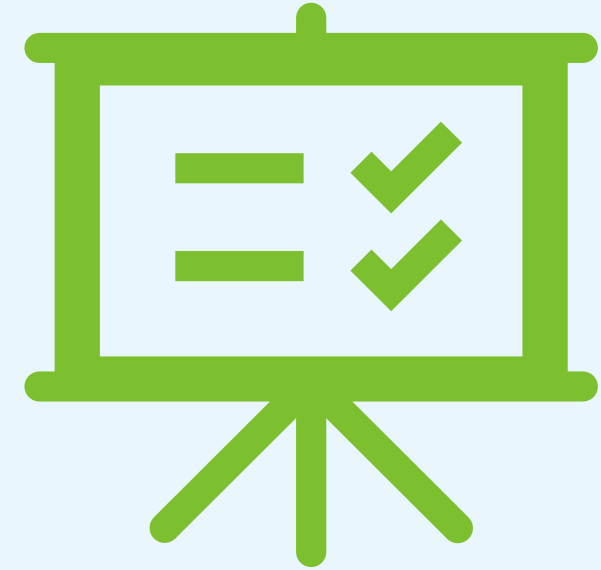


# How Can AI Help Your Small Charity Work Smarter?



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

## What we will cover today

1. What is Artificial Intelligence
2. AI for your work
3. Policies and ethics
4. Resources
5. Setting a SMART goal





# How are we using AI in our everyday lives?

Take this quick quiz  
from We AI

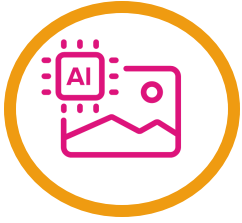


# How are we using AI in our work?

Breakouts in pairs – quick conversation



1



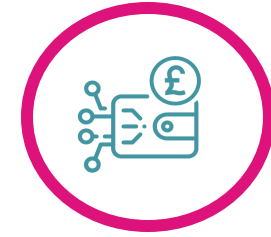
Generating images

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

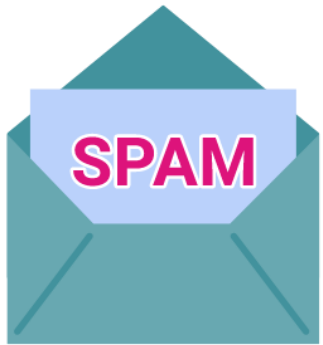


## Artificial intelligence techniques

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





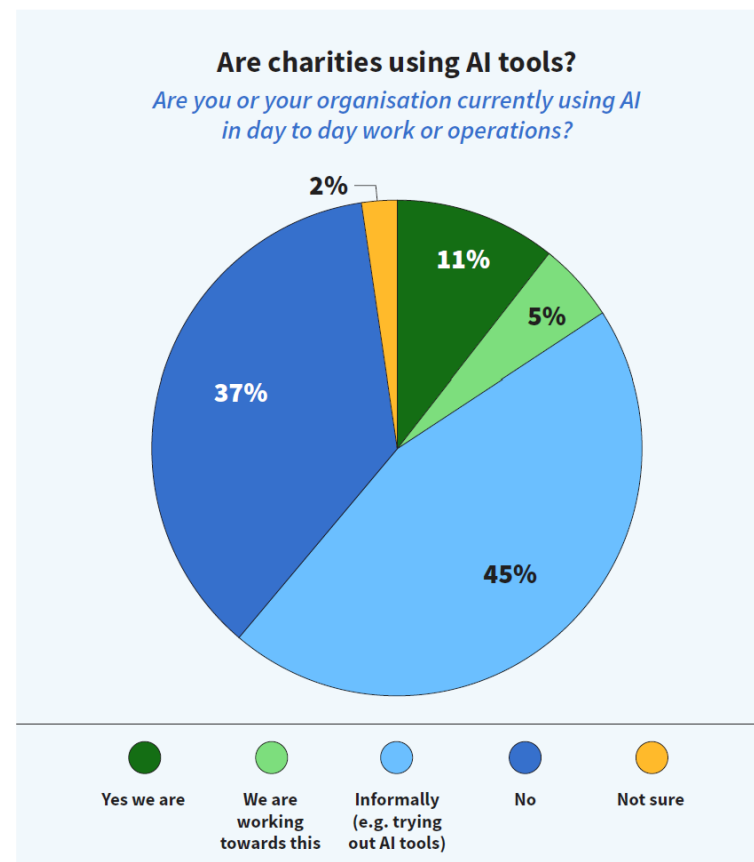
# How are charities using AI?

## 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.

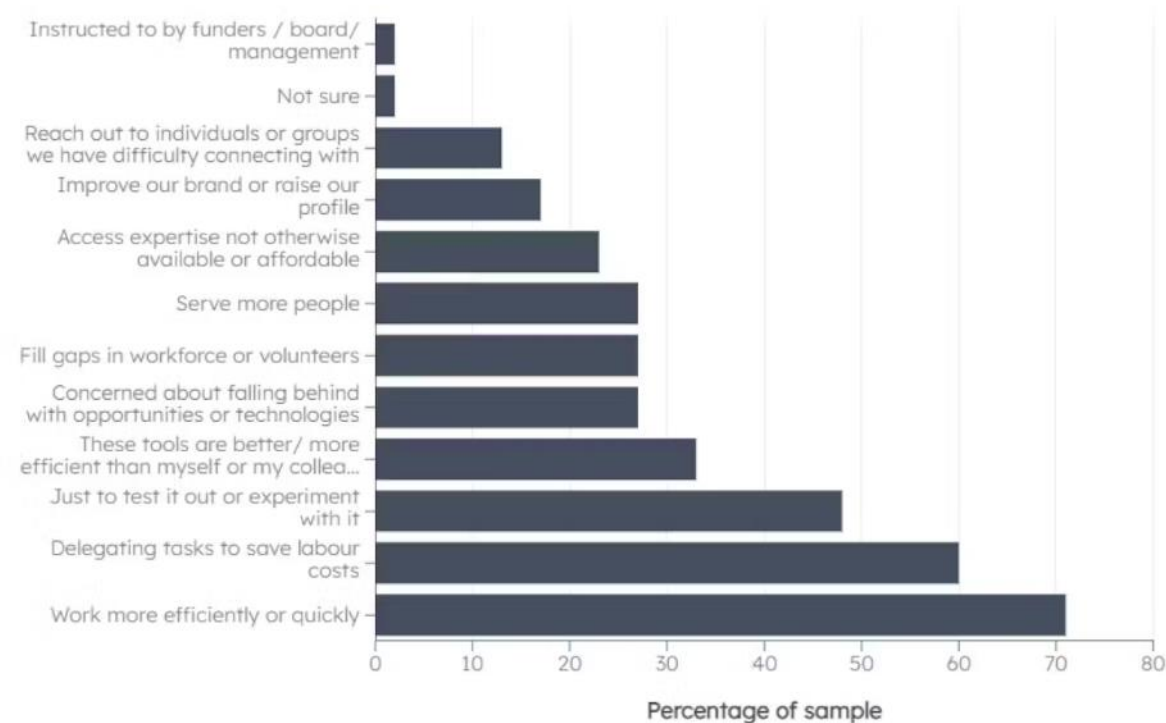


# 1. Key drivers of generative AI use



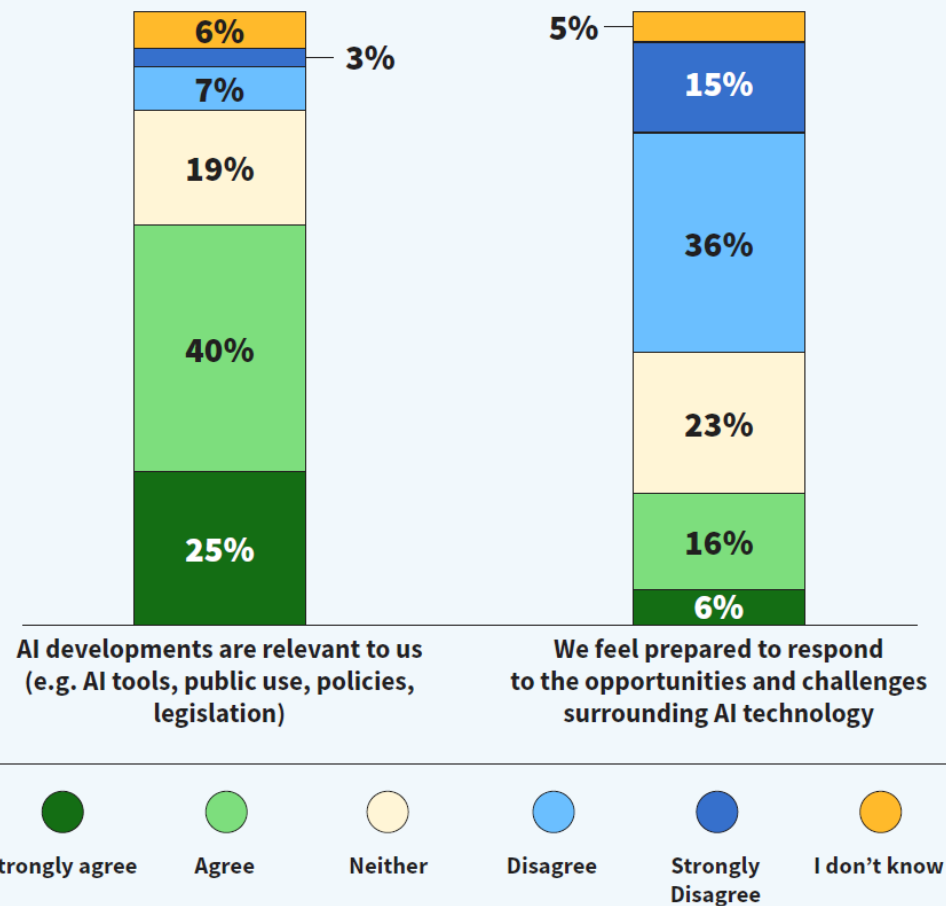
**Figure 3: What are your organisation's motivations for using or considering generative AI tools?**

Organisations can select more than one option



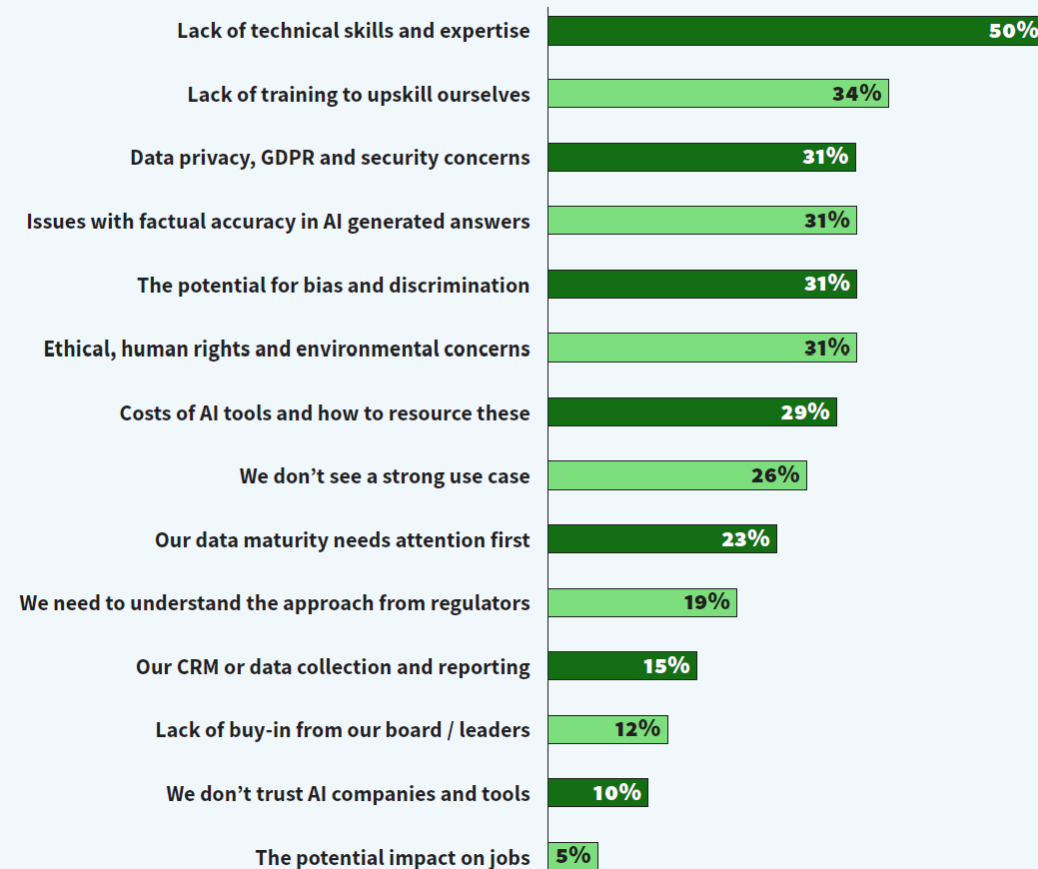
## Feeling prepared and ready to engage with AI tools

To what extent do you agree with the following statements?

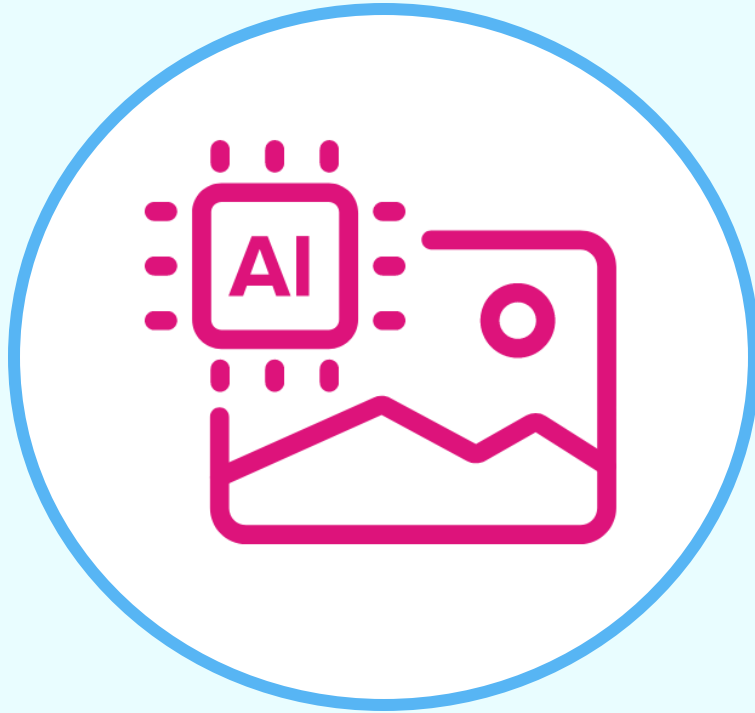


## Barriers to adopting AI tools

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



# 1



## Generating and editing images



# Let's build together...

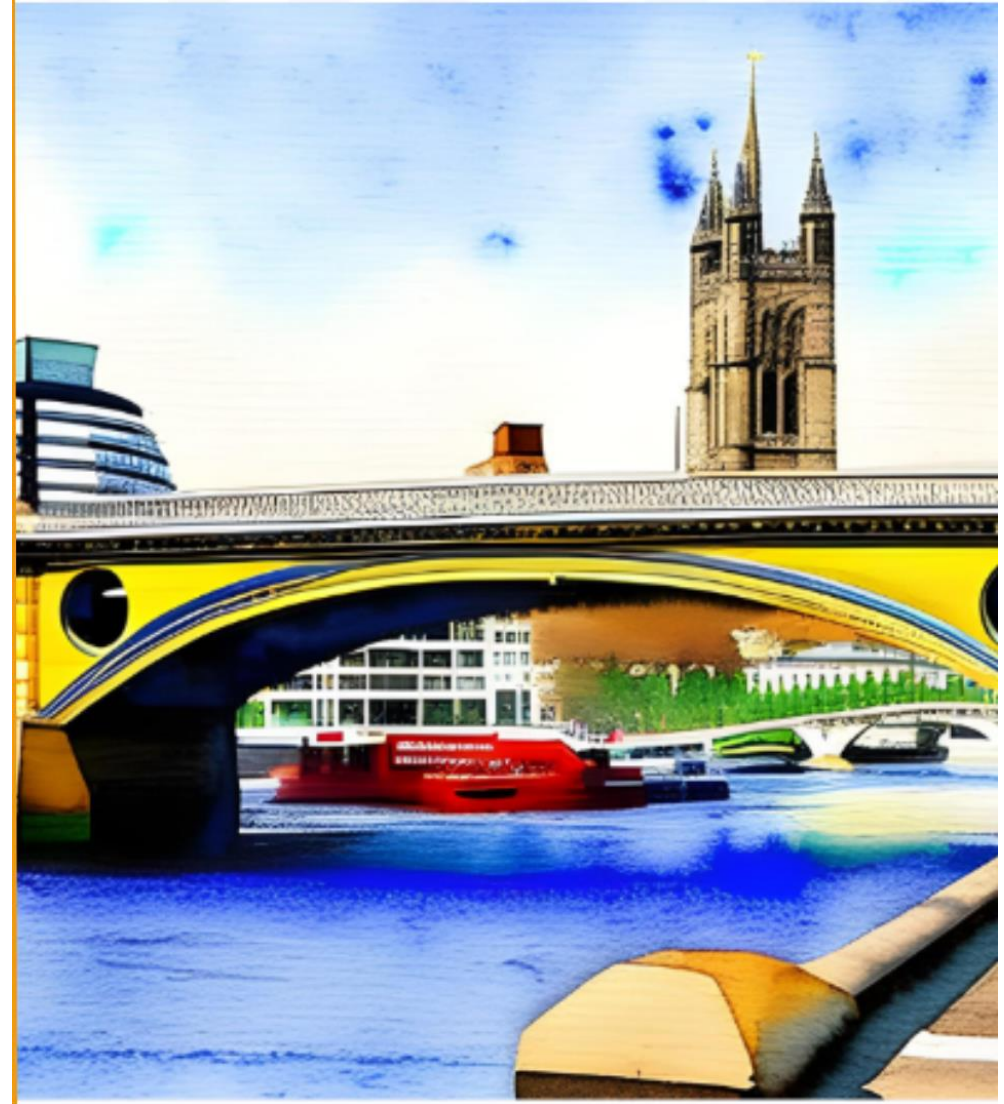
What could we  
create?

Suggestions in chat  
for a scenario...



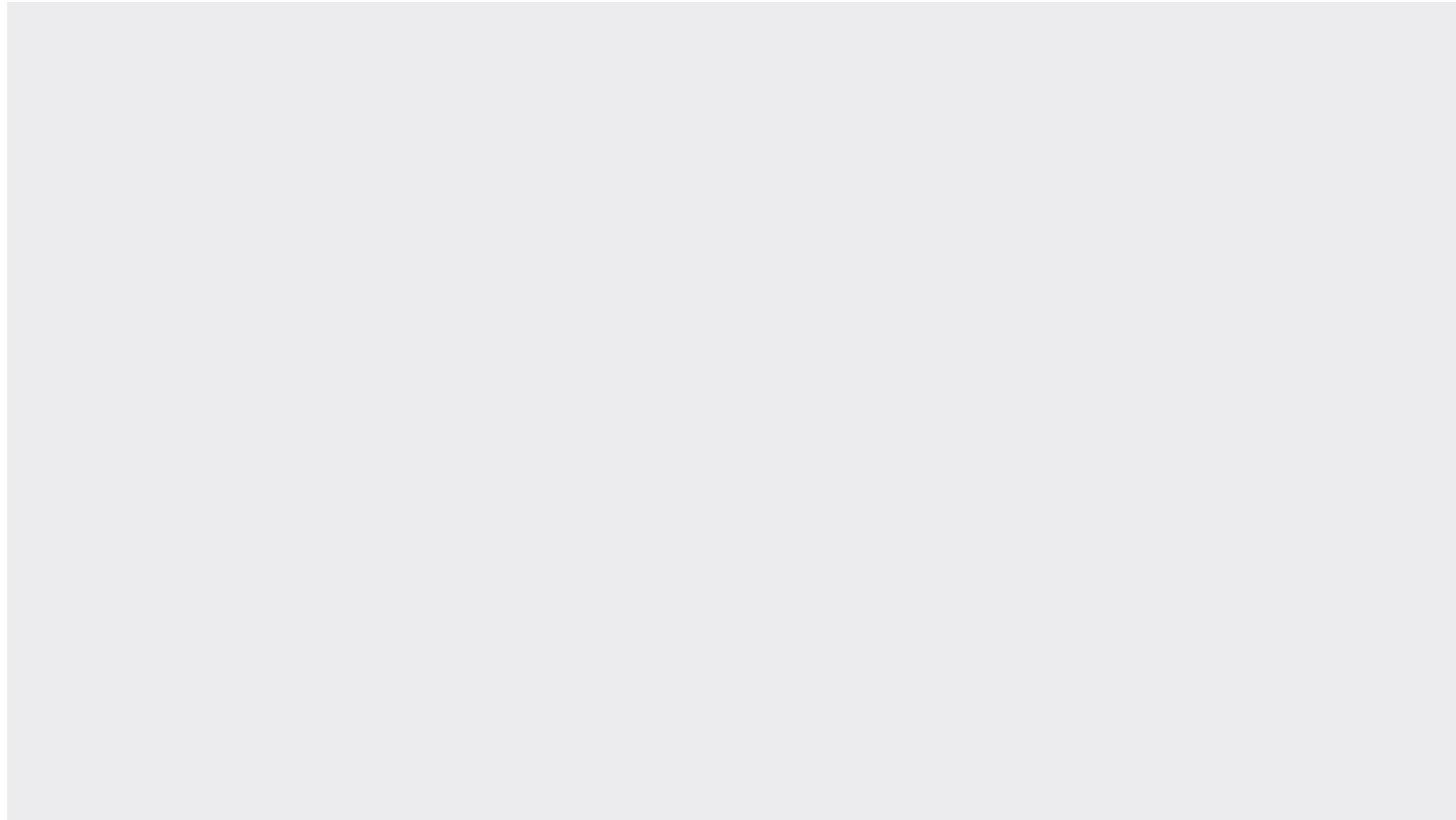
# Canva Ai in action

Case study images generated for  
London Funders learning event





# Canva AI video example



**Prompt:**  
Two young  
mums  
pushing  
prams in a  
park in  
summer



# Canva AI video example



**Prompt:**  
Doormouse  
in a  
revolving  
teacup in a  
dream state



# Canva for generating multi-media

Remember:

- ✓ It's your work
- ✓ Accurate prompts
- ✓ Be mindful of copyright
- ✓ How much do you need to generate?
- ✓ Canva policy "[Be A Good Human](#)"



# Stable Diffusion



 **Text to Image**

 Image

Diverse group of disabled people  
campaigning in London, ultra realistic, 8k

✓ Add Negative Prompt

No flags, no UK flags,

- ✓ Free version
- ✓ 10 images per day
- ✓ Download before 7 days
- ✓ \$7 or \$10 per month
- ✓ [Test it here](#)





Hi there. Please can you create an illustration of a diverse group of disabled people campaigning in London for the UK general election

## DALL·E 3

Use within Chat GPT. Can only create one image and an adjustment within a 24-hour period!



Thanks. The campaign signs seem to be back to front and reversed and don't make sense. Please can you adjust to include messages from SCOPE campaigns <https://www.scope.org.uk/campaigns>



Searched 5 sites ▾

For the campaign illustration, I can update the placards to include messages that align with Scope's current advocacy campaigns. Some strong examples from their campaigns include:

1. **"Public transport should be accessible for everyone"** – from their campaign to improve transport accessibility(Scope).
2. **"Challenge negative attitudes towards disability"** – addressing the root cause of inequality faced by disabled people(Scope).
3. **"Make voting accessible for disabled people"** – emphasizing the importance of making elections and voting processes accessible(Scope).
4. **"Live the life I choose"** – focusing on independence and freedom for disabled individuals(Scope ).

These messages highlight key areas of focus in Scope's efforts to improve accessibility and tackle discrimination against disabled people. I'll update the illustration accordingly!





# Other tools for creating images

## Adobe Firefly

1. Use free with [Adobe Express](#)
2. Part of Adobe Suite
3. 25 credits per month

## Midjourney

1. \$10 per month
2. Can use just for 1 month
3. [Prompts tips](#)

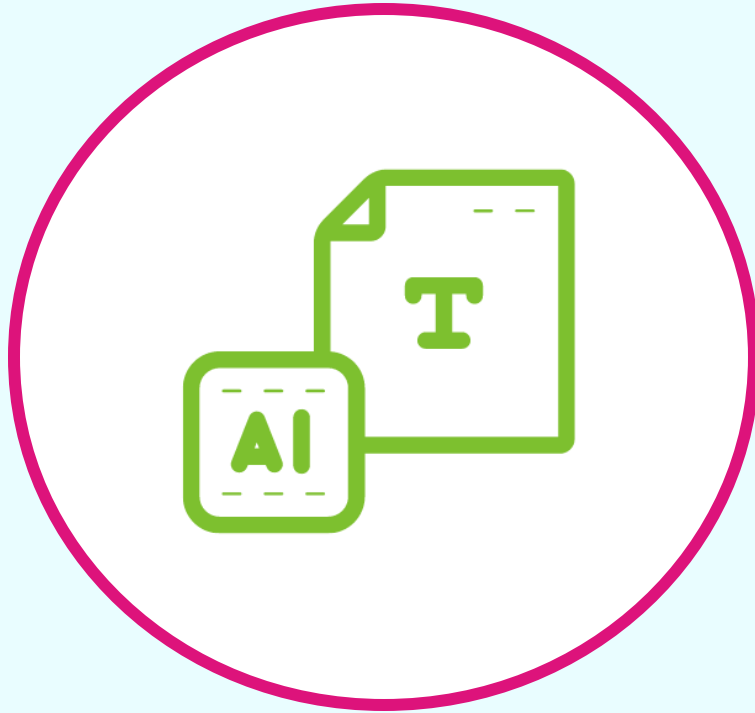


Created with Adobe Express.  
Prompt: Diverse group of disabled people  
campaigning in London





# 2



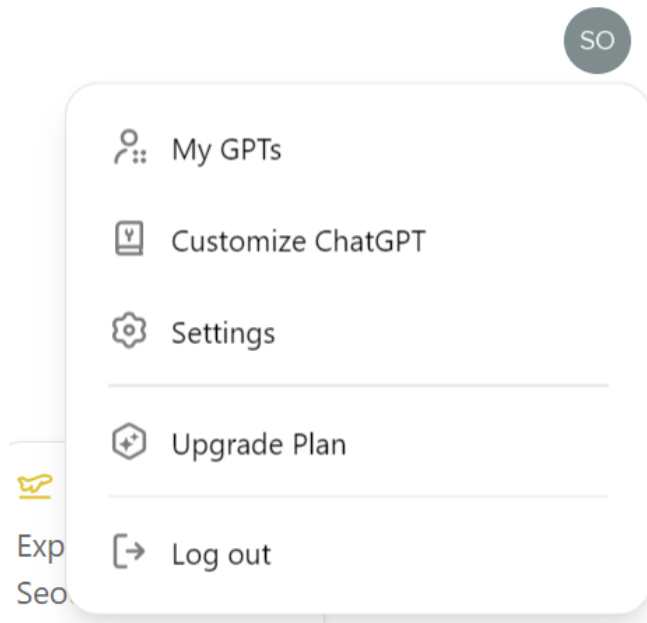
Writing copy  
for your  
website and  
social media



# Let's log in to Chat GPT

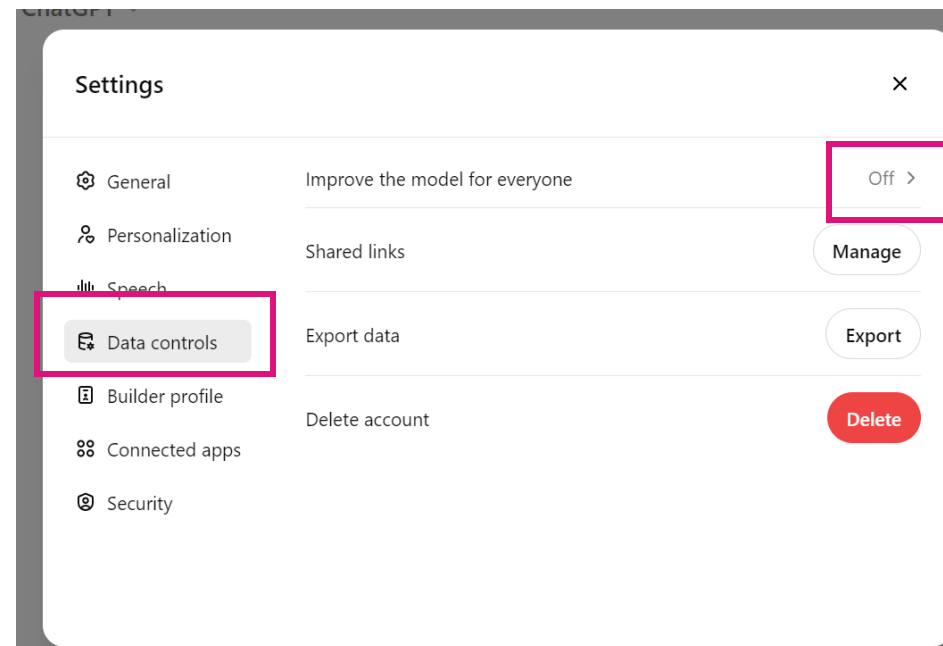
## Step 1:

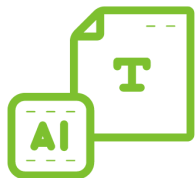
Go to your profile, then click on Settings



## Step 2:

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





# Warm up exercise

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



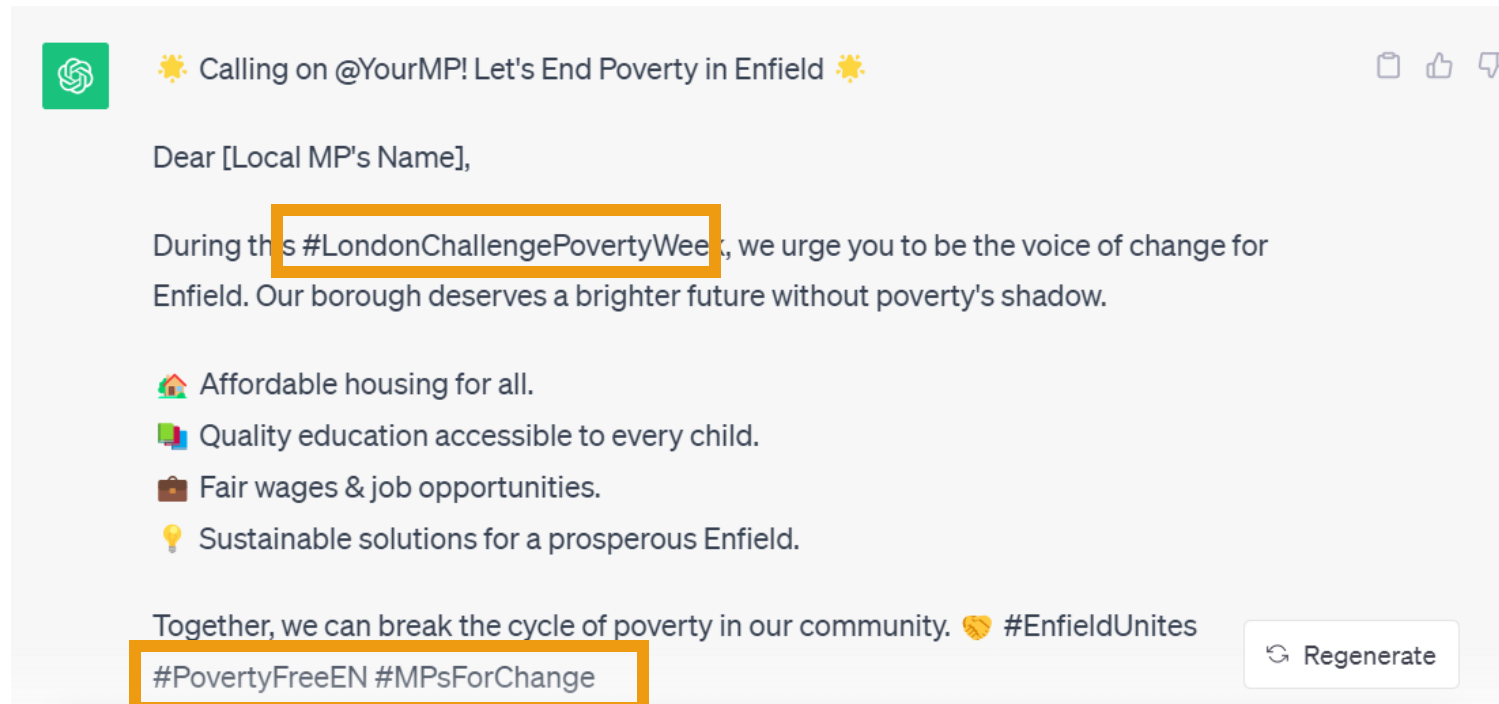
# Chat GPT comes up with good ideas

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...



# But again, check the facts

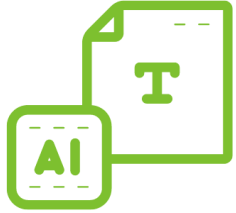
Write a campaign message for a tweet to end poverty in London in the style of London Challenge Poverty Week, targeting the local MP for the borough of Enfield...



Check your messaging  
and your facts!

#PovertyFreeLondon  
#LDNChallengePoverty





# Creating social media copy

Ask Chat GPT 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](https://superhighways.org.uk/latest/website-accessibility/) #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 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"

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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!

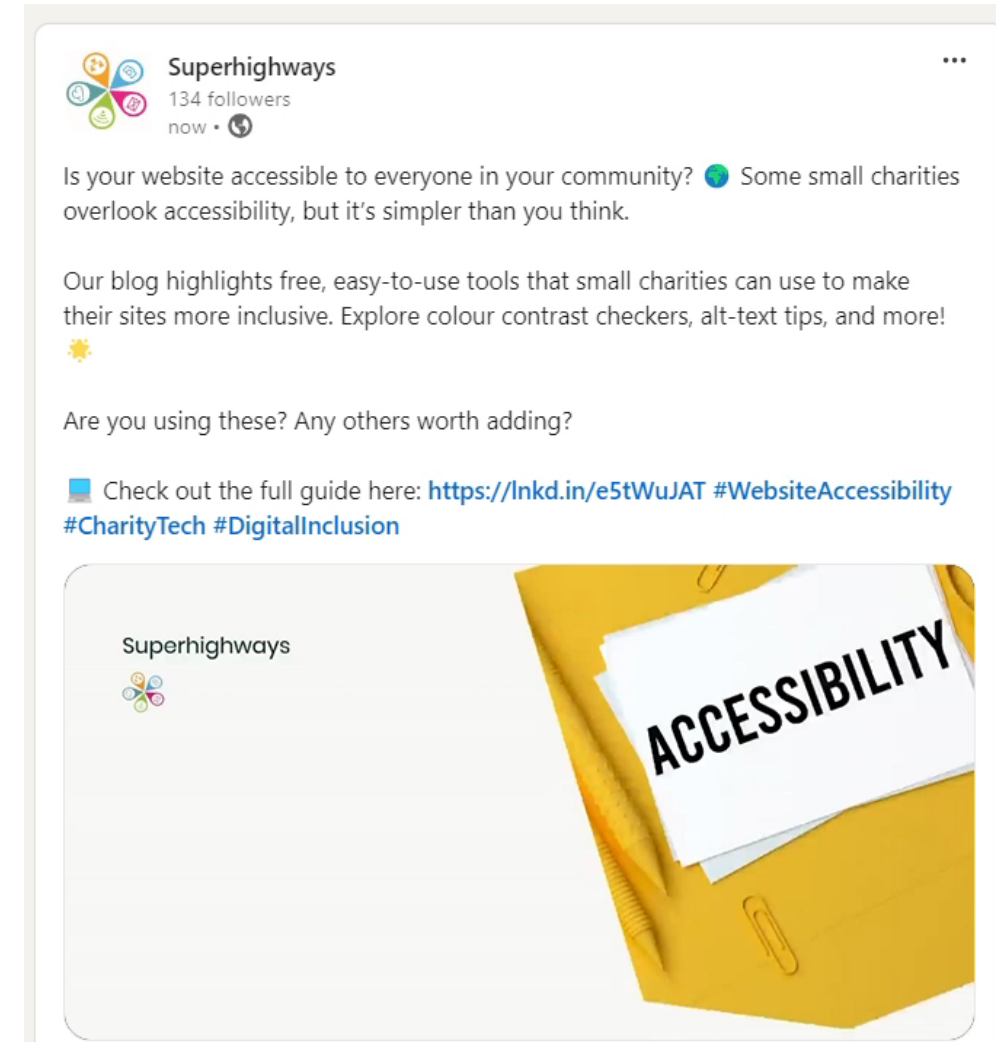




# Post on LinkedIn

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



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 responds 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



Break  
5 minutes



# 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...

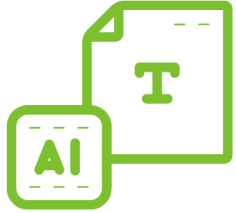
Be aware of...

Our audience is...

Include/exclude...

Give me the output in this format...





# Write a more detailed prompt for your social media post/s

Don't forget to define:

- ✓ expertise you need
- ✓ your task
  - ✓ objective
  - ✓ context
- ✓ output/format you want



# 3



## Fundraising







- ✓ **Use one of the generative AI tools to help**
  - ✓ Research evidence of need
  - ✓ Draft answers to application form questions
  - ✓ Even find funding opportunities shared on the web
- ✓ **Use platforms specifically designed to help small charities develop funding proposals**
  - ✓ **Plinth's** AI Grant Writer
  - ✓ **Charity Excellence Framework's** AI funding bid writer



# Plinth

<https://www.plinth.org.uk/features/ai-grant-writer>

plinth

Features

Blog

Discover

About ▾

Pricing

Contact

Log in

## Write high-quality and specific grant applications with AI.

 Completely **FREE** to use this summer

Apply to more grants and get more funding for your charity.

Enter your email

Create Free Account

Step 1: Fill out some basic project information

✓ Your org is connected to a Charity Commission ID. Data from the Charity Commission will improve AI answers

**Project Details**

What's the plan?

6 week after-school "into-STEM" employability programme

When and where is it happening?

Hackney, in March

What outcomes are you looking to achieve?

Helping young people into engineering careers

What funding do you need?

£7k for training courses for young people

Generate

**Quick feedback**

We'll look at the information on the funder's website to give you quick feedback on your project details and suggest changes you could make.

- ✗ The grant size requested is below the funder's minimum of £20,000 per year.
- ✗ The project length is not specified, but a 6-week programme suggests it is shorter than the minimum funding period of one year.
- ✗ The project's focus on employability may not directly align with the criteria of
- ✓ The location of the project is within the UK.

✕ Clear output

📎 Select or Add Evidence

Step 2: Upload files or point us to your project information

## Step 1

Provide info about the project you want to fund

### What are you looking for funding for?

Add your project plan – tell us what you do, your plans, and who you're trying to help. Start typing and we'll give you some feedback.

We are looking for funding to enable us to provide learning and work placement opportunities for young people looking to work in digital, data and tech careers. We want to test this as a model for building the capacity of small charities in London so they can access expertise lacking in house and also build our team's capacity to help them.

### Description Strength



## Step 2

Refine / expand based on prompts given

What specific problem does this project address? Who are the target beneficiaries beyond 'young people'? How will you deliver these opportunities, and what specific activities are involved? What are the expected outcomes for both the young people and the charities?

✓ This plan could be improved, but it's probably good enough to get started. You can always come back and edit it later.

Next




# Step 3


Upload docs and identify relevant web pages

Upload some files, we'll use them to pull in statistics, case studies and information to support your grant application.


### Select Files

☒

Charity-Digital-Skills-Report-2024.pdf







☒

DF Year 2 report plinth.docx

☒


Superhighways bit for Trustees report 23 24 plinth.docx

We recommend previous grant applications, impact reports, trustee reports or case studies.




+ Add File(s)


### Select Website Pages

☒


superhighways.org.uk/who-we-are

☐

superhighways.org.uk/superhighwaysmob advice-and-technical/digital-leadership

☒

superhighways.org.uk

☐

superhig

**Add New Webpage:**

We recommend pages with statistics, case studies or reports.

# Step 4

Add funding programme details

## Funder Information > Close

Funder Website

Enter the URL of the funder website to fetch details

Fund Guidelines

Add details about what this funder is looking to fund. The more information the better - we recommend copying and pasting from the funder website.

Eligibility Criteria

Add information about who is eligible to apply for this grant (e.g. location, type of

## Step 5

Add a question from the application form



### Add a new question

? What is the anticipated impact of your project



Long Text ▾


+ Add Question

## Step 6

Ask the AI Grant Writer to Start writing


### 1 What are the anticipated outcomes of this programme

 Evidence  Assessment Criteria

 The AI will suggest the type of evidence that would be useful for this question.

It will then look through your documents for evidence that matches to use in the response.

 Start writing

 Finding evidence from your files, website and plinth data 

- Increased access to learning and work placement opportunities
- Development of skills and expertise in digital, data, and tech careers
- Capacity building for small charities in London
- Enhanced team capacity to support small charities

# Step 7

## Check the draft and Edit With AI

### 1 What is the anticipated impact of your project

Evidence Assessment Criteria

- What is the current employment rate and job outlook for young people in digital, data and tech careers in London?
- What are the common challenges that small charities in London face in accessing digital, data and tech expertise?
- What are examples of successful models for building the capacity of small charities in similar areas?
- What specific learning and work placement opportunities will be provided to the young people, and how will their progress and outcomes be measured?
- How many small charities in London are you planning to work with, and what criteria will you use to select them?
- What specific digital, data and tech expertise will your team be able to provide to the small charities, and how will you build their capacity in these areas?
- What are the long-term goals and sustainability plans for this project beyond the initial funding period?

Finished writing - take a look!

The anticipated impact of this project is multifaceted, addressing critical needs in the charity sector and providing valuable opportunities for young people. By offering learning and work placement opportunities in digital, data, and tech careers, we aim to empower the next generation of professionals with the skills and experience necessary to thrive in these rapidly evolving fields.

Firstly, the project will increase access to learning and work placement opportunities for young individuals interested in digital, data, and tech careers.<sup>1</sup> This hands-on experience is invaluable, as it allows participants to apply their knowledge in real-world settings, enhancing their employability and preparing them for future roles within the industry.

Secondly, the project will facilitate the development of skills and expertise in digital, data, and tech domains.<sup>2</sup> Through practical training sessions and workshops, participants will gain confidence in utilizing digital tools, analyzing data, and leveraging technology to drive positive change. These skills are highly transferable and will benefit not only the participants but also the organizations they work with.

Thirdly, the project will contribute to capacity building for small charities in London.<sup>3</sup> By providing access to skilled individuals in digital, data, and tech fields, these charities can tap into expertise that may be lacking in-house. This collaboration will enable them to enhance their digital presence, streamline data management processes, and leverage technology more effectively, ultimately improving their ability to serve their beneficiaries and achieve their goals.

Furthermore, the project will enhance the team's capacity to support small charities.<sup>4</sup> Through this initiative, the team will gain valuable insights into the unique challenges and needs of these organizations, enabling them to refine their approach and develop tailored solutions. This experience will strengthen the team's ability to provide targeted assistance, fostering a more robust and sustainable support system for the charity sector in London.

Collaborations and partnerships with organizations like London Councils and London Funders will further amplify the project's impact.<sup>5</sup> By exploring innovative solutions, such as shared due diligence platforms and interactive dashboards, the project will contribute to a more efficient and data-driven ecosystem for funders and charities alike.

In summary, this project has the potential to create a ripple effect of positive change. By equipping young individuals with valuable skills, supporting small charities in their digital transformation, and fostering collaborations within the sector, we can empower organizations to better meet the needs and aspirations of Londoners, while simultaneously providing meaningful career opportunities for the next generation of digital, data, and tech professionals.<sup>6</sup>

2916 characters, 408 words

# Step 8

## Make use of prompts and suggestions for improvements

### Auto-review of the answer

Let's rip our first draft to shreds and see what we can improve.

- The impact statement lacks specific, measurable outcomes. How many young people do you expect to provide opportunities for? What percentage increase in digital skills do you anticipate for participants?
- Can you provide concrete examples of how small charities have benefited from similar initiatives in the past? This would strengthen your case for capacity building in the sector.
- The mention of a "data eco-system" is intriguing but vague. Can you elaborate on what this ecosystem looks like and how it will be developed through this project?
- Your "unbeatable knowledge and understanding of technology" is a bold claim. What evidence can you provide to substantiate this? Are there any awards, recognitions, or case studies that demonstrate your expertise?
- The application doesn't address potential challenges or risks. What obstacles do you foresee in implementing this project, and how do you plan to mitigate them?
- How will you measure the success of the capacity building for small charities? Are there specific metrics or indicators you'll use to track improvement in their digital capabilities?
- The connection between this project and your five-year Digital Foundations programme is unclear. How specifically does this project contribute to or align with that larger initiative?
- You mention providing "high-quality services" but don't define what this means in practice. Can you provide more detail on the specific services you'll offer and what makes them high-quality?
- The application could benefit from a case study or story that illustrates the need for this project. Can you share an example of a young person or small charity that exemplifies the challenges you're addressing?
- How will you ensure that the work placements provide meaningful experiences for the young people involved? What mechanisms will you put in place to gather feedback and improve the program over time?

### Research suggestions

- how to write measurable outcomes for a grant application
- Search for examples of well-written, measurable outcome statements for similar project proposals. Identify key elements like specific numbers, percentages, and timeframes that can be incorporated into the impact statement.
- Look for guidance on best practices for defining and tracking metrics for capacity building and skills development initiatives. This can help strengthen the approach to measuring success.
- what is a data ecosystem and how is it developed
- Search for resources that explain the concept of a "data ecosystem" in the context of community and nonprofit organizations. Identify key elements, such as data sharing, integration, and utilization, that can be used to further clarify the vision for this project.
- Look for examples of how other organizations have built or contributed to data ecosystems that benefit the charity sector. Incorporate relevant details to demonstrate a clear, actionable plan.

### Further details we're missing

- What are some concrete examples of how small charities have benefited from similar capacity building initiatives in the past?
- What evidence can we provide to demonstrate our organization's expertise and track record in technology and digital services?
- How does this project specifically contribute to or align with the organization's larger five-year Digital Foundations programme?
- Do we have any case studies or stories that illustrate the need for this project and the challenges faced by young people or small charities in the sector?

### Questions for you

Can you provide more details on the specific number of young people you expect to serve through this project and the target increase in digital skills you anticipate for participants?



# Plinth access in future

- ✓ Plinth is developing a pricing model for use of their AI Grant Writer tool
- ✓ You're likely to still be able to use it, just not export as a pdf or copy and paste into another document
- ✓ Pricing could be circa £100 – £150 a month
- ✓ KVA has bought some Plinth credits to pass on to VCSE organisations based in and working in Kingston
- ✓ Contact [eneida.capaldi@kva.org.uk](mailto:eneida.capaldi@kva.org.uk) to access this opportunity



# Charity Excellence Framework



Log in

▶ Watch Our Video



[Home](#) [Funding Finder](#) [Help Finder](#) [Data Finder](#) [AI Services](#) [Bid Writer](#) [Policies](#) [Resource Hub](#) [FAQs](#)

## AI Funding Bid Writing - Free Grant Writer

[Home](#) > AI Funding Bid Writing - Free Grant Writer

Free AI funding bid writing for charities, using our charity ChatGPT grant application writer

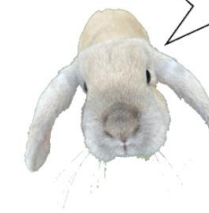
### Free AI Funding Bid Writing For Charities

We provide free AI funding bid writing for charities, using our ChatGPT grant application writer. Our ChatGPT charity bid writer was built mainly for small UK charities that cannot afford a bid writer but works for any charity. It's quick and simple and you don't need to have been on a grant writing course to use it. It doesn't replace the breadth of knowledge of a good charity bid writer but will save them time by collecting the information they need from staff teams/groups and creating a draft funding bid for them to use in writing a grant application.

Quick, simple and very effective. Nearly half our ratings are 10/10.

**Find Funding, Free Help & Resources - Everything Is Free.**

**Register Now!**



Ask me  
for help



# Help from the bunny!

Funding Bid

6 minutes ago

Hi, I help you find grants, free help and donations, navigate the system and fix any problems.



I will ask you 17 questions but, before we begin, have all the facts, figures and details ready to hand, and try to keep each answer to less than 100 words. If the bid I write isn't as good as you want, select the regenerate text button at the end and I'll rewrite it for you.

Select 1 from each of the 3 choices below.

Charity ▾

Local ▾

Small ▾



2 minutes ago

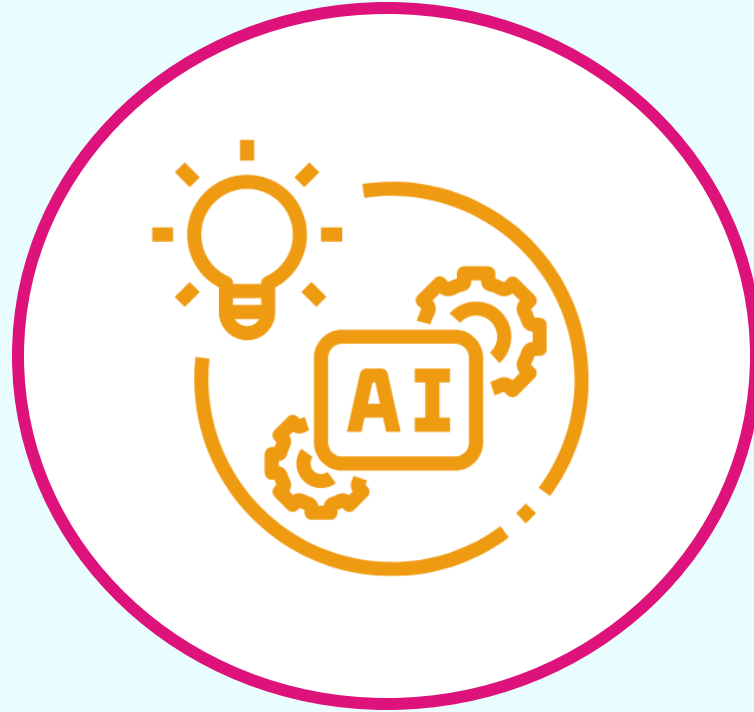
Input here

Submit

Cancel



# 4



**Data sources  
& evidencing  
need**



# Tell me about children living in poverty in London

## Copilot

- ✓ **This data is a bit out of date. Are there more recent statistics in 2023 and 2024?**
- ✓ Certainly! Here are some more recent statistics on child poverty in London:
- ✓ [As of 2023, around 700,000 children in London are living in poverty after housing costs<sup>1</sup>.](#)
- ✓ [The poverty rate for children in London remains high, with 33% of children aged 5-9 living in poverty<sup>2</sup>.](#)
- ✓ [Certain boroughs, such as Tower Hamlets, continue to have particularly high rates of child poverty<sup>3</sup>.](#)
- ✓ [The cost of living crisis has further impacted families, making it increasingly difficult for many to afford basic necessities<sup>45</sup>.](#)
- ✓ If you need more detailed information or have specific questions, feel free to ask!



## Claude

- ✓ I apologize, but I don't have access to very recent statistics from 2023 or 2024. My knowledge cutoff is April 2024, and even then, the most recent data available might be from earlier years due to the time it takes to collect, analyze, and publish such statistics.
- ✓ For the most up-to-date information on child poverty in London, I would recommend checking the following sources:
  - ✓ The Greater London Authority (GLA) website
  - ✓ Trust for London, which regularly publishes poverty indicators
  - ✓ UK Government statistics, particularly from the Department for Work and Pensions
  - ✓ Reports from charities like Child Poverty Action Group or End Child Poverty coalition





# Use ChatGPT or Copilot to identify relevant statistics & evidence to support a funding proposal

Refine to:

- ✓ access more local data
- ✓ access from a wider range of sources
- ✓ access the most recent data available
- ✓ identify what data is missing
- ✓ ask which funders may have grants for a small charity to apply for related to your topic





# 5



Data  
analysis



# Claude.ai is recommended for Data Analysis

**We uploaded a redacted data set containing recent attendees survey results and asked:**

**For this task act as an expert in:** online training, uk charities, data analysis, technology available to charities in the uk for free.

**You will need to be:** creative, honest.

**Your task is to:** Give me a summary of the attached survey data which is feedback from attendees on our online courses held in the UK between may 24 and July 24.

**We want to know the summary of the replies,** what can be improved, what attendees liked, what they didn't like, which course seemed popular, which seemed unpopular, what courses we should consider running next.

**For each result please give the number of survey responses** that have help you come to that conclusion. Give the output in the format of a table

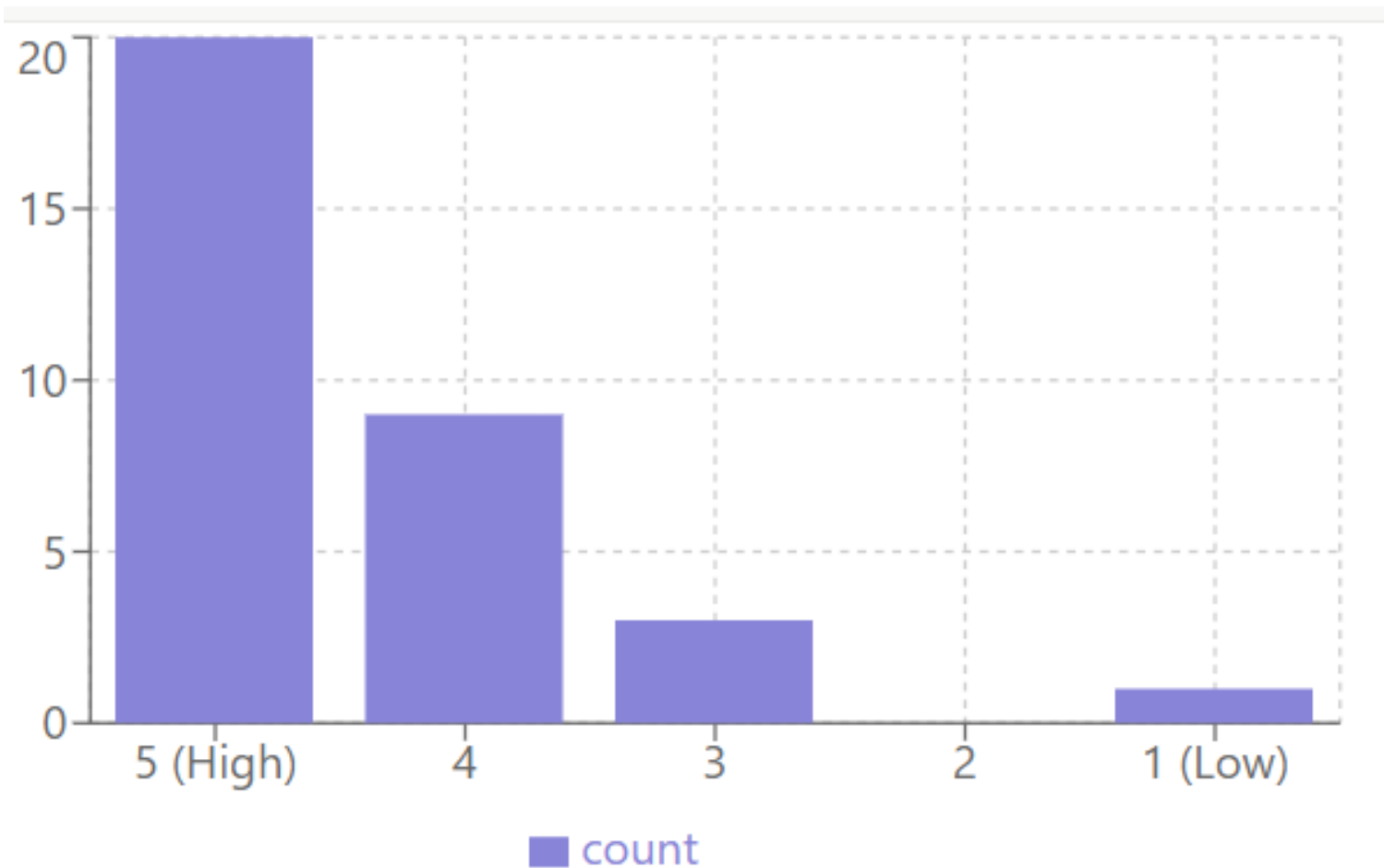


# Initial Response

Overall Satisfaction	Most attendees rated the sessions highly, with many giving 4 or 5 out of 5	29 out of 33 responses rated 4 or 5
Knowledge Gain	Majority reported gaining "Some knowledge" or "Good knowledge"	28 out of 33 responses
Session Pitch	Overwhelmingly positive, with most agreeing it was pitched at the right level	30 out of 33 responses agreed or strongly agreed
Confidence in Applying Skills	Generally positive, with most feeling confident to apply the knowledge	27 out of 33 responses agreed or strongly agreed
Meeting Organization Needs	Mostly positive, but some neutral responses	25 out of 33 responses agreed or strongly agreed
Popular Courses	"Cyber security basics" and "Editing your Voice website" series seemed most popular	11 responses for Cyber security, 9 for Voice website
Less Popular Courses	"Microsoft Teams Meetings & Calls" and "Introduction to M365 apps" had fewer attendees	1-2 responses each
Suggested Improvements	More time for complex topics, inclusion of breaks, more hands-on practice	Mentioned in 7 responses
Positive Aspects	Knowledgeable trainers, practical content, good pacing	Mentioned in 12 responses
Suggested Future Courses	GDPR compliance, AI in charities, advanced Excel, Google Forms	Mentioned in 6 responses



# Overall satisfaction ratings



# Suggested strengths/improvements

## Strengths to Maintain:

- ✓ **Knowledgeable Trainers:** Many positive comments about trainer expertise and approachability.
- ✓ **Practical Content:** Attendees appreciated the actionable insights they could apply to their work.
- ✓ **Good Pacing:** Generally, the pacing was well-received, though some complex topics might benefit from more time.

## Areas for Improvement:

- ✓ **Time Management:** Some attendees suggested longer sessions or splitting complex topics into multiple sessions. Consider extending the duration of more technical courses.
- ✓ **Breaks:** Incorporate short breaks in longer sessions to maintain attendee focus.
- ✓ **Hands-on Practice:** Increase opportunities for practical application during the sessions.



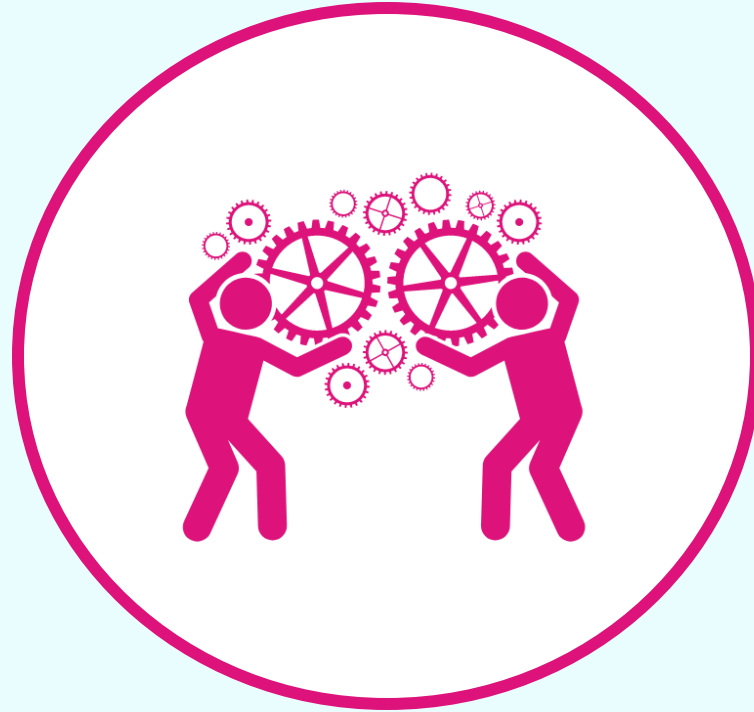
# Word of caution

- ✓ Check the accuracy of any quantitative analysis results by calculating answers 'manually' in Excel including e.g. making a note of the number of respondents and checking that the AI tool you use agrees with you!
- ✓ We're in the process of more rigorously testing analysis of the same spreadsheet by a range of AI assistants.
- ✓ Excel skills and basic qualitative data analysis techniques are not redundant yet!
- ✓ We'll report back soon!





# 6



## Integrations for smart workflows



# Summarising meetings

- ✓ Otter AI Meeting Assistant
- ✓ Zoom AI Companion
- ✓ **Teams** – AI Recap in Teams Premium or use Copilot to create a summary with actions from a Transcript
- ✓ **Google Meet** – Take notes for me with Gemini





24 September 2024 14:30 - 14:45

### Content



Attendance

Notes

AI notes

@ Mentions

Transcript



### Save time with AI-powered meeting notes

With Teams Premium, AI can generate notes and suggest tasks for you to follow up on. Learn more

Try Premium for free

60-day trial, no card required  
[Terms of service](#)

<https://www.microsoft.com/en-gb/microsoft-teams/premium>

60 day free trial

£5.80 per user per month ex VAT)

### Content



Attendance

Notes

AI notes

@ Mentions

Transcript



### Get AI-powered meeting notes

Turn on transcription, and AI can generate notes and suggest tasks to follow up on.

# AI assistants integrated into common platforms



- ✓ Microsoft – Copilot
  - ✓ [Charity Digital guide to copilot](#)



- ✓ [Google – Gemini](#)
  - ✓ [Gemini for non profits info page](#)

- ✓ [Adobe – AI assistant](#)
  - ✓ Chat with PDFs



# Use Copilot to get more done in the tools you use everyday

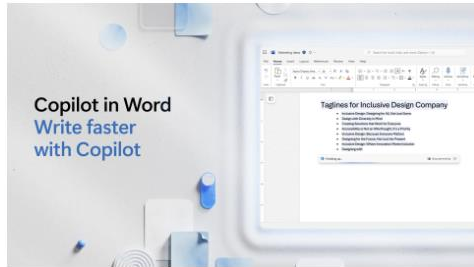
Create

Summarize

Communicate

Catch up

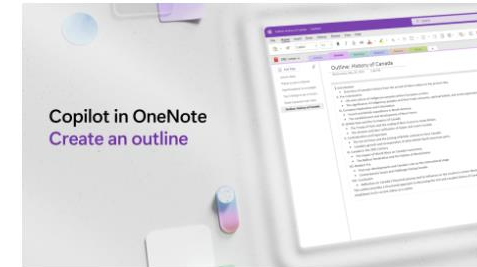
Ask and chat



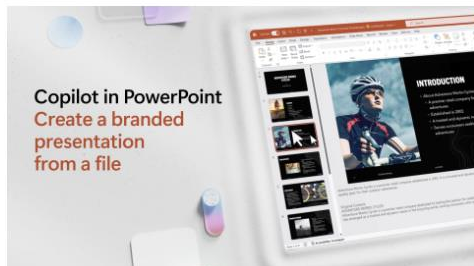
Write faster



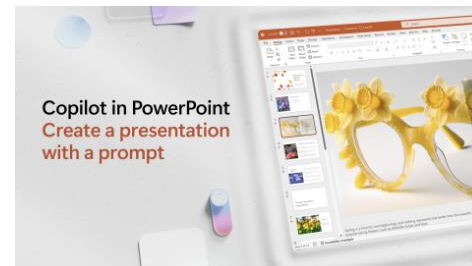
Kickstart a presentation



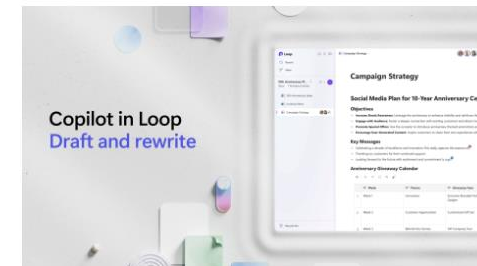
Create an outline with Copilot in OneNote



Create a branded presentation from a file



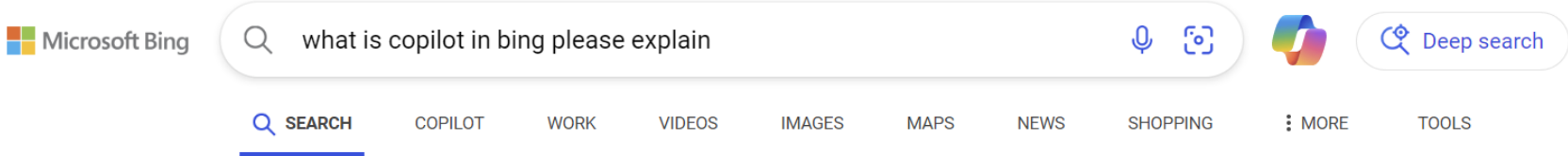
Create a presentation with a prompt




Draft and rewrite



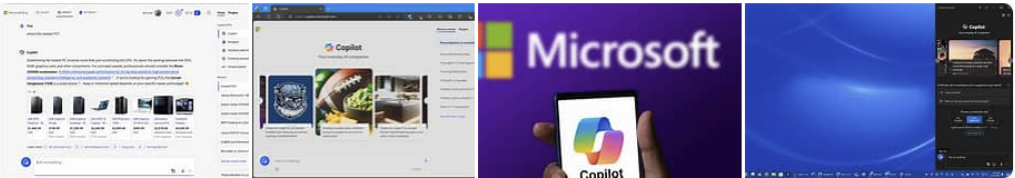
# Copilot in Bing



About 324,000 results

 PCMag  
<https://www.pcmag.com/explainers/what-is-microsoft-copilot>

## [What Is Copilot? Microsoft's AI Assistant Explained | PCMag](#)



WEB 18 Jun 2024 · Copilot is a conversational chat interface that lets you search for specific information, generate text such as emails and summaries, and create images based on text prompts you write.

Tags: [What Is...](#) [Michael Muchmore](#) [Lead Software Analyst](#) [PC Magazine](#)

## [Videos of What is Copilot In Bing Please Explain](#)

[bing.com/videos](#)



[Microsoft Copilot Explained for Windows Copilot, Bing Copilot & Microsoft 365 Copilot \(2023\)](#)

12.4K views · 10 months ago



Copilot in Bing is an AI-powered assistant designed to help you with a wide range of tasks and queries. It leverages advanced language models to provide information, answer questions, assist with productivity tasks, and even engage in meaningful conversations. Here are some key features:

- 1. Information Retrieval:** Copilot can search the web to find up-to-date information on various topics.
- 2. Productivity Assistance:** It can help with tasks like drafting emails, creating summaries, and managing schedules.

**3. Conversational Engagement:** Copilot can chat with you

[See more](#) ▼

# Copilot

## Windows

### preview



## Copilot

The Copilot Preview for Windows is an early version of Microsoft's AI-powered assistant integrated into the Windows operating system. It aims to enhance productivity and user experience by providing intelligent assistance directly within Windows. Here are some key features:

1. **Task Automation:** Automate repetitive tasks using natural language commands.
2. **Contextual Assistance:** Get help based on the context of your current activity, whether you're working on a document, browsing the web, or using an app.
3. **Integration with Microsoft 365:** Seamlessly integrates with Microsoft 365 apps like Word, Excel, and Outlook to offer suggestions, automate tasks, and provide insights.
4. **Voice Commands:** Use voice commands to interact with your PC, making it easier to perform tasks hands-free.
5. **Personalization:** Tailors its responses and suggestions based on your usage patterns and preferences.

Would you like to know more about any specific feature?

👍 👎 📄 🔊 ● 3 of 30 responses

AI-generated content may be incorrect



Ask me anything...



10:27  
16/09/2024



Commercial data protection applies to this chat. Use discretion when sharing personal and organisational data.








Your everyday AI companion


Microsoft's enterprise compliance standards apply to this chat. Use discretion when sharing personal and organisational data.

 Code a binary search in Python

Write a Python script to perform binary search

 Create a pop art image


Create a pop art image of a woman wearing sunglasses and a beret

 Help me stop procrastinating

What are 5 - 6 ways to beat procrastination?

 There once was an AI poet...

Write a funny limerick about me

 What's getting stronger, faster, better?

What are some cutting-edge technologies in sports?

 Improve my writing

Can you help me edit a draft of my document if I upload or paste it?

Message Copilot...



Copilot M365  
paid licence  
(circa £30 per  
month ex VAT)

Work

Web

+ New chat



Your AI assistant for work

Get calendar info

When's my next meeting with  
c Clare Chamberlain ?

Stay informed

What's the latest from  
c Clare Chamberlain ,  
organised by emails, chats, and  
files?

Find the right questions

Suggest common questions that  
can be asked to get a retrospective  
started with my colleagues.

Understand the main points

Give me a bulleted list of key  
points from file

Jump-start a draft

Create an FAQ based on doc

Track your tasks

What should be on my radar from  
emails last week?

View prompts

Message Copilot

+ Add people, files and more for better results

0 / 16000



## Prompts from Copilot Lab



Saved prompts

Task



- ☐ Catch up
- ☐ Learn
- ☐ Create
- ☐ Ask



Jump-start a draft

Create an FAQ based on



Check Teams mentions

Summarise Teams messages where I



Catch up fast

What's new in my inbox?



Maximise your time!

What's on my calendar tomorrow

See all prompts

Message Copilot

Add people, files and more for better results

0 / 16000

## Plug-ins

Preview

Plug-ins allow Copilot to reference apps on your behalf. Copilot may share some of your Microsoft 365 enterprise data with plug-ins you've turned on.



Web content



[Intro video](#)

Explore in products ▾

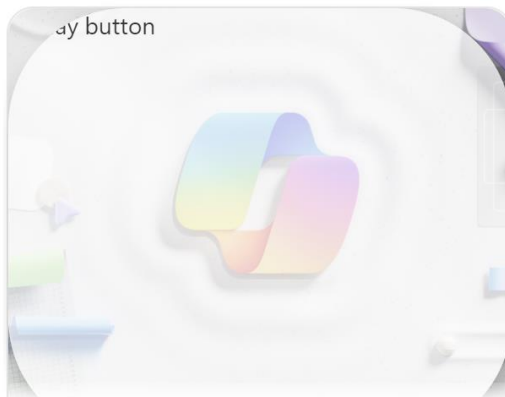
Prompts to try

Getting started ▾

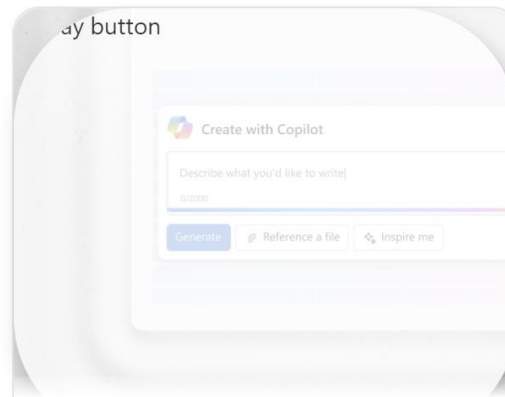
What's new



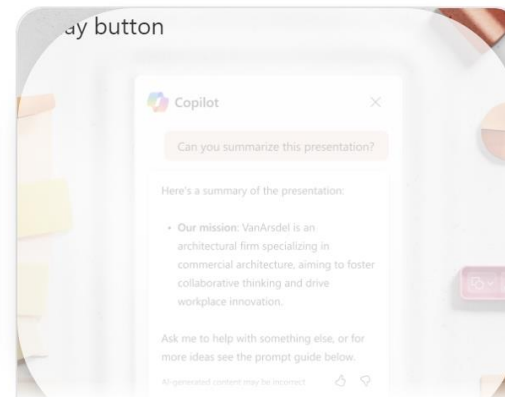
# Start your Copilot journey



Meet Copilot



What you can do with  
Copilot



Start using Copilot



What is a prompt?

# AI comparisons *(work in progress!)*

- ✓ ChatGPT (OpenAI)
  - ✓ Basis for most generative AI technology used
  - ✓ (Not good for image creation!)
- ✓ Claude.ai (Anthropic)
  - ✓ Good for detailed responses for analysis (less nuanced emotionally)
  - ✓ Pricing
- ✓ Gemini
  - ✓ Integrates with Google Workspace
  - ✓ Good for translations
- ✓ Co-pilot
  - ✓ Use in Bing/Edge & Windows
  - ✓ Integrates with Microsoft 365 (free & paid versions)



# 7



## Chatbots



# AI vs Rules Based Chatbots

1. **Flexibility:** AI-powered chatbots can handle a wider range of queries and adapt to unexpected inputs, while rules-based bots are limited to predefined scenarios.
2. **Learning Capability:** AI bots can learn from interactions and improve over time, whereas rules-based bots remain static unless manually updated.
3. **Complexity of Setup:** Rules-based bots are generally simpler to set up initially, while AI bots require more complex implementation and training. (this is changing as the AI models improve)
4. **Conversational Ability:** AI bots can engage in more natural, context-aware conversations, while rules-based bots follow rigid scripts.
5. **Cost and Resources:** Rules-based bots are typically less expensive and resource-intensive, but AI bots can potentially offer greater long-term value through their adaptability and learning capabilities. (again, AI based chatbots like Chatbase are getting easier to set up)





# AI Chatbots Builders (examples)

- ✓ ChatGPT – you need GPT plus, good for curious beginners
- ✓ Botpress – Powerful, but potential complex
- ✓ Chatbase – you can choose the AI: GPT, Gemini, Claude
- ✓ CharityBot – from Boimni, eg. Charity Excellence AI bunny
- ✓ Claude.ai Teams – ability to set up multiple Projects with uploaded data and system prompts for your staff to use



# AI Chatbot caution!

- ✓ Airline held liable for its chatbot giving passenger bad advice – 23 February 2024
- ✓ AI-powered chatbots can get it wrong – and you are responsible for any bad advice
- ✓ Air Canada's chatbot promised a discount that wasn't available to a passenger



# 8



**Guidance,  
policies &  
ethics**

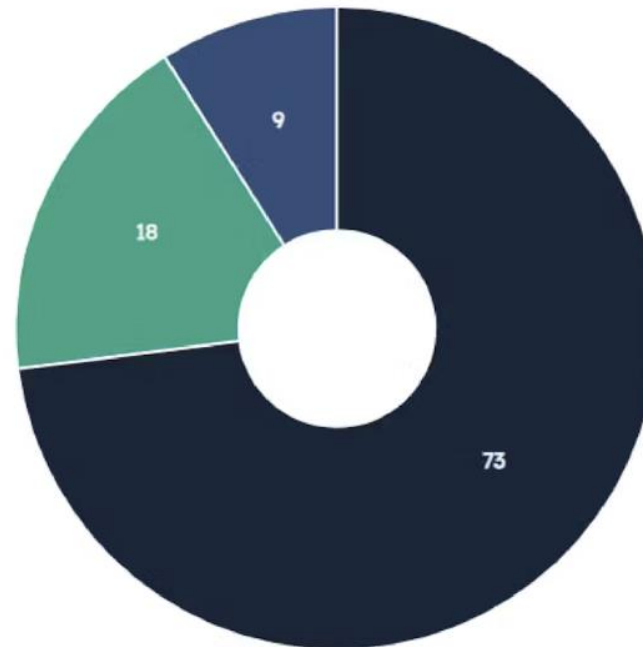


## 2. Generative AI Governance Issues



**Figure 4: Does your organisation have policies or guidelines in place relating to generative AI?**

■ No ■ Yes ■ Not sure



# Concerns

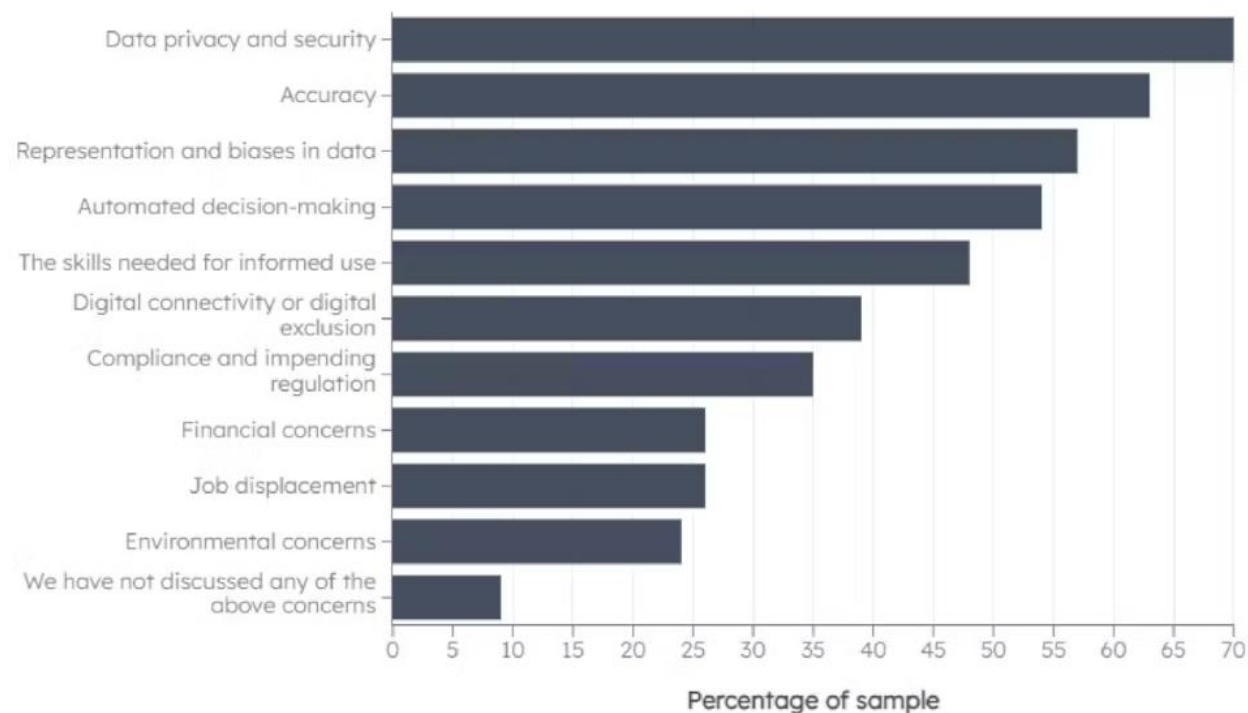
Do you have any  
concerns about your  
organisation using AI?



## 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



# Your next step.

Write a SMART goal using

<https://smart-goal-generator.zapier.app/>

SMART goal generator

What do you want to accomplish?

This is an automated chatbot response. [Learn more](#)

Give me your vague idea, and I'll turn it into a SMART goal!





# 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.



# 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

**Sorrel Parsons**

[sorrelparsons@superhighways.org.uk](mailto:sorrelparsons@superhighways.org.uk)

[www.superhighways.org.uk](http://www.superhighways.org.uk)

