U.S. Chamber of Commerce
Institute for Organization
Management

2025 Winter Institute | E144 Introduction to Artificial Intelligence (AI) For Nonprofits Feedback

AI Generated Summary

The feedback can be categorized into several themes based on the frequency of mentions:

1. **Desire to Learn More About AI:** Many participants expressed a desire to learn more about AI, its applications, and how it can be used in their organizations. This includes learning about AI platforms, tips and tricks, and practical uses for AI.

2. **Practical Application and Implementation:** Several responses highlighted the importance of practical application, such as creating workflows, using AI for social media, and developing strategies for implementation within an organization.

3. **AI as a Tool for Efficiency:** Participants frequently mentioned using AI to increase efficiency in their work, such as creating workflows, summarizing information, and developing strategic plans.

4. **Exploration and Experimentation with AI:** There was a strong emphasis on the need to explore and experiment with AI, encouraging participants to play with AI tools, break them, and learn from the experience.

5. **Creating an AI Culture:** Some feedback focused on the importance of creating a culture of AI within organizations, including teaching AI about the organization and developing a unified voice.

6. **AI for Data Analysis and Social Media:** A few participants mentioned using AI for analyzing data and enhancing social media engagement.

These themes reflect the most common feedback shared by participants, with the desire to learn more about AI and its practical applications being the most frequently mentioned.

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Verbatim Feedback

I would recommend this instructor to teach this course again.	4.89
The instructor tailored this course to the nonprofit industry.	4.92
This course increased my awareness and knowledge on the subject matter, whether it is relevant to my current role or not.	4.84
The course curriculum met my expectations.	4.76
Total Average Score	**4.85**
Survey Count	38
Class Size	49
Response Rate	77.55%

What were your expectations of the course? (Limit 50 words)
- I wanted to learn more in-depth information about AI and how you can use it and what others are doing.
- New ideas for using AI
- To learn more about how an association can practically use AI
- That I would learn more than I already knew about the uses of AI for our chamber.
- To learn more about AI platforms & how to correctly use them
- Any information is building on what I have learned.
- actual class, I love the idea of integrating all classes, and would love to learn more about legal implications.
- More details on how to tackle creating policies around usage and strategies for implementation within an organization are needed.
- Ideas on how to use AI - absolutely got this.
- Have a better understanding of AI as well as how to become an AI influencer for a company that is adamantly against using artificial intelligence, company-wide.
- Learn something new about AI and applying it in my work / my associations work.
- Learn more about AI and how I can use it in my organization.
- a little more academic maybe about how LLMs work "fundamentals" (see Co-Intelligence book)
- To learn tips and tricks that will allow us to increase efficiencies.
- I was interested to learn how to create a culture of AI in our organziation.
- Just more info
- More effectively use AI
- I didnt expect that much because the information is forever changing and things are still new
- I had low expectations because I'm intermediate level with AI but I figured it'd be beginner level. The teacher did a great job tailoring the content to all levels!
- Learn more about how I can use AI as a tool.
- This was very informative and educational for those of us just learning about AI.
- Fun and good presentation; I'm further beyond than this course.

- I thought it would be a little more action oriented but it covered AI well especially for those who have had minimal interactions with it.
- Learn how to engage with AI more on a daily basis.
- Learning a little more on AI. Tips and tricks to make things super convenient and new ways to use it.
- I wasn't sure what to expect but hoped for ideas and inspiration around AI in the workplace.
- It was thought provoking. I learned things i didn't expect
- No expectations.. attended to gain knowledge of others successes and failures.
- I didn't know what to expect but it was great!
- I was hoping for more examples of platforms to use.
- With very minimal knowledge of AI, just wanted to learn more.

What is one takeaway you learned from this course that could be implemented in the next 6 months? (Whether the topic of this course is relevant to your current role or not). (limit 50 words)

- Keep playing with AI and expand what I'm already doing.
- Begin
- Creating workflows for sales team, using AI to create social media
- Creating an AI "spine" (your organization's one voice) / also, ideas for how the Gov Relations team could use AI
- That AI programs learn your voice over time but that you have to be intentional about creating a voice for your entire organization.
- Work more with my team on how to properly use AI platforms & make more use of our time
- Will look into microsoft assistant. Addition ideas on utilizing AI for summary and ACTION plans, more clear prompts and teaching it my voice.
- I have over a dozen takeaways, but I think my number one take away is go home play with it break it and do it again.
- Using AI to create/filter/qualify leads.
- Holy moly!! SO many ideas on how to help stream line my job. Love the idea of creating a drip campaign.
- The various barriers to AI adoption.
- Find time to play around with it.
- The various tasks and prompts that my organization can use to help assist us everyday. Very interested in using it for a drop campaign. This was a great course.
- inspiration to lead more and create/codify guidelines and workflows
- There were many; I will be updating several documents with AI when I get home.
- Practice using AI intentionally. Save effective prompts.
- So excited to go back and teach my AI about us!
- Take time to explore and use AI. Currently rely on IT to accomplish this for the chamber
- My take away was that i knew more than i thought i did
- How to encourage my staff to use AI more frequently in their daily tasks to make their lives easier – create a prompt cheat sheets
- I only use AI exactly when I need something. I will spend more time feeding it information about our chamber and developing a persona.
- How to add a strategic plan into chat gpt and ask it to get action items to take back to your team.
- I learned so many things... it was the best lecture
- There are to many to list.
- Good to hear from the group.
- Great in class examples

- I have used AI in power points and press releases, but Andrian made feel comfortable to taking the next steps. I will do a deeper dive into AI throughout the next 6 months.
- Do some more work on personas and tone.
- Day-to-day tasks that I need to be using AI for.
- Getting an AI policy
- I loved this course and took away SO many ideas to help me at work including using AI to analyze my membership data and other data as well as work to develop more engaging social media.
- Copyright issues with AI
- There are no limits and information to share with my board to allow implementation the use of AI at a higher level.
- Several! I plan to use it for a lot of tasks I hadn't thought of before
- How to summarize my financial statements.
- Go learn how to use AI!!!!
- How to maximize my work day by using AI to work more efficiently.

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E144 Introduction to Artificial Intelligence (AI) for Nonprofits

Course Description:
This course will introduce nonprofit leaders to the fundamentals of Artificial Intelligence (AI), including privacy, security, and ethical considerations for responsible implementation, and its potential applications in the sector.

- **Understanding AI Fundamentals**
  - 10%
  - Introduction of AI capabilities, limitations, and key vocabulary.
    - Highlight need to verify accuracy and authorship of generated responses.
  - Discuss prompt engineering and importance of personalizing voice.

- **AI Security and Ethical Considerations**
  - 30%
  - Understand the security and ethical considerations surrounding AI, including bias, transparency, privacy, and data protection.
  - Discuss the importance of human oversight and accountability in AI decision-making.
  - Develop strategies for responsible AI implementation.

- **Identifying AI Applications in Nonprofits**
  - 60%
  - Explore real-world examples of AI in action within the nonprofit sector and beyond.
  - Discover how AI can be leveraged to enhance various aspects of nonprofit operations, such as advocacy, membership, social media content generation, fundraising, program delivery, volunteer management, and impact measurement.
  - Analyze case studies of successful AI implementations in nonprofits.
  - Brainstorm potential AI use cases specific to your organization's mission and goals.

Suggested Class Exercises:
- Experiment with AI tools using class scenarios and case studies.

Additional Learning Opportunities:
- C460 - Integrating Strategic Technology Solutions
- E244 - Using Data to Grow & Sustain Your Organization