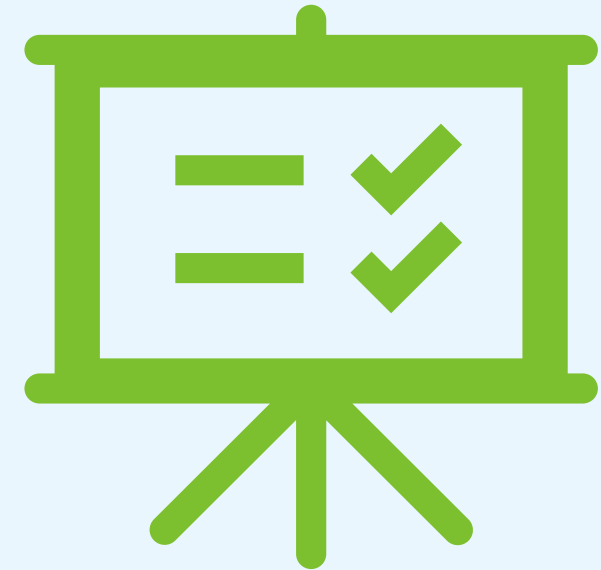


# How can and do we use Ai at our CVS?



superhighways  
harnessing **technology** for **community** benefit



**How are we  
using AI in our  
everyday lives?**

Take this quick quiz  
from We AI

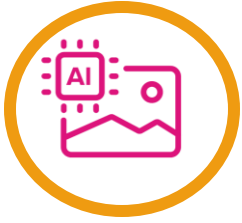


# How are we using AI in our work?

Breakouts in pairs – quick conversation



1



Generating images

2



Writing copy for your website and social media

3



Fundraising

4



Data sources and evidencing need

5



Data analysis

6



Integrations for smart workflows

7



Chatbots

8



Guidance, policies & ethics

9



Something else?



# What is AI?



Artificial general intelligence

We are not here...yet!!

Anne Fehres and Luke Conroy & AI4Media / Better Images of AI / Humans Do The Heavy Data Lifting / CC-BY 4.0

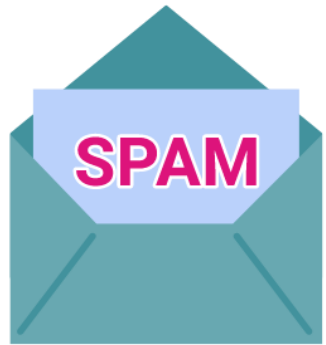


Artificial intelligence techniques

Applying machine learning to specific problems. Two key types in use.



# Types of AI in use today



## Reactive machines

React to stimuli such as your online behaviour



## Limited memory AI

Stores knowledge, learns from it, and performs new tasks.



## → Generative AI

Recognises patterns in lots of data and creates something new



# Generative AI

Text based prompts to generate...

- ✓ More text!
- ✓ Images
- ✓ Video
- ✓ Speech (voice)
- ✓ Customer service chatbots
- ✓ Fixing code

And much more. Watch a brief video explainer [here](#).



Created with Canva Ai generator



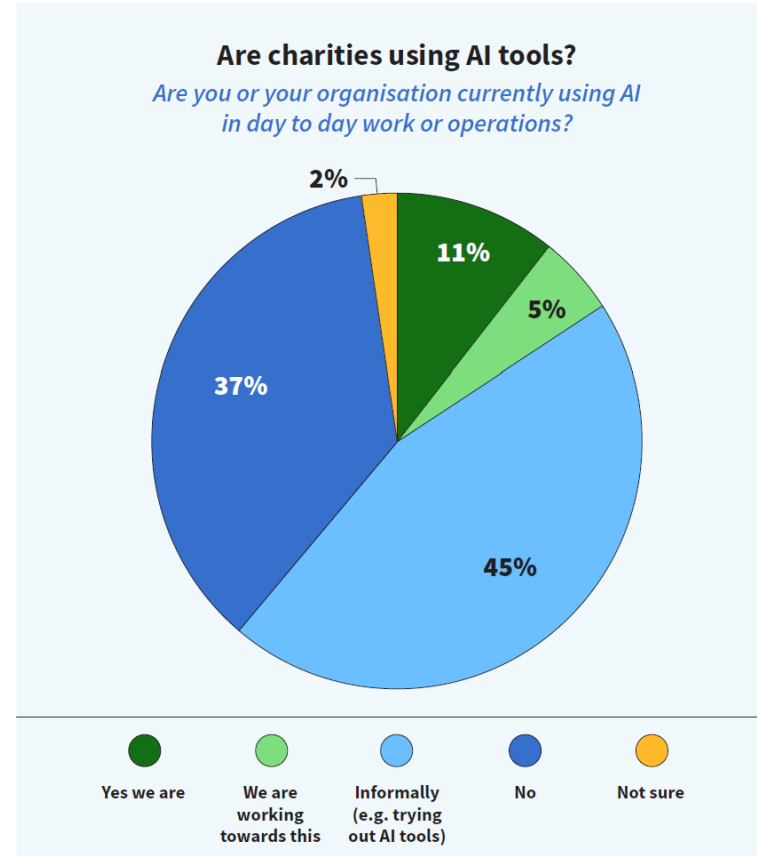
# How are charities using AI?

## Use of AI

### Are charities using AI tools?

*61% of charities are using AI tools in their day-to-day work or operations.*

- 61% of charities are currently using AI in their day-to-day work or operations. Of these, 45% of charities are using AI tools informally (e.g. trying out tools), whilst only 11% are using AI tools across their organisation and a further 5% are working towards this. This is a significant increase on the 35% who were using AI tools last year.
- More than a third (37%) are not using AI tools day-to-day.
- Whilst half of small charities (53%) are using AI tools, this is much less in comparison to three quarters (78%) of large charities.
- We can see higher proportions of charities using AI tools at each higher digital stage:
  - **Curious:** 38%
  - **Starting out:** 54%
  - **Advancing:** 73%
  - **Advanced:** 78%
- Interestingly, 78% of infrastructure organisations and 83% of grantmaking trusts and foundations are using AI tools. This could link to their role in supporting other charities and the associated administration and data work.
- This shows us that income and digital skills are key factors in the uptake of AI tools.







## Use of AI

### How charities are using AI tools

*A third of charities are using AI tools for administrative tasks and developing online content.*

Data note: This section is based on questions that were only asked of the 345 charities who said that they were using AI tools in their work. However, we have calculated the percentages out of the respondents who answered the AI question at the start of this section (566 charities) to give a meaningful view of the extent of AI use in the charity sector.

#### The most popular uses and functions of AI tools are:

- 1 Developing online content (e.g. social media posts and generating images) (33%).
- 2 Administrative tasks such as summarising meeting notes (32%).
- 3 Drafting documents and reports (28%)
- 4 Generate ideas/creativity (e.g. to start a project) (27%)
- 5 Research and information gathering (e.g. about a topic, current advice) (24%)

#### Small proportions are using AI tools in the following ways:

- **Grant fundraising:** One in five charities (19%) are using AI tools for tasks such as writing bids and researching funders. Of the 110 charities using AI tools for grant fundraising, two thirds are small charities (66%) whilst a third are large (32%).
- **Service delivery:** 5% are offering services built on AI tools, whilst 12% say they are using AI tools behind the scenes. Overall, 15% of charities are using AI tools in their service delivery.
- **Finding numerical insights in data:** Only 8% were using AI tools for data analysis and 4% are using predictive analytics such as for targeting donors. This may speak to the data skills and capacity gap in the sector.
- **Supporting others with AI and influencing change:** 9% of charities are currently supporting others to understand, critically engage with or use AI tools, whilst 5% are influencing the responsible and ethical development of AI technology and 4% are supporting people and communities who are negatively affected by AI technology.

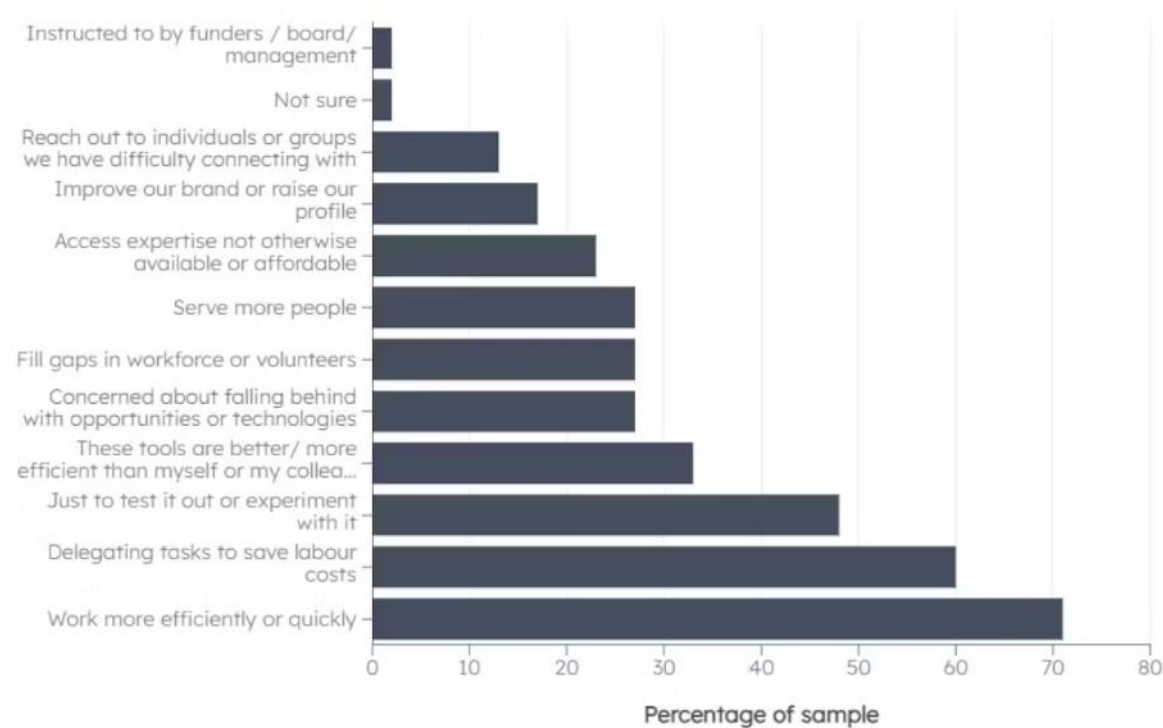


# 1. Key drivers of generative AI use



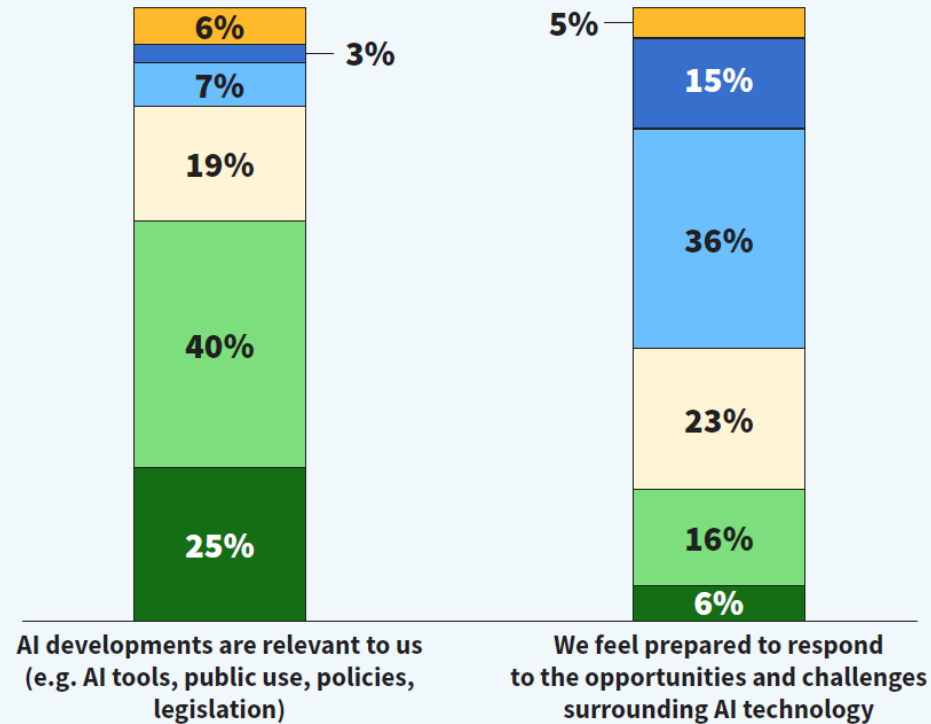
**Figure 3: What are your organisation's motivations for using or considering generative AI tools?**

Organisations can select more than one option



## Feeling prepared and ready to engage with AI tools

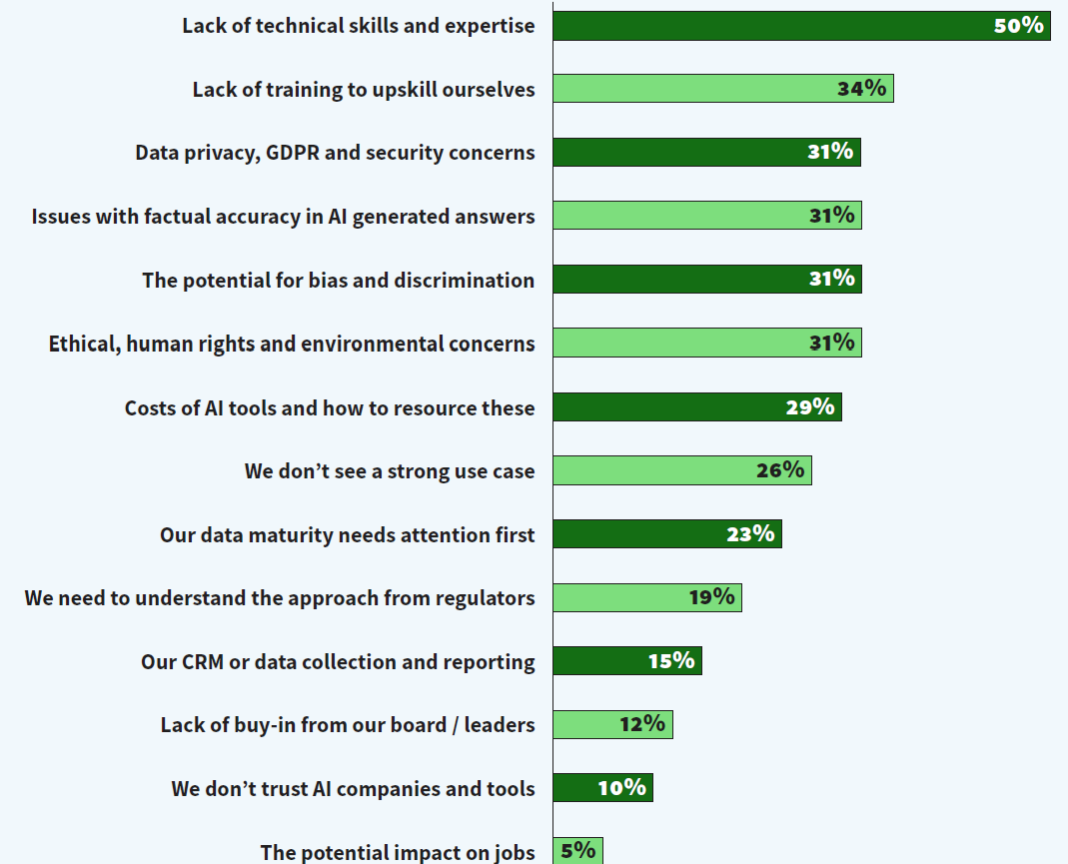
To what extent do you agree with the following statements?



Strongly agree
  Agree
  Neither
  Disagree
  Strongly Disagree
  I don't know

## Barriers to adopting AI tools

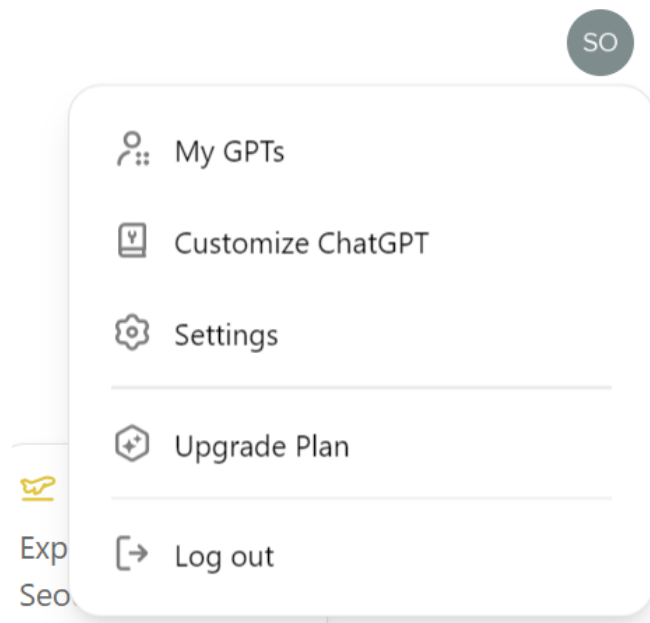
Are any of the following creating a significant barrier to your organisation adopting AI tools or preparing to use AI more?



# Let's log in to Chat GPT

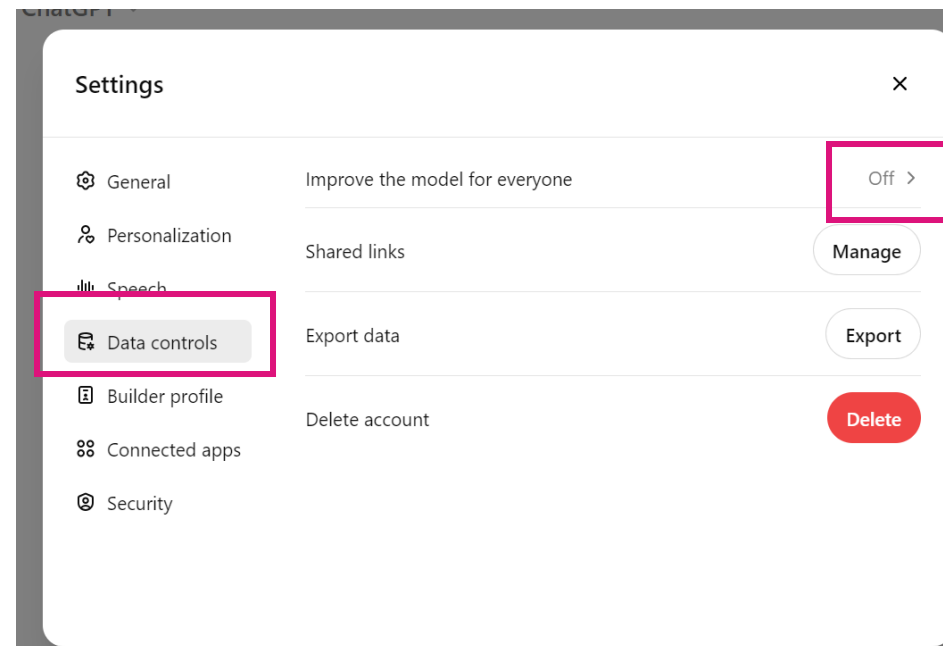
## Step 1:

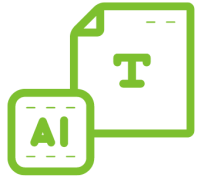
Go to your profile, then click on Settings



## Step 2:

Go to Data Controls and turn Improve the model for everyone to 'Off'





# Warm up exercise

Ask Copilot to list all capital cities in the world with a z in the name?



# Chat GPT comes up with good ideas

Write a campaign message for a tweet to end poverty in London in the style of London Challenge Poverty Week, targeting local MPs in London...



< 2 / 2 >  Join the Movement to #EndPovertyLDN 🌟

Dear London MPs,

As Londoners, we cherish our vibrant city, but it pains us to see poverty persist in our communities. This #LondonChallengePovertyWeek, we call upon you to be champions of change!

- 🏠 It's time for affordable housing initiatives that truly work.
- 📖 Let's invest in education and skills for all.
- 💼 Ensure fair wages and job opportunities.
- 💡 Innovate for a sustainable future.

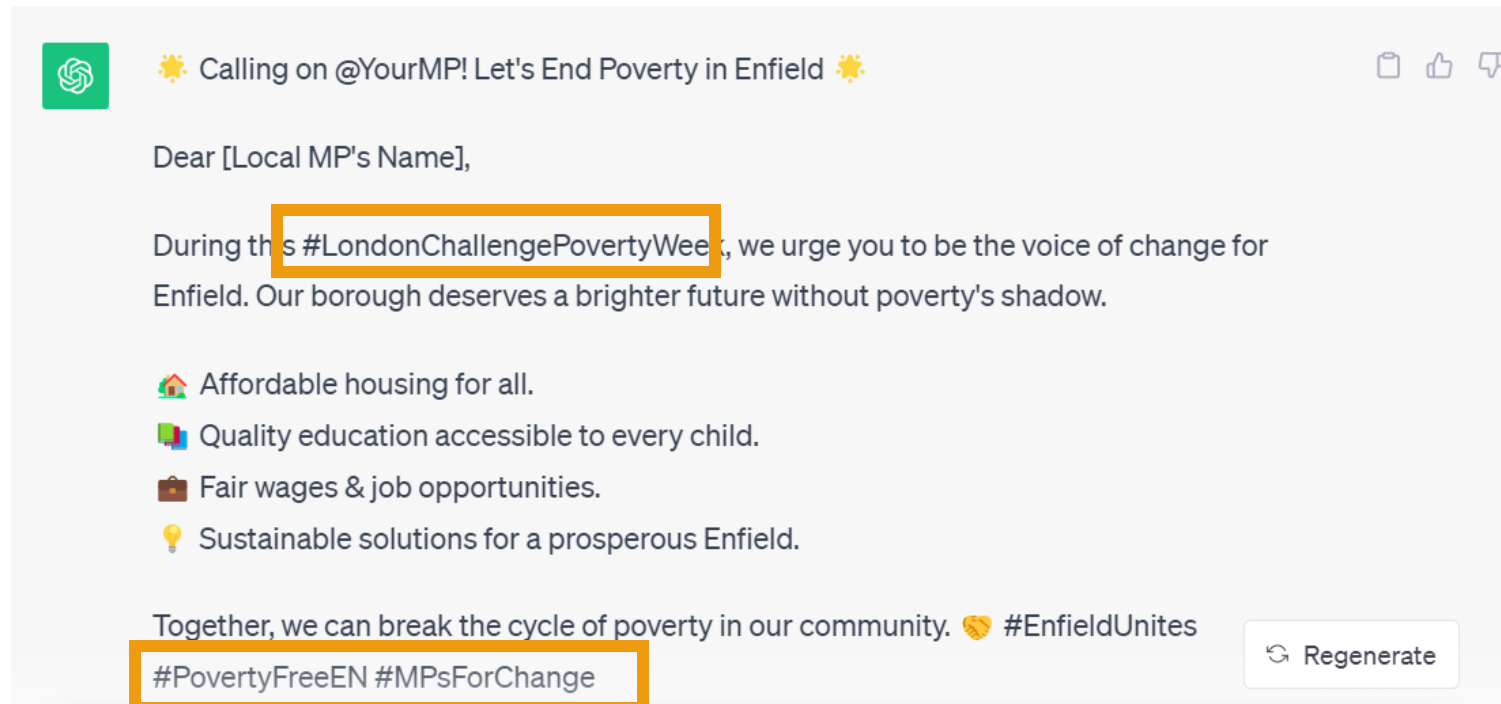
Together, we can rewrite the story of London. 🇬🇧


Regenerate



# But again, check the facts

Write a campaign message for a tweet to end poverty in London in the style of London Challenge Poverty Week, targeting the local MP for the borough of Enfield...



 🌟 Calling on @YourMP! Let's End Poverty in Enfield 🌟

Dear [Local MP's Name],

During this #LondonChallengePovertyWeek, we urge you to be the voice of change for Enfield. Our borough deserves a brighter future without poverty's shadow.

- 🏠 Affordable housing for all.
- 📖 Quality education accessible to every child.
- 💼 Fair wages & job opportunities.
- 💡 Sustainable solutions for a prosperous Enfield.

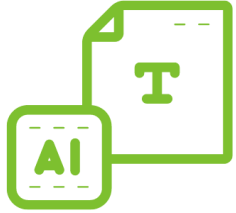
Together, we can break the cycle of poverty in our community. 🤝 #EnfieldUnites  
#PovertyFreeEN #MPsForChange

Regenerate

Check your messaging and your facts!

#PovertyFreeLondon  
#LDNChallengePoverty





# Creating social media copy

Ask Copilot to provide the text for social media that you use at your organisation.





# First go! With a simple prompt:

Please can you write a social media post for this blog:  
<https://superhighways.org.uk/latest/website-accessibility/>



Searched 1 site ▾

## 🌐 Making Your Website More Accessible!

Is your website inclusive for everyone? This guide from Superhighways helps small charities and community organizations improve accessibility, offering free tools like colour contrast checkers, alt-text tips, and design evaluation apps. From simple changes in language to using widgets like UserWay, you can make your online presence more welcoming and accessible to all.

💡 Learn how to make your website work for *everyone* today! Check out the blog here: [Superhighways Accessibility Guide](#) #WebAccessibility #InclusiveDesign #SmallCharities #DigitalInclusion



# Writing better prompts

## Define

1. expertise you need
2. your task
3. objective
4. relevant context
5. output/format you want



## Talk to it

- ✓ For this task act as an expert in...
- ✓ You will need to be...
- ✓ Your task is to...
- ✓ Be aware of...
- ✓ Our audience is...
- ✓ Include/exclude...
- ✓ Give me the output in this format...



# Promoting a website page via Social Media

We asked **Chat GPT** and **Copilot** to read a recent Superhighways blog and suggest a series of Social media posts.

**For this task act as an expert and teacher in:**

Teaching technology to staff and volunteers at small charities and community organisations in London, user experience on simple websites, charity marketing, graphic design

**You will need to be:**

Warm, approachable and talk in plain, conversational English, avoiding technical jargon. Be aware of charity speech such as 'make a difference'.

**Your task is to:**

Generate text for social media posts that share this blog post about website-accessibility: <https://superhighways.org.uk/latest/website-accessibility/>

**Our audience is** staff and volunteers for small charities and community organisations who are often pressed for time and have limited capacity to learn. Small charities and community organisations also have little or no budget for technology, so this blog is focused on free and affordable tools.

**The objective** is ultimately to motivate our audience to click on the link to read the full blog.

**Give me the output in this format:**

Posts for each of these channels: X (Twitter), LinkedIn, Facebook, Instagram. Include relevant hashtags, emojis and symbols. Include call to action. Keep posts brief and within character limit.



## When prompted Chat GPT said...



Here's a set of social media posts tailored for each platform, aimed at staff and volunteers in small charities and community organisations, promoting the blog on website accessibility:

**X (Twitter):** "Making your website accessible doesn't have to cost the earth! Check out our simple tips and free tools to improve your site for everyone. 🚀 Read more: [link] #AccessibilityMatters #SmallCharities #MakeADifference"

**LinkedIn:** "Website accessibility is crucial to reaching everyone in your community. This blog highlights free, easy-to-use tools that small charities can use to make their sites more inclusive. Explore colour contrast checkers, alt-text tips, and more! 🌟 Read the full guide here: [link] #WebsiteAccessibility #CharityTech #DigitalInclusion"

**Facebook:** "Does your website welcome everyone? Our new blog offers practical, free tools to improve accessibility—making a big difference to your community! 📄 Simple, effective changes like alt-text and design tweaks can make all the difference. Take a look: [link] #InclusiveWeb #SmallCharities #TechForGood"

**Instagram:** "Your website should be accessible to *everyone*! We've gathered free, easy-to-use tools to help small charities improve their sites—without the cost. 💡 Start making your website more inclusive today. Head to the link in bio to learn more! #AccessibilityMatters #CharityTech #MakeADifference #DigitalInclusion"



# ✓ Keep revising

Thanks for these. The words 'make a difference' and similar are over-used by charities. Please can you re-write the Instagram and X posts, excluding the hashtag 'MakeADifference and suggesting an alternative

**Instagram:** "Your website should be easy for *everyone* to use! We've put together free tools and tips to help small charities improve accessibility without the cost. 🖥️ ✨ Start making a positive impact today! Head to the link in bio to learn more! #AccessibilityForAll #CharityTech #DigitalInclusion #WebDesign"

Thanks a lot. Repeat the same text for the Instagram post but remove 'Start making a positive impact today!' and suggest an alternative



Here's the Instagram post with an alternative phrasing:

"Your website should be easy for *everyone* to use! We've put together free tools and tips to help small charities improve accessibility without the cost. 🖥️ ✨ Discover how small changes can open up your site to more people. Head to the link in bio to learn more! #AccessibilityForAll #CharityTech #DigitalInclusion #WebDesign"

Let me know if this works for you!

Great thanks, much better



Keep  
checking  
and  
revising

## Chat GPT LinkedIn Original

"Website accessibility is crucial to reaching everyone in your community. This blog highlights free, easy-to-use tools that small charities can use to make their sites more inclusive. Explore colour contrast checkers, alt-text tips, and more!

☀️ Read the full guide here: [link] #WebsiteAccessibility #CharityTech #DigitalInclusion"

## Copilot LinkedIn original

### 🔍 **Unlocking Website Accessibility for Small**

**Charities** 🔍 As staff and volunteers, we know time and budget constraints. But making your website accessible doesn't have to be complicated! Our blog post shares practical tips and tools. **Join the conversation and empower your community.** Read more: Website Accessibility Blog #NonprofitTech #Inclusion



You can  
always ask  
AI what the  
best  
practice is!  
Because if  
you don't  
ask it won't  
know.

### ChatGPT edited version:

Please can you adjust this LinkedIn post to be more conversational and generate discussion through the use of a question:

"Is your website accessible to *everyone* in your community? 🌍 Many small charities overlook accessibility, but it's simpler than you think. Our latest blog shares free tools and easy tips to make your website more inclusive. What accessibility improvements are you considering for your site? Let us know! 💻 Check out the full guide here: [link] #WebsiteAccessibility #CharityTech #DigitalInclusion"

397 characters

### Here's the adjusted version within 150 characters:

"Is your website accessible to everyone? 🌍 Discover free tools and tips to make your site more inclusive. What changes will you make? 💻 [link] #CharityTech"

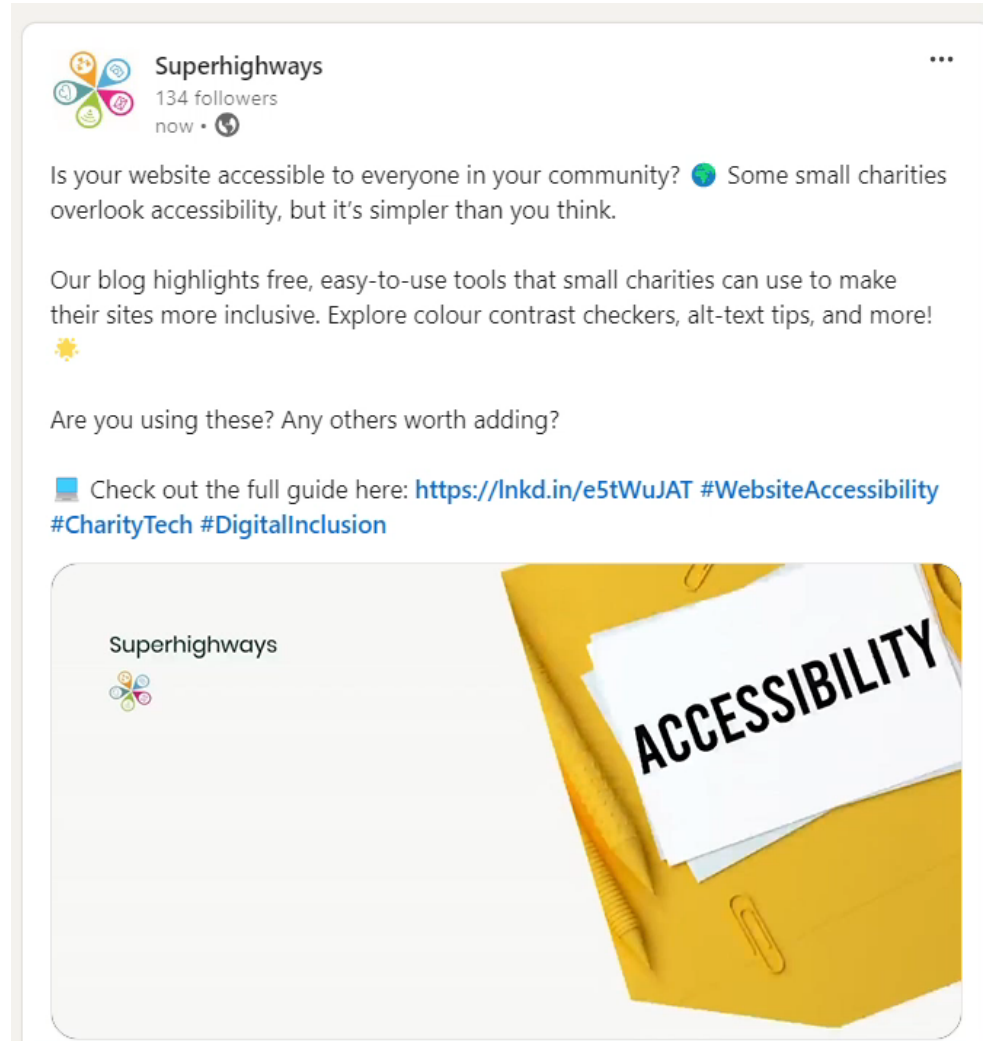
Let me know if this works!



# Post on LinkedIn

[13 Ways to Boost the Impact of Your LinkedIn Page the Rest of 2024](#), LinkedIn Editor in Chief

- ✓ Use video: preferably portrait filmed and live
- ✓ Recommend images that are 1200x627
- ✓ 150 characters or fewer
- ✓ Question – try to spark debate
- ✓ Themed content hashtags / existing community hashtags



The screenshot shows a LinkedIn post from the organization 'Superhighways', which has 134 followers. The post is a question: 'Is your website accessible to everyone in your community?' and includes a green dot icon. The text continues: 'Some small charities overlook accessibility, but it's simpler than you think.' Below this, it says: 'Our blog highlights free, easy-to-use tools that small charities can use to make their sites more inclusive. Explore colour contrast checkers, alt-text tips, and more!' followed by a sun icon. The post then asks: 'Are you using these? Any others worth adding?' and provides a link to a full guide: 'Check out the full guide here: <https://lnkd.in/e5tWuJAT> #WebsiteAccessibility #CharityTech #DigitalInclusion'. The image at the bottom of the post shows a yellow folder with a white paper sticking out that says 'ACCESSIBILITY' in bold black letters. The Superhighways logo is visible in the top left of the image area.





By the way, Chat GPT is rubbish at making images!



# Promoting a website page via Social Media

We asked Claude.ai to read a recent Superhighways website entry (uploaded the copy) and suggest a series of Social media posts for Facebook, X, etc

## Our prompt:

**For this task act as an expert in:** Uk charities, Social media in the UK, best practice in UK charities social media use, the demographics of different users for each Social media platform

**You will need to be:** detailed, honest, creative, articulate

Please read the blog post uploaded from the Superhighways web site and then:

**Your task is to:** create a series of social media posts that will encourage readers to visit the blog post on the superhighways website. The social media posts will be for the charities account on Facebook, LinkedIn, Twitter/X, Instagram, Snapchat and TikTok.

**For each:** create a post that targets the most likely demographic to respond to the post and that will then read the blog post.

**For each result:** please give 5 appropriate hashtags that should be attached to the post, a different image or graphic for each and explain which demographic is being targeted

**Give the output in the format** of a series of different social media posts that can be quickly copied and pasted to the appropriate platforms.



# LinkedIn Post

"Attention charity professionals and trustees! Cybersecurity is crucial for protecting your organization's mission. Our latest blog post offers actionable insights to safeguard your charity's digital assets. Discover how to implement strong passwords, recognize phishing attempts, and secure your devices. Empower your team with this essential knowledge. Read the full article here: [Link]"

Hashtags: #CharityCybersecurity #NonprofitLeadership #DigitalRiskManagement #TrusteeResponsibility #TechForGood

Image suggestion: A professional-looking bar chart or infographic highlighting key statistics from the blog post, such as "24% of UK charities experienced a cyber-attack in the last 12 months".

Target demographic: Charity executives, board members, and professionals in the nonprofit sector, typically aged 30-55 with a focus on organizational leadership and risk management.



# Twitter/X Post:

"🚨 Attention charities! 🚨 24% of UK charities faced cyber attacks last year. Don't be next! Learn how to: ✅ Create strong passwords ✅ Spot phishing attempts ✅ Secure your devices Protect your mission now! 🔒  
Read more: [Link]"

Hashtags: #CharitySecurity #CyberSmart #NonprofitTech #DigitalSafety #TechTips

Image suggestion: A series of three images in a carousel format, each showing a key tip from the blog post in a visually appealing, Twitter-friendly design.

Target demographic: Charity workers, volunteers, and tech-savvy individuals interested in social causes, typically aged 25-45.



# Instagram Post

"Swipe to learn 5 quick cybersecurity tips for your charity! 👉 Protecting your organization's digital assets is easier than you think. Our latest blog post breaks down essential cybersecurity practices for charities of all sizes. Head to the link in our bio to read the full article and keep your mission safe! 🙌🔒"

Hashtags: #CharityLife #CyberSafetyTips #NonprofitHacks #DigitalWellbeing #TechForGood

Image suggestion: A series of 5 Instagram-friendly slides, each with a single cybersecurity tip presented in a visually appealing way with icons and minimal text.

Target demographic: Younger charity workers, volunteers, and socially conscious individuals, typically aged 18–35 who are active on visual platforms.



# Snapchat Story

"Calling all young changemakers! 📍 Wanna keep your charity projects safe from cyber baddies? 🦹 Swipe up for our quick guide on staying cyber-smart! It's easier than you think, promise! 😊🔒"

Hashtags: #CharityHacks #CyberSavvy #YoungChangers  
#TechTips #StaySafe

Image suggestion: A series of short, animated clips or illustrations demonstrating cybersecurity concepts in a fun, youth-friendly style, possibly using Snapchat's AR features.

Target demographic: Young volunteers and charity supporters, typically aged 16-24, who are digital natives but may not be aware of specific cybersecurity practices for organizations.



# TikTok Video

"3 Cybersecurity hacks every charity volunteer needs to know! 🧠🔒 #CharityTok"

Video concept: A 15-30 second video with a presenter quickly demonstrating three key cybersecurity tips from the blog post, using popular TikTok transitions and on-screen text to make the information engaging and easy to follow.

Hashtags: #CharityTok #CyberSafetyDance #NonprofitLife #TechTricks #VolunteerPower

Target demographic: Gen Z and younger Millennials (ages 16-30) interested in social causes and volunteering, who prefer quick, entertaining content delivery.

These posts are designed to appeal to different demographics across various social media platforms, encouraging users to visit the Superhighways blog post about cybersecurity basics for charities. Each post is tailored to the platform's typical content style and user expectations, while highlighting key points from the blog post to generate interest.



# Facebook Post:

"Keep your charity safe online! 🛡️ Learn essential cybersecurity tips in our latest blog post. Protect your mission, data, and donors with simple steps anyone can follow. Click to read more! [Link]"

Hashtags: #CharitySecurity #CyberSafety #NonprofitTech  
#DigitalProtection #CommunityDefense

Image suggestion: A friendly, cartoon-style infographic showing a shield protecting various charity symbols (e.g., helping hands, heart, donation box) from cyber threats represented as lightning bolts or cartoon "viruses".

Target demographic: Adults aged 35–65, particularly those involved in small to medium-sized charities, community groups, or those interested in volunteering.





# Refining the Results

We then uploaded the "Who we are" page from our website and asked Claude to refine and further personalise the results:

Facebook Post:

"Hey London charities and community groups! 🙌 Ready to boost your digital skills and stay cyber-safe? 🛡️"

At Superhighways, we're all about making tech friendly and accessible. Check out our latest blog post for easy-to-follow cybersecurity tips tailored just for you!

Remember, no question is silly - we're here to learn and grow together. Let's build stronger, tech-savvy communities across London! 💪 💻

Read more: [Link]"

Hashtags: #SuperhighwaysUK #DigitalSkills #CommunityTech #LondonCharities #TechForGood



# Concerns

Do you have any concerns about using AI in your organisation?

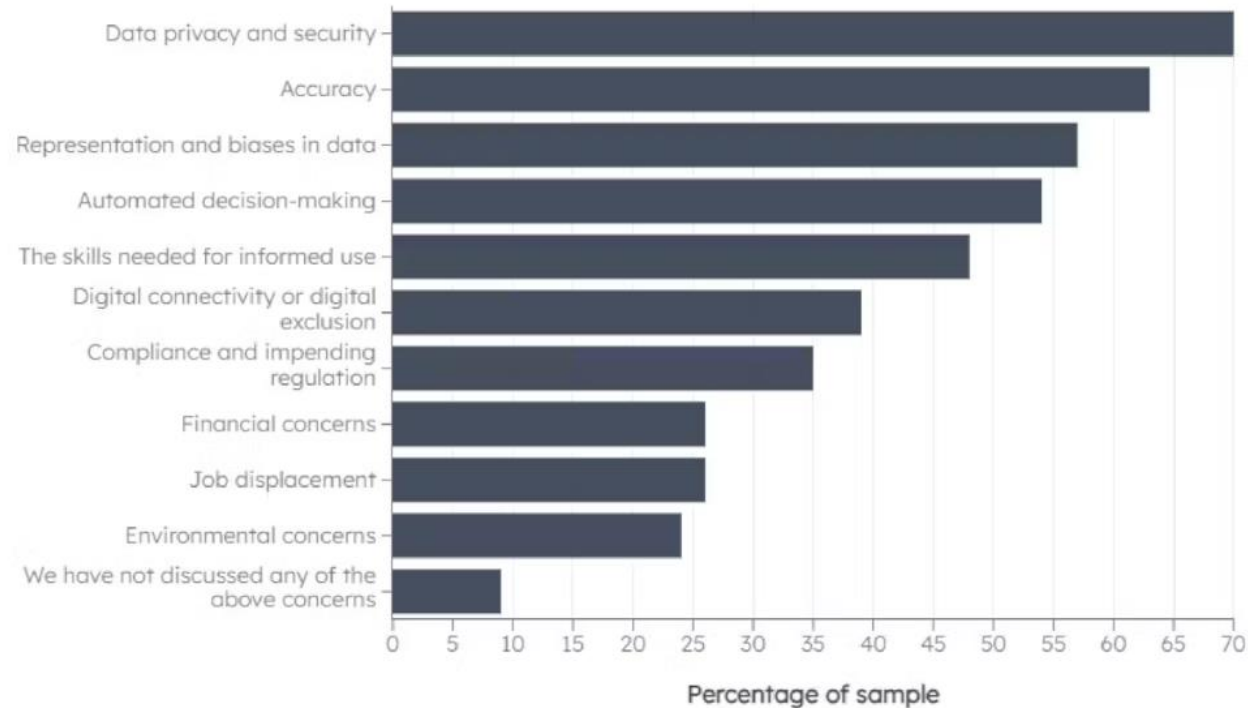


## 2. Generative AI Governance Issues



**Figure 6: Has your organisation discussed or identified any concerns relating to generative AI?**

Organisations can select more than one option



# Tips for guidance / policy

- ✓ Charity AI Policy Template – Charity Excellence Framework
  - ✓ AI definition
  - ✓ AI governance
  - ✓ AI management
  - ✓ AI risk management
  - ✓ AI data protection & privacy
  - ✓ Ethics
  - ✓ Environmental considerations
  - ✓ Legal compliance



# Tips for guidance / policy

## ✓ How to write an AI policy for your small charity – Plinth

1. Purpose & scope
2. Data governance
3. Model training
4. Transparency & accountability
5. Informed consent & privacy
6. Bias & fairness
7. Training & capacity building
8. Monitoring & evaluation





# Tips and Resources

To help you plan your use of AI and follow best practice



# Training and resources

## AI learning

1. [Superhighways' Resource round up](#)
2. [Charity Excellence Framework training videos](#)

## Superhighways training

- ✓ [Full training programme](#)



# Get the help you need



Book some time with us or [sign up for our regular e-news](#) to find out about new opportunities and training.





## Moving forward with AI

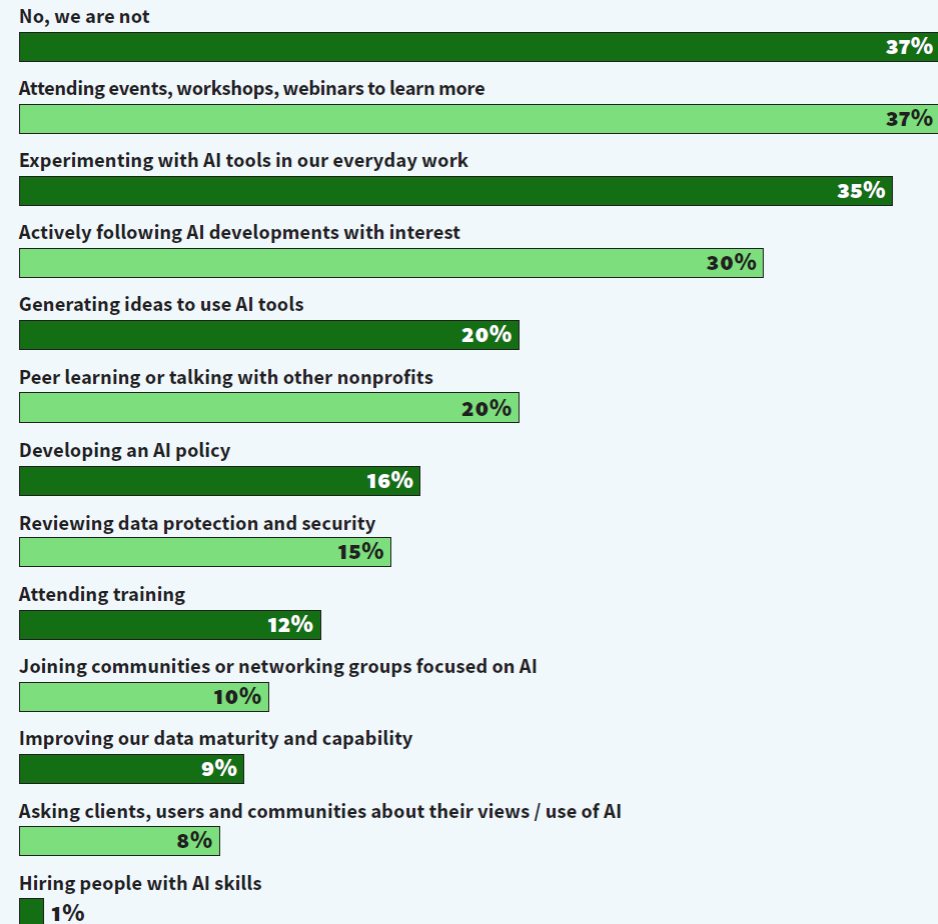
### What steps are charities taking to move forward with AI?

*In order to learn about AI, a third (35%) of charities are experimenting with AI tools in their everyday work.*

- We were surprised to find that 37% of charities say they are not taking any steps to engage further with AI. This rises to 47% of small charities, compared to only 14% of large charities who are not looking to move forward with AI.
- Charities are primarily taking steps to learn about AI, with a third (37%) attending workshops, events and webinars, 30% following AI developments with interest, and 1 in 5 (20%) engaged in learning with their peers at other nonprofits.
- Others are adopting a test and learn approach, with 35% experimenting with AI tools and 20% generating ideas to use AI tools.
- Less than 1 in 5 are putting in the building blocks needed for AI use such as developing an AI policy (16%), reviewing data protection and security (15%), and improving data maturity and capability (9%). More large charities are focusing on these, with 34% developing an AI policy and 25% reviewing data protection and security.
- Charities need to take a user-led approach to adopting AI, so it is a concern that just 8% are asking clients, users and communities about their views and use of AI.
- Despite a lack of skills and knowledge in the field of AI, very few charities (1%) are looking to hire people with these skills.

### Taking steps to move forward with AI

*Are you or your organisation taking any of the following steps to engage further with AI?*



# What does Superhighways do?

**Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.**



# Thanks for listening



superhighways  
harnessing **technology** for **community** benefit

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