

AI BOOTCAMP: AN INTRODUCTORY COURSE FOR NONPROFIT AND HIGHER ED PROFESSIONALS

Level 1 for all beginners

Target Audience

Nonprofit, healthcare, arts & culture, and higher ed professionals who want to identify practical examples of how to embrace effective Artificial Intelligence tools to work smarter and faster thus freeing up valuable time to work on other priority projects and better engage the communities served. Four out of five nonprofits think generative AI may apply to their work — but nearly half said their organization is not currently using AI technology, which research shows can improve productivity by 66%.

Session Details

Dates of Initial 2024 Cohort: **May 1, 8, 15, 22**

Four one-hour sessions

Times: 11 am to Noon PT | Noon to 1 pm MT
1 to 2 pm CT | 2 to 3 pm ET

Exclusive access to closed online forum and study group. Zoom link provided upon registration.

Register Today

Visit our online registration page:

<https://www.shakesulikyan.com/contact>



Learning Objectives

By the end of this course, participants will be able to:

1. Identify practical examples of how you and your staff can embrace generative AI tools to work smarter and faster.
2. Understand the core functionalities of ChatGPT and its deep applications beyond answering simple questions.
3. Be introduced to the art of prompt engineering to produce targeted outputs for diverse organizational needs, ranging from communication to automated decision-making processes.
4. Be introduced to some of the best generative AI tools available now, as well as those on the horizon.
5. Identify and implement best practices for seamlessly integrating AI tools into both communication strategies and operational workflows, ensuring efficiency, and maintaining organizational standards, brand voice, and quality.
6. Develop a framework for adopting AI-driven initiatives, focusing on enhancing organizational communication, automating workflows, and fostering a culture of innovation and efficiency.

Format

Through a mix of live lectures, interactive chats, and real-world case studies, leaders will discover how to use generative AI to generate creative content, automate routine tasks, research quickly and efficiently, and discover new ways to engage constituents and build the donor pipeline. Participants will be invited to join a private forum and study group.

Course Description

This introductory overview course is relevant to all nonprofit and higher education leaders eager to harness the power of generative AI. You will be introduced to several key concepts and tools during four one-hour sessions, and be invited to complete a weekly task on your own time before the following session. Topics include:

Week 1 — Overview of AI Landscape and Introduction to ChatGPT

- Ethics
- Ideas for use include generating images for marketing assets, writing grant proposals and customized volunteer or alumni communications, generating content for emails, letters, flyers, and marketing campaigns likely to resonate with prospects
- Prompting basics, learn how to get the best results out of ChatGPT
- Best practices and avoiding common pitfalls
- Understand free versus paid ChatGPT tools and features

Week 2 — Using Custom GPTs to Unlock Advanced Capabilities

- Look at several practical use cases for ChatGPT
- Tools to automate brainstorming, jump-start creativity, and auto-generate infographics for data visualization
- Introduction to custom GPTs, customized tools that can help you to create customized and mass donor communications, help with strategic planning, help you rehearse donor conversations, and much more!

Week 3 — AI Communication Tools and Strategies

- Glimpse into the future of rapid content creation
- Video, podcasting, and digital editing tools to streamline and perfect engagement pieces for audiences including donors, alumni, friends, and prospective students
- Use AI to create and edit images for social media, branding, engagement and more

Week 4 — Through the Looking Glass: Tools and the Future of AI

- Advanced practical uses for generative AI in nonprofits and higher ed
- Research tools — Use AI-powered Perplexity and Google SGE to search the web more efficiently
- Use AI to translate videos into other languages
- Case studies discussion with peers: how did you enhance operational efficiency within your organization using AI these past three weeks?
- Look into the future and the next steps