Demystifying AI:
A Strategy for Nonprofit Leaders

Presented by: Bill Hudson, Executive Director, Family Child Care Alliance of Maryland

About Me (according to Alice)

DON'T
PANIC

AI is advancing faster than any technology in human history.

- What We Won’t Cover
- AI Can’t Be You-Limitations of the Tech
- What Changed in AI
- What it Means for Nonprofits
- Stages of AI Adoption (according to Bill)
- Stages and Use Cases
- A Strategy for Your Nonprofit
- Caveats (there are always caveats)
- Q&A

What we won’t cover

- Demo’s of various AI powered tools
- Deep dive into the technology the powers AI
- Prompting
- (A resource document will be provided)

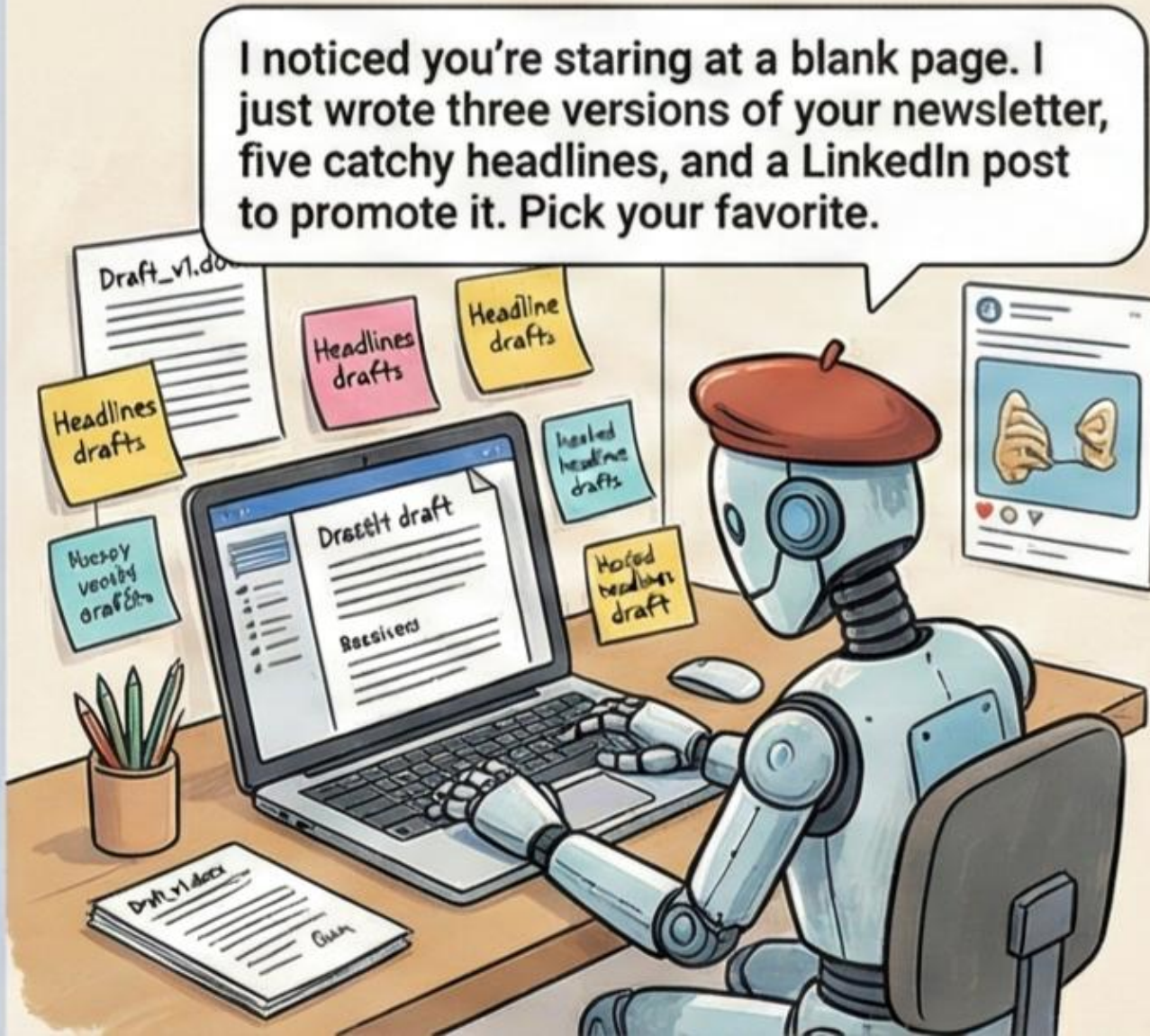
AI Can't Dance

OLD
Narrow
NEW
Generative
SYSTEM STATUS:
MIGRATING
TIME SINCE MIGRATION:
00:14:23
PROCESSING LOAD:
LOAD: 45%

Writer's Block

Narrow AI

Generative AI



The “Toaster” Dilemma

Narrow AI

I see you bought a toaster. Would you like to buy… another toaster?

Generative AI

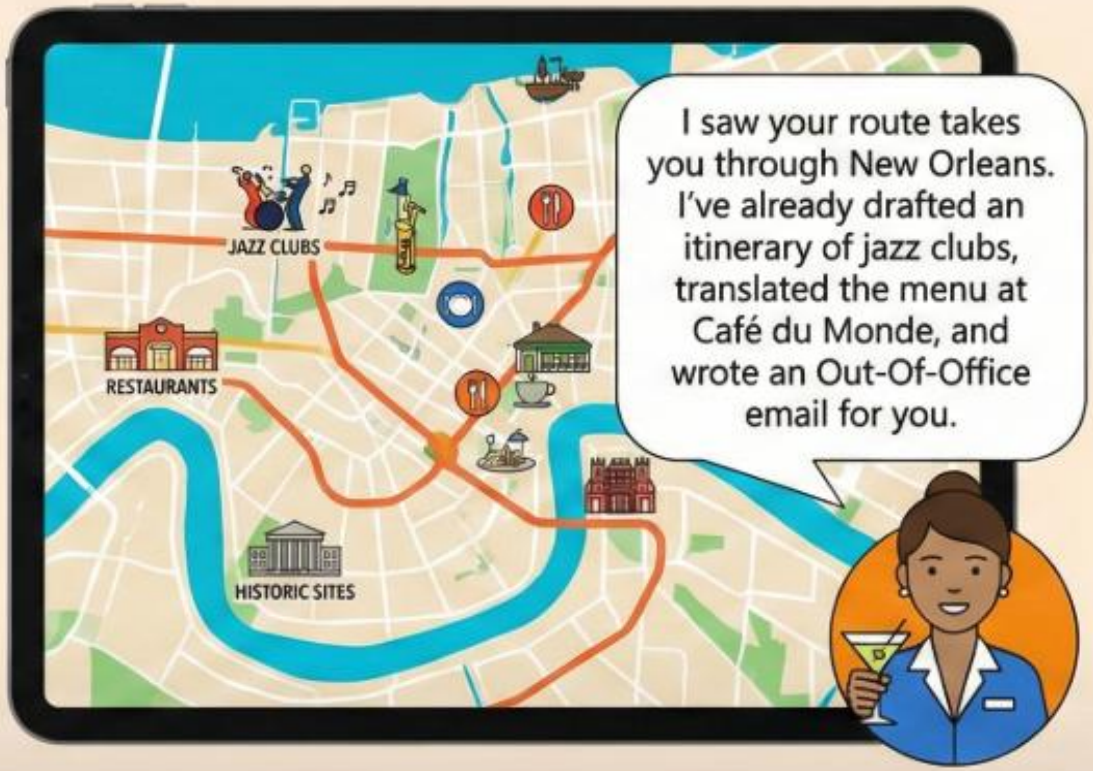
I see you bought a toaster. Here is a grocery list for Avocado Toast, a recipe for homemade sourdough, and an invite for a “Sunday Brunch” at your house.

The Vacation Planner: Routing vs. Experience

Narrow AI

My job is to get you from Point A to Point B efficiently. I don't care what you do when you get there.

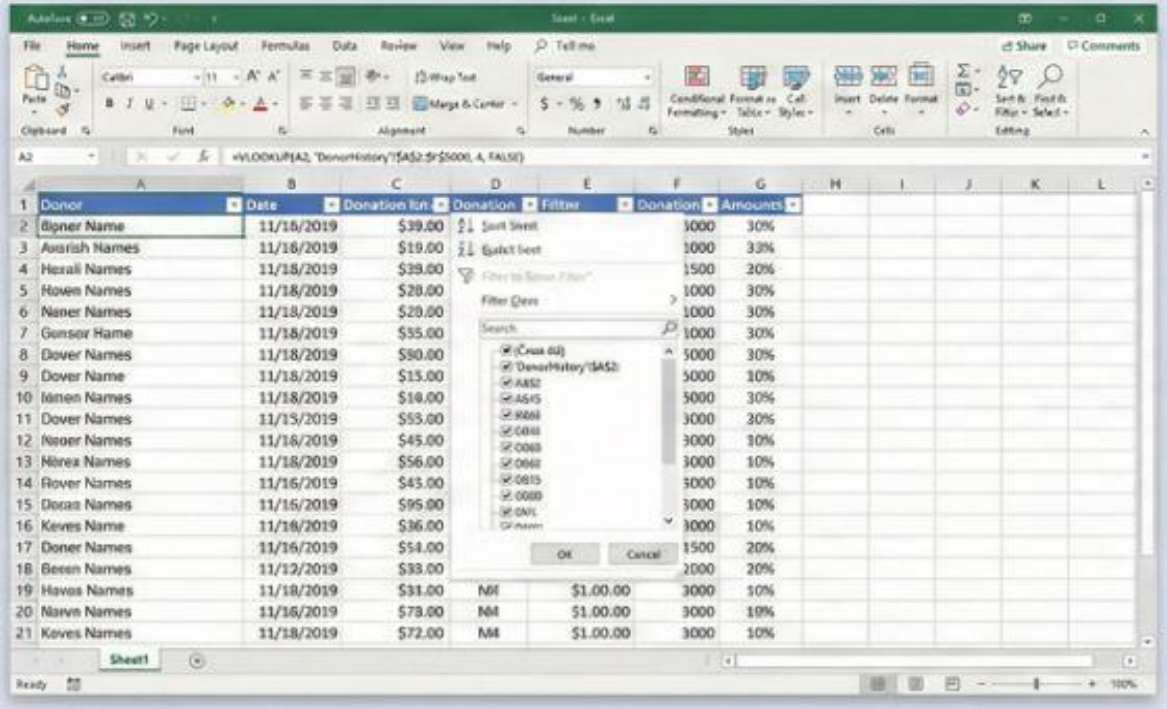
Generative AI



I'm your personal travel concierge. I don't just find the route; I plan the entire experience based on your interests.

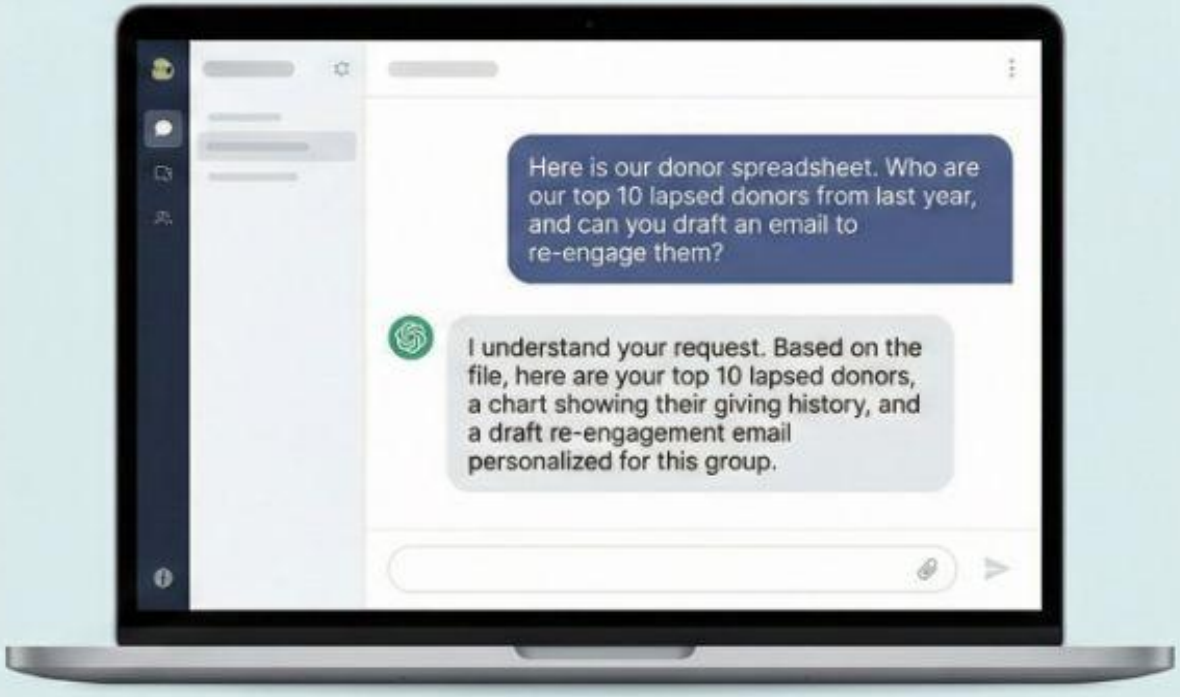
The Donor Data Challenge: Manual Crunching vs. Instant Insight

Narrow AI



I can process your data, but only if you speak my language. You must first master my complex functions, pivot tables, and database queries before I can reveal any insights.

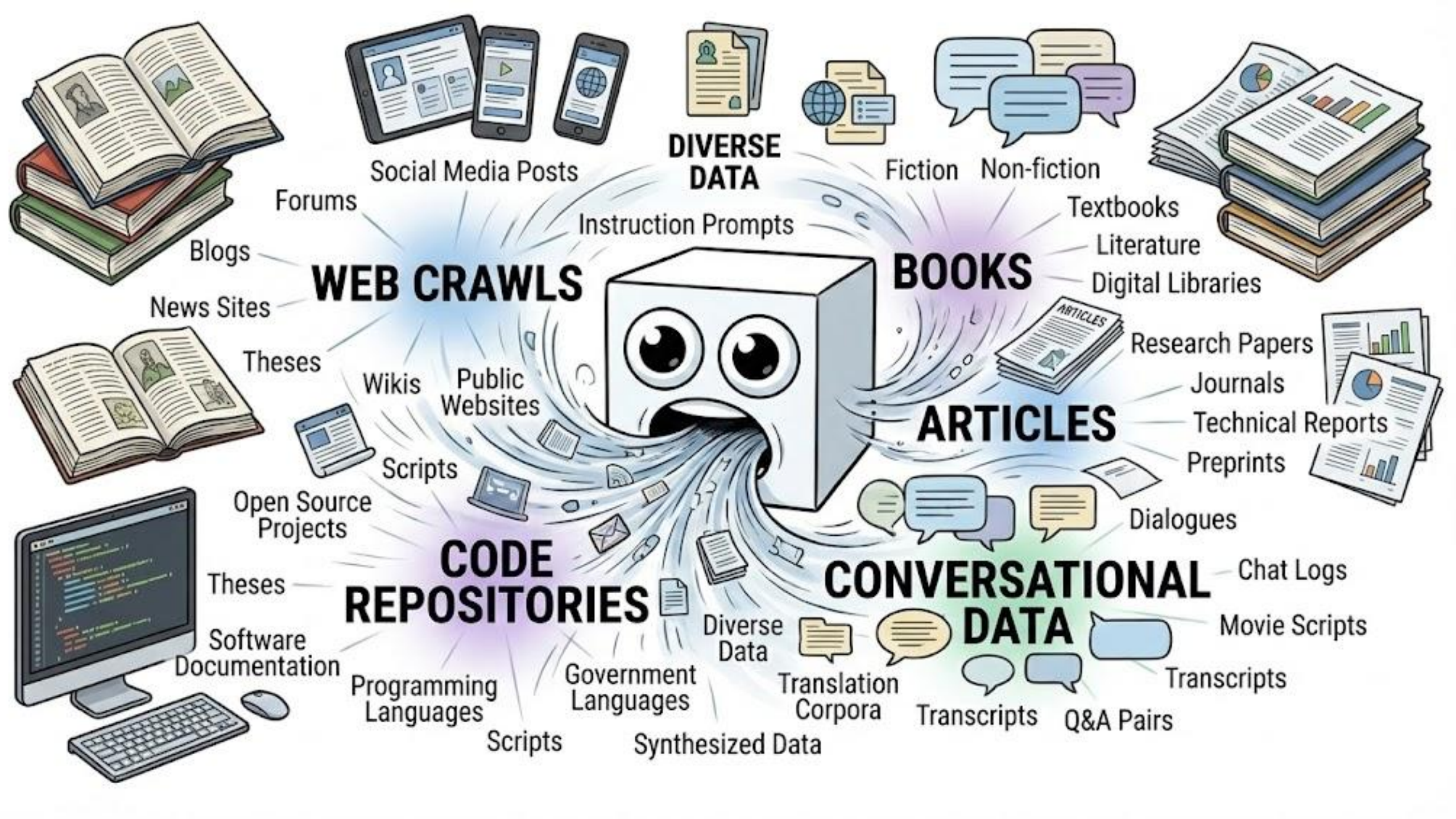
Generative AI



I understand your intent. You uploaded a messy file and asked a simple question. I have already identified your top lapsed donors and drafted a re-engagement email for you.

Leading Large Language Models (LLMs) in the Marketplace

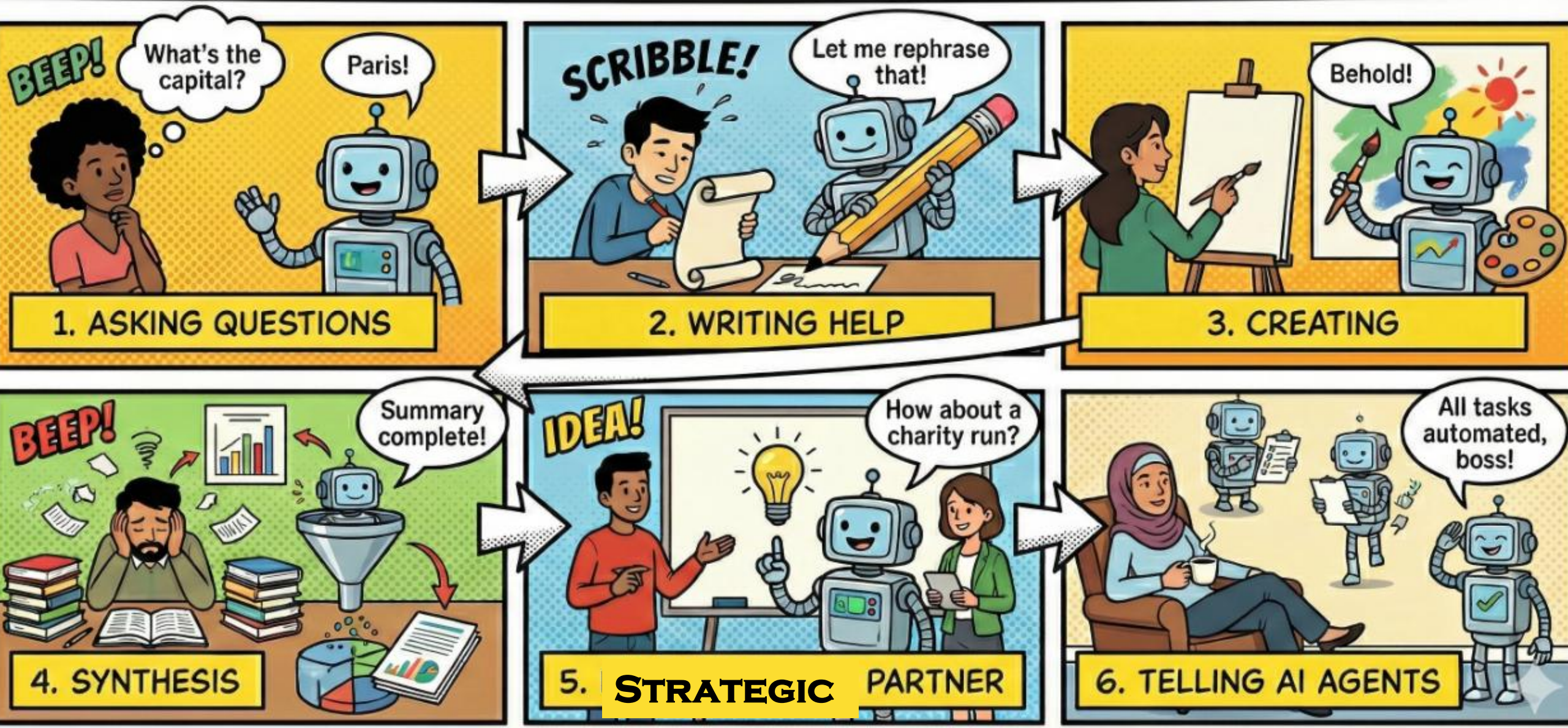
- Note: Chatbots versus models (ChatGTP vs GPT-4)
- ChatGPT by OpenAI
- Claude by Anthropic
- Gemini by Google
- Perplexity*
- Others: Grok, Mistral, LLaMA, DeepSeek


DIVERSE DATA
WEB CRAWLS
Social Media Posts
Forums
Blogs
News Sites
Theses
Wikis
Public Websites
Instruction Prompts
BOOKS
Fiction
Non-fiction
Textbooks
Literature
Digital Libraries
ARTICLES
Research Papers
Journals
Technical Reports
Preprints
Scripts
Open Source Projects
CODE REPOSITORIES
Theses
Software Documentation
Programming Languages
Scripts
Government Languages
Synthesized Data
CONVERSATIONAL DATA
Dialogues
Chat Logs
Movie Scripts
Transcripts
Q&A Pairs
Transcripts
Translation Corpora
Diverse Data

19
ChatGPT
CLAUDE
GEMINI
PERPLEXITY

19
GEMINI
ChatGPT
CLAUDE
PERPLEXITY

AI ADOPTION ADVENTURES!



Strategic

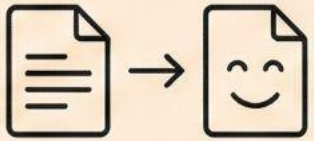
AI Adoption Level 1: Asking Questions

AI Adoption Level 2: Writing Help

Drafting Emails & Updates

Create first drafts of announcements and communications quickly.

Rewriting for Clarity & Tone

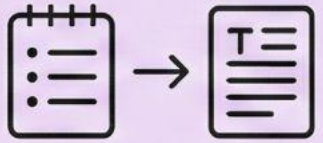


Improve text for clarity, warmth, or professionalism.

Improving Tone for Audiences

Tailor language for families, funders, or the board.

Turning Notes into Paragraphs



Convert rough bullet points into cohesive text blocks.

Format Converter & Simplifier

Convert to scripts, talking points, and simplify reading level.

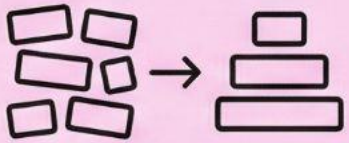
Shorten or Simplify Text

Reduce length and complexity for desired reading levels.

Polishing Grant Narratives

Refine and enhance sections of grant proposals.

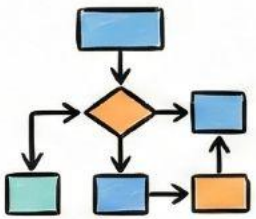
Tightening & Reorganizing Text



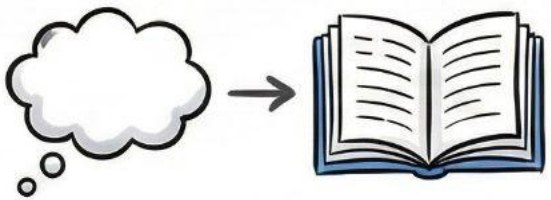
Improve structure, flow, and readability.

AI Adoption Stage 3: Creating New Content (AI as Co-creator)

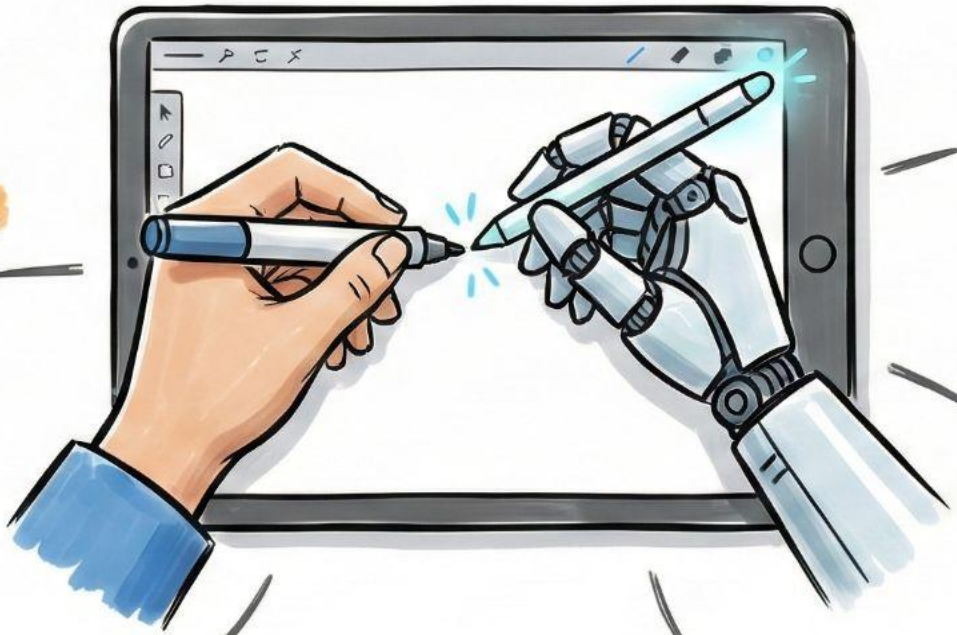
Draft first versions of complex documents (memos, letters, speeches)



Build frameworks, outlines, and structured plans



Turn rough concepts into organized narrative or teaching materials



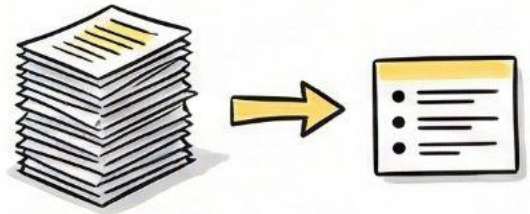
Generate creative artifacts: analogies, metaphors, examples

Create graphics, icons, simple diagrams, and visual metaphors

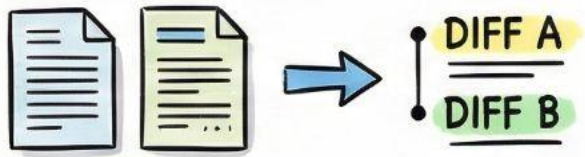
Generate images for presentations, websites, social posts, and handouts

Produce simple videos or video drafts (avatars, short clips, explainers)

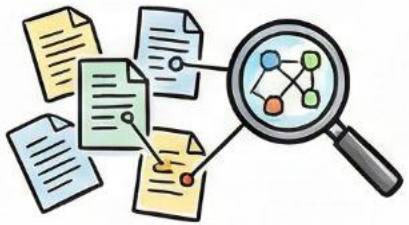
AI Adoption Stage 4: Synthesis (AI as Sense-Maker)



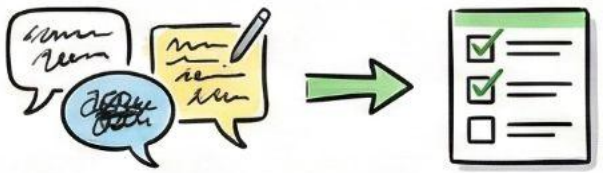
Summarize long documents into clear, concise key points



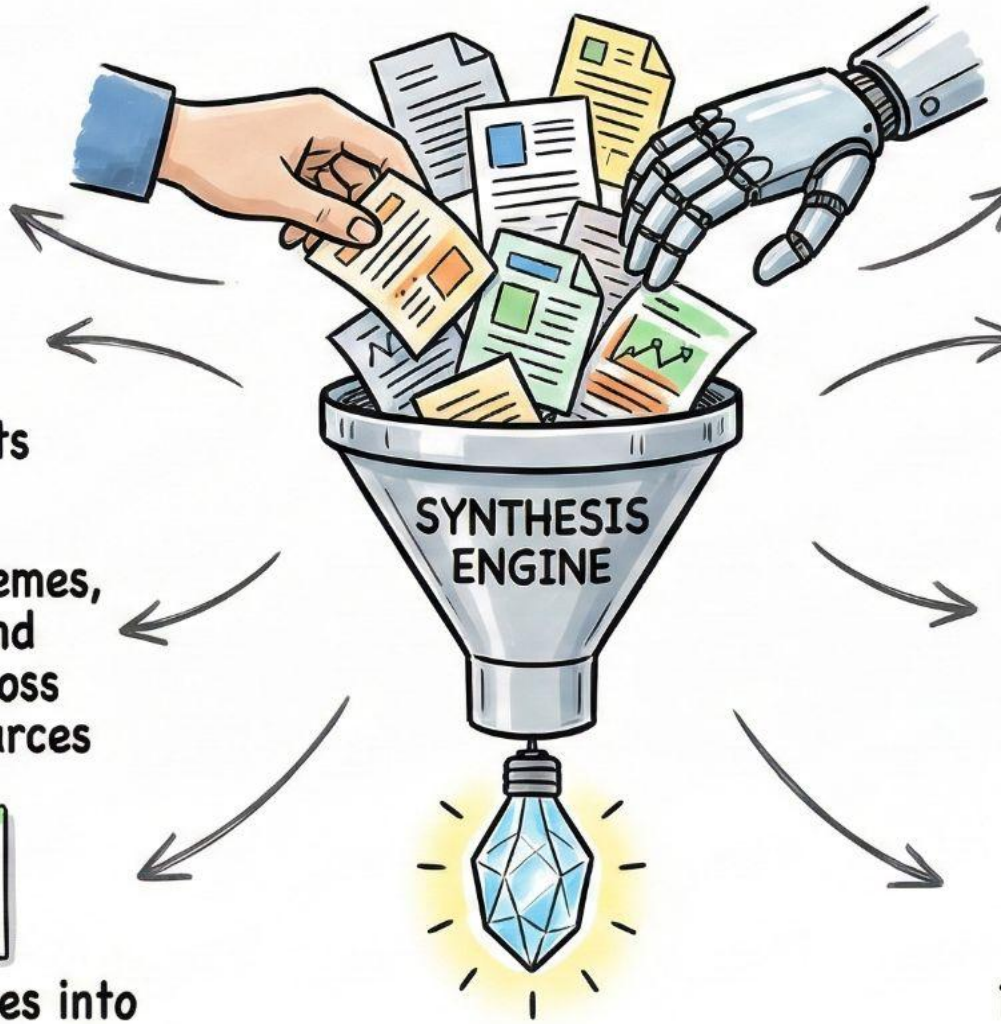
Compare two or more documents and extract differences

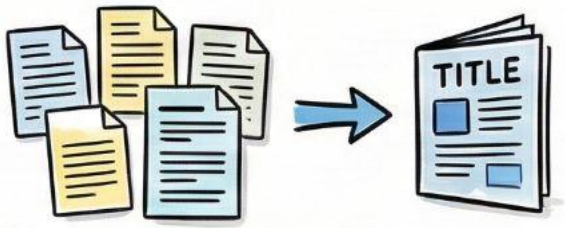


Identify themes, patterns, and insights across multiple sources

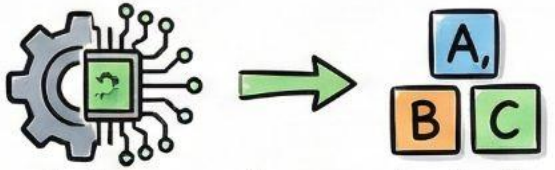


Turn transcripts or messy notes into clean summaries and action steps



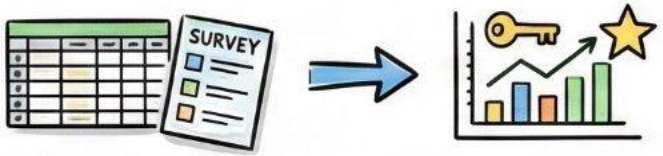


Combine several documents into a unified narrative or briefing



Translate complex or technical information into plain language

Generate implications, risks, or opportunities from a set of inputs



Distill large datasets or survey results into meaningful findings

AI Adoption Stage 5: Strategic Partner (AI as a collaborator in thinking and decision-making)

EXPLORATION & ANALYSIS

Explore strategic options and compare potential pathways

Pressure-test assumptions and reveal blind spots

Identify risks, unintended consequences, and tradeoffs

Model alternative framings for funders, policymakers, or stakeholders

CLARITY & ACTION

Strengthen arguments by clarifying logic and structure

Translate complex, high-level ideas into actionable steps

Generate multiple approaches to a problem for leadership consideration

Support scenario planning and decision-making under uncertainty

Stage 6: Directing Agents: "AI as an active worker in your organization"

SUPERVISION & WORKFLOWS

- **Supervise** AI agents that perform multi-step tasks independently.
- **Create custom workflows** that run on their own (research → draft → summary → formatting).
- Monitor agent decision-making and correct errors or drift.
- Connect agents to external tools (email, calendars, documents, CRMs).

DEPLOYMENT & AUTOMATION

- Enable staff to "hire" digital assistants tailored to their roles.
- Build simple agents **without programming** (natural-language configuration).
- Use AI to **generate simple software** or **automations** without coding.
- Deploy agents to maintain recurring tasks (news scans, inbox triage, draft generation).

Empowering Nonprofits with AI
Logo
Grant apply
Copyeditor
Designing
Finance advisor
Generative AI
None
Chat ciliat
Finance advisor
Settings
Type a message...

Key Components and Relationships for Nonprofit Success

Your First Step: Identify a Problem Worth Solving

Final Thoughts: Managing the "Caffeinated Squirrel"

Things to keep in mind when adopting AI:

- AI can be like a squirrel on Red Bull
- Pay for one LLM, use a second one for verification
- Stakeholders want to hear from you, not your AI
- If you are not a one-person shop, AI use policies will be needed
- Be transparent on your documents and website
- AI can be wrong, and confident
- Don’t outsource your thinking

Be aware of agreeability!

Alice’s View