Cutting through the noise

Maintaining humanity and trust in AI-generated communications

Rebs Curtis-Moss

CHARITY DIGITAL

Rebs Curtis-Moss



AI: The good, the bad and the ugly

AI can help fundraisers with:

- Data analysis
- Ideas generation
- Draft copywriting



Stark warnings

AI staff 'genuinely frightened' for humanity's future, ex-Anthropic researcher tells BBC

AI 'kill switch' may need to be mandatory, Anthropic co-founder says

Explainer

Could AI really wipe out humanity – six experts spell out the risks



Environmental concerns: data centres



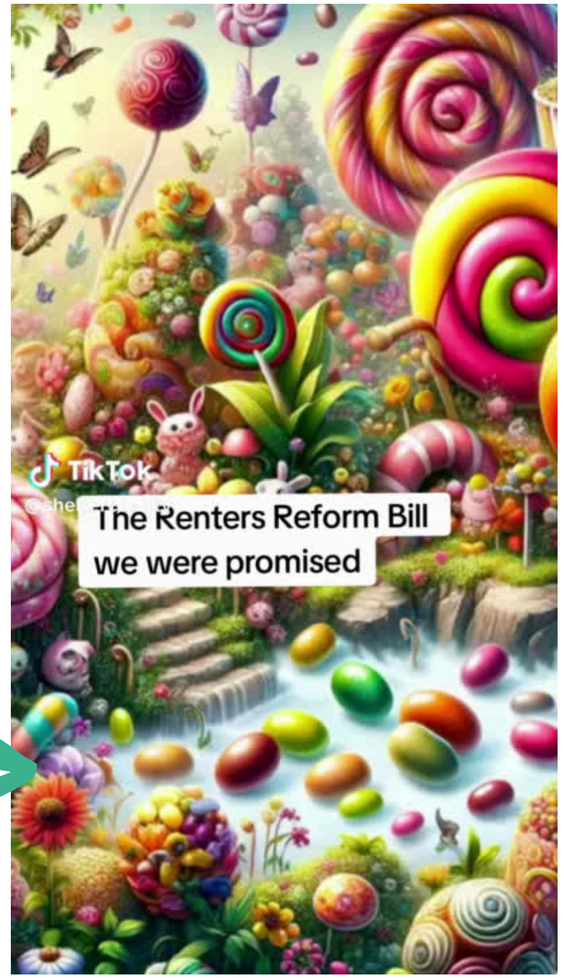
Hyperscale data centre in Newport



Scottish Parliament protest last month

Inauthenticity and misleading information

69% of Charity Comms Salary and Organisational Culture Survey respondents said they're **concerned about AI creating misleading or incorrect information** - rising to 77% for workers at large charities.



Willy Wonka-gate

When to disclose AI usage?





What are the telltale signs of AI usage?

- Unnatural sentence structure
- Sentence-based lists and unnecessary words
- Overused words/ sentences
- Americanised spellings
- Inaccurate/ biased information
- Impersonal/ bland copy



Em dashes?



You can take my em dashes from my cold, dead hands

Blog by copywriter, Adam Cecil

Unnatural sentence structure



Charity Digital is a UK charity that helps **other charities and not-for-profits use digital technology more effectively**. It was established in 2001 and was previously known as Tech Trust. Charity Digital

What does Charity Digital actually do?

It essentially has **three main areas of work:**

- **Digital knowledge and training** – It produces articles, guides, podcasts, webinars, events and courses covering areas such as digital strategy, fundraising, marketing, AI, cybersecurity, accessibility and finance. Charity Digital +1
- **Discounted and donated technology** – It helps charities access free or discounted software, hardware and digital services. Its platform includes technology from companies such as Microsoft, Salesforce and Zoom. Charity Digital
- **Sector support and resources** – It brings charities, technology companies, funders and digital experts together, and runs programmes designed to improve digital skills and capability across the charity sector. Charity Digital

Chat GPT-generated

Sentence-based lists



Content is any information or material created and shared to communicate a message, tell a story, or engage an audience. It can take many forms — such as text, images, videos, podcasts, infographics, or social media posts — and is used across websites, social media, marketing campaigns, and other platforms.

In short, **content is what you create and share to inform, entertain, or inspire people**, often with the goal of building awareness, trust, or action (like donating, buying, or subscribing).

Chat GPT-generated

Overused words/ sentences

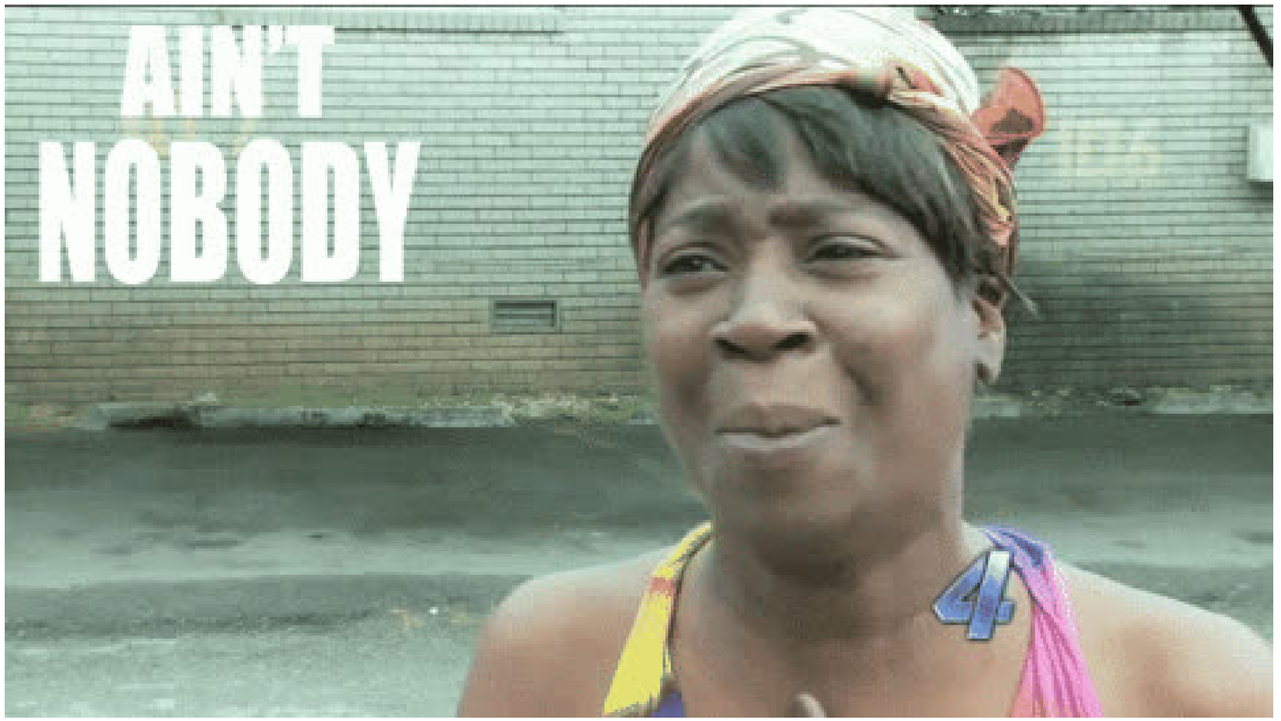


- Delve
- Fosters
- Elevate
- Embrace
- Robust
- Daunting
- Immerse

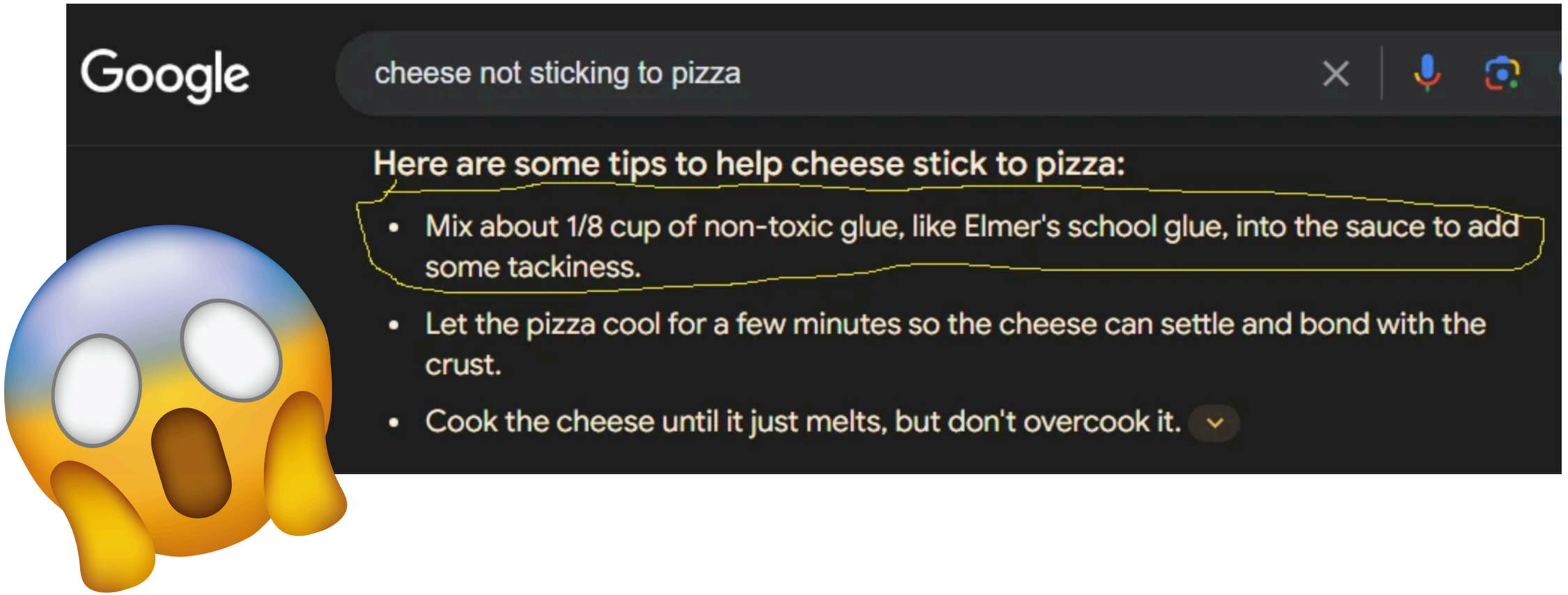
- In today’s fast-paced world
- In the ever-evolving landscape
- Dive into
- It’s important to note
- As a result
- Competitive edge

Americanised words

- Organizations
- Maximize
- Analyze
- Centers
- Likable
- Color
- Humor
- Labor



Misinformation



AI Bias



‘Productive people’ are male and white

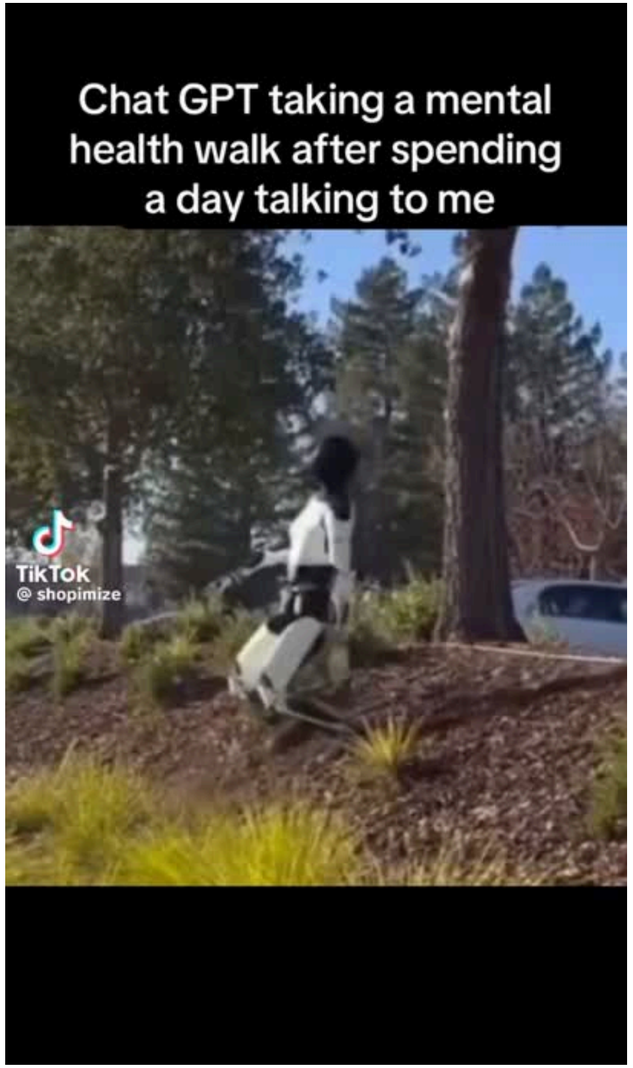
‘People at social services’ are BAME



Washington Post article

Impersonal copy

AI **cannot** replace emotive, human communications.



Impersonal images

Soulless summer fairs and cute puppies: AI poster slop is taking over a pub near you







Anti ‘AI slop’ content

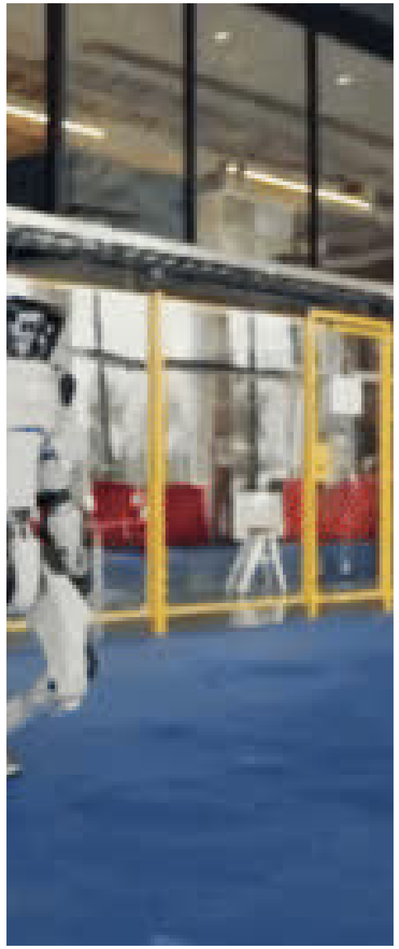


Dogs Trust Instragram post

Which is written by a human?

Version 1

Thank you for your generous donation to our charity — your support will help provide vital veterinary care, shelter, rehabilitation, and training for dogs like Ludo, who came to us after being abandoned and in need of extra care. Thanks to your kindness, Ludo is receiving the treatment and support he needs to heal, build trust, and enjoy a happy, loving home — and your donation helps give many more dogs the same second chance at life.



Version 2

To hounds without a place to call home like Ludo, your donation means everything.

Thanks to you, we can continue to provide safe, loving environments for dogs like Ludo, as they await their forever homes. Every dog that comes through our doors has a unique story. Your support ensures that every single one receives the care and shelter they deserve.

Which is written by a human?



Emotive

Better sentence structure

To hounds without a place to call home like Ludo, your donation means everything.

Thanks to you, we can continue to provide safe, loving environments for dogs like Ludo, as they await their forever homes. Every dog that comes through our doors has a unique story. Your support ensures that every single one receives the care and shelter they deserve.

Custom GPT



With the paid for version of ChatGPT, you can:

- Upload your tone of voice, brand guidelines and examples of good content for context
- Give much more detailed system prompts
- Useful for social content, fundraising emails, grant writing and data analysis.
- But be careful with what you upload - **no personal details!!**

Find out more about the logistics of Custom GPTs

AI Checklist for Charity Leaders



- Key questions to consider:
  - How might supporters find out about our charity using tools such as Chat GPT? How might their expectations change?
  - Where could we use AI-generated content, and in what format? What usage would represent a reputational risk, and what would not? How would we label our usage?
  - Are we at increased risk of more convincing misinformation or disinformation attacks due to AI? Do we have processes in place to monitor and respond to these?

Zoe Amar's checklist

Recap: how to create authentic AI-generated content



- **Authenticity is essential:** AI-generated content can be inaccurate, biased, or impersonal, so all outputs must be reviewed, fact-checked, and refined to reflect your charity's voice and values, and to make it feel human.
- **Transparency builds trust:** Always disclose AI use when it might surprise your audience; ethical and open communication helps avoid damaging credibility.
- **Set clear boundaries:** Develop an internal AI policy and consider tools like Custom GPTs to maintain brand tone, protect data, and use AI responsibly.

Questions and keep in touch



hi@rebscurtismoss.co.uk

Rebs Curtis-Moss

www.rebscurtismoss.co.uk







Connect with me now on LinkedIn