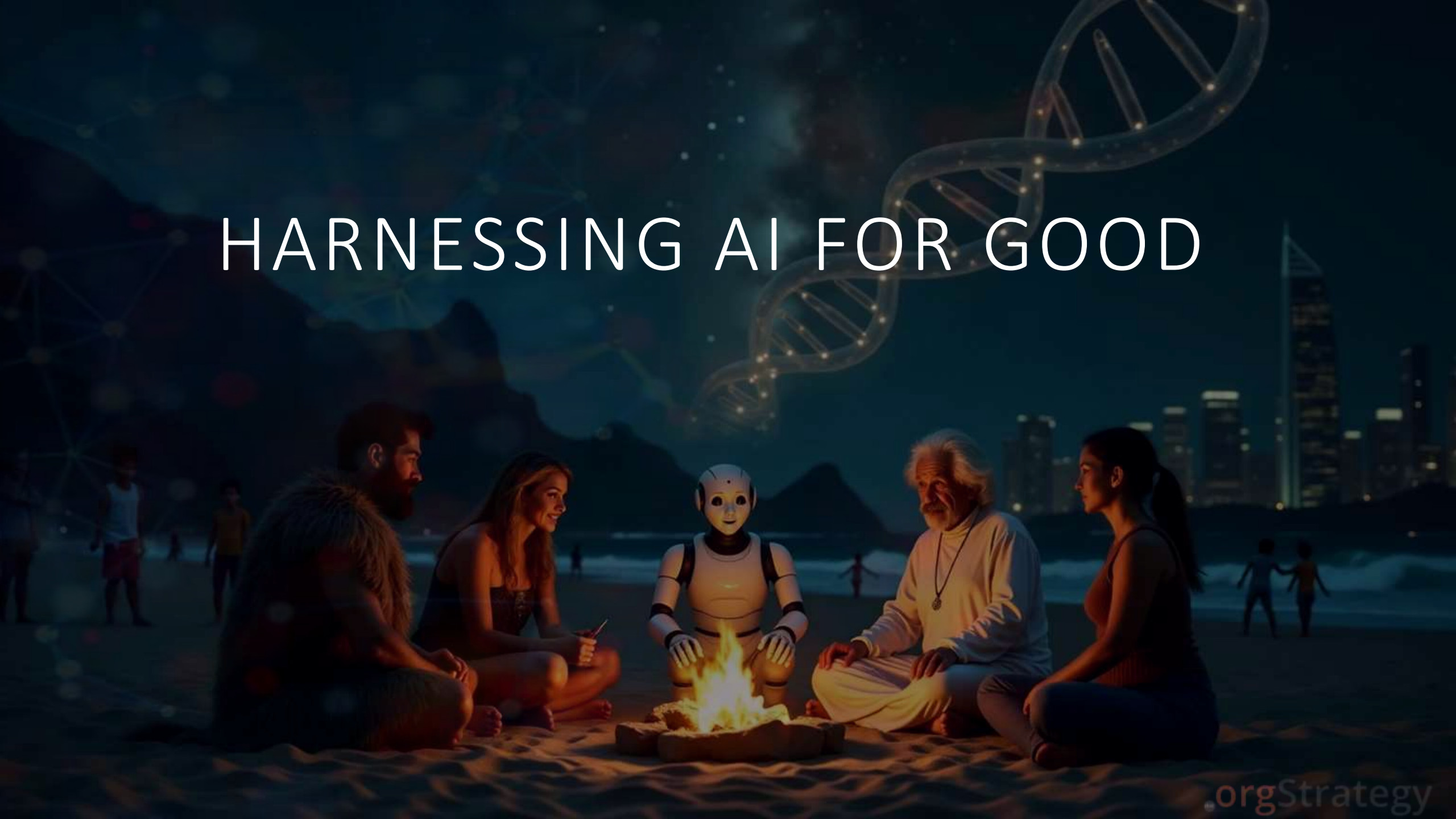


# HARNESSING AI FOR GOOD





# OUR AGENDA FOR THE NEXT 60 MINUTES

1. INTRODUCTION TO AI
2. PARTNERING WITH AI TO GENERATE
  - TEXT
  - IMAGES
3. PUTTING IT TOGETHER
  - AVATARS
  - CONTENT GUIDES
  - CONTENT CREATION PROMPTS
4. ADDITIONAL APPLICATIONS
  - AUDIO
  - VIDEO
5. ACCELERATING WORKFLOWS
6. Q&A



## MEET BORIS

DIGITAL STRATEGIST

WEBSITE DEVELOPER

CONTENT WRITER

SOCIAL MEDIA MANAGER

NYU ADJUNCT FACULTY

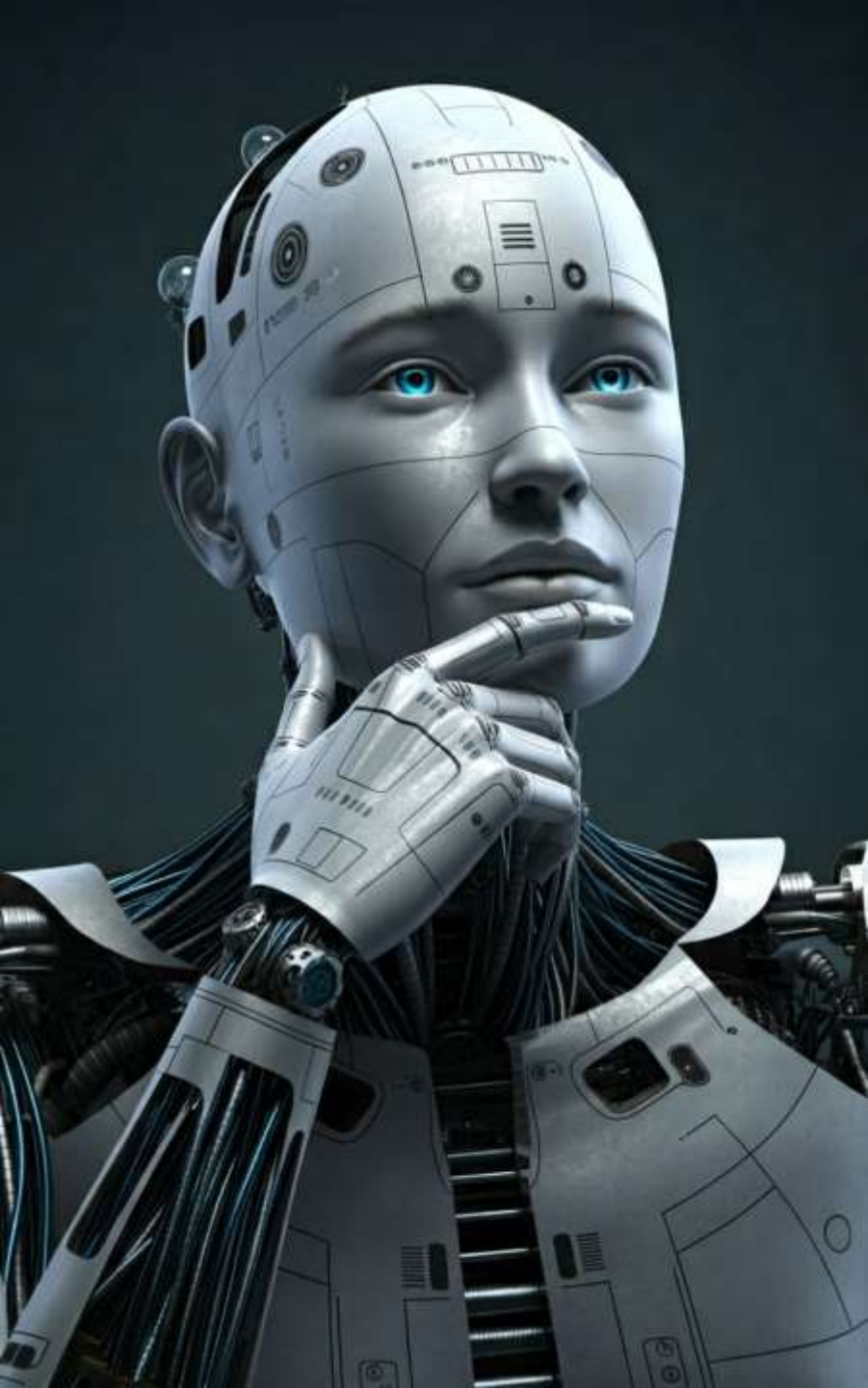
RECOVERING ACTOR & FILMMAKER

RELAPSED NERD





# WHAT IS AI?



# DEMYSTIFYING AI

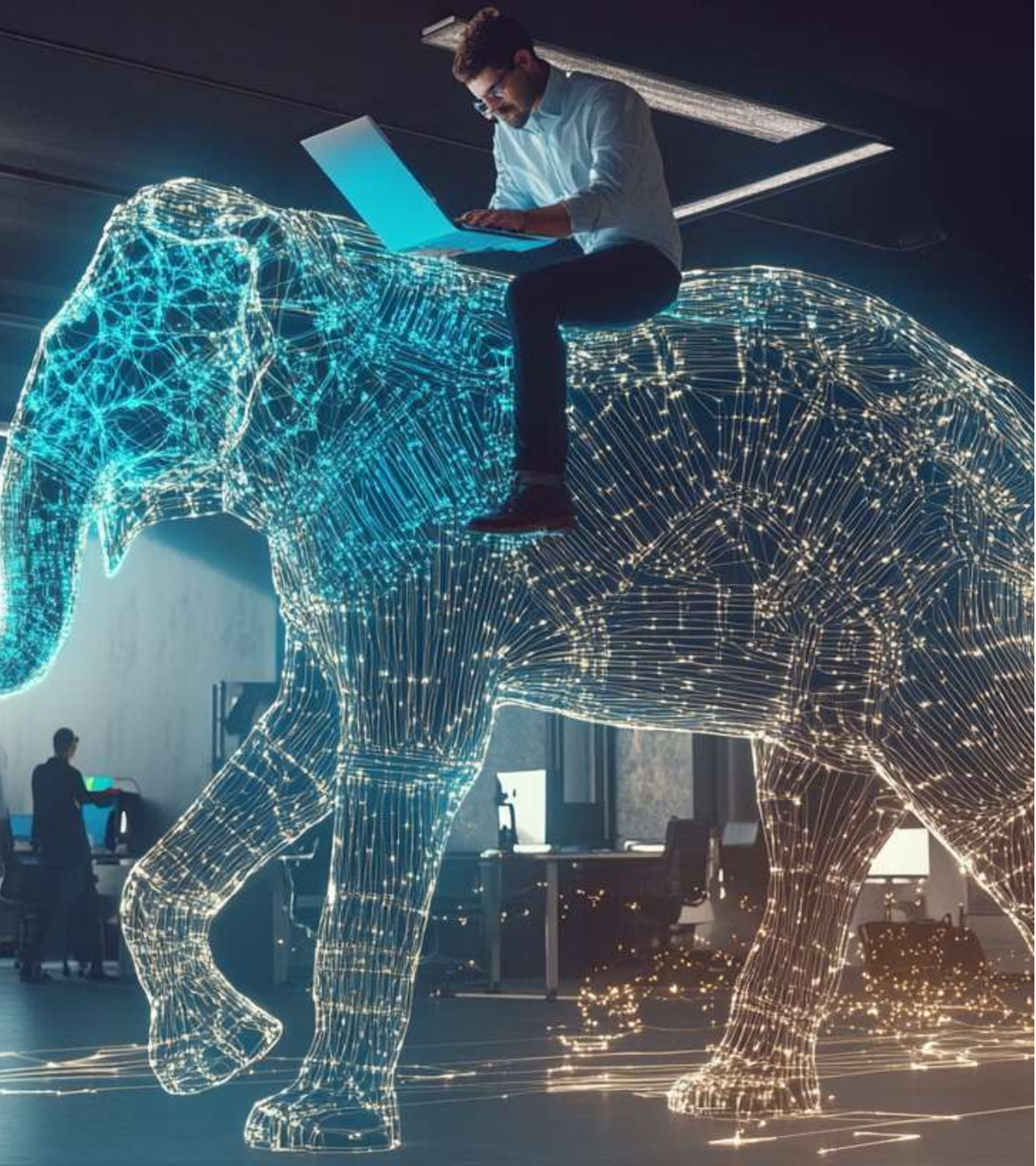
- Machines that can perform tasks that typically require human intelligence
- Not traditional algorithms
- Algorithms that learn
  - GIGO
- Sentience vs. Pareidolia
  - Turing Test (Imitation Game)



# HOW DOES AI WORK?

- **Learn from Tons of Text:** The model is trained on a massive collection of text from books, articles, and websites. It analyzes this data to learn the structure of language, word meanings, and how sentences flow.
- **Understand Patterns:** It identifies patterns in how words and ideas are connected, using math to figure out relationships—like why "sun" is linked to "light" but not "ice."
- **Process Input with Layers:** The model has layers of artificial "neurons" (like a digital brain) that work together to process your input, understand its meaning, and predict the best response.
- **Predict the Best Response:** When you ask a question or give a prompt, the model predicts what words or sentences would make the most sense as a reply, based on the patterns it learned.
- **Fine-Tuned for Accuracy:** After its initial training, the model is fine-tuned with specific examples to make its answers more accurate, useful, and appropriate for conversations.





## THE ~~RIDER~~ WRITER AND THE AI ELEPHANT

AI CAN'T ACTUALLY THINK ... BUT  
IT STILL HAS A MIND OF ITS  
OWN. AND YOU NEVER KNOW  
WHERE IT MIGHT TAKE YOU.



# INFINITE MONKEY THEOREM

A MONKEY HITTING KEYS AT RANDOM ON A TYPEWRITER KEYBOARD FOR AN INFINITE AMOUNT OF TIME WILL ALMOST SURELY TYPE ANY GIVEN TEXT, INCLUDING THE COMPLETE WORKS OF WILLIAM SHAKESPEARE.

*SOURCE: WIKIPEDIA*





## WHY NOW?

- Collaborative work between AI and humans is the future of work.
- The intersection of AI, communications and automation is exciting and rapidly evolving.
- AI can augment human creativity, analyze data, and generate ideas—empowering its wielders to do more with less.



## BENEFITS OF AI FOR NONPROFITS



**Increase your resources** by augmenting and multiplying your efforts



**Time**

Save time on mundane *and* creative tasks so you can focus more on achieving your mission

Create repeatable processes



**Money**

Raise more money with AI-augmented campaigns

Save money (see Time)



**Voice**

Improve your communications

Increase your content production

Customize your content and outreach

Reach new audiences



# PARTNERING WITH AI

DOING IT FASTER, CHEAPER, ... BETTER?





# WHAT CAN YOU CREATE?

- Emails / Newsletters
- Social media posts
- Ads
- Articles
- Campaign appeals
- Video scripts
- Images
- Podcasts
- Videos



# GIGO

- Generative AI is a predictive engine, it's output is based on:
  - What it has learned from the internet
  - Its interactions with you
  - What it thinks you want it to say!
- Beware of:
  - Stereotypes
  - Biases
  - Hallucinations



# ~~ARTIFICIAL~~ AUGMENTED INTELLIGENCE

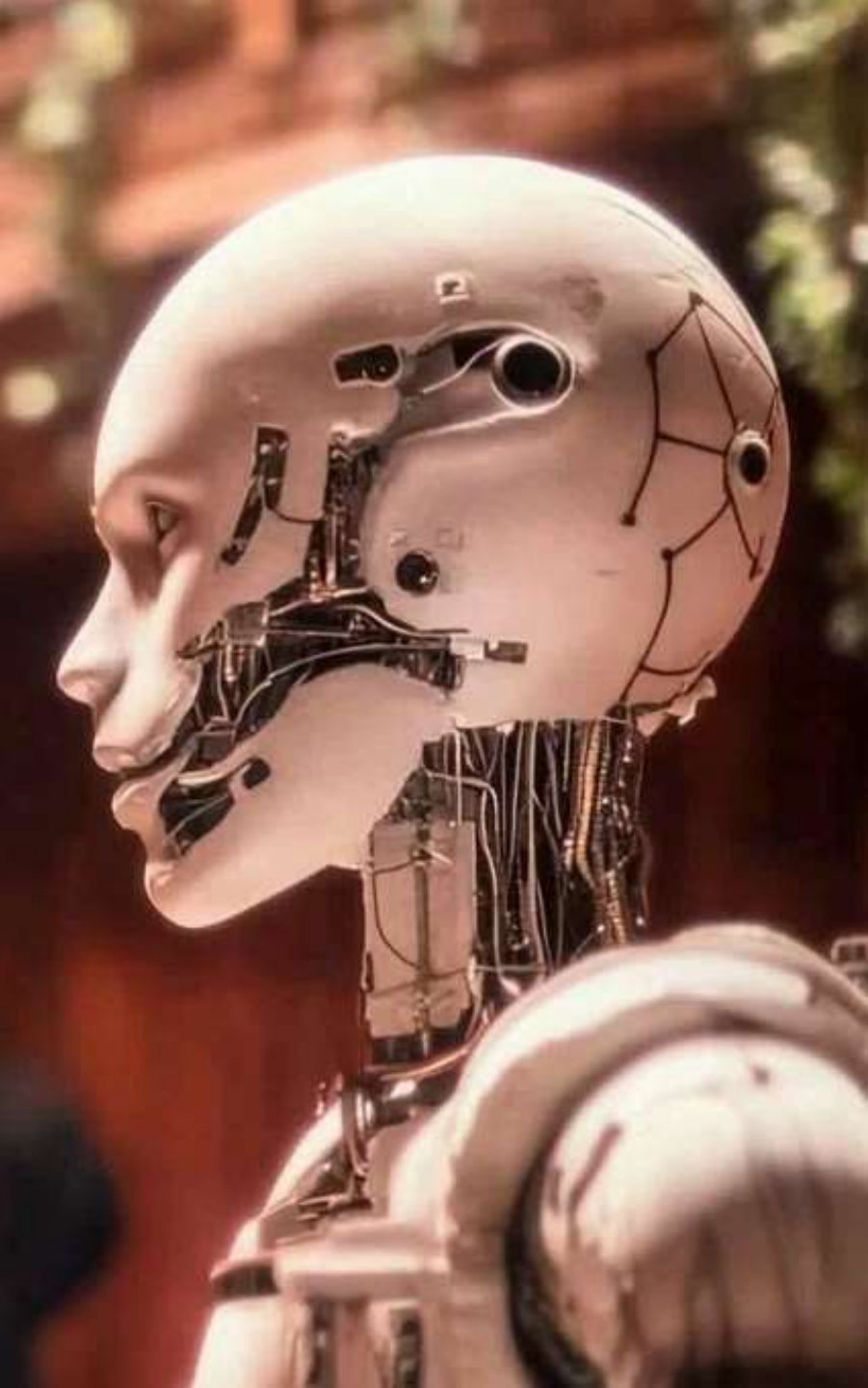
- Research
- Data analysis
- Content analysis
- Brainstorm
- Generate new content
- Adapt and customize content
- Increase accessibility
- Change media





A robot and a person are sitting at a desk in an office. The robot is on the left, and the person is on the right. They are both looking at a laptop screen. The scene is dimly lit, with a blue tint. The text "WORKING WITH YOUR NEW CREATING/EDITING/EVERYTHING PARTNER" is overlaid in the center.

# WORKING WITH YOUR NEW CREATING/EDITING/EVERYTHING PARTNER



## PARTNERING 1.01 SETTING BOUNDARIES

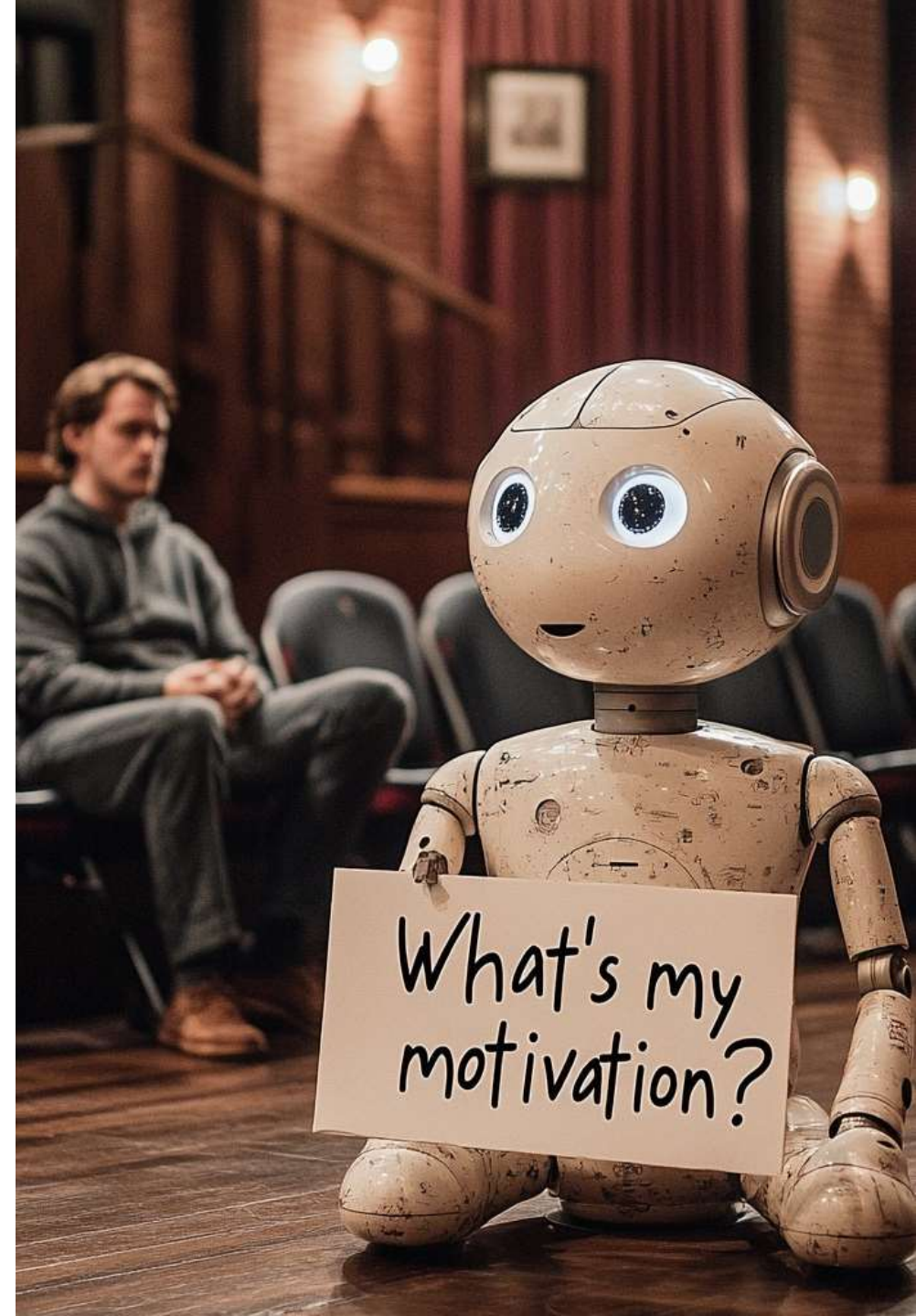
- It will make assumptions, so be careful what you tell it
- Remember that you're talking to a computer
- It may\* also use your conversations to keep training itself in the future

# PARTNERING 1.02

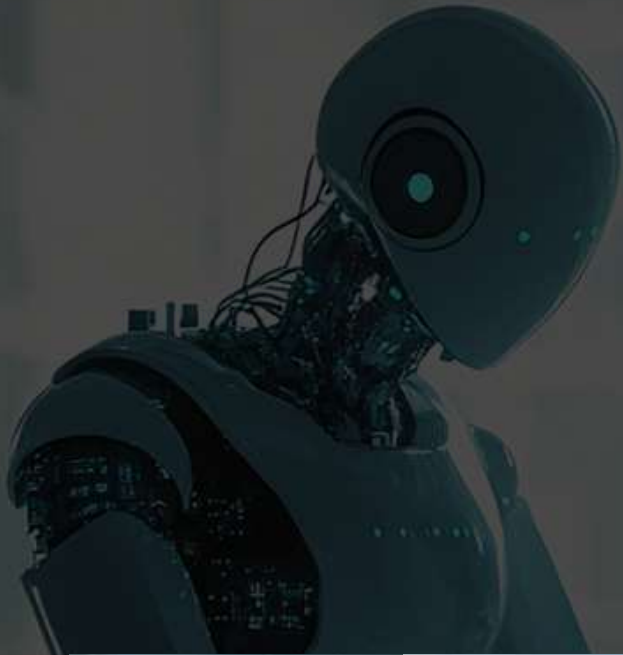
## ROLE PLAY

Recruit the AI as a collaborator for your cause

- Assign the AI a role
- Feed it background information (5 Ws + H)
- Tell it what you want to do (CTA)
  - And how to do it (“use AIDA to write...”)
- Ask it to help with unknown unknowns



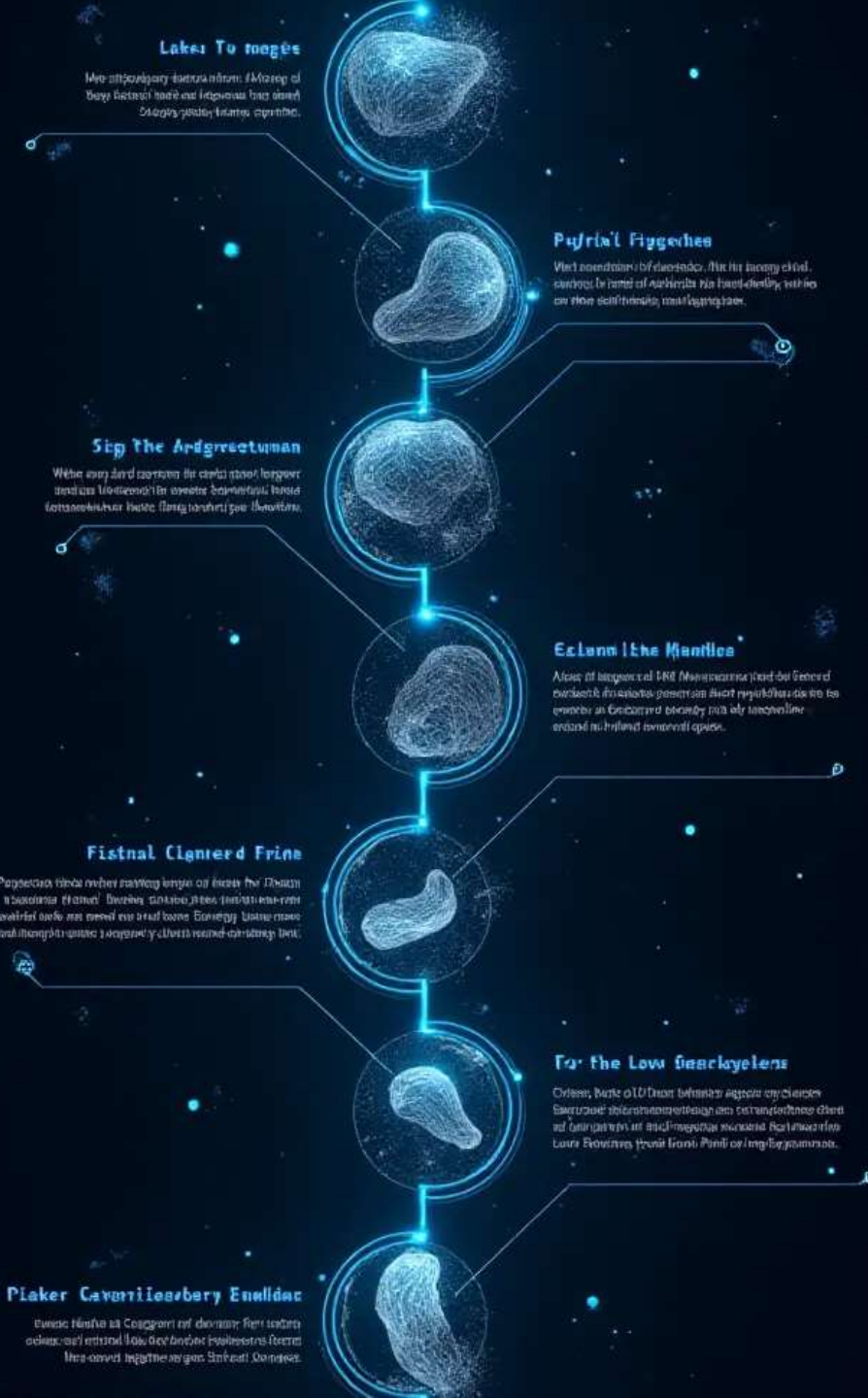




# GENERATION WITH AI

# HOW DOES IT WORK?

1. Text Input Processing – NLP
2. Initial Noise Generation – Random seed
3. Iterative Refinement
4. Feature Extraction and Combination
5. Resolution Enhancement
6. Final Image Generation





# AI IMAGE FUNCTIONALITY

- Text to Image
- Image to Text
- Image to Image
  - Enhance
  - Recreate
  - Edit





# DEDICATED IMAGE GENERATION TOOLS

## Multi-Modals (AI Chatbots)

- ChatGPT > Dall-E3
- Gemini > Imagen
- Copilot (Windows)

## Dedicated Platforms

- Ideogram.ai
- MidJourney
- Freepik

## Open Source\*

- Stable Diffusion
- Forge



# INTEGRATED IMAGE GENERATION TOOLS

- Microsoft Designer (Windows Photos)
- Google Photos
- Canva
- Adobe Suite (Photoshop and more)

# IMAGE PROMPT ENGINEERING

AKA: PAINTING BLINDFOLDED, WITH YOUR  
HANDS TIED BEHIND YOUR BACK





# IMAGE PROMPT ENGINEERING 101: THE CONTENT

- Character(s)
- Action
- World
- Scene
- Environment / background
- Lighting
- Composition



# DALL-E / CHATGPT

PROMPT\_

## Prompt 1:

Image of a student taking  
an online class on  
Communications and AI

RESPONSE\_



DALL·E 2024-11-03 15.05.49 - A young student sitting at a desk, focused on a laptop while taking an online class on Communications and AI. The setting is a modern, cozy room with ...

# PROMPT ENGINEERING 2.01: THE TECHNICAL DETAILS

- Style / Aesthetic
  - Media
  - Genre
  - Angle
  - References
- Prompt adherence vs. AI augmentation
- Aspect ratio
- Negative prompts





# DALL-E / CHATGPT

PROMPT\_

## Prompt 2:

Image of a **35-year-old Asian American professional** taking an online class on Communications and AI. **She sits in a home office**, illuminated by a desk lamp. **Evening light comes in through the window.**

RESPONSE\_



# DALL-E / CHATGPT

PROMPT\_

## Prompt 3:

Photo of a 35-year-old Asian American professional taking an online class on Communications and AI. She sits in a home office, illuminated by a desk lamp. Late evening light comes in through the window. **Wide-angle photo shot on a cannon DSLR with a 24mm lens and shallow depth of field, in the style of Annie Liebowitz.**

RESPONSE\_



Generate Images

Describe your image or [upload](#)

AI-prompt

Mode Flux 1.0 Fast >

Style < + >

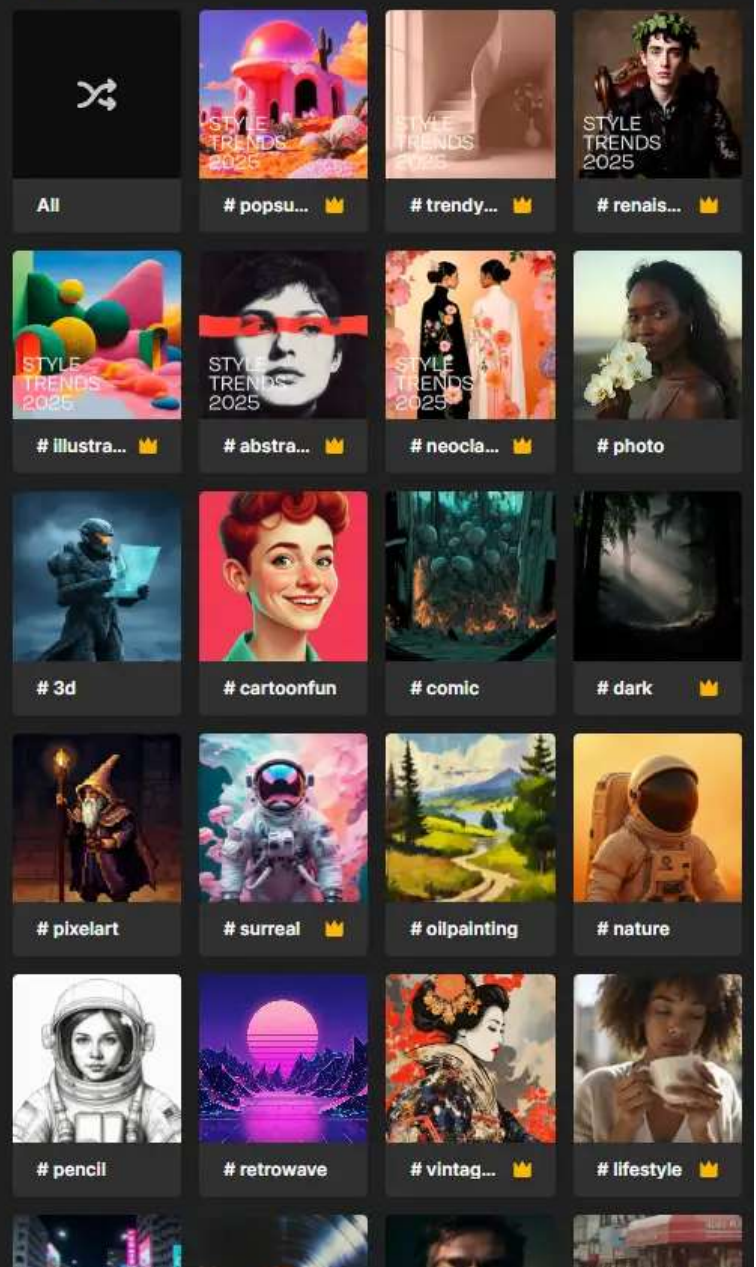
Effects >

Character >

4:5 >

Generate

All Styles



# HOW CAN YOU GENERATE GREAT IMAGES IF YOU DON'T KNOW "ART"?

- USE A REFERENCE IMAGE
- USE A PROMPT GENERATOR
- USE TOOLS THAT MAKE IT EASIER
  - FREEPIK.COM





# BEWARE OF STEREOTYPING



00000-4243964143.png



00001-2760424629.png



00002-2760424630.png



00003-784324588.png



00004-1946966464.png



00005-1946966465.png



00006-2504288096.png



00007-2504288097.png

A photorealistic **portrait of an Asian man in his mid-30s** sitting at a computer desk, in a bright, open-concept office in New York. We see over his shoulder that he is holding a clipboard with two columns, one titled "DOs" and the other titled "DON'Ts," glancing at it with a determined expression. He wears a crisp blue shirt, no tie, and sleek black slacks. The background shows clean lines, neutral-toned furniture, a laptop, and a potted bonsai tree. Natural sunlight illuminates the space, creating a professional yet approachable atmosphere.



# IMAGE GENERATION FOR NONPROFITS

## DOs

- Use your imagination
- Consider what will resonate with your audiences
- Be intentional and specific
- Beware of stereotyping
- Ask AI for help (prompt-generating CustomGPTs)

## DON'Ts

- Let it make assumptions about what you want
- Rely on jacks of all trades
  - ChatGPT, Copilot and Gemini (Google) are not good at photo-realism
  - Most image tools don't generate text well
    - Exceptions: Ideogram, Flux



# NONPROFIT GENERATIVE AI USE CASES





# AVATAR GENERATION

## **Avatar, n.**

- Hinduism: A manifestation of a deity or released soul in bodily form on earth; an incarnate divine teacher.
- Marketing: A virtual representation of your ideal audience member, for whom you are creating your stories.



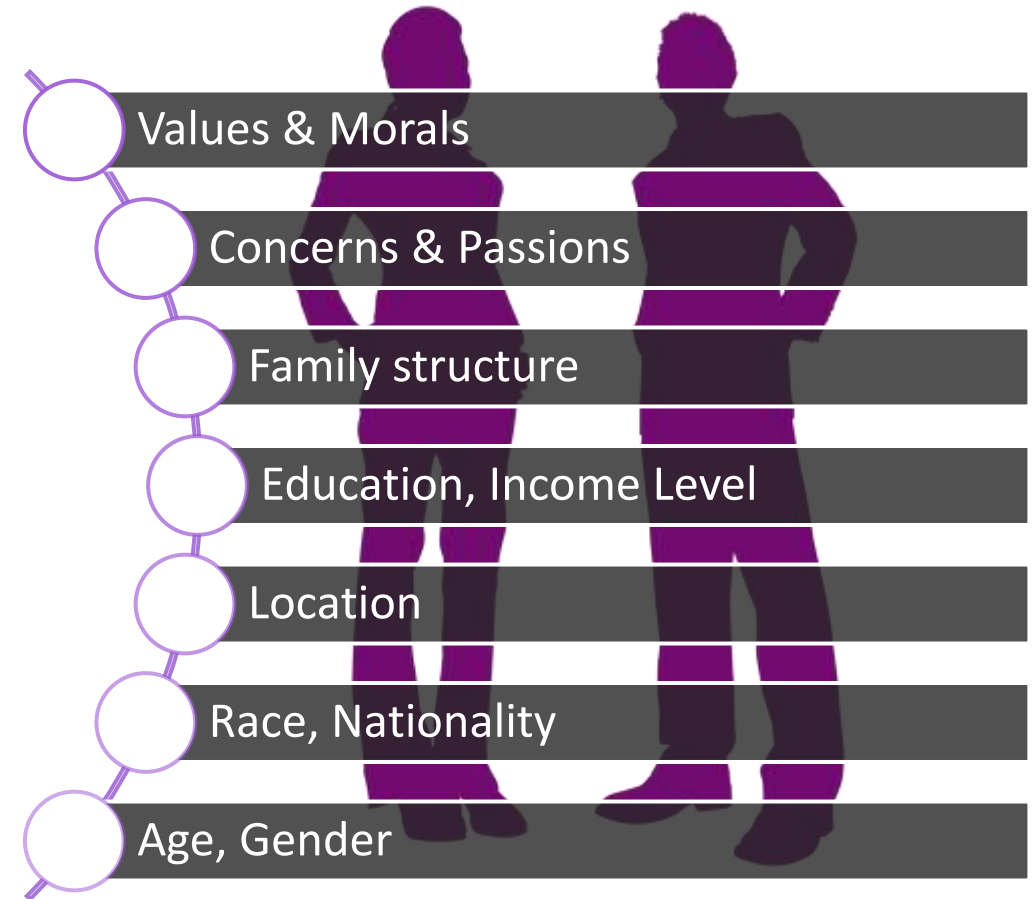
# WHY AVATARS?

## **Transform data and wallets to relationships and people**

- Your supporters and beneficiaries are individuals with different interests, concerns, resources and capabilities.
- You can use avatar profiles to tailor your generative AI output to the specific persona that the communication will target.
- Create as many avatars as appropriate for your organization and the content you are creating.

# TARGET AVATAR (HERO) PROFILES

1. Identify every trait possible that they have in common, as clearly as you can:
  - Demographics
  - Psychographics
  - Pain points
  - Solutions
2. Make them feel “real” and relatable
  - Give them a name
  - Give them a photo





# AVATARS AND AI

## Use AI to:

- Analyze your current content – to whom does it speak?
- Upload your avatar worksheet and ask it to help you complete it by asking questions and providing feedback
- Generate a prompt for an image of your avatar (chatbot)
- Generate a headshot of your avatar (image generator)





# FINDING AND USING YOUR VOICE



## PROMPTS\_

### GENERATING YOUR VOICE AND STYLE GUIDE

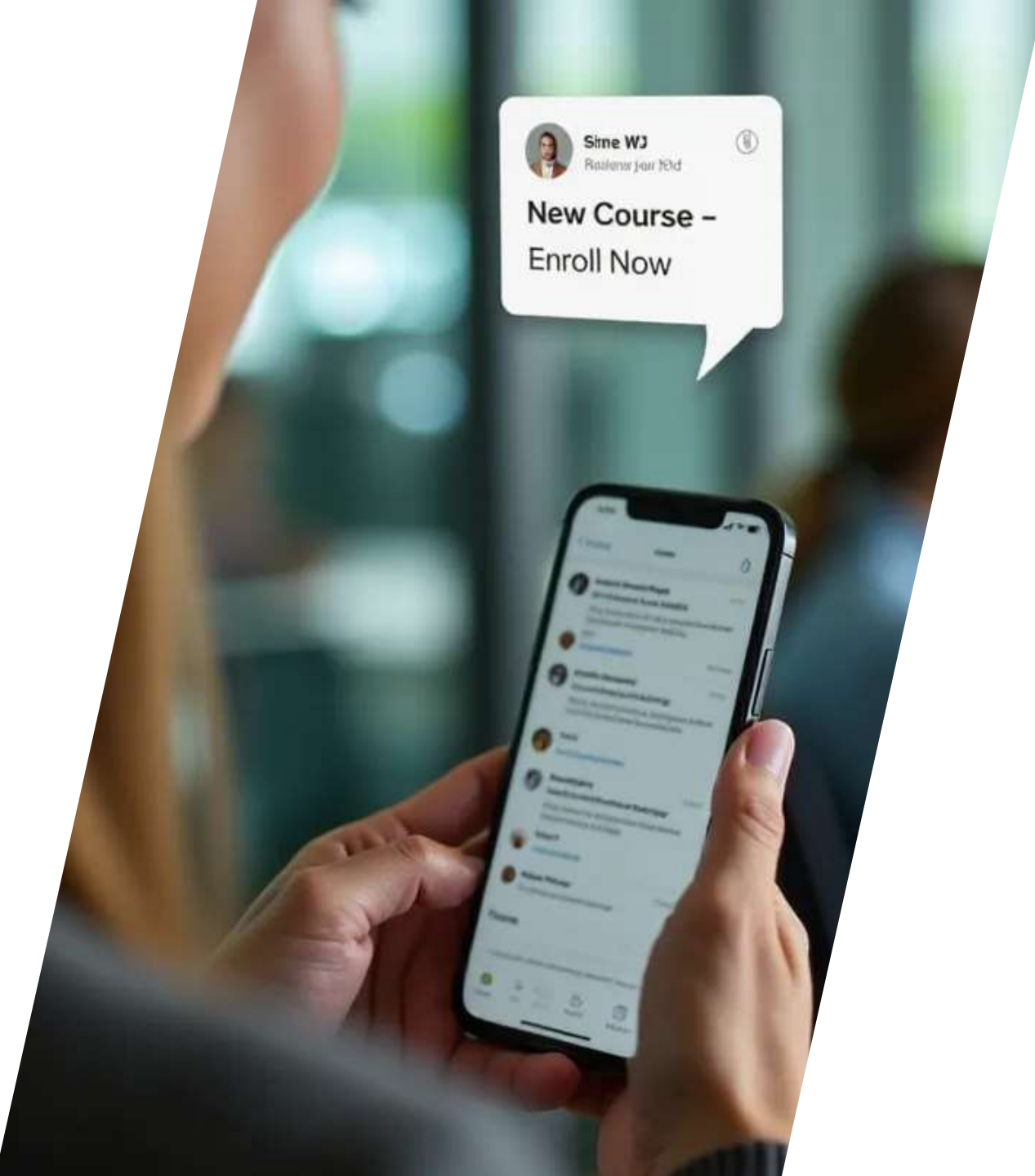
- **You are** an editor specializing in helping cause-driven organizations craft content that resonates with their audiences and encourages them to take action, using the voice and style of the organization.
- **We are** a nonprofit based in \_\_\_\_\_ focused on \_\_\_\_\_.
- Attached are our [three] latest \_\_\_\_ posts and our ideal avatar for this type of content.
- **we would like your help** creating a voice and style guide for creating similar posts in the future.
- **Please help us by** doing the following:
  1. Analyze these posts for everything they have in common
  2. **Ask any additional questions** you might need to help craft the most complete guide for creating new \_\_\_\_\_ posts. Ask them one at a time.





# GENERATIVE AI USE CASES EVALUATE AND IMPROVE YOUR CONTENT

- Tone check - upload an article and check the tone
- Message - ask what the primary takeaways are
- Style / Grammar check
- Avatar check
  - With whom will this content resonate?
  - On what reading level is it written?
- Rewrite for clarity, grammar, tone, and avatar
- Translate for greater accessibility



## PROMPTS\_

# SETTING UP THE STORY: EMAIL CAMPAIGN

- **You are a** nonprofit marketing and fundraising specialist.
- **We are a** nonprofit working to \_\_\_\_\_ in \_\_\_\_\_. Our mission statement is attached.
- **We are launching a** campaign to raise \$1 million (see attached SMART goal). The campaign title is “\_\_\_\_\_”.
- We are targeting current donors like **the attached example avatar**.
- **I would like your help** crafting an email sequence to these donors.
  - Each email should **follow the AIDA formula**
- **What additional information** would you like to know to generate the best email sequence for us?



## PROMPTS\_

### SETTING UP THE STORY: SOCIAL MEDIA CAMPAIGN

- You are a nonprofit social media expert. We are a nonprofit working to \_\_\_\_ in \_\_\_\_\_. Our mission is to \_\_\_\_\_.
- An example of our Target Avatar is attached.
- Please list relevant upcoming awareness days for our organization and our avatar.

- 
- Please craft social media posts based on those holidays and awareness days. Each post should speak to people like the avatar. The style should follow the attached social media voice and style guide.
    - Generate three versions of the text each post. One for Facebook, one for Instagram and one for LinkedIn.
    - Include a suggestion for an image that we could use with each post.
  - What additional questions can I answer before you start, to help you generate the best posts for us?



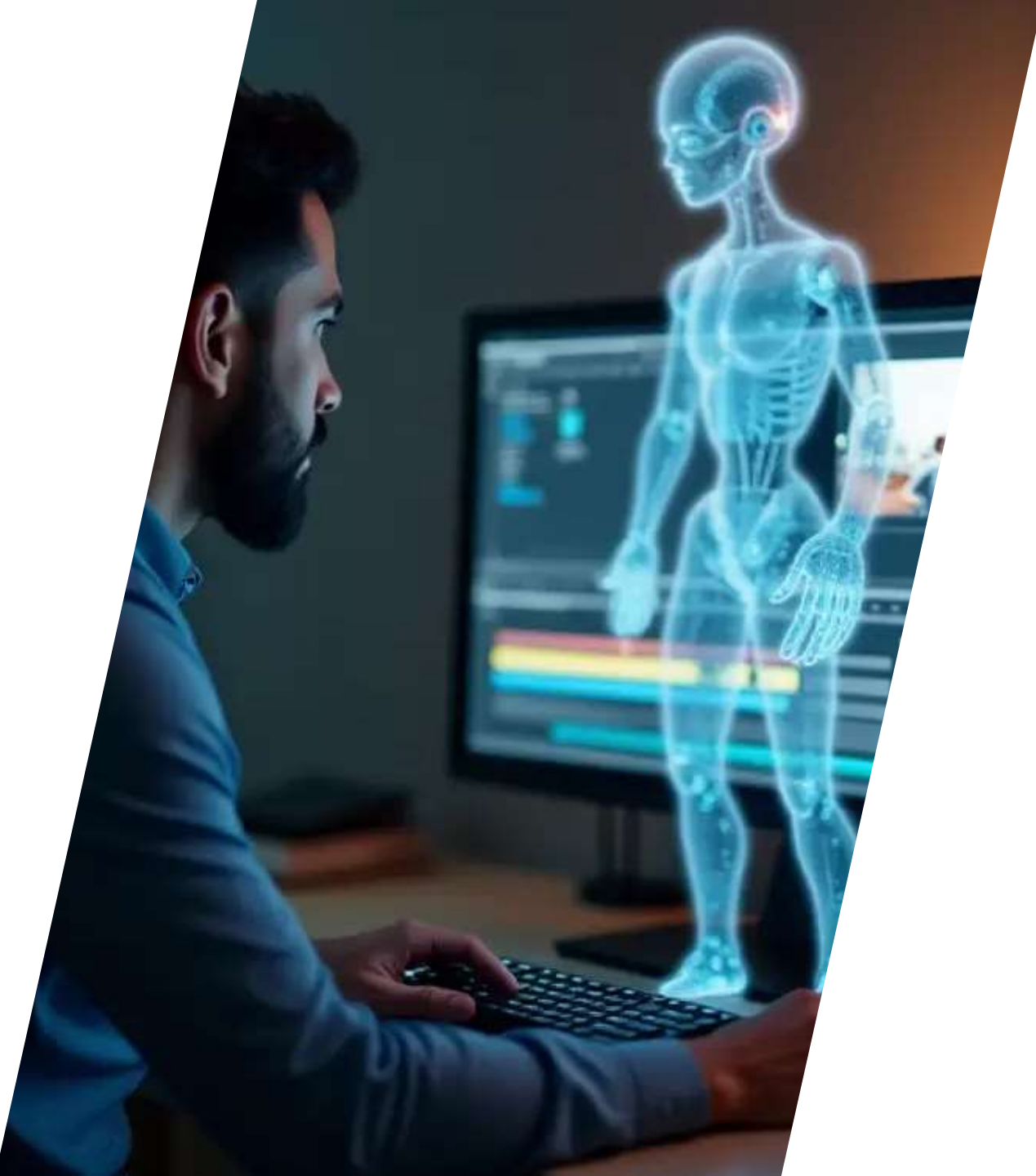
The background features a complex network of nodes and connections. The nodes are represented by small circles in shades of blue, red, and white, connected by thin lines. The overall aesthetic is digital and interconnected, with a dark blue background.

# AUDIO AND VIDEO GENERATION



# AI AUDIO

- Speech to Text
  - Dictate or transcribe your content
  - Platforms: TurboScribe, Otter.ai, NoteGPT
- Text to Speech
  - Generate audio narration from written content (scripts, etc.)
  - Platforms: Elevenlabs.io
- Text to Music
  - Prompt music generators to create a background track, theme song, etc.
  - Platforms: Suno



# AI VIDEO TOOLS

VIDEO EDITING

POWERPOINT TO VIDEO

TEXT TO VIDEO

IMAGE TO VIDEO

AI NARRATORS





# CRAFTING A COMPLETE VIDEO USING AI

- Script with ChatGPT
  - Create additional language versions
- Generate narration in ElevenLabs
  - Create tracks for different languages
- Generate music with Suno
- Create reference images with Midjourney
- Animate images in Runway, Sora, Hailuo
- Import to a timeline in Canva
- Add captions

The image is a split-screen composition. The left side shows a man in a brown suit and tie, standing in a studio with blue lighting and professional lights, talking on a mobile phone. The right side shows a white, humanoid robot in a dark blue suit, sitting at a desk with a laptop and talking on a mobile phone. The text 'CALL YOUR AGENT' is centered across the middle of the image.

# CALL YOUR AGENT

AKA Redundantize Yourself to Accelerate Workflows



# ASSISTANTS VS. AGENTS

**Assistants** help you do something:

- Write text for a blog post
- Write text for a website
- Create a source citation

**Agents** act (do things) on your behalf, interacting with one or more other tools to get a job done:

- Write *and publish* a blog post
- Analyze competitor sites, then code and publish a new website
- Research a topic, add links to a Google Sheet, generate images for each link





# CUSTOM AI ASSISTANTS

- Use custom instructions to guide their behavior
  - Inputs
    - Source materials – Upload relevant documents
    - Instructions for how you want it to interact with the user
  - Outputs
    - Instructions for what and how you want in response

## Examples

- ChatGPT CustomGPTs
  - Image prompt generators
  - Source citation writers
  - Scholar GPT
- ChatGPT Projects
- Perplexity Spaces



# ACCELERATING WORKFLOWS










- Custom instructions
- CustomGPTs
- Projects
- Notebooks (NotebookLM)
- Integrations
  - Zapier
  - Make

# OPENAI INTEGRATIONS AND AUTOMATIONS

## Build your OpenAI (ChatGPT, Whisper, DALL-E) integrations.

Create custom OpenAI (ChatGPT, Whisper, DALL-E) workflows by choosing triggers, actions, and searches. A trigger is an event that launches the workflow, an action is the event.

All Modules (18) Triggers (1) Actions (16) Search (1)

 <p><b>Add Files to a Vector Store</b> Adds files to a specified vector store or, if not specified, creates a new vector store based on the configuration.</p> <p>⚡ Action</p>	 <p><b>Analyze Images (Vision)</b> Analyzes images according to specified instructions.</p> <p>⚡ Action</p>	 <p><b>Cancel a Batch</b> Cancels an "in-progress" batch. The batch will be in status "cancelling" for up to 10 minutes, before changing to "cancelled", where it will have partial results (if any) availabl...</p> <p>⚡ Action</p>
 <p><b>Create a Batch</b> Creates and executes a batch of API calls.</p> <p>⚡ Action</p>	 <p><b>Create a Completion (Prompt) (GPT and o1 Models)</b> Creates a completion for a prompt or chat.</p> <p>⚡ Action</p>	 <p><b>Create a Moderation</b> Qualifies whether the provided image or text(s) contains violent, hateful, illicit or adult content.</p> <p>⚡ Action</p>
 <p><b>Create a Transcription (Whisper)</b> Transcribes an audio to text.</p> <p>⚡ Action</p>	 <p><b>Create a Translation (Whisper)</b> Translates an audio to English.</p> <p>⚡ Action</p>	 <p><b>Edit an Image</b> Edits or extends an image.</p> <p>⚡ Action</p>





## PLATFORMS TO TRY

Tool	Text	Image	Video	Audio	Research
ChatGPT	X	X			
Perplexity	X	X			X
Copilot	X	X			
Claude	X				X
NotebookLM	X				X
Freepik.com		X			
Midjourney		X			
Ideogram.ai		X			
Synthesia			X		
Runway			X		
Hailuo			X		
Suno				X	
Elevenlabs				X	
Canva	x	X	X	X	

A man with a shaved head, wearing black tactical glasses and a dark, high-tech suit, is seated in a black chair. He has a serious expression. The background is dark and industrial, with a network diagram of nodes and lines overlaid on the left side. The word "QUESTIONS?" is written in white, sans-serif font across the center of the image.

QUESTIONS?



THANK YOU

PLEASE CONNECT

[boris@dotorgstrategy.com](mailto:boris@dotorgstrategy.com)

[linkedin.com/in/theboris](https://www.linkedin.com/in/theboris)

[bookboris.com](http://bookboris.com)

[dotorgstrategy.com/harnessingAI](https://dotorgstrategy.com/harnessingAI)

