



Introduction to Artificial Intelligence

For small charities and community organisations

What we will cover today

1. What is Artificial Intelligence (AI)
2. Small charity use
3. Practical exercises
4. How to stay safe
5. Policy and guidance
6. Next steps and useful resources



Where are you with your use of AI at work?



Arm bands needed



Doggy paddle



Treading water



Swimming



Gala medallist



Channel swimmer



What is artificial intelligence and machine learning?



True or false?

Which of the statements are true?

Tick as many as you think are correct!



Useful tools that use algorithms to process information to find solutions to specific tasks.

A virtual assistant you can hold a conversation with to help with everyday tasks.

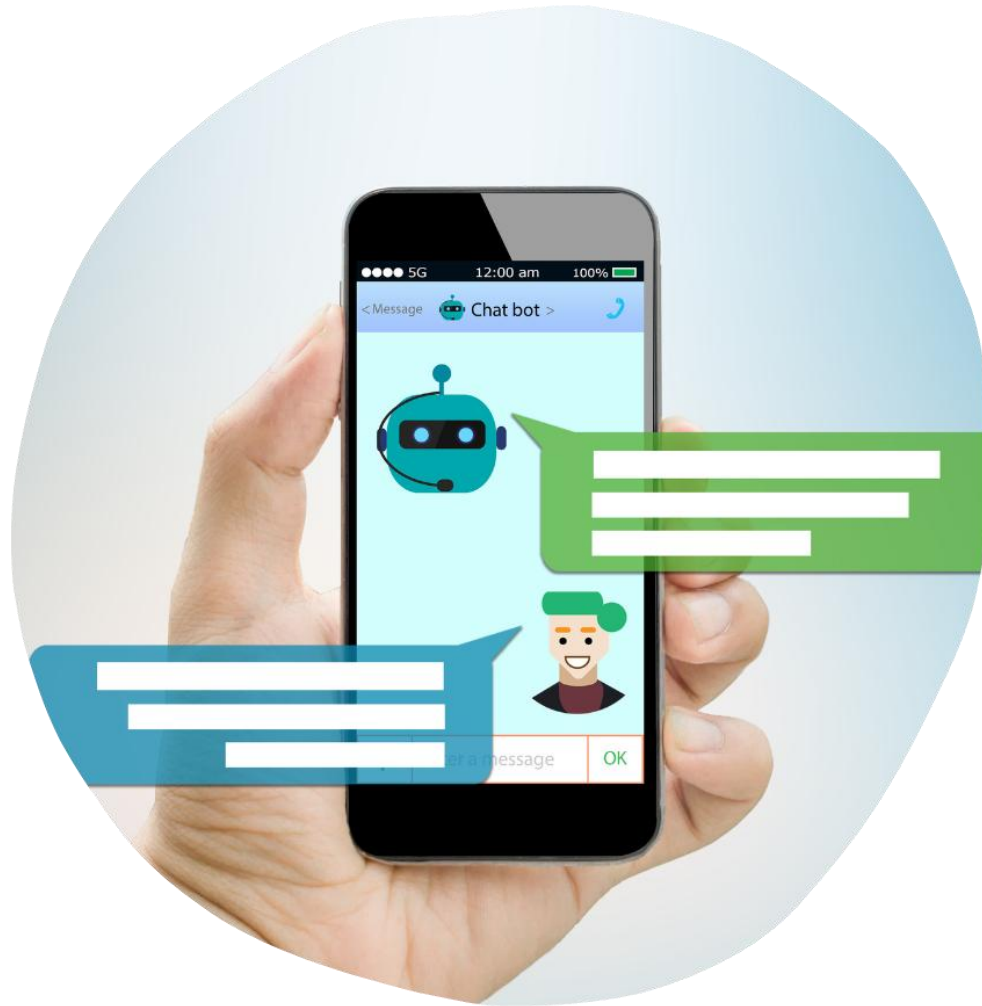
Technology you can use to produce documents, images and designs quicker than searching the internet or using traditional software

Machines that learn how to process large amounts of data, including text and numbers, to produce new information.

3. Machines that can think, communicate and make judgements across multiple tasks and contexts, just like human beings.

Computer programmes that can perform tasks and accomplish goals on behalf of an individual or another system without human intervention.





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

Take this quick quiz
from We AI



How to start using an AI tool

To create new content with an AI tool, ask it a question called a **'prompt.'**

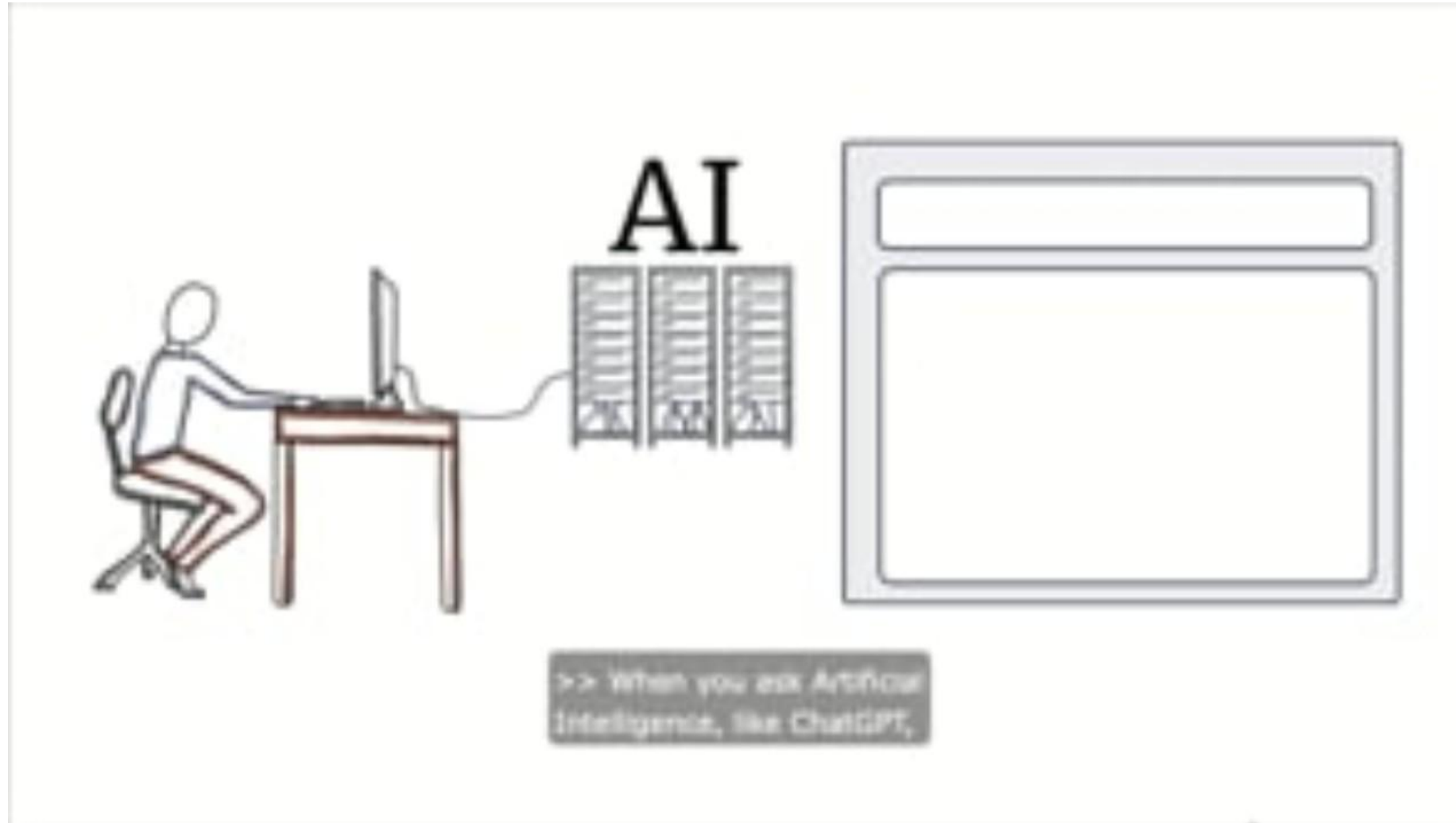
If the response isn't quite right, you can use follow-up prompts to improve it and refine the output.

Ready when you are.

+ How does AI actually work?



How does AI work?



[Common Craft Explainer: Watch here](#)



How can small charities use AI?



How could you be using AI?

1) Suggest better questions for a survey

2) Grammar check a funding application and reduce the word count

3) Translate materials into other languages

4) Reword emails to be softer and more diplomatic

5) Summarise a long report, picking out key points

6) Create an impact blog post based on a report to funders

7) Summarise an online meeting

8) Create content for social media posts including images

9) Brainstorm activities for a new training session

Who's doing what already?!



**What is AI useful for?
And not!**



What could AI be useful for? Or not?

Imagine you run a small charity supporting carers.

- ✓ Adult and young carers
- ✓ Serving diverse communities
- ✓ Stretched staff team of five with mixed digital skills
- ✓ Volunteers helping with a range of projects



Discuss in small breakout groups and feedback



Can AI help?

Useful

- ✓ Creating posters
- ✓ Planning events
- ✓ Creating social media posts
- ✓ Structuring the annual report
- ✓ Summarising meeting notes
- ✓ Finding needs data for funding bids
- ✓ Answering routine queries on benefit entitlements
- ✓ Analysing feedback form data
- ✓ Managing your in-box

Not useful

- ✗ Comforting a carer in distress at your drop in
- ✗ Creating truly diverse images
- ✗ Giving current accurate welfare benefits information
- ✗ Understanding varied accents in transcribed case notes
- ✗ Spotting a safeguarding issue



Can AI help?

Artificial Intelligence

- ✓ Creating drafts
- ✓ Summarising
- ✓ Creating new content
- ✓ Admin functions

Human beings

- ✓ True creativity
- ✓ Empathy
- ✓ Full context
- ✓ Critical thinking
- ✓ Considering own bias and prejudices
- ✓ Physical / manual ability



AI makes mistakes



Spot the mistake

Prompt:

“List all capital cities in the world with a Z in it.”

What has it included?

What would you tell it to do next?

Here is a list of capital cities around the world that contain the letter "z":

1. Baku – Azerbaijan
2. Brazzaville – Republic of the Congo
3. Bratislava – Slovakia
4. Caracas – Venezuela
5. Khartoum North (Al-Khartum Bahri) – Sudan (part of the Tri-capital)
6. Lilongwe – Malawi
7. Luanda – Angola
8. Lusaka – Zambia
9. Mexico City – Mexico
10. N'Djamena – Chad
11. Tashkent – Uzbekistan
12. Tbilisi – Georgia
13. Zagreb – Croatia
14. San Salvador – El Salvador

Spot the mistake

Prompt:

“Can you create a brief infographic outlining 4 key AI tools available including Copilot”

What’s incorrect in this sample taken from the infographic?

What would you advise the AI tool to do next?



Microsoft Copilot

Integrates with Microsoft 365 apps (Word, Excel, Teams) to help draft content, analyze data, and summarize meetings.

Saves time and improves accuracy by automating routine tasks

Spot the mistake

Prompt:

“Looking at our website www.superhighways.org.uk provide an answer to this funding application question “Why should we fund you to support VCSE organisations in England with digital?”

What’s not quite right?

What would you ask the AI tool to do next?

Why you should totally fund Superhighways to support VCSE Orgs With Digital

Okay, let’s cut to the chase. If you’re looking for a team that can genuinely help VCSE organizations across England get their digital ducks in a row, Superhighways is the real deal. We’re not just dipping a toe into digital support — we’ve basically been swimming laps in this pool for over two decades.

Superhighways has been helping small charities and community groups for **25+ years**, back when someone actually thought email was a passing fad. (Yeah... that aged well.) We’re still here, still kicking, and still the go-to folks for practical, judgment-free support that helps orgs get up to speed without splashing the dollars or burning out their teams.

Spot the mistake

Prompt:

“Can you create a photo of two young mums pushing their prams in a London park”

What’s the mistake here?

What would you do to improve the prompt?



Canva nonprofit Teams account

Spot the mistake

Prompt:

Please can you create a photo realistic image of a CEO of a local charity writing a funding bid?

What mistake can you see?

Is there anything you would ask the AI to change?



Chat GPT free account

AI tools



Commonly used AI

Entry level
mainstream /
workplace tools

ChatGPT

Copilot

Gemini

Inbuilt within other
tools / platforms

Otter

Canva

Meta AI

Next steps / more
specific tools

Perplexity

Claude

LM
Notebook



Choosing your AI tool

- ✓ Has your organisation approved it for use?
- ✓ Does it give you useful responses that will help you in your work?
- ✓ Is it easy to use?
- ✓ Is it useful within a specific context e.g. Meta AI to create social media posts?
- ✓ Does it sit within my existing workplace system e.g. Microsoft or Google?

| AI tool | A good place to start if you are a... |
|-------------------|--|
| Microsoft Copilot | Microsoft 365 user |
| Google Gemini | Google Workspace user. Also integrated with Android for smartphone use |
| Chat GPT | Anyone but consider a business account for data control |



CoPilot (free) v CoPilot (paid)

Your plan: M365 Copilot (Basic) responds using web data, your uploads, and content you're viewing in the app. AI-assisted file editing included. Availability may be limited during peak demand.

L0

Lifelong Learner U...
M365 Copilot (Basic) ⓘ

...

Your plan: Microsoft 365 Copilot—answers are powered by Work IQ which reasons over your meetings, emails, chats, files and more.



Paul Firby


M365 Copilot (Premium) ⓘ

...



Copilot Chat







(part of your M365 subscription)



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 basics – did you know...

** Slide from 'Microsoft 365 Copilot QuickStart Training for Nonprofits: Learn to integrate Microsoft 365 Copilot in your work'*



Your private files are not accessible

Files on your personal OneDrive and your computer are always secure and never accessible by Copilot.



Strong content management and data governance practices

Sharepoint files are only accessible through Copilot prompt if you have access to that specific Sharepoint site anyways. The same is true for Teams Channels. (Please view [here for more information about Data and Security](#))



Advanced security with Restricted SharePoint Search

We're now offering [SharePoint restrictions](#). With that it is easier than ever to restrict content and files in SharePoint to the right people.



Company data is never used to train the model

While using Copilot, your company's data is never being used to train the Copilot model. None of your prompts or files feed into the model. Every prompt uses the standard public algorithm and adjusts for your data locally.



You are in the Pilot seat – Copilot is here to help

The fundamental benefit of AI lies in its ability to enhance our work rather than substitute for human workers. Copilot is your virtual assistant to help reduce mundane tasks, find the information to get your job done quickly thus increasing your productivity. Rather than fearing replacement, employees who embrace AI skills can enjoy a cascade of career benefits.

Introducing prompts

Define

1. Expertise you need
2. Your task
3. Objective
4. Relevant context
5. Output/format you want

[Copilot tutorial: What is a prompt? – Microsoft Support](#)

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...



Top 10 to "Try First"

with Microsoft 365 Copilot

Foundational skills for new users

** Slide from 'Microsoft 365 Copilot QuickStart Training for Nonprofits: Learn to integrate Microsoft 365 Copilot in your work'*



1

Recap a meeting

– let Copilot keep track of key topics and action items so you can stay focused during the meeting and avoid listening to the recording after.

- Draft an email with notes and action items from meeting



2

Summarize an email thread

– get quickly caught up to a long, complex email thread.

- Click on the Summarize icon



3

Draft email

– personalize the tone and length.

- Draft an email to [name] that informs them that Project X is delayed two weeks. Make it short and casual in tone.



4

Summarize a document

– get right down to business by summarizing long documents and focusing on the relevant sections.

- Give me a bulleted list of key points from file



5

Tell me about a topic/project

– provide insights and analysis from across multiple sources to get up to speed quickly.

- Tell me what's new about topic organized by emails, chats, and files?



6

Give me some ideas for ...

– boost your creativity with ideas for your work such as agendas, product names, social media posts, etc.

- Suggest 10 compelling taglines based on file



7

Help me write ...

– jumpstart creativity and write and edit like a pro by getting a first draft in seconds.

- Generate three ways to say [x]



8

What did they say ...

– when you vaguely remember someone mentioning a topic, have Copilot do the research.

- What did person say about topic



9

Revise this content

– when you've got a rough draft of an idea, turn it into usable text and then vary the length and tone.

- Rewrite with Copilot



10

Translate a message

– with organisations becoming increasingly international, it's important to be able to read or write messages in other languages.

- Translate the following text into French:

For more prompts, visit Copilot Lab at: aka.ms/CopilotLab



The art and science of prompting

1. Tell Copilot what you need

Prompts are how you ask Copilot to do something for you — like creating, summarizing, editing, or transforming.

Think about prompting like having a conversation, using plain but clear language and providing context like you would with an assistant.

Learn about projects and concepts:

"What is [Project X] and who are the key stakeholders working on it?"

Edit text:

"Check this product launch rationale for inconsistencies."

Transform documents:

"Transform this FAQ doc into a 10-slide onboarding guide."

Summarize information:

"Write a session abstract of this [presentation]."

Create engaging content:

"Create a value proposition for [Product X]."

Catch-up on missed items:

"Provide a summary of the updates and action items on [Project X]."

** Slide from 'Microsoft 365 Copilot QuickStart Training for Nonprofits: Learn to integrate Microsoft 365 Copilot in your work'*

The art and science of prompting



2. Include the right prompt ingredients

To get the best response, it's important to focus on some of the **key elements** when phrasing your Copilot prompts.

Goal

What response do you want from Copilot?

Context

Why do you need it and who is involved?

Generate 3-5 bullet points to prepare me for a meeting with Client X to discuss their "Phase 3+" brand campaign. Focus on Email and Teams chats since June. Please use simple language so I can get up to speed quickly.

Source

Which information sources or samples should Copilot use?

Expectations

How should Copilot respond to best meet your expectations?

** Slide from 'Microsoft 365 Copilot QuickStart Training for Nonprofits: Learn to integrate Microsoft 365 Copilot in your work'*

Suggested Copilot prompts

The screenshot displays the Copilot Prompt Gallery interface. At the top, there are three tabs: "Microsoft prompts" (selected), "Your prompts", and "Team prompts". Below the tabs are four filter dropdowns: "App", "Task", "Job type", and "Copilot agent". The main area contains a grid of 12 prompt cards, each with a title, a description, and a small icon representing the prompt's function.

| Microsoft prompts | Your prompts | Team prompts | |
|---|---|--|---|
| App | Task | Job type | Copilot agent |
| Stay informed What's the latest from <code>person</code> , 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. | Get a to-do list Get a to-do list from my Fabrikam client meetings. |
| Create presentations Create a presentation from <code>file</code> | Write more confidently How can I more concisely describe <code>[time management]</code> ? | Find specific information What does the document say about <code>[roles and responsibilities]</code> ? | Draft an email Write an email congratulating my team on the end of the fiscal year. |
| Write a formula Write a formula <code>[for the average of each column]</code> | Create an agenda Add a meeting agenda based on my prior meeting notes with <code>[World Wide Importers]</code> | Draft an agenda Draft an agenda for <code>[the team retrospective meeting]</code> | Find the right questions Suggest common questions that can be asked to get a retrospective started with my colleagues |

[Copilot Prompt Gallery](#)





The art and science of prompting

[Copilot tutorial: What makes a good prompt? – Microsoft Support](#)

Following up on your prompts helps you collaborate with Copilot, to gain more useful, tailored responses.

3. Keep the conversation going



Generating content ideas

Lead with broader requests, then give specific details about the content.



Enabling insightful meetings

Request a meeting recap, then ask for more information about what you should know.



Storytelling assistance

Ask Copilot to write a story, then guide it by giving more specific, relevant details.



Gaining insights

Ask for a summary of a specific file, then ask relevant questions to gain deeper insights.



Translating languages

Ask Copilot to translate a sentence to one of the supported languages, then ask for more context or a regional dialect.



Solving technical problems

Present a technical problem, then narrow it down, or ask for step-by-step guidance.

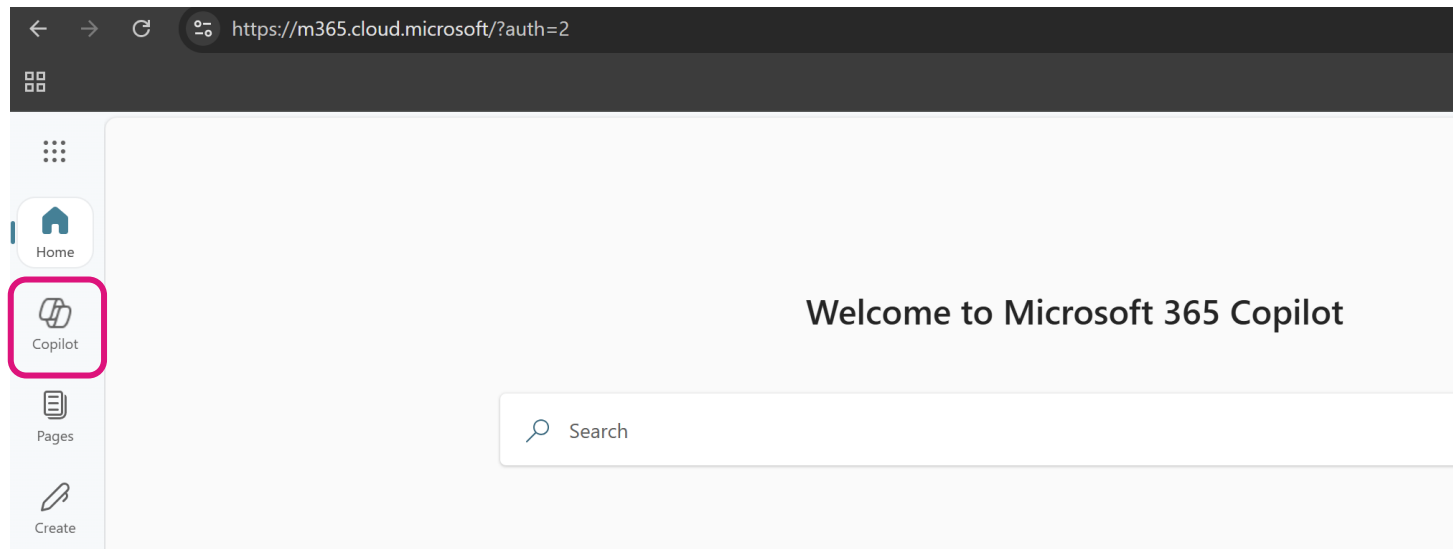
*** Slide from 'Microsoft 365 Copilot QuickStart Training for Nonprofits: Learn to integrate Microsoft 365 Copilot in your work'**

Demo and Do

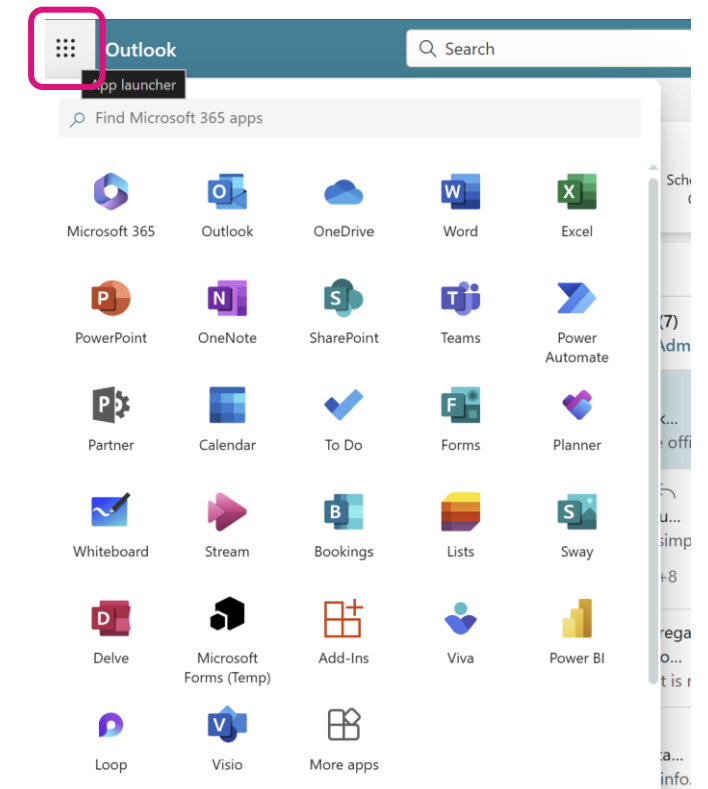


Opening Copilot

Either find Copilot from your M365 landing page (www.office.com) after signing in



Or if using any of your M365 apps in the browser – click the App launcher and select or search for Copilot



AI in practice with Care Eat Share

Care Eat Share is a fictional community cooking project in Plymouth that brings residents together to cook and share a meal.

We'll demo how you can use AI to produce social media posts, graphics, guidelines and more.

Then you'll try.



Care Eat Share

Bringing Plymouth residents
together to cook & share a meal!

Wednesdays 5pm - 8pm
Community Kitchen, Vauxhall Quay

Sign up or find out more:
info@care-eat-share.org.uk

Copilot Dashboard overview

NAVCA artificial intelligence
training toolkit for
development workers



DEMO

Let's take a look at
how you can
navigate Copilot
and find out more
about data security
features.

[Link to video](#)



Copilot dashboard overview



NAVCA artificial intelligence
training toolkit for
development workers



Generating ideas with ChatGPT

NAVCA artificial intelligence training toolkit for development workers



DEMO

You can use ChatGPT and other AI tools to generate ideas for your work.

[Link to video](#)



Generating ideas with ChatGPT

NAVCA artificial intelligence training toolkit for development workers



Creating social media posts using ChatGPT

NAVCA artificial intelligence
training toolkit for
development workers



DEMO

Learn how to create
text for your social
media posts.

[Link to video](#)



Creating social media posts using ChatGPT

NAVCA artificial intelligence
training toolkit for
development workers



Creating graphics with ChatGPT

NAVCA artificial intelligence training toolkit for development workers



DEMO

Learn how to create a graphic using a file upload alongside your prompt

[Link to video](#)



Creating graphics with ChatGPT

NAVCA artificial intelligence training toolkit for development workers



Creating guidance referring to relevant guidelines



NAVCA artificial intelligence training toolkit for development workers



DEMO

Create guidelines or other information by referring to relevant websites.

[Link to video](#)



Creating guidance referring to relevant regulations



NAVCA artificial intelligence training toolkit for development workers



Analysing data with AI



NAVCA artificial intelligence
training toolkit for
development workers



DEMO

Learn how to
analyse feedback
data using AI.

[Link to video](#)



Analysing data with AI



NAVCA artificial intelligence
training toolkit for
development workers



Safe use of AI



How AI systems try to be safe

'Guardrails' are specific safety features built into AI systems. They help to prevent things such as:

- ✓ Personal data being shared outside of the system
- ✓ Producing discriminatory or harmful content
- ✓ Phishing scams and other cyber security problems
- ✓ Manipulation by an end user

But they are not perfect. AI often reflects existing bias. Mistakes also happen through incorrect application of the guardrail.



You are also a
'guardrail'

"Be a good human"

[Canva AI acceptable use policy](#)

How can you be the "human in the loop" and make sure that AI is working correctly and safely for you?

Please write your answers to the following examples in chat.



Concern?

A project worker is uploading non-anonymous survey responses to their free Chat GPT account.



Concern?

A project worker is uploading non-anonymous survey responses to their free Chat GPT account.

- ✓ Redact personal data e.g. name, email address
- ✓ Use a premium (paid for) account
- ✓ Check how sensitive the responses are (will someone's identity be unintentionally revealed)
- ✓ Are you using an account that has been set up with a personal or work email?
- ✓ Record your prompts and keep a record of responses as an audit trail for insights drawn and decision making

Concern?

You are looking for useful external data to include as evidence in your funding bid.

◆ AI Overview

Child poverty in London is a major issue, affecting over a third of children (around 700,000) after housing costs, with rates higher than the rest of England, driven by high living expenses, particularly housing, and impacting health and opportunities, though some recent trends show small decreases in certain areas, according to [Trust for London](#) and [the Greater London Authority](#). Key factors include low wages, insecure and the high cost of private renting, with some boroughs like Tower Hamlets seeing nearly half their children in poverty. [🔗](#)



Key Statistics & Trends

- **Prevalence:** Over 1 in 3 children (around 35-36%) in London live in poverty after housing costs, higher than the England average.
- **High-Risk Ages:** Poverty rates are highest for older children, with 41% of 15-19 olds in poverty.
- **Working Households:** A 32% rise in child poverty in working households since highlights wage stagnation and insecure work as major drivers

Concern?

You are looking for useful external data to include as evidence in your funding bid.

- ✓ Check data sources are referenced
- ✓ Is the source trust-worthy?
- ✓ Is the information up to date?
- ✓ Is it relevant? Tone of voice may appear authoritative and hard to dismiss
- ✓ Does your AI tool allow you to search specific links to data sources?

Concern?

A volunteer wants to use a new AI chat tool that they have heard is good.



Concern?

A volunteer wants to use a new AI chat tool that they have heard is good.

- ✓ What's the reason for trying a new tool?
- ✓ Are you using an existing tool in your workplace that can do the job?
- ✓ Have they checked with someone in the team that it's okay to try?
- ✓ Check and amend privacy and data settings in the tool accordingly
- ✓ Refer to your internal policy or guidance (and update if you choose to continue to use this tool)

Concern?

An AI note taking assistant has joined your network meeting. The person isn't there!



Concern?

An AI note taking assistant has joined your network meeting. The person isn't there!

- ✓ Have you made the decision to allow note-takers to join your meeting?
- ✓ Remove the note taker immediately if there are concerns
- ✓ When signing up for an account, carefully untick default integrations e.g. calendar
- ✓ Ask the person to remove the note taker from their calendar or change default settings so it does not happen again
- ✓ Consider adding a statement to future event invites e.g. accept note takers with prior notification and good reason
- ✓ Use your own AI note taker for your network meetings to control when and how notes are shared

Concern?

You are having a great time creating graphics for your charity every day using your AI chatbot. You've stopped looking for graphics and taking photos to support your work.



Concern?

You are having a great time creating graphics for your charity every day using your AI chatbot. You've stopped looking for graphics and taking photos to support your work.

- ✓ Create only what doesn't exist and fulfils a purpose
- ✓ People value authenticity. Your photos give a better sense of who you are
- ✓ Remember creating and storing images takes up energy, water and human resources across the world
- ✓ BUT! Do you regularly clean up your cloud storage, such as deleting files and photos no longer needed

Concern?

You've been asked to create an image of a Gypsy and Traveller community sitting on the bank of the river near Southwark bridge for a case study of your work.

This is what your AI returns to you.



Canva nonprofit Teams account

Concern?

You've been asked to create an image of a Gypsy and Traveller community sitting on the bank of the river near Southwark bridge for a case study of your work.

This is what your AI returns to you.

- ✓ Check images for bias/prejudice
- ✓ Check for accuracy
- ✓ Careful prompting. It's better to describe the picture and people clearly
- ✓ Specify what you don't want to include
- ✓ Find proxy images or concepts

| Don't | Do |
|--|--|
| × Upload personal data | ✓ Remove names and other personal data from spread sheets or documents e.g. for data analysis |
| × Set up AI accounts for work using your personal email address | ✓ Use your work email address e.g. org.uk |
| × Use AI content that is incorrect or misleading | ✓ Check and verify information always - 'human in the loop' |
| × Use any new AI tools available | ✓ Use approved AI tools |
| × Lose track of outputs | ✓ Save important prompts or information for your audit trail. Do not make decisions purely based on AI outputs |
| × Share your AI accounts log-in details | ✓ Use your own strong passwords and follow usual cyber security best practices |
| × Share harmful or discriminatory content | ✓ Be mindful of inherent bias |
| × Overuse for every task imaginable | ✓ Be intentional in your use (mindful of environmental impacts) |

Policy and guidance for you and your team



Discussion

What would you include in your policy or guidance?

- ✓ Short breakouts
- ✓ Feedback



Policy / guidelines template

Guidance / policy for using Artificial Intelligence (AI) at [name of organisation]

Our values

At [name of organisation] we use technology to support our mission to [work of your organisation] with [who you work with] to create change.

At the same time, we're thinking carefully about the ethics, risks, and responsibilities that come with using them.

List any values that are important to your organisation. Mention any that are particularly important for your approach to technology. This will help staff and volunteers remain grounded in your organisation's work, recognising that technology offers tools and techniques that enhance your work: it is not the driver of your mission.

Why are we using AI?

We are investing in learning about AI, so that we can apply this to our work with the aim of increasing our impact and sustainability.

Do you have any relevant information to add here? E.g. spending more time with people who need you most, ensuring staff have appropriate skills for their roles and any they have in the future.

We are exploring how AI might help us to:

Free up staff time and create capacity, reduce administration and improve our processes. For example, we may use AI for: [delete / add as appropriate]

- AI meeting notes
- Transcribing interviews
- Creating copy for marketing
- Generating images for posters
- Help with funding bids
- Drafting email responses
- Analysing survey responses

You may wish to state where you have decided AI is not appropriate to use e.g. decision to not use for image creation

You can use this [template](#) to create guidance or a basic policy for your organisation.

This template is adapted from [ProMo Cymru's public AI Statement](#)



Next steps and resources

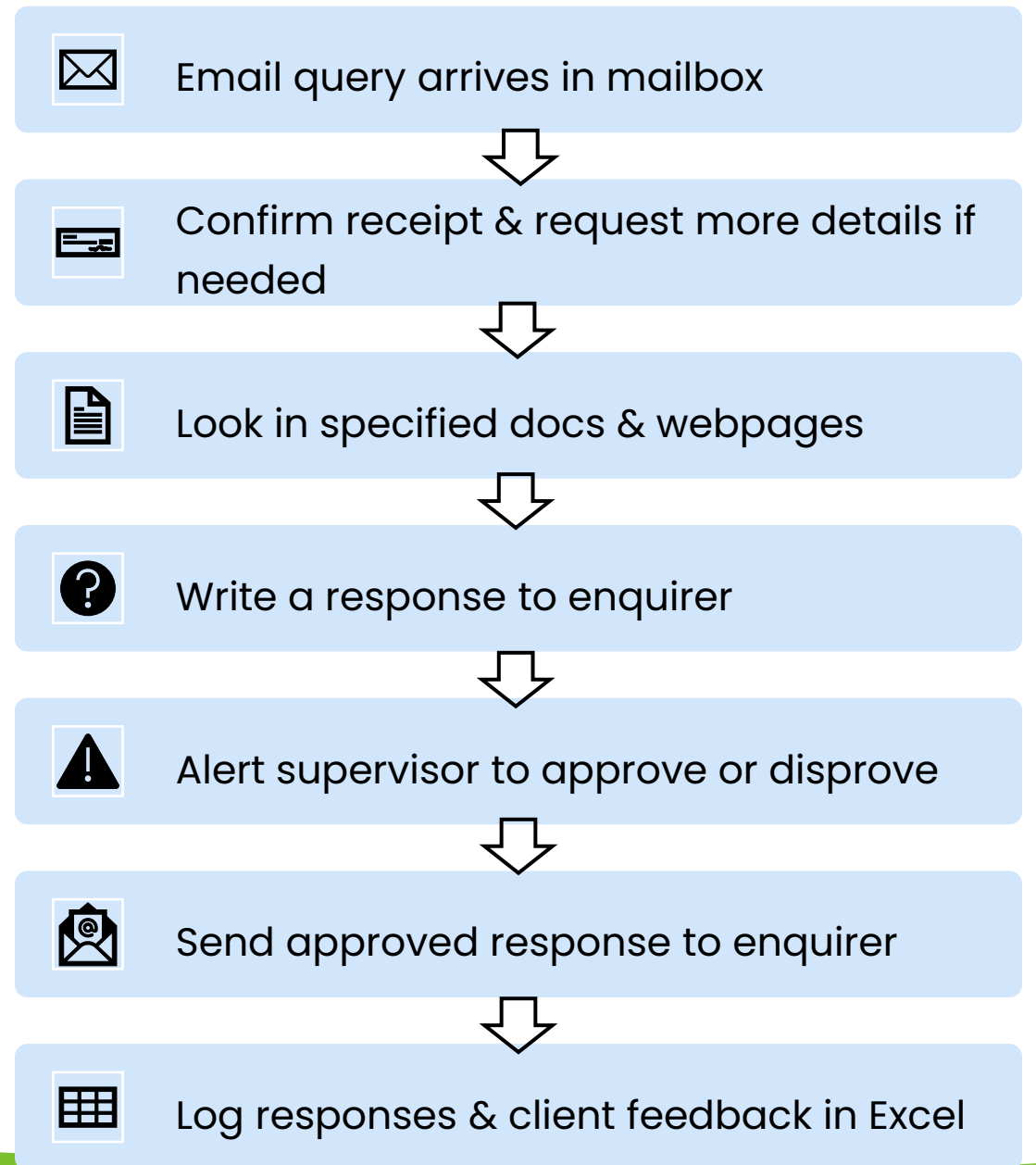


Agentic AI

AI can also support you complete time-consuming tasks and boost productivity beyond just creating content (generative AI).

Increasingly we'll see use of AI Agents to deliver customised and automated solutions to help with repetitive tasks.

Do you have something in mind?



Training and resources

1. [Superhighways' resource round up](#)
2. [Charity Excellence Framework training videos](#)
3. [CAST library of nonprofit organisations' AI experiments](#)
4. [Media Trust: A charity's guide to AI prompts](#)
5. [Charity Comms AI Hub](#)
6. [Charity Digital Conscious AI Hub](#)

