

Seashell
Collective



Getting Started with Web3 and AI



Seashell Collective is a collection of digital experts ready to help you grow your digital communities and do more good.



"We were very impressed with the digital strategy work Helen produced. Real practical ideas that we can go away and implement. Would 100% recommend Helen."

Jessica Edwards, Dreams Come True



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What is Web3?



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INDUSTRY 4.0

WEB3



Internet of things

Decentralisation

Blockchain

Internet of systems

Tokenomics

Robots

Metaverse





Honey Badges NFT.

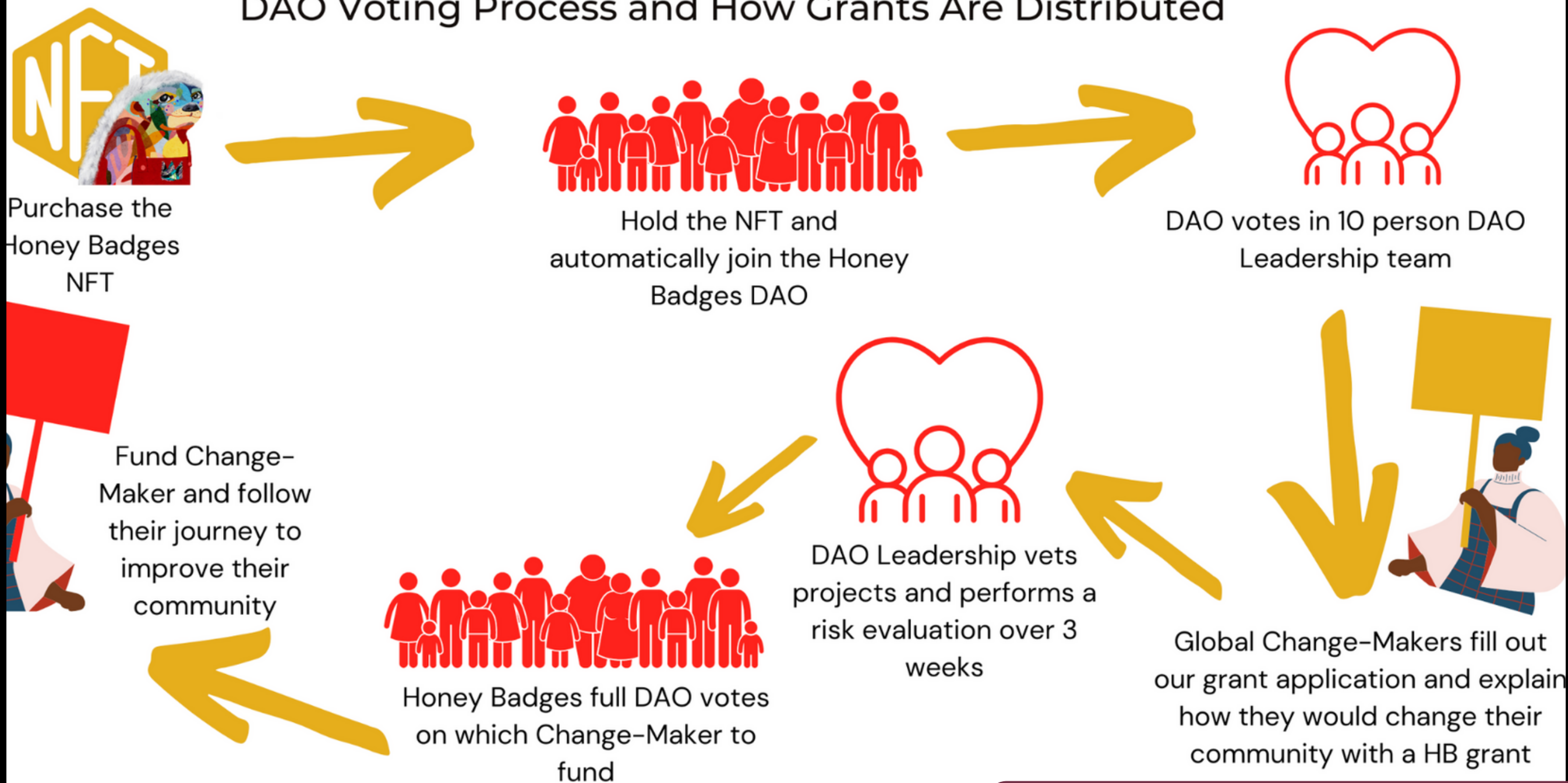
NFTs that fund changemakers

- 10,100 randomly generated NFTs in the image of the fearless and unapologetic honey badger
- Purchasing an NFT grants you membership of the DAO
- 10% of your purchase funds grassroots activist who apply directly to the DAO for funding



HOW DOES IT WORK?

DAO Voting Process and How Grants Are Distributed

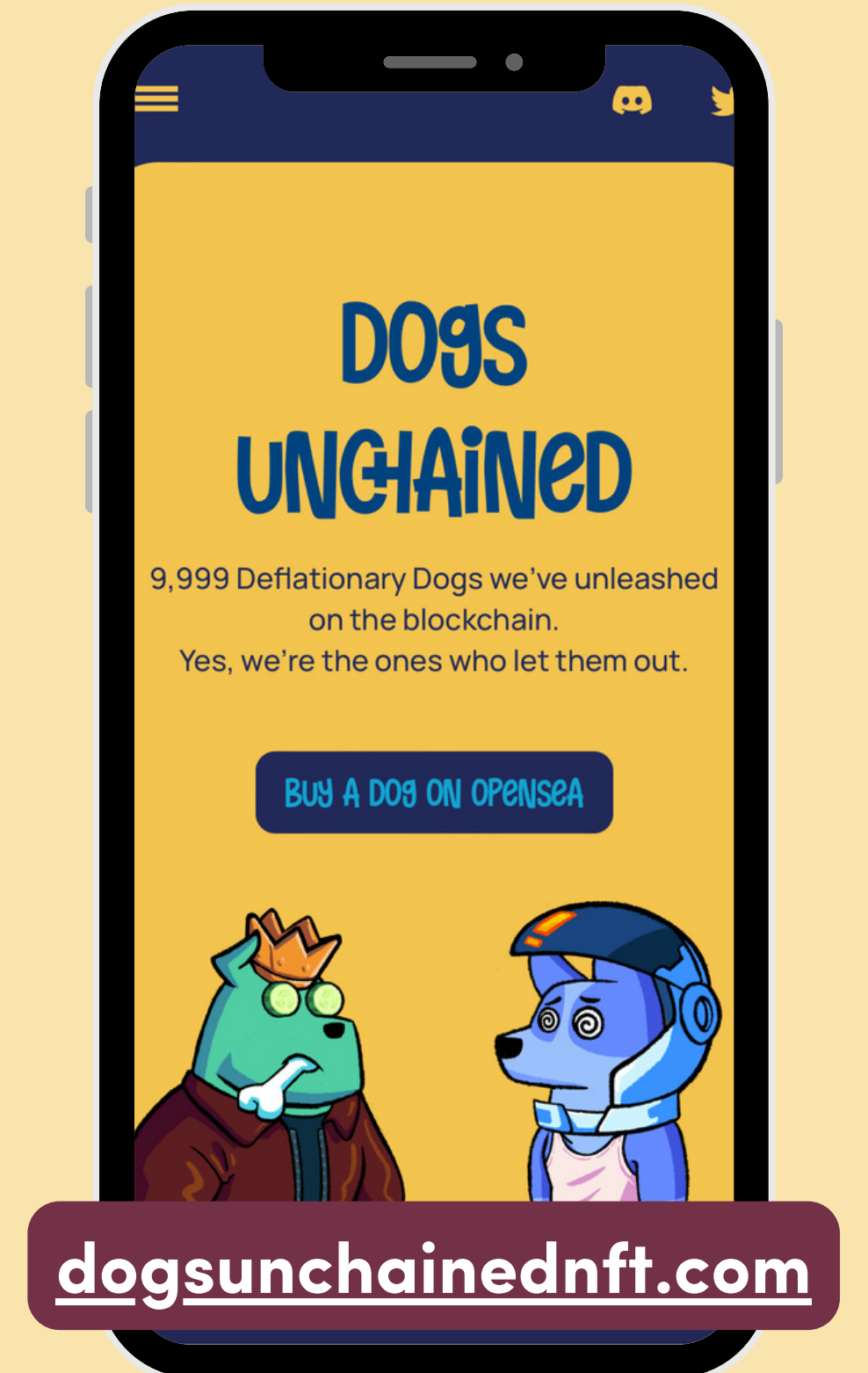


<https://www.honeybadges.xyz/dao>

Edinburgh Dog and Cat Home.

Cryptophilanthropy

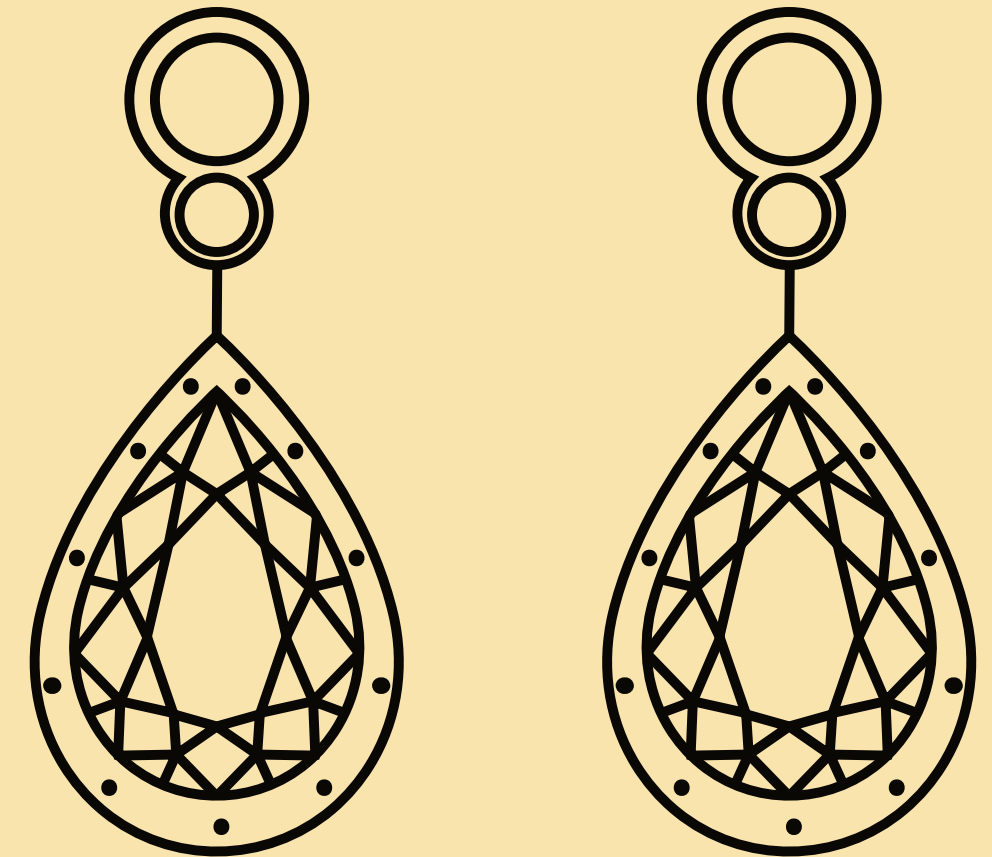
- If an NFT project is philanthropic, the founders will often be looking for a relevant charity to benefit when it becomes 'minted'
- The Edinburgh Dog and Cat home recently received a donation of \$5,000 from a project called Dogs Unchained (K9 Collective)
- Cats and dogs are a big part of internet culture, so art-based NFTs representing cats or dogs have a natural fit with charities like the Edinburgh Dog and Cat Home
- Being NFT and crypto-philanthropy friendly breaks down the first 'barrier to entry' for an NFT Founder to approach you



HRW #BehindTheBling.

The Hidden Cost of the Jewellery Sector

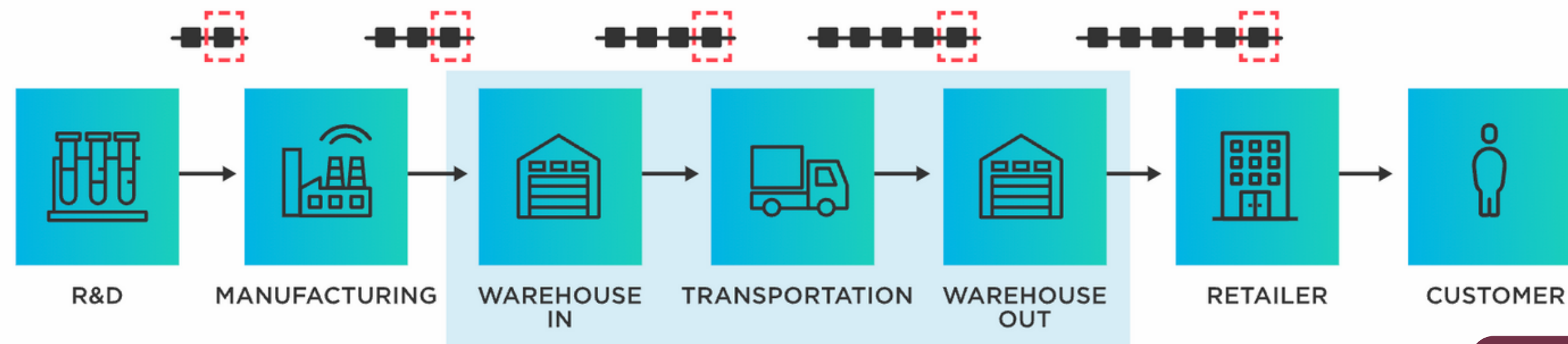
- Precious gem jewellery is a multi-billion dollar industry
- It benefits directly from labour rights abuses that have resulted in the deaths of children
- Funds armed groups in wars that cause immense civilian suffering
- Pollutes the soil and water of mining communities
- Companies hide behind the Responsible Jewellery Council
- But their biggest excuse? We can't track our supply chain



HRW: The Hidden Cost of Jewelry (2018)

The Use of Blockchain in Supply Chain for Security and Visibility

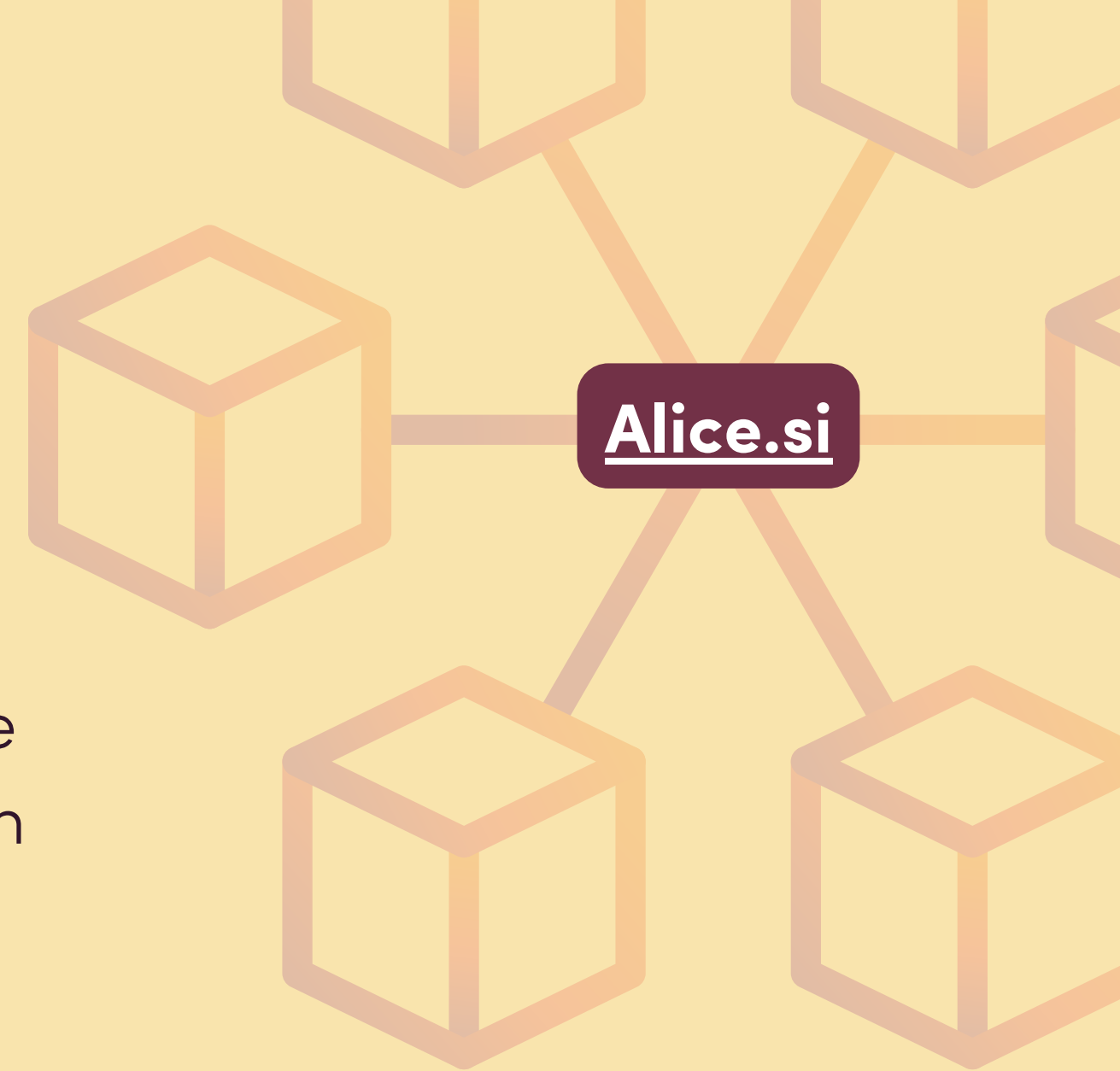
Blockchain is a digital ledger technology invented for use in crypto-currency networks. In these networks, anonymous parties perform encrypted transactions based on a predetermined protocol. Blockchain ledger technology is a distributed system that does not need centralized control, allowing users anywhere in the world to transfer digital properties without a contract or a third-party negotiation. Using **blockchain technology in the supply chain** is one of the emerging applications of this technology.

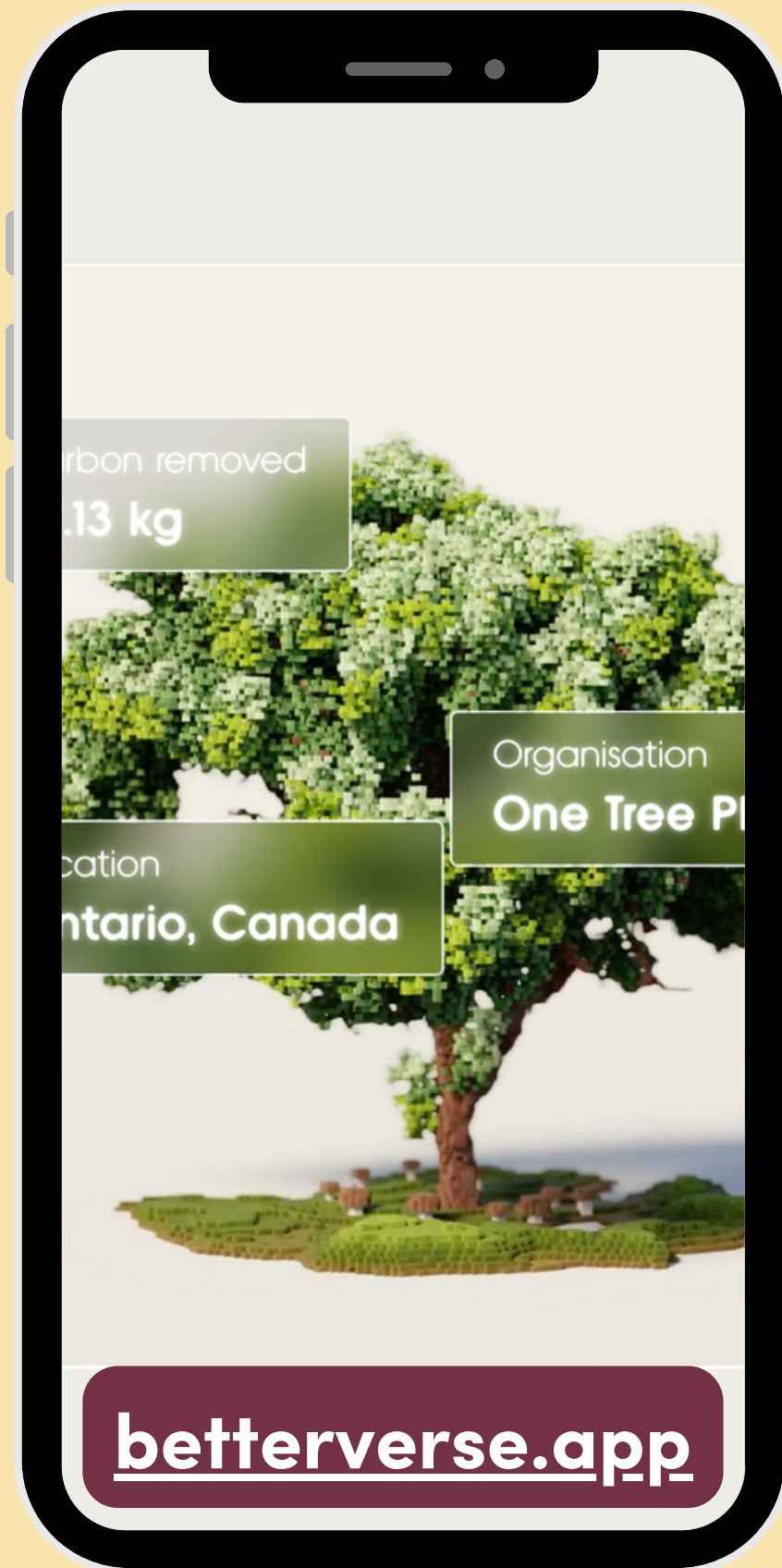


Alice.

Blockchain funding platform

- Links donations to impact
- Set up a project, define the impact metrics and connect Alice to the relevant data sources and your CRM (it integrates with Salesforce)
- Donations are frozen until impact goals are met
- Donors are kept up to date with progress
- Partnered with St Mungo's for their Streetwise Appeal and work with Cancer Research UK





Betterverse.

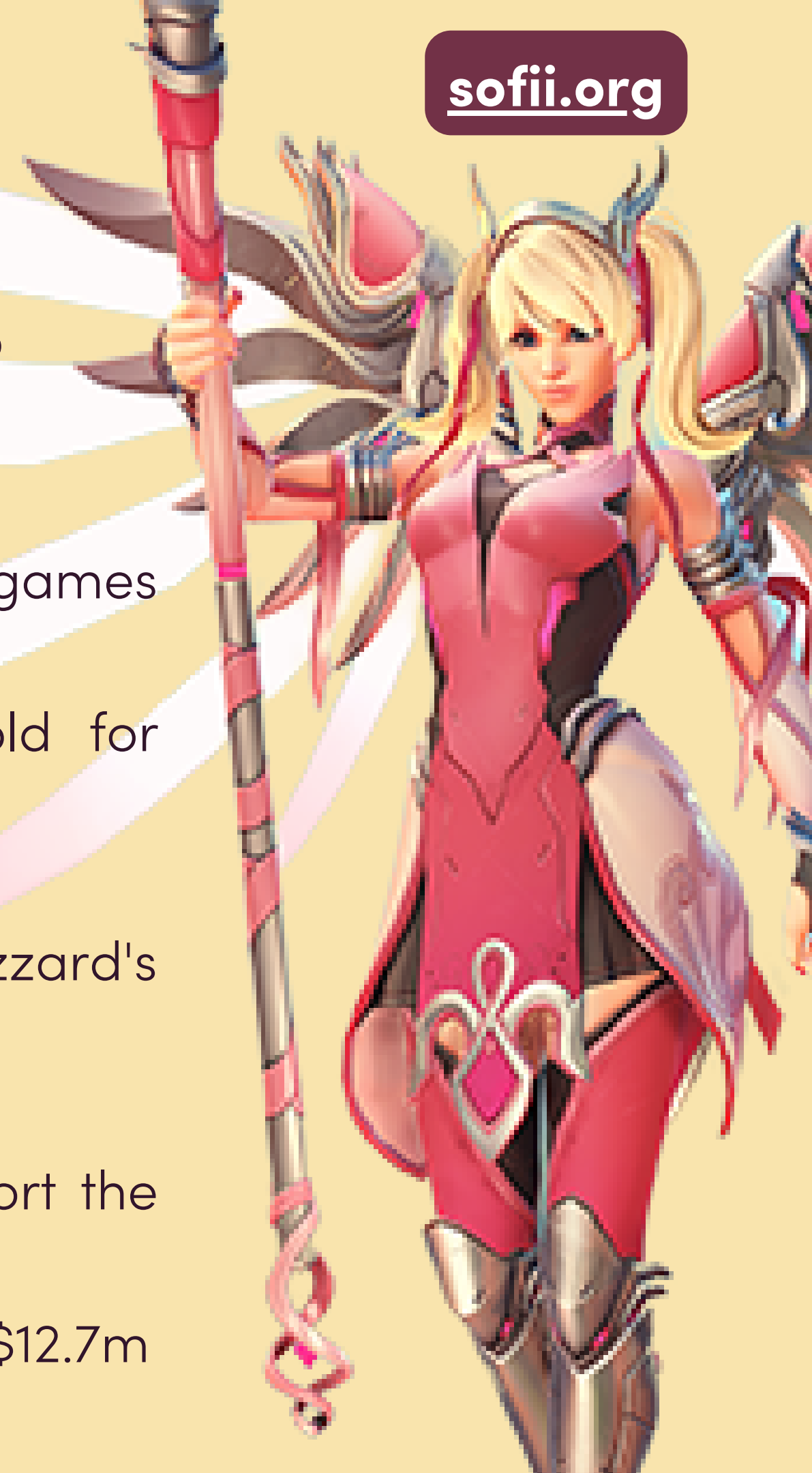
Charities and the Metaverse

- Buy an NFT tree
- 95% of donation goes to charity partners
- Watch it grow over five ages
- Plant your NFT tree in the Betterverse and view other people's impact
- Represents the real world impact of your donation via one of three tree planting charities
- Plan to extend beyond trees to via other NFT projects

Breast Cancer Research Foundation.

Pink Mercy

- Breast Cancer Research Foundation (BCRF) partnered with games developer Blizzard Games.
- Blizzard suggested that a 'skin' could be developed and sold for donations to BCRF.
- A skin is a visual update for a game avatar.
- The skin would be created and sold for the Mercy character in Blizzard's game Overwatch.
- It was sold as a limited edition for two weeks at \$15 per skin
- 14 of Overwatch's star players live-streamed on Twitch to support the campaign.
- Approx 800,000 people bought the skin and the campaign raised \$12.7m



GOSH X Adopt Me.

Patty the Therapy Dog

- GOSH partnered with popular Roblox game, Adopt Me
- In 2022 the game averaged 160,000 concurrent players
- It was created by Uplift Games and is one of the most successful games on Roblox
- The partnership created an update that introduced Patty the Therapy dog - GOSH use therapy dogs at the hospital
- Patty set users a task that they had to complete before being able to adopt their own therapy dog the could be upgraded and traded
- Uplift made a \$50K donation to support 2,000 hours of of Play Team Time
- The partnership generated 10-15K new followers on TikTok, including some existing and former patients

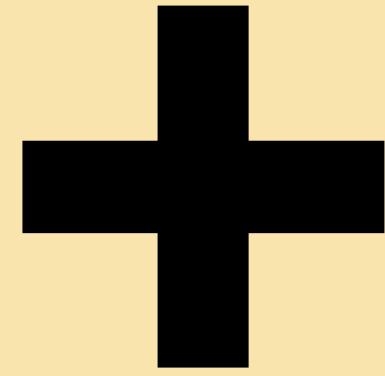


What is AI?



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WEB3



AI



BIG DATA



**MACHINE
LEARNING
ALGORITHM**



OUTPUT

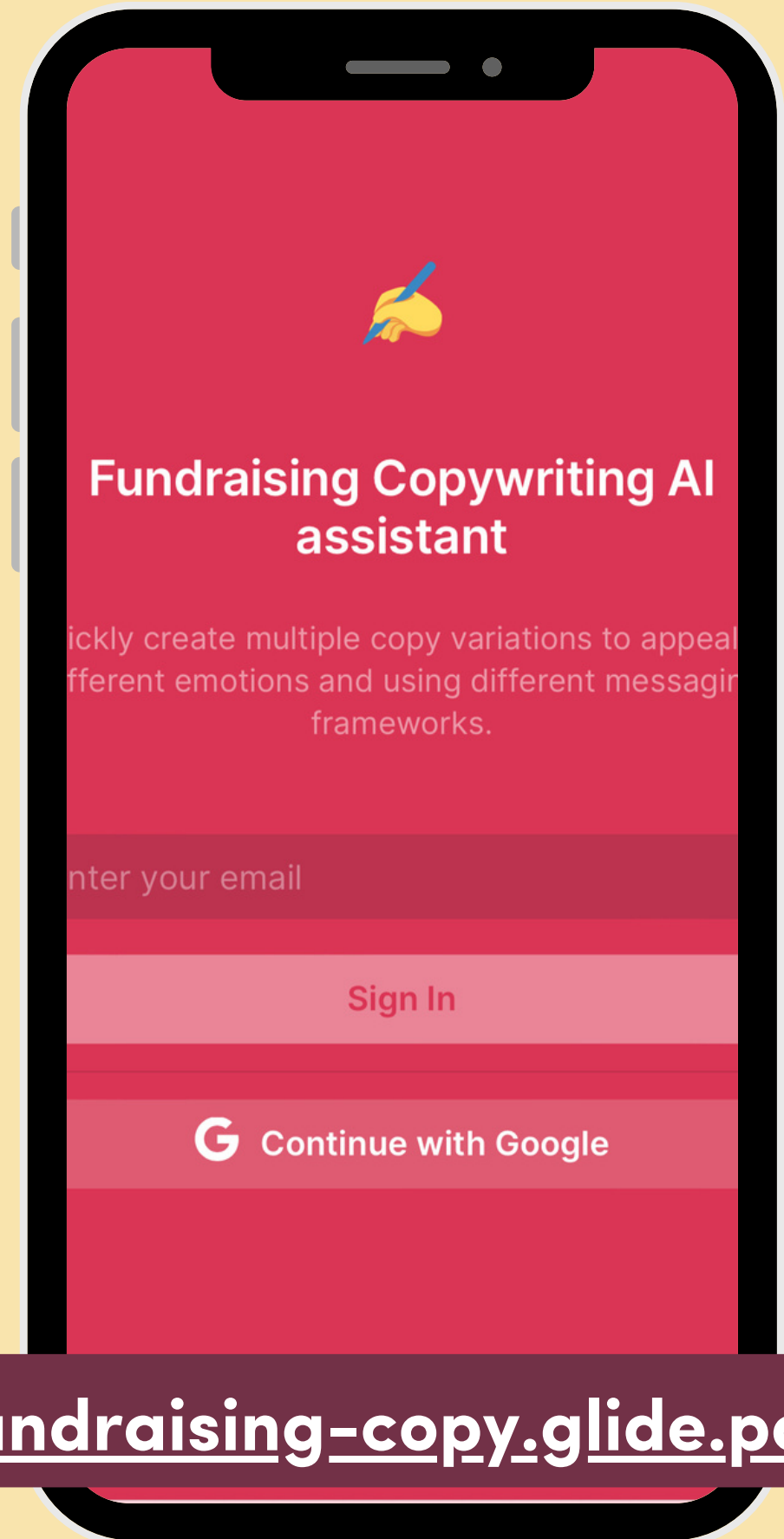


AI, or artificial intelligence, refers to the development of computer systems that can perform tasks typically requiring human intelligence. It involves creating algorithms and models that enable machines to learn from data, recognize patterns, make decisions, and solve problems. AI can be found in various applications such as voice assistants, self-driving cars, and personalized recommendations. By simulating human-like thinking and learning processes, AI aims to enhance efficiency, accuracy, and automation in various domains, ultimately improving our daily lives and transforming industries.



FundraisingCopy.

Fundraising appeals at Crohns & Colitis UK



- Develop the core copy for your appeal
- Fundraising Copywriting AI will structure it in line with standard appeal copywriting techniques and formats
- Used AI tools, particularly the New Bing and ChatGPT at various stages for their spring raffle appeal - no results yet!

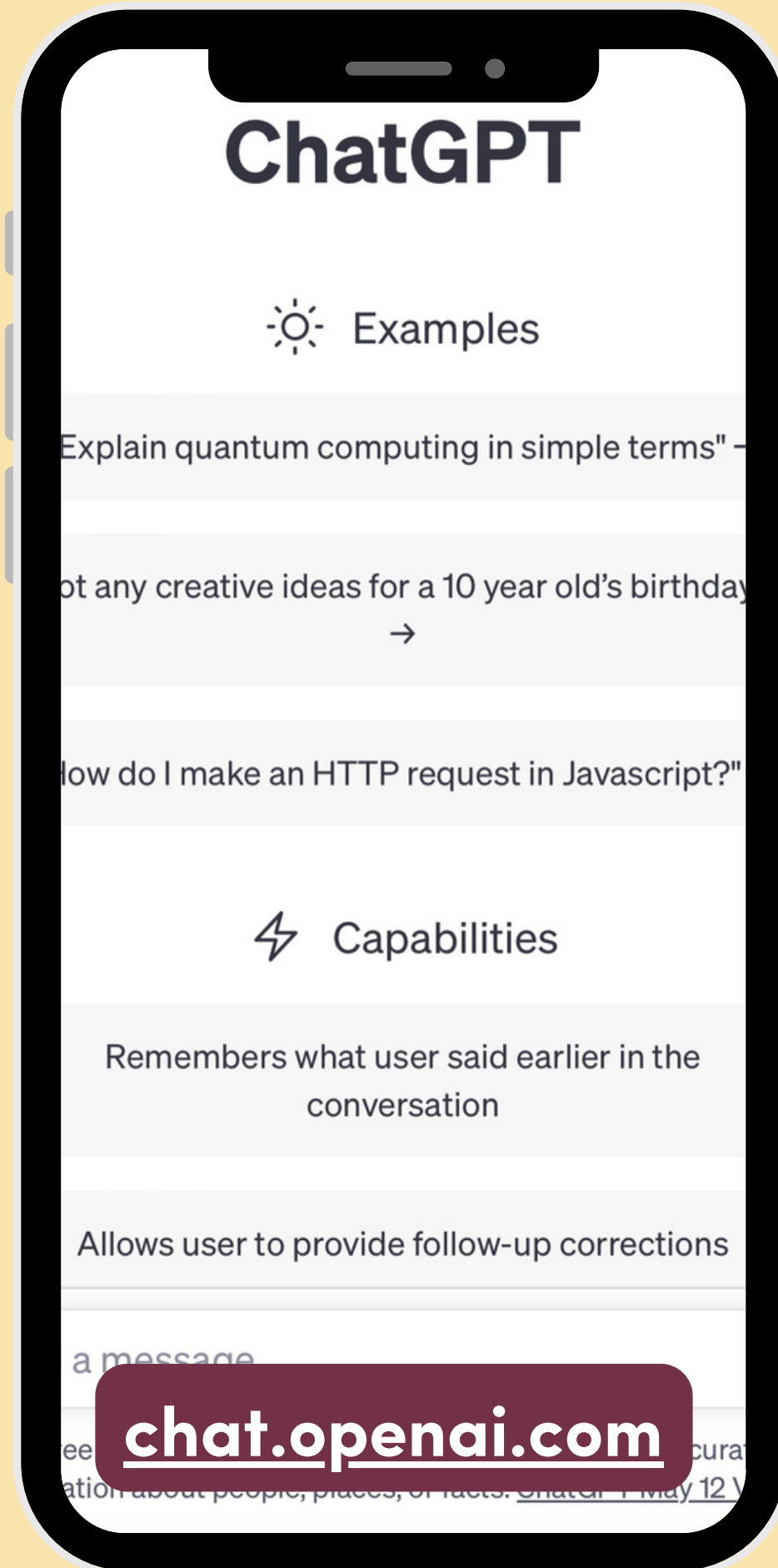
fundraising-copy.glide.page



ChatGPT.

Funding applications at Evolve3

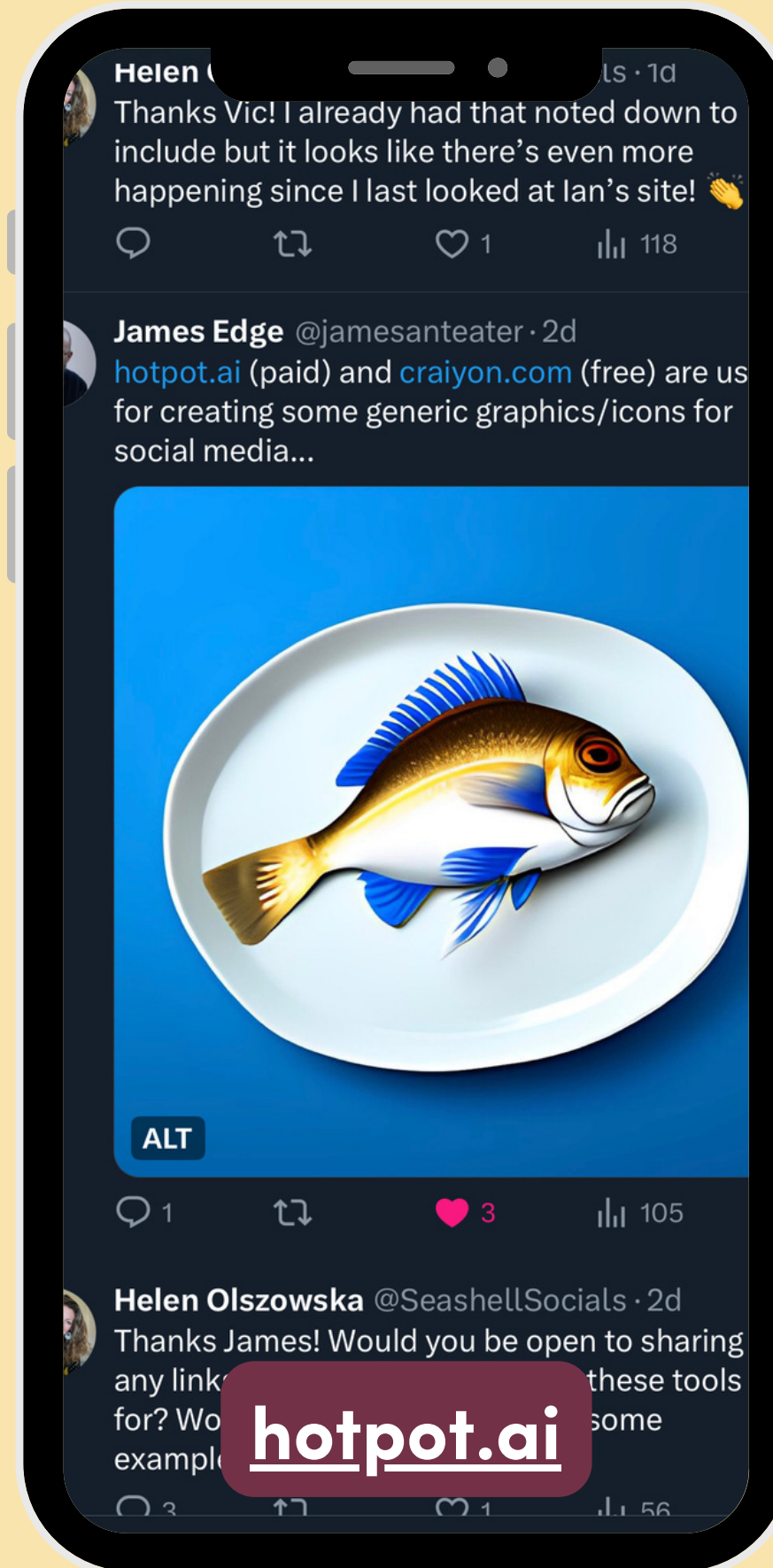
- Use as a first draft tool for a new project
- Check for plagiarism using QueText (reduce to 15% or less)
- Use an AI checker like CopyLeaks (up to 80-90% human)
- Feed the final version in to reformat for other grant makers

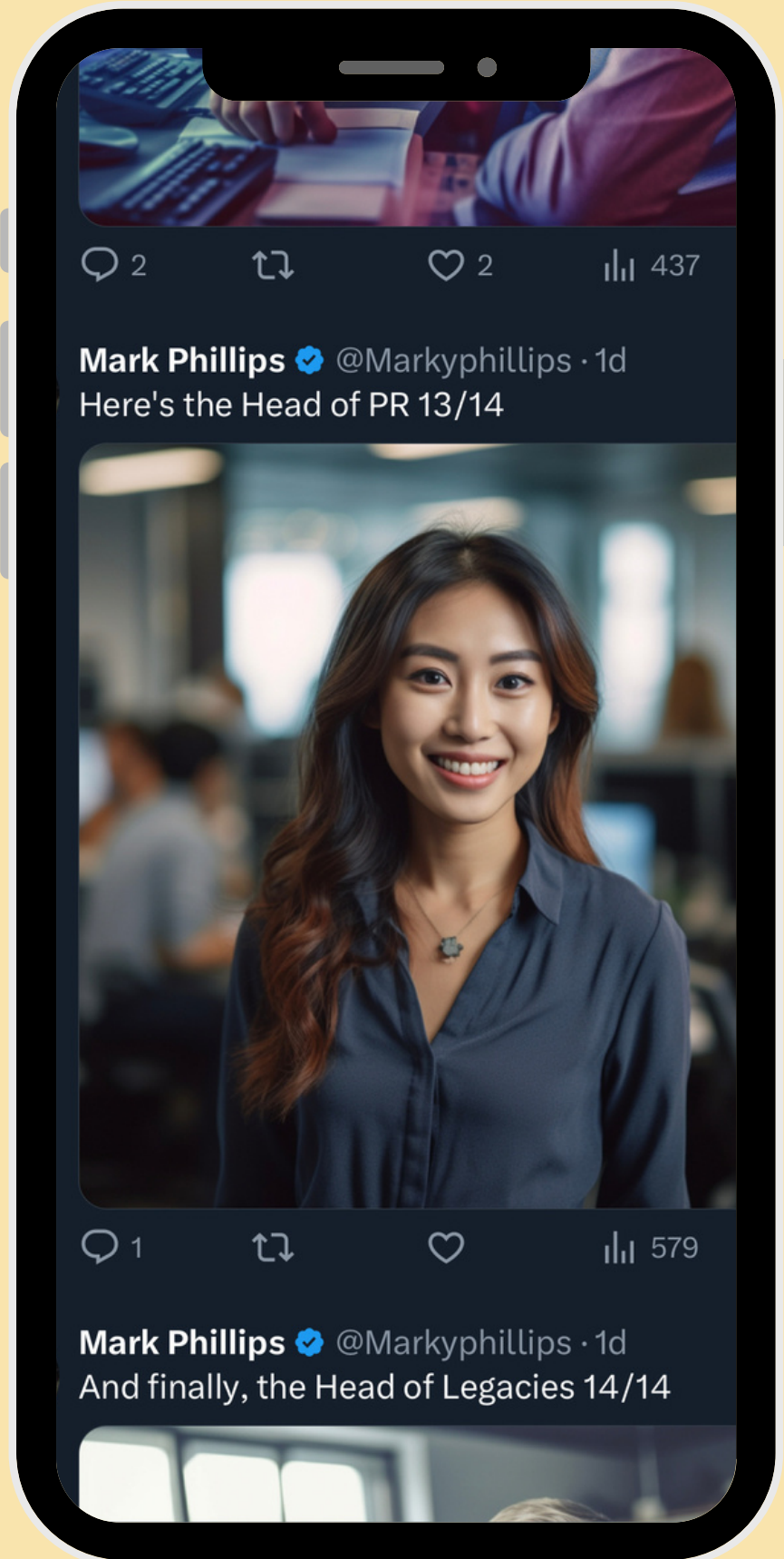


AI images.

at Apimondia

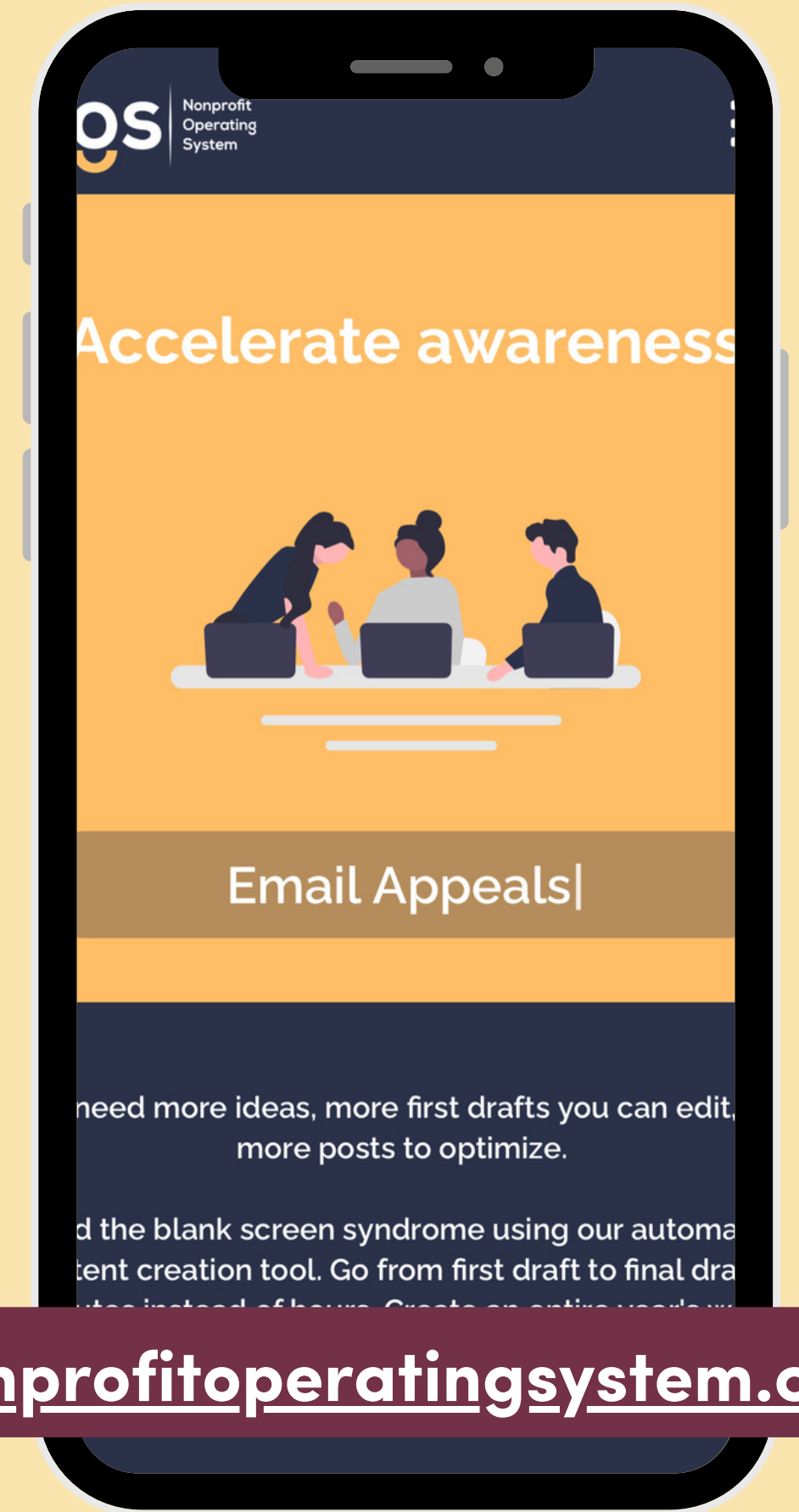
- Prompt AI image generators to create an image in different styles.
- craiyon.com is a free AI image generation site
- hotpot.ai and [midjourney](https://midjourney.com) are paid





Nonprofit Operating System.

- Content creation tool designed specifically for the non-profit sector.
- Creates content relevant to the sub-sector your charity works in eg. Arts, Faith etc.
- Variety of standard formats including blog posts, email appeals, social media content, thank you notes

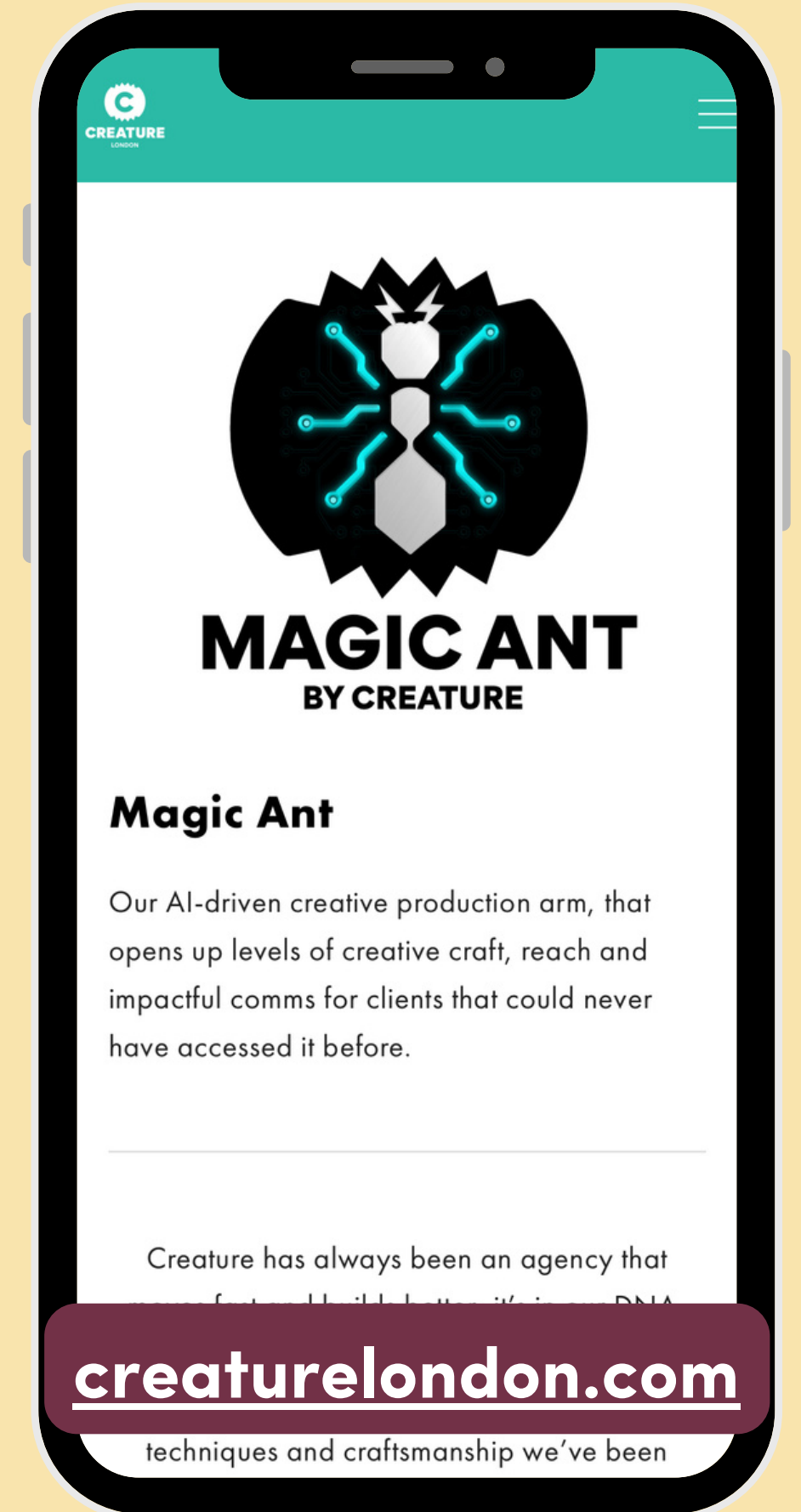


nonprofitoperatingsystem.com

Impala & Magic Ant.

Creature Ad Agency

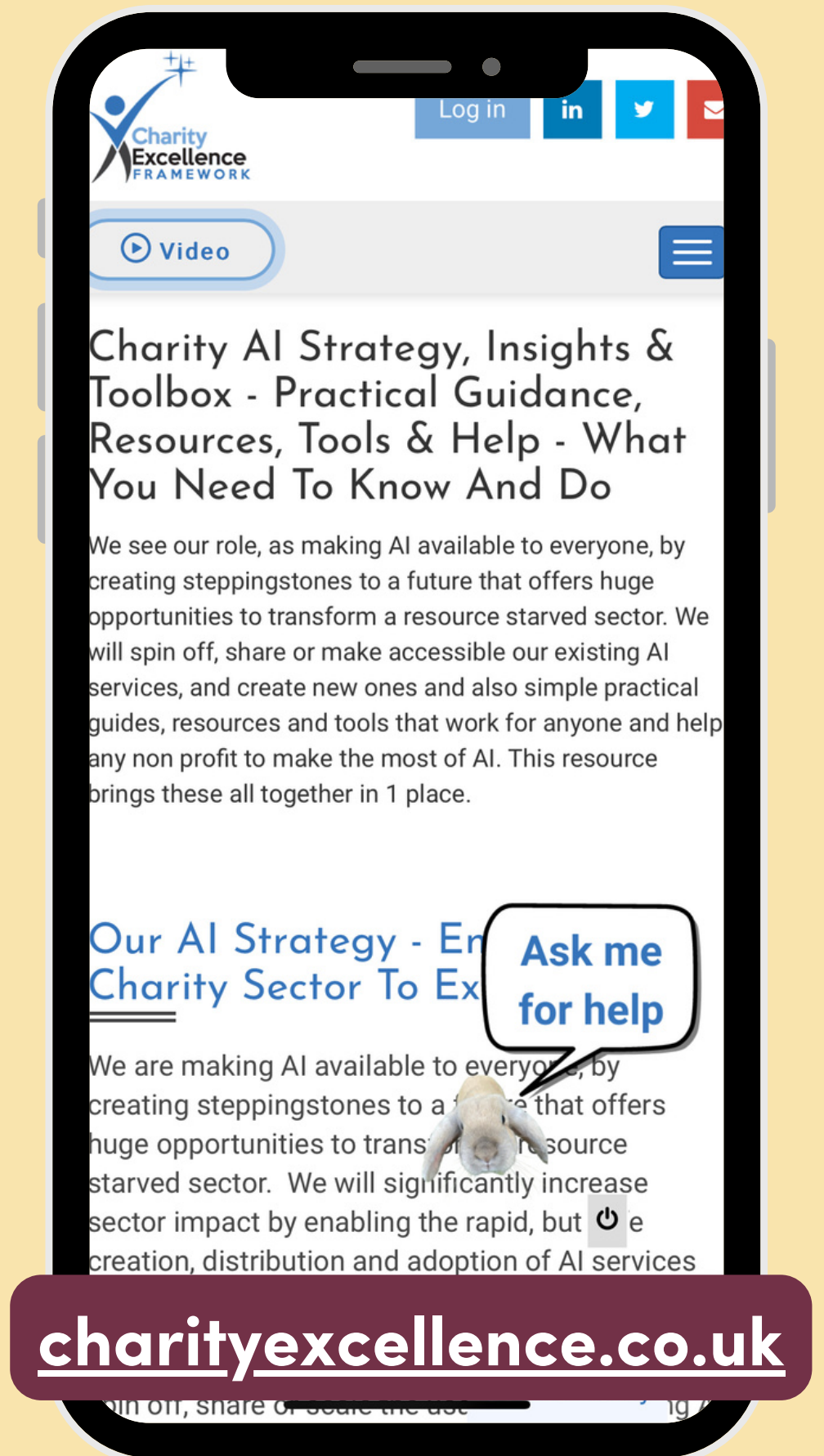
- Impala - generates market-tested creative propositions
- Magic Ant - produces creatives for the campaigns
- Available to clients working with Creature



Charity Excellence.

AI Stepping Stones Strategy - launches 2 June

- Tech bunnies
 - Funding help, resources and data
 - Ask me anything
 - Charity and non-profit facts
- Oven-ready Chat GPT (prompts library)
- Grant Application Bid Writer



Risks.

You get out what you put in

- Joy Buolamwini founded the Algorithmic Justice League after discovering that most facial recognition software was racist.
- When Mark Phillips asked Midjourney to create images of fundraisers they were all white men with beards until he prompted it to consider race.



[learn more at the Algorithmic Justice League](#)

Charity Digital reading list.

- What is industry 4.0?
- Should charities care about the Metaverse?
- The Charity Metaverse in progress
- An Introduction to NFTs for Charities
- NFTs for good: How charities can fundraise with NFTs
- The pros and cons of NFTs
- Common misconceptions about AI
- Should charities use AI content bots?
- How AI can boost user experience
- Artificial Intelligence - the future of the charity sector
- How to use AI to generate content



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techsperiments

Would you use AI generated images?

We test out AI image generator Midjourney and explore the ethics



Hi,

How's your week been? Busy, right? I've interviewed a few people this week for articles and the level of exhaustion in the sector seems to be pretty high.

Perhaps that's why everyone's talking about how AI might save overworked charity and good business staff some time.

If you feel totally overwhelmed by what Web3 and AI mean, come to my free webinar for Charity Digital next week. Here are the deets:

📄 'Get started with Web3 and AI'

📅 Thursday 25 May

🕒 1- 2pm BST

Weekly email

Testing digital tools so you don't have to!

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