

NGO Management & **AI Ethics** in Operation

Session #1

Introduction to AI for NGOs

Learning Activity

Guidebook

Audit of

Repetitive Processes





Estimated duration: 20 minutes

Purpose of the Activity

This activity will allow you to identify repetitive processes in your organization where AI could generate efficiency, reduce errors, and free up staff time for strategic or sensitive tasks.

Context

In every organization, there are tasks that we do every day, every week, or every month... without thinking much about them. They are necessary, but they often take up valuable time.

AI can help us transform those processes and make us more efficient, without losing sight of the human purpose of our mission.

Individual practical activity

Step by step

- 1. Think about your daily/weekly tasks.**
What do you do repeatedly, almost on autopilot?
- 2. Use Template 1: Process Mapping.**
Briefly describe what you do, how often, and how long it takes.
- 3. Assess whether this process could be supported by AI.**
Does it have predictable steps?
Does it require little human judgment?
Does it involve a lot of repetition, forms, emails, or records?
- 4. Use template 2: Opportunities for automation.**
List possible AI tools or agents that could be involved.



 **Template 1: Mapping repetitive processes**

Repetitive process	Frequency	Time Average	Who performs it?	Step by step?
<i>E.g.: Upload beneficiary records to Excel</i>	<i>Daily</i>	<i>2 hours</i>	<i>Field coordinator</i>	<i>1. Receive physical files → 2. Transcribe to Excel → 3. Review → 4. Send</i>
Sending emails				
Monthly reports				
Activities report				
Rport				



 **Template 2: Opportunities for Intervention with AI**

Process step	Can it be automated? (Yes/No)	Tool /Suggested AI	What do we gain?
<i>E.g.: Transcription to Excel</i>	Yes	OCR + Google Sheets + AI Script	Time savings, fewer errors
<i>Example: Weekly mailing</i>	Yes	Zapier + Gmail bot	Full automation



Artificial Intelligence Resources for NGOs in 2025

Includes purpose and specific examples of use in the social sector.

Type of AI / Tool	Purpose	Example of use in NGOs	Recommended Tool
Image generation	Create graphics, illustrations, visual materials	Awareness campaigns, visual reports, social media	Adobe Firefly (text-to-image/video) Midjourney for impactful art
Generative AI (text)	Production of reports, emails, content	Quick drafting of monthly reports or donation proposals	ChatGPT (includes GPT-4o) Jasper for marketing and storytelling
Data analysis/predictive	Insights, trends, impact tracking	Programmatic impact assessment and donor prediction	Domo, Power BI, LexisNexis tools, and Salesforce Einstein
Translator / Multilingual	Content accessible in multiple languages	Automatic translation of press releases, emails, or reports for diverse communities	Google Gemini (multimodal and low cost)
Workflow automation	Integration and automatic action between systems	Send automatic emails after receiving a form; save data and generate summary	Zapier/Make connected to ChatGPT/Data Studio
CRM / Donor management	Profile segmentation and behavior prediction	Identification of potential donors and donation patterns	DonorSearch AI Fundraising.AI, Salesforce Nonprofit Cloud

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Introduction to AI for NGOs: Exploring cases



Proofreading and style (language)	Improvement of writing, tone, clarity	Optimization of content for donors, transparency, and formal publications	Grammarly AI
Computer vision / OCR	Digitization of documents and forms	Scanning of beneficiary files, paper reports to convert into editable text	OCR tools integrated with Sheets or custom AI
Chatbots / automated customer service	Answering frequently asked questions, 24/7 customer service	Bot for community inquiries, guide to local services	OpenAI ChatGPT / Google Gemini integrated with Telegram or WhatsApp