

Practical AI for Stewardship

Adam Kehoe

Planned Giving
NAVIGATOR



UNIVERSITY OF
ILLINOIS
URBANA - CHAMPAIGN

School of Information Sciences

Why GenAI Matters

Theory and Background

Practical Examples

Risks

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Why GenAI Matters

AI tools are changing many
workflows*

AI is influencing how people think
about authenticity and credibility.

* Not always for the better, and often not as much as people claim

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Google promised a better search experience – now it's telling us to put glue on our pizza



Illustration by Cath Virginia / The Verge | Photos by Getty Images

/ Google's AI Overviews feature is delivering incorrect answers faster than ever.

By [Kylie Robison](#), a senior AI reporter working with The Verge's policy and tech teams. She previously worked at Fortune Magazine and Business Insider.

May 23, 2024, 3:27 PM EDT



205 Comments (205 New)

Google promised experience – now glue on our pizza



Illustration by Cath Virginia / The Verge | Photo by [unreadable]

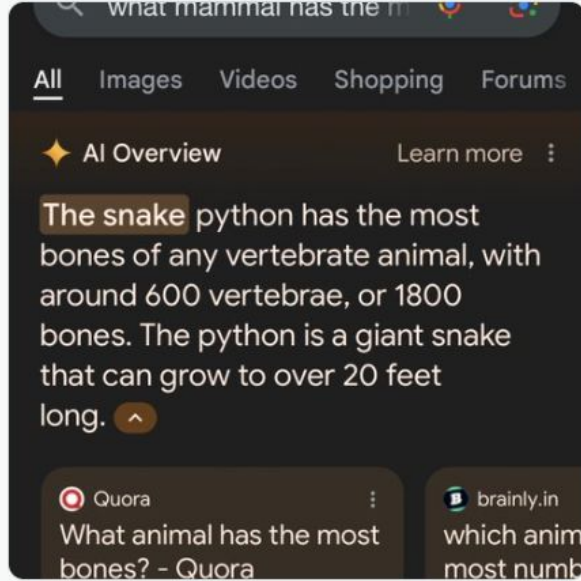


Raven - 
@RavenTenebris13 · Follow



Replying to @onionweigher

I saw someone else mention this one on another post
Ah yes , the snake very famous for being a mammal 🤔



2:17 AM · May 20, 2024



20



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AI Overviews feature is
incorrect answers faster

AI reporter working with The Verge's policy and tech
linked at Fortune Magazine and Business Insider.

EDT

205 Comments (205 New)

No one's ready for this

Our basic assumptions about photos capturing reality are about to go up in smoke.

By **Sarah Jeong**, features editor who publishes award-winning stories about law, tech, and internet subcultures. A journalist trained as a lawyer, she has been writing about tech for 10 years.

Photography by Chris Welch / The Verge; AI-altered images made with Google's Magic Editor.

Aug 22, 2024, 1:00 PM EDT



356 Comments (356 New)

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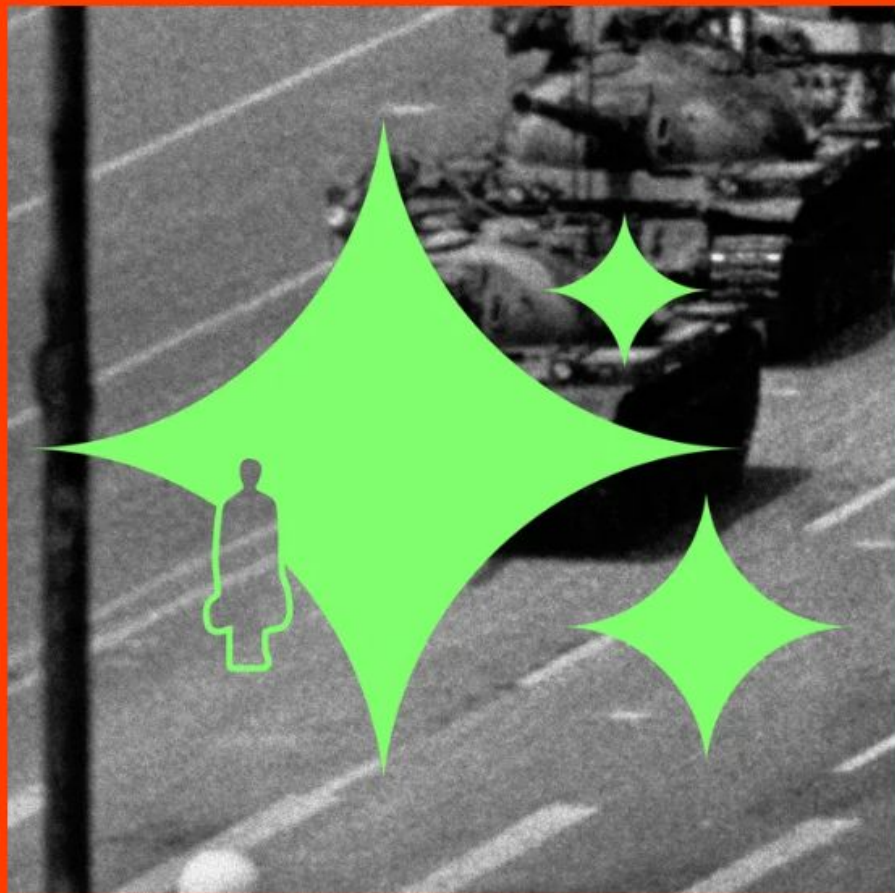


Image: Cath Virginia / The Verge, Stuart Franklin

CAMERAS AND

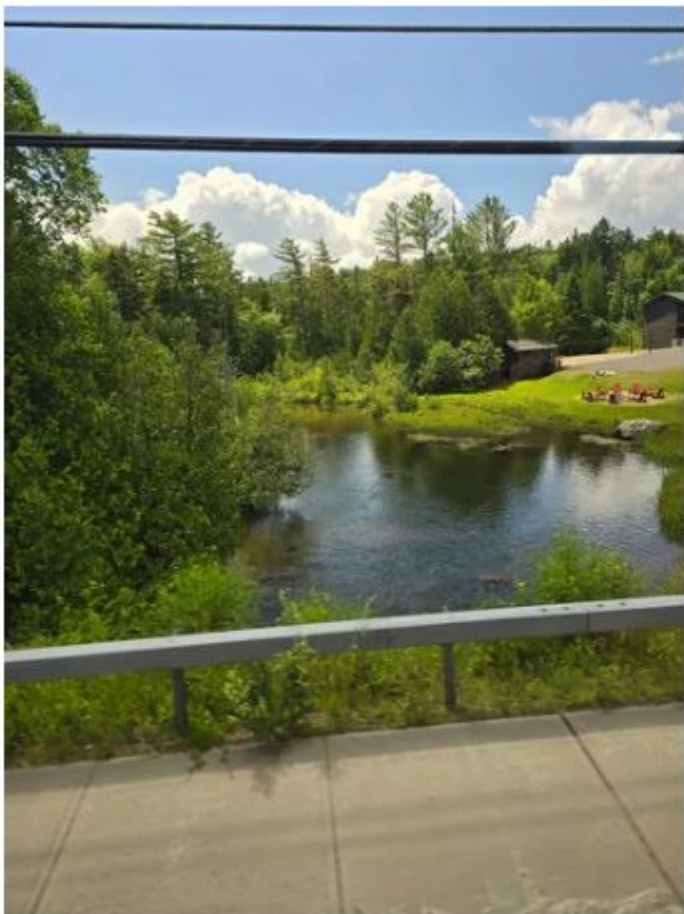
No for

Our basic
capturing
smoke.

By Sarah Jeong, 1
Internet subculture
years.
Photography by C
Editor.
Aug 22, 2024, 10



If you buy some
a commission. See



A real photo of a stream.

AI-GENERATED IMAGE



Edited with Google's Magic Editor.

Background



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Alphabet CEO Sundar Pichai says that A.I. could be ‘more profound’ than both fire and electricity—but he’s been saying the same thing for years

BY **PRARTHANA PRAKASH**
April 17, 2023 at 1:50 PM EDT

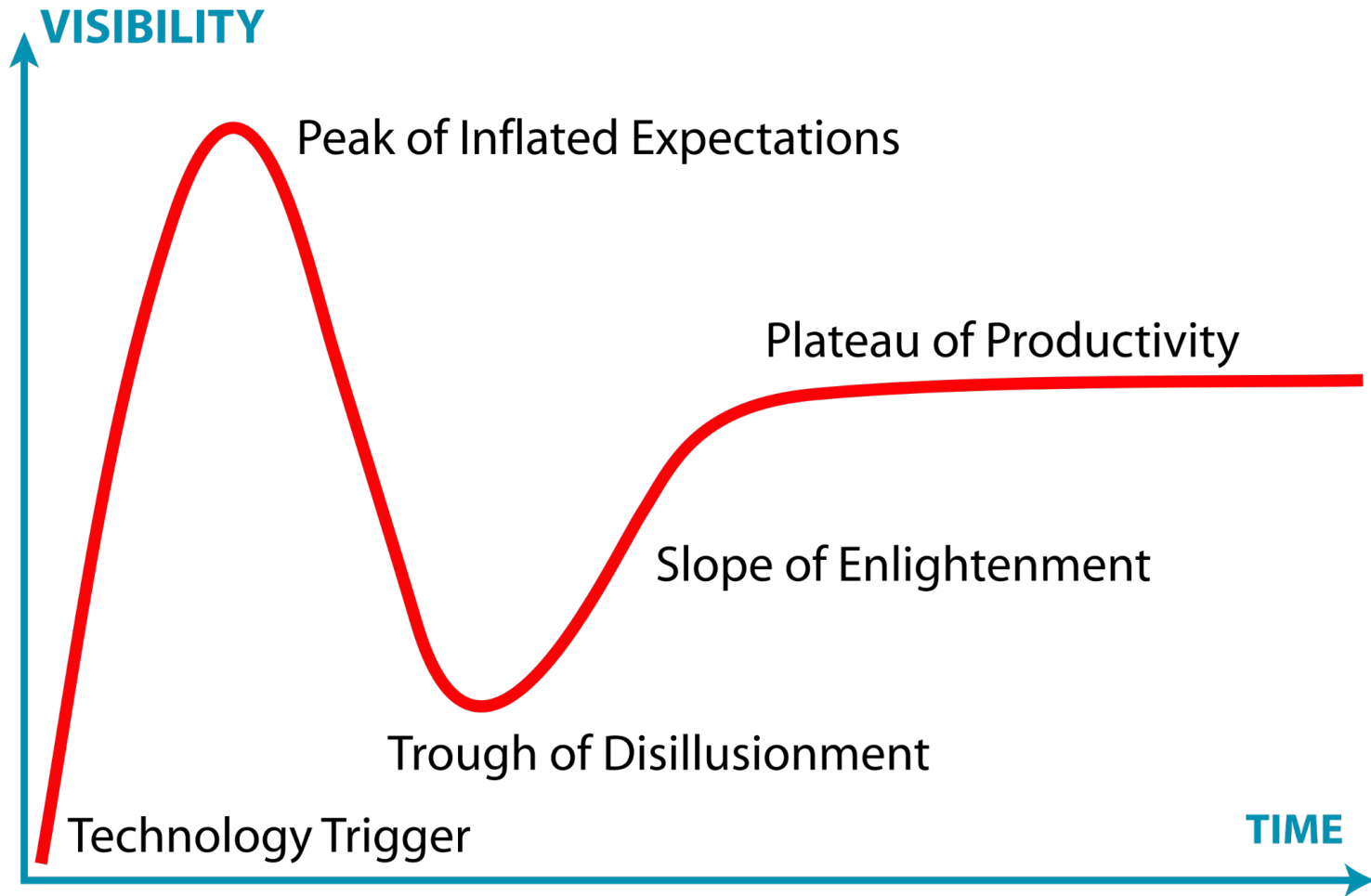


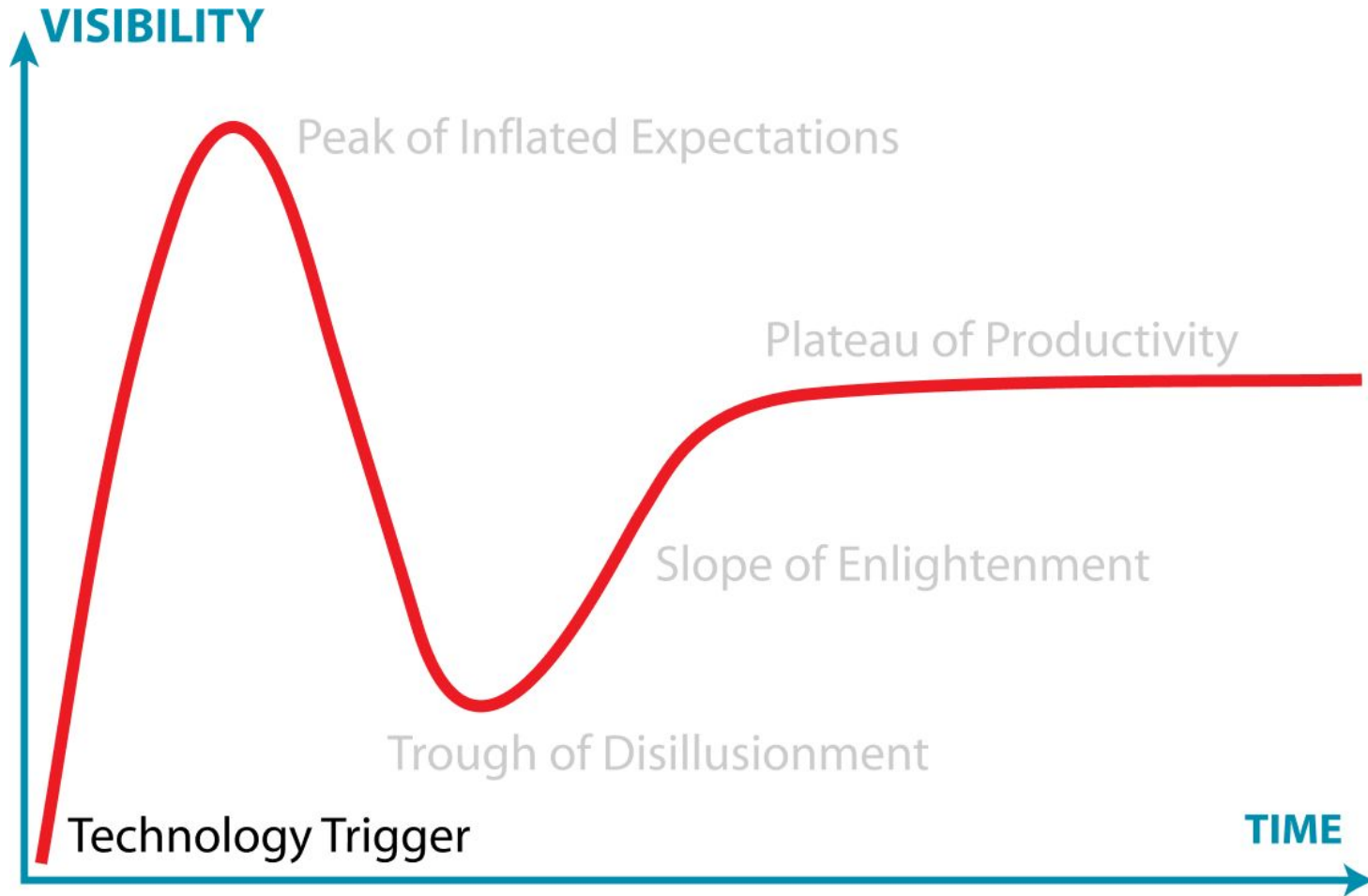
Sundar Pichai believes A.I. will be “more profound” than fire or electricity.

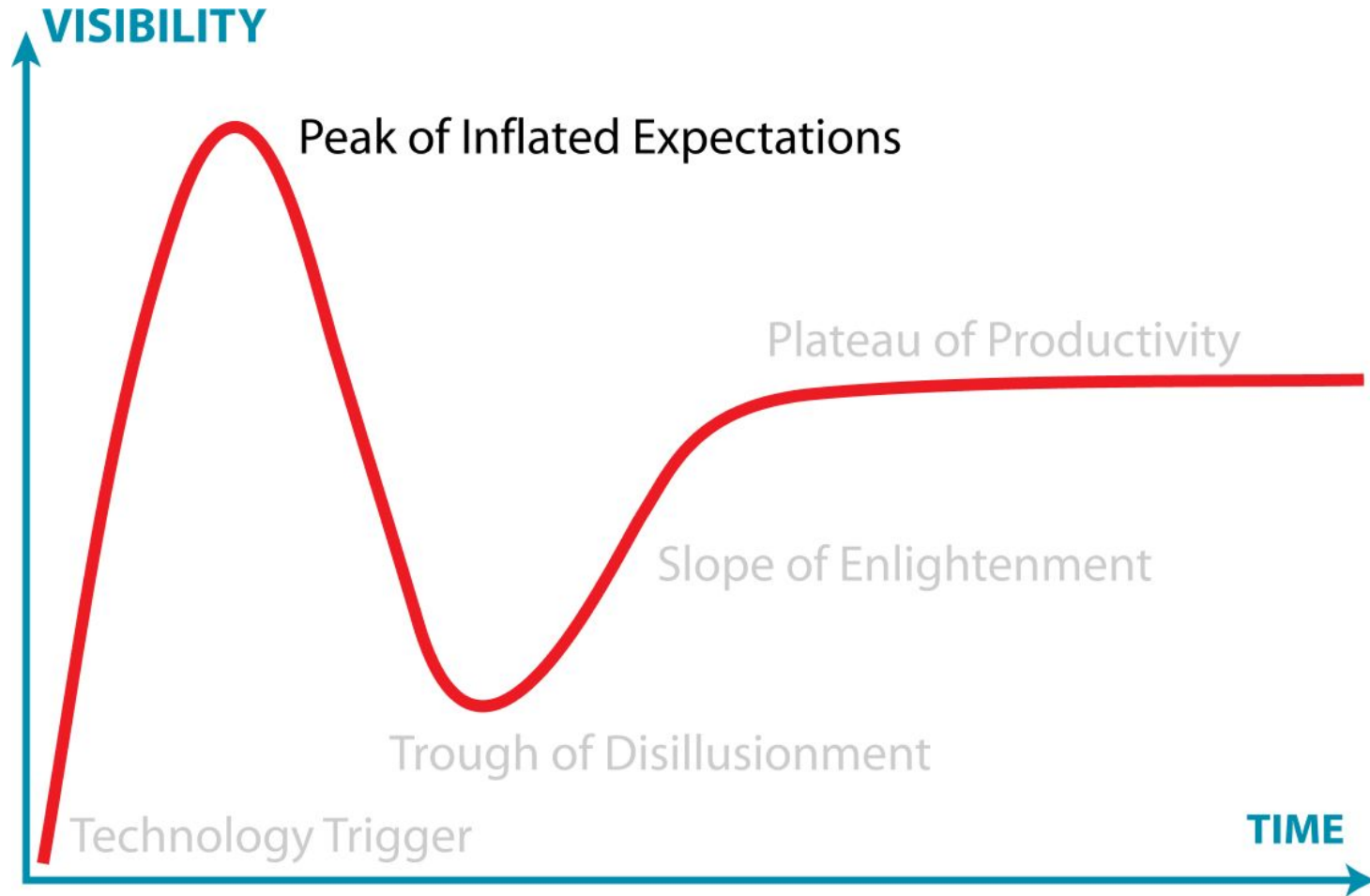
KYLE GRILLOT—BLOOMBERG/GETTY IMAGES

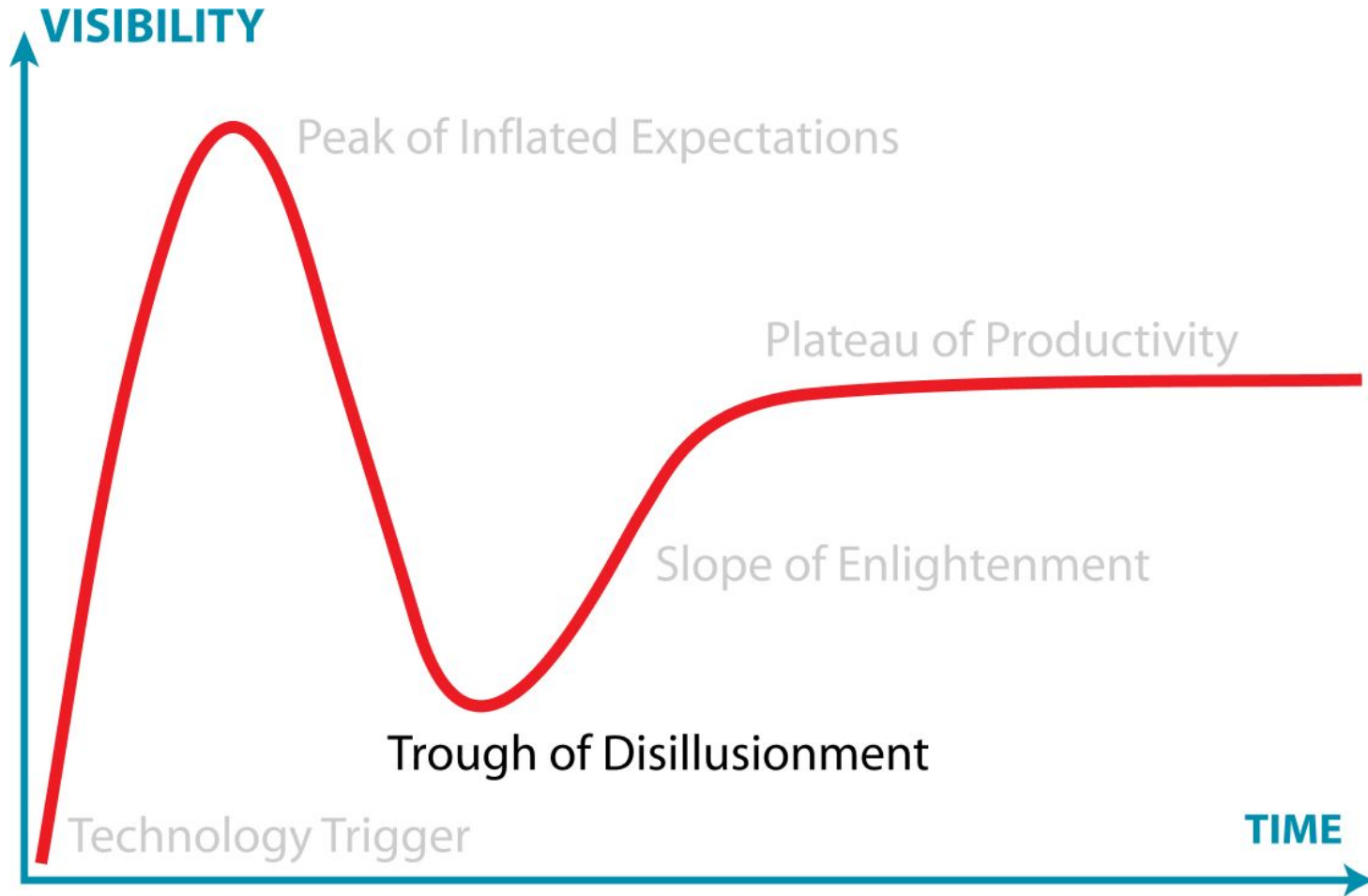
<https://fortune.com/2023/04/17/sundar-pichai-a-i-more-profound-than-fire-electricity/>

The Hype(d) Machine

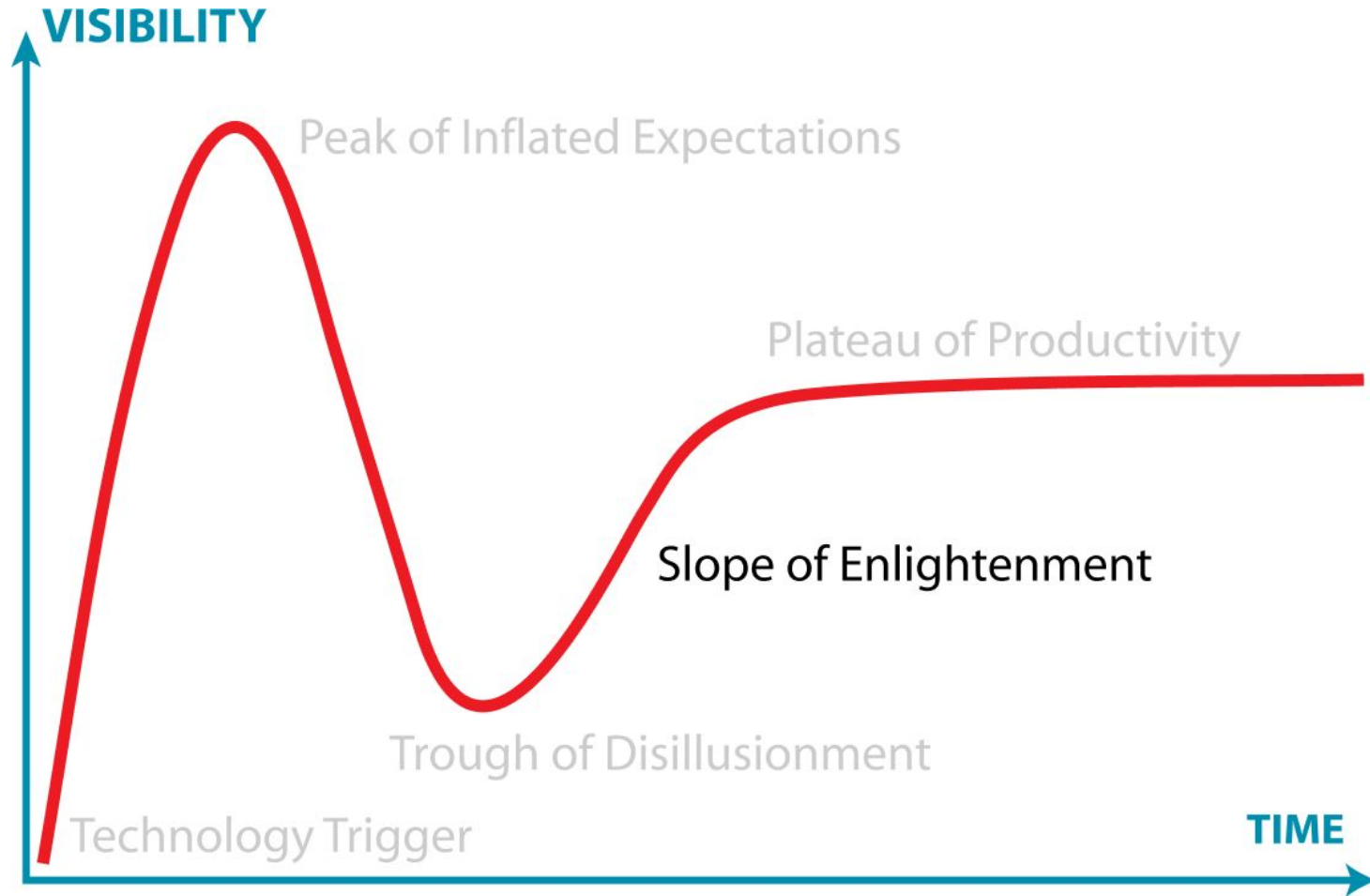




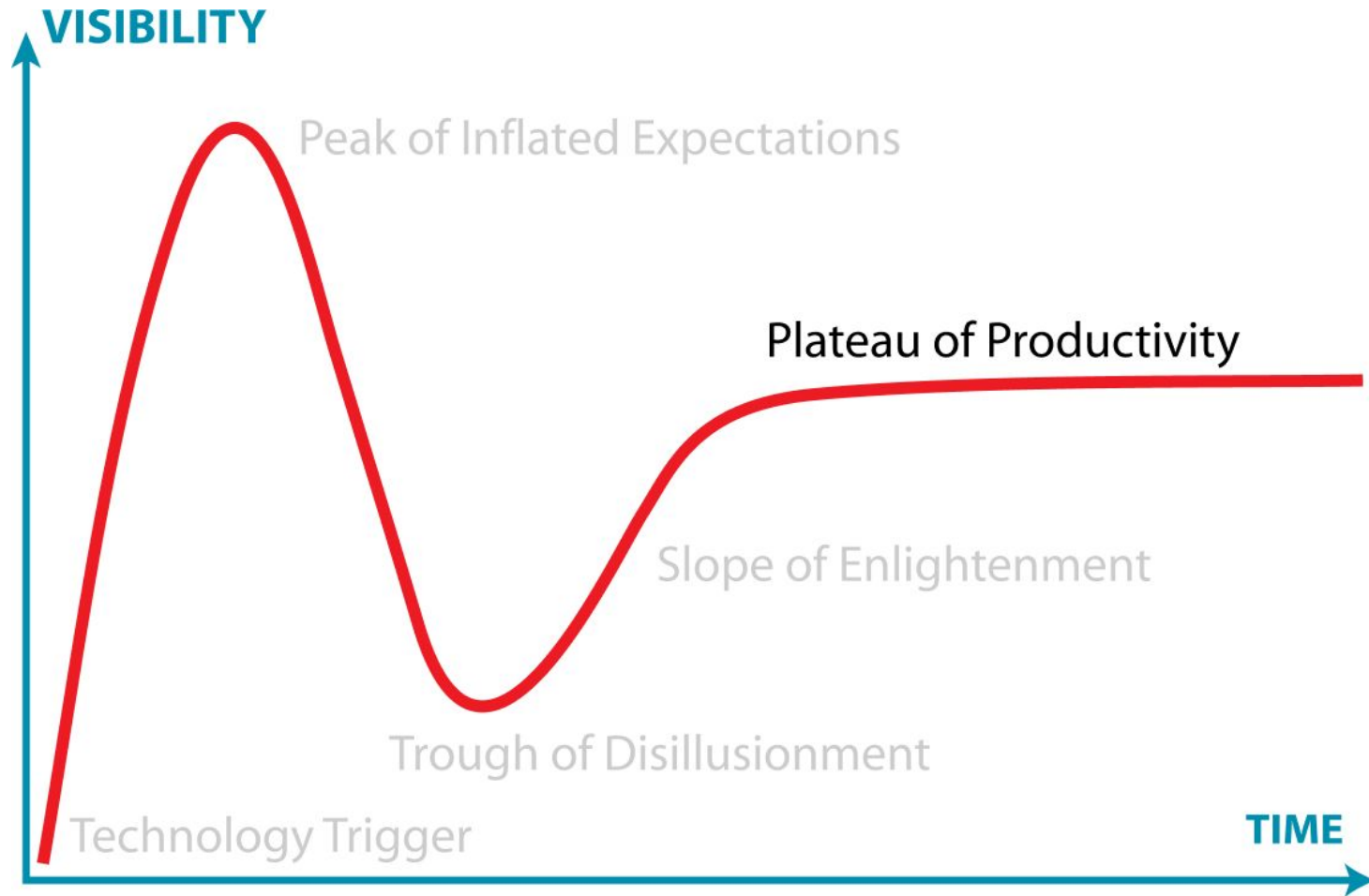




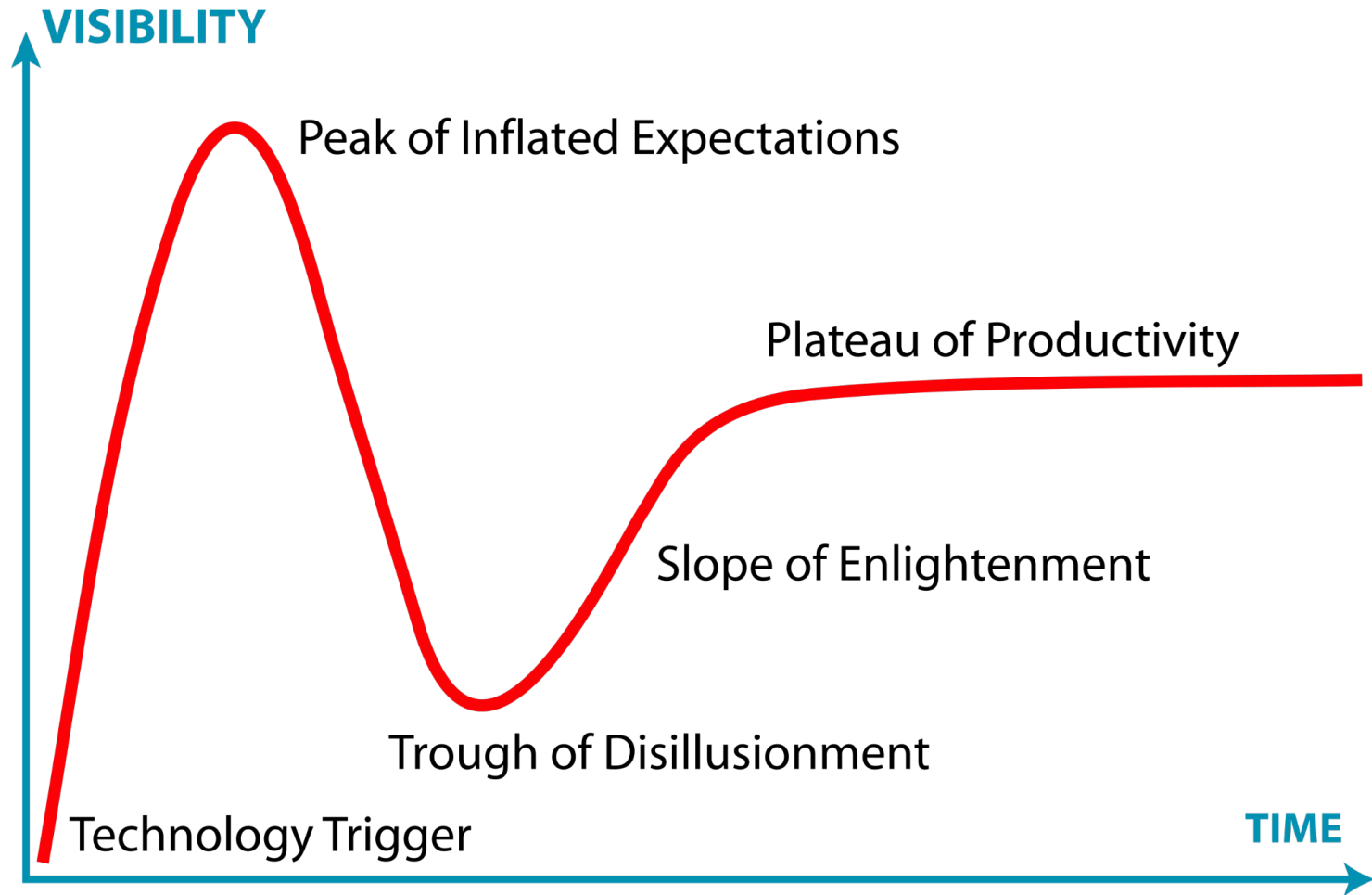
Gartner Hype Cycle: (https://en.wikipedia.org/wiki/Gartner_hype_cycle#/media/File:Gartner_Hype_Cycle.svg)

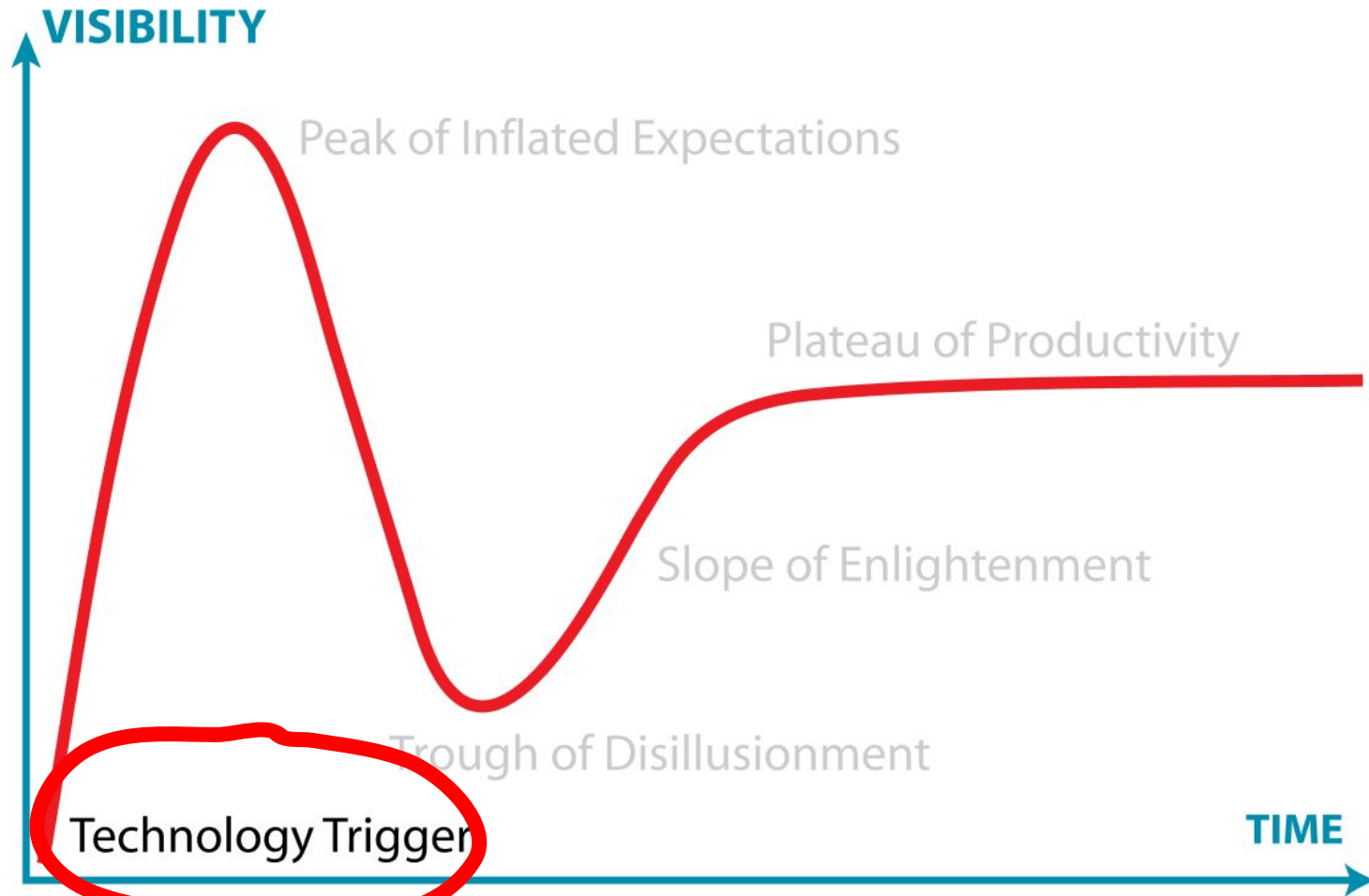


Gartner Hype Cycle: (https://en.wikipedia.org/wiki/Gartner_hype_cycle#/media/File:Gartner_Hype_Cycle.svg)



Gartner Hype Cycle: (https://en.wikipedia.org/wiki/Gartner_hype_cycle#/media/File:Gartner_Hype_Cycle.svg)





What is generative AI?

Why is it moving so quickly?

What can you do with it today?

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What can you do with it today?

**ARTIFICIAL
INTELLIGENCE**

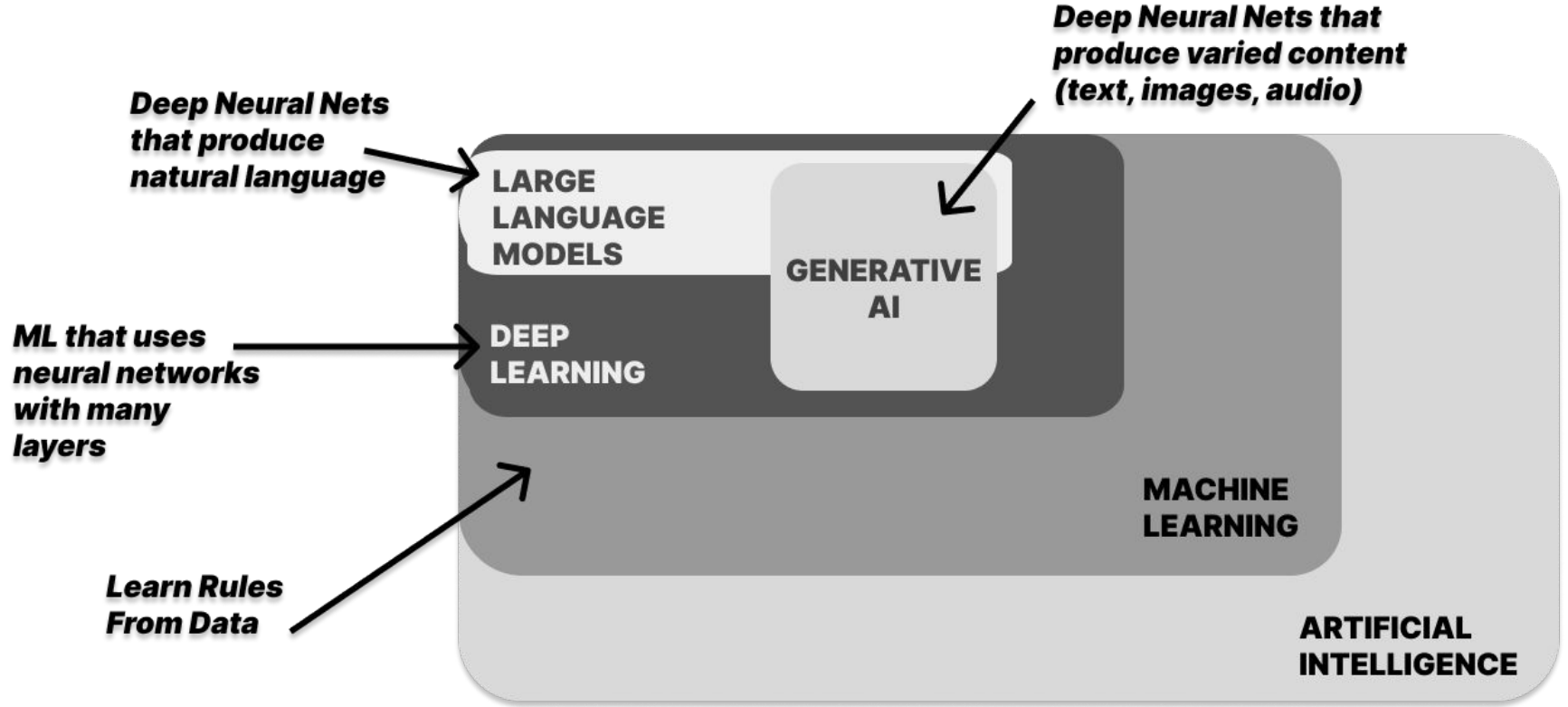
*Adapted from “Build a Large Language Model” by Sebastian Raschka



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Data



Rules

Rules



Data

Big Picture

Generative AI can create text, images, music, code, protein structures, 3d models, etc.

What is generative AI?

Why is it moving so quickly?

What can you do with it today?



*Adapted from “Build a Large Language Model” by Sebastian Raschka

Estimated training cost of select AI models, 2016–23

Source: Epoch, 2023 | Chart: 2024 AI Index report

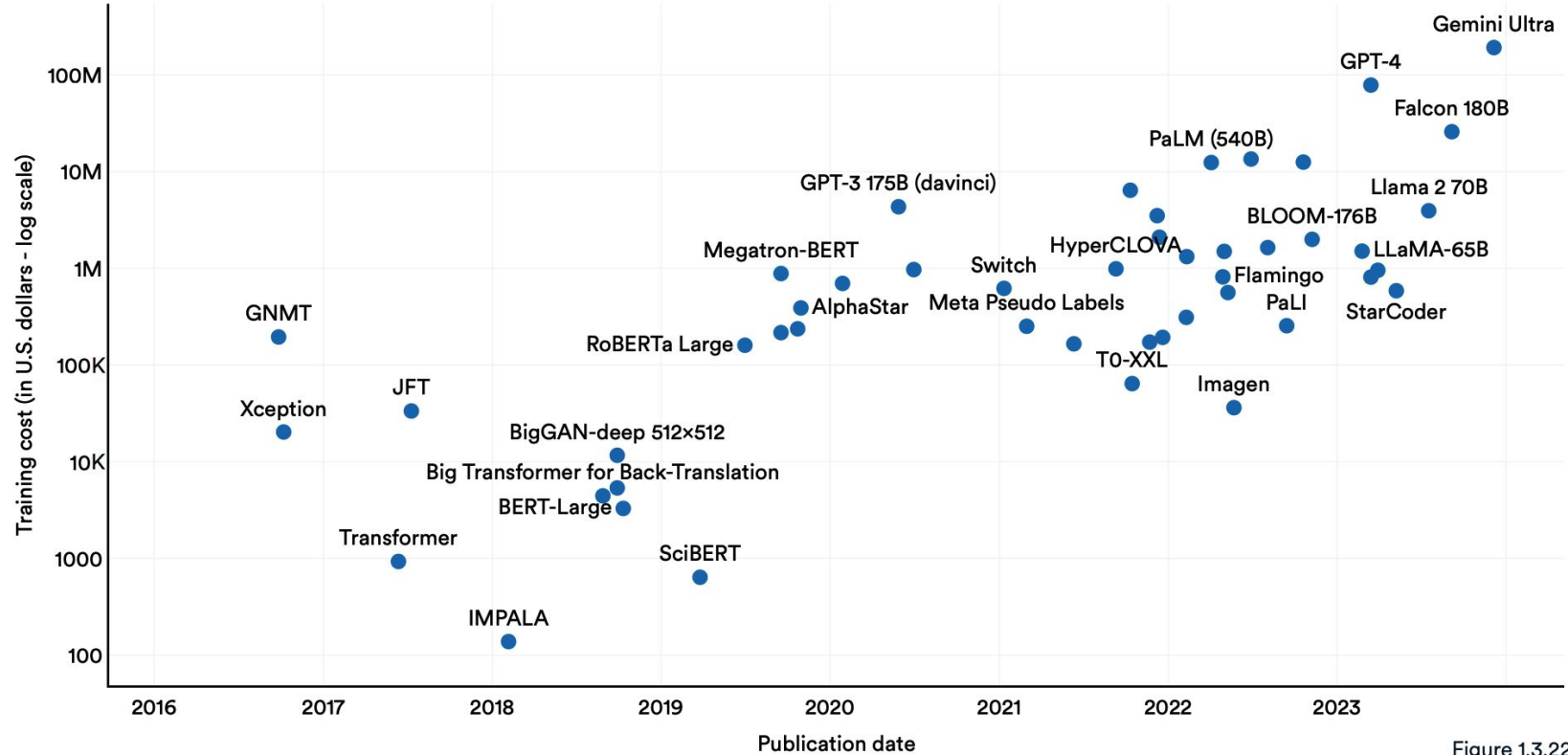


Figure 1.3.22

Increase In Resources



Used

2013 Ford Escape SEL

120,720 mi.

\$9,990

Est. \$164/mo* ⓘ

[Get the AutoCheck Report ↗](#)

Vitale Family Auto Sales Inc

4.4 ★★★★★ (39 reviews)

📍 Tewksbury, MA (20 mi.)

1/17

Late 2018 - ~\$10k USD



Late 2023 - ~\$100 Million USD

Increase In Resources



Used

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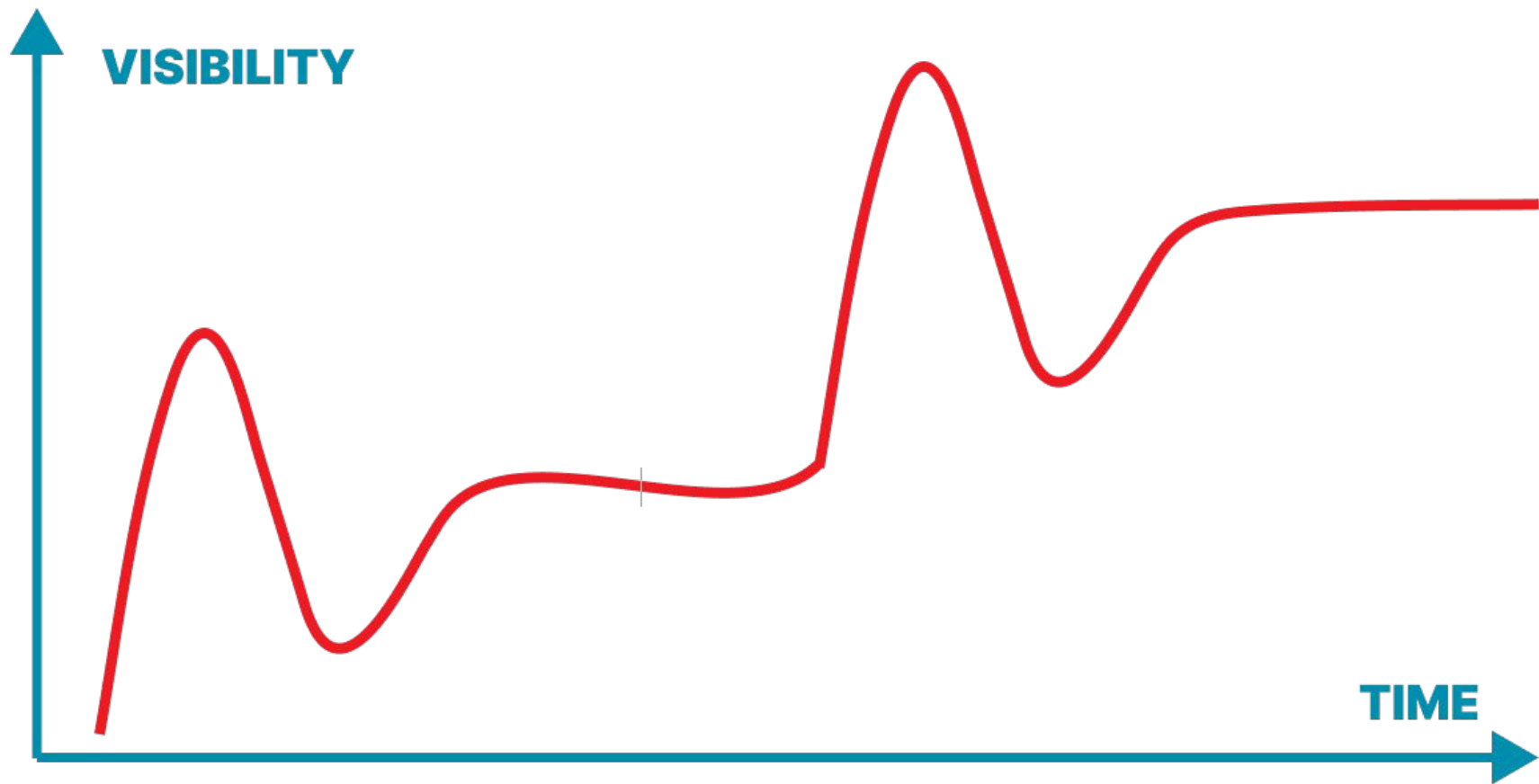
📍 Tewksbury, MA (20 mi.)

1/17

Late 2018 - ~\$10k USD



Late 2023 - ~\$100 Million USD



Midjourney generations over time: “a hyper-realistic image of Harry Potter”

Source: [Midjourney, 2023](#)



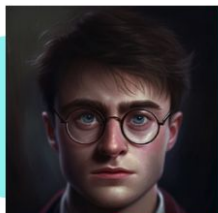
V1, February 2022



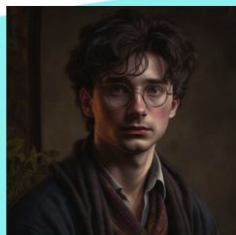
V2, April 2022



V3, July 2022



V4, November 2022



V5, March 2023



V5.1, March 2023



V5.2, June 2023



V6, December 2023



MIDJOURNEY V1
MARCH 14, 2022



MIDJOURNEY V2
APRIL 2022



MIDJOURNEY V3
JULY 2022



MIDJOURNEY V4
NOVEMBER 2022



MIDJOURNEY V5
MARCH 16, 2023

ELUNA.AI



Food Photography

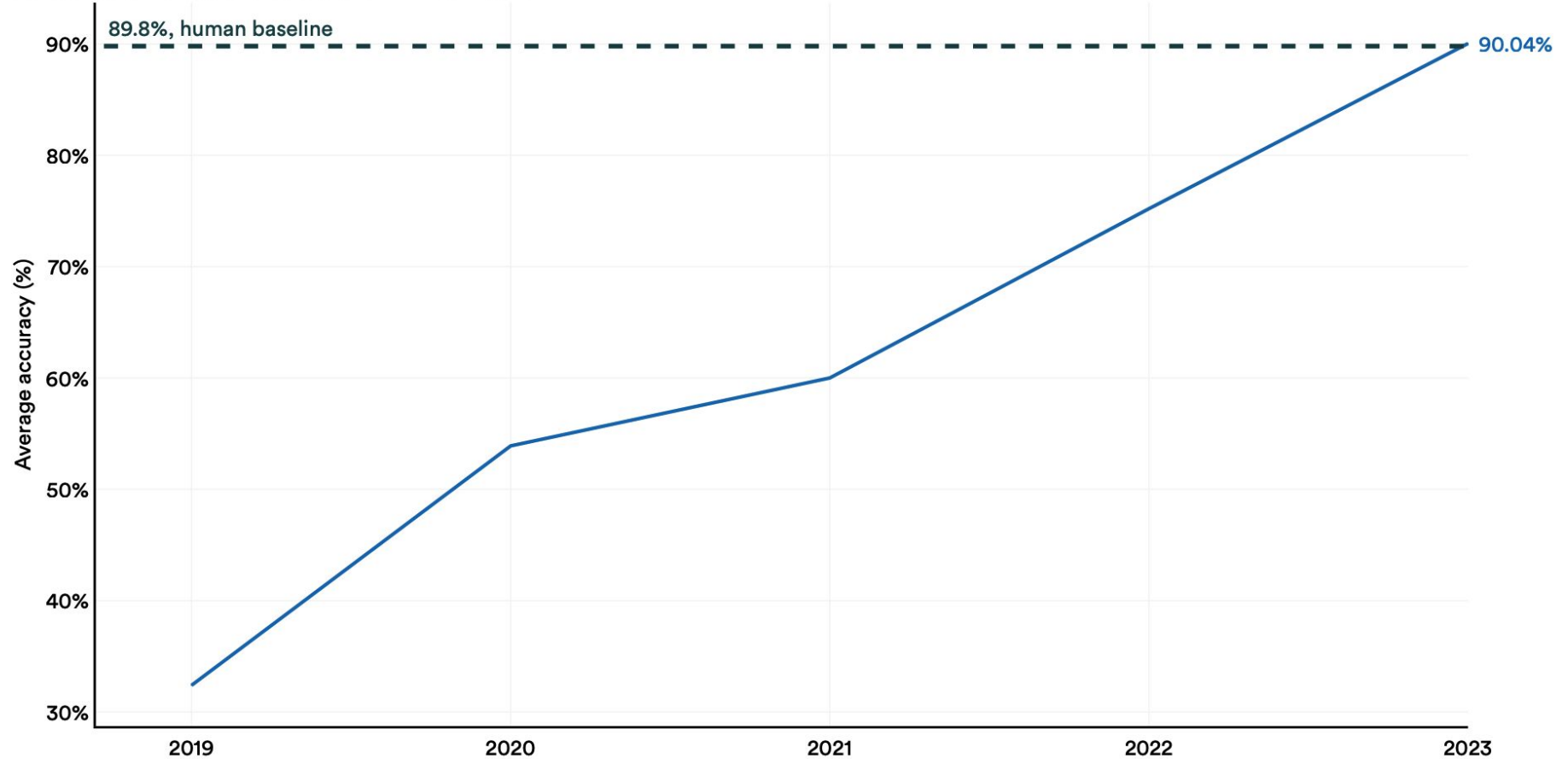
a photorealistic cheeseburger, white clean background, commercial photography



<https://goldpenguin.org/blog/midjourney-v1-to-v6-evolution/>

MMLU: average accuracy

Source: Papers With Code, 2023 | Chart: 2024 AI Index report



Simulated exams	GPT-4 estimated percentile	GPT-4 (no vision) estimated percentile	GPT-3.5 estimated percentile
Uniform Bar Exam (MBE+MEE+MPT) ¹	298/400 ~90th	298/400 ~90th	213/400 ~10th
LSAT	163 ~88th	161 ~83rd	149 ~40th
SAT Evidence-Based Reading & Writing	710/800 ~93rd	710/800 ~93rd	670/800 ~87th
SAT Math	700/800 ~89th	690/800 ~89th	590/800 ~70th
Graduate Record Examination (GRE) Quantitative	163/170 ~80th	157/170 ~62nd	147/170 ~25th
Graduate Record Examination (GRE) Verbal	169/170 ~99th	165/170 ~96th	154/170 ~63rd
Graduate Record Examination (GRE) Writing	4/6 ~54th	4/6 ~54th	4/6 ~54th
USABO Semifinal Exam 2020	87/150 99th–100th	87/150 99th–100th	43/150 31st–33rd
USNCO Local Section Exam 2022	36/60	38/60	24/60
Medical Knowledge Self-Assessment Program	75%	75%	53%
Codeforces Rating	392 below 5th	392 below 5th	260 below 5th
AP Art History	5 86th–100th	5 86th–100th	5 86th–100th
AP Biology	5 85th–100th	5 85th–100th	4 62nd–85th
AP Calculus BC	4 43rd–59th	4 43rd–59th	1 0th–7th

Link: <https://openai.com/research/gpt-4>

Big Picture

AI tools have become more visible to the public because they are more powerful, largely due to Moore's law, data availability, and an investment feedback loop.

What is generative AI?

Why is it moving so quickly?

What can you do with it today?

Executive

- Planning
- Evaluating
- Deciding
- Brainstorming

Relational

- Copywriting
- Editing
- Rehearsing
- Outlining

Production

- Creating art
- Writing code
- Editing video
- Rapid prototyping
- Creating music

Executive

- Planning
- Evaluating
- Reflecting
- Brainstorming

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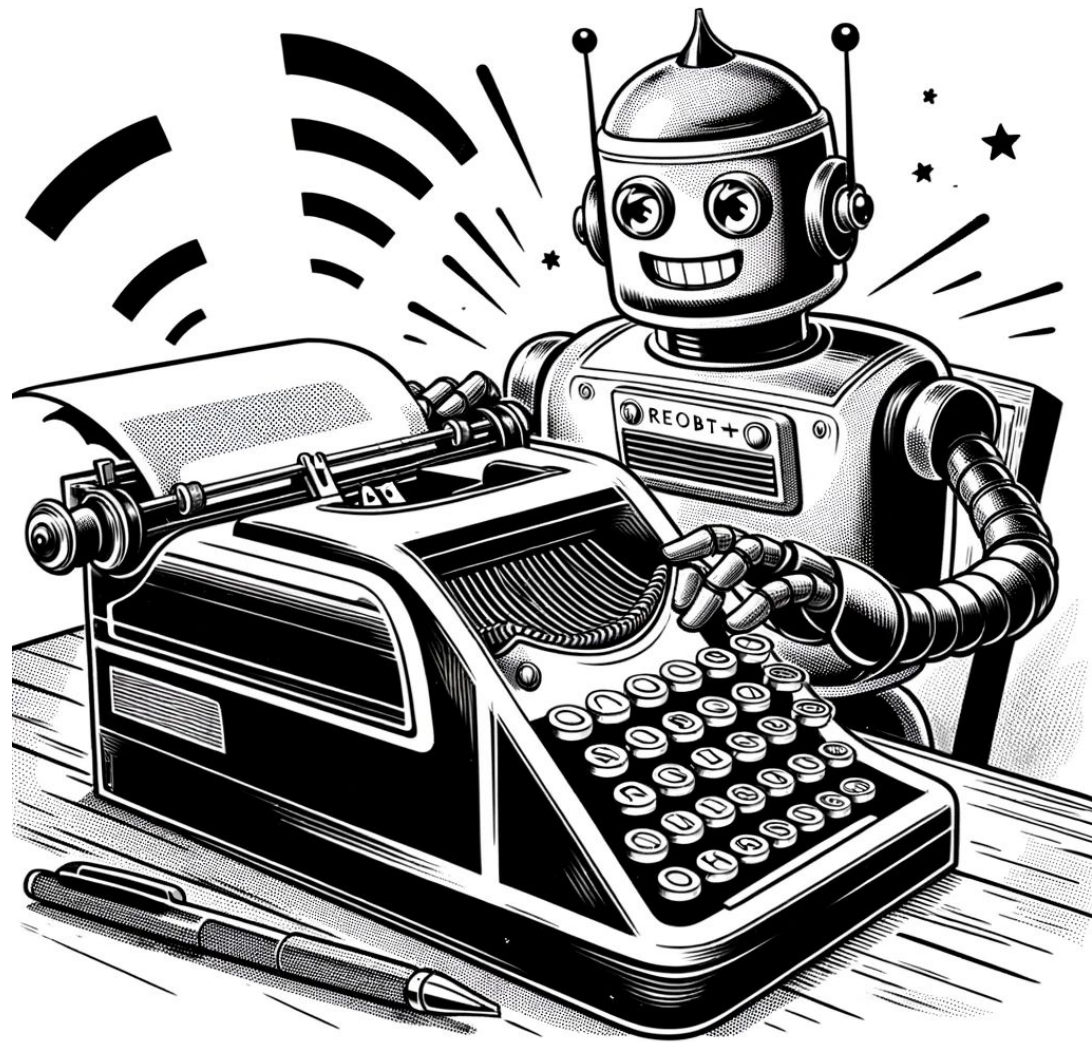
Production

- Creating art
- Writing code
- Editing video
- Creating music

Everyone

- Exploring
- Learning
- Getting constructive feedback
- Playing with ideas and having fun!

Text Generation



Prompt Engineering

The process of giving instructions to an AI program to get specific results. The skill lies in knowing how to phrase prompts to effectively leverage the capacities of the system.



How can I help you today?

Help me study

vocabulary for an exam

Tell me a fun fact

about the Roman Empire

Make me a personal webpage

after asking me three questions

Design a programming game

teach basics in a fun way



Message ChatGPT



ChatGPT can make mistakes. Check important info.

Warming Up

- Would like to achieve X
- “Provide a complete sequence of steps”
- “Fill in the missing steps”

Example:

I would like to start a planned giving program. I know that I need to do a variety of things to get ready. Provide a complete sequence of steps for me. Be sure to fill in any missing steps.

<https://chat.openai.com/share/a15e8788-447e-4931-a215-297ec28d3a66>



You

I would like to start a planned giving program. I know that I need to do a variety of things to get ready. Provide a complete sequence of steps for me. Be sure to fill in any missing steps.



ChatGPT

Starting a planned giving program involves a series of well-structured steps. Here's a comprehensive sequence to guide you:

1. **Define Your Objectives:** Clearly outline the goals of your planned giving program. Determine what you want to achieve, whether it's supporting a specific cause, creating a long-term income source for a charity, or building an endowment.
2. **Understand Your Donors:** Analyze your current donor base to understand their capacity and interest in planned giving. This might involve segmenting your donors based on their giving history, wealth indicators, and engagement levels.
3. **Develop Policies and Procedures:** Establish clear policies and procedures for accepting and managing planned gifts. This includes guidelines for different types of gifts (bequests, trusts, annuities, etc.), legal considerations, and ethical standards.
4. **Educate Your Team:** Ensure that your staff, especially those involved in fundraising and donor relations, are well-versed in the basics of planned giving. Consider training sessions or hiring an expert for in-depth knowledge.
5. **Create Marketing and Communication Plan:** Develop a strategy to promote your planned giving program. This should include targeted messaging for potential donors, informational materials, and a plan for ongoing communication and

Flipped Interaction

- Ask me questions to achieve X
- Continue asking questions until condition Y is met
- Tip: “ask me questions one at a time.”

Example:

I would like to start a planned giving program. Ask me questions until you have a clear understanding of our organization and our goals. Then offer a plan specifying each step. Please ask me questions one at a time.

Persona

- As Expert X, Do Y
- Modify as needed e.g. “in a friendly tone,” or “crisp and concise,” etc.
- Tip: give small tasks initially and give feedback to make sure you are getting the right style

Example:

Act as an expert copywriter. Your writing should be concise and crisp. Write a three paragraph opening to a donation appeal for an organization that....

Audience

- Explain X to a person of background Y
- Tip: “Explain this at the level of a bright high school student” often works well for varied audiences
- Tip: Your creativity is the limit. Ex: “Explain planned giving to a bird.”

Example:

Act as a communication coach. Offer tips to non-fundraising staff (kitchen, accounting, etc) working for nonprofit organizations about how to listen and respond to opportunities to discuss planned giving.



You

Explain planned giving to a bird



ChatGPT

Sure, let's imagine explaining planned giving to a bird:

"Hey little bird, you know how you gather and store seeds for the future? Planned giving is a bit like that, but for humans. Just like you plan ahead for tougher times or for your little chicks, people set aside some of their resources to help others in the future. They decide while they are still flying around, just like you, to give some of their 'seeds' (which we call money) to help others after they have flown their last flight. It's a way for them to leave a lasting nest of help and support for others, even when they're not here anymore. Just like your nest keeps your chicks safe, people's planned gifts take care of others when they're gone."



Refining Questions

- “Whenever I ask a question, suggest a better version of the question to use instead. Then ask if I’d prefer to use that question.”
- Tip: be careful with queries like this. If you don’t know much about the domain it is harder to evaluate results. More often than not though, the questions themselves are helpful.

Example:

I don’t know very much about online giving. How should I go about choosing a vendor?

Formatting

- “Show your results as....”
- Table
- List
- Summary
- Spreadsheet
- Bullet points
- JSON

Example:

Create a reading list for fundraising staff about X. Format your results in a table that I can easily copy and paste. Include a two sentence description of why you made the recommendation. Score each recommendation by how difficult it is to read.

Priming

- No priming “Write five subject lines for an email about X”
- Single: “Write five subject lines for an email about X. Here is an example of the last one we used:....”
- Multiple: “Write five subject lines for an email about X. Here are the last four we used. Make sure to use a similar style.”

Example:

Write five subject lines for an email about seasonal giving. Here are the last four we used. Make sure to use a similar style.

Criticism

- “Give me three actionable criticisms about X”
- “Acting as a hardened editor with an eye for fluffy language...”
- Can now upload images for feedback on design, software, etc
- Tip: “Rate this on a scale of 1-10 with a two sentence explanation of your rating”

Example:

In the next message I will copy and paste a letter. From the perspective of a seasoned editor with an eye for inauthentic language, give me three actionable criticisms. Rate the letter on a scale of 1-10, with a two sentence explanation of your rating.

Librarian

- Prompts oriented to finding references to outside material
- Can be books, music, film, games, online courses, etc
- “I liked X because of Y, help me find similar books”
- Tip: use prompts that push the LLM to offer more advanced suggestions
- Tip: pair with the iteration strategy if the first recommendations are too basic

Example:

You are an expert guide to people who are embarking on PhD programs. For a given topic, you provide thoughtful, concise recommendations for books to read on a subject. You **assume that your user is reasonably well educated on the subject but looking to delve into deeper material.** Your recommendations focus on scholarly, well-regarded works that a new PhD student should be aware of in the field you've been asked about. Unless otherwise specified, you **provide at least five recommendations** on the topic. **You then identify the most crucial two to read if they are pressed for time,** along with a **concise explanation of why** you made those recommendations.

In your conversation, don't make any direct reference to PhD programs. Just get straight to your recommendations, and only talk about the topic.

Iteration

- “Give me 50 ideas about X”
- Combine with other techniques above, for example “flipped interaction” to tailor the ideas
- Focus on quantity to trigger your creativity
- The suggestions may get strange as the model struggles to suggest anything plausible

Example:

Give me 50 ideas about unique stewardship campaigns for the Fall season...

Novelty

- “Give me a counterintuitive insight...”
- Combine with other techniques above, for example “iteration” to map out divergent ideas

Example:

For a syllabus I’m creating on [X], imagine seven radically different people teaching the same course. Provide three bullet points representing each teacher, explaining the surprising and distinct learning outcomes each would aim for in their version of the class.

Rehearsing

- “We are going to play a roleplaying game to help me with difficult conversations”
- “You will play the role of a donor who is upset about X”
- “The donor has a legal background and asks very exacting questions”

Research and Summarization

* Notebook guide

Help me create



FAQ



Study Guide



Table of Contents



Timeline



Briefing Doc

Summary

This document, "PGNAVCalendarOmnibus.pdf," is a comprehensive guide for developing a planned giving program for churches. It outlines a year-long calendar of activities and communications designed to encourage and facilitate planned gifts, such as bequests and charitable trusts. The guide provides resources, sample materials, and step-by-step instructions to help churches build an effective planned giving program and cultivate long-term financial sustainability. The guide also includes helpful definitions of key planned giving terms, practical tips for engaging with donors, and strategies for communicating the impact of planned gifts.

Audio Overview



PGNAV



00:00 / 10:19

Suggested questions



What are the key stages involved in establishing and maintaining a successful planned giving program for a church or religious organization?



What are the most critical roles and responsibilities of individuals and committees within a planned giving program?



How can a church effectively communicate the value and impact of planned giving to its members and potential donors?

View Chat

1 source

Start typing...



* Notebook guide



Options*

Provider/Tool	Cost	Ease Getting Started	Description
OpenAI/ChatGPT	\$20 per month, advanced models, includes image generation	Easy	The easiest way to get started
Anthropic/Claude	Growing competitor to OpenAI	Easy/Moderate	Specialized in higher context lengths and enterprise use
Google/Gemini	Free, some paid offerings	Easy	Uneven performance, but Google has immense resources to improve

**Please Note: The Names/Pricing of Tools Changes Often*



Visual Art

Prompting Art

Models can produce complex artwork via text prompts.

The Basics

- The more detail and specificity you can provide, the better (usually)
- Knowledge of art history and a good visual library is helpful
- Start by outlining the basics of what you want in your image

Things to Consider:

- Do you want a photo, painting, illustration?
- What is the subject (animal, person, landscape)
- Environment (indoor/outdoor/underwater, etc)?
- What is the lighting like?
- Specific art style?
- Specific artist?
- Point of view?

Warming Up

- “A die-cut sticker of a slightly chubby gray cat striking a heroic pose in a cute, childlike anime style”



Descriptors

Shot Type	Style	Subject	Lighting	Context	Lens	Device
Close-up	Polaroid	Woman	Soft	Indoor	Wide-angle	iPhone X
Extreme close up	Monochrome	Old man	Ambient	Outdoor	Telephoto	CCTV
POV	Long exposure	Grey cat	Ring	At Night	24mm	Nikon Z FX
Medium shot	Color Splash	Bunny	Sun	In the park	EF 70mm	Canon
Long shot	Tilt-shift	Ferrari	Cinematic	Studio	Bokeh	Gopro

Adapted from:

<https://cdn.openart.ai/assets/Stable%20Diffusion%20Prompt%20Book%20From%20OpenArt%2010-28.pdf>

Simple Workflow

- Tell ChatGPT/Dalle what you want
- The system will generate a prompt for you
- Less control, but easy workflow



You

Can you design an editorial illustration appropriate for something like an instructional video or magazine that is inspired by midcentury graphic design approaches that illustrates the general spirit of planned giving? It shouldn't have any text and basically is just some art to accompany an explainer. While influenced by midcentury graphic design, it should also feel modern



ChatGPT



Simple Workflow, Continued

- Iteratively refine in a conversational style
- Can now highlight specific areas to alter

Clear selection Cancel

Here is the illustration of a Presbyterian church in a serene and soothing monochromatic green color palette, depicted in a simple, abstract style. I hope it meets your expectations!

Select an area to edit ⓘ

Edit selection Remove

Advanced Workflow

- “A landscape photo of a beautiful Presbyterian church”
- Negative prompt “low quality, worst quality, illustration, painting”
- Sampling method: Euler-A, 60 sample steps
- Upscaled
- Prompt matrix

The screenshot displays the ComfyUI interface for generating an image. The main prompt is "a landscape photo of a beautiful Presbyterian church". The negative prompt is "low quality, worst quality, illustration, painting". The settings panel includes the following parameters:

- Sampling method: Euler a
- Sampling steps: 60
- Upscaler: ESRGAN_4x
- Hires steps: 3
- Denoising strength: 0.25
- Upscale by: 2
- Batch count: 1
- Width: 724
- Height: 512
- CFG Scale: 7
- Seed: 3657085709
- Script: X/Y/Z plot
- X type: Seed, X values: 3657085709-3657085715
- Y type: Prompt S/R, Y values: landscape, color splash, tilt-shift, polaroid, telephoto
- Z type: Nothing, Z values: (empty)
- Draw legend: checked
- Include Sub Images: unchecked
- Keep -1 for seeds: unchecked
- Include Sub Grids: unchecked
- Grid margins (px): 0

The preview window shows a generated image of a Presbyterian church. The interface also includes buttons for "Interrupt", "Skip", "Save", "Zip", "Send to img2img", "Send to inpaint", and "Send to extras". The progress bar indicates 4% ETA: 23:19.

Seed: 3657085716

Seed: 3657085717

Seed: 3657085718

Seed: 3657085719

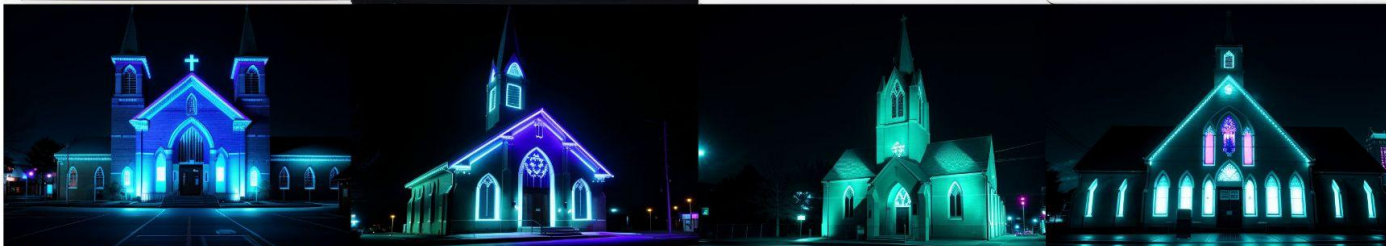
landscape



polaroid



neon lighting duotone
night shot



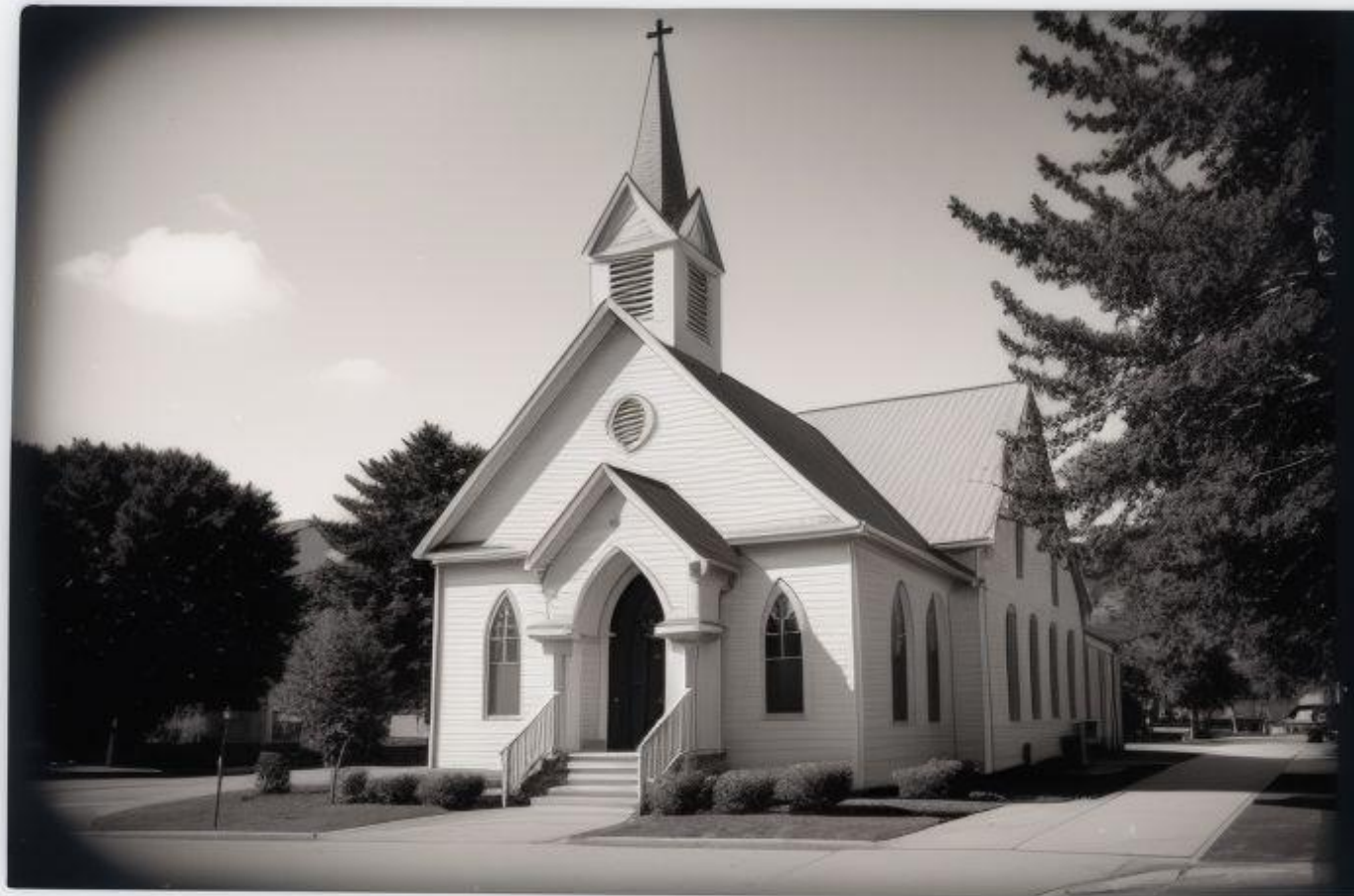
cinematic sun rays
bokeh











Case Study - Planned Giving Game

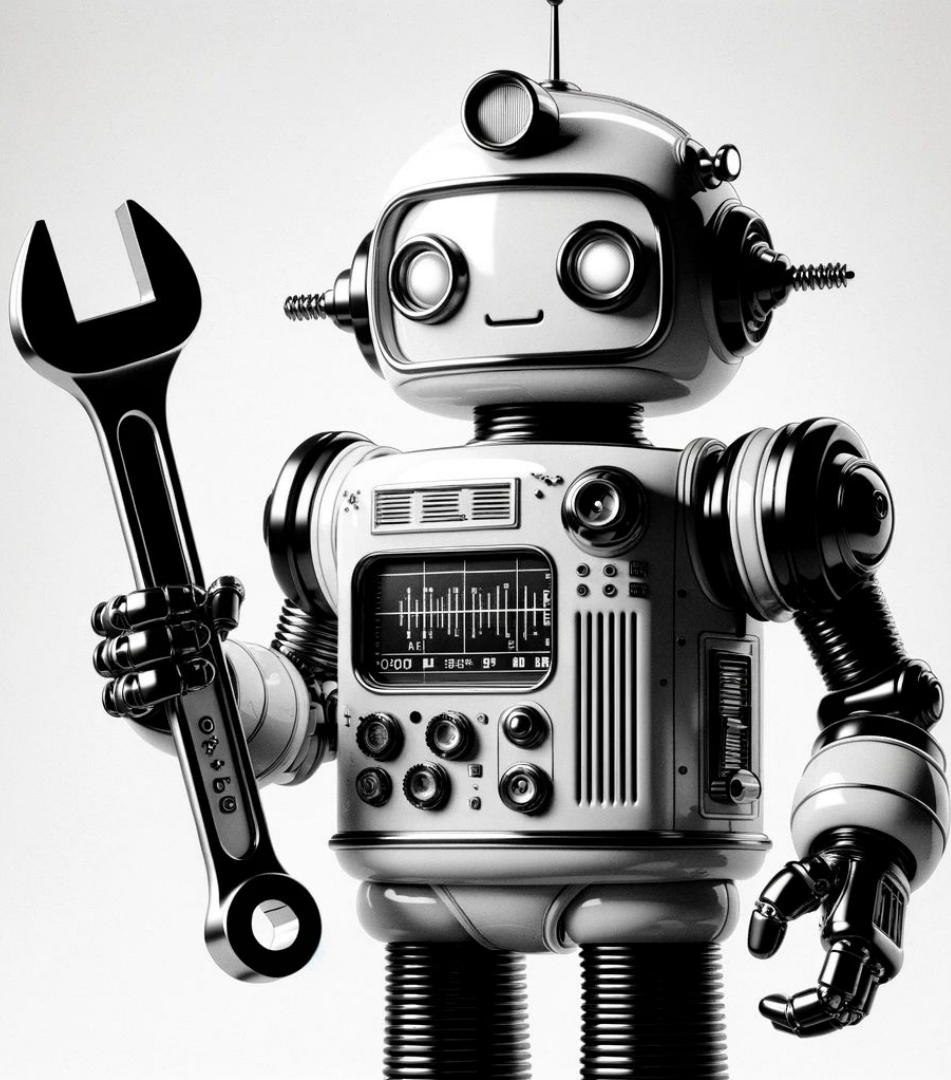


Tips

- Order matters! The model will likely pay more attention to the first things described
- Quality words can help “ultra high definition” or “4k photography” or “very detailed”
- Many tools allow some words to be emphasized or de-emphasized using special syntax
- Negative prompts can help you fine tune your images
- Model selection and other technical details matter a great deal but can be complex

Options

Tool	Cost	Ease Getting Started	Degree of Control	Description	Related Tools
StableDiffusion	Free/open source	Advanced	High	The most customizable but complex option	Automatic1111
DALL·E	Closed Source/ \$20 per month packaged with ChatGPT	Simple	Low (control via chat)	Performs well, but little to no direct control of the prompt	-
Midjourney	Varies, cheapest is \$10 per month	Medium	Medium	Must be accessed through Discord	-



Advanced Applications

Music Generation - Udio



Legacy of Love

Prompt: energetic, melodic, uplifting, anthemic, light rock, gospel and christian
Male vocalist, Pop, Adult contemporary, Passionate, Melodic, Uplifting, Sentimental, Longing, Rock, Energetic, Anthemic, Optimistic, Pop rock, Light rock

Publish Remix Extend Inpaint Edit

▶ 3 ♡ 0

Lyrics

[Verse]
For the future, plant the seeds,
Helping others meet their needs.
Every gift, big or small,
Together we can do it all.

[Chorus]
Planned giving, it's a way to care,
A legacy of love we share.
Make a difference, show you care,
Planned giving, everywhere.

More from this creator

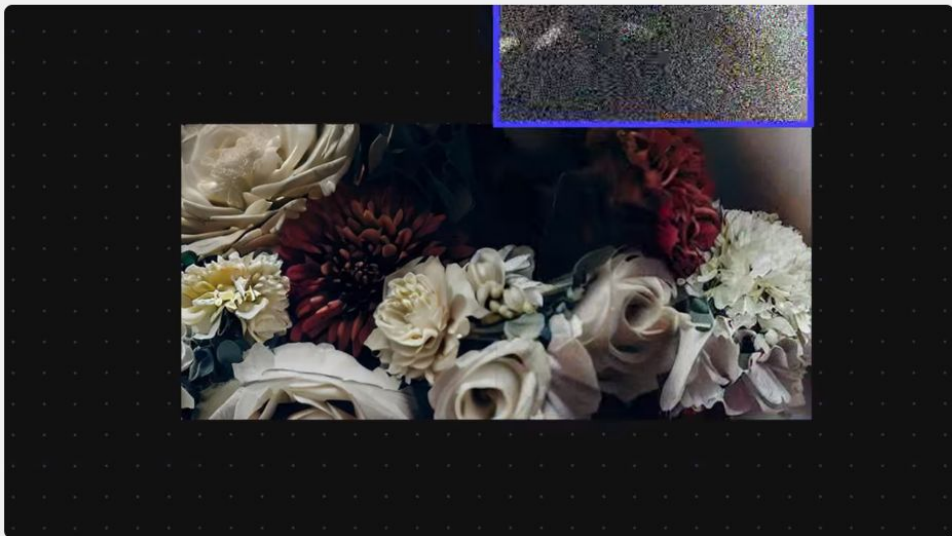
- Legacy Groove [Disco Remix] 🌱
R&B • Contemporary r&b • Dance-pop
▶ 6 ♡ 0 1mo
- Legacy Groove 🌱
R&B • Dance • Soul
▶ 13 ♡ 1 1mo

Video Editing

Infinitely Expand Images

Endlessly expand any image with simple text prompts.

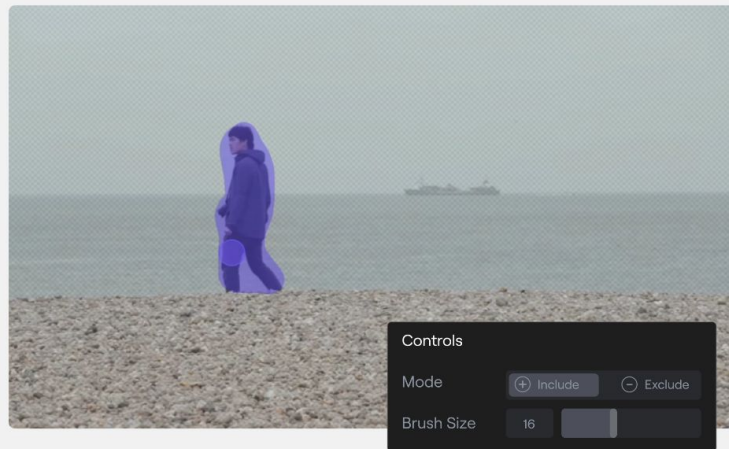
[Try Infinite Image ↗](#)



Erase Things from Videos

Remove anyone or anything from any video with a simple brush stroke.

[Try Inpainting ↗](#)



<https://runwayml.com/>

Video Generation



<https://openai.com/index/sora/>

Retrieval Augmented Generation

- OpenAI has powerful APIs that programmers can use to make applications
- Those applications can make use of external datasets to augment what ChatGPT can do

Using Image Models for Feedback

- It is possible to upload images to ChatGPT
- ChatGPT can then “read” or interpret the image for a variety of purposes

Example

Upload a screenshot of an interface design or brochure and use the “criticism” pattern described in the text section

Using LLMs to Generate Prompts



"Create a detailed oil painting portrait of an anthropomorphized chimpanzee dressed in an elaborate 18th-century naval officer's uniform, seated at an ornate dining table, raising a glass of wine with its right hand in a toast gesture. The chimpanzee should have a contemplative expression, and there should be a plate of bananas on the table in front of it. The background should be dimly lit with a red velvet curtain, emphasizing a dramatic, classical art style with rich textures and chiaroscuro lighting."



Risks

Warnings

- LLMs produce *plausible* text, not necessarily *accurate* text

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- LLMs often give middle-of-the-road, mediocre advice by default
- LLMs often seem very convincing even when they are very wrong

Tasks to Avoid

- Don't use LLM copy for subjects you're not knowledgeable about.
- Don't rely on LLMs to be factually correct.

Ex: don't write a speech on an unfamiliar topic with ChatGPT

Useful Applications

- LLMs are great for...
- Brainstorming
- Catching obvious mistakes
- Generating alternatives
- Exploring new topics

Ex: Use ChatGPT to generate 10 promising new ideas that you will vet later

What might be ahead?

In an information-rich world, **the wealth of information means a dearth of something else**: a scarcity of whatever it is that information consumes. What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention and a need to allocate that attention efficiently among the overabundance of information sources that might consume it.

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NEWSLETTERS · EYE ON AI

Is Microsoft's \$100 billion 'Stargate' OpenAI supercomputer AI's 'Star Wars' moment?

BY **JEREMY KAHN**

April 2, 2024 at 1:48 PM EDT



Microsoft CEO Satya Nadella

DAVID PAUL MORRIS/BLOOMBERG VIA GETTY IMAGES

NATIONAL

Three Mile Island nuclear plant will reopen to power Microsoft data centers

SEPTEMBER 20, 2024 · 1:40 PM ET

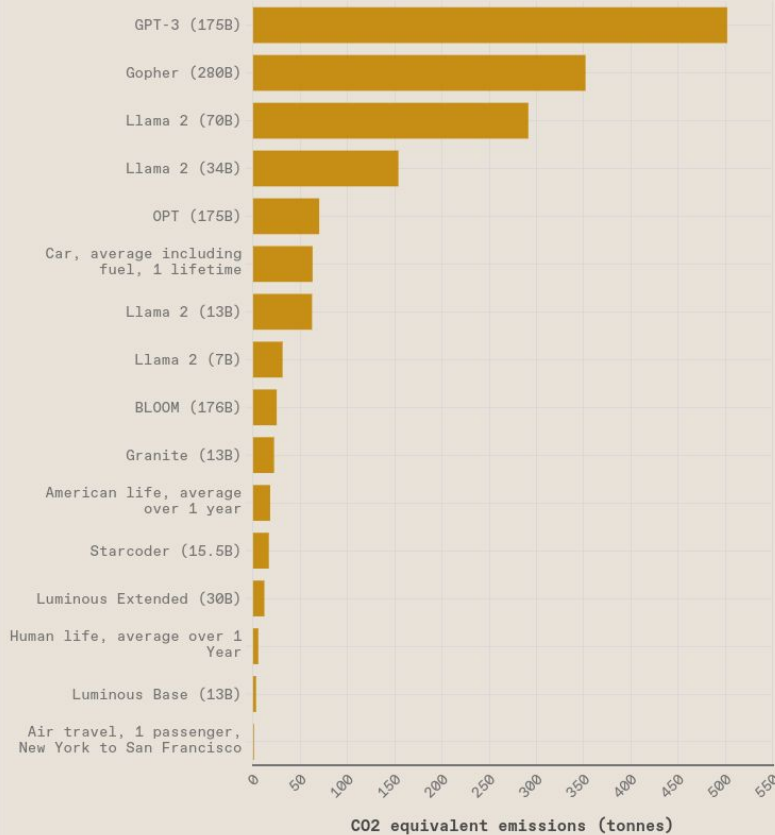
By C Mandler



The Three Mile Island nuclear plant is seen in March 2011 in Middletown, Pa.

Jeff Fusco/Getty Images

CO₂ equivalent emissions (tonnes) by select machine learning models and real-life examples, 2020–23

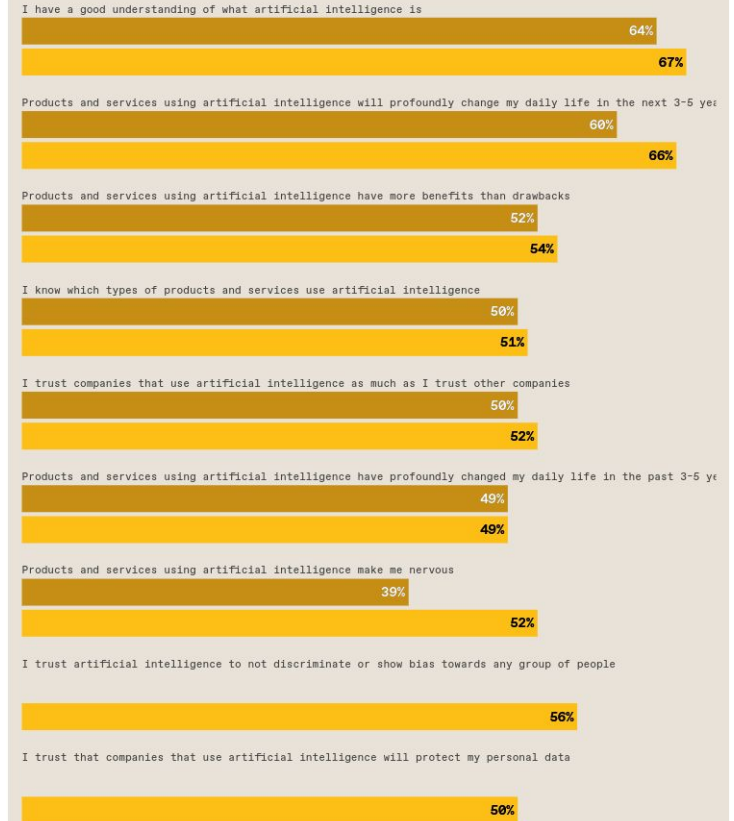


Source: AI Index, 2024; Luccioni et al., 2022; Strubell et al., 2019 | Chart: 2024 AI Index report **IEEE Spectrum**

Global opinions on products and services using AI (percentage of total), 2022 vs. 2023

Percentage of respondents that “Agree”

● 2022 ● 2023



Source: Ipsos, 2022-23 | Chart: 2024 AI Index report

IEEE Spectrum

Where To Go Next

- Coursera: “Generative AI for Everyone” by DeepLearning.AI. Taught by a legend in the field, offers an introduction to generative AI for business leaders. (Free)

**There is much we
can learn from
the birds...**




**They gather and
store seeds for
the future...**



**...to provide for
their little ones**

**They build nests
of love and
support ...**





**...to help others,
long after their
last flight.**

Prompting Guide

<https://tinyurl.com/2sysfze2>



ChatGPT Reference Sheet



Act as [ROLE]

- Copywriter
- Project manager
- Pastor
- Church volunteer
- Poet
- Lawyer
- Treasurer
- Coach
- Documentary film maker
- Fundraising expert
- Communications consultant
- Marketing specialist
- Motivational speaker

Create a [TASK]

- Mission statement
- Impact story
- Newsletter article
- Book review
- Donor story
- Grant proposal
- Thank you letter
- Presentation script
- Social media post
- Video script
- Web page copy
- Gift description
- Narrative budget
- Inspirational message

Using [TONE]

- Friendly and warm
- Crisp and concise
- Poetic
- Inspirational
- Quirky and fun
- Soothing

In [FORMAT]

- Table
- List
- Spreadsheet
- Song
- Bullet point outline
- Haiku

Prompt Techniques

Flipped Interaction

"I would like to start a planned giving program. Ask me questions until you have a clear understanding of our organization. Then offer a plan specifying each step. Please ask me questions one at a time."

Audience

"Explain how donor advised funds work to a bright high school student."

"Explain planned giving to a young child."

Criticism

"Acting as a seasoned X, give me three constructive, actionable criticisms about Y. Identify at least one strong and weak point."

Rehearsal

"We are going to play a roleplaying game. You will play the role of a donor who is upset about X and asks very exacting questions."