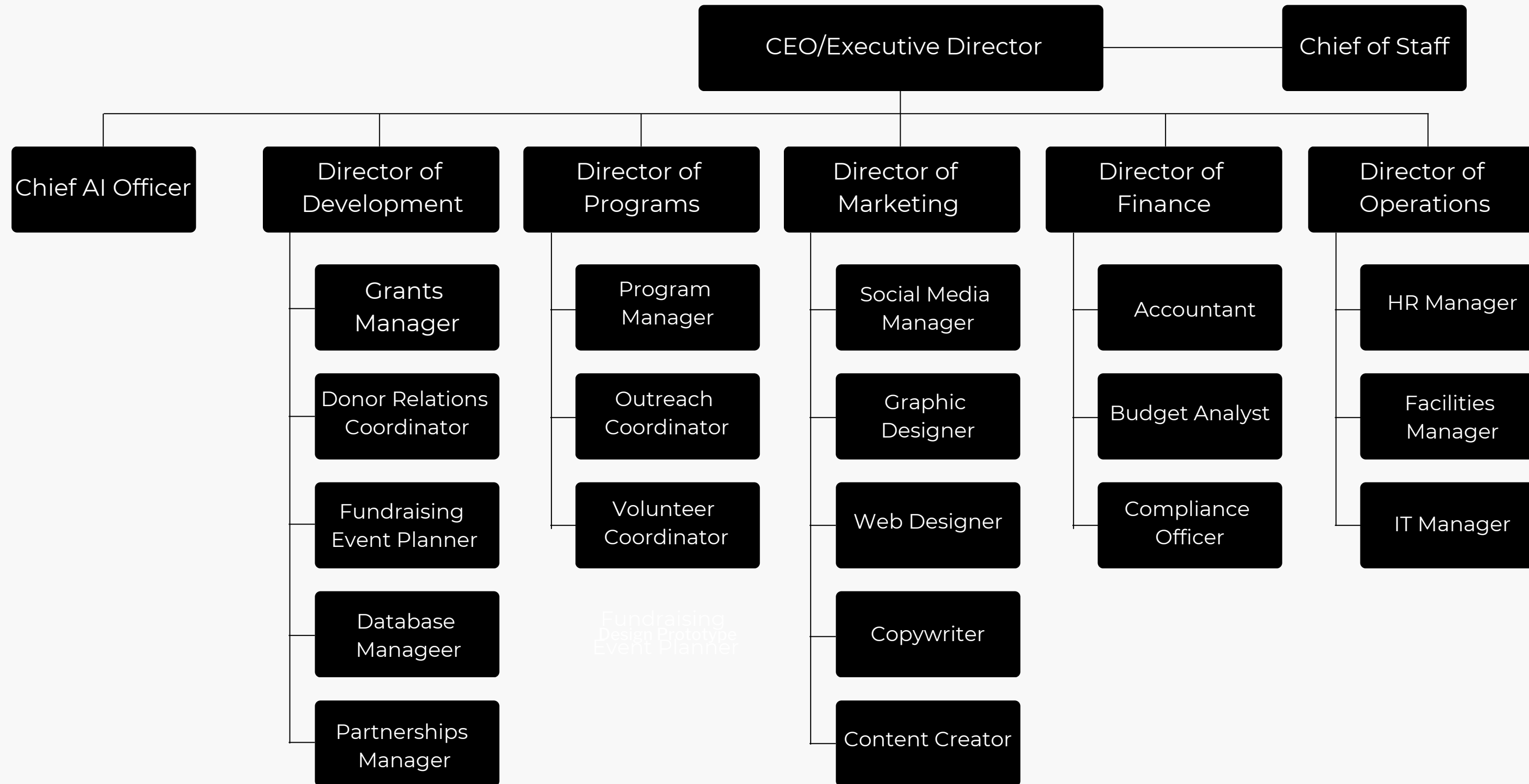
Bridging the gap

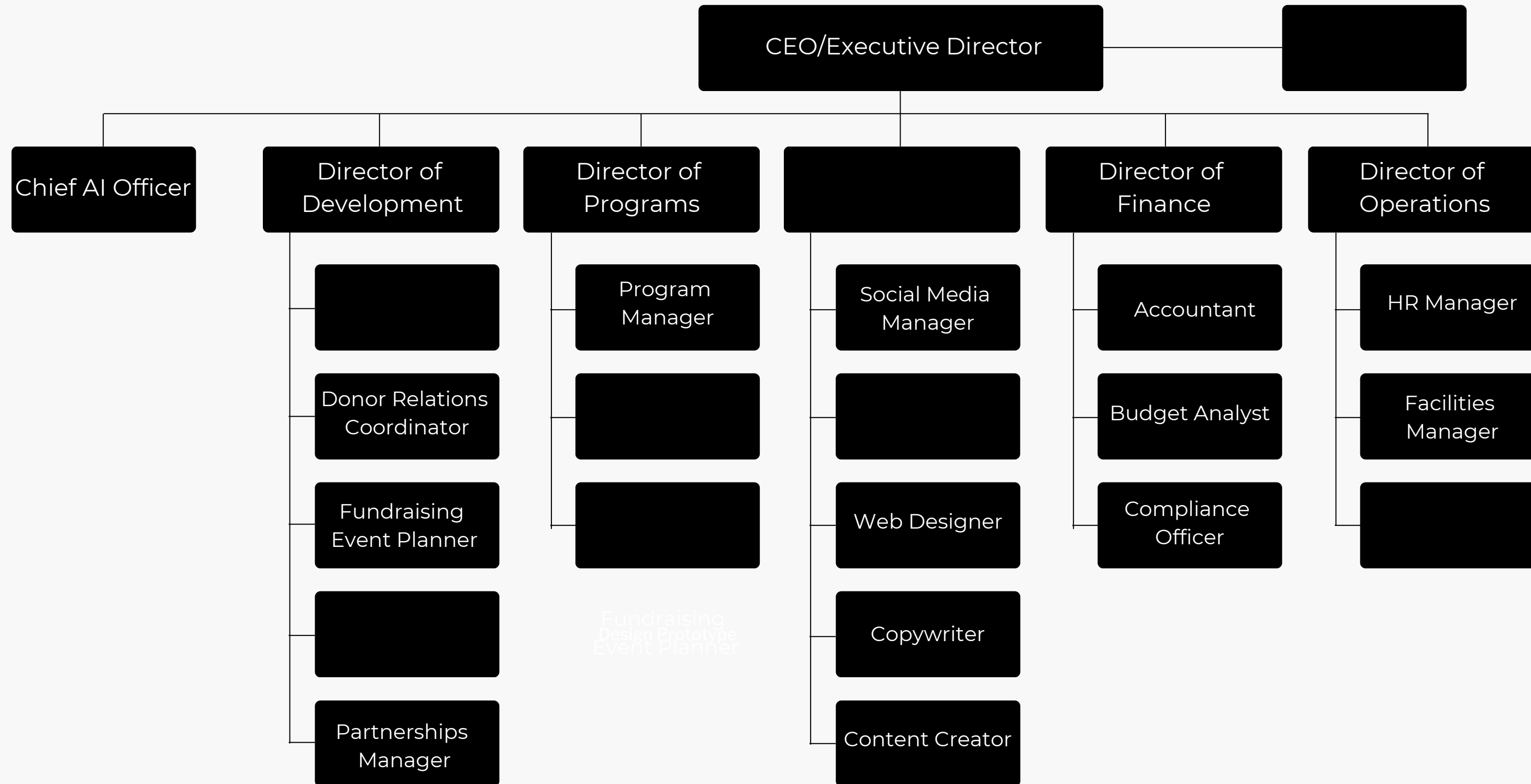
Where are you now?

Where do you want to be?

AI Strategy









**3 Questions to Ask
to Get Started with Strategic Integration**



What part of the org/job will be human only?



**What part of the org/job will be human only?
What parts of the org/job will be human + AI?**



What part of the job will be human only?
What parts of the job will be human + AI?
What's parts of the org/job will be AI?

Human

*Finance
Department*

Fundraising

Human + AI

*Human
Resources*

Marketing

AI

Admin

*Website
Inquiries*

*Volunteer
Management*



Is AI Right for the Job?



**Where am I spending the most time?
Where is the resistance?**



Is it generative?

Is it repetitive?

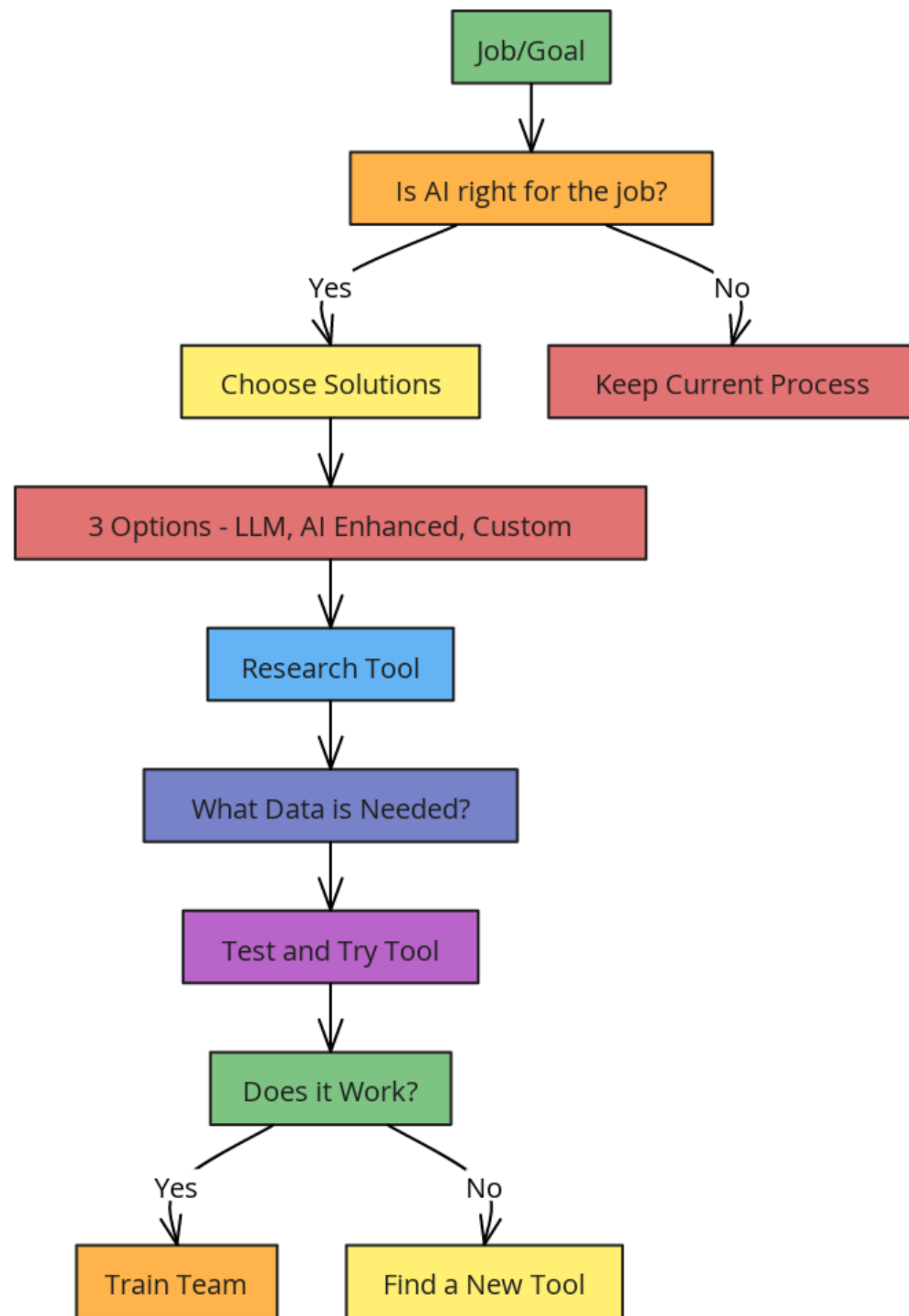
Is it data driven?

Is it complex?

Is it predictive?

Does it require a high degree of accuracy?

Is it soul sucking?



AI Integration Flow Chart

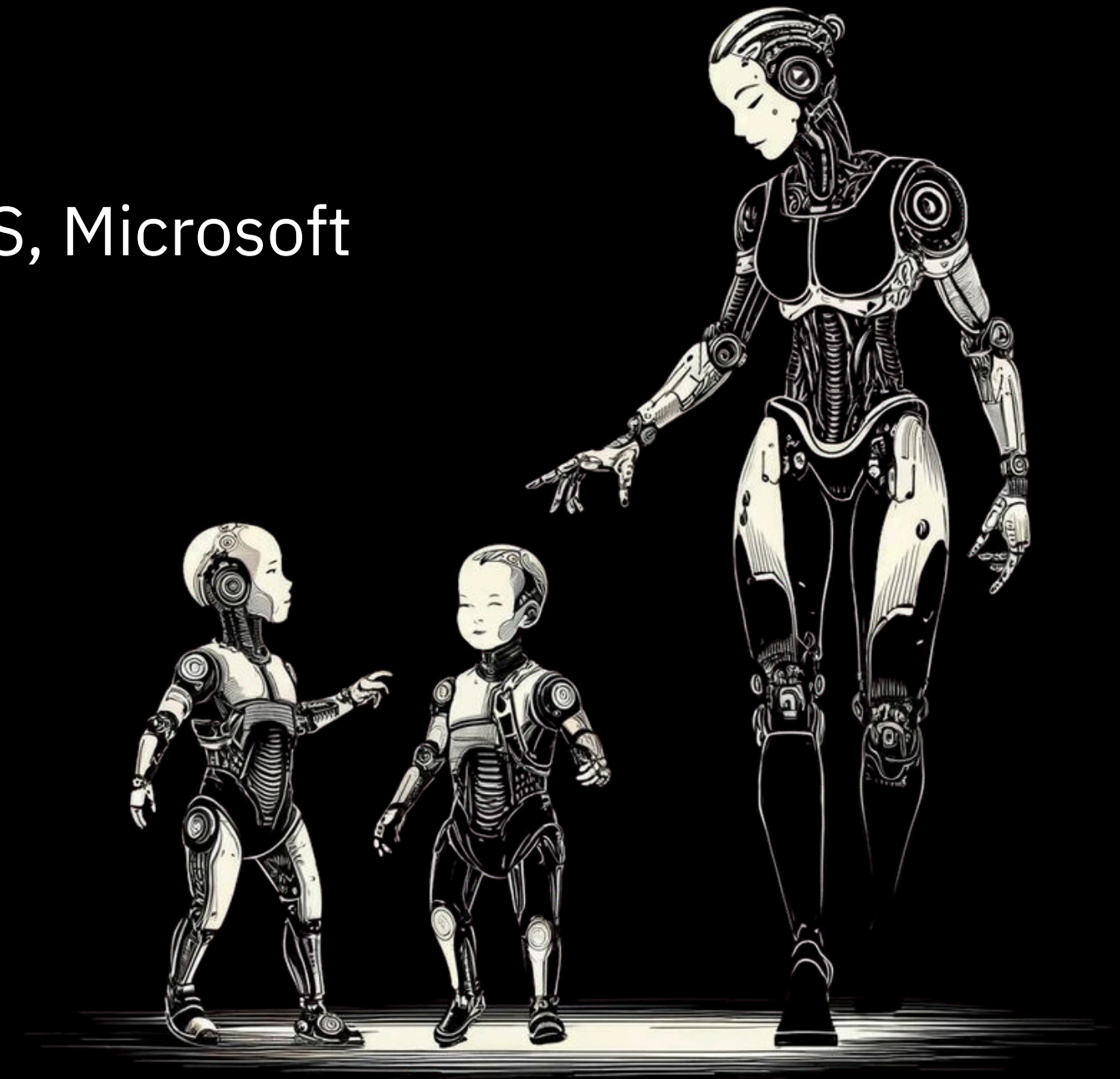
Custom AI

Mini organization

- LLM
- AI-enhanced
- CustomGPTs/AI Agents/ Cloud based (Amazon AWS, Microsoft Azure, Google Cloud)

Benefits

- Contextual relevance
- Personalize
- Specialized expertise
- Consistent communication
- Adaptable/Predictive
- Efficient/Reduced labor costs
- Control over data

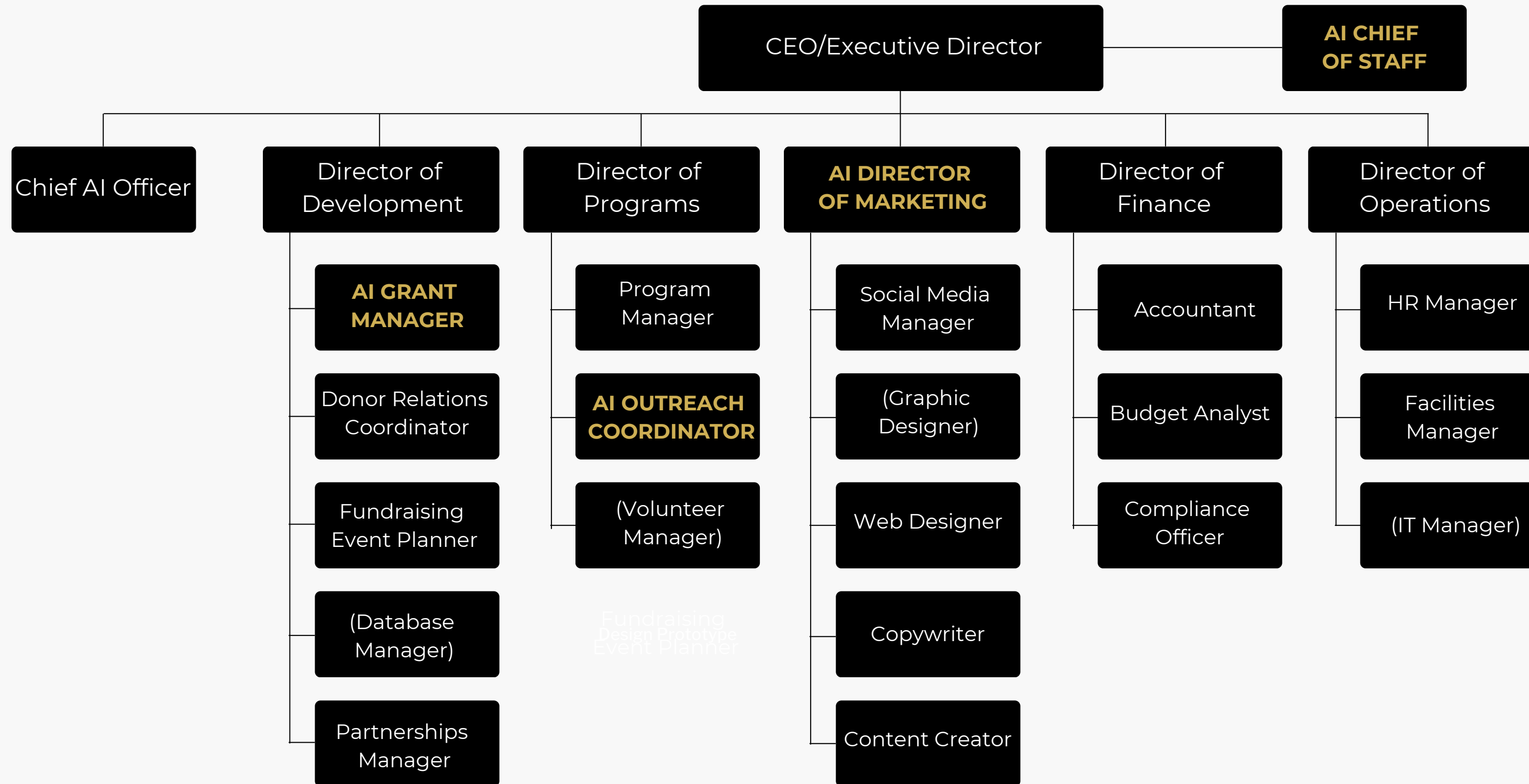


Training the Models

For better outcomes

- Function-specific data
 - How to do the job
 - Program data
- Institutional knowledge
 - Policies and procedures
 - Training manuals
 - Successful grant applications
 - Linguistic and cultural training
 - Brand voice and tone
- Industry reports and case studies
- Regulatory and compliance information
- Ethical and bias considerations





Ethical Use of AI

Responsible Use is Nonnegotiable

Keeping the organization safe

- Legal compliance
- Public trust
- Reputation management
- Operational safety
- Social responsibility
- Consumer demand
- Investor confidence
- Protection of human rights



Responsible Use is Nonnegotiable

Keeping the organization safe

- Copyright and intellectual property
- Data privacy and protection
- Informed consent
- Bias and discrimination
- Transparency
- Terms of service



Challenges and Considerations

What to look out for

- Top Three Things that Halt AI Adoption
 - Tech
 - Cost
 - Skillset
- Data requirements
- Tech complexity
- Continuous education
- Growth
- Change management
- Ethics



Case Studies



CASE STUDY

Youth Empowerment Agency Uses AI Tools to Streamline Processes

Challenge: This organization spent a considerable amount of time manually managing data - executives reported the paperwork was overwhelming and draining

Solution: After an AI readiness assessment and time tracking, they integrated a customized chatbot along with external automation tools to implement a streamlined process with generative AI (ChatGPT and Claude) and Zapier to create standard operating procedures for program management.

Outcome: The organization reports a reduction in staff time in as little as 3 months. If the trend holds, they will **save approximately \$75K annually.**



CASE STUDY

Workforce Development Organization Used ChatGPT to Secure \$200K in Grants

Challenge: A nonprofit in workforce development sought to secure additional funding through grants to maximize time and resources.

Solution: They integrated ChatGPT into the grant application process. They trained the model using previous successful grant proposals as a reference and fine-tuned it to reflect their organization's unique mission and values.

Outcome: Within just six months of using ChatGPT, they successfully secured over \$200,000 in grants from various foundations.

AI Adoption Model

EXPERIMENTATION

Individuals within the organization begin experimenting with AI on their own, often without broad support

(Shadow AI/AI Enthusiast).

EXPLORATION

Improvements in individual productivity lead to curiosity and interest from the broader team.

Team starts relying on the AI enthusiast for AI-related tasks, creating a bottleneck.

PLATEAU

PLATEAU

PREPARATION

Engaging stakeholders about AI potential

Change management: Addressing fears about job security and workload changes.

FOUNDATION

Upgrading IT infrastructure, establishing data governance policies, and developing in-house AI expertise or partnerships with AI vendors

AI Readiness Assessment

Determining AI suitability

Tool selection

INTEGRATION

AI Council to maintain ethics.

Enjoy quick wins

Monitor pilot programs.

Manage learning curve with training

FULL ADOPTION

Embedding it into the culture.

Sustainability with ongoing training to keep up with AI advancements.

Tracking metrics for long-term impact

What's Next?

Feedback

CODE: TALK



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NONPROFITS

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