NGO Management

& AI Ethics

in Operation

Session #1

Introduction to AI for NGOs

Learning Activity
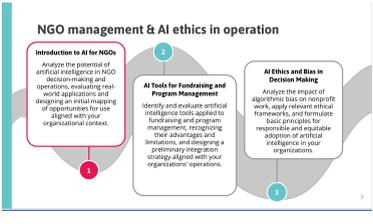
1. General Information
...

2. Session 1 script (described step by step)

Minute 1 - 2	Facilitator's Action
	Gives a warm welcome to the group. Ask in the chat where they are connecting from. Explain that no prior technical knowledge is necessary. Present the general agenda for the module.
Script/instructions Hello, everyone. Today we begin Module 1 of this training course on Artificial Intelligence for NGOs. My name is X and I will be your facilitator. Today we will focus on understanding what AI is, how it is already being used in organizations like yours, and how to begin identifying opportunities to apply it ethically and strategically.	

Minute 3	Facilitator Action
Script/instructions	

Minute 4	Facilitator's action
Script/instructions We welcome all participants. Today we will begin with an introductory module that seeks to bring us closer to AI in a practical, strategic, and ethical way from the context	

of our organizations.

Minute 5	**Facilitator's action**
Script/instructions	

Minute 6	**Facilitator Action**

Script/instructions

Before moving forward, let's break down this concept of artificial intelligence a little, because sometimes what we imagine is very far from what it really is.

When we hear AI, many of us think of robots that control everything, or machines that will replace people. That's not what it is! AI is not a thinking mind or a magical technology. It doesn't feel, it doesn't reason like we do, and it doesn't have "common sense."

In reality, AI is a set of tools that processes data, finds patterns, and automates tasks. It is trained with information and does what it was designed to do. And that can be very useful... if we know how to use it.

But beware: it needs human judgment, because without it, it can make mistakes, reproduce biases, or make unfair decisions. That's why in this course, we will always talk about AI with purpose and ethics.
Let's do a little exercise to fine-tune our radar on what AI is and what it isn't...

I'm going to read you a statement, and you're going to say whether you think it's a *myth* or a *reality*. If you can, write it in the chat, react with a thumbs-down emoji for myth and a thumbs-up emoji for reality. Let's start with the first statement:

AI thinks like a human being.
What do you think: myth or reality?
(Pause to see responses in the chat or reactions)
❌ It's a myth. AI has no emotions, intuition, or consciousness. It only processes information based on algorithms and data.

AI can automate repetitive administrative tasks.
✅ Fact. This is one of its most common uses in NGOs: responding to emails, sorting forms, summarizing information, etc.

AI always makes objective and neutral decisions.
❌ Myth. If the data is biased, the results will be too. That's why it's important to talk about ethics and human oversight.

AI needs large volumes of data to learn.
✅ Fact. The more data it has to train on, the better it can predict, respond, or classify... although there are also models that work with less.

All right, thank you for participating! As you can see, understanding what AI is and what it is not helps us use it with more clarity and less fear.
Now that this is clear, let's start looking at how these technologies are already being used today by organizations like yours in different parts of the world.

Minute 7	**Facilitator Action**
Artificial intelligence will not replace those who work for the common good, but it will greatly empower those who know how to use it purposefully. What could we achieve if we put it at the service of our social missions?	

Script/instructions
Artificial Intelligence (AI) is a transformative technology that is revolutionizing various industries by improving efficiency, accuracy, and decision-making. While AI is not a new concept, the recent emergence of consumer-ready products has created both new opportunities and challenges.

Let's reflect on this statement. AI is not here to replace us or steal our humanity. On the contrary, it offers us new ways to serve better, with more focus and less burnout. *What could we achieve if we put it at the service of our social missions?*

In the context of non-governmental organizations (NGOs), AI is gaining ground and is being actively explored to optimize and transform their work. This technology has the potential to address some of the world's most critical humanitarian issues, such as forced displacement, unequal access to education, and the growing inequality gap.

AI can revolutionize the work of NGOs by improving program design, optimizing resource management, refining monitoring and evaluation, and facilitating predictive analytics. It is a tool that is changing the world for the better, addressing significant problems and generating an immediate impact on society and the environment.

It is important to remember that AI is not inherently good or bad; its value depends on how it is designed, implemented, and governed. In this session, we will explore how this powerful technological ally can be strategically integrated to maximize social impact.

Minute 8	Facilitator Action
Objectives Introduction to AI for NGOs ✓ Analyze real-world applications of AI in NGO decision-making and operations. ✓ Assess the potential of AI to improve operational efficiency. ✓ Design an initial mapping of AI opportunities relevant to your organizational context.	

Script/instructions

Artificial intelligence may sound very distant or technical, but today we are going to bring it down to earth in our reality as non-profit organizations. And we are going to do so with three very specific purposes:

First, we will **look at real-life examples** of how other NGOs in different regions of the world are already using AI to improve their decision-making and operations. Examples include Mercy Corps, Save the Children, and the Red Cross, which face challenges similar to ours.

Next, we will **reflect on our own practices** and discover which repetitive tasks or internal processes could benefit from the use of an AI tool.

And finally, we will work together to build an **initial map of opportunities**, a simple but meaningful roadmap to identify where we could begin experimenting with AI in our organizations.

It's not about becoming programming experts or having all the answers. It's about starting to look at what we do every day with fresh eyes and opening ourselves up to new ways of making an impact. Ready to begin this journey?

Minute 9	Facilitator Action
Real-life cases: NGOs in action	

Script/instructions

We will explore how Artificial Intelligence is already being used by non-governmental organizations to address critical challenges and improve their daily operations, strategic decision-making, and social impact.

Minute 10	Facilitator Action
Impact Changemakers Series by Omdena	

Script/instructions

Here are 50 leading NGOs that are at the forefront of using AI to drive social impact and address global challenges. From health and education to climate change and humanitarian aid, these organizations are pioneering innovative solutions that harness the power of AI to create a better world. While not ranked, this diverse collection showcases the various ways AI is being leveraged to improve lives and promote sustainable development globally. Let's dive into 3 experiences...

Minute 11	Facilitator Action
Real-life examples of AI use in NGOs	
Mercy Corps — Use of AI for early warning systems. **Save the Children (Global)** — Use of AI to strengthen child protection initiatives. **Red Cross (Global)** — Use of AI to optimize operations and address emerging challenges in conflict zones.	

Script/instructions

Although we often feel that artificial intelligence is far removed from our operational world, there are already non-profit organizations that are using it with real impact. From early warning systems to child protection and humanitarian action in conflict zones, AI is helping to respond better, faster, and more accurately.

For example, **Mercy Corps is collaborating with IBM** to anticipate humanitarian crises by analyzing social media and the media in real time. **Save the Children**, in partnership with AI experts, is transforming child protection systems in Kenya with predictive models. And

the **International Committee of the Red Cross** is leading discussions on the ethical use of AI in war contexts, seeking to ensure that this technology is always aligned with humanitarian principles. But let's go into more detail:

Mercy Corps is using artificial intelligence to revolutionize its work, focusing specifically on early warning systems. How does it do this? By implementing AI to identify and respond to potential crises before they escalate. Its goal is to be able to act more quickly and efficiently in humanitarian emergencies. In collaboration with IBM Watson, they have developed a system that analyzes social media posts and news articles to detect signs of potential crises before they occur. In addition to this, Mercy Corps uses AI algorithms to deliver its services and programs more broadly.

Save the Children uses AI to strengthen child protection initiatives in Kenya, focusing on addressing critical issues such as child labor, trafficking, and abuse. With the collaboration of Omdena, the organization identified gaps in existing child protection frameworks and developed AI-based solutions to improve reporting, response services, and resource allocation. Omdena's expertise in AI facilitated the creation of predictive analytics models that inform policy recommendations and tailored interventions, thereby strengthening support systems for vulnerable children in Kenya and setting a benchmark for similar global initiatives.

The International Committee of the Red Cross (ICRC) has increasingly integrated **artificial intelligence** in recent years **to optimize its operations and address emerging challenges in conflict zones**. Leveraging AI, the ICRC has developed tools to assess and mitigate the impact of new technologies on humanitarian initiatives. It has explored the implications of AI in military decision-making, emphasizing the need for human oversight to prevent unintended consequences. In addition, the ICRC has participated in debates on the ethical use of AI in warfare, advocating for international regulations that ensure AI applications comply with humanitarian principles. Through these initiatives, the ICRC seeks to use AI responsibly, ensuring that technological advances support and strengthen humanitarian action.

What do these three cases have in common? It is not about replacing human work, but about increasing the ability to anticipate, prioritize, and act with more accurate data. These examples show us that AI is not only possible in our organizations, but can also be key to multiplying our impact if we apply it purposefully and ethically.

Minute 12	Facilitator Action
Learning activity *-20 minutes-* **Exploring cases** Group activity: 🔍 Choose and review two case studies. 💬 Discuss the impact of AI. 🌱 Can you imagine a similar use in your NGO? *For this activity, use the document: M2_ST_I4_Case studies* 11	

Script/instructions

Now we are going to focus on a very special activity. We have already seen what artificial intelligence is and what it is not, and how it relates to the work of NGOs. Now... we are

going to learn how it is already being used. And not in books, but in real organizations like yours.

We are going to work in small groups. Each group will review three case studies that I will share with you now. These case studies show how organizations from different parts of the world are using AI to improve their impact. Some are in child health, others in human rights, and others in animal conservation. There is a lot of inspiration there.

Instructions:

1. I'm going to divide you into subgroups using Zoom/Teams.
2. Each group will choose two case studies from the three presented. You can read them quickly.
3. Discuss based on three questions:
    ○   What impact did AI have in that case?
    ○   What was the solution applied?
    ○   Can you imagine a similar use in your NGO?

4. You have 15 minutes to discuss and choose a spokesperson.
5. Then we return to the main room and each group shares their thoughts in a maximum of 1 minute.

The goal here is not to find a formula, but to open up possibilities. Because every context is unique, but we can learn from what has already been done.

Minute 13	Facilitator's Action
Assess the potential of AI to improve operational efficiency	
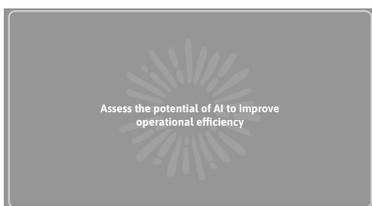
Script/instructions
Let's explore the transformative impact of AI on the efficiency of NGO operations, highlighting how it can optimize the use of resources and amplify the reach of their initiatives.

Minute 14	Facilitator Action

Script/instructions

Improving Efficiency, Accuracy, and Decision-Making:
- AI transforms efficiency, accuracy, and decision-making across various industries, including the NGO sector. It enables NGOs to analyze large volumes of data to identify patterns and trends, make predictions, and make more informed decisions.
- AI systems can play a critical role in reaching more people with vital services and information, freeing up human resources and improving outcomes. NGOs that adopt AI can use algorithms to deliver services and programs at scale.
- This ranges from predicting disaster risks and optimizing the humanitarian aid supply chain to analyzing donor behavior for more effective fundraising.

Resource Optimization and Cost-Effectiveness:
- Despite limited budgets and staff, NGOs can benefit from AI tools to streamline their internal operations and external communications, improving their overall functioning.
- NGOs can leverage resources such as free libraries, crowdsourcing, and ready-to-use APIs.
- Grants from initiatives such as AWS Imagine Grant, Google's AI for Social Good, and Microsoft AI for Earth can support their AI projects. The cost of AI does not have to be a barrier to its implementation in NGOs, as there are numerous low-cost options and free tools available.

Expanding Reach and Social Impact:
- AI can improve the response capabilities of organizations such as the UN and NetHope by processing complex data patterns that are beyond human capacity, facilitating rapid assistance during catastrophic events.
- AI contributes to the promotion of transparency and accountability by processing financial and operational data to generate detailed reports in real time, ensuring greater transparency for donors and beneficiaries.
- It can be used to promote digital inclusion by creating personalized and accessible content in multiple languages, simplifying inclusion processes, and facilitating digital education in vulnerable communities, helping to bridge the digital divide.

Minute 15	**Facilitator Action**
	Follow slide instructions
Script/instructions	

Minute 16	Facilitator Action
AI in action **ChatGPT for report writing** where do we start? Ask what you need to know **Introduction to ChatGPT:** ChatGPT has a very intuitive user interface. Let's take a quick look at a summary for a better understanding.	Follow slide instructions

Script/instructions

The text message you enter in the BLUE outline is the "message."
Your chat history is located within the YELLOW outline. You can change the name of the chat or delete it here.
By clicking on the PURPLE outline, you can configure everything related to your chatGPT account.
The chatGPT model you are using is shown inside the GREEN outline.

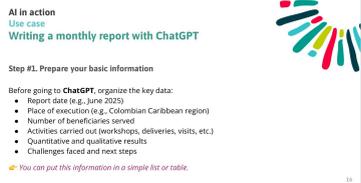| Minute 17	Facilitator Action
AI in action Use case **Writing a monthly report with ChatGPT** **Step #1. Prepare your basic information** Before going to **ChatGPT**, organize the key data: • Report date (e.g., June 2025) • Place of execution (e.g., Colombian Caribbean region) • Number of beneficiaries served • Activities carried out (workshops, deliveries, visits, etc.) • Quantitative and qualitative results • Challenges faced and next steps 👉 *You can put this information in a simple list or table.*	Follow slide instructions

Script/instructions

Minute 18	Facilitator Action
AI in action Use case **Writing a monthly report with ChatGPT** ChatGPT **Step #2** Go to *https://chat.openai.com/*	Follow slide instructions

Script/instructions

Minute 19	Facilitator's action
AI in action Use case Writing a monthly report with ChatGPT ChatGPT Step #3: Write a clear and structured **prompt** for ChatGPT.	Follow slide instructions
Script/instructions	

Minute 20	Facilitator's action
AI in action Use case Writing a monthly report with ChatGPT ChatGPT Step #3: Write a clear and structured **prompt** for ChatGPT.	Follow slide instructions
Script/instructions	

Minute 21	Facilitator's action
AI in action Use case Writing a monthly report with ChatGPT Step #4: Check that the wording is clear and consistent, and that it integrates the data well. Maintain a tone that is appropriate for the audience (donors, allies, community). *Adjust or supplement information if necessary.*	Follow slide instructions
Script/instructions	

Minute 22	Facilitator's action
AI in action Use case Writing a monthly report with ChatGPT Step #5: Review the first draft generated Check that the wording is clear and consistent, and that it integrates the data well. Ensure that the tone is appropriate for the audience (donors, allies, community). *Adjust or supplement information if necessary.*	Follow slide instructions
Script/instructions	

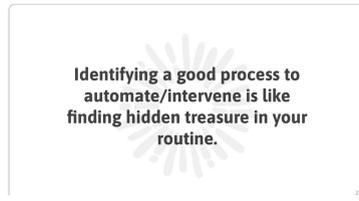| Minute 23	Facilitator's action
AI in action **Maria's case** **Scenario:** Maria works at an NGO that serves the migrant population. Every Monday, she manually fills out 50 registration forms. They are all the same, only the name and location change. This takes 3 hours. *With simple AI that autocompletes forms and files them in Drive, she could reduce this to 30 minutes.*	

Script/instructions

That's efficiency with purpose!

Minute 24	Facilitator Action
Identifying a good process to automate/intervene is like finding hidden treasure in your routine.	

Script/instructions

Today we are going to search for that treasure. Now let's think about our daily lives. What tasks take up most of your time? What activity do you do over and over again like a robot?

Minute 25	Facilitator's action
Learning activity *-20 minutes-* **Guided audit of repetitive processes** **repetitive processes** **Group activity:** ⚒ Identify repetitive processes in your NGO 🎯 Assess which ones could be supported by AI ✍ Record them in your audit template *For this activity, use the document "M2_S1_AI_Guidebook Audit of Repetitive Processes".*	

Script/instructions

Before the activity: Process auditing helps us identify repetitive tasks that could be automated with AI. That's efficiency with purpose!

After the activity: Final reflection "It's not about replacing people. It's about unleashing their potential." Think about what you would do if you had three more hours per week thanks to AI**.**
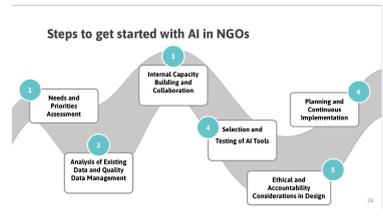
Minute 26	Facilitator Action
Mapping opportunities for AI use in your organization	

Script/instructions
Next, I will guide you in identifying and planning specific opportunities to implement AI within your own organizations, considering your needs, resources, and ethical values.

Minute 27	Facilitator Action
Steps to get started with AI in NGOs	

Script/instructions