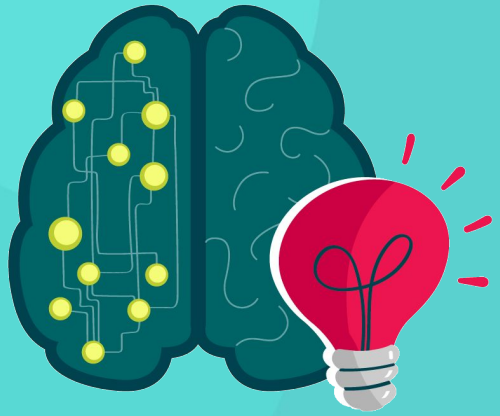
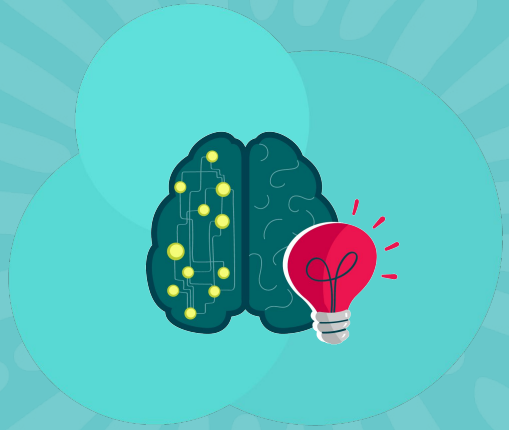


NGO Management & AI Ethics in operation

Session #1: Introduction to AI for NGOs

2025

Funded by the European Union



Artificial Intelligence? That's not for me!

Let's discover how AI can enhance the social impact of NGOs in their daily work.

NGO management & AI ethics in operation

1

Introduction to AI for NGOs

Analyze the potential of artificial intelligence in NGO decision-making and operations, evaluating real-world applications and designing an initial mapping of opportunities for use aligned with your organizational context.

2

AI Tools for Fundraising and Program Management

Identify and evaluate artificial intelligence tools applied to fundraising and program management, recognizing their advantages and limitations, and designing a preliminary integration strategy aligned with your organizations' operations.

3

AI Ethics and Bias in Decision Making

Analyze the impact of algorithmic bias on nonprofit work, apply relevant ethical frameworks, and formulate basic principles for responsible and equitable adoption of artificial intelligence in your organizations.

What word comes to mind when you think of Artificial Intelligence?

What is and what is not Artificial Intelligence?

AI is not...

- ➔ A mind that knows everything
- ➔ A robot that comes to replace people
- ➔ A magical technology without limits

AI is...

- ➔ A set of tools that automate tasks
- ➔ A system that learns from data and patterns
- ➔ A technology that needs human context

🧠**Activity:** *Myth*👎 *vs. Reality*👍

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?

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.

Real-life cases: NGOs in action

RESCUE
AFRI-SET
WWF
amref health africa
unicef for every child
Ushahidi
OXFAM
care
PATH
Save the Children
UN WFP
Habitat for Humanity
ICRC
MEDECINS SANS FRONTIERES DOCTORS WITHOUT BORDERS
MERCY CORPS
PLAN INTERNATIONAL
Impact Changemakers Series by Omdena
AFRICA'S VOICES
HEIFER INTERNATIONAL
FEEDING AMERICA
HUMAN RIGHTS WATCH
IREX
brac
malaria consortium
GLOBAL CITIZEN
The Nature Conservancy
UNHCR The UN Refugee Agency
ACLU
gain

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.

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 _S1_IA_Case studies

Assess the potential of AI to improve operational efficiency

Where can you start to support AI in your organization?

Improve efficiency, accuracy, and decision-making:

- Analyze large volumes of data to identify patterns and trends
- Reach more people with vital services and information.
- Deliver services and programs at scale.

Resource and Profitability Optimization:

- Streamline your internal operations and external communications.
- Free libraries, crowdsourcing, and ready-to-use APIs (application programming interface)

Expanding Reach and Social Impact:

- Improve response capabilities.
- Promote transparency and accountability.
- Promote digital inclusion.

AI in action

Use case

Writing a monthly report with ChatGPT

Scenario:

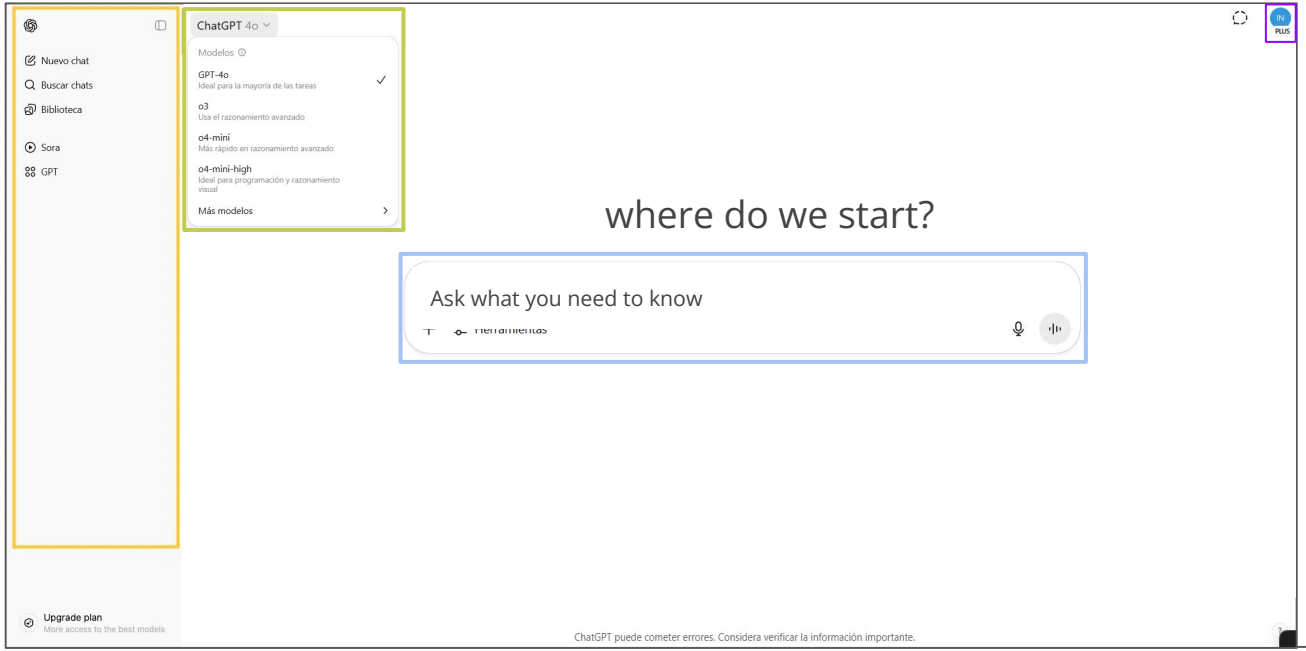
Your NGO needs **to submit a monthly report** on the activities carried out in a community support program.

You have scattered data, but little time to write.

You will use ChatGPT as a writing assistant.

AI in action

ChatGPT for report writing



Introduction to ChatGPT:

ChatGPT has a very intuitive user interface. Let's take a quick look at a summary for a better understanding.

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.*

AI in action

Use case

Writing a monthly report with ChatGPT

Step #2

Go to
https://chat.openai.com/

AI in action

Use case

Writing a monthly report with ChatGPT

Step #3:

Write a clear and structured **prompt** for ChatGPT.

AI in action

Use case

Writing a monthly report with ChatGPT

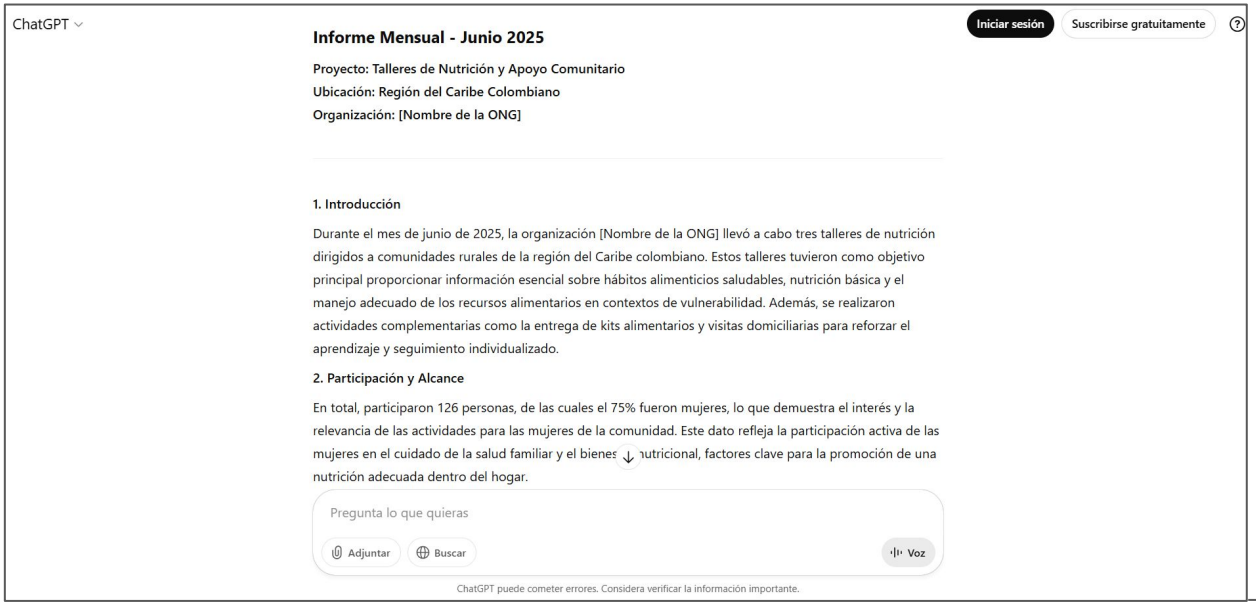
Step #3:

Write a clear and structured **prompt** for ChatGPT.

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.

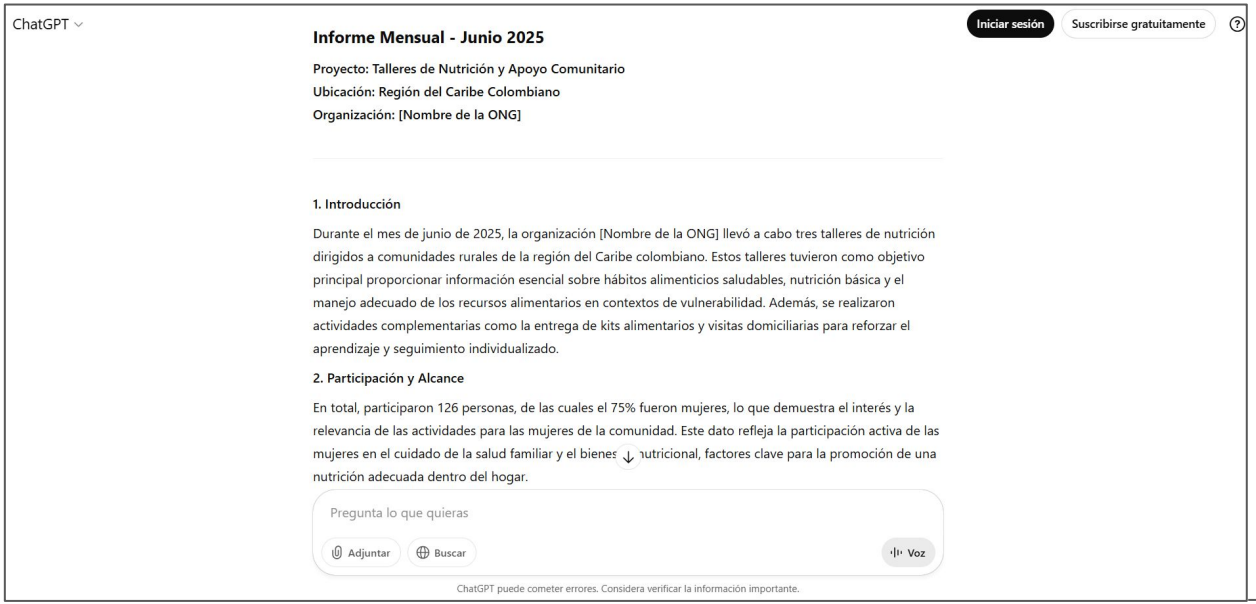
Maintain a tone that is appropriate for the audience (donors, allies, community).

✏️ *Adjust or supplement information if necessary.*

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.*

AI in action

María'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.

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

Learning activity *-20 minutes-*

Guided audit of repetitive processes repetitive processes

Group activity:

🛠️ Identify repetitive processes in your NGO

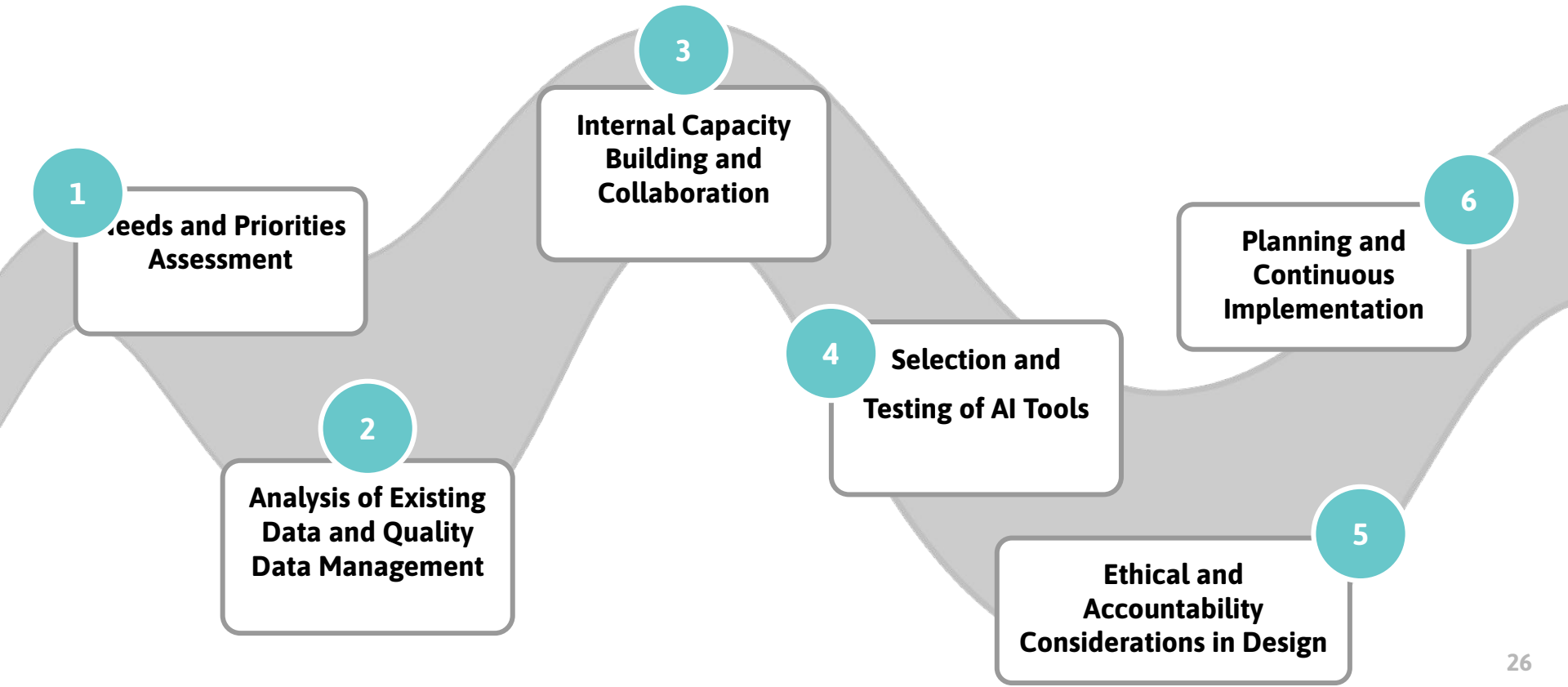
📌 Assess which ones could be supported by AI

✍️ Record them in your audit template

For this activity, use the document "M2 _S1_AI_Guidebook Audit of Repetitive Processes"

Mapping opportunities for AI use in your organization

Steps to get started with AI in NGOs



Thank you!

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Module creator: Carolina Posso