



# USING AI TO BEEF UP YOUR ORGANIZATION'S COMMUNICATIONS

**Why strong data + smart tools = deeper reach, greater impact**

PRESENTER: CHRISTINA MANCINI, CFRE

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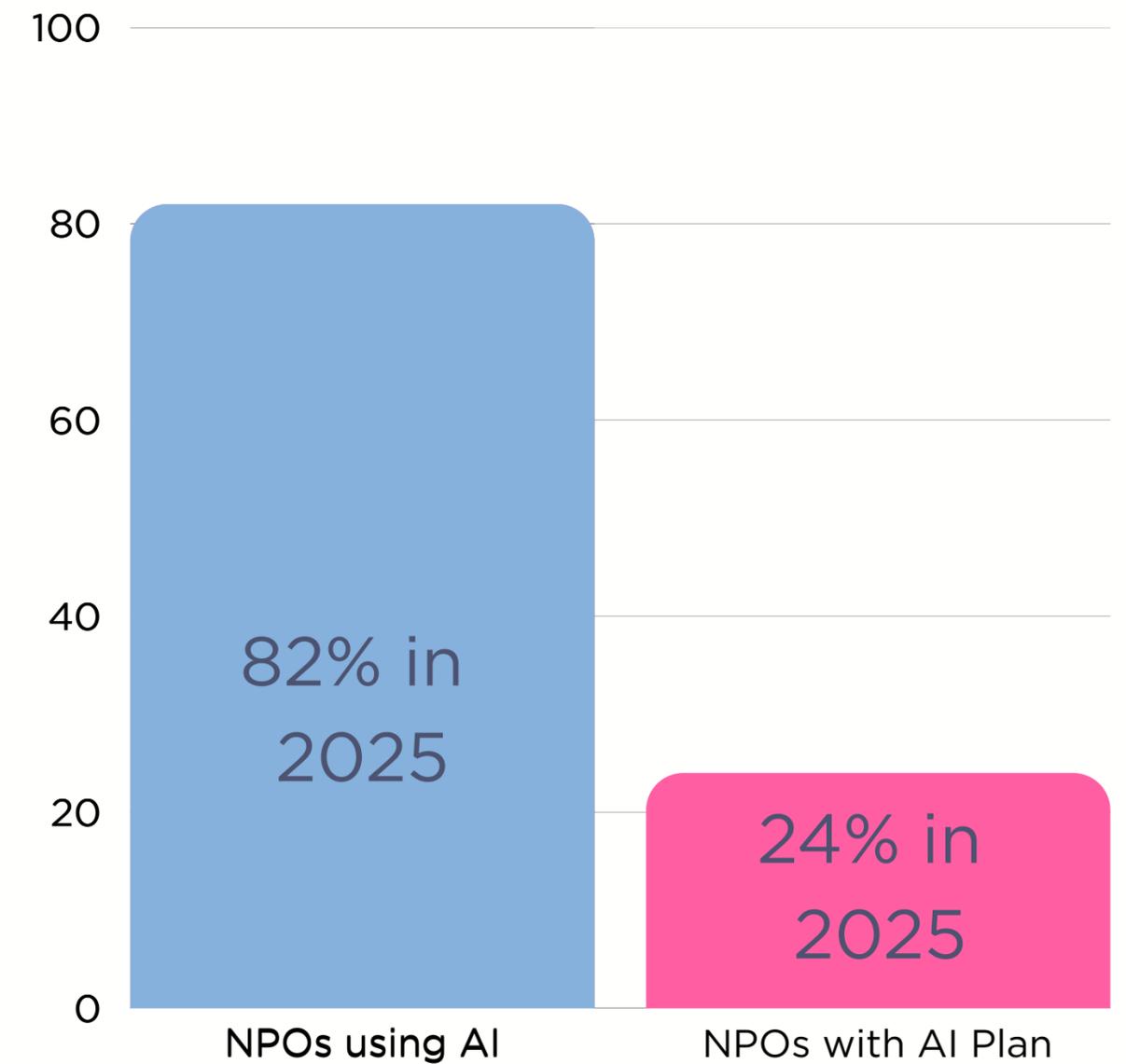
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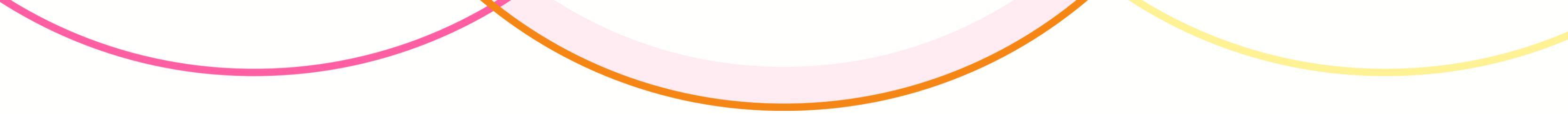
• Thanks to  **CharityEngine**

• **Welcome and Introduction**

• **Poll**

*Has your organization experimented with any AI tools so far?*





## **Working Definition of AI**

Artificial Intelligence (AI) is teaching computers to think, learn, and solve problems like humans do, by recognizing patterns, understanding language, and making decisions.



# What We'll Cover Today:

- Why strong communications matter now more than ever
- Why good data is foundational
- How AI can enhance and automate communications
- Practical nonprofit use of AI
- Risks, ethics & challenges
- Tools, next steps, and Q&A

# Why Strong Communications Matter More Than Ever



- Supporters are inundated with messages
- Attention spans are shrinking
- Personalized outreach = higher engagement
- Limited resources mean orgs need more bang for their buck

*messages*



*attention span*



*engagement*



*resources*



# Why Emphasize Data?

## Your Database = Your Communications Engine

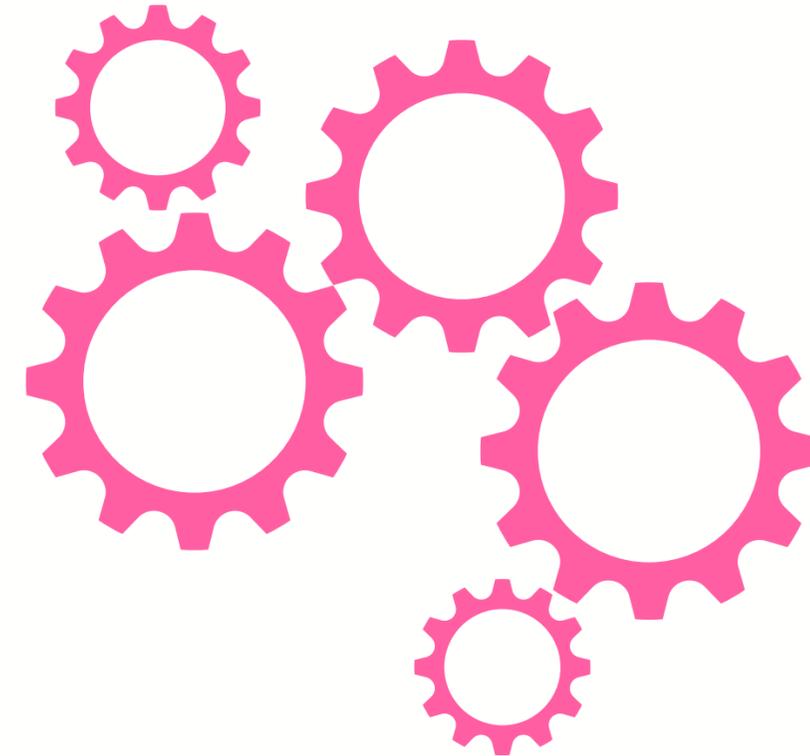
A strong database helps you know:

- who your supporters are
- their history
- their interests
- when they last engaged
- how they prefer to engage...

## Personalized Outreach = Higher Engagement

A strong database enables:

- “meeting them where they are”
- personalized outreach
- limited or no duplication
- increased institutional memory



**Poor data → poor AI outputs.**

# In Brief...what makes for “good” data?



- Accurate contact and demographic info
- Historical record of interactions
- Segmentation tags or fields (affinity, etc.)
- Data hygiene - processes that are **written and followed**



**AI becomes more accurate when database is clean, centralized, updated regularly, and tagged consistently**

# What AI Can do for Nonprofit Comms...



## Become a Force Multiplier

- Draft emails, newsletters, social posts
- Personalize content for different groups (targeted)
- Generate drafts for impact stories, donor appeals, event invites
- Analyze donor behavior and predict who will give/ volunteer/ engage
- Automate routine tasks - scheduling, responding to basic inquiries, follow-ups, payment recovery...



# ...and Why it Matters for NPOs

## The Wizard Behind the Curtain

- Allows small teams to scale up - e.g. deliver personalized outreach to the masses in a timely, professional way
- Frees up time for mission-focused (rather than administrative) work
- Helps respond faster, stay relevant, and maintain engagement
- Provides insight as to what works best, who are most engaged, highlights opportunities and gaps in outreach



# Practical Uses for AI in Your Org

- Content Creation: Use AI to **draft** monthly newsletters, social media posts, blogs - then have staff review and edit for tone and voice.
- Website Chatbot: Field common questions (e.g., “How do I donate,” “When is your next event,” “How can I volunteer?”) This 24/7 “assistant” eases burden on staff.
- Donor segmentation and personalization: Use AI to identify lapsed donors, major-donor prospects, volunteer prospects and to **draft** and send approved, tailored appeals or thank-you messages.
- Event follow-up and stewardship: After an event, upload attendance list, automate “thank you” messages, ask for feedback/ send survey, track interest for future engagement.
- Repurpose content: Turn evergreen content, annual reports, case studies, and impact stories into shortened social media posts, video scripts, donor updates; maximize your org’s reach with minimal extra writing.

# Risks and Ethics

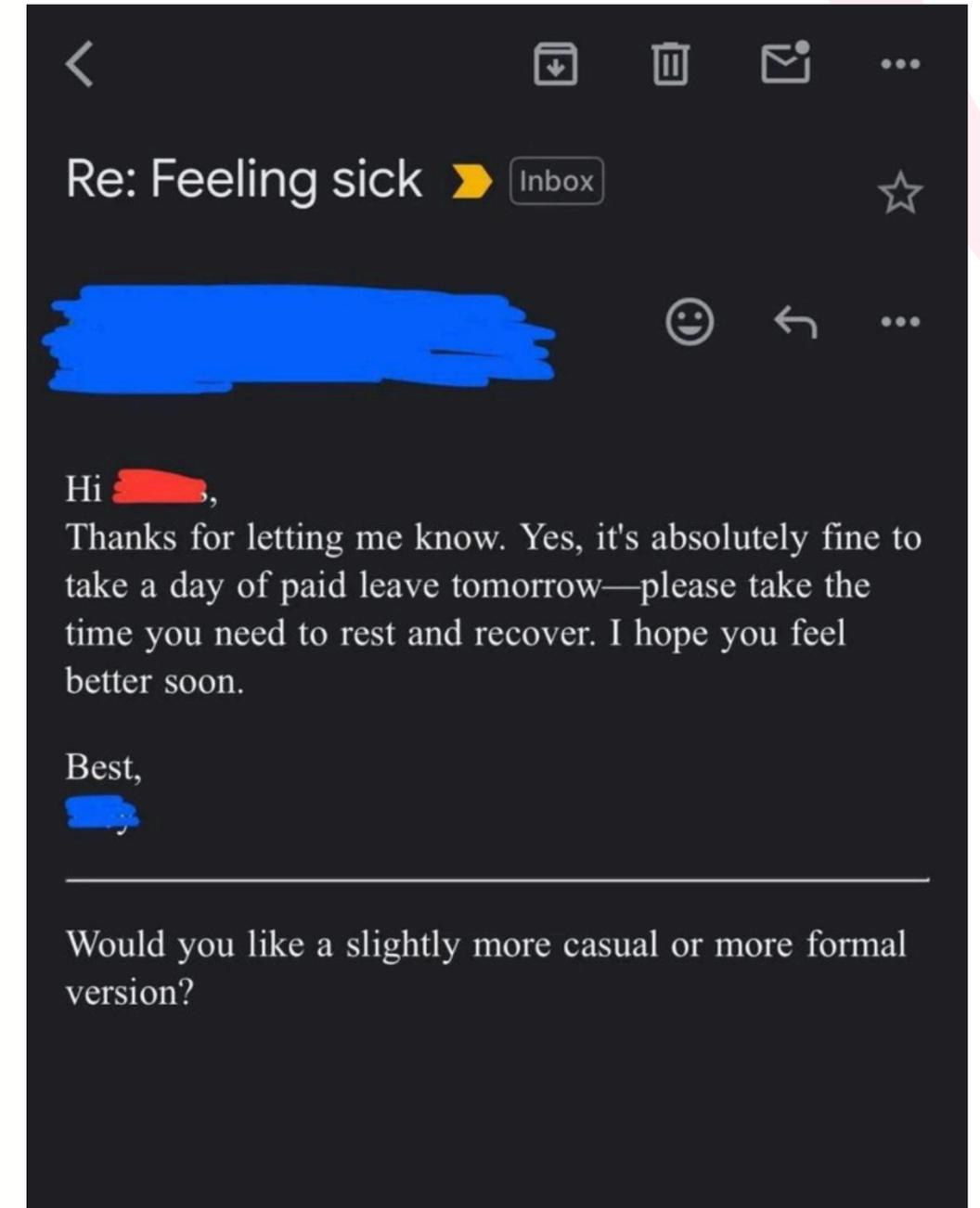
**RESPONSIBLE USE IS ESSENTIAL**

## Risks and Ethical Considerations

- Data privacy & security: handling sensitive donor/ constituent info; need secure storage, permissions, compliance.
- Transparency & trust: clients, donors, beneficiaries may have concerns about how their data is used and whether AI is involved. Address it with a written policy and transparency.
- The Human Element: AI should augment, not replace, genuine human-centered communication. Research shows AI is most effective when it complements human interaction, especially in trust-critical communities like nonprofits. Human review of AI outputs is also critical (check facts, tone, etc.)
- Don't overuse: it's spammy and cringe-y. Intentional, personal touches must balance automation.
- Be aware of the environmental impact.

# Best Practices

- Maintain clean, well-structured data in a secure database before adding AI elements.
- Set clear internal policies/guidelines for when and how AI-generated content can be used, and who reviews/approves it.
- Be transparent with your constituents about AI use (e.g., “Some of our communications are AI-assisted, but reviewed by our team”).
- **Always include human review**, especially for sensitive communications, stories about beneficiaries, complex messaging.
- Use data ethically. Avoid invasive profiling; respect privacy and consent.



# Getting Started - 6 Easy Steps

## 1) Audit your current data situation

- What tools or system do you use (or need) for constituent management?
- What data do you have?
- How clean is it?
- What are the gaps?

## 2) Define your communications goals

- What do you hope to achieve? Improve? (e.g. engagement, donor retention, timely outreach, expanded audience?)
- Which comms channels engage your audience the most?
- Which AI platform is most aligned with achieving these goals?

## 3) Start “low risk”

- Automate something small to begin: eblast, social posts
- Assess: if it went well, begin to scale up

## 4) Establish policies/ governance

- Who oversees data privacy and security?
- Who reviews AI-generated content? What’s the approval process?
- How do you get consent for data usage, segmentation, messaging?

## 5) Train your team/ build capacity

- Ensure staff/volunteers understand how to use AI tools, how to interpret AI outputs, and when to intervene.
- Consider partnering with a tech-savvy volunteer, consultant if needed.

## 6) Monitor, measure, keep going!

- Track metrics: open rates, engagement, donor retention, volunteer sign-up, response times, etc.
- Solicit feedback from constituents about communications: comfort level, relevance, privacy concerns.
- Refine your approach, scale what works, and enjoy the process!

# Resources

## Writing prompts -

- Provide AI with enough detail to understand your exact goal. Specify task, set context, provide examples, outline constraints.
- Treat prompts as a conversation to refine your results. Tweak until it works for you!

## AI Tools to Start Using Today

- Those available in your organization's CRM system. [Sample of CharityEngine's](#)
- [ChatGPT](#) - versatility for creative communications - great for creative, persuasive NPO comms.
- [Perplexity.ai](#) - real-time accuracy; ideal for fact-driven content like grant proposals or reports needing citations and current data to build credibility with funders or stakeholders.
- [Gemini](#) - good for collaborative teams using Google tools, creating multimedia content for education or outreach; useful in resource-limited settings for efficient workflows.

ChatGPT, Perplexity, Gemini all have free versions. Premium versions are affordable (~cost of a cup of coffee per day) and greatly increase capabilities.

There are numerous function-specific products available at all cost levels. E.g. grants, solicitations, social media.

# Questions?



[christina@mancinipublicrelations.com](mailto:christina@mancinipublicrelations.com)