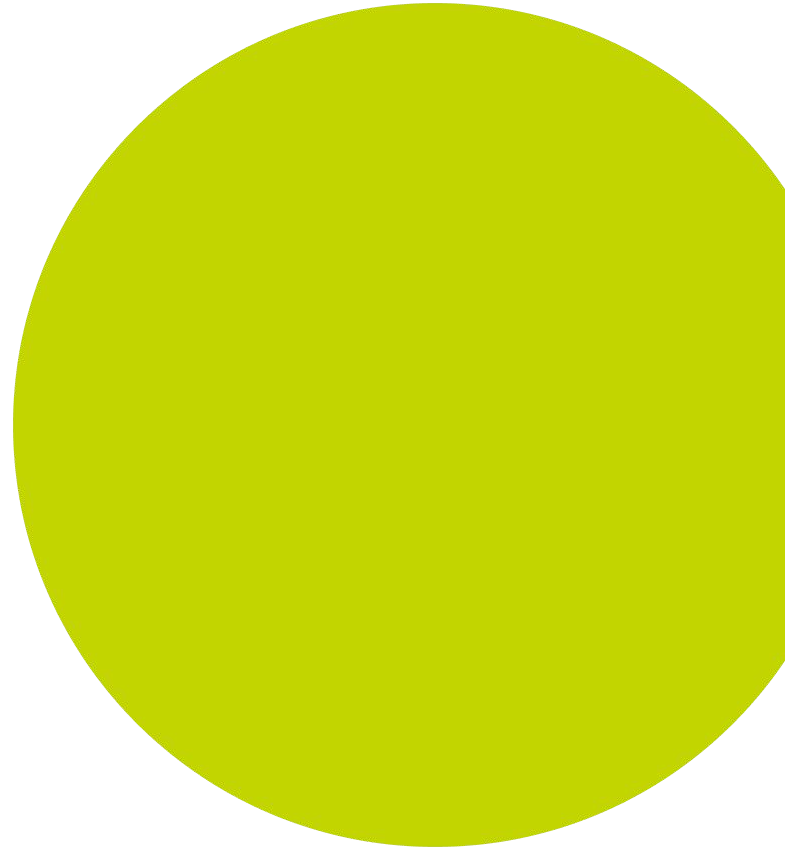


Strategic use of **AI** for non-profits

October 2024



Rate your understanding of how AI can be used?

- I don't understand it all.
- I know a few things about it.
- I have a solid understanding of it.
- I could teach a class about it.

Artificial Intelligence Transformations

- How does AI work?
- Framework for testing use
- Examples of AI usage
- Timelines for the future



**How does AI
work?**

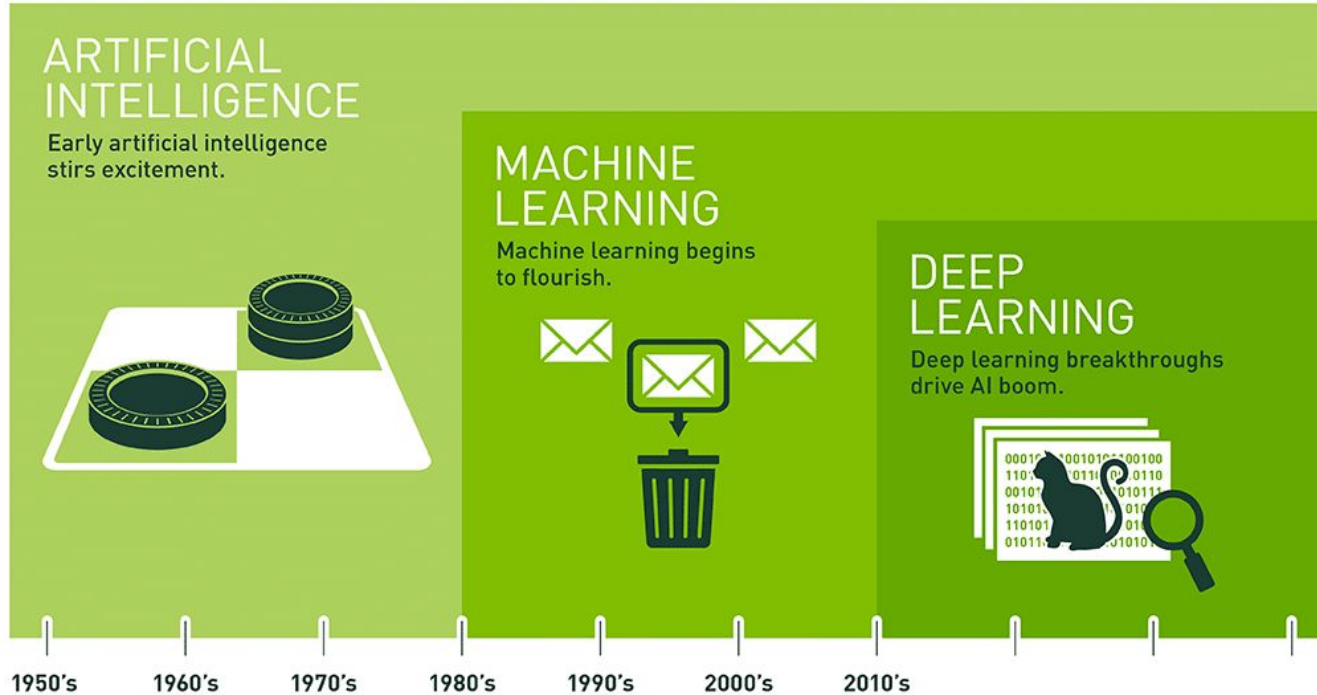
Machine Learning vs Deep Learning

Artificial Intelligence: a program that can sense, reason, act and adapt.

Machine Learning: algorithms whose performance improve as they are exposed to more data over time.

Deep Learning: subset of machine learning in which multilayered neural networks learn from vast amounts of data.

AI progression



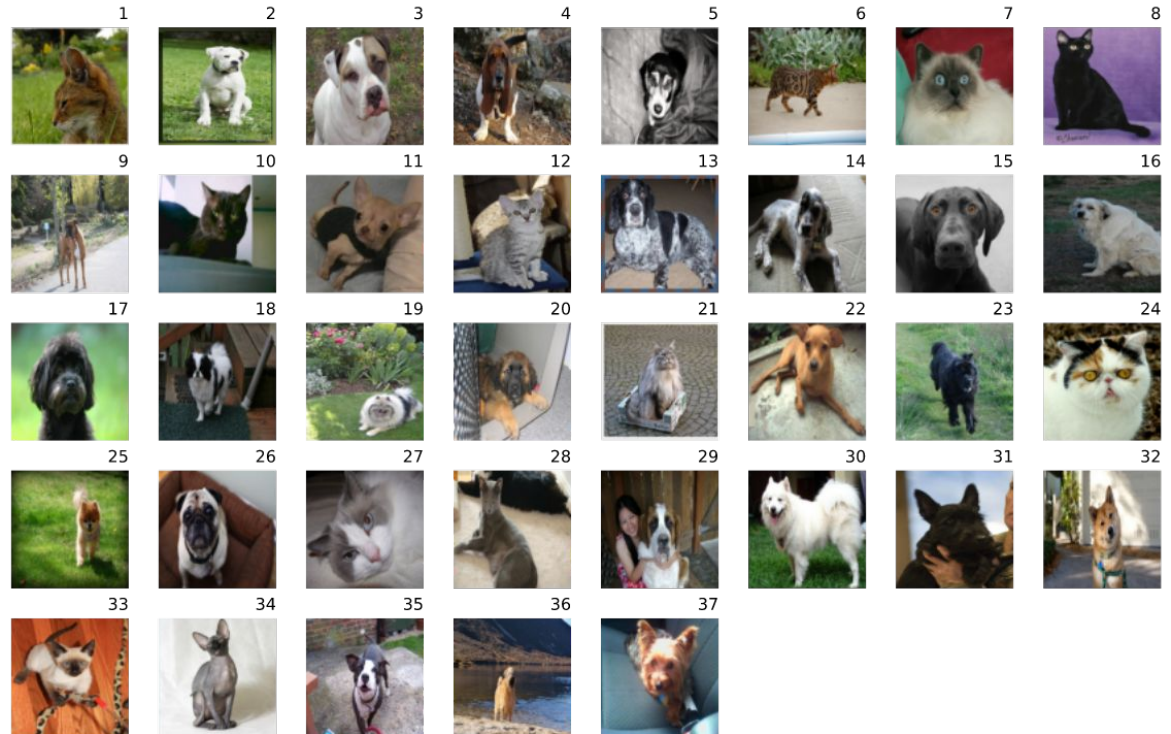
Since an early flush of optimism in the 1950s, smaller subsets of artificial intelligence – first machine learning, then deep learning, a subset of machine learning – have created ever larger disruptions.

Machine learning: Supervised learning

Classify Pets by Breed

1. Input data
2. Analyze data
3. Find data
4. Prediction
5. Decision making

Examples of Pet Image per Breed



Large Language Models (LLM)

Generative AI is capable of generating text, images, videos, or other data using generative models, often in response to prompts.

Generative AI models learn the patterns and structure of their input training data and then generate new data that has similar characteristics.

Large language models (LLMs) are machine learning models that can comprehend and generate human language text.

LLMs work by analyzing massive data sets of language data.

Large Language Model Learning

Large language models are trained using *unsupervised learning*. With *unsupervised learning*, models can find previously unknown patterns in data using unlabelled datasets. This also eliminates the need for extensive data labeling, which is one of the biggest challenges in building AI models.

Four kinds of unsupervised learning

- **Clustering:** Deep learning model looks for training data that are similar to each other and groups them together.
- **Anomaly detection:** Unsupervised learning can be used to flag outliers in a dataset.
- **Association:** Looking at a couple key attributes of a data point, an unsupervised learning model can predict the other attributes with which they're commonly associated.
- **Autoencoders:** Autoencoders take input data, compress it into a code, then try to recreate the input data from that summarized code.



Frameworks for AI use

Approach to using generative AI

Generative AI can help professionals

- Personalize experiences
- Automate repetitive tasks
- Boost Creativity
- Increase Innovation
- Drive better results



Considerations when using Gen AI

- Integrity and confidentiality
- Transparency and disclosure
- Use cases
- Human oversight
- Accuracy, validation and brand alignment
- Diversity and inclusivity
- Tool selection and security
- Training and best practices
- Legal compliance
- Continuous monitoring and adaptation
- Ethical use and responsibility

How to approach Gen AI

P

Participate

I

Incubate/
investigate

C

Collaborate

A

Accelerate

Participate: Get Involved



learn how AI will react to your specific scenario



evaluate the state of your data (and your clients' data) as input into AI
(this is an area that requires extra caution to ensure proper handling of confidential data - see below)



clarify opportunities and risks for both internal and external use cases



shape the early stages of your strategy and policy

Investigate & Incubate

- Scrutinize tools
 - Data security/privacy protections
 - Training sets
- Formalize tools
- Lay foundations for operationalization

Collaborate

Augment human skills with Gen AI

- Gen AI is a new suite of tools that require human guidance
- Machines don't deliver outside the box thinking - Gen AI without human creativity is likely to create a sea of sameness.

Accelerate

Plan, operationalize and scale

- Staffing plans
- Training programs
- Frameworks to tests
- Formalized policy



Examples of AI Use

Categories of AI tools

- **Assistant:** Take notes, summarizes
- **Extension:** Extends a current tool
- **Targeted Purpose:** Has one category that is goes deep in being useful
- **General uses:** General AI tools like Chat GPT

Applications of AI tools in marketing

- **Content Creation:** How AI generates blog posts, social media content, and advertising copy.
- **Personalization:** How AI tailors marketing messages and offers to individual customers.
- **Visual Assets Generation:** Creation of images, videos, and interactive media for marketing campaigns.
- **Product Design and Development:** Contributes to designing products based on consumer feedback and trends.
- **Email Marketing:** Used to create personalized email campaigns that increase engagement and conversions.
- **Chatbots and Customer Service:** Implementation of AI-powered chatbots for 24/7 customer service and engagement.

AI embedded in applications

- **Co-pilot in Microsoft Office:**
Add-on to help guide and work within office suite
- **Gemini in Google Apps:**
Add-on to help guide and work within Google Apps.
- **Adobe Firefly** - AI "Nextgen" tools embedded in Adobe Creative Suite applications - Premiere, Photoshop, etc




Gemini


Google AI Overview (SGE)

AI tool to answer search queries

- Provides multiple answers to questions and lets you follow up with additional questions summarizing the best tips from around the web
- Google uses the PaLM 2 LLM
- **Competitors:** Bing uses GPT-4 from ChatGPT

Generative AI is experimental. Info quality may vary. [Learn more](#)

Here are some recipes for chocolate chip cookies: [▼](#)




The Best Chocolate Chip Cookie Recipe Ever

5.0 ★ (9.2K) · 30 min

[JoyFoodSunshine](#)

The cookies are doughy but fully cooked. This recipe is simple and straightforward, with no chilling time.




Best Chocolate Chip Cookies

4.6 ★ (19K) · 30 min

[Allrecipes](#)

It includes chopped walnuts. This recipe makes cookies with crisp edges and chewy middles.



Chewy Chocolate Chip Cookies


4.8 ★ (971) · 202 min

[Sally's Baking Addiction](#)

The dough needs to be chilled before shaping. This recipe makes super soft and chewy cookies.

Here are some tips that might help: [▼](#)


- Make sure all ingredients are at the right temperature, usually room temperature.
- Chill the dough.
- Bake one batch at a time.
- Let the cookies cool on the sheet pan first.
- Add cornstarch for soft and chewy cookies.
- Use butter instead of oil for softer and more tender cookies.
- Use baking soda for chewy cookies, and baking powder for light and airy cookies.
- Use lower-moisture sugar and fat, like vegetable shortening, for crunchy cookies.



5 Tips for Baking Perfect...


Nov 30, 2021

[simply...](#)



The Best Chocolate Chip Cookie Recipe Ever

[JoyFo...](#)



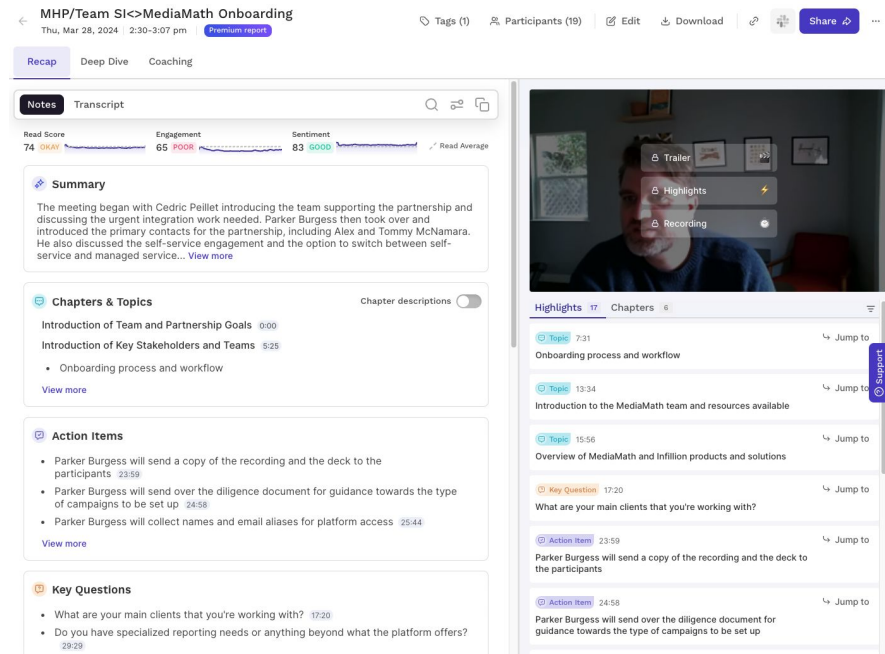
Chewy Chocolate Chip Cookies

[Sally's ...](#)

Read AI - All about meetings

Personal assistant/note taker

- Add to your calendar and it joins meetings automatically and takes notes providing summaries, action items and key questions
- Have to watch the settings and when it's used
- Also provides meeting insights/coaching
- Read competitors: Otter, Speak AI, Zoom built-in tool



Munch - video editing + social

- Upload longform video (5 minutes to 20 hours) and Munch pulls clips based on the platform you want to publish on
- Automatically generates posts, captions, subtitles and keywords
- Formats for different social platforms - LinkedIn, TikTok, Instagram, YouTube, YouTube Shorts
- Munch competitors: Opus Clip, Vidyo.AI, Firefly in Premiere, Vimeo's built-in editor

Lannie April Content from March

Keywords Search Volume (Past Month)

<input type="checkbox"/>	Keyword	Search Volume	Munched Clips #	Competition	Action
<input type="checkbox"/>	Youtube	2.2G	1	low	▶
<input type="checkbox"/>	Memphis Grizzlies	2.4M	2	low	▶
<input type="checkbox"/>	Youtube Shorts	2.4M	1	low	▶
<input type="checkbox"/>	Information	2.0M	1	low	▶

Filter By:

Filter by Duration (Seconds)

15 96

Popular (Beta)

Suitable Platforms

Brands

People

Keywords

Topics

Overall Clips: 29 | Sort By: Munch Score

We'd love your feedback

Working for an Agency
Coherence Score: Very Good
Main Topics: Agency, Brands, ...

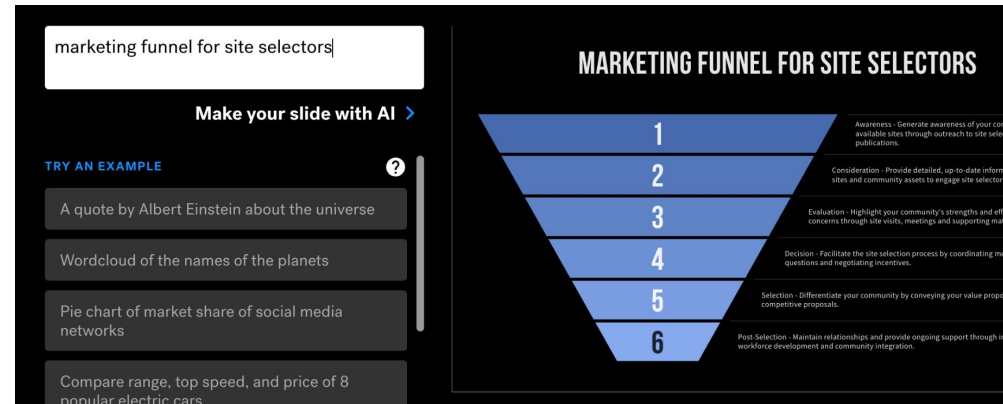
Platform Integration Key f...
Coherence Score: Very Good
Main Topics: Audience, Brand, ...

AI Impact on Creative Ind...
Coherence Score: Very Good
Main Topics: Copywriters, Co...

beautiful.ai - AI presentation tool

- You tell it what you want with a text prompt and then it creates its- charts, graphics, custom icons, photos and more
- Can customize by business role and has a large selection of built-in templates.
- Uses royalty free photos so you avoid content issues
- Competitors: Microsoft and Google's built-in tools

beautiful.ai



Create your own AI tool/GPT

- Companies are creating their own AI tools to focus the input/output
- Use a model that has already been trained like ChatGPT with a pre-prompt setting to help set it up.
- Train it on your company's documents, intranet to restrict answers to information you own
- Normally works via a chatbot like ChatGPT where you converse with it over text.



**Timelines for the
future**

95%

"95% of what marketers use agencies, strategists, and creative professionals for today will easily, nearly instantly and at almost no cost be handled by the AI"

-Sam Altman, CEO, Open AI, March 2024

AI use in the recent past

- Search engine algorithms have used machine learning for years
- Programmatic media has used AI tools to
 - Remarketing
 - Look-a-like audiences
 - Creative optimization
- Website personalization
- Fills - video and image editings
- Spell-check, Grammarly
- Chatbots
- Writing tools like Grammarly or Jasper.AI

How is AI used now

Play don't publish

- Assistant type of tasks - note taking, responding to common questions (chat and voice)
- Low level tasks - initial video edits, copy edits, summaries, analytics
- Idea generation, first pass
- Double checking to ensure you didn't miss the obvious

Short-term future

- Specialized GPT based on a controlled library
- Video editing, image editing by text prompt-first round of revisions, cuts
- Creation by text prompt
- Idea generation
- Voicebots

Obstacles for AI

- Legal obstacles - copyright, ownership
- API obstacles - monopolies
- Limits in models
- Bias in models

AI vs Humans

AI oriented tasks

- Routine
- Repetitive
- Predictable
- Known
 - Conversational
- Summarizing

Human oriented tasks

- Understanding dealing with complex emotion - humor, fear, sadness
- Jumps in ideas - $1 + 1 = 3$
- Complexities of multiple systems interfacing due to technical or legal obstacles

AI+HI



AI + HI > AI

Artificial Intelligence + Human Intelligence is better than Artificial Intelligence alone

...and that artificial intelligence will not replace humans, but augment humans while eliminating the need to do repetitive, routine, low-value tasks.



mhp•si

LITTLE ROCK • BENTONVILLE