



Generative AI

How GPT technology can be used by non-profit organizations

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Agenda

Understanding Generative AI

How to Get Access

Demonstration

Use Cases for Non-Profits

Q&A



Understanding Generative AI

What is GPT?

Generative Pre-Trained Transformer

- Large language ML model trained on massive data set
- Generates on the fly **responses** to user input **prompts** using natural language
- Can work with:
 - Text, Images, Sound, Code

GPT Capabilities

Natural, intuitive communication to:

- Create
- Translate
- Summarize
- Classify



Cautions

- Outputs vary
- Can hallucinate
- Doesn't learn without fine-tuning
- Data privacy and IP risk
- Loses context over time
- Cannot copyright AI content
- Human oversight required



Impact



Efficiency / Scale



Job displacement



Skill Development



Laziness



Innovation



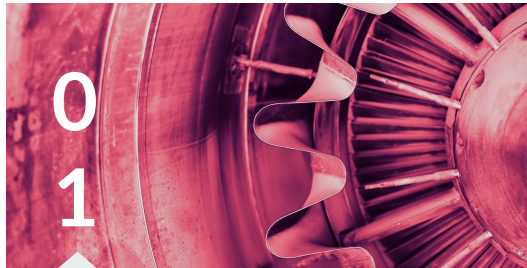
Reduced Human Interaction



How to Get Access



Options



Existing Applications

Software companies are adding GPT capabilities

Standalone

OpenAI ChatGPT
Microsoft Bing
Google Bard

0



2



Build Your Own

OpenAI APIs
Open Source Models



Google Bard

Data retention for 3+ yrs

Lower performance than GPT-4

Should improve

Bard Experiment

FAQ



Bard can draft an email accepting the job offer and export it to Gmail

Meet Bard: your creative and helpful collaborator, here to supercharge your imagination, boost your productivity, and bring your ideas to life.

Bard is an experiment and may give inaccurate or inappropriate responses. You can help make Bard better by leaving feedback.

Try Bard



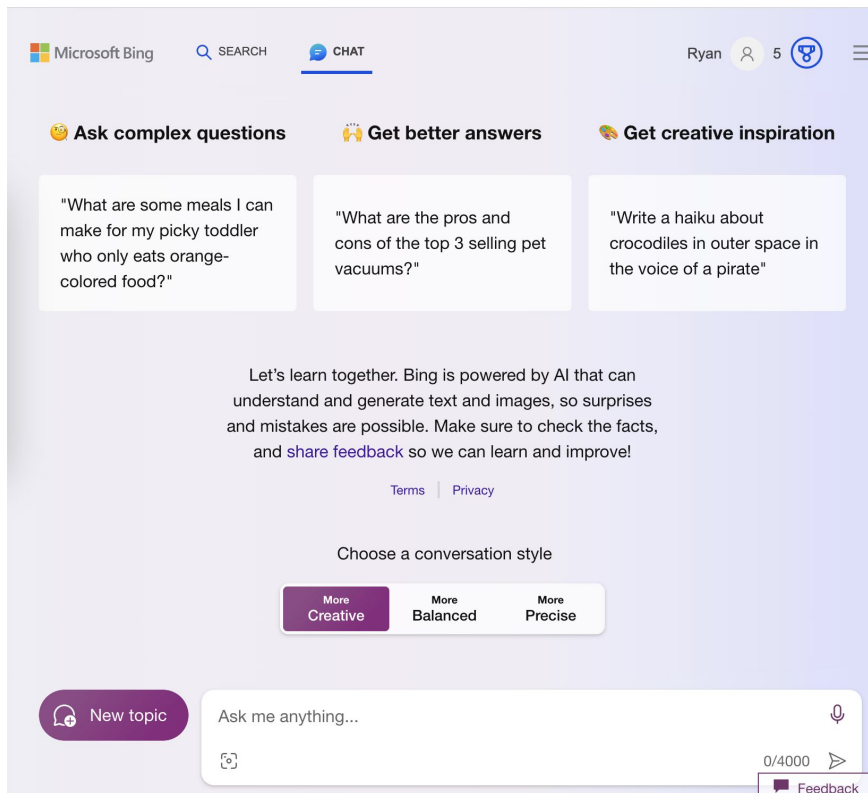
Microsoft Bing

Retains Data Indefinitely

Uses GPT 4 in Creative mode

Uses GPT 3.5 in other modes

Can use images and audio



OpenAI ChatGPT

ChatGPT (Free)

- GPT 3.5

ChatGPT Plus

- GPT 4
- Plugins
- Data Analysis

ChatGPT Enterprise

- GPT 4
- Security/Privacy
- Team Mgmt

The screenshot shows the OpenAI ChatGPT web interface. The browser address bar displays 'chat.openai.com'. On the left, a dark sidebar shows a 'New chat' button and a list of previous conversations categorized by time: 'Previous 7 Days' (including 'Event Calendar with Permissio'), 'Previous 30 Days' (including 'Summarize Document: Shorte' and 'Block Annexation Legal Ways'), and 'July' (including 'Salesforce Assessment Tool', 'Sugar Preserves Food.', 'Data Insights for MN', and 'Available Domain Names: MN'). At the bottom of the sidebar, the user's initials 'RY' and email 'ryandberg@hotmail.co' are visible. The main chat area features a model selection bar at the top with 'GPT-3.5' and 'GPT-4' options. A modal overlay for 'GPT-4' is displayed, stating: 'Our most capable model, great for tasks that require creativity and advanced reasoning. Available exclusively to Plus users. GPT-4 currently has a cap of 50 messages every 3 hours.' Below this, there are three options: 'Default' (selected with a checkmark), 'Advanced Data Analysis Beta', and 'Plugins Beta'. The chat area contains two messages: 'Make up a story about Sharky, a tooth-brust' and 'Create a charter to start a film club'. A 'Send a message' input field is at the bottom. A disclaimer at the very bottom reads: 'ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT August 3 2023'.



Demonstration

Custom Instructions



- **About me:** I run a non-profit organization based in Jamestown, ND called Anne Carlsen. Our website is annecarlsen.org. It is focused on providing individuals with developmental disabilities or delays with services and support. We have positioned ourselves on the cutting edge of innovation with unique programs, creative therapies, and advanced assistive technologies that provide life-changing programming to those we serve. Our mission is to make the world a more inclusive place where independence is a gift to all. Our core values are Acceptance, Life-Long Learning, Gratitude, Compassion, Service Above Self, Holistic Encouragement, and Teamwork. Some of the services we provide include Assistive Technology, Behavioral Health, Day Habilitation, Early Intervention, Education, Ideation Center, In-Home Supports, Recreation and Leisure. We also provide residential options and a variety of therapies such as occupational, orofacial, physical, and speech.
- **How would you like ChatGPT to respond?** You are a leading business consultant with an IQ of 120. Please be concise and specific and work things out in a step by step way to be sure we have the right answer. Double check to make sure you've completed the assignment. If you have any questions or would like additional information, please ask before making assumptions. Our tone is caring, polite, and professional.

Sample Prompt: Fundraising Campaign

- **Context:** Today is Sept. 12, 2023. We have a fundraising event coming up, called Grand Corks, on November 4, 2023. Our annual Grand Corks event includes a coursed wine-paired dinner, entertainment, and inspiring stories from the families we serve. It's taking place at the Alerus Center in Grand Forks. Sponsorships are now available, at Diamond, Platinum, Gold, Silver, Purple, and individual ticket levels. This is the webpage for the event: <https://annecarlson.org/events/grand-corks/>. The target audience is current and prospective donors across ND and MN. We have social media presences on our Blog, Facebook, Twitter, Instagram, YouTube, and LinkedIn.
- **Task:** Please create an exciting social media campaign plan to promote our upcoming fundraising event. Our goal is to generate buzz and encourage both attendance and additional sponsors. Brainstorm creative challenges, interactive content, and catchy hashtags that represents our cause. Please include a posting schedule across all channels. For each channel, provide directions on how to tailor it for the audience on that channel, and a list of additional tips for content creation specific to that channel.
- **Task:** Please brainstorm content ideas for each channel.

Sample Prompt: Job Description



→ **Context:** I need to hire a Direct Support Professional for Day Support in Grand Forks, ND.


→ **Example:**

- ◆ **JOB SUMMARY** The Direct Support Professional role is to support individuals with special needs with all aspects of life, including health and personal cares, therapeutic, educational, recreational, and leisure activities, to achieve maximum growth and learning. Additional duties include overall contribution to the Individual Service Plan (ISP), Positive Behavior Support (PBS) plan, and Individual Specific Plans.
- ◆ **QUALIFICATIONS** (minimum requirements)
- ◆ Education and/or years' experience required: High School diploma or equivalent
- ◆ Preferred/Required Skills and Abilities: Prefer minimum one-year experience working with individuals with Developmental Disabilities; Ability to learn and comprehend terminology related to the position, as well as ability to communicate effectively both verbally and in writing. Must be able to follow verbal and written instructions, and problem solve effectively with individuals, staff, and family members.; Ability to demonstrate solid interpersonal skills, having integrity, being tactful, courteous, and sensitive with both internal and external contacts. Must be able to adapt to rapid change, and must be able to intervene promptly in crisis/emergency situations.; Must understand and have a basic working knowledge of computers or be willing to learn, as well as communication devices and other assistive technology.
- ◆ **BENEFITS:** Anne Carlsen offers competitive pay and benefits, employee discounts, paid time off (PTO), and great advancement opportunities! Here are a few examples: Health, Dental & Vision Insurance; Employer Paid Life & Disability; 401(k) & Profit-Sharing Plan; Assurity Voluntary Benefits; Flexible Spending Accounts; Paid Time Off (PTO); Employee Assistance Program; Special Employee Events; Great working environment and ability to strengthen your community!

→ **Task:** Please craft a compelling job description in a similar format that entices great people to work at Anne Carlsen.

→ **Task:** Please create a social media campaign to advertise this position.

→ **Task:** Please write a blog article on the importance of Direct Support Professionals in fulfilling Anne Carlsen's mission.



Prompt Techniques



Prompt Techniques

- Write clear and specific instructions
 - ◆ Use delimiters (i.e. ```, """, < >) to clearly indicate distinct parts of the input
 - ◆ Ask the model to check whether conditions are satisfied
 - ◆ "Few-shot" prompting
- Give the model time to “think”
 - ◆ Specify the steps required to complete a task
 - ◆ Instruct the model to work out its own solution before rushing to a conclusion
- Grounding: add relevant data, context, & domain expertise



Prompt Hacks

- “You are a leading expert on ____.”
 - ◆ “Pretend you have IQ 120.”
- “Take a deep breath and work on this problem step by step.”
- “Summarize the text below for a busy CEO.”
- “Did you complete the assignment?”



Applications for Non-Profits





Fundraising

01

1. Write personalized emails, messages, call scripts
 - a. Feed it links to online content, such as a LinkedIn profile





Marketing

02

1. Write product descriptions (in multiple languages)
2. Create blog & social posts
 - a. Be careful about tone, style, audience, etc.
3. Create general marketing strategies with associated channels, budgets, etc.
 - a. Great for frameworks
4. Customize your website with code





Customer Service

03

1. Help with common troubleshooting issues
2. Craft professional responses
3. Generate email or message templates
4. Translate messages or documents
5. Brainstorm solutions to complex customer issues
6. Summarize service events for repository

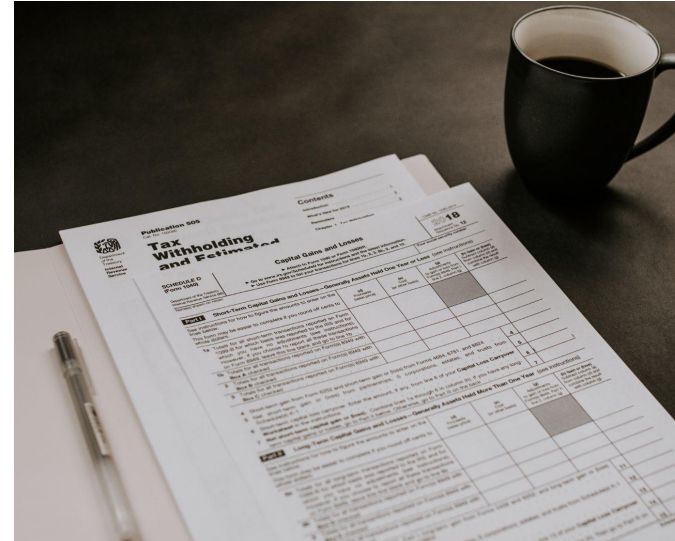




Accounting

04

1. General financial advice
2. Generate document templates
3. Assist with language translation
4. Brainstorm solutions to complex scenarios





Legal

05

1. Assist with understanding legal concepts and terminology
2. Generate contract templates
3. Brainstorm potential strategies for complex legal issues or scenarios





HR

06

1. Write complete and concise job descriptions
2. Create company policies for various scenarios





Management

07

1. Act as a business coach
2. Brainstorm on strategies to handle complex business scenarios
3. Help with creating a business plan





Q&A



Prompt Engineering & Gen AI Resources

[GPT Best Practices](#): This guide shares strategies and tactics for getting better results from GPTs.

[Brex's Prompt Engineering Guide](#): This guide was created by Brex for their internal purposes. It's based on lessons learned from researching and creating Large Language Model (LLM) prompts for production use cases.

[Prompt Engineering Guide](#): This guide covers the basics of prompts to provide a rough idea of how to use prompts to interact and instruct LLMs.

[Lil'Log](#): A more technical guide to in-depth prompt engineering techniques.

[Generative AI with LLMs](#): A technical course by DeepLearning.AI offered for free on Coursera