



The Council for Health &
Human Service Ministries

United Church of Christ

Together Towards Tomorrow: A Practical Approach to AI and the Modern Nonprofit

Tyler Hoffman, CHHSM IT Consultant

Closing Keynote Sponsor



Introduction of Keynote Speaker

Paula Barker, Senior Executive Assistant for Events and Administration



Keynote Presentation

Tyler Hoffman

Owner/Lead Consultant, Digital for Good LLC



About me.



Why we need to talk about AI.



DEUS EX MACHINA —

AI-powered church service in Germany draws a large crowd

"I was positively surprised how well it worked," said one attendee.

AP

TECHNOLOGY

Chatty robot helps seniors fight loneliness through AI companionship



Philips nets 2nd Gates Foundation grant for AI-guided maternal ultrasound scans

SECURITY

55% of generative AI inputs comprised personally identifiable data

THE WALL STREET JOURNAL.

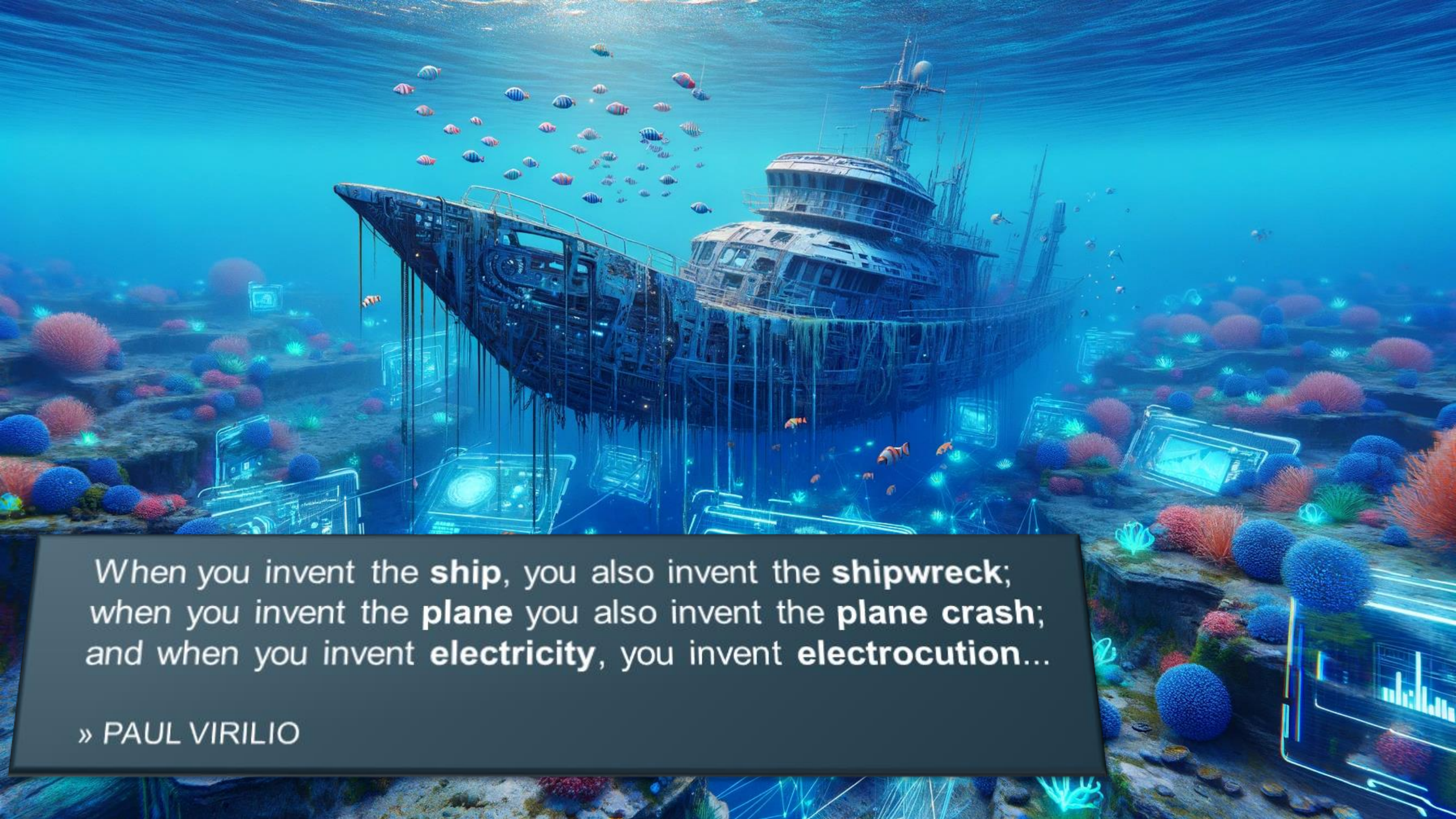
New Era of AI Deepfakes Complicates 2024 Elections

Deceptive videos, audio and images are more sophisticated, easier to make as tech industry wrestles with how to keep up

MIT Technology Review

LLMs become more covertly racist with human intervention

Researchers found that certain prejudices also worsened as models grew larger.



When you invent the **ship**, you also invent the **shipwreck**;
when you invent the **plane** you also invent the **plane crash**;
and when you invent **electricity**, you invent **electrocution**...

» PAUL VIRILIO

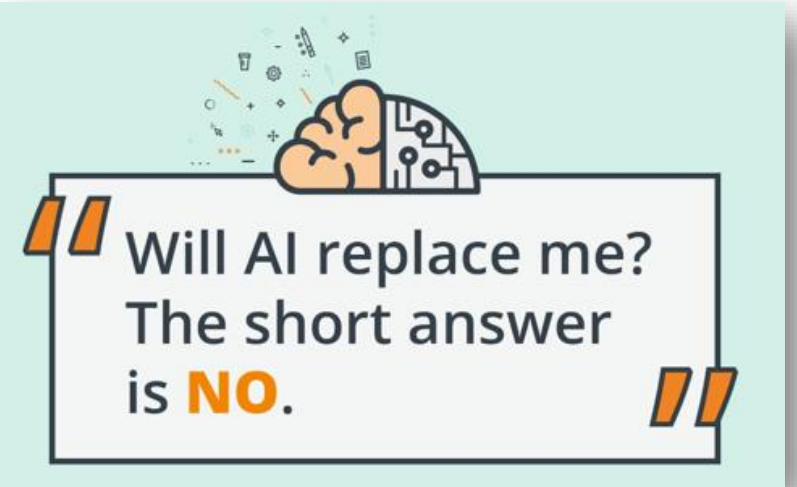
Speaking the language.

Artificial Intelligence –

The ability of a machine to imitate intelligent human behavior and perform tasks commonly associated with human cognition, such as visual perception, speech recognition, and decision-making.

“Some people call this artificial intelligence, but the reality is this technology will enhance us. So instead of artificial intelligence, I think we’ll augment our intelligence.”

– Ginni Rometty, Former CEO of IBM



It's here to stay.



Chief Artificial Intelligence Officer

Cleveland Clinic · Cleveland, OH

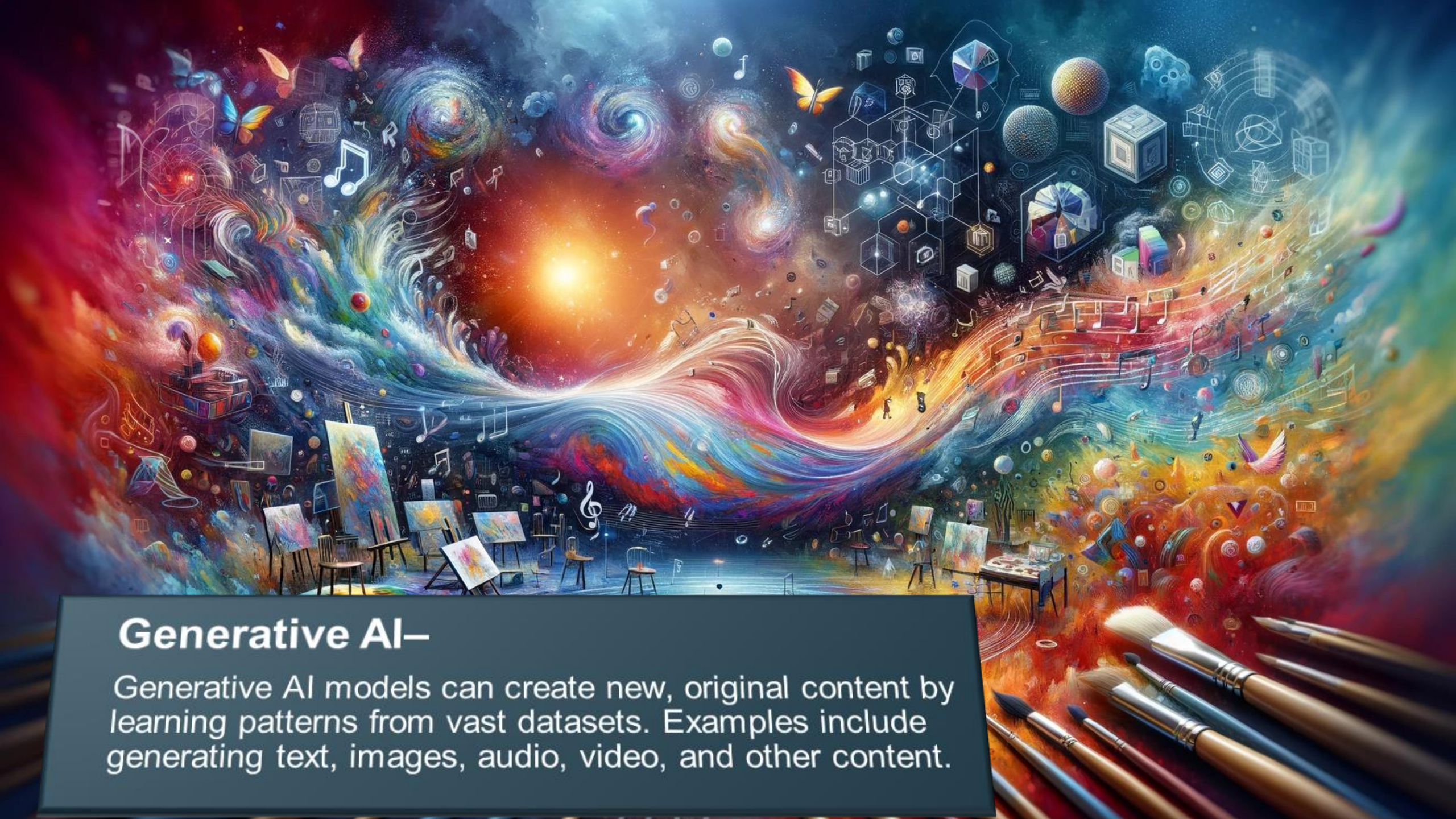
5 days ago · 🕒 Be among the first 25 applicants



[See who Cleveland Clinic has hired for this role](#)

Apply ↗

Save



Generative AI—

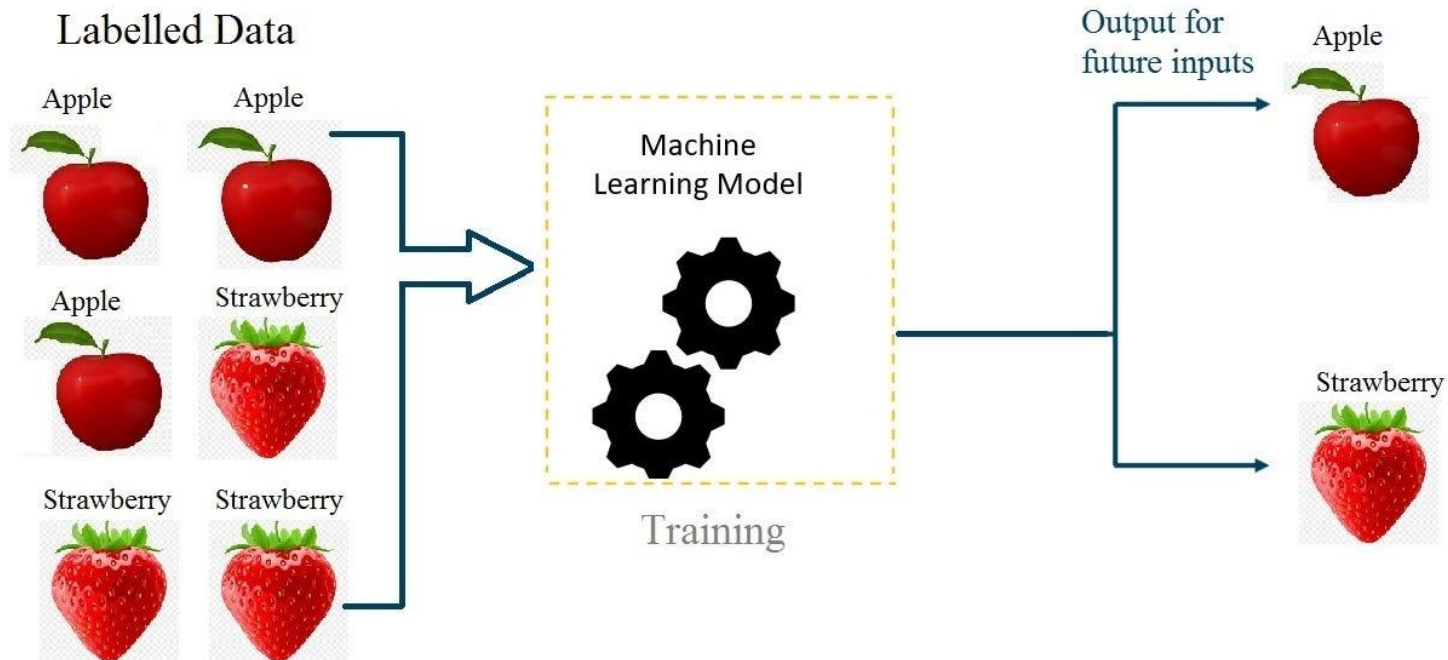
Generative AI models can create new, original content by learning patterns from vast datasets. Examples include generating text, images, audio, video, and other content.



Speaking the language.

Machine Learning (Predictive AI) –

A subset of AI for learning and improving automatically through experience without being explicitly programmed. Machine learning algorithms detect patterns in data to build models that can make predictions or decisions.



You used AI today.

Netflix: what to watch next

Spotify: “discover weekly” playlist

Maps: suggested departure time

Chat: suggested replies

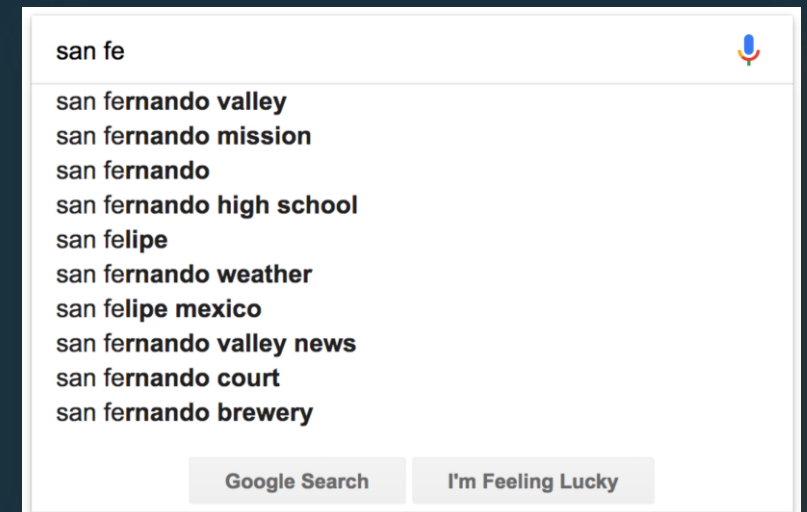
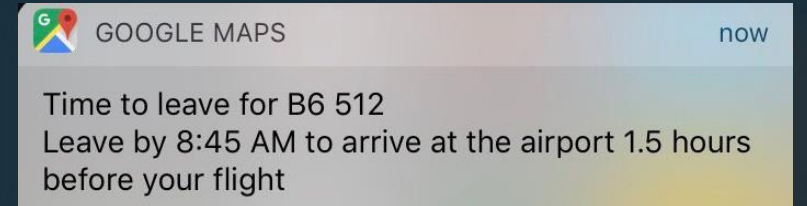
Email: spam detection/filtering

Text Messages: spelling autocorrect

Smartphone: Face ID

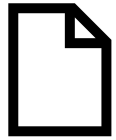
Google: predictive search

PowerPoint: suggested designs and layouts



AI tools for the modern nonprofit.

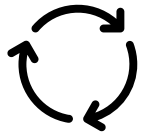
Benefits of Artificial Intelligence



Remove the burden of starting from a blank page



Generate new ideas or refine existing ones



Promote efficiency by offloading redundant, or non-value add tasks



Build capacity for value-add work

Chat bots and their sponsors.



ChatGPT

Gemini

ANTHROPIC



Microsoft

Google

amazon

What can chatbots do for nonprofits?

- Write and deliver endless variations of copy
- Summarize text/emails/meeting notes and condense lengthy documents into brief summaries
- Learn and share information specific to your organization
- Perform data entry and analysis
- Translate content into multiple languages



Writing a good prompt.

- Prompt engineering is the process of writing effective prompts or instructions to communicate with AI systems
- Prompts, currently, are primarily written in text



Writing a good prompt.

- **Set the Stage:** Instruct the AI to assume a specific role, such as a marketing expert or a writer to generate content tailored to your business needs. The AI can assume any role.
- **Provide context to your prompt:** Tell the model what you're trying to do. Define the scope of the AI's response by specifying the format or asking for a certain number of suggestions.
- **Assign task #1:** Break down complex tasks into smaller steps and provide guidance for each step to ensure the AI generates accurate and relevant outputs.
- **Challenge the AI.** Have it ask you questions This helps the AI understand your requirements better.

TY

You

Pretend you're a content marketing genius with a strong knowledge of Artificial Intelligence. What would your title be for a presentation being delivered to health and human service nonprofit staff members, from varying organizations? The theme of their meeting where the presentation is being delivered is "Collaboration as the Gateway to Innovation."



ChatGPT

"Unleashing Collective Impact: Leveraging AI to Foster Collaboration and Drive Innovation in Health and Human Services"

TY

You

can you offer five more ideas? I don't like the term unleashing.



ChatGPT

Certainly, avoiding "unleashing," here are five alternative titles:

1. "Synergizing for Success: How AI Enables Collaborative Innovation in Health and Human Services"
2. "Bridging Worlds: AI as a Catalyst for Collaborative Growth in Nonprofit Health Sectors"
3. "Harnessing the Power of AI: Building Innovative Collaborative Networks in Health and Human Services"
4. "Together Towards Tomorrow: AI-Driven Collaboration as the Key to Innovation in Health Services"
5. "Innovation through Integration: Empowering Health and Human Services with AI Collaboration"



You

Pretend you are a Microsoft 365 Administrator with years of experience. Do you understand?



ChatGPT

Of course, I understand. I can provide information and answer questions related to Microsoft 365 administration and related topics. How can I assist you today?



You

The root sharepoint site does not have Teams associated with it. How can I connect the root SharePoint site to Teams?



ChatGPT

To connect the root SharePoint site to Microsoft Teams, you can follow these steps:

1. Ensure Prerequisites:

- Make sure you have the necessary permissions as a SharePoint administrator and Teams administrator.

2. Access SharePoint Admin Center:

- Go to the Microsoft 365 Admin Center (admin.microsoft.com) and sign in with your administrator credentials.

3. Access SharePoint Admin Center:

- In the left-hand navigation pane, select "Admin centers" and then click on "SharePoint."

4. Choose the Root Site:

- In the SharePoint admin center, click on "Active sites" under "Sites" in the left-hand navigation pane.

5. Select the Root Site:

- Locate and select the root SharePoint site that you want to connect to Teams.





Philips Enterprise AI-Chat

Your secure AI chat assistant @ work

Introducing Gen AI technology, an AI chat assistant exclusively designed for Philips employees. Powered by advanced algorithms, Gen AI efficiently responds to queries, generates textual content, and safeguards data and privacy. While ensuring utmost data protection, it's important to note that occasional inaccuracies or biases may arise due to the AI model's context. However, we continuously strive to improve accuracy and mitigate biases. Philips employees can utilize this tool to access information, seek guidance, and streamline their daily operations, all through a user-friendly interface.

Terms and conditions

Limitations of accuracy:

While the chatbot strives to provide accurate and up-to-date information, it may not always be entirely dependable or error-free. Philips Enterprise AI-Chat should not be solely relied upon for critical decisions and that users should verify the information from reliable sources.

User responsibility:

Please exercise your own judgment when interacting with the chatbot and to verify information independently. Philips Enterprise AI-Chat is not responsible for any actions or consequences resulting from the use or interpretation of the information provided.

As Philips Enterprise AI-Chat may produce inaccurate information about people, places, facts, or Philips processes it is not intended to be used for any quality related processes and decision making.

Please do not insert any data classified as secret or personal data (e.g., name, surname, email, employee ID) or any data that could be used to identify individuals.

Data Collection for Analysis and Insights:

User requests and answers provided by the application can be collected for analysis and insights. Please note that no personal information will be collected or stored during this process. Our primary goal is to gather data to improve the functionality and performance of our application to provide better user experience and optimized services. Your privacy and data protection are of utmost importance to us, and we adhere to strict security measures to ensure the confidentiality and anonymity of all user interactions.

Privacy and data protection:

The users' input will be processed within Philips Microsoft Azure OpenAI Cloud and will not be shared with OpenAI. OpenAI will not have access to the inputs and personal data of Philips employees. Although Microsoft

By clicking the "Accept and continue" button you are agreeing to the Philips Enterprise AI-Chat terms and conditions mentioned above

Accept and continue



You 6/12 2:45 pm

Can I still ask you some questions about Storyline 360?



Philips Enterprise AI-Chat 6/12 2:45 pm

Yes, of course! I'm here to help with any questions you may have about Storyline 360.



You 6/12 2:45 pm

Ok, I am working on developing a course in Storyline 360 using 360 degree images. One of the requirements is when a person 'walks' into a room with a 360 image, that the image automatically 'pan' the room. As the developer, how do I do that?



Philips Enterprise AI-Chat 6/12 2:45 pm

To create the effect of panning or moving through a room using a 360-degree image in Storyline 360, you'll need to use the "360° Image" feature. Here are the steps to follow:

1. Insert the 360-degree image onto a slide. Go to the "Insert" tab and select "360° Image."
2. In the "360° Image Properties" window, you can customize a few settings for your image, such as the horizontal/vertical field of view, background color, and initial rotation.
3. To make the image pan or move as someone enters the room, you can add "Triggers" to your slide that control the rotation of the image. For example, you can add a "When timeline starts" trigger to the slide that rotates the image left or right by a certain degree. You can also add "Hotspots" to your slide that trigger the rotation when clicked.
4. To create a more immersive experience, you can also add other interactive elements to your slide, such as "Hotspots" that let the learner explore different areas of the room or display additional information when clicked.
5. To preview your slide, go to the "Preview" tab in the top menu bar and select "Preview 360° Slide." This will allow you to see how the image pans when the slide is loaded or when hotspots are clicked.

I hope this helps! Let me know if you have any other questions or concerns.

AI in your toolset.

zoom

Canva

Adobe Acrobat Pro



Microsoft 365
Copilot

AI in your toolset.



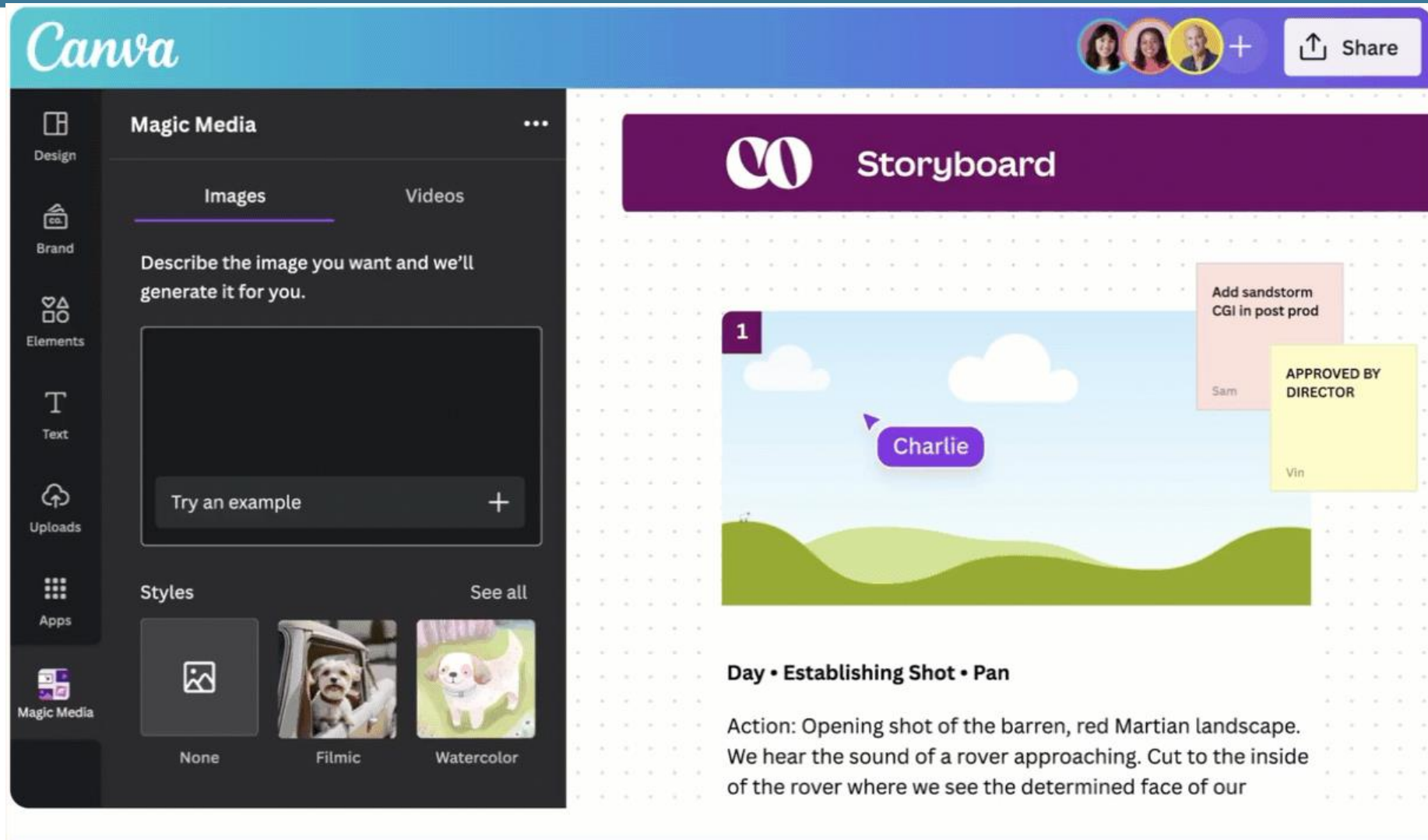
AI in your toolset.

The screenshot shows a document titled "THE RISE OF PICKLEBALL" with a subtitle "Pickleball's Evolution, Popularity, and Global Impact". The document text discusses the sport's growth and includes a table titled "PICKLEBALL SALES IN SELECTED COUNTRIES (\$MILLION)".

Year	USA	UK	Germany	France	Japan
2018	10.5	2.1	1.8	1.5	0.9
2019	12.2	2.5	2.2	1.8	1.1
2020	14.1	3.0	2.7	2.2	1.3
2021	16.3	3.5	3.2	2.6	1.5
2022	18.7	4.2	3.8	3.1	1.8
2023	21.5	5.0	4.5	3.6	2.1
2024	24.8	5.8	5.2	4.1	2.4
2025	28.2	6.5	6.0	4.6	2.7
2026	31.9	7.2	6.8	5.1	3.0
2027	35.7	8.0	7.6	5.6	3.3
2028	39.5	8.8	8.4	6.1	3.6
2029	43.2	9.5	9.2	6.6	3.9
2030	47.0	10.2	10.0	7.1	4.2

Overlaid on the document is an "AI Assistant" window. The window has a title bar with a close button (x), the text "AI Assistant", and a "Beta" badge. It contains a question input field with the text "How much has pickleball grown in the past year?". Below the input field is a response box stating: "Pickleball has grown 158% more popular over the previous year. 1". To the right of the response box are three icons: a thumbs up, a thumbs down, and a flag. Below the response box is a "Copy" button with a document icon. At the bottom of the window is a text input field with the placeholder "Ask a question about this document" and a send button (triangle icon). To the right of the AI Assistant window is a vertical sidebar with four icons: a document with a star, a speech bubble, a bookmark, and a grid of four squares.

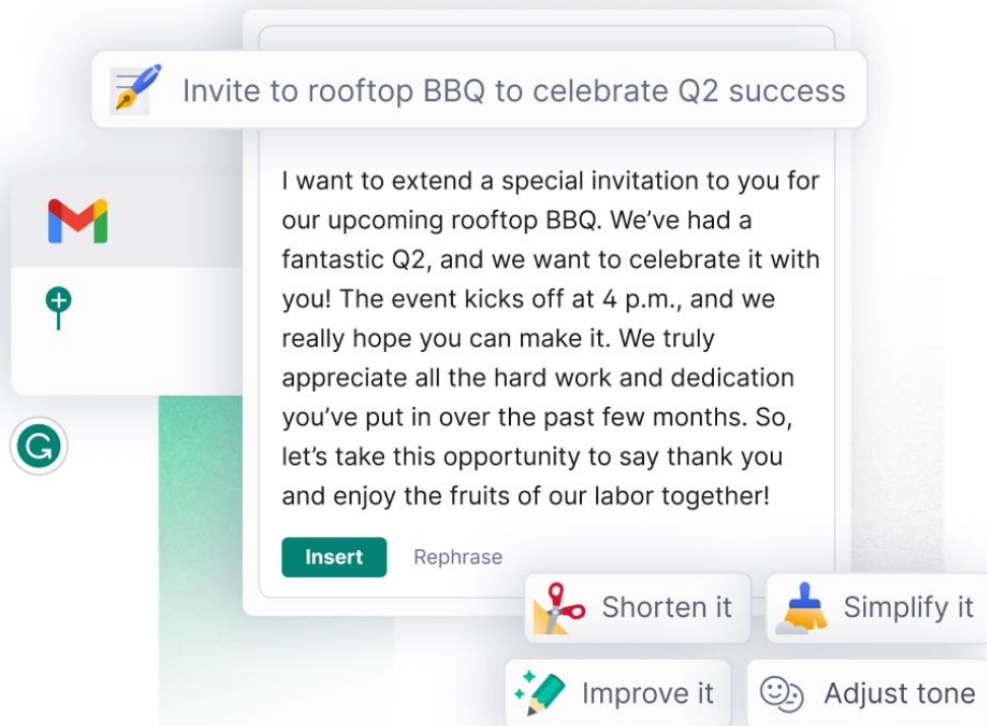
AI in your toolset.



AI in your toolset.



AI in your toolset.



How to report out on quarterly financials

3 steps | 15 seconds | Created by Meg from Scribe



1 Navigate to www.smartsheets.com

Cautions and caveats

Cautions and caveats.

- ✓ AI is as prone to bias as the humans who created it.
- ✓ It is not itself an "expert," nor will it necessarily deliver correct answers or perfect outputs.
- ✓ AI can give plausible-sounding but incorrect responses, as well as biased or inappropriate ones.
- ✓ ALWAYS fact-check, edit, add, and subtract—it is a **tool to help you**, not a **substitute for you**

Never post personally identifiable or other sensitive information in open tools, such as ChatGPT. Remember, the tools improve because they learn from you.

Friday I'm In Love

The Cure

I don't care if Monday's blue
Tuesday's grey and Wednesday too
Thursday, I don't care about you
It's Friday, I'm in love

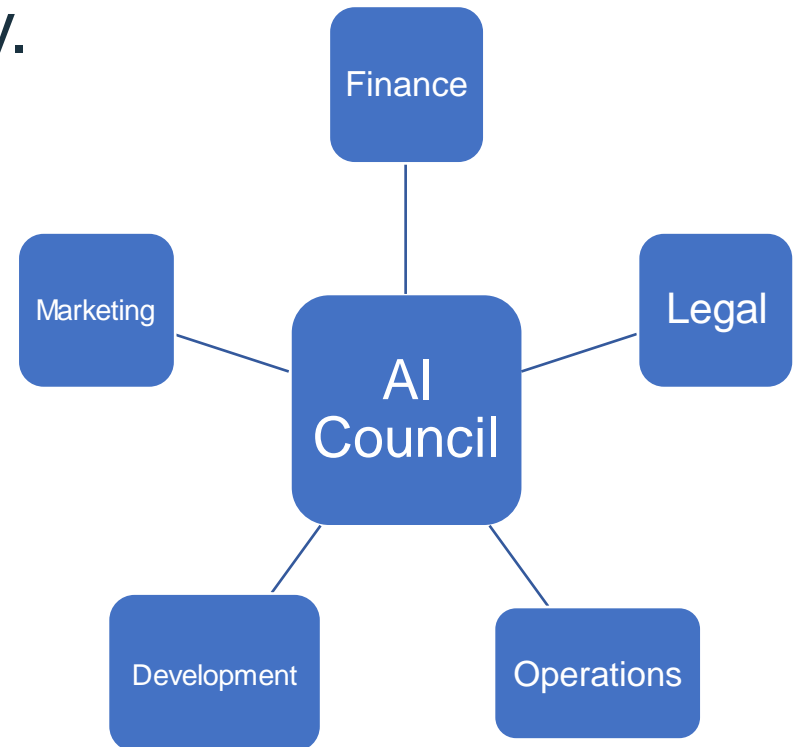
Monday, you can fall apart
Tuesday, Wednesday break my heart
Oh, Thursday doesn't even start
It's Friday, I'm in love



Where to start.

Make it collaborative.

- Consider an **AI Council** for your organization that will identify areas for AI involvement and establish guardrails early.
- Survey team members to identify 1-3 opportunities to explore AI to solve problems or promote efficiency.
 - Donor prospects and engagement
 - Day-to-day productivity
 - Marketing and communications
 - Accessibility
 - Programming



Start small.

Look for AI features in your **current technology stack** before looking elsewhere.

zoom

Canva

Adobe Acrobat Pro



Microsoft 365
Copilot

Lead with governance.



Privacy and
security



Data
ethics



Inclusiveness



Accountability



Transparency and
explainability



Continuous
learning



Collaboration



Legal compliance



Social impact



Sustainability

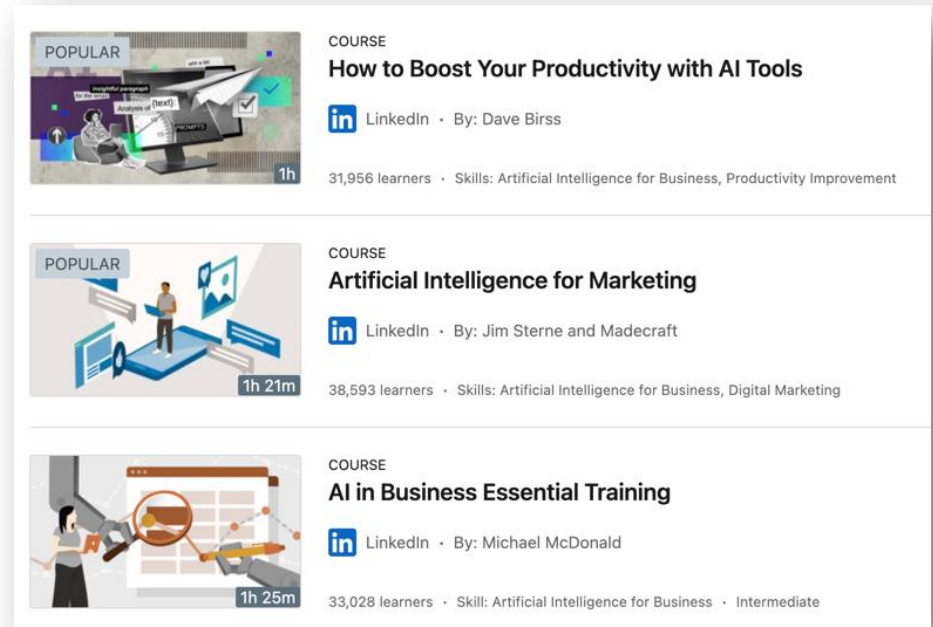
Welcome pilots and experimentation.

- Ensure staff are aware of the **guardrails**
- Encourage staff to submit ideas for **new tools, pilot projects**, and **to experiment** with fake/test data.
- Promote a **feedback loop** that ensures new tools are screened and existing tools are regularly evaluated.
- Do not commit to scaled solutions **without proper vetting and piloting**.



Foster a culture of learning.

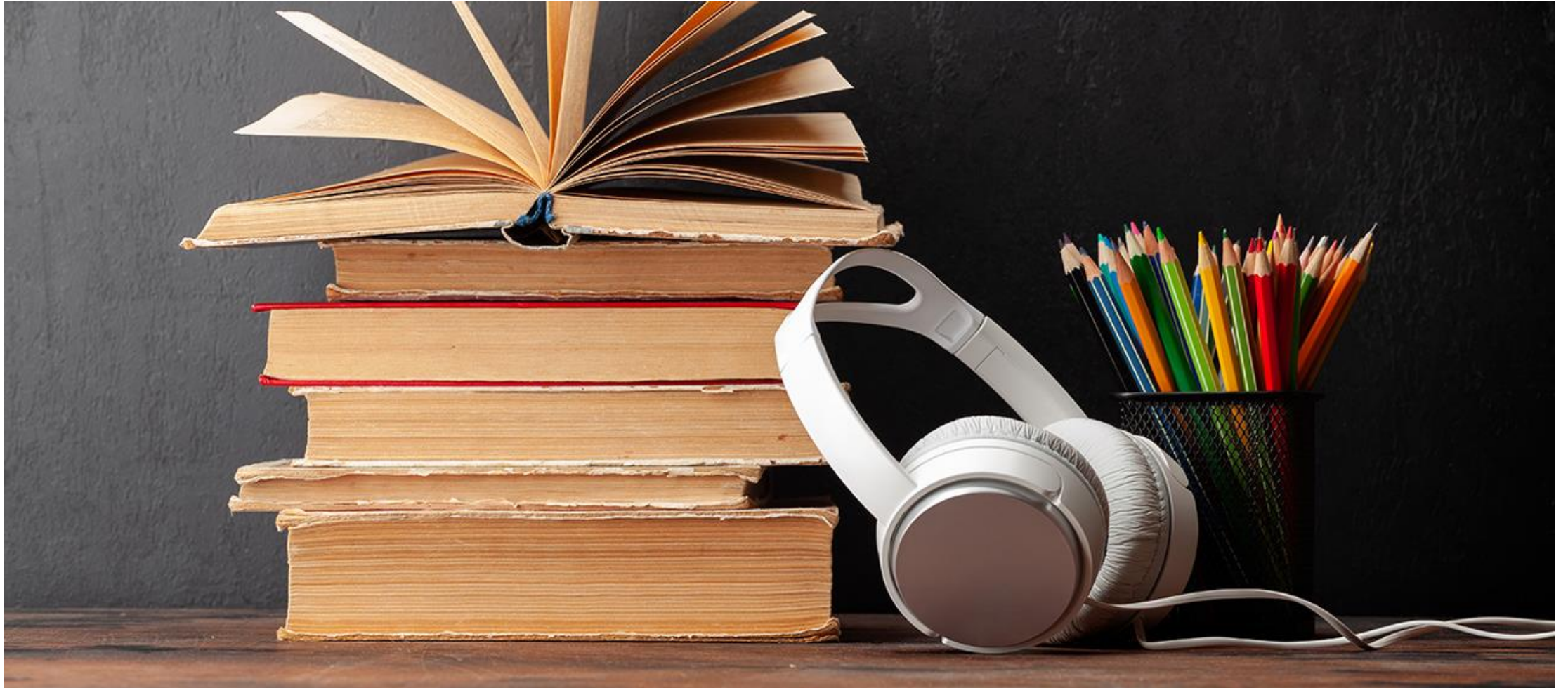
- Find your AI enthusiasts and **encourage knowledge sharing** (lunch and learns, AI-minutes during town halls, etc.)
- Make a digital space to **share best practices, discoveries and roadblocks.**
- [Take AI Training on LinkedIn Learning](#)



The screenshot displays three AI-related courses from LinkedIn Learning. Each course entry includes a thumbnail image, the course title, the instructor's name, the number of learners, and the skills gained. The first course, 'How to Boost Your Productivity with AI Tools' by Dave Birss, has 31,956 learners and focuses on AI for business and productivity. The second, 'Artificial Intelligence for Marketing' by Jim Sterne and Madecraft, has 38,593 learners and covers AI for business and digital marketing. The third, 'AI in Business Essential Training' by Michael McDonald, has 33,028 learners and is an intermediate-level course for AI in business.

Course Title	Instructor	Learners	Skills
How to Boost Your Productivity with AI Tools	Dave Birss	31,956	Artificial Intelligence for Business, Productivity Improvement
Artificial Intelligence for Marketing	Jim Sterne and Madecraft	38,593	Artificial Intelligence for Business, Digital Marketing
AI in Business Essential Training	Michael McDonald	33,028	Artificial Intelligence for Business, Intermediate

Don't lose the humanity.



Closing Plenary

Q&A Session



The Council for Health &
Human Service Ministries

United Church of Christ

Sending Forth

Rev. Dr. Elyse Berry & George Davis-Williams

2024 CHHSM Annual Gathering: Collaboration as the Gateway to Innovation»