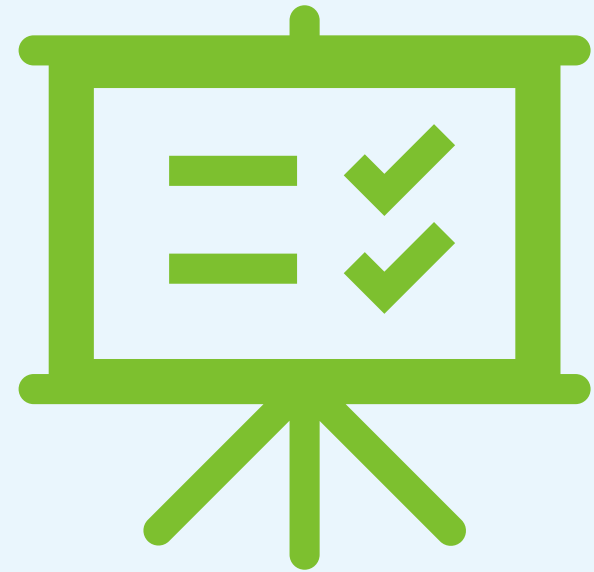


Introduction to AI for small charities



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

What we will cover today

1. What is Artificial Intelligence (AI)
2. AI for your work – lots of use cases & hands on time!
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

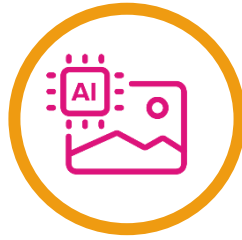


1



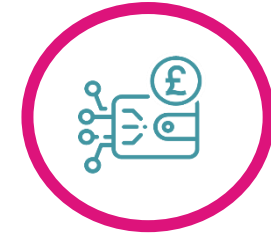
Writing copy for your website and social media

2



Generating images

3



Fundraising

4



Data sources and evidencing need

5



Data analysis

6



Integrations for smart admin & workflows

7



Chatbots

8



Guidance, policies & ethics

9



Something else?



What is AI?



Artificial general intelligence

We are not here...(yet/ever!!)

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

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%)

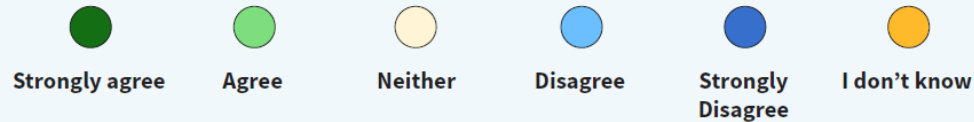
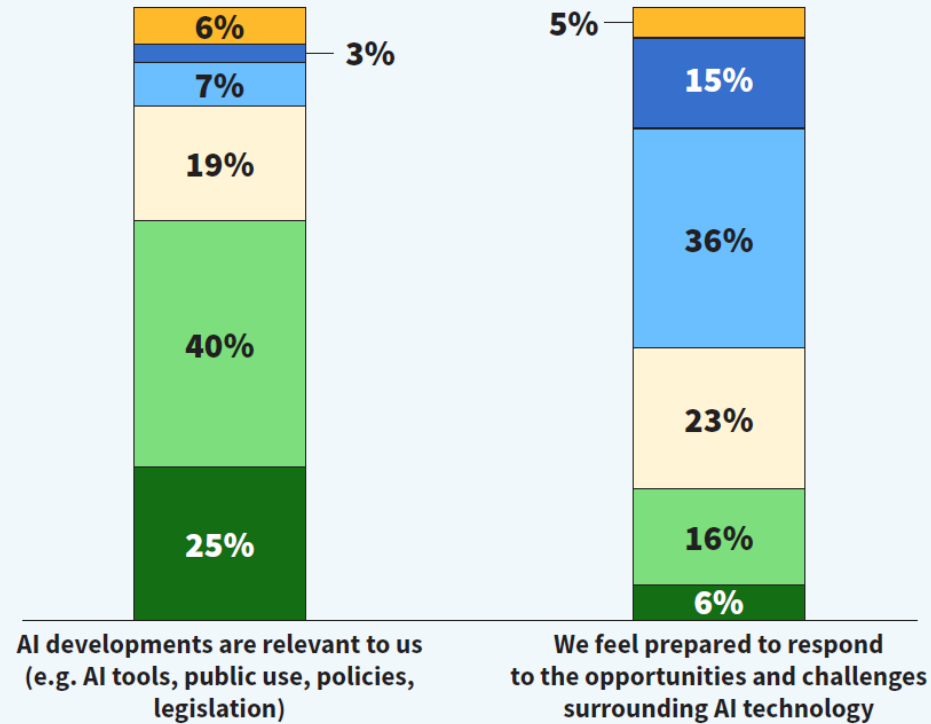
Small proportions are using AI tools in the following ways:

- **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.



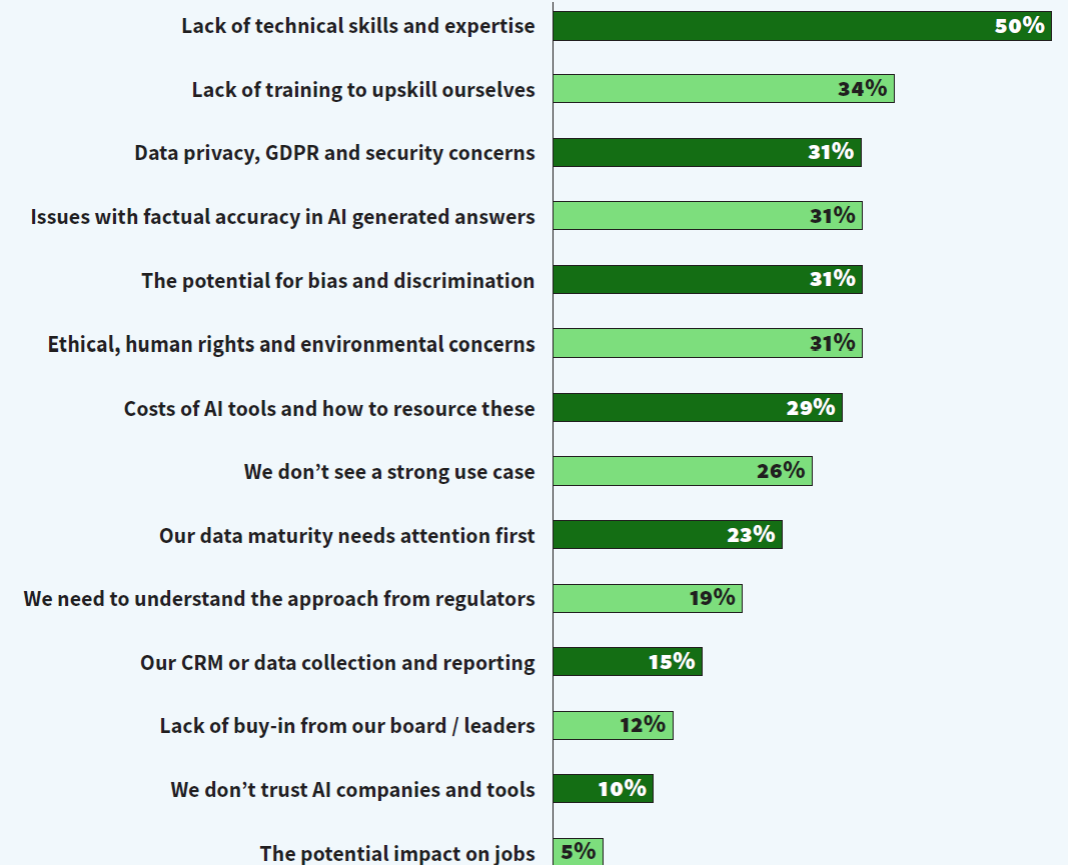
Feeling prepared and ready to engage with AI tools

To what extent do you agree with the following statements?



Barriers to adopting AI tools

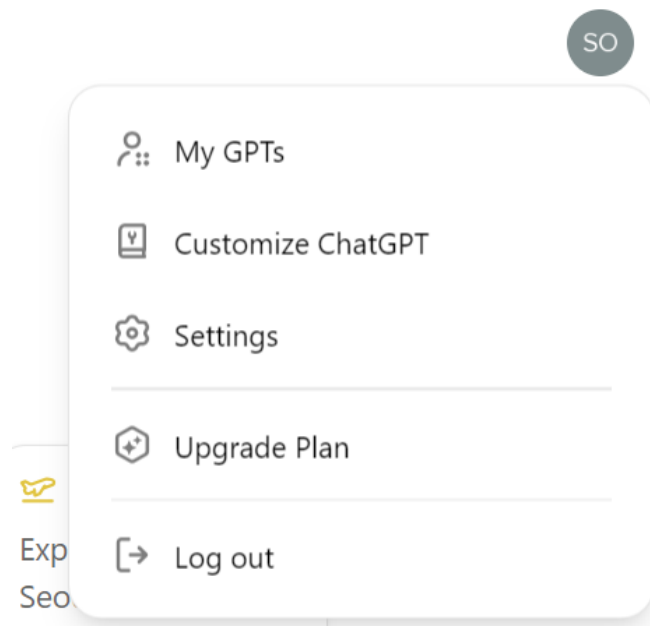
Are any of the following creating a significant barrier to your organisation adopting AI tools or preparing to use AI more?



Let's log in to Chat GPT

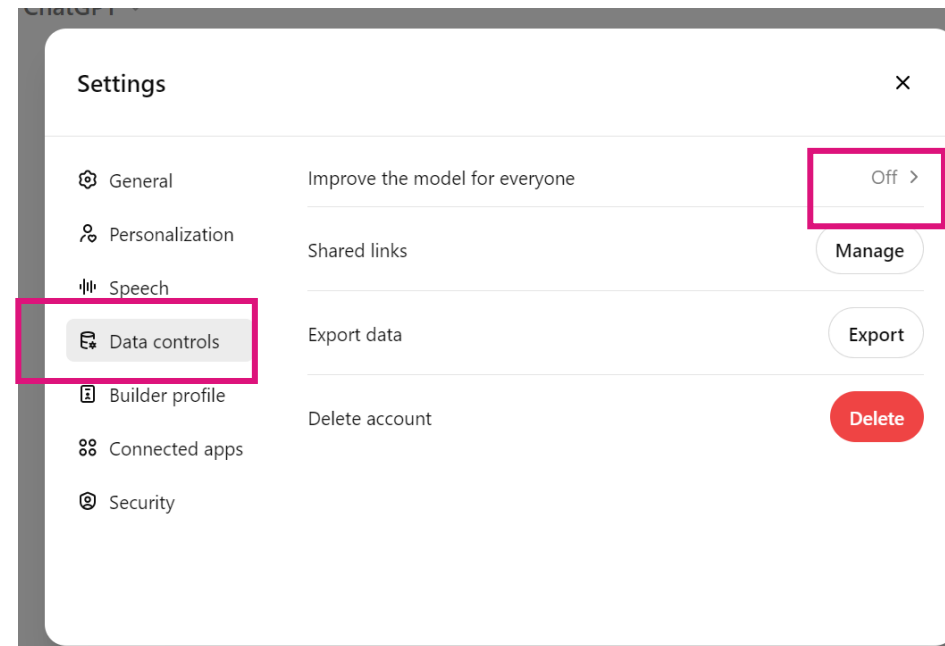
Step 1:

Go to your profile, then click on Settings



Step 2:

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



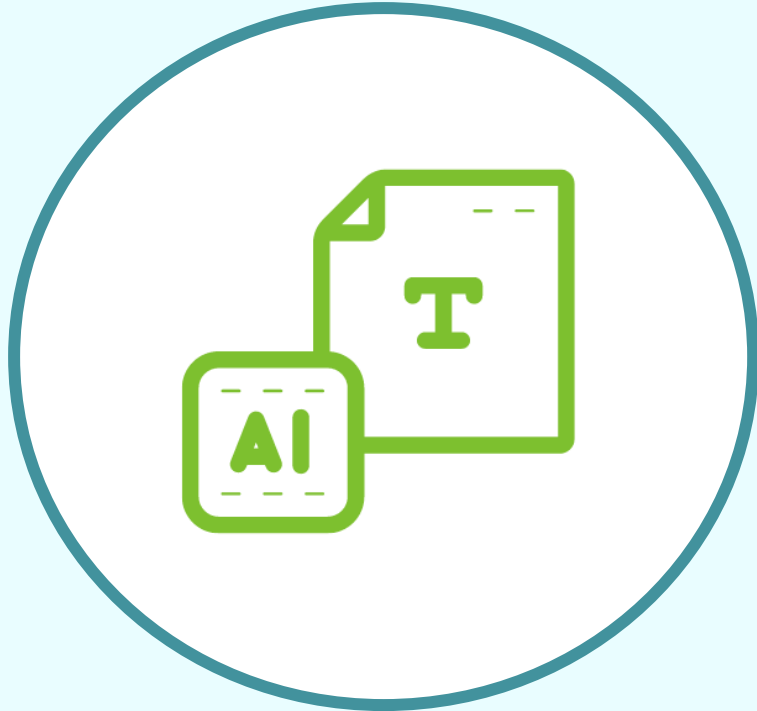


Warm up exercise

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



1



**Writing copy
for your
website and
social media**



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.

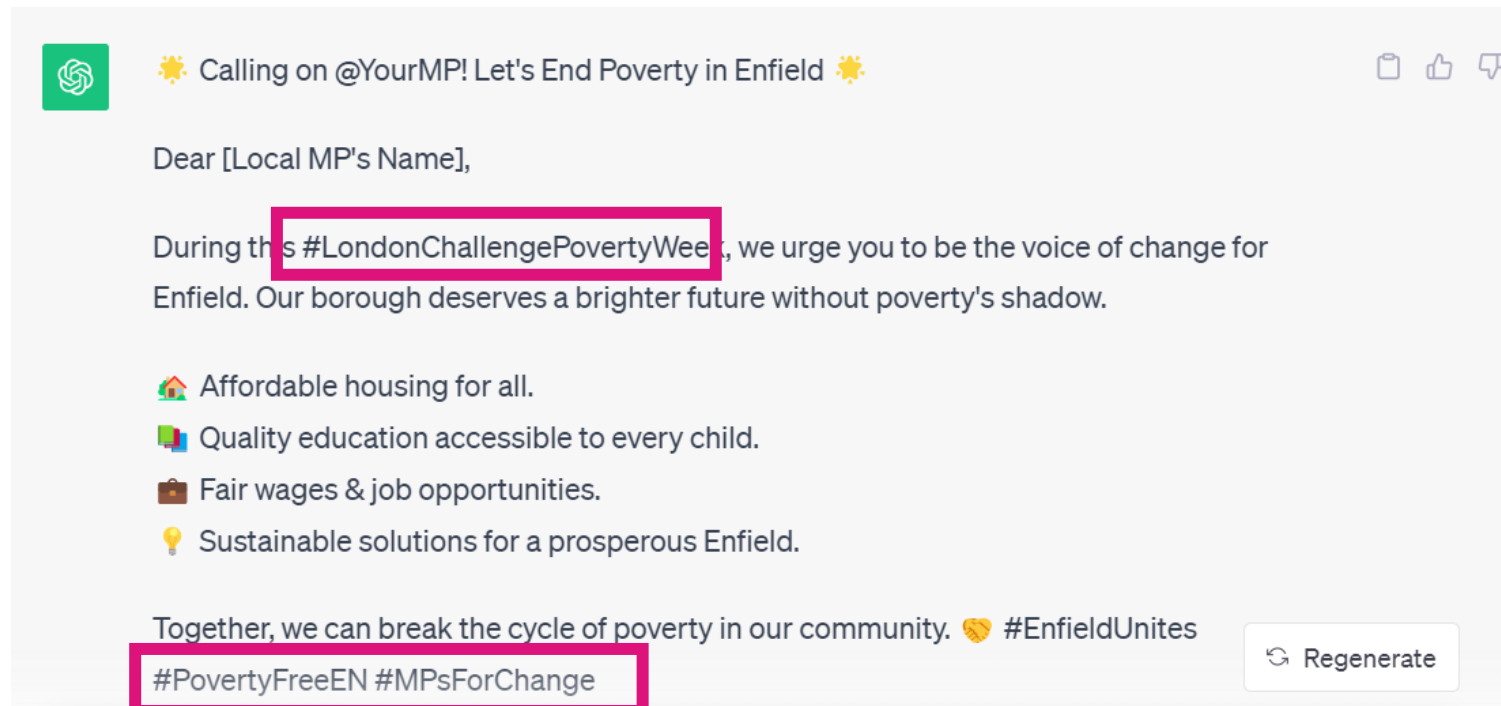
 Regenerate

Together, we can rewrite the story of 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...

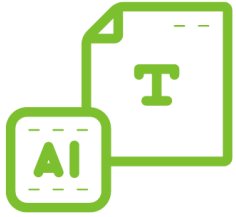


The screenshot shows a tweet draft interface. At the top left is the ChatGPT logo. The text of the tweet reads: "Calling on @YourMP! Let's End Poverty in Enfield". Below this is a salutation "Dear [Local MP's Name],". The main body of the tweet says: "During this #LondonChallengePovertyWeek, we urge you to be the voice of change for Enfield. Our borough deserves a brighter future without poverty's shadow." Below the main text are four bullet points, each with an icon: a house for "Affordable housing for all.", a book for "Quality education accessible to every child.", a briefcase for "Fair wages & job opportunities.", and a lightbulb for "Sustainable solutions for a prosperous Enfield." At the bottom of the tweet is the text: "Together, we can break the cycle of poverty in our community. 🤝 #EnfieldUnites #PovertyFreeEN #MPsForChange". A "Regenerate" button is visible at the bottom right of the tweet area.

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](#) #WebAccessibility #InclusiveDesign #SmallCharities #DigitalInclusion



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



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.



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"

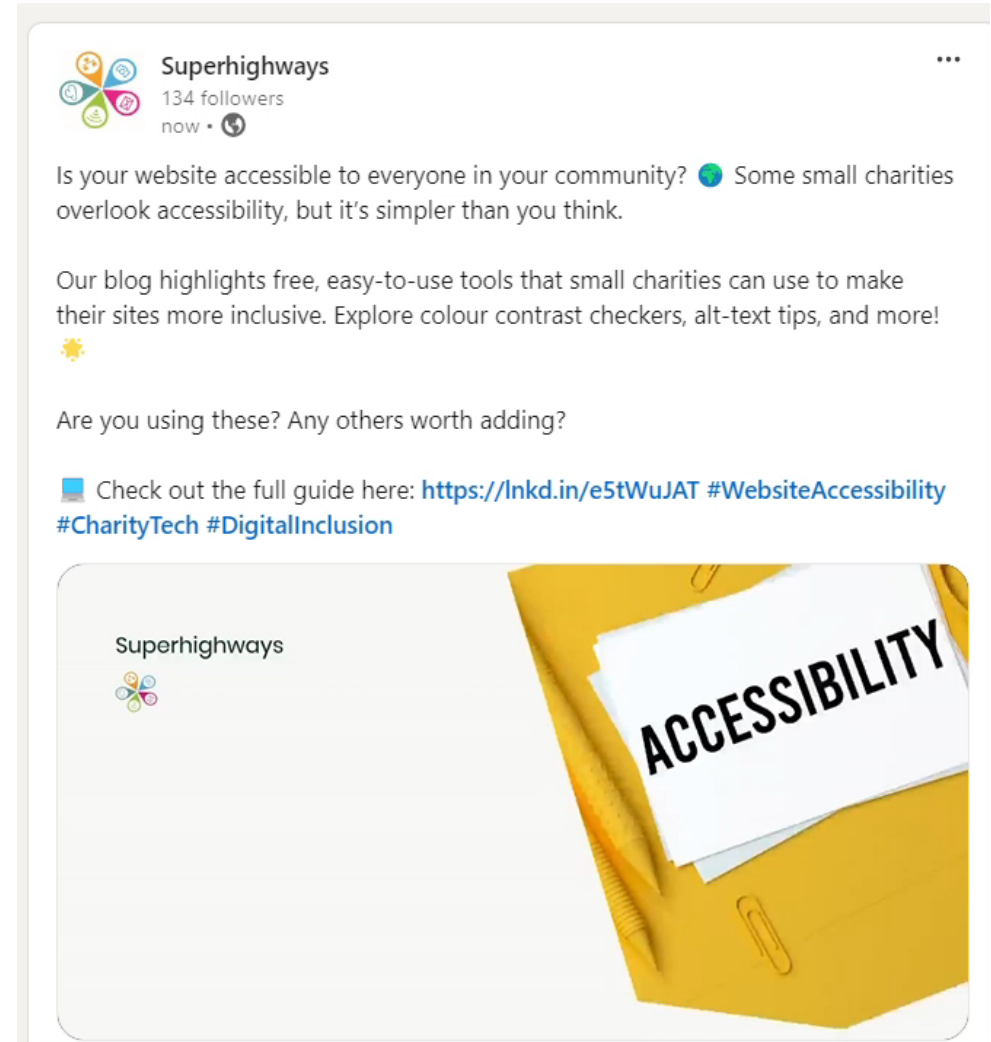
Let me know if this works!



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 profile 'Superhighways', which has 134 followers and was posted 'now'. The post text asks, 'Is your website accessible to everyone in your community?' and notes that some small charities overlook accessibility. It promotes a blog with tools for inclusivity and asks for user feedback. A link to a full guide is provided with hashtags #WebsiteAccessibility, #CharityTech, and #DigitalInclusion. The image shows a yellow folder with a paper labeled 'ACCESSIBILITY' and the Superhighways logo.

Superhighways
134 followers
now • 🌐

Is your website accessible to everyone in your community? 🌐 Some small charities overlook accessibility, but it's simpler than you think.

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! 🌟

Are you using these? Any others worth adding?

📄 Check out the full guide here: <https://lnkd.in/e5tWuJAT> #WebsiteAccessibility #CharityTech #DigitalInclusion

Superhighways
ACCESSIBILITY



Creating blog posts



[Home](#)

[Who we are](#)

[Training, advice and tech support](#)

[Latest](#)

[Get in touch](#)

[Search](#)

Speed up your sluggish laptop

How to spring clean your Windows laptop or computer

Is your Windows laptop feeling a bit sluggish after using it for a while?

Don't worry, you're not alone.

Over time, laptops can accumulate unnecessary files, outdated software, and other clutter that can slow them down. In this guide, we'll walk you through the steps to ensure your laptop is running smoothly, up to date, and free of unnecessary files.



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...



Better Prompts

Quick tips for better prompts

Make it specific

Provide short details about what you want to do.

Summarize this email in two bulleted points.

Give some context

Specify the tone you want.

Write a blog post that sounds professional and witty.

Guide the response

Use cue words at the end of your prompt to give Copilot better directions.

Write an article about elephants. Include: Habitat, Diet

Review and revise

Check results to make sure they're correct and refine your prompts as you go.

Lions are native to ... ~~the Arctic~~.



Copilot prompt gallery

Prompts to try

Microsoft prompts | Your prompts | Team prompts

App Task Job type Copilot agent

Get a to-do list
Get a to-do list from my Fabrikam client meetings

Catch up on a meeting
Recap meeting

Stay informed
What's the latest from person, organized by emails, chats, and files?

Name a product
Suggest a list of product names for a state-of-the-art toaster that is energy efficient and stylish.

Generate ideas
Suggest inexpensive ways to optimize our website for organic search.

Create presentations
Create a presentation from file

Write more confidently
How can I more concisely describe [time management]?

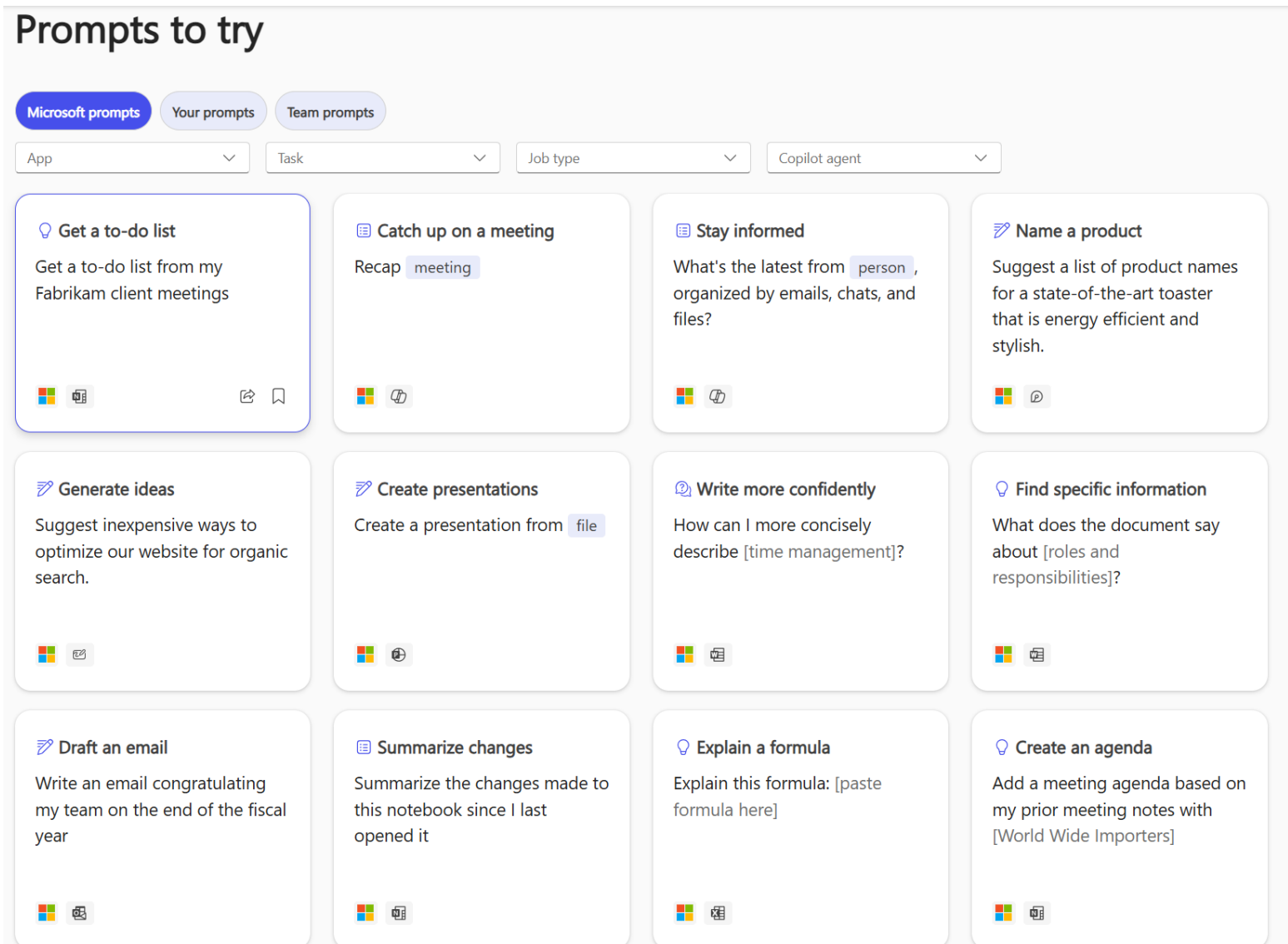
Find specific information
What does the document say about [roles and responsibilities]?

Draft an email
Write an email congratulating my team on the end of the fiscal year

Summarize changes
Summarize the changes made to this notebook since I last opened it

Explain a formula
Explain this formula: [paste formula here]

Create an agenda
Add a meeting agenda based on my prior meeting notes with [World Wide Importers]



Could other tools help?

Lightful Social Platform

The #1 social media tool for charities

- ✓ Lightful social media scheduling
- ✓ Persona creator

The screenshot displays a user profile for 'Clive' with the following details:

- Average daily social media usage:** Medium: 1h - 2.5h
- Contact preferences:** Social media, Email
- Social media platforms:** Twitter (X), Facebook, YouTube, LinkedIn
- Reasons to engage with you:**
 - He has a personal connection to the work we do
 - Is able to do something active to support (fundraising)
 - Can find information easily online
- Reasons not to engage with you:**
 - Busy at work, doesn't have a lot of spare time
 - Often on the go, so needs to be able to engage via mobile
 - Not seeing the impact of his involvement

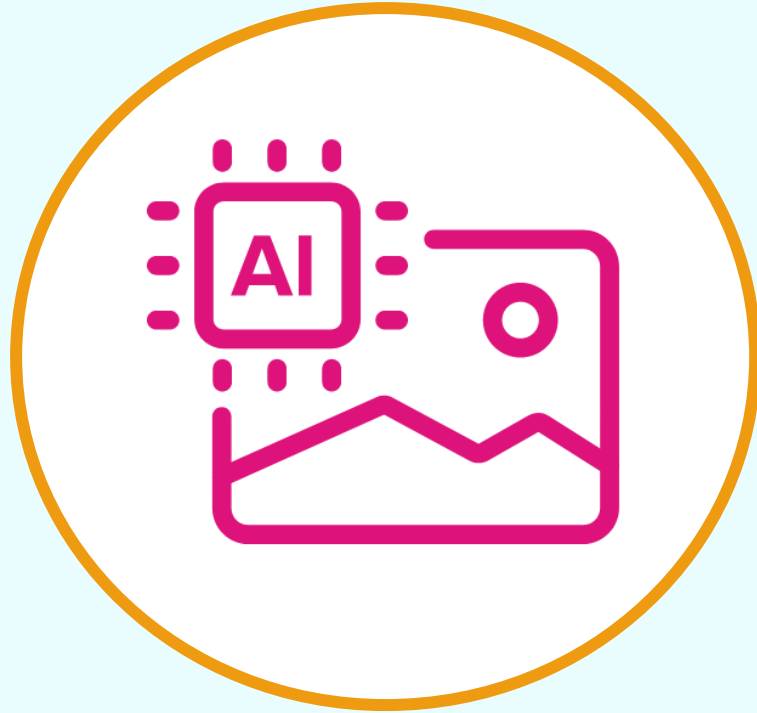
Clive
Donor: Individual
⚠ Not yet engaged

Clive heads up the sales team of a software company

Male
35-55
South West London, UK



2

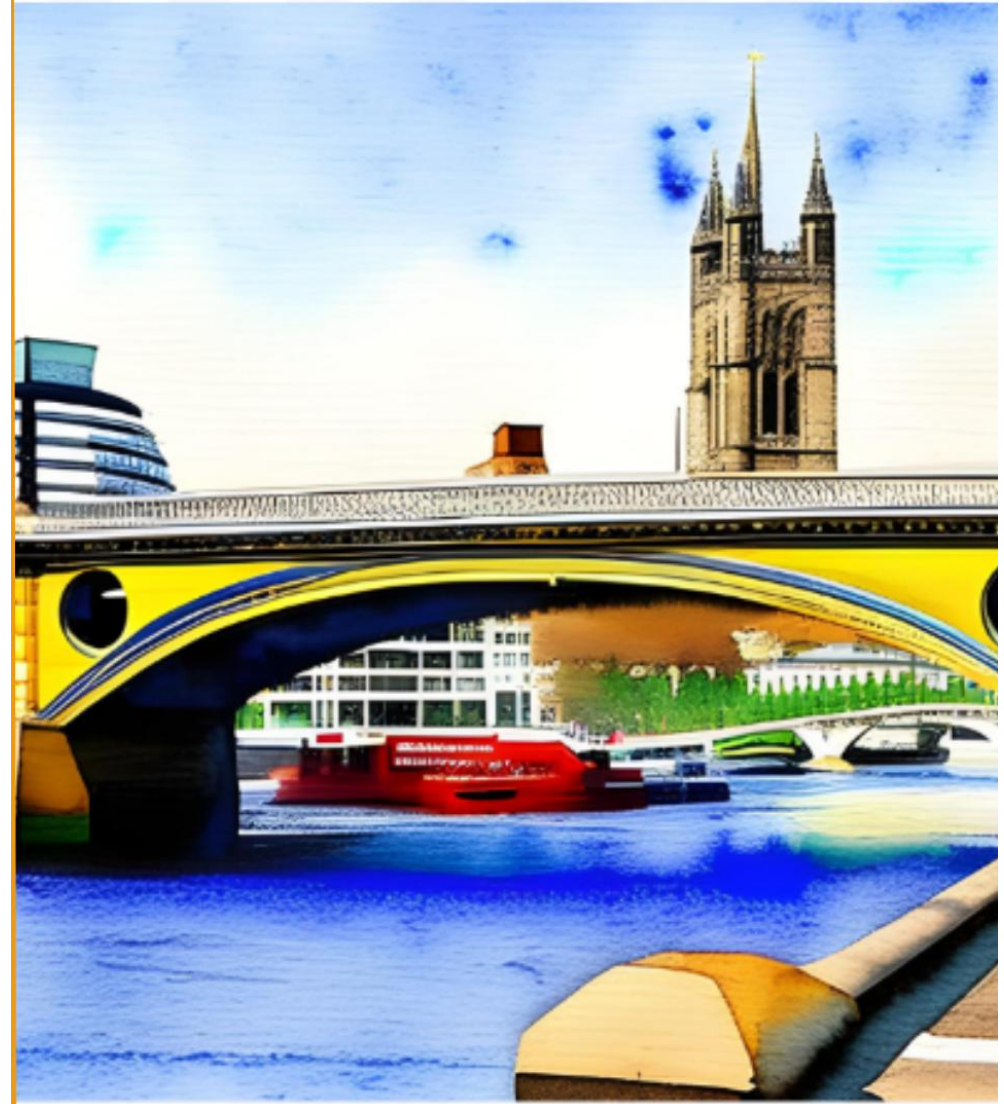


**Generating
and editing
images**



Canva Ai in action

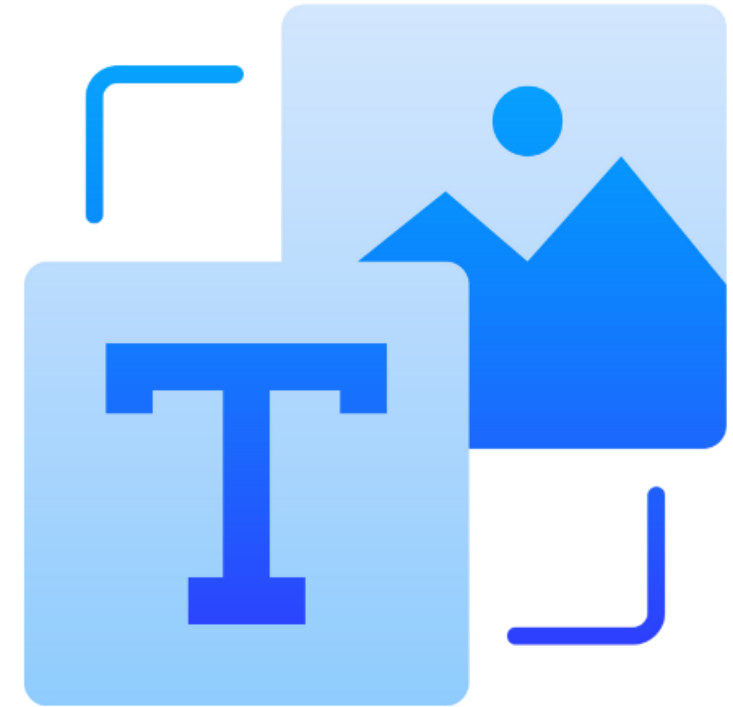
Case study images generated for London Funders learning event



Let's build together...

What could we
create?

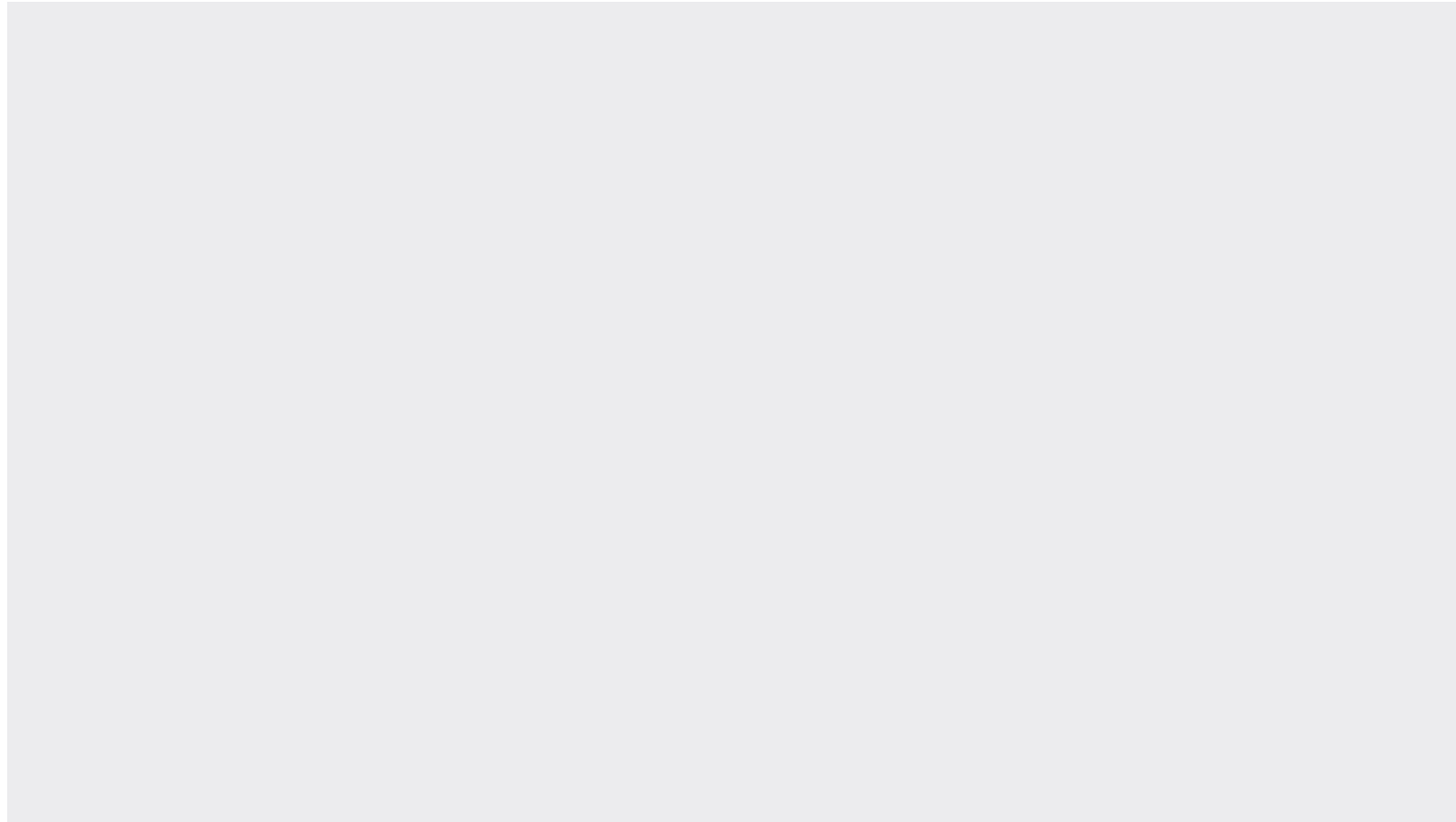
Suggestions in chat
for a scenario...



Canva



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 pm ([see pricing](#))
- ✓ [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



Break
10 minutes
Back at 11.25



AI comparisons *(work in progress!)*

- ✓ **ChatGPT** (OpenAI)
 - ✓ Basis for most generative AI technology used
 - ✓ (Not great for image creation)
- ✓ **Claude.ai** (Anthropic)
 - ✓ Good for detailed responses for analysis
- ✓ **Gemini** (Google)
 - ✓ Integrates with Google Workspace
 - ✓ Good for translations
 - ✓ **Notebooklm** – study, podcasts, faqs, only using your sources
- ✓ **Copilot** (Microsoft – based on ChatGPT)
 - ✓ Use in Bing/Edge & M365
 - ✓ Paid version integrates with other Microsoft 365 apps and looks across your M365 data



3



Fundraising





- ✓ **Use one of the generative AI tools to help**
 - ✓ Research evidence of need
 - ✓ Draft answers to application form questions
 - ✓ Find funding opportunities
 - ✓ Using Artificial Intelligence tools in funding applications (The National Lottery Fund guidance)
- ✓ **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?

When and where is it happening?

What outcomes are you looking to achieve?

What funding do you need?

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



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 2
Refine /
expand
based on
prompts
given



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.

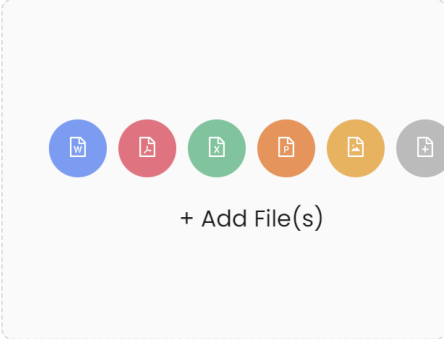
Select Files

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

i 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.¹ 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.² 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.³ 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.⁴ 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.⁵ 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.⁶

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?

Copy Edit With AI

Change Tone >

Change Length >

Add Information

Give Feedback

Finished

Copy Edit With AI

Plinth access

- ✓ Plinth offers an AI Grant Writer tool
- ✓ You can try it for free
- ✓ You're likely to still be able to use it, just not export as a pdf or copy and paste into another document
- ✓ Pricing £150 a month

Fundraising

Scale your fundraising with our AI.
£150 / month

For as many grants as you need to write, and as many users as you need.

Enter your email

Try it free



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

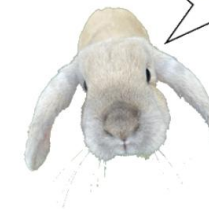
Free AI Funding Bid Writing For Charities

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 ▾

Input here

Submit

Cancel



2 minutes ago

Email me a copy

Regenerate text

Done

Type your message



Small charity example – completing funding bids

File Home Insert Draw Design Layout References Mailings Review View Help

Clipboard Font Paragraph Styles

1. Aa 1.1. Ai 1.1.1. A AaBbCcD 1. AaBbC AaBbCcD AaBbCcD Article Sectio

Find Replace Select Editing Voice Sensitivity Add-ins Editor Copilot

Comments Editing Share

supporting. For example, young people aged 12-14 in Bethnal Green who are at risk of exclusion (max 50 words)

Section D: Experience and Track Record (this section will be scored)

5. Tell us about the organisation/s delivering your project. Include: (max 100 words)

- how you involve the communities you are serving
- and/or how you represent the communities you are serving

5

New Deal for Young People STEAM MENTORING Funding Application Form

6. Please provide examples of when you have delivered mentoring with young people from your chosen cohorts (including examples from partners if applicable). Include: (max 300 words)

- your impact
- how you met the draft mentoring quality statement principles

7. Please provide examples of when you have supported employers to deliver volunteer mentoring (including examples from partners if applicable). Include: (max 300 words)

- your impact
- details of any quality marks that you or your partners have

Section E: Project Need (this section will be scored)

8. Describe the characteristics and needs of the young people that you will support through mentoring. (max 250 words) Please:

- identify a clear demand for your project including relevant evidence, research and knowledge of young people's needs locally
- explain how you have and will involve these groups in the design, delivery and evaluation of your mentoring model

Copilot

help me complete this form by using data from the [Summary Report Sept 2023 to March 2024.pdf](#). make sure to include vital information into the correct fields

Sure, I can help with that. Let's start by identifying the key sections of the form and matching them with the relevant information from the [Summary Report Sept 2023 to March 2024.pdf](#).

Section B: About your organisation

- Name of your organisation: [REDACTED]
- Website: An external link was removed to protect your privacy.
- Address: Tower Hamlets, London
- Name of the main contact person: [REDACTED]
- Position: Programmes Director
- Phone number: An external link was removed to protect your privacy.
- Email address: An external link was removed to protect your privacy.

Add more details to the budget

Summarize the project outcomes

Ask me anything about this document

Page 6 of 14 3218 words Text Predictions: On Accessibility: Investigate Display Settings Focus 100%



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 costs¹.](#)
- ✓ [The poverty rate for children in London remains high, with 33% of children aged 5-9 living in poverty².](#)
- ✓ [Certain boroughs, such as Tower Hamlets, continue to have particularly high rates of child poverty³.](#)
- ✓ [The cost of living crisis has further impacted families, making it increasingly difficult for many to afford basic necessities⁴⁵.](#)
- ✓ 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



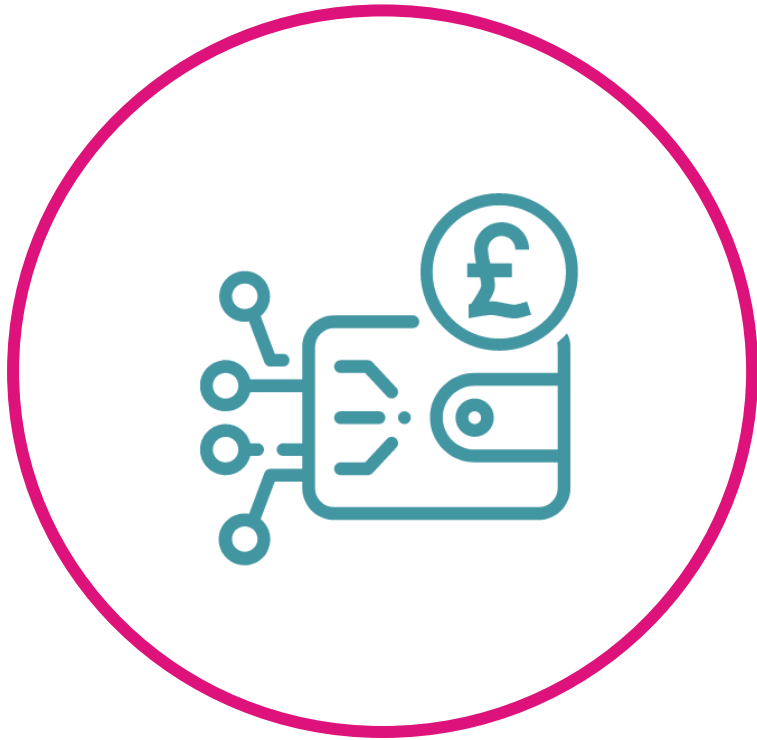


Use ChatGPT or Copilot to identify relevant statistics & evidence to support a funding proposal

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





NotebookLM

Ai – where you control the sources



NotebookLM

Transforms your documents into an interactive knowledge base: NotebookLM allows you to upload and analyse your own documents (like PDFs, Google Docs, etc.) turning them into a source for AI-powered insights

Provides summarised insights and answers: It can quickly summarise lengthy documents, extract key information, and answer specific questions based on the content you provide

Facilitates deeper understanding and exploration: NotebookLM helps you connect ideas and concepts within your documents, fostering a more thorough comprehension of the material

Generates drafts and outlines: It can assist in creating outlines, drafts, and other written content based on the information in your uploaded documents, aiding in content creation.

Offers citation-backed responses: when it generates responses, it can cite the source documents, increasing the trustworthiness and verifiability of the information.

And it can create a podcast you can ask questions!



5



Data analysis



Claude.ai is a good option 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

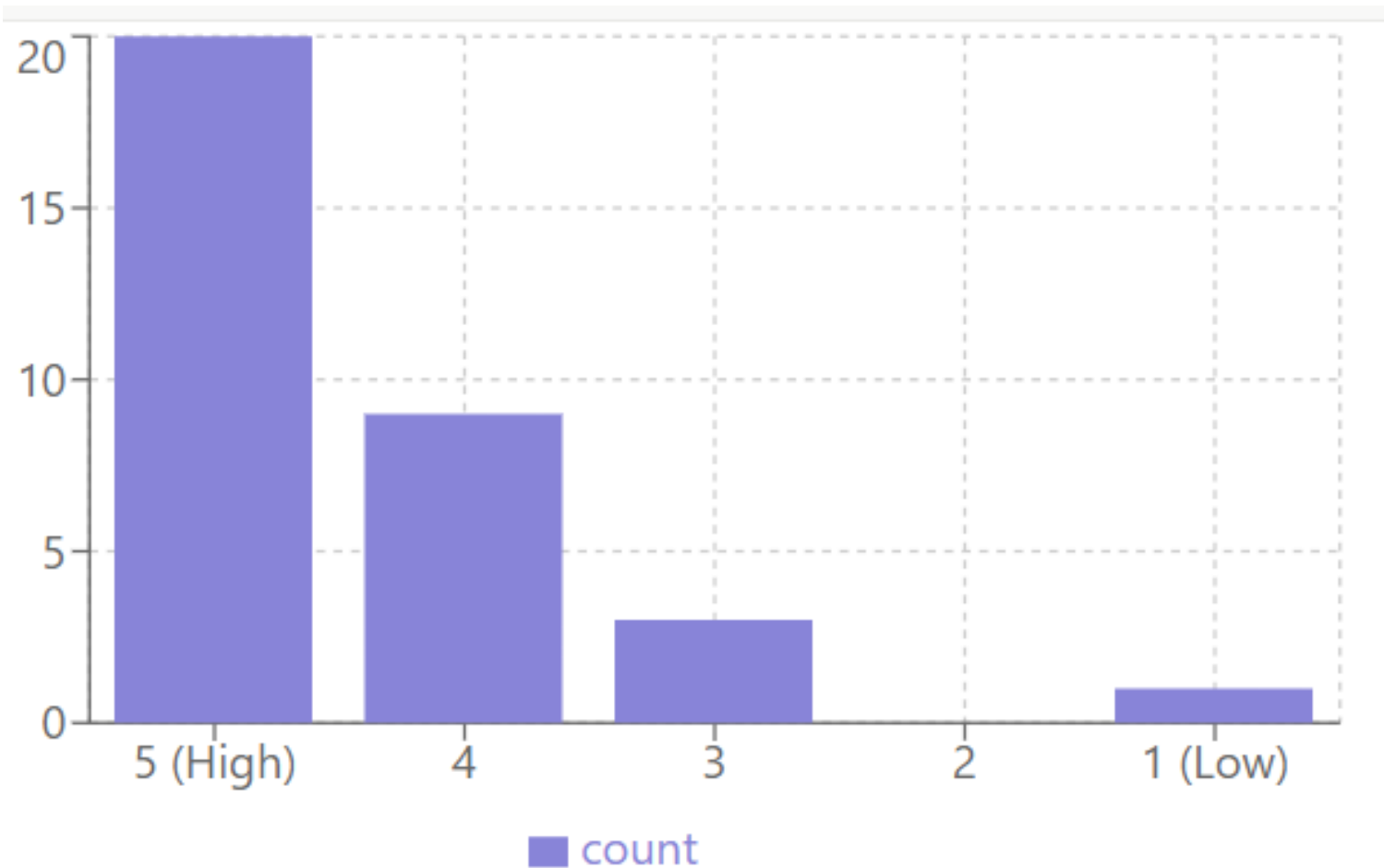


Initial Response

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.

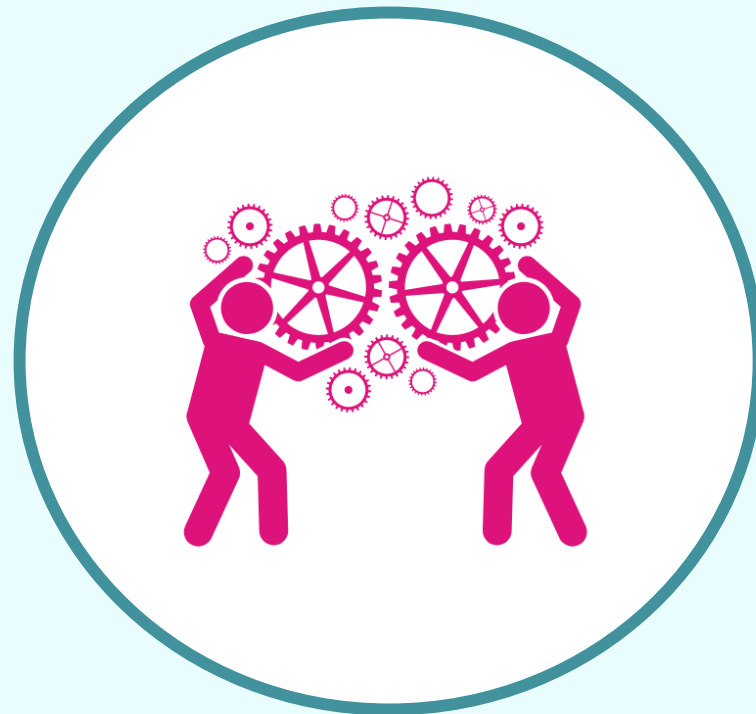


Word of caution

- ✓ 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
admin &
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 in 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

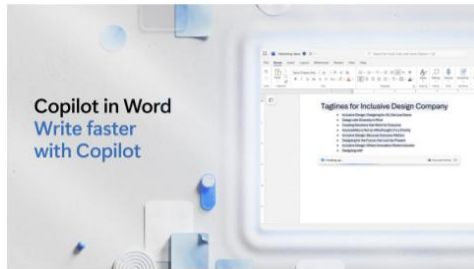
Create

Summarize

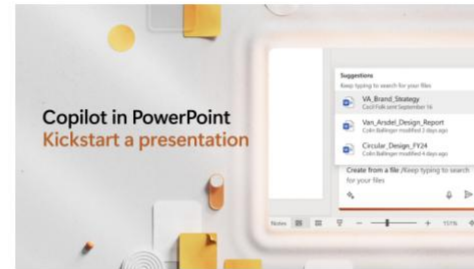
Communicate

Catch up

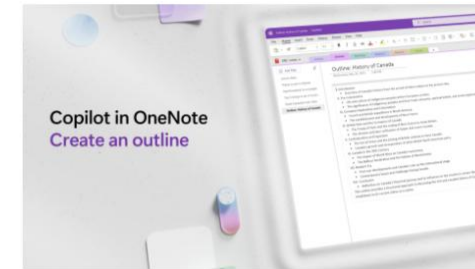
Ask and chat



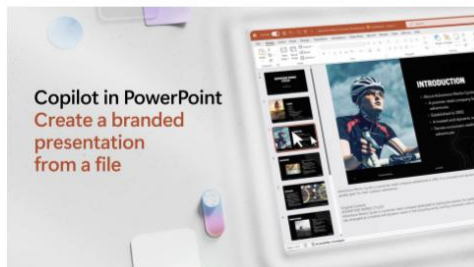
Write faster



Kickstart a presentation



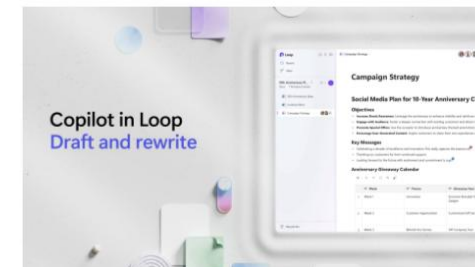
Create an outline with Copilot in OneNote



Create a branded presentation from a file



Create a presentation with a prompt



Draft and rewrite



Copilot in Bing

The image shows a Bing search page with the search query "what is copilot in bing please explain". The search results include a top result from PCMag with the title "What Is Copilot? Microsoft's AI Assistant Explained | PCMag". Below the title is a video thumbnail showing a hand holding a phone displaying the Copilot app. The video description states: "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." There are also tags for "What Is...", "Michael Muchmore", "Lead Software Analyst", and "PC Magazine".

Microsoft Bing

what is copilot in bing please explain

SEARCH COPILOT WORK VIDEOS IMAGES MAPS NEWS SHOPPING MORE TOOLS

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:

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


[See more](#)





Copilot


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...

Draft an introduction
Write a compelling intro paragraph to doc

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

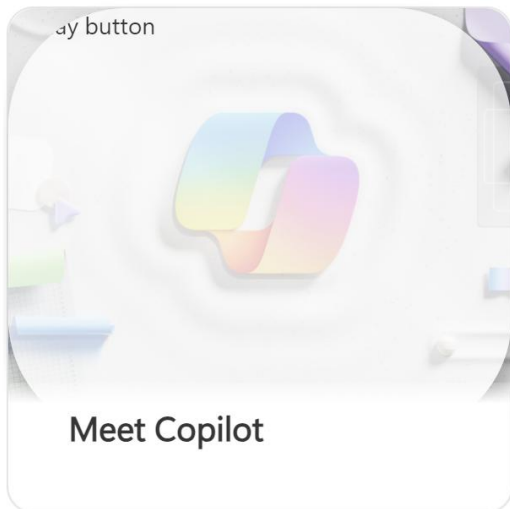
Getting started ▾

What's new

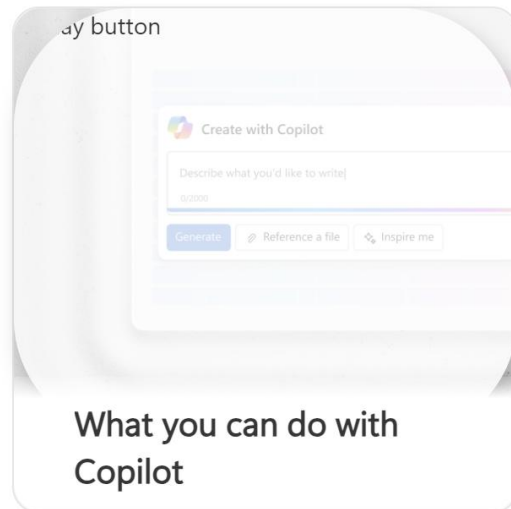


Copilot Lab

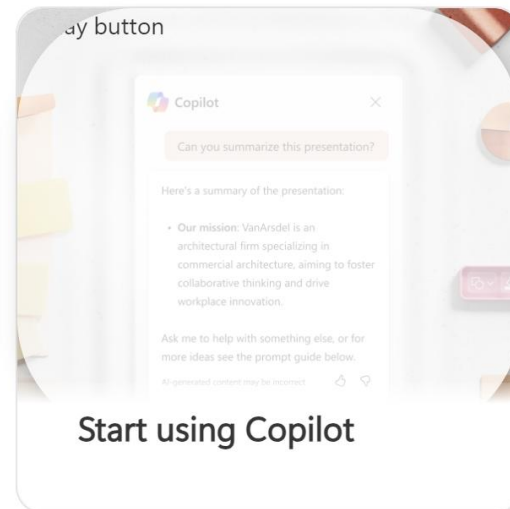
Start your Copilot journey



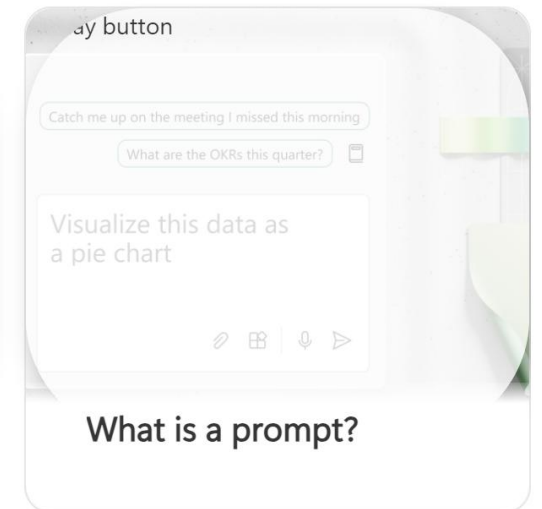
Meet Copilot



What you can do with Copilot



Start using Copilot



What is a prompt?

7



Chatbots

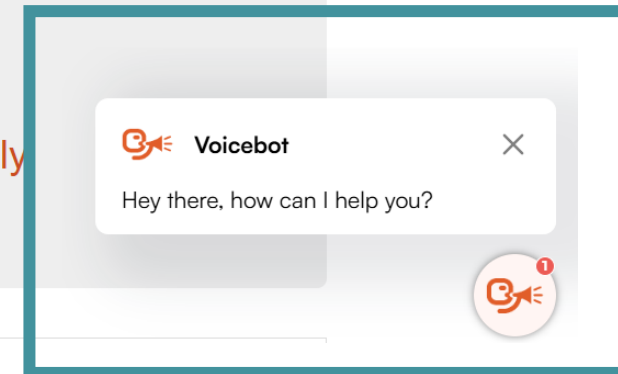




Voice is a free website builder for all charity, community, not-for-profit, and voluntary groups in the UK.

To get started simply [Log In](#) then [Create a free website](#)

You can also [view example sites](#), or read more about [how to apply](#)



1. [Brief presentation](#) on uses of chatbots.
2. [Voice](#) uses Botsonic



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



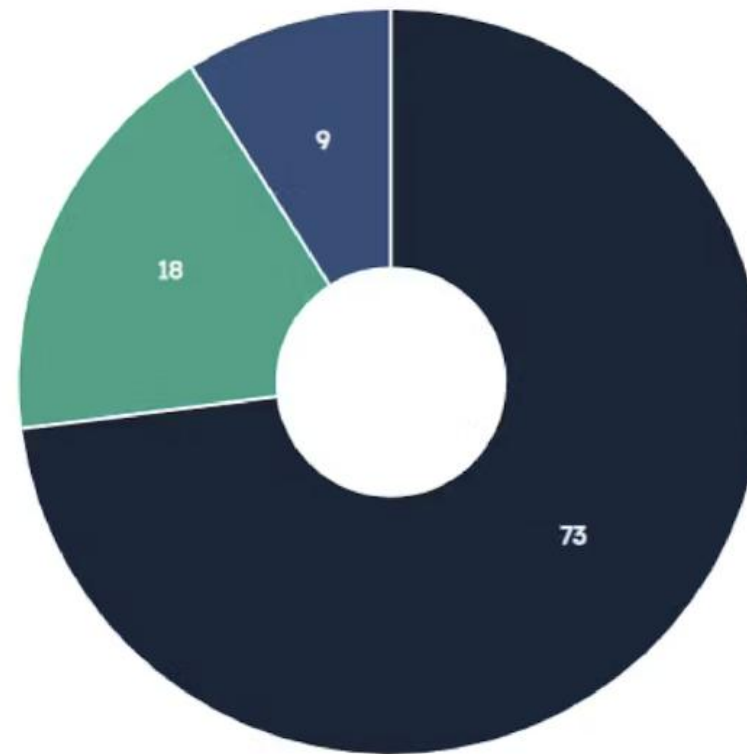
**Guidance,
policies &
ethics**



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?

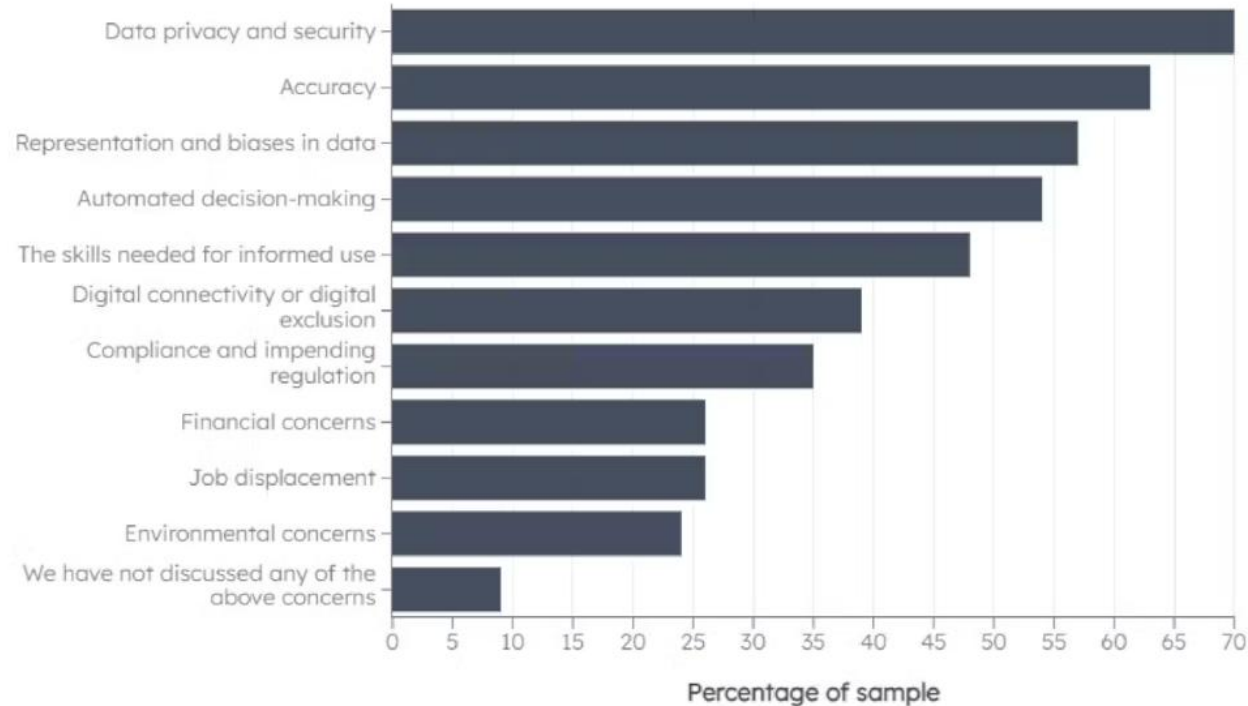


2. Generative AI Governance Issues



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



Best practices for AI implementation

- ✓ Selecting the right AI tools
- ✓ Training staff and providing clear frameworks and policies
- ✓ Ensuring high-quality and inclusive data
- ✓ Emphasising transparency and accountability
- ✓ Conducting regular audits
- ✓ Maintaining human oversight
- ✓ Practicing data governance
- ✓ Avoiding plagiarism and copyright infringement



Safe experimentation

✓ AI experimentation Canvas – from CAST

✓ (See other CAST AI resources here)

Experiment title:				Published?
Description <i>Overview description of experiment</i>	Hypothesis <i>We think that... will result in</i>	To test this we'll	We'll know if it works by measuring	Tools used <i>Are there any open source or community-owned tools that will build the capacity of the sector?</i>
Boundaries of the experiment <i>How are you ensuring this experiment is safe, measured</i>		Person in the loop <i>What role does the team play in delivering this?</i>	Data and privacy <i>What data used for training, what's being added, what is public?</i>	Engagement <i>How have you consulted, co-designed or engaged with potential users or those impacted by this experiment?</i>
Success / Failure notes			Summary reflections	
Links				



Embedding ethical AI practices

- ✓ **Bias mitigation:** Regularly audit AI systems to identify and correct any biases. This includes examining the data used to train AI models to ensure they represent diverse perspectives and populations
- ✓ **Transparency:** Clearly communicate how AI systems make decisions and the data they use. Nonprofits should provide stakeholders with information about the AI tools they use and their implications
- ✓ **Data privacy:** Prioritise the privacy and security of donor & beneficiary data
- ✓ **Ethical guidelines:** Develop a set of guidelines for AI usage that reflect your values and mission
- ✓ **Human oversight:** Humans should still review and validate critical AI-driven decisions, particularly those that impact individuals or communities



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.



Digital Foundations programme

There are many ways we can help small community organisations make sound choices about the digital tools and technology they use.



Communications made easy

Raise your profile using digital tools to engage supporters and fund your future

[Read more »](#)



Digital basics

Work and collaborate online using free and affordable digital tools and technology

[Read more »](#)



Websites for communities

Put your website at the heart of your charity or community organisation's story

[Read more »](#)

[Find out more about the Digital Foundations programme](#)



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 and Paul Firby
info@superhighways.org.uk
www.superhighways.org.uk

