

NGO Management & **AI Ethics** in Operation

Session #2

AI for Fundraising and Program Management

Workbook

**AI Strategy for
for your NGO**





Instructions

The purpose of this exercise is to help you put what you have learned into practice. You will develop a preliminary plan that explores how you could integrate artificial intelligence tools into one or more areas of your NGO. You don't need to have all the answers, but you do need to start shaping an idea that you can refine over time.

You can do this individually or in pairs if you are participating from the same organization.



Estimated time: 25-30 minutes.



Suggested submission: 1-page document or 3-5 slide presentation.

Practical activity

1. Priority Areas

Where do you see the greatest potential for applying AI in your NGO?

Select 1 or 2 key areas where AI could solve a specific problem or improve efficiency.

- Priority area 1: _____
↓ What need or challenge would you address with AI?
- Priority area 2 (optional): _____
↓ What opportunity do you envision?

2. Proposed Tools or Solutions

Which AI tool would you apply in each area and why?

You can choose from well-known tools (, e.g., ChatGPT, DALL·E, Salesforce NPSP, DonorSearch) or propose a solution to be developed with support.

- Area 1: _____
Proposed tool: _____
✓ What would this tool do and why is it useful?



- Area 2 (optional): _____
Proposed tool: _____
✓ Expected benefit: _____

3. Initial Implementation Steps

How would you begin to implement this integration?

- What kind of training would be required?

- Would you conduct a pilot? How long would it last and what would its scope be?

- Does it require a budget, technology, or partnerships?

- What policies or guidelines would need to be developed?

4. Ethical Considerations and Organizational Change

What risks could arise and how would you manage them?

- Potential ethical or social risk: _____
Mitigation action: _____
- Possible internal resistance: _____
Change strategy: _____
- How will you measure whether the tool is generating value?

5. Final Summary

You can use this space to summarize your strategy, make a visual sketch, or list specific actions with responsible parties and deadlines.

 **Strategy summary:**



📌 **Expected indicators:**

📌 **Person(s) responsible:**

🌟 **Key Tips for Your Strategy**

- **Start small but focused:** choose a specific, visible, and useful use case.
- **Iterate and measure:** what is not measured cannot be improved.
- **Involve the team from the start:** build trust and ownership.
- **Ensure data quality and governance:** AI is only as good as the data that feeds it.
- **Form smart alliances:** universities, startups, and technology companies can be your allies.

Ready to get started? *This could be the first step toward a purposeful technological transformation in your NGO!*