

# AI 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. (e.g. **charityengine.net/fundraising-ai**)
- **ChatGPT.com** - 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.google.com** - 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.