



USING AI TO BEEF UP YOUR ORGANIZATION'S COMMUNICATIONS

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

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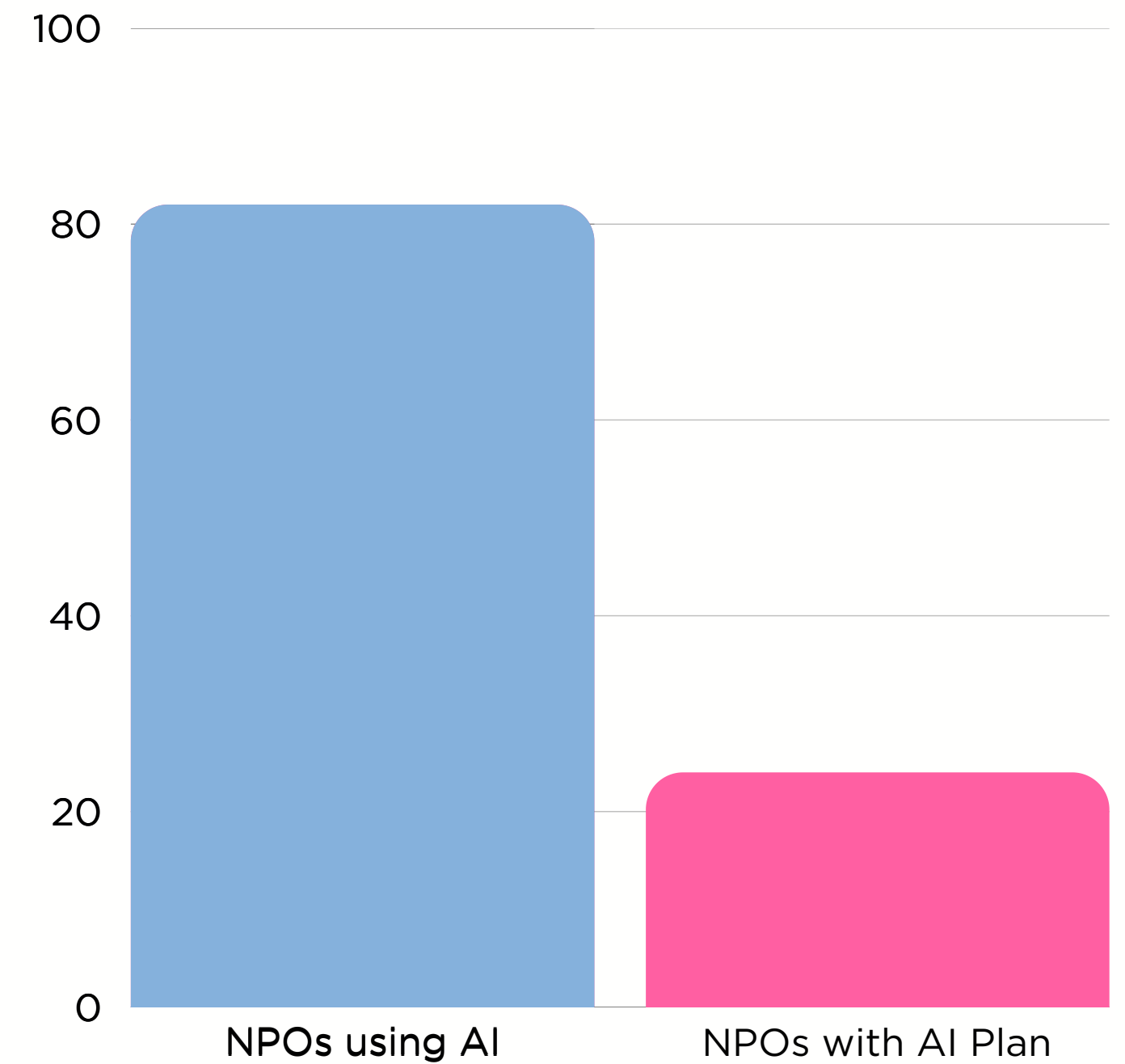


MANCINI PUBLIC RELATIONS

- Thanks to  **CharityEngine**

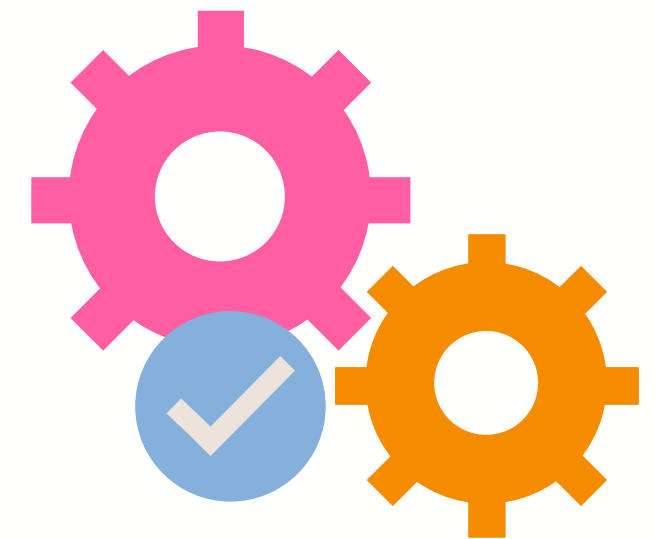
Poll

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



messages



attention span



engagement



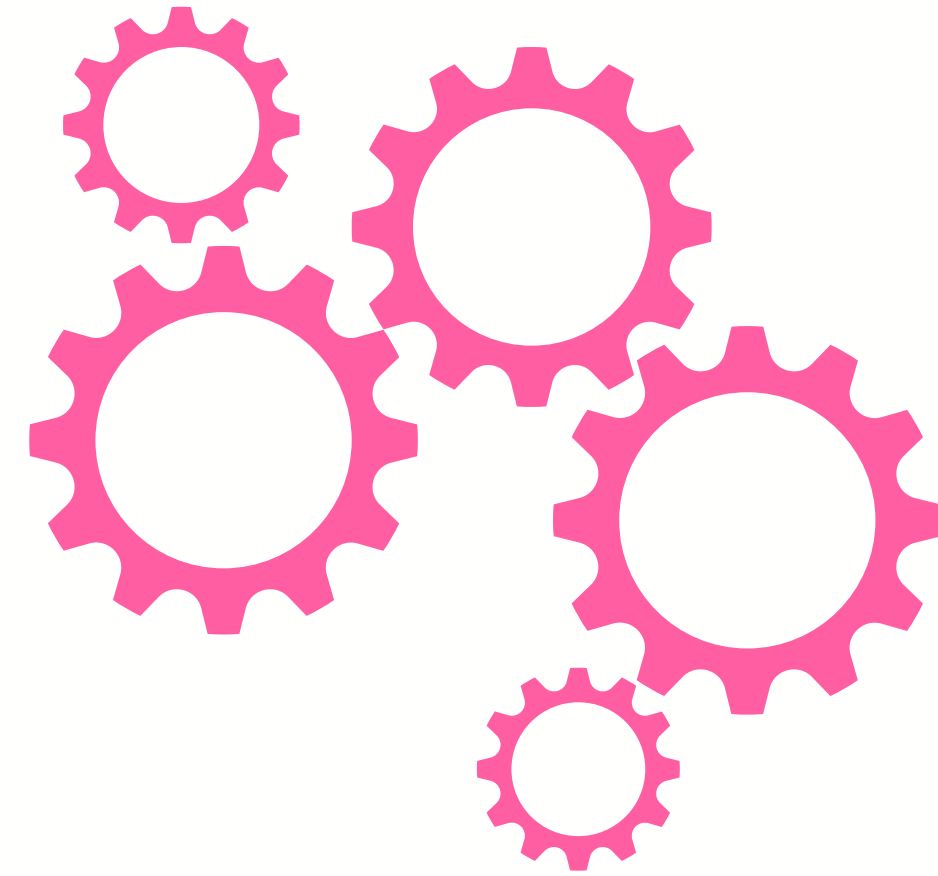
resources



Why Emphasize Data?

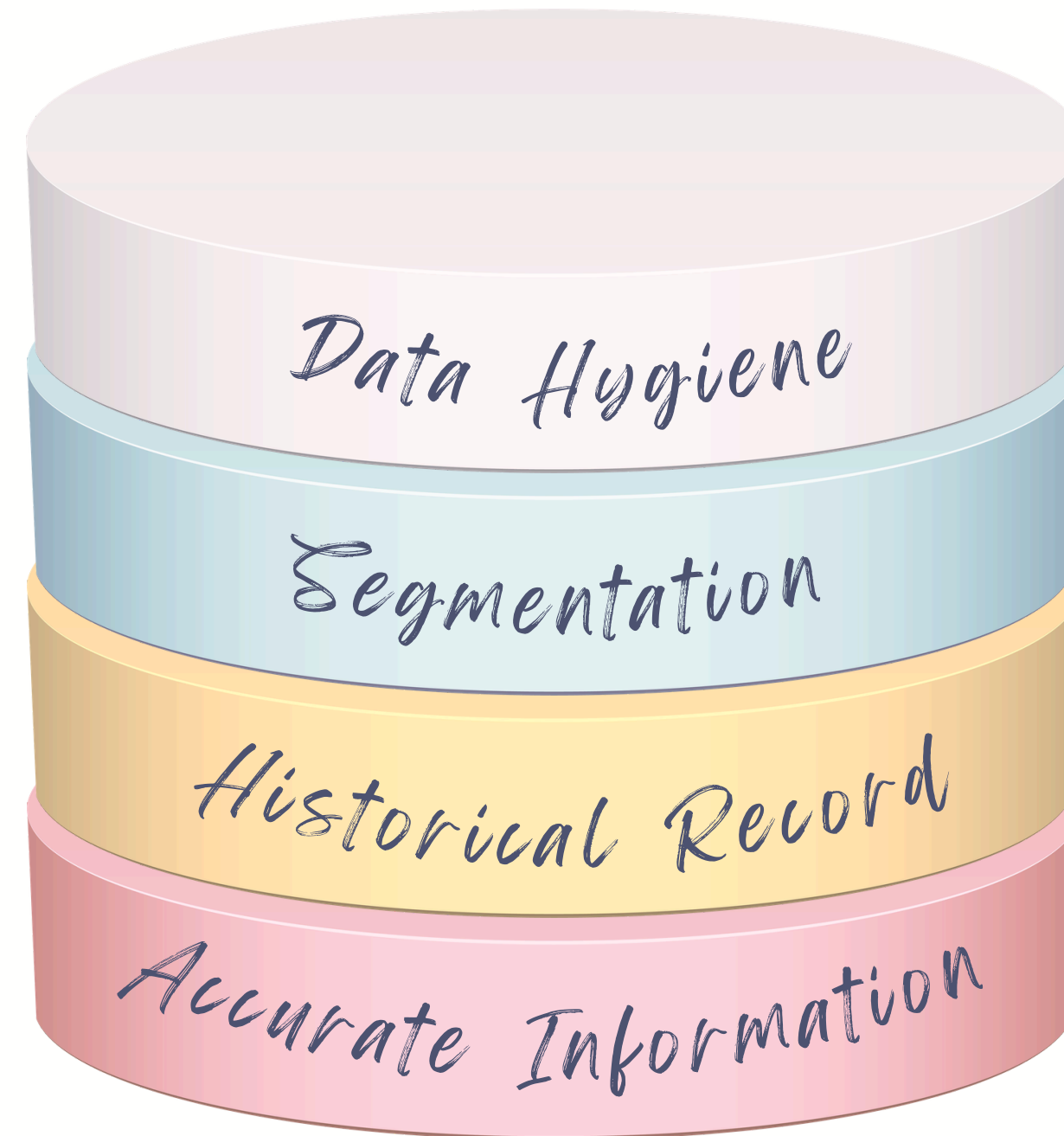
Your Database = Your Communications Engine

Personalized Outreach = Higher Engagement



Poor data → poor AI outputs.

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



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

What AI Can do for Nonprofit Comms...



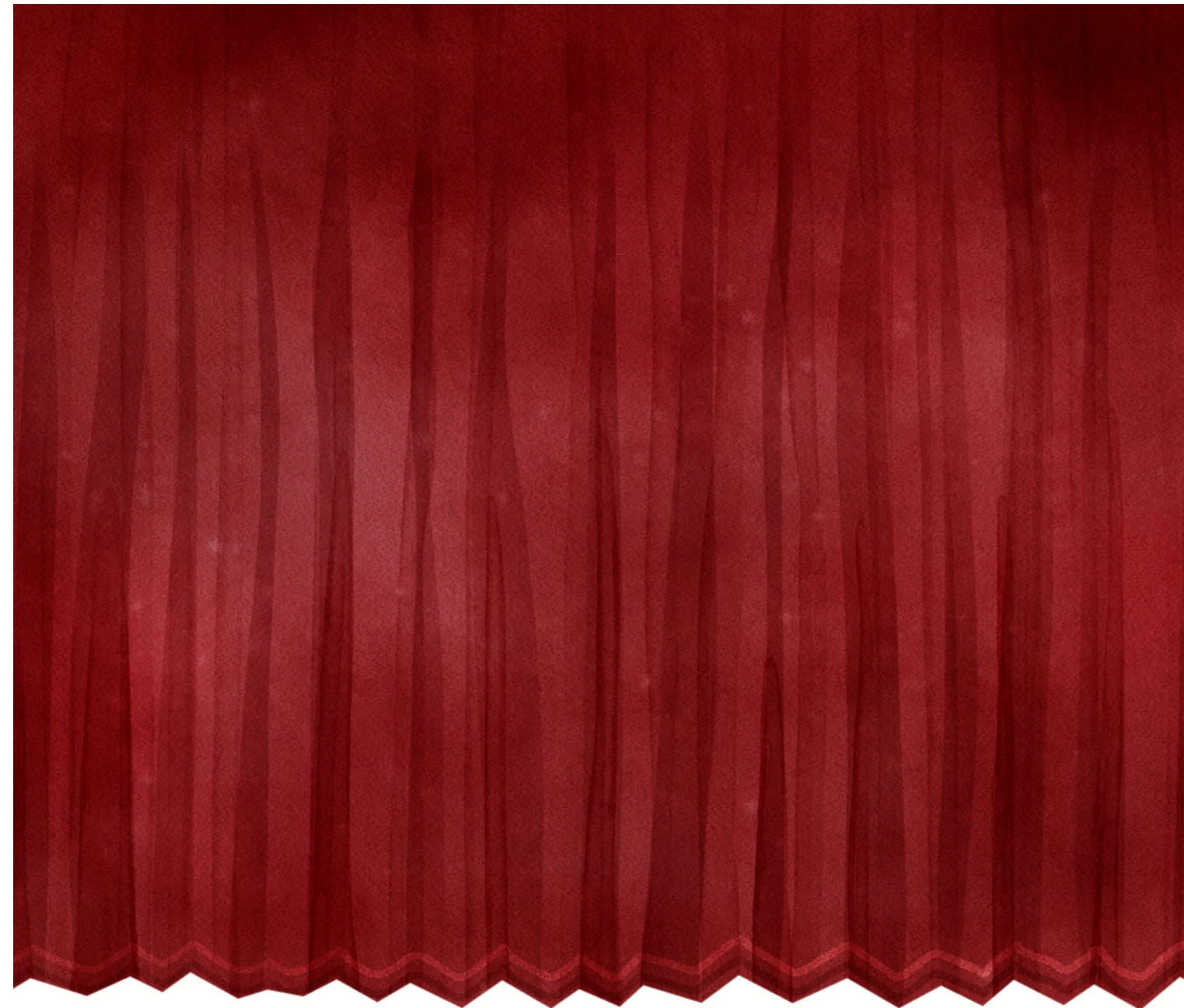
Become a Force Multiplier

- Create first drafts for a variety of content
- Personalize content for different groups (targeted to senders)
- Analyze donor behavior and make predictions
- Automate routine tasks



...and Why it Matters for NPOs

The Wizard Behind the Curtain



Practical Uses for AI in Your Org

- Content Creation
- Website Chatbot
- Donor segmentation and personalization
- Event follow-up and stewardship
- Repurpose content

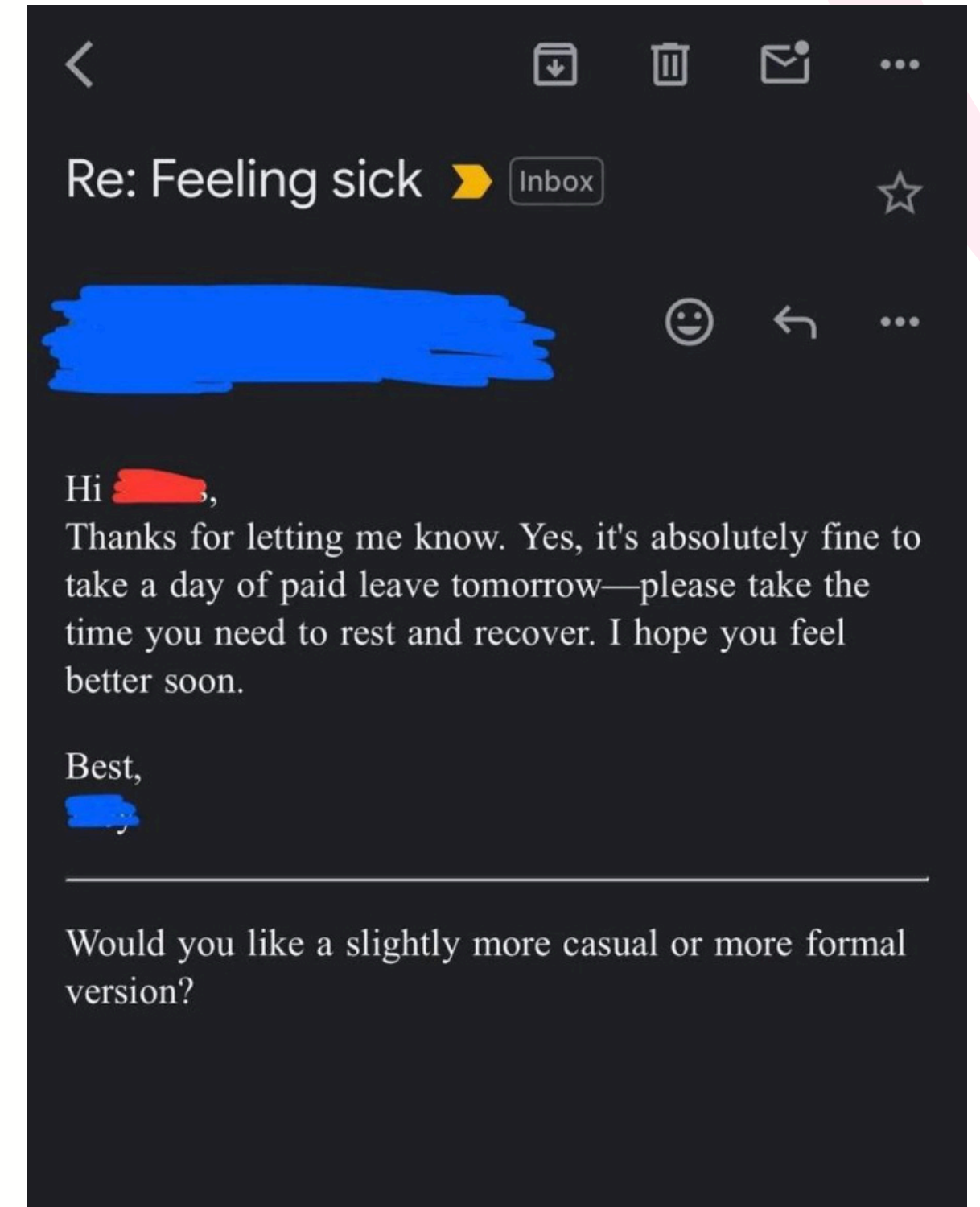
Risks and Ethical Considerations

RESPONSIBLE USE IS ESSENTIAL

- Data privacy & security
- Transparency & trust
- The Human Element
- Don't overuse
- Be aware of the environmental impact

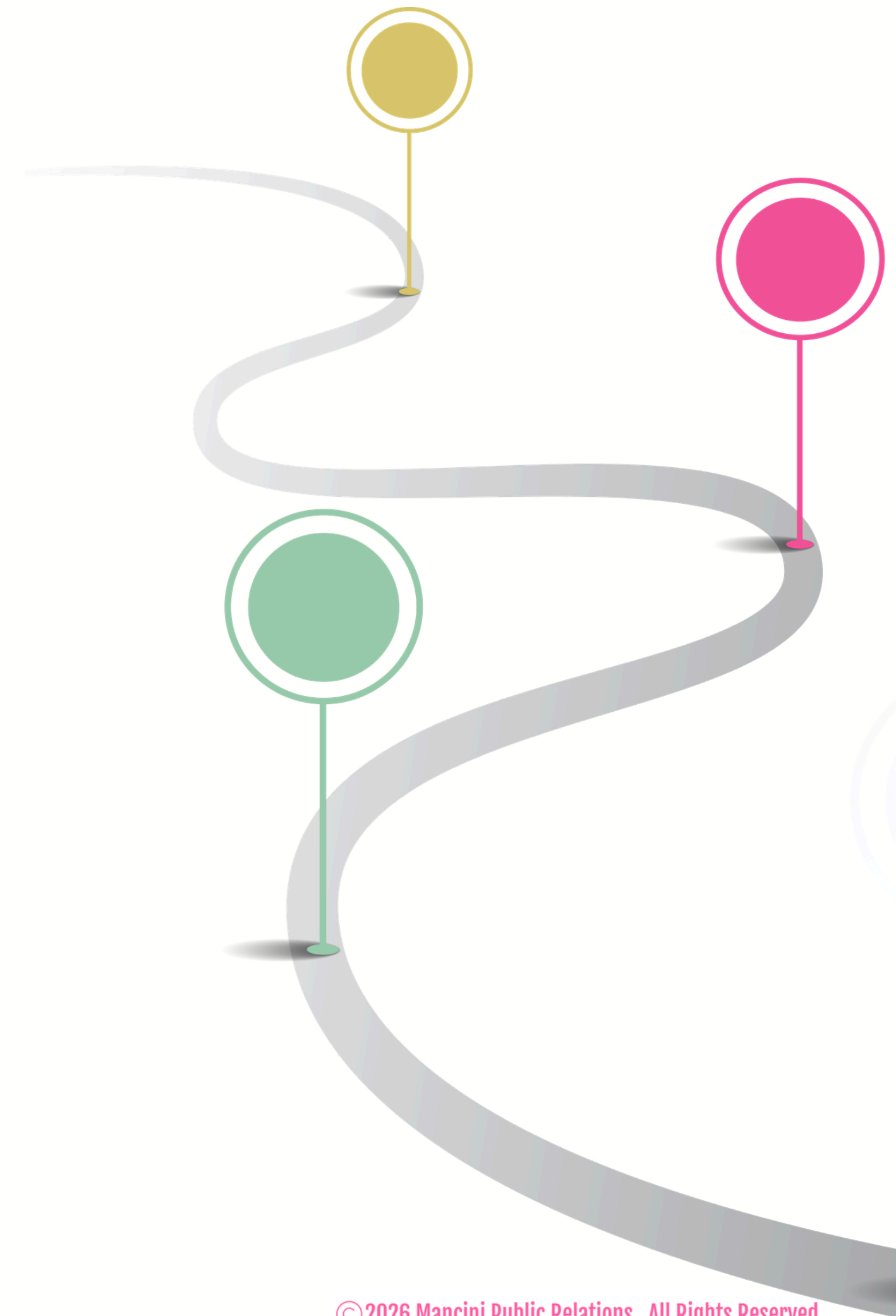
Best Practices

- 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
- 2) Define your communications goals relative to AI
- 3) Start “low risk”
- 4) Establish policies/ governance
- 5) Train your team/ build capacity
- 6) Monitor, measure, keep going!



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?



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