



LEARNING TO USE & LEAD
WITH GENERATIVE AI...

THOUGHTFULLY, RESPONSIBLY, AND EFFECTIVELY

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WHAT IS ARTIFICIAL INTELLIGENCE?

KEY QUESTION FOR TODAY



Nonprofits and social impact organizations are often asked to:

- Do more with limited resources
- Meet growing community demands
- Demonstrate impact
- Reduce administrative burden

Generative AI is becoming a foundational workplace skill. It has great potential to help, but ***how can nonprofits & social impact organizations use GenAI thoughtfully, responsibly, and effectively to support their mission?***

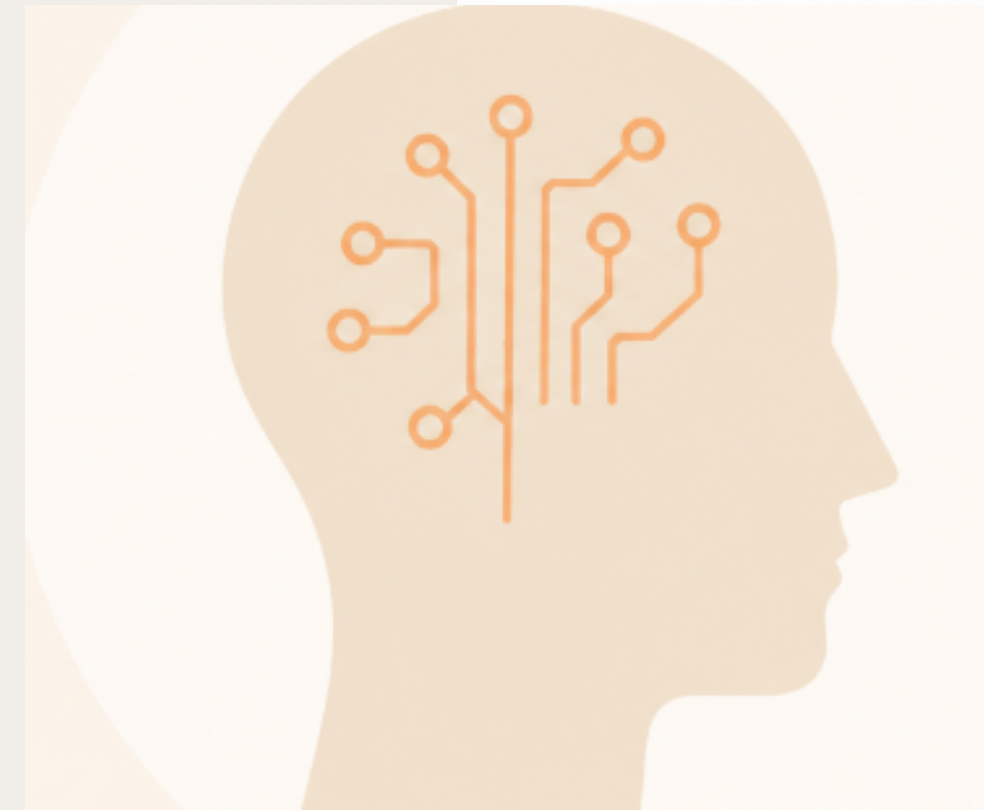
WHAT IS ARTIFICIAL INTELLIGENCE?

AI is technology that enables computers to perform tasks that normally require human intelligence, such as:

- Understanding language
- Recognizing patterns
- Making recommendations
- Analyzing information
- Generating content

Most of us already interact with AI every day, for example:

- Netflix and Spotify recommendations
- Google Search
- Spam filters
- Siri and Alexa
- Customer service chatbots



DIFFERENT TYPES OF AI

TYPE OF AI	WHAT IT DOES	EXAMPLES
Recommendation AI	Recommends	Netflix, Spotify, Amazon
Predictive AI	Predicts	Forecasting, fraud detection
Conversational AI	Interacts	Chatbots, Siri, Alexa
Computer Vision AI	Sees	Facial recognition, image analysis
Speech and Audio AI	Hears	Transcription, voice assistants
Generative AI	Creates	ChatGPT, Claude, Copilot, Gemini

WHY IS EVERYONE TALKING ABOUT GEN AI?



GenAI is a type of AI that creates new content based on patterns learned from large amounts of information.

GenAI can help create:

- Emails and communications
- Reports and proposals
- Meeting summaries
- Presentations
- Images
- Ideas and brainstorming

What makes GenAI different?

Most AI systems predict, recommend, recognize, and classify.


GenAI, however, creates new content:

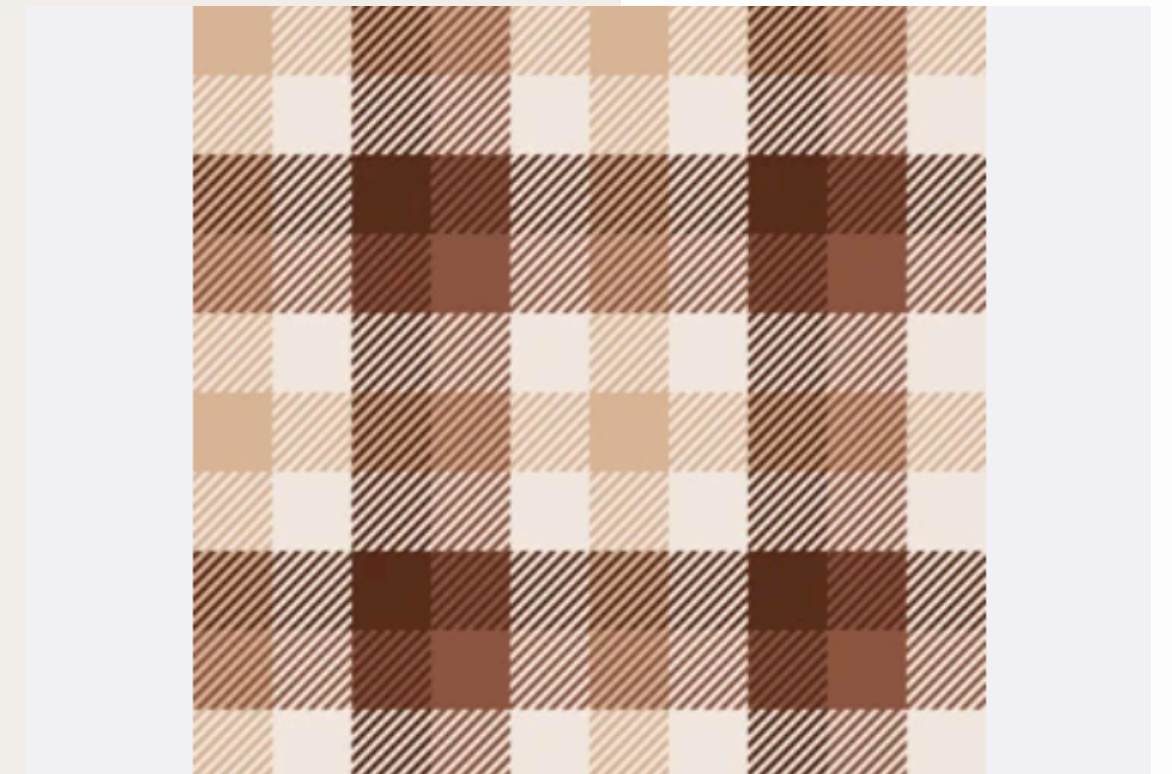
- Think of GenAI as a powerful assistant that helps people think, write, create, and analyze information
- This is why GenAI is receiving so much attention today, and why it is the primary focus of this workshop

WHAT GEN AI IS GOOD AT

GenAI is particularly helpful for:

- Brainstorming
- Summarizing information
- Drafting first and iterative versions
- Organizing information
- Supporting research
- Creating content (with fine-tuning)
- Finding patterns.

 **Important reminder:** *While GenAI can be a powerful assistant, it is not an expert. Human judgement, oversight, and accountability remain essential.*



WHY GEN AI MATTERS FOR
NONPROFITS & SOCIAL
IMPACT ORGANIZATIONS

WHY GEN AI MATTERS FOR NONPROFITS & SOCIAL IMPACT ORGANIZATIONS



For nonprofits & social impact organizations, responsible AI use is especially important because trust, community relationships, and mission delivery are at the heart of the work we do.

Many nonprofits face:

- Small teams
- Limited funding
- Staff burnout
- Increasing reporting requirements
- Growing community needs.

AI can help:

- Reduce repetitive work
- Increase productivity
- Improve efficiency
- Create more time for mission-focused work.

 ***The greatest opportunity for many nonprofits is reducing administrative burden, so teams can spend more time on mission, relationships, and impact.***

COMMON NONPROFIT & SOCIAL IMPACT USE CASES

While human judgement and oversight remain essential, here are some of the most common areas where organizations can begin to explore and apply GenAI today to reduce administrative burden:



Fundraising

- Funder research
- Grant proposals
- Donor communications
- Stewardship updates
- Fundraising campaigns

Programs

- Workshop planning
- Educational content
- Activities and events planning
- Community resources

Communications

- Newsletters and email campaigns
- Website content
- Social media content and campaigns
- Stakeholder communications

Operations

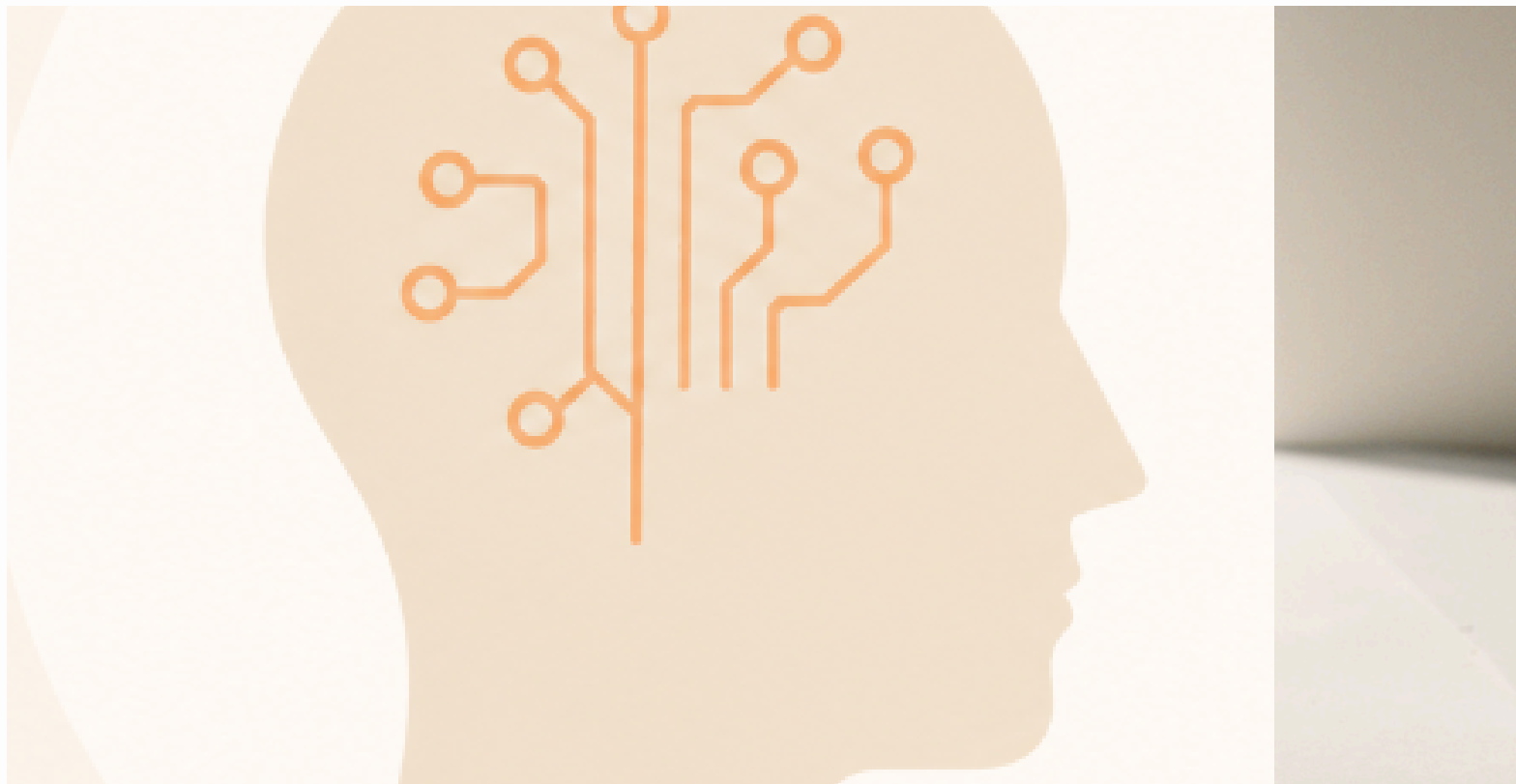
- Meeting summaries & actions
- Policy drafts
- Process documents
- Onboarding materials
- Volunteer resources

Leadership

- Strategic planning & brainstorming
- Sector, competition, and ecosystem research & analysis
- Presentations and Board reports

UNDERSTANDING THE RISKS OF GEN AI

UNDERSTANDING THE RISKS OF GEN AI



GenAI can be a powerful tool for improving productivity and reducing administrative burden, but it is important to understand its limitations and risks.

GenAI can:

- Be wrong or inaccurate
- Invent facts or sources (“hallucinate”)
- Miss important context or nuance
- Reflect bias found in training data
- Sound confident while being incorrect

Common Risks for Organizations:

- ⚠️ **Accuracy & Misinformation:** AI-generated content may contain errors or fabricated information.
- ⚠️ **Bias & Fairness:** Outputs may unintentionally reinforce stereotypes or exclude perspectives.
- ⚠️ **Privacy & Security:** Sensitive organizational, donor, employee, or client information may be exposed if shared improperly.
- ⚠️ **Reputational Risk:** Incorrect or inappropriate AI-generated content can damage trust and credibility.
- ⚠️ **Overreliance:** AI should support critical thinking, not replace human judgement.

HALLUCINATIONS: WHEN AI MAKES THINGS UP

A hallucination occurs when AI generates information that sounds convincing and authoritative, but is actually inaccurate, incomplete, outdated, or entirely fabricated.

GenAI does not always know whether information is true. It predicts what words are most likely to come next based on patterns in its training data.

Examples of Hallucinations:

- ⚠ Fake statistics or research findings
- ⚠ Invented citations, reports, or articles
- ⚠ Incorrect facts or dates
- ⚠ Fabricated quotes attributed to real people
- ⚠ References to organizations, programs, or funding opportunities that do not exist.

 ***Before sharing AI-generated content externally, always verify:***

- ✓ *Facts*
- ✓ *Statistics*
- ✓ *Sources and citations*
- ✓ *Quotes*
- ✓ *Funding information*
- ✓ *Program or organizational details*

HALLUCINATIONS: KEY TAKEAWAY

AI CAN GENERATE CONTENT
QUICKLY.

PEOPLE REMAIN RESPONSIBLE FOR
VERIFYING IT.

BIAS IN AI

AI learns from large amounts of human-created information and data that reflect human history, behaviours, and decisions, which means that AI outputs can reflect or amplify existing biases. As a result, AI-generated content may:

- Reinforce stereotypes
- Exclude certain perspectives or experiences
- Reflect historical inequities
- Overrepresent some groups while underrepresenting others
- Produce content that is less inclusive

For nonprofits & social impact organizations, many decisions, communications, and programs are intended to serve diverse communities.

If AI-generated content contains bias, it may unintentionally:

- Misrepresent communities
- Exclude important voices
- Create barriers to inclusion
- Undermine trust and credibility

 **Before using AI-generated content, consider:**

✓ *Is this fair and inclusive?*

✓ *Is anything important missing?*

✓ *Does this reflect diverse perspectives and lived experiences?*

✓ *Could this unintentionally reinforce stereotypes?*

✓ *Would the communities we serve see themselves reflected in this content?*

BIAS IN AI: KEY TAKEAWAY

AI CAN GENERATE CONTENT, BUT IT CANNOT REPLACE HUMAN JUDGEMENT.

PEOPLE REMAIN RESPONSIBLE FOR ENSURING AI OUTPUTS REFLECT THEIR ORGANIZATION'S VALUES, MISSION, AND COMMUNITY CONTEXT.

PRIVACY AND DATA AWARENESS

Information entered into an AI system can be stored, processed externally, or shared beyond the organization. One of the biggest risks when using GenAI is unintentionally sharing sensitive or confidential information.

Be Careful About Entering:

- 🔒 Donor information
- 🔒 Client or participant information
- 🔒 HR records and employee information
- 🔒 Financial information
- 🔒 Sensitive community stories or case details
- 🔒 Confidential reports, strategies, or internal documents

Nonprofits and social impact organizations often work with:

- Vulnerable populations
- Youth
- Donors and funders
- Confidential community information
- Sensitive personal stories

Protecting this information is essential for maintaining privacy, trust, and organizational credibility.

💡 **Rule of Thumb:**

Before entering information into an AI tool, ask:

"Would I be comfortable emailing this information to an external organization?"

If the answer is no, the information likely should not be entered into a public AI tool.

PRIVACY AND DATA AWARENESS:
KEY TAKEAWAY

THINK BEFORE YOU POST. AI TOOLS
OFTEN PROCESS INFORMATION
OUTSIDE YOUR ORGANIZATION.
ALWAYS PROTECT CONFIDENTIAL,
PERSONAL, AND SENSITIVE
INFORMATION WHEN USING AI.

RESPONSIBLE PROMPTING

The quality of an AI-generated response often depends on the quality of the prompt. The clearer the instructions, context, and expectations you provide, the more useful the response is likely to be.

A Helpful Prompt Structure:

- **Context:** What situation is the AI helping with? (*"We are a nonprofit organization that provides STEM education programs for youth."*)
- **Audience:** Who is this intended for? (*"The audience is prospective corporate sponsors."*)
- **Goal:** What are you trying to accomplish? (*"Draft a sponsorship outreach email that encourages a meeting."*)
- **Constraints:** Are there any requirements for tone, format, length, or style? (*"Keep the tone professional and friendly, and limit the email to 250 words."*)

Responsible Prompting Practices:

- ✓ *Be clear and specific*
- ✓ *Provide relevant context*
- ✓ *Ask for sources when appropriate*
- ✓ *Review outputs critically*
- ✓ *Verify important facts and statistics*
- ✓ *Avoid entering confidential or personal information*

RESPONSIBLE PROMPTING: KEY TAKEAWAY

THE QUALITY OF THE OUTPUT
DEPENDS ON THE QUALITY OF
THE PROMPT.

CLEAR, SPECIFIC PROMPTS
LEAD TO BETTER RESULTS.

AI USE CASES
IN THE
NONPROFIT SECTOR

AI AND DONOR TRUST

AI can help:

- Draft donor communications
- Create stewardship content
- Research prospects

Human responsibilities:

- Verify impact data
- Protect donor information
- Ensure authenticity
- Maintain transparency

AI AND STORY- TELLING

AI can help draft stories.

But AI cannot replace:

- Lived experience
- Consent
- Authenticity
- Community voice

Authentic stories belong to people, not to AI.

AI AND GRANT WRITING

AI can help:

- Generate drafts of proposals
- Summarize grant requirements
- Improve clarity

AI should not:

- Invent outcomes
- Create fictional impact
- Exaggerate results

Human review remains essential.

AI AND ORG VALUES

- Does this <<AI output>> align with our mission?
- Does this <<AI output>> align with our values?
- Does this <<AI output>> strengthen trust?
- Does this <<AI output>> support equity and inclusion?
- Does this <<AI output>> benefit the communities we serve?

AI
GOVERNANCE
IN PLAIN
ENGLISH

AI governance simply means:
Having clear guidelines for how AI should be used responsibly within the organization.

Governance helps answer:

- What tools can we use?
- What information can we share?
- When is human review required?
- How do we manage risk?


PRACTICAL GUIDELINES FOR YOUR ORGANIZATION


As you begin exploring GenAI possibilities, your goal should be to adopt AI tools thoughtfully & responsibly, and in ways that support your mission, values & communities.


Start with:

- ✓ Low-Risk Use Cases
- ✓ Human Review
- ✓ Staff Learning and AI Literacy
- ✓ Privacy and Data Awareness
- ✓ Responsible Experimentation

 **Use Extra Caution With:**

 **High-Risk Decisions:**
Avoid relying on AI alone for decisions involving hiring, funding, performance management, legal matters, or vulnerable populations.

 **Sensitive Personal Information:**
Do not enter confidential or personally identifiable information into public AI tools.

 **Fully Automated Decision-Making:**
AI can assist with decision-making, but important decisions should always include human judgement and oversight.

REFLECTION ACTIVITY

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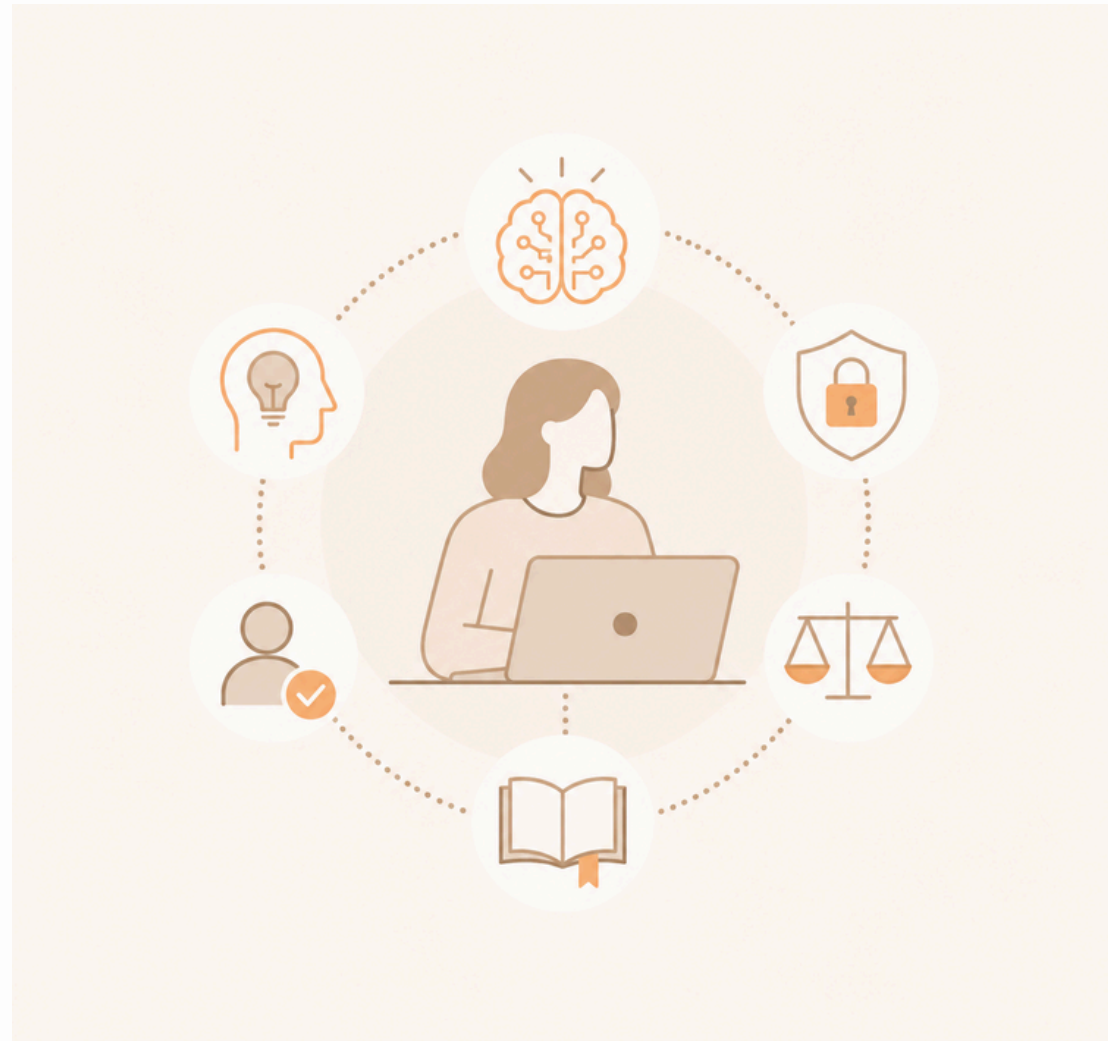
💡 Discuss in small groups:

1. Where could AI save your team time today?
2. What concerns do you have about AI?
3. What work should always remain human-led?
4. What governance or guardrails would help your organization feel confident?



SUMMARY

SUMMARY



AI literacy is becoming a foundational workplace skill. AI is a powerful tool, not a replacement for people.

Responsible AI use requires:

- Critical thinking
- Privacy awareness
- Human oversight
- Ethical decision-making
- Ongoing learning

The organizations that benefit most from AI will not necessarily be those that adopt it the fastest.

They will be the organizations that adopt AI thoughtfully, responsibly, and effectively, in ways that strengthen their mission, their people, and the communities they serve.

THE FUTURE IS NOT ABOUT CHOOSING
BETWEEN HUMANS AND AI.

IT IS ABOUT HELPING PEOPLE USE AI
IN WAYS THAT AMPLIFY
HUMAN CREATIVITY, JUDGEMENT,
EMPATHY, AND IMPACT.



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