



Nonprofits with AI: Unlocking the Potential for Greater Impact

Ha Cole, Chief AI Officer, Nonprofits International
Microsoft Tech for Social Impact



Ha Cole



Refugee from Vietnam



Guiding Nonprofit Leaders in using AI and digital technologies strategically



Accessibility advocate – am running 1000 miles in 6 months in support of National Autistic Society



Global changes are rapid and unpredictable



TECH FOR SOCIAL IMPACT

Empower every nonprofit and mission driven organisation with Microsoft technology to accelerate social good



Tech for Social Impact

A NEW SOCIAL INVESTMENT MODEL

Affordable Technology
& Solutions



Capacity
Building

Social
Investment Model

Partner
Ecosystem

Integrating philanthropy and affordable commercial sales

What we'll discuss today



AI at work



AI for nonprofits



How you can experiment with AI

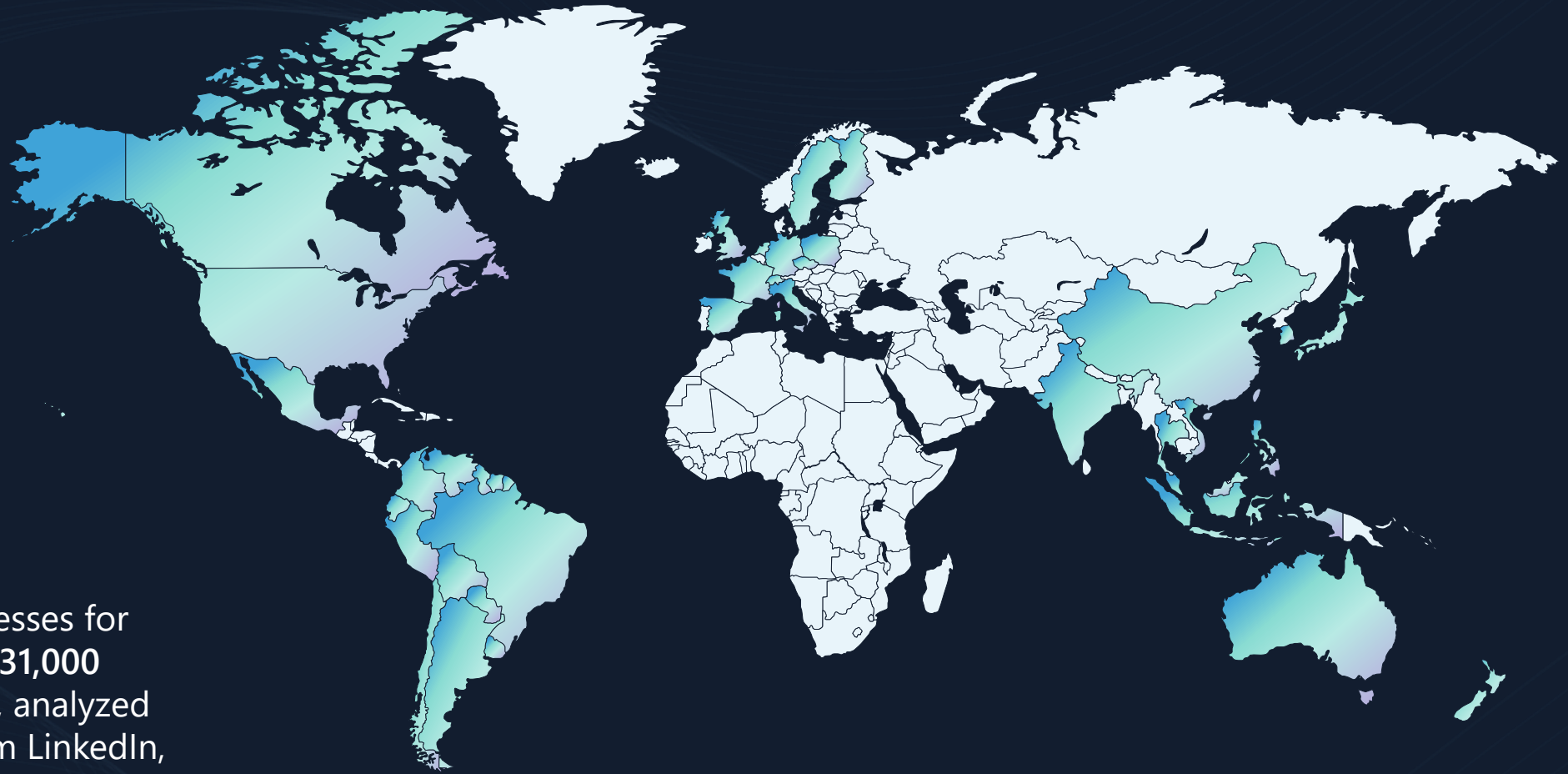


Q&A

Work Trend Index 2024

<http://aka.ms/wti24>

To ready leaders and businesses for the age of AI, we surveyed 31,000 people across 31 countries, analyzed labor and hiring trends from LinkedIn, and productivity patterns of Microsoft 365 customers globally.



68%

of people say they struggle
with the pace and volume of work,
and 46% feel burned out.

85%

of emails are read in under 15 seconds,
and the typical person has to read about
four emails for every one they send.

Three findings stood out

01

Employees want AI at work—and won't wait for companies to catch up.

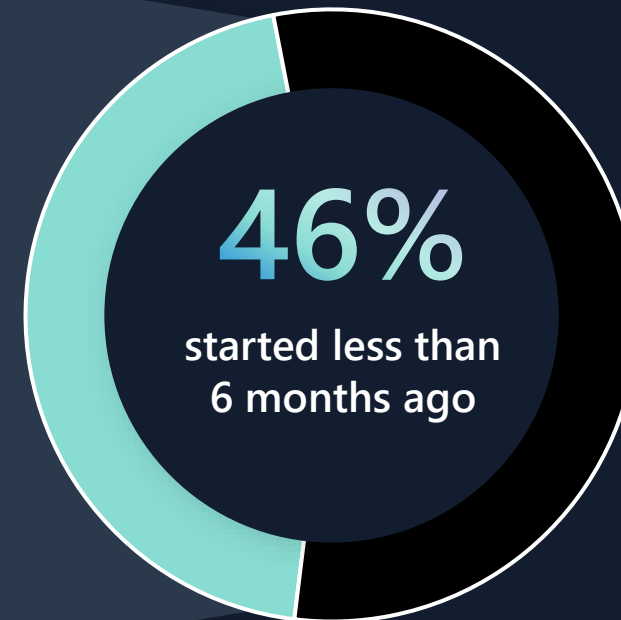
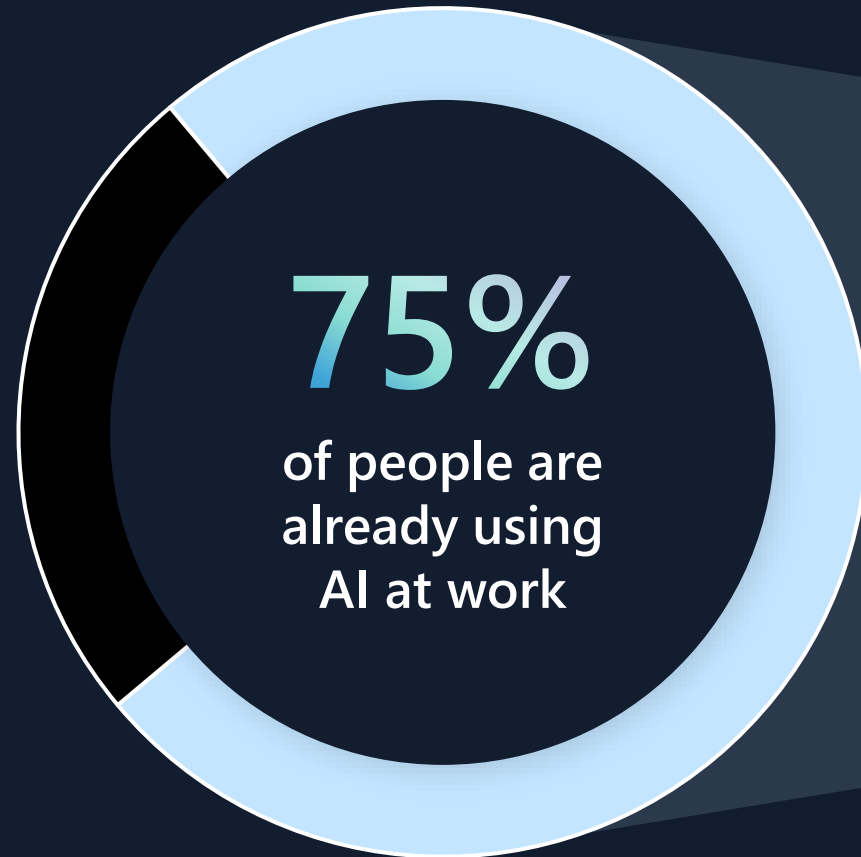
02

The rise of the AI power user—and what they reveal about the future.

03

For employees, AI raises the bar and breaks the career ceiling.

Three Out of Four People Use AI at Work



Why AI Power Users Matter



AI makes their overwhelming workload more manageable



Boosts their creativity



And helps them focus on the most important work



AI helps them feel more motivated

79%

of leaders believe AI is a business imperative to stay competitive,...

...a surprising

60%

say their organization lacks a plan and vision to implement it,...

...and

59%

worry about quantifying the productivity gains of AI.

AI Aptitude Heats Up Across Roles and Industries

Creative jobs top the list



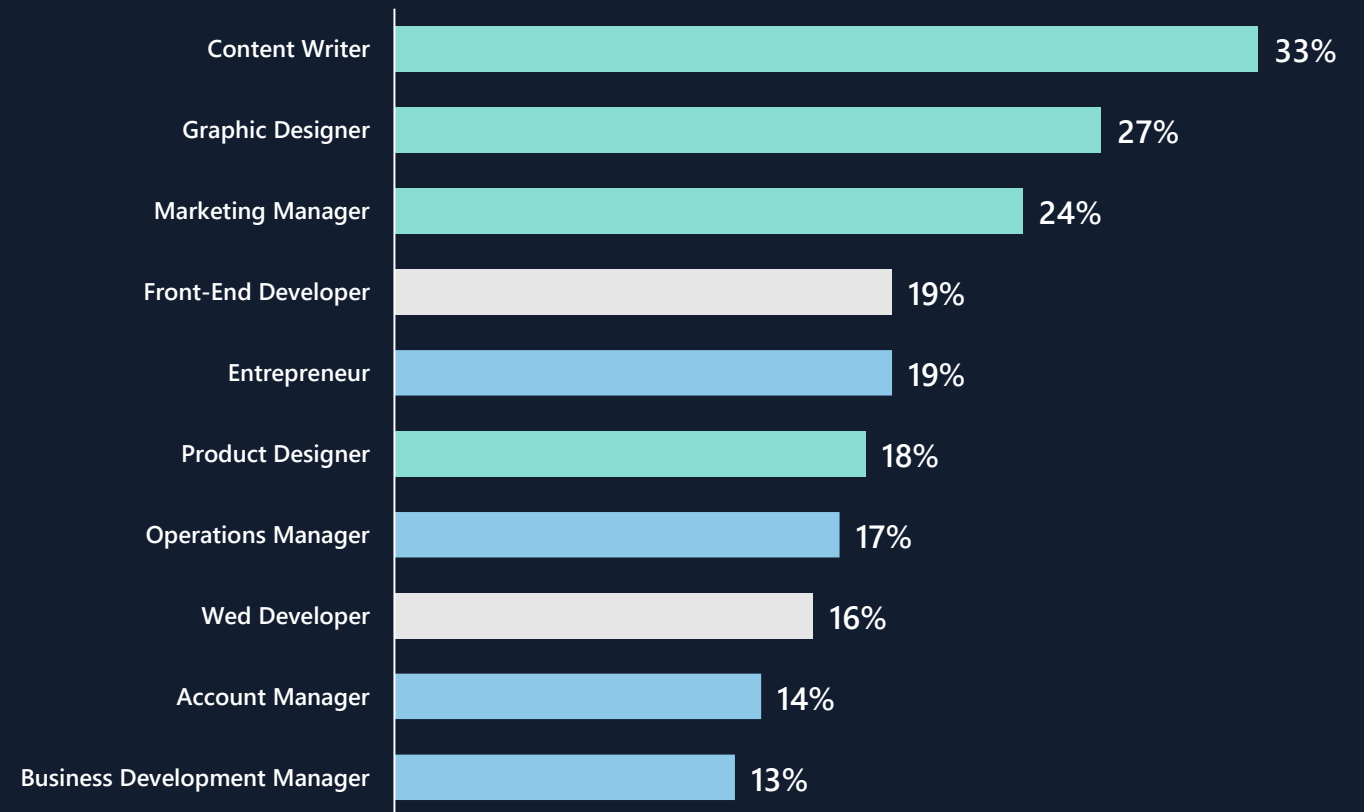
Creative



Software



Business



Occupations with the greatest percentage of members on LinkedIn adding AI Aptitude skills to their profiles in 2023



**There is tremendous opportunity
for nonprofits to benefit from AI**

Today's nonprofit challenges & opportunities



Staffing

33% or more of nonprofits report that at least **20%** of job vacancies go unfilled. This is double (**40%**) for fundraising roles.



Donor retention

Donor retention fell **6.2%** and total donors fell **5.6%**.²



Personalized communication

77% of nonprofits believe personalizing donor communication is critical.³



Online giving growth

Since 2021, online giving has grown **12% YoY**.⁴



Increased time efficiency

Workers globally spend **35%** of their time on repetitive tasks.⁵

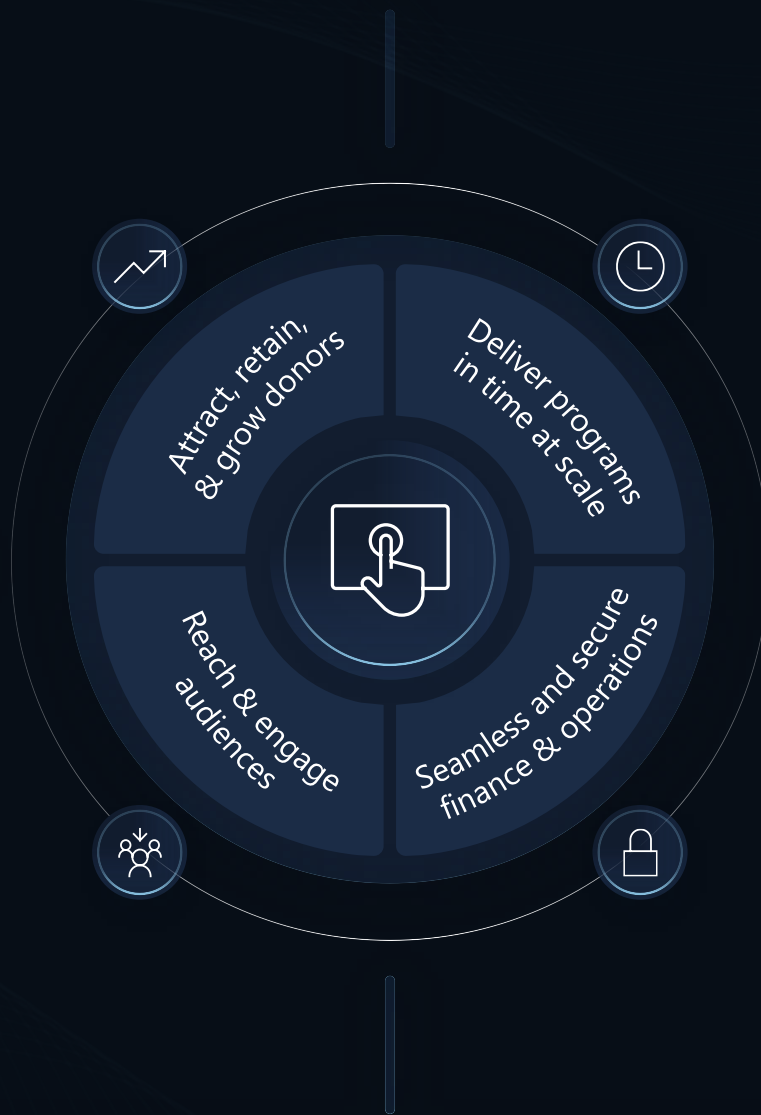
AI for Nonprofits

Fundraising

Create AI-powered personalized donor communications

Marketing and Communications

Define marketing segments using natural language query



Program Design and Delivery

Provide constituent assistance through conversational AI

Finance & Operations

Fast track internal reporting and analysis while predicting external factors like inflation and geopolitical issues on program budgets



Helping a small team make big impact for migrant families and students

Administrative support

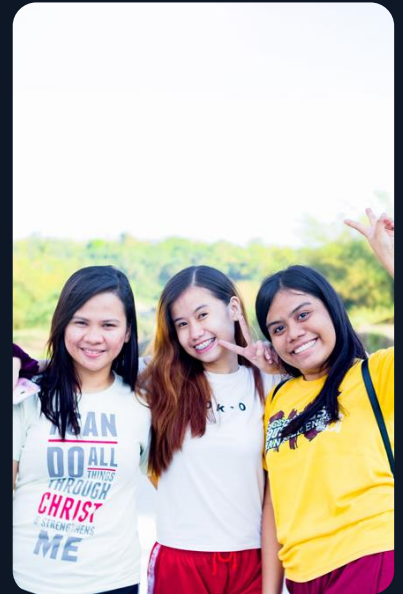
Increased capacity for fundraising, accounting, and other administrative tasks so staff can focus more on their clients.

Volunteer training

Gamified training through role play using Copilot to assist them translate to help students that speak another language in complex situations (i.e. taxes), or communicate with their family at home

Program delivery

Enables the team to curate culturally relevant care packages for migrant families and students, and where to purchase items within in a day (down from ~3 weeks)





Using AI to prevent poaching

Peace Parks
Nonprofit
Medium (50-999 employees)
South Africa

Products and services
Microsoft AI
Dynamics 365
Dynamics 365 Sales
Power BI



We're trying to go back to restore the basics, but in order to do it, we need technology."

—Wayne Brider, Information and Communications Technology (ICT) Manager, Peace Parks Foundation

Situation

Peace Parks Foundation works in eight conservation areas within four transfrontier conservancies across southern Africa, focusing on ecosystem restoration, wildlife protection, and community development.

Solution

By leveraging Microsoft technologies across the organization, including Dynamics 365 and Power BI for fundraising, Azure for data storage, and AI/IoT solutions for park management, Peace Parks can scale and expand its conservation work.

Impact

With the help of Microsoft solutions, Peace Parks has raised funding for conservation work, saved the lives of more endangered animals, and progressed in restoring balance to natural ecosystems in southern Africa.



Using AI to build connections

Age UK helps older people make the most of their life, including by battling loneliness through its Telephone Friendship Service.

Age UK used the speech-to-text capability of Azure AI Speech to build a transcription tool. It transcribes calls to feed into a monitoring solution, which flags potentially problematic conversations and links to the section in question for employees to review.

The transcription tool enables Age UK to monitor more calls and focus resources on higher-risk conversations, keeping volunteers and older people safer.



“Autopilot”

“Copilot”



Microsoft Copilot

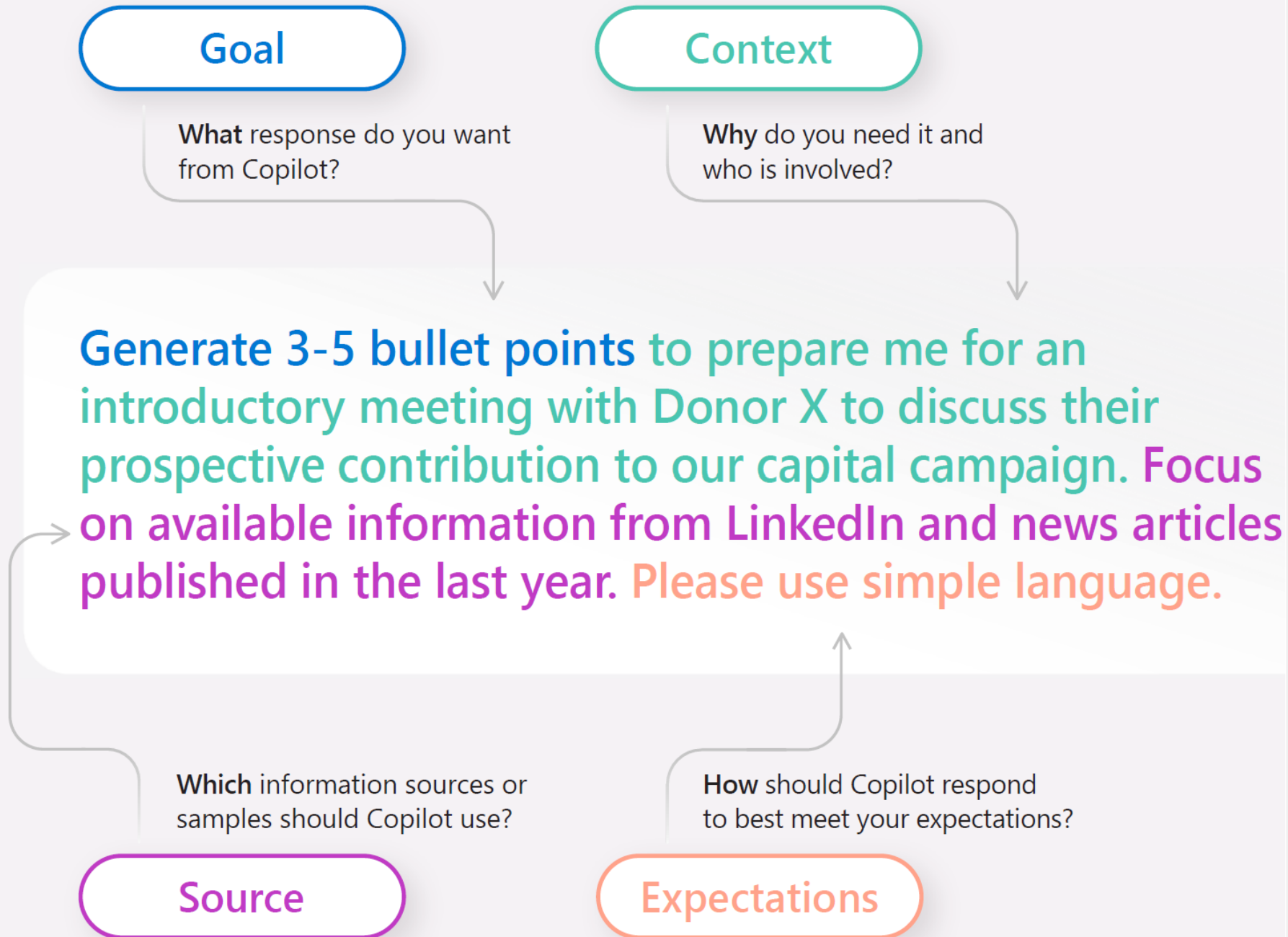
Your everyday AI companion

Enterprise-grade security,
privacy, compliance &
responsible AI

You are always in control of
the output

Your universe of data
at work and the web

Prompt 101



Get Creative

copilot.microsoft.com



Scenario: Our org wants to share information about our summer volunteering initiative. We want to advertise on X, LinkedIn and Facebook.

Prompt: Our organisation is running a summer volunteer initiative for career coaching for career switchers. Please draft social media postings for X, LinkedIn and Facebook



You

Our organisation is running a summer volunteer initiative for career coaching for career switchers. Please draft social media postings for X, LinkedIn and Facebook?



Copilot

Certainly! Here are draft social media posts tailored for each platform:

1. X:

- 🌟 **Join Our Summer Career Coaching Initiative!** 🌟 Are you a career switcher looking for guidance? Our volunteer-led program offers personalized coaching to help you navigate your next career move. Join us and make a difference! #CareerCoaching #VolunteerOpportunity

2. LinkedIn:

- 🚀 **Calling All Career Switchers!** 🚀 Our summer career coaching initiative is in full swing. Connect with experienced professionals, gain insights, and accelerate your career transition. 🌟 #CareerSwitch #ProfessionalDevelopment

3. Facebook:

- 😊 **Summer Career Coaching Alert!** 😊 Ready to switch careers? Our volunteer coaches are here to guide you. Whether you're exploring new paths or fine-tuning your skills, we've got your back! 🙌 #CareerChange #VolunteerCoaches

Feel free to customize these drafts to match your organization's tone and branding. Best of luck with your initiative! 😊 🌟



3 of 30 responses

AI-generated content may be incorrect

Thank you! Can you also provide some sample images to go with these posts?

How can I encourage more people to share our posts?

What other platforms should we consider for promotion?


Get Creative

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Scenario: Our org wants to send emails to first-time donors that supported our fundraising auction.

Prompt: Write a donor-centric thank-you email to first-time donors for contributing to the fundraising auction on Tuesday, May 21, 2024. Include the following details: the donation will help create a new shelter for animals, which will help Dog Trust to treat more than 200 rescue pets in Manchester. Keep the tone grateful and make sure it doesn't exceed 100 words.

 You

Write a donor-centric thank-you email to first-time donors for contributing to the fundraising auction on Tuesday, May 21, 2024. Include the following details: the donation will help create a new shelter for animals, which will help Dog Trust to treat more than 200 rescue pets in Manchester. Keep the tone grateful and make sure it doesn't exceed 100 words.



 Copilot

Subject: Thank You for Your Compassion!

Dear [Donor's Name],

Your recent donation to our fundraising auction is making a remarkable difference. Thanks to your generosity, we're building a new shelter for animals in Manchester. Over 200 rescue pets will benefit from your kindness.

From all of us at Dog Trust, heartfelt thanks for being part of our mission!

Warm regards,

[Your Name] Dog Trust

Note: The above email is a concise template. Feel free to personalize it with the donor's name.



● 2 of 30 responses

AI-generated content may be incorrect

You're welcome! Keep up the great work!

How can I stay updated on your progress?

What other ways can I contribute?

Get Creative

copilot.microsoft.com



Scenario: Our org wants to send emails to first-time donors that supported our fundraising auction.

Prompt: Write a donor-centric thank-you email to first-time donors for contributing to the fundraising auction on Tuesday, May 21, 2024. Include the following details: the donation will help create a new shelter for animals, which will help Dog Trust to treat more than 200 rescue pets in Manchester. Keep the tone grateful and make sure it doesn't exceed 100 words. Create two versions in English and Vietnamese

Certainly! Here are the donor-centric thank-you emails in English and Vietnamese:

English Version:

Subject: Thank You for Your Generous Donation!

Dear [Donor's Name],

Thank you for your generous contribution to our fundraising auction on May 21, 2024. Your donation will help create a new shelter for animals, allowing Dog Trust to treat over 200 rescue pets in Manchester. We are truly grateful for your support!

Warm regards, [Your Name] Dog Trust

Vietnamese Version:

Subject: Cảm ơn bạn đã đóng góp!

Kính gửi [Tên Người ủng hộ],

Chân thành cảm ơn bạn đã đóng góp hào phóng cho buổi đấu giá gây quỹ của chúng tôi vào ngày 21 tháng 5 năm 2024. Sự đóng góp của bạn sẽ giúp xây dựng một mái ấm mới cho động vật, giúp Dog Trust chữa trị hơn 200 thú cưng cứu hộ tại Manchester. Chúng tôi rất biết ơn sự hỗ trợ của bạn!

Trân trọng, [Tên của bạn] Dog Trust

Feel free to use or modify these emails as needed. If you have any other requests, feel free to ask! 😊



7 of 30 responses

AI-generated content may be incorrect

Thank you! These emails are perfect.

I appreciate your help. Can I ask for more language versions?

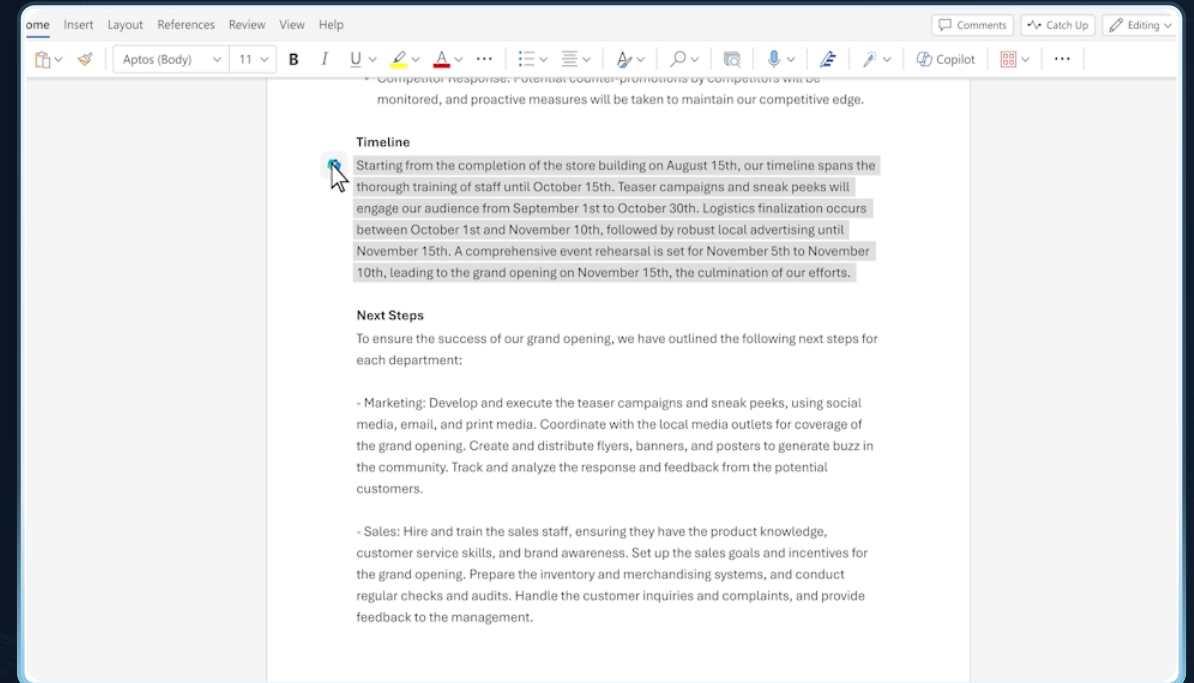
Is there anything else related to donor communication that I can assist with?



Jumpstart the creative process and generate ideas while writing

With Copilot in Word, transform writing with efficiency and creativity.

- Create first draft by referencing up to three documents
- Rewrite sections or an entire document, or change the tone to refine existing documents
- Receive suggestions to strengthen arguments, smooth inconsistencies
- Save time and summarize text in lengthy documents
- Discover information—for example, ask if there is a call to action



Grant Requirements for the Lifelong Learning Initiative Grant

A grant opportunity for nonprofit organizations that support higher learning and continuing education for seniors

Overview

The "Lifelong Learning Initiative Grant" is a grant aimed at promoting higher learning and continuing education for adults aged 55 and over. This grant is available to nonprofit organizations that have programs designed to help seniors continue their education and improve their skills.

The grant committee will award up to \$50,000 to selected organizations that demonstrate the effectiveness and impact of their programs on the target population. The grant money can be used for program development, implementation, evaluation, and reporting.

Eligibility



To apply for this grant, the following requirements must be met:

- The nonprofit organization must be registered and in good standing.
- The organization must have a program specifically designed for adults aged 55 and over.
- The organization must provide evidence of the impact of their program on the target population.

Header

100% Looks good!

Get a summary from Copilot. Ask questions and gain insights about this doc.

 Draft with Copilot 

Draft a grant proposal for Contoso's nonprofit digital literacy program. Use the data in the provided documents to detail how funds were used in the past and success of previous cohorts. Draft should be persuasive and show how the requested funds will be used for the program expansion. Include details on the importance of digital literacy and Contoso's commitment to serving its community. [FY23 DL Grant Requirements.docx](#)

423/2000

Combing through info... Stop generating ESC

Working on it... Stop generating ESC

Grant Proposal for the Lifelong Learning Initiative Grant

Contoso Nonprofit: Digital Empowerment Program

Executive Summary

- Contoso Nonprofit is a Seattle-based organization that has been serving the community for 20 years, offering free classes on digital literacy, ESL, counseling, and foodbank services.

SENSITIVITY Due to content created by Copilot, your organization automatically applied the sensitivity label: General\All Employees (unrestricted)

- Digital literacy is defined as the ability to use information and communication technologies to find, evaluate, create, and communicate information, and to participate in social and civic activities.
- Digital literacy is essential for seniors to access information, services, and opportunities, and to stay connected with their families, friends, and communities.
- However, according to a 2022 study by the American Community Survey, only 48% of senior citizens have basic digital literacy, and many face barriers such as lack of access, skills, confidence, and motivation to use technology.
- Digital Empowerment addresses these challenges by providing seniors with free classes on basic computer skills, internet usage, and social media, as well as access to technology resources, such as computers and internet access, at Contoso's facilities.
- The program curriculum is based on the Northstar Digital Literacy Standards, which cover topics such as computer basics, email, internet, Windows, Mac OS, Word, Excel, PowerPoint, and social media.
- The program is delivered by Contoso's program staff and volunteers, who are trained and certified in digital literacy instruction and adult education.
- The program runs for 12 weeks, with two sessions per week, each lasting two hours. The program is offered in English and Spanish, and accommodates different learning styles and paces.
- The program also includes guest speakers, field trips, and social events to enhance the learning experience and foster a sense of community among the students.
- The program's goals are to increase the digital literacy of seniors by 25%, to improve their confidence and satisfaction in using technology, and to encourage them to continue their education and lifelong learning.

P Draft a grant propos... < 1 of 1 > AI-generated content may be incorrect

Keep it For example, "Make it formal" →

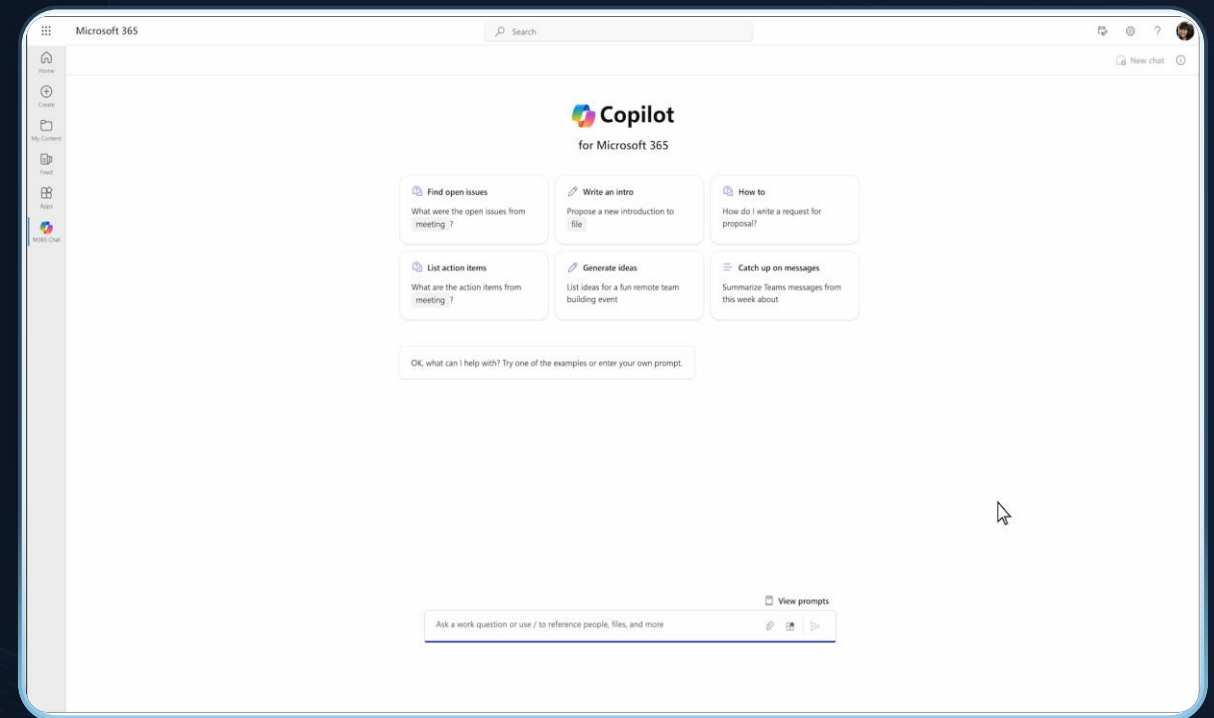


Development & Marketing

Quickly search across all your data to find and summarize the information you need

With Copilot, go far beyond simple questions and answers to tame the complexity and reclaim time at work.

- No matter how messy your team's workspace is, comb across all your nonproft's data to find the most relevant stats or stories.
- Find whatever you need in your files (even if you forgot they existed), connect the dots across your content.
- Search both externally and internally.



File Home Insert Draw Design Layout References Mailings Review View Help

Clipboard: Paste, Cut, Copy, Format Painter

Font: Aptos Display (Head), 28, A^, A^, Aa, A, B, I, U, x₂, x², A, color, background color

Paragraph: Normal, No Spacing, Heading, Heading 2, Heading 3, Title

Editing: Find, Replace, Select, Dictate, Sensitivity, Add-ins, Editor, Copilot

Navigation

Search document

Headings | Pages | Results

- Proposal Summary
 - Deadline
- Introduction
- Program needs
- Objective
- Program Impact FY22

Sample Monthly Program Budget

Digital Empowerment FY24

Proposal Summary

Contoso is dedicated to improving the lives of senior citizens ages 66 and older through increased digital literacy. A 2022 study by the American Community Survey concluded that only 48% of senior citizens have basic digital literacy. Contoso digital literacy program aims to increase seniors' digital literacy through classes held by our staff and volunteer efforts.

Deadline

February 15th 2023.

Introduction

Contoso Nonprofit has been serving our community in Seattle Washington for 20 years. We offer free classes on digital literacy, English as a second language (ESL), as well as counseling and a foodbank for our underserved community. The organization's digital literacy program is designed to provide individuals with the skills they need to use technology effectively. The program includes training on basic computer skills, internet usage, and social media. Digital Empowerment also provides access to technology resources, such as computers and internet access, to individuals who may not have access to them otherwise.

Program needs

Last year we had a cohort of 200 people sign up for our digital literacy program. We have identified there are approximately 1000 people in our community this year that could benefit from the program. Due to this high demand we want to increase our capacity by 50%. In order to increase our capacity we will need \$120,000 in additional funding through grants and donations.

Objective

44°F Cloudy

Search

Taskbar icons: File Explorer, Microsoft Edge, Teams, OneDrive, Word

System tray: Network, Volume, Power, Notification

Navigation

Search document

Headings Pages Results

- Proposal Summary
 - Deadline
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- Sample Monthly Program Budget

Digital Empowerment FY24

Draft with Copilot

Create an Executive Summary for this document

45/2000

Generate Reference a file

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Digital Empowerment FY24

Pulling things together... Stop generating ESC

Proposal Summary

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Objective

Navigation

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Sample Monthly Program Budget

Digital Empowerment FY24

Executive Summary

The goal of this document is to present a proposal for the Digital Empowerment FY24 project, which seeks to enhance the digital literacy of senior citizens in the United States. The project is motivated by the need to address the digital divide that affects older adults, who often lack the skills and confidence to use digital technologies for their personal, social, and civic needs. The project will provide senior citizens with access to digital devices, internet connectivity, and training courses that will help them learn how to use various online platforms and applications. The project will also leverage the expertise and enthusiasm of Contoso employees and volunteers, who will serve as mentors and instructors for the senior participants. The expected outcomes of the project are improved quality of life, social inclusion, and civic engagement for senior citizens, as well as increased brand awareness and social responsibility for Contoso.

Proposal Summary

Contoso is dedicated to improving the lives of senior citizens ages 66 and older through increased digital literacy. A 2022 study by the American Community Survey concluded that only 48% of senior citizens have basic digital literacy. Contoso digital literacy program aims to increase seniors' digital literacy through classes held by our staff and volunteer efforts.

Deadline

February 15th 2023.

Introduction

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Digital Empowerment also provides access to individuals

Create an Executive... < 1 of 1 > AI-generated content may be incorrect

Keep it [Refresh] [Delete] For example, "Make it formal" [Apply]

Copilot

for Microsoft 365

Copilot uses AI. Check for mistakes. [Legal Terms](#) | [Privacy and Cookies](#) | [FAQ](#)

- What's new**
What's the latest from **person**
- Get key info**
List key points from **file**
- Share meeting notes**
Generate meeting notes from **meeting**
- What did they say?**
What did **person** say about
- Where was I mentioned?**
Summarize emails where I was mentioned recently
- Draft an FAQ**
Create a FAQ based on **file**

What can I help you with? Try one of the examples or enter your own prompt.

Recent activity MeganB@D...


- Show me existing documents abo 5:27 PM
- Create an FAQ based on Propose 3:16 PM
- Create a new word document cal 3:01 PM
- Show digital literacy grant pr 12:52 PM
- List key points from Digital E Yesterday

Summarize Digital Empowerment Grant Proposal FY24.docx and then draft an email recap for my team

Digital Empowerment Grant Proposal FY24.docx

96/4000

Summarize Digital Empowerment Grant Proposal FY24.docx and then draft an email recap for my team

 Work content and chats cannot be seen outside your organization

The "Digital Empowerment Grant Proposal FY24.docx" is a proposal for the Digital Empowerment FY24 project, which aims to enhance the digital literacy of senior citizens in the United States. The project seeks to address the digital divide that affects older adults by providing them with access to digital devices, internet connectivity, and training courses. The project will leverage the expertise of Contoso employees and volunteers, who will serve as mentors and instructors. The expected outcomes are improved quality of life, social inclusion, and civic engagement for senior citizens, as well as increased brand awareness and social responsibility for Contoso. The proposal includes a program summary, program needs, objectives, program impact, current research, and a sample monthly program budget. The deadline for the proposal is February 15th, 2023.

Here is a draft email recap for your team:





Subject: Recap of Digital Empowerment Grant Proposal FY24

Dear team,

I wanted to share with you a summary of the Digital Empowerment Grant Proposal FY24. The proposal outlines a project to enhance the digital literacy of senior citizens in the United States. The project aims to address the digital divide that affects older adults by providing them with access to digital devices, internet connectivity, and training courses. The project will leverage the expertise of Contoso employees and volunteers, who will serve as mentors and instructors.


The expected outcomes




AI-generated content may be incorrect

1 of 30 responses ●

- Recent activity MeganB@D...
- Untitled chat 6:33 PM
 - Show me existing documents abo 5:27 PM
 - Create an FAQ based on Propose 3:16 PM
 - Create a new word document cal 3:01 PM
 - Show digital literacy grant pr 12:52 PM
 - List key points from Digital E Yesterday

 Ask me anything or type / to add people, files, and more

  0/4000 



Identify donor trends and segments

Potential benefits

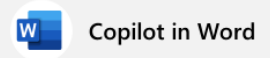
Save time

Improve presentation quality

Avoid simple tasks

Draft research brief

Prompt Copilot in Word to create draft briefs based upon existing content.



Draft brief for upcoming research, summarise documents and content.

Copilot can summarise and draft documents based on multiple files.

Discover market research

Copilot can observe sector trends by reviewing competitors' online activities, offering valuable benchmarks for enhancing community outreach and supporter involvement.



Analyse online activities of similar nonprofits to summarise their engagement strategies and marketing approaches.

Learn about your audience

Analyse data from donor-provided information and donation amounts/regularity to explore relationships between segments and giving patterns.

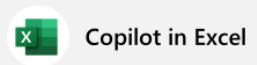


Analyse data in our existing donor base, focusing on relationships between demographics and giving patterns.

Tailor prompts according to business need.

Discover market trends and generate visual insights

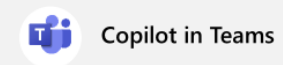
Use Copilot to generate data insights and provide clear visualisations.



Show data insights in Copilot in Excel. **Create a pie chart** of existing donor age breakdown.

Summarise interviews

Use Copilot to record findings from research interviews by providing and summarising transcripts.

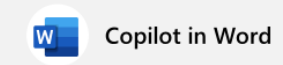


Summarise interview transcripts.

Ask Copilot to highlight responses which contain references to specific key information.

Identify themes

Accelerate analysis by prompting Copilot in Word to identify key themes in your interview data.



Paste Teams summaries into a Word document and prompt Copilot to show you themes.

Themes can be revised in Copilot according to research requirements.

Microsoft's Responsible AI principles



Fairness



Reliability & Safety



Privacy & Security



Inclusiveness



Transparency



Accountability

Learning Track: Exploring AI with Microsoft Tools



Introduction to AI and Generative AI

Learn what AI is and what it can enable. We'll review generative text and images, video translation, slide deck creation, data analysis, and more.



Ethics and Principles of AI

Get practical advice for using AI responsibly. Learn best practices before you deploy AI as an organizational resource while keeping ethics and safety front and center.



Critical Thinking, Question Formulation, Prompt Engineering with Bing Chat

Learn the art and science of prompt engineering so you can consistently get intelligent, nuanced responses from chatbots like Bing Chat.



Common Uses for Nonprofits with Bing Chat and Bing Chat Enterprise

Leverage AI to generate engaging content, create high-quality graphics, and summarize long documents into key takeaways. We'll cover uses of AI across nonprofit functions from marketing to donor relations.



As of November 15, Bing Chat and Bing Chat Enterprise are now called "Copilot." This change is in name only — you can still access and use this AI tool in the same way as described. [Learn more here.](#)

Additional AI Skill-Building Resources

Language

English

Type

All

Search

SEARCH



WEBINAR

AI for Nonprofits: What You Need to Know

Learn more about the latest generation of AI and how nonprofits can use it to their advantage.



WEBINAR

Ask the Experts: Focus on Ethics, Principles, and Governance of Generative AI

Learn how to integrate AI into your organization's workflow safely and transparently.



WEBINAR

Ask the Experts: Focus on AI Prompt Engineering

Learn how to develop AI prompts to get just the right results to create impactful email content.



VIDEO

Organize Your Day with Viva Insights in Outlook

Learn how Viva Insights can improve your productivity with "quiet time" settings, consolidation of important documents, and prioritization of emails from key donors and funders.



VIDEO

Insert Data from a Picture into Excel

Learn how to transfer data from printed annual reports, financial documents, and other sources directly into an Excel document.



VIDEO

Use Live Captions and Slide Translator in PowerPoint

Learn how to provide real-time captions and slide translations in your next presentation.



VIDEO

How Copilot (Formerly Known as Bing Chat) Provides Original Sources to Help Fact-Check

Highlighting how you can understand the results of a Microsoft Copilot response on



VIDEO

How to Use Copilot (Formerly Known as Bing Chat)

Learn how to leverage Microsoft Copilot in Edge and understand the differences between search tools and Microsoft Copilot



VIDEO

Tips for Effective Prompts in Copilot (Formerly Known as Bing Chat)

Showing an example of two ways to ask for content on writing a draft email to your

Ways to experiment

Use the free version of Microsoft Copilot to test out prompts: copilot.microsoft.com

Prompt

Write a tagline for a youth sports initiative.

Response

Where every kid gets in the game

Prompt

Provide a list of youth sports programs in Canada.

Response

Here are a few to start...

Prompt

Thanks! That worked. Can you narrow the list down to Toronto?

Response

Here are a few that you might consider: ...

Prompt

```
Table donors, columns =  
[CustomerId, FirstName,  
LastName, Company, Address,  
City, State, Country,  
PostalCode]
```

Create a SQL query for all donors in Washington state named Jane
query =

Response

```
SELECT *  
  
FROM customers  
  
WHERE State = 'WA' AND  
FirstName = 'Jane'
```

Prompt

A ball of fire with vibrant colors to show the speed of innovation at our youth sports initiative.

Response





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Q&A

Ready to make technology work for your mission?

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Thank you

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