









# Unlocking the power of AI: transforming marketing and communications

# Agenda

-  Introductions
-  Introduction to AI in marketing and comms
-  Getting started: practical examples and tips
-  Lightful's approach to AI
-  Lightful AI tool demo
-  Q&A



## About Lightful

Lightful is a certified B Corp powering social and environmental change. Our services are designed to support organisations to amplify their voices and multiply their impact.

Lightful helps nonprofits develop the digital skills and confidence needed to tell compelling stories, build trust, and raise more money. We partner with individual and institutional donors to provide nonprofits all over the world with purpose-built online tools, practical advice, and tailored training.

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# What excites or concerns you about AI in marketing?



# An introduction to generative AI

**Generative AI, or generative artificial intelligence, is a type of AI that can create new content, such as: text, images, music, videos**









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

# Getting started

## Where to start

- Have a go: familiarise yourself with the tools available
- Think it through: define how you will use AI at your organisation
- Always keep a 'human in the loop'
- Play to your strengths - what would free you up to add more value to your work?

## Some starter ideas

-  Automate routine tasks
-  Content creation and curation
-  Data analysis and reporting
-  Segmentation and donor outreach
-  Donor stewardship recommendations
-  Survey analysis

# Writing prompts



Be clear



Provide context



Be specific



Use examples



Keep it short



Give information in a sequence



Write in a neutral tone



Test and refine

# Tools

- ChatGPT
- Claude
- Copilot
- Chatbase
- Jasper
- BingAI
- Bard

- Canva
- Dall-E
- Adobe Firefly
- Midjourney
- Stable Diffusion

- HeyGen
- Synthesia
- Runway
- Beatbot



Based on your strategy and objectives, here is a suggested LinkedIn content calendar for November for Regen Organics. This plan incorporates relevant awareness days and follows the themes of food security, training, partnerships, and organizational culture.

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## **Week 1: Impact on Food Security and Education**

**Theme:** Showcasing how Regen Organics directly contributes to food security and improved livelihoods for farmers.

### **1. Wednesday, Nov 1 – National Fertilizer Day (US)**

- **Topic:** Infographic on “How Regen Organics’ Fertilizer Boosts Crop Yields for Farmers”
- **Creative:** Engaging infographic with visuals showing yield growth, family livelihood improvements, and community impact.
- **Call to Action:** “Discover how sustainable fertilizers are transforming agriculture for local communities.”

### **2. Friday, Nov 3 – Success Story**

- **Topic:** Video Testimonial from a Farmer on Increased Yields
- **Creative:** Short video (30–60 seconds) of a farmer discussing the positive impacts of using Regen Organics’ fertilizers on crop yields and family well-being.
- **Call to Action:** “Hear directly from those  on the frontlines of sustainable agriculture. Watch



**Subject:** Together, We Can Make a Difference This Giving Tuesday 🌟

Dear [First Name],

This Giving Tuesday, we invite you to make an impact alongside Hope Haven. As one of our most loyal supporters, you know that when a child's life is transformed, it ripples through families, schools, and communities.

At Hope Haven, we specialize in helping children with intellectual and developmental disabilities, behavioral challenges, and educational barriers overcome obstacles to achieve their full potential. Families come to us when they feel like they've exhausted all options, and we show them that hope is not lost—it's just the beginning.

#### **Why Your Support Matters**

1 in 5 children faces developmental, psychological, or academic challenges. Many of these children require complex, specialized services that families often struggle to afford. Your generosity makes it possible for us to provide scholarships, sliding-scale rates, and, when needed, free services to the families who need us most.

Here's how your contributions help:

- **Advocacy:** Ensuring families receive full access to funding and resources.
- **Tailored care:** Offering multi-disciplinary services that meet each child's unique needs.
- **Lifelong support:** From their first steps to their first job, we're with them for the journey.

This year, we've been inspired by stories like [insert a short, specific client story or impactful statistic], reminding us why our mission matters.

#### **Join Us in Spreading Hope This Giving Tuesday**

Your donation empowers children and families to overcome challenges and embrace a brighter future.





## Donor Stewardship Plan for Hope Haven's Giving Tuesday Campaign

A comprehensive donor stewardship plan ensures that donors feel valued and remain engaged beyond the initial gift. For this campaign, we will create a multi-tiered plan that reflects donor contributions, reinforces impact, and nurtures long-term relationships.

### 1. Donor Segmentation

Segment donors based on giving levels and engagement:

- **First-Time Donors:** New contributors inspired by Giving Tuesday.
- **Returning Donors:** Supporters who have given to Hope Haven in the past.
- **Major Donors:** Individuals contributing above a predetermined threshold (e.g., \$500+).
- **Recurring Donors:** Monthly or annual donors who give consistently.

### 3. Communication Cadence

Timeline	Action	Channel
Day 1	Thank-you email	Email
Day 3-5	Social media acknowledgment	Social Media (if opted-in)
Week 1	Personalized thank-you note or phone call	Mail/Phone
Week 2	Campaign Impact Snapshot	Email
Week 4	Blog post link on campaign impact	Email/Social Media
Month 2	Quarterly updates and upcoming events	Email
Month 6	Mid-year impact report	Email/Mail
End of Year	Annual impact summary and stewardship gift	Email/Mail



## Lightful Glossary Chatbot



Hi! What digital word or phrase would you like me to explain?

Hii

What does CTR mean?

What's the difference between reach and impressions?

Tell me some examples of website analytics terms





You

generate an image of a large purple lightbulb in front of a deser



image generator



# Lightful's approach to AI

# Lightful's AI squad



# Lightful's approach to using Generative AI

We have encapsulated our approach in three [guiding principles](#):

## Building responsibly

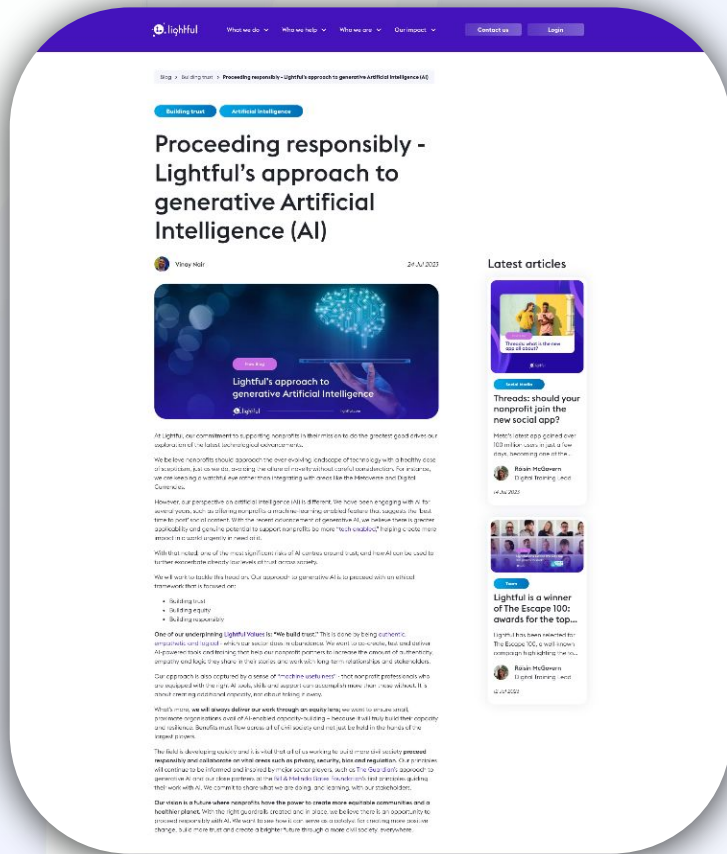
- AI advice is guided to add capacity for users, with **user feedback** and **understanding constraints**

## Building equity

- AI that creates **equity enhancement**, where small organisations can significantly benefit

## Building trust

- AI tools only if it helps to craft **empathetic, authentic, logic-based trust-building work**



# Areas to consider in your organisation's approach to using Generative AI

## Responsibility & accountability

- AI systems should be accountable and traceable
- They should avoid conflicts with human rights norms and threats to environmental wellbeing

## Transparency

- Transparency and explainability is key
- People should understand how AI is being used, and if and when data is being stored

## Fairness

- AI tools should promote social justice, fairness, and non-discrimination

## Inclusivity

- AI should always take an inclusive approach to ensure AI's benefits are accessible to all

**LUMI**  
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 lightful



# Enhance your content with our AI tools!

AI tools to support you in digital content creation and ensure you're engaging as many supporters as possible!



## AI Persona Creator

- Create audience personas and use them to tailor communications
- Speak to the right audiences, with the right message to increase engagement
- Increase your visibility amongst specific audience groups

## AI Ethical Storytelling tool

- Make your stories ethical and purpose driven
- Ensures your content is authentic, dignified and empowering to drive engagement
- Safeguard your service users by protecting their identity

## Compose with AI feedback

- Check your social media captions are engaging and include the right details to attract the attention of your audience
- Re-draft your captions to drive action and increase engagement
- Get inspiration on how to better target your audience

# Demonstration time

# Resources

Try our tools!

## Lightful Social Platform

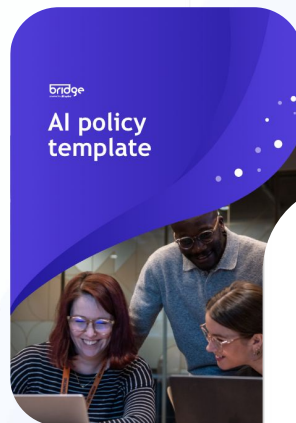
The #1 social media tool for charities

Speed up social scheduling, increase impact and save time. The free and paid plans are packed with charity-specific features.

That's why Charity Digital News rated us the most cost-effective, influential social media management platform for charities.



# AI policy template



## Purpose

How will AI help us achieve our mission?

For example, consider why AI is being adopted in your organisation? How will it help you to achieve your mission and serve your beneficiaries?

## Ethical use

How will we ensure AI is fair and doesn't cause harm?

Consider how you will use AI tools to promote social justice, fairness, and non-discrimination.

How do we avoid bias in AI?

What measures will you put in place to address any bias? How will you take an inclusive approach?

## Data privacy

What data do we collect for AI?

What types of personal data are involved? Are you only collecting only the data you need?

# AI prompt tip list



## AI Prompt tip list

An AI Prompt is any form of text, question, information, or coding that communicates to Generative AI what response you're looking for. To use AI in a way that will result in the best outputs (and fewer failed attempts), here are our top tips for Prompt design!

- Be clear**  
Be specific about what you want. If you're vague, the AI might not understand your request, leading to irrelevant or incorrect responses.
- Be specific**  
Sometimes it helps to be directive about the format or type of answer you want. For instance, if you want a summary, specify that in your Prompt.
- Avoid ambiguity**  
Try to avoid ambiguous terms or phrases that could be interpreted in multiple ways. Be as straightforward as possible to get the most accurate and helpful response.
- Keep it short**  
While it's important to provide enough information, being concise and to the point can also be beneficial in receiving a clear and direct response.
- Write in a neutral tone**  
Maintain a neutral tone to avoid biasing the response. A neutral tone can help in obtaining an unbiased and objective answer.
- Frame the question**  
Frame your question well. If you're looking for detailed information, you might phrase your question differently than if you're looking for a brief answer.
- Provide context**  
Provide enough background information to help the AI understand the question. If necessary, explain any terms that might not be commonly known. Depending on the model you're using, you can also upload documents that give more context (provided the information you're sharing in those documents is not sensitive and you have permission to share it).
- Use examples**  
Sometimes providing an example within your Prompt can help clarify your request and guide the AI towards the kind of response you are hoping for.
- Provide information in a sequence**  
If your request builds on previous information, ensure that the sequence of information is logical and easy to follow.
- Test and refine**  
If the initial response doesn't meet your expectations, you can rephrase and refine your prompt to improve the answer. Asking the AI to rate its previous response and asking it to do a better version is also a good tactic. But be aware that each response from Gerdit is high in energy and, as the better your initial prompt is, the less rephrasing of responses you'll require.

# Q&A

Let us know if you have any questions

# Thank you for joining us, let's keep in touch!



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