



# Efficient communication for charities: using AI (artificial intelligence) language tools

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**"AI is going to be debated as the hottest topic of 2023.**

**And you know what? That's appropriate. This is every bit as important as the PC, as the internet"**

Bill Gates, in Forbes, February 2023



## Charity Digital Skills Report 2023

**What percentage of charities said they were regularly using AI in their day-to-day operations?**

**a) 13%**

**b) 62%**

**c) 27%**

**d) 5%**



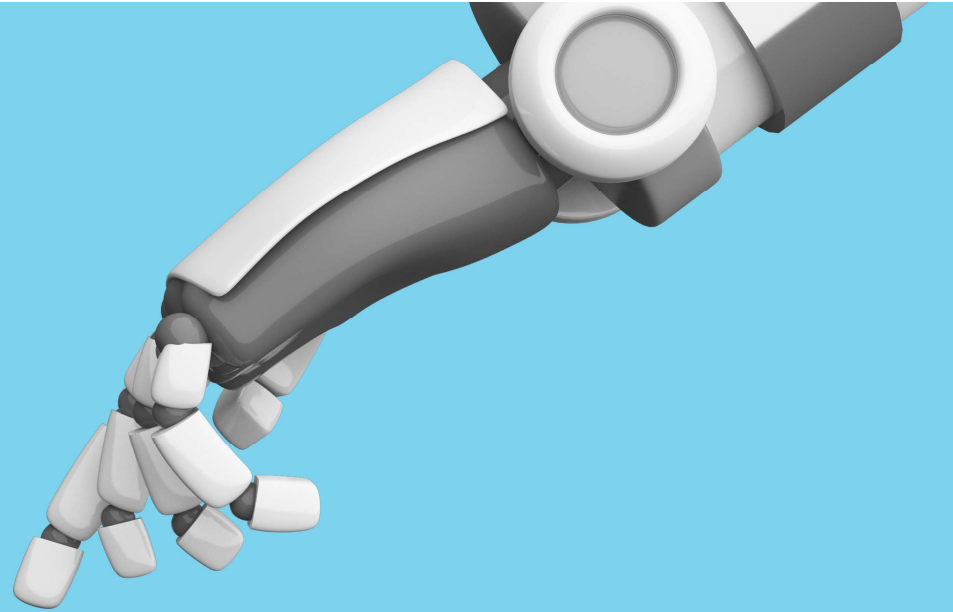


# What are AI language tools?

**Chat GPT (OpenAI)**

**Bing (Microsoft)**

**Bard (Google)**







1. Writing bids
2. Communicating with ... everyone!
3. Meeting admin
4. Publicity & social media posts

5. Summarising information
6. Giving you ideas
7. Seeing from another perspective
8. Getting feedback





## Where can **YOUR** charity benefit?



What did I find dull, repetitive or time-consuming yesterday?

Where would an injection of ideas or different perspectives help?





## **In the session, you shared what you have already done:**

- SEO optimisation for your website,
- Creating policies

Which reminded me that AI is GREAT at doing risk assessments!

Thank you for sharing 😊





# Writing bids





**NOW  
LAUNCHED**



# Charity Excellence Bid-Writing Service

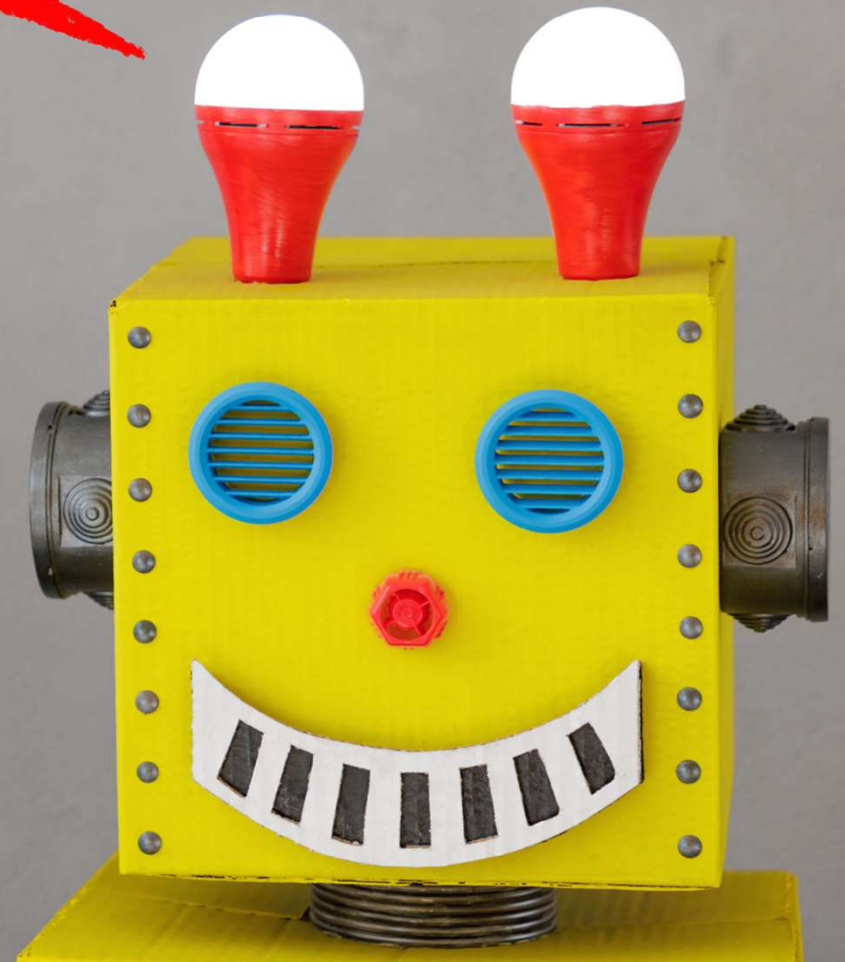
Use our **free** service to  
help you write your  
funding bids



[www.charityexcellence.co.uk](http://www.charityexcellence.co.uk)



Meeting admin







# Ask your AI to write the agenda

Optional: show Bing your last two agendas

Ask it to create an agenda for you

Ask it to refine that agenda to your satisfaction,  
then use that to build your own





## I asked Bing



You are the secretary of a UK Scouting Trustee Board. Prepare a suitable agenda for the next meeting in a one-page numbered format, using a clear and professional tone. The main objective is to ensure that all the mandatory issues are covered.



Act as ROLE to do TASK in FORMAT, using TONE.

The main OBJECTIVE is...

(Don't use/say/include RESTRICTION)





## I asked Bing



**Scouts**

Can you rewrite that removing points 6, 7, 8 and 9 and adding a point about adult volunteer recruitment?



# Meeting minutes

Otter AI  
(300 minutes free per month)

Zoom, built in





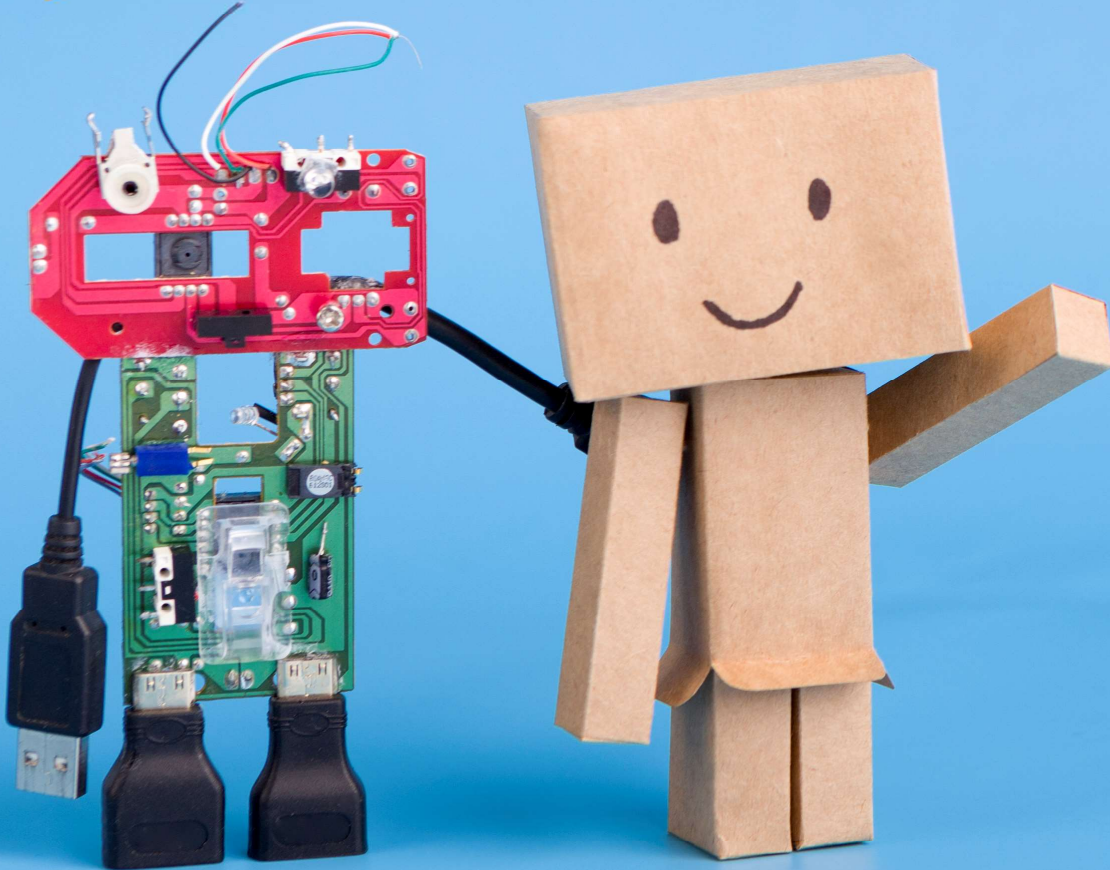
**Privacy – be careful!**







**Communicate...  
with everyone!**





**Newsletters**

**Invitations**

**Thank you letters**

**Fundraising**

**Information and updates**

**Training**

**Blogs**

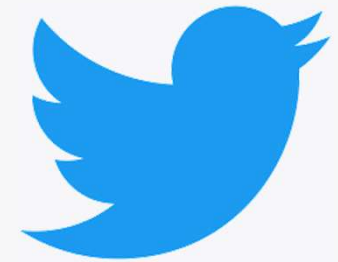


## You

Write an opening paragraph to a blog. The blog is about the future of food and the importance of finding sustainable alternatives to meat. The blog will be read by an academic audience but should not include too much jargon

## AI

As the global population continues to grow, the demand for food is also on the rise. One of the major challenges we face in meeting this demand is finding sustainable and environmentally friendly ways to produce food. One area of particular concern is the meat industry, which is responsible for a significant portion of greenhouse gas emissions and deforestation. In this blog, we will explore the future of food and the importance of finding sustainable alternatives to meat. We will discuss the current state of the meat industry, the environmental impact of meat production, and potential solutions for creating a more sustainable food system. This blog is intended for an academic audience, but we will strive to present the information in an easy-to-understand manner without too much jargon.



## You

Write a tweet (X!) to promote the above blog

## AI

"Want to learn about the future of food and the importance of sustainable alternatives to meat? Check out our latest blog on the topic! #sustainability #futureoffood"





## You

Find a quote from a high profile business leader in the food industry that could be included in the blog.

## AI

"The way we produce and consume food today is simply not sustainable. We need to work together to find new, innovative solutions that will allow us to feed the growing population in a responsible and sustainable way." - Paul Polman, former CEO of Unilever.



## You

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## AI

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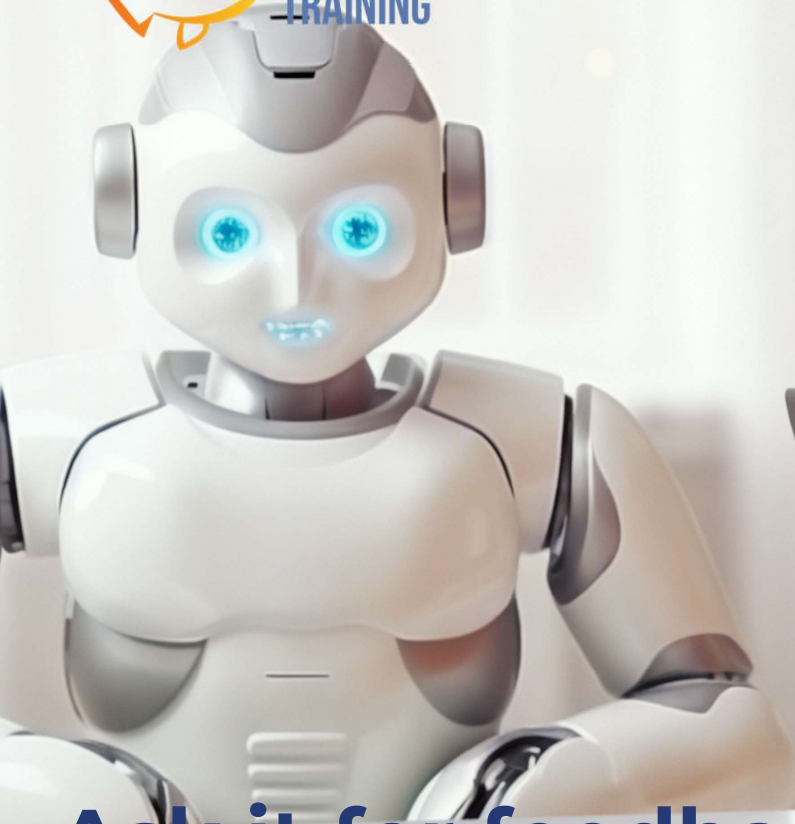


**BIG FISH  
TRAINING**

**Translate to ensure  
you reach everyone  
You can even create  
text to speech in 40  
languages  
([labs.heygen.com](https://labs.heygen.com))**







**Ask it for feedback  
and advice on your  
writing**





This article is written in a voice that is overly familiar. Can you write it using a voice that is more authoritative and less friendly. I would like it to be helpful but not patronising or chummy.

I've rewritten your article in my own words and distilled it to under 300 words. Do you think I have omitted anything important?



**Good luck and thank you!**

Any questions later:  
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Find me on LinkedIn or  
[www.bigfishtraining.com](http://www.bigfishtraining.com)

