



# Mobilization resources for civil society organizations in a digital context

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## Session 4: Artificial intelligence for resource mobilization

2025



Resource mobilization for civil society organizations in a digital context



# Incremental AI in your NGO

Benefits for the social sector

# Slide showing the sessions and where we are headed



## Session 1

Targeted funding  
Clear criteria for a strategic "yes"

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2/3

## Sessions 2 and 3

Connecting to make an impact:  
Keys to success with donors and proposals

## Session 4

Strategically evaluate and apply AI to optimize NGO operations, designing ethical guidelines and efficient workflows to mitigate risk and accelerate innovation.

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5

## Session #5

Decoding communications:  
how to create a plan that connects, motivates, and inspires

## Session #6

Strategy in action:  
Developing a resource mobilization plan

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## Session 4: Objectives

# At the end of this session, participants will be able to:

- ✓ Distinguish between AI capabilities in order to assess which applications are most viable and strategic for optimizing the work of an NGO.
- ✓ Formulate a set of initial guidelines for the safe and ethical use of AI, justifying each principle in the context of an NGO's operations and values.
- ✓ Assess the risks associated with common AI concerns (errors, bias, privacy) and propose specific and viable mitigation strategies for an NGO environment.
- ✓ Design effective prompts using the TCEEI (Task, Context, Examples, Evaluate, Iterate) framework to generate specific working drafts that accelerate the proposal development cycle.
- ✓ Critique an existing workflow in the organization and propose a plan to gradually integrate AI tools, justifying the expected gains in terms of efficiency and quality.



**What are your concerns  
about the use of AI for  
NGOs?**

# Conversation: Addressing common concerns

Rate the text



# Incremental AI tools for NGOs

Some popular tools: ChatGPT, Claude, Gemini, Copilot.

Types:

- Generalists (ChatGPT, Claude): for a wide range of tasks.
- Specialized (Suno, Grammarly, Otter.ai): for specific tasks.
- Integrated (Google Search, MS Office): integrated into tools we already use.



# Why incremental AI in my NGO?

Save time every week for yourself and your beneficiaries.

Learn how to do things better and more efficiently.

Join the conversation about AI within your organization.

Join the conversation about AI at the social level.



# Safe and gradual use: key guidelines

Encourage use and experimentation.

DO NOT enter personally identifiable information about beneficiaries/clients.

You are responsible for the QUALITY of AI-supported work.

Existing data privacy policies apply.

If you share AI-supported work internally, DISCLOSE IT (to learn).

Consider whether your partners might object; use your judgment and consult with them.





## Proposed principles

1. Fairness and inclusion
2. Transparency and explanation
3. Responsibility and accountability
4. Confidentiality and data security
5. Human oversight
6. Proportionality and "do no harm"
7. Training and continuous improvement

# The art of prompting

TCEEI framework:

- Task: What do you want the AI to do? (Be specific: person, format).
- Context: Why? Objectives? What have you tried?
- Examples: Show what you are looking for (2 to 5 examples are sufficient).
- Evaluate: Is the response accurate, unbiased, relevant, consistent?
- Iterate: always iterate!

Ways to iterate:

- Revise the TCEEI.
- Divide long prompts into shorter ones.
- Change the wording or the analogous task.
- Add restrictions.





**How would you prefer to approach our group exercises on AI using what we have learned? Would you like to use AI to: A) write an executive summary, B) create SMART goals, C) develop a project schedule, or something else?**

# Activity 1: Write a compelling executive summary using AI

- **What will we do?**
  - We will use AI to generate and refine draft executive summaries (~150 words) for a fictional project. The AI will act as an "expert in proposal writing for NGOs," and we will refine the result using the TCEEI framework.
- **Small group tasks:**
  - Create an initial prompt and generate a draft with AI.
  - Discuss and refine the prompt at least once.
  - Paste both drafts into the document.
- **Pooling:**
  - A volunteer group will share their process, highlighting the role of AI as a starting point that requires human refinement.



## Activity 2: Develop SMART goals for the program with AI

- This activity uses AI to transform a general goal into 2 or 3 SMART goals. Don't forget to explain to the AI what a SMART goal is in the prompt.
- **Work in small groups**
  - In groups, formulate the prompt, interact with the AI, select and refine 2-3 SMART goals, and then write them on the shared board.
- **Sharing**
  - We will share one SMART goal per group. AI helps with structure, but your knowledge of the NGO is essential to ensure relevance.



## Activity 3: Creating a detailed program schedule with AI

- **Explanation:** AI helps break down activities, estimate deadlines, and generate detailed monthly schedules in table form.
- **Small groups:** Interact with AI to analyze the generated schedules, validate their realism, and copy the table.
- **Pooling:** Share the schedules. Discuss how AI structures, but the team's experience validates durations and dependencies.



# Thank you!



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