

## AI Tools for Nonprofits – Compiled by Héc Maldonado-Reis, Tech Impact

AI Function	What does it do?	Advantages	Challenges	Keep in Mind	Learning Curve	Prebuilt Solutions
<b>Predictive Analytics</b>	Forecasting donor behavior and trends	Informs strategy, identifies potential donors	High complexity, needs substantial data	Overreliance on predictions, changing donor behaviors	High	IBM Watson Analytics, RapidMiner
<b>Fundraising Platforms</b>	AI-driven tools for donation management	Optimizes outreach, personalized campaigns	Fees can be high, may be tech-dependent	Over-reliance on platform stability and support	Low	GiveLively, Classy, Donorbox
<b>Chatbots</b>	Automated support for FAQs and inquiries	24/7 availability, reduces staff workload	Limited to predefined queries, may frustrate users	Miscommunication, reliance on bots over humans	Low to Moderate	ChatGPT, Tidio, Drift
<b>Social Media Tools</b>	AI tools for managing social media content	Increases engagement, saves time	Can feel impersonal, algorithms affect reach	Negative feedback if content lacks authenticity	Low to Moderate	Hootsuite, Buffer, Sprout Social
<b>Volunteer Management</b>	Tools for scheduling and communication	Streamlines coordination, enhances engagement	May require tech-savvy volunteers	Mismanagement of volunteer schedules	Low to Moderate	VolunteerLocal, SignUpGenius, Better Impact
<b>Reporting</b>	Tools for analyzing donor data and trends	Informed decision-making, identifies patterns	Requires clean data and analytics skills	Data privacy concerns, misinterpretation of data	Moderate	Tableau, Google Analytics, DonorView
<b>Content Creation</b>	AI-generated content for newsletters, etc.	Saves time, generates ideas quickly	Quality varies, may lack a personal touch	Risk of misinformation, potential copyright issues	Moderate	Jasper, Writesonic, Copy.ai
<b>Grant Writing Tools</b>	Assistants for writing grant proposals	Saves time, improves quality of proposals	May miss nuances of the organization's voice	Poor alignment with grant requirements	Moderate	Grammarly, GrantStation, ProWritingAid
<b>Image Recognition</b>	Analyzing and tagging visual content	Enhances outreach and engagement	Requires quality images, privacy concerns	Misinterpretation of images, privacy risks	Moderate	Google Vision AI, Amazon Recognition
<b>Online Learning</b>	Platforms for training and skill development	Builds capacity among staff and volunteers	Time-consuming to create and update content	Potential disengagement if not engaging	Moderate	Coursera, Udemy, LinkedIn Learning
<b>Efficiencies</b>	Automating tasks, activities and processes	Increases available capacity	Needs skills development and change management.	Lack of implementation due to competing tasks/goals.	Low to Moderate	Chat GPT, Microsoft Copilot, Google Gemini