AI for Charities – What Leaders Need to Know

Speakers



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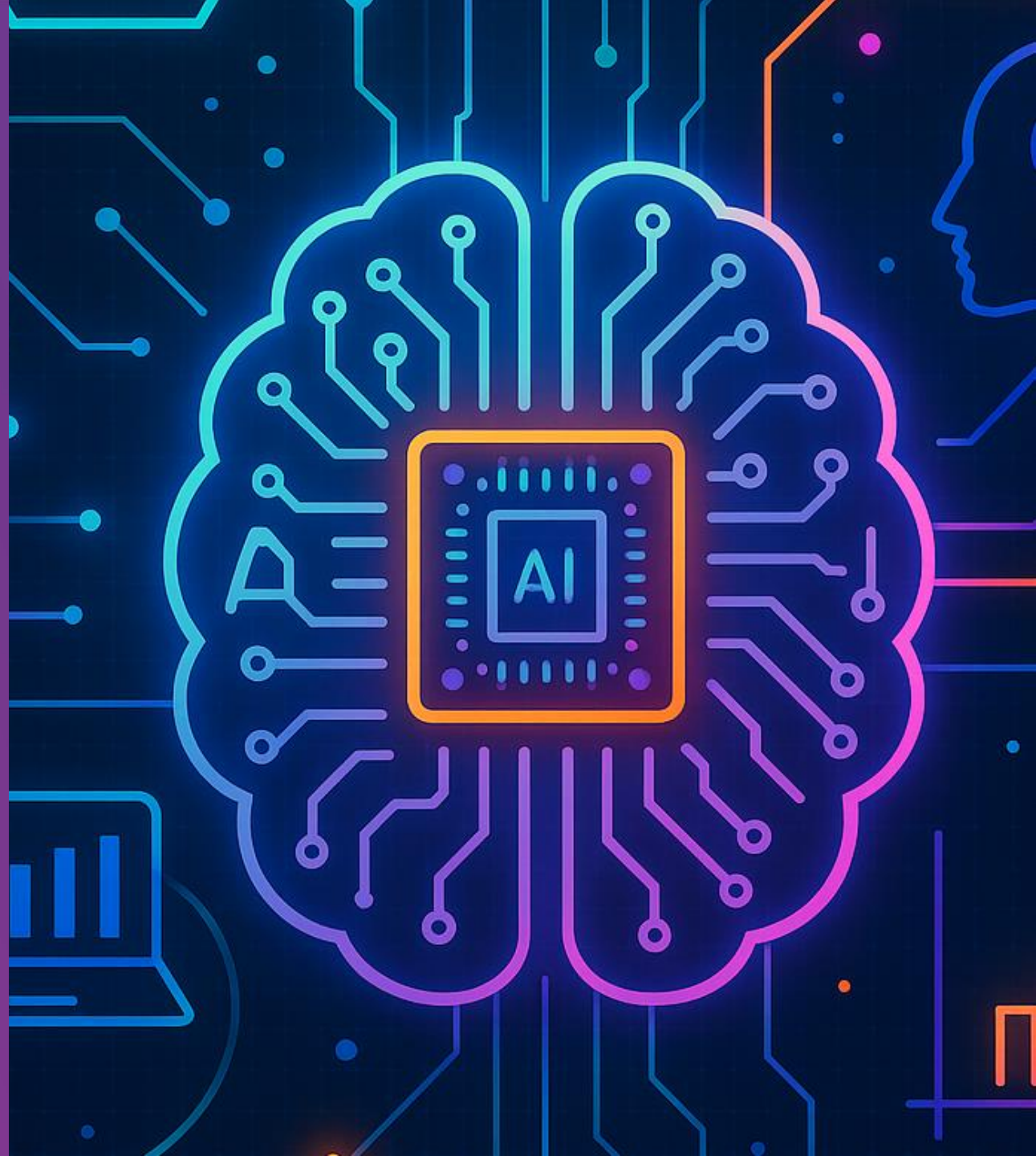


Introduction to Qlic IT

Partnered with CHARITY DIGITAL

- Managed IT Support
- Cyber Security
- Cloud Solutions
- Telecoms

With over 20 years of expertise as a Managed Service Provider, we leverage our vast experience to offer top-notch IT services and consultancy to both businesses and charities at competitive prices.

Recognising the unique hurdles faced by charity and educational sectors, we provide customised solutions tailored specifically to meet the individual needs of your organisation. Our goal is to help you optimise your IT environment through flexible and personalised packages.

We're more than just 'the IT guy', we're your partners!

AI Platforms

Microsoft Copilot

Microsoft’s AI for productivity and business applications

ChatGPT

OpenAI’s conversational AI for chat, content, and problem-solving

Gemini

Google’s AI assistant for search, productivity, and creative tasks

Meta

Meta’s generative AI for social media, chat function, and automation

Canva

Effortless design assistance powered by intelligent automation

Otter.AI

Smart, real-time transcription and meeting notes tool

How Charities Are Using AI

- Automating admin tasks (e.g., donor management)
- Personalising supporter engagement
- Analysing impact and reporting
- Enhancing fundraising strategies with predictive insights
- Identify donors and predict when supporters give
- Streamlining grant applications
- Enhancing social media reach

Quick Wins With AI

- Enhance Fundraising & Donor Engagement: Use AI to boost your social media, personalise campaigns, and improve marketing efficiency.
- Streamline Operations & Support: Accelerate admin by generating policy drafts and writing stronger, faster grant proposals
- Make Smarter, Data-Driven Decisions: Interrogate your CRM or other datasets to uncover trends and inform strategic choices.
- Improve Service Delivery: Automate time-consuming admin tasks, freeing up staff to focus on what really matters.

Risks To Watch Out For



Data Privacy & Security

Non-compliance with regulations like GDPR could result in legal and reputational damage



Bias & Discrimination

AI algorithms can inherit biases, leading to unfair or discriminatory outcomes



Complexity & Misuse

Without a clear understanding of how AI works, you may misuse tools



Ethical Concerns

Deploying AI without clear ethical guidelines might lead to unintended consequences

The Role of AI in Cyber Security

Misinformation: AI tools can generate convincing but false content, which could damage your reputation or spread inaccuracies about your work.
Example: Fake articles or social media posts misrepresenting your organisation's actions.

Deep Fakes: AI-generated fake videos or audio that mimic real individuals, potentially used to impersonate leaders or spokespeople.
Example: A fake video asking donors to contribute to a fraudulent account.

Scams: AI can automate phishing emails or create highly personalised scams.
Example: Emails appearing to come from your organisation, tricking donors or staff into revealing sensitive information.



Governance & AI



How AI Tools Use Your Data

AI tools typically rely on the data you provide to perform tasks like writing, analysing trends, or making recommendations. This could include supporter information, grant records, or programmed data. Some tools use this data temporarily, while others may retain it depending on their terms of use.

Key Considerations for Governance

- Ensure data protection and GDPR compliance
- Understand what data is shared with AI tools
- Review privacy policies and data storage practices
- Gain consent where personal data is involved
- Use AI tools that allow you to control or delete data

Top Tools for Secure Data Storage

- **Microsoft 365** – Encrypted, compliant with UK data laws
- **Google Workspace –** Offers strong data controls and sharing settings
- **BI Platforms –** Tools like Power BI can be securely integrated for reporting
- **CRM –** Ensure it's GDPR-compliant and integrates with trusted AI tools

AI Prompting

Prompt Coach

Feature within Microsoft Copilot designed to help users craft better prompts for more accurate and useful AI-generated responses.

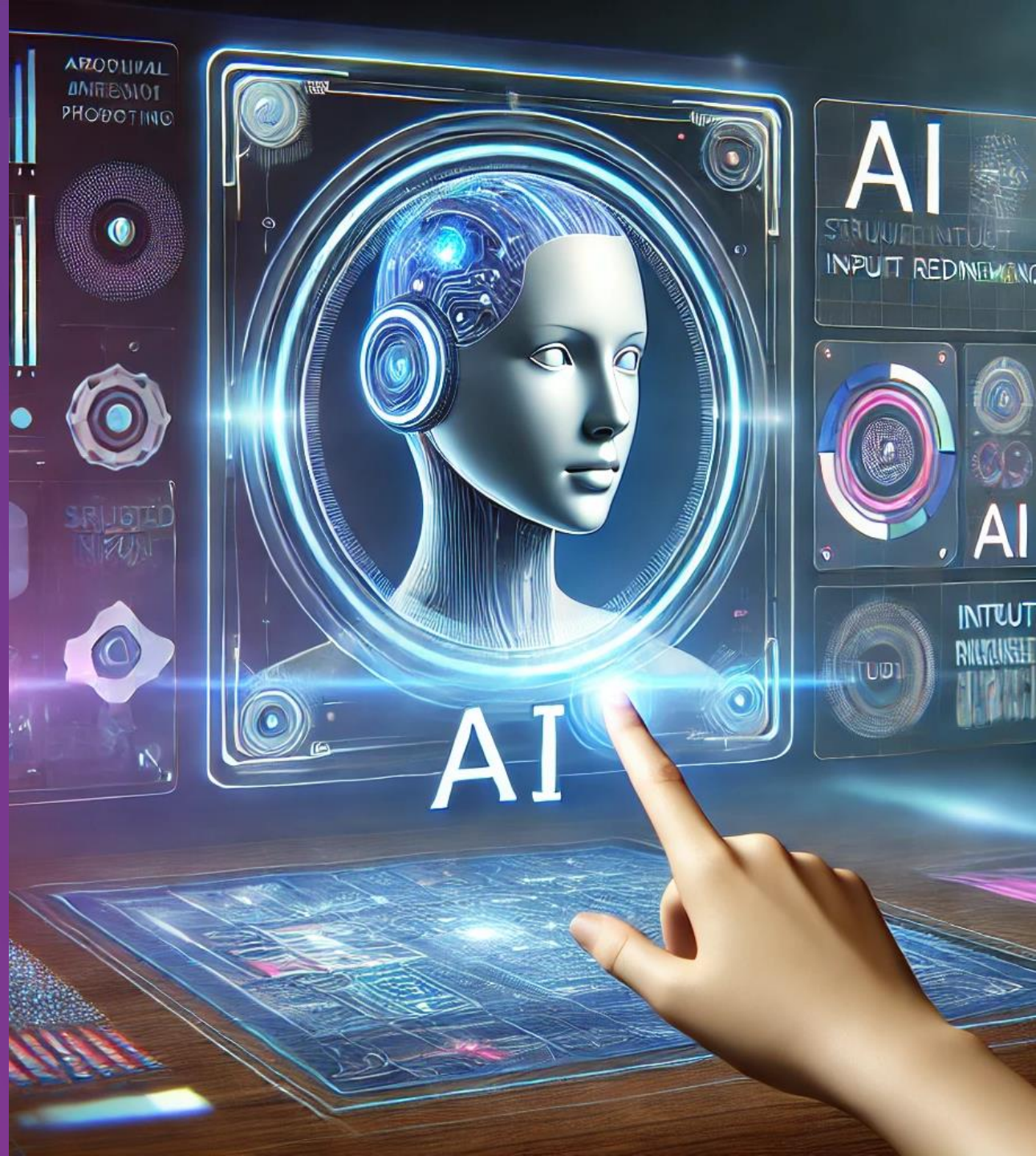
GCSE Method

Goal – Define what you want the AI to achieve.
Example: "Summarise this report into key points for a meeting."

Context – Provide background information.
Example: "The report is about cyber security risks for charities in 2024."

Source – Specify any references, data, or formats to use.
Example: "Use the report attached or refer to industry best practices."

Expectations – Clarify the response format, style, or length.
Example: "Summarise in bullet points, no more than 100 words."



Copilot Demo

Step 1: Accessing the Customisation Tool

Step 2: Setting Behaviour and Tone

Step 3: Adding Knowledge

Step 4: Testing and Refining

Example 1: Fundraising Assistant

Example 2: Impact Reporting

Example 3: Policy Drafter



Getting Started With AI

Start small	Begin with one clear, manageable use case where AI can make an immediate difference — such as automating repetitive admin tasks or improving email communications.
Choose the right tools	Focus on platforms that are affordable, easy to use, and built with non-profits in mind. Look for providers that offer charity discounts or free tiers.
Train your team	Make sure your staff feel confident using AI tools. Offer simple training sessions and create a safe space for learning and experimenting.
Stay flexible	Technology changes quickly. Start with pilots, be ready to adapt, and scale up as your confidence and needs grow.

Explore AI Learning Resources

Microsoft Copilot Scenario Library

An ever-growing bank of real-world use cases showing how to use Microsoft Copilot effectively in apps like Word, Excel, Outlook, and Teams.

Charity-specific benefits:

- Draft donor thank-you emails in Outlook
- Create impact reports in Word using existing data
- Build funding trackers in Excel
- Summarise long documents or meeting notes in Teams

ChatGPT Academy

A free learning platform to help you and your team understand and use ChatGPT safely and effectively.

Useful modules for the charity sector:

- Writing fundraising appeals and newsletters
- Creating social media content plans
- Drafting safeguarding or volunteer policies
- Brainstorming campaign ideas or event names
- Grant application support and proofreading





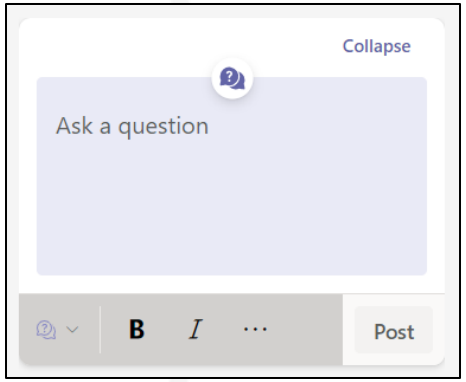
Q&A

The Q&A, mic and camera buttons can be found in the top navigation during the webinar.



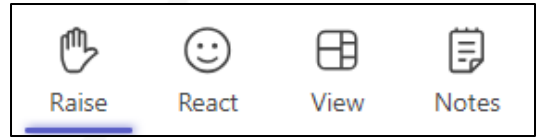
Questions in the Chat

You can type your question into the ask a question box, and then click post when ready.



Ask a Question

To ask a question during the session, simply click the raise hand button and the host will allow you to unmute your mic to ask the question.





Thank you for joining!

Book Your Free IT Consultation

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Upcoming Webinars

Fundraising Webinar with Easyfundraising – 17th June

Cyber Threats & Small Charities – 24th June

AI Webinar with Prompt AI Global - 16th July

Check Out Our Events Page Here