



Ethical Use of AI in Fundraising Creative

DMAW Creative Day

2024

Nice to meet you!



ERICA O'BRIEN
FUSE FUNDRAISING
PRINCIPAL/OWNER



LEIGH CORRIGAN-OWENS
MAL WARWICK DONORDIGITAL
CREATIVE DIRECTOR

Our Conversation Today

1



OPPORTUNITIES

2



CONSIDERATIONS

3

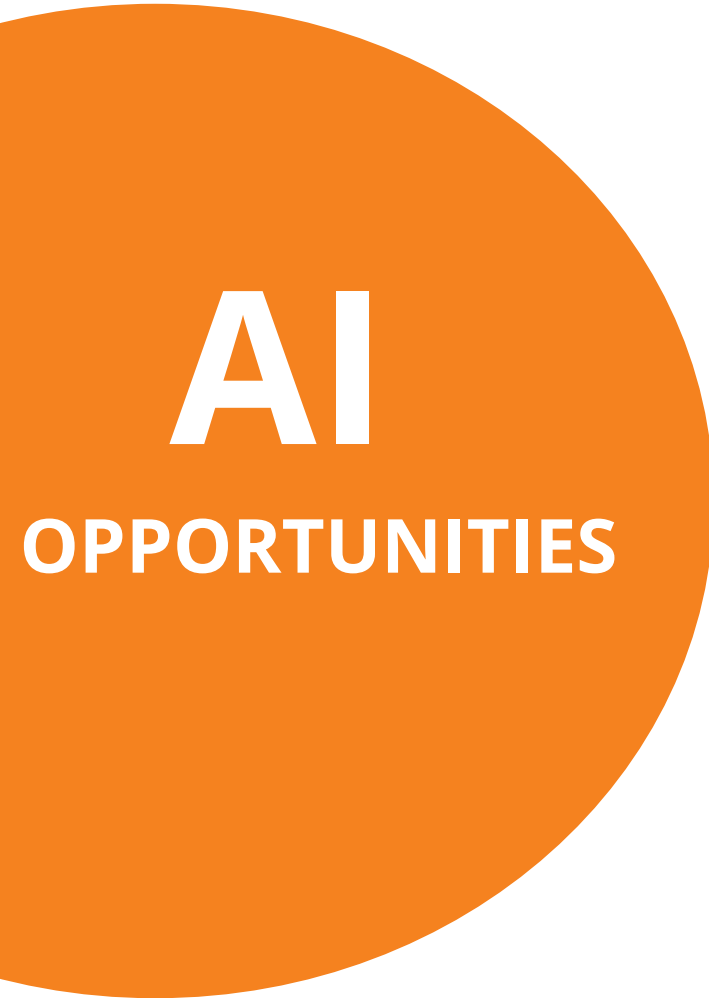


GUIDANCE

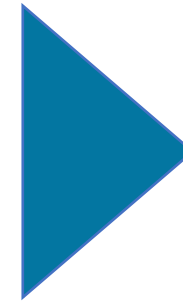


How is your organization using AI?

AI Opportunities



- Ideate new ideas
- Draft copy
- Alter/enhance imagery
- Improve fundraising appeals
- Optimize Google Grants



**BOOST
CREATIVITY**

**INCREASE
PRODUCTIVITY**

**OPTIMIZE
PERFORMANCE**

Generate Draft Copy



51 years. Not a moment of freedom. Will you help her?

To: World Animal Protection Member

Help Rescue the Elephants at Amer Fort, India

Donate Today

Dear Friend,

For 51 years, Rangoli, a captive elephant, has suffered for the entertainment of tourists. Her entire life.

She was born at Amer Fort, in India, into a life of pain, captivity, and cruelty. Rangoli endures this pain while walking up and down the hard and uneven cobblestone roads to the top of the hill during the day — often in extreme heat. Only to then spend her nights standing in her own feces, while chained up as she 'rests'.

She has never once played, swam, or socialized with other elephants, as she would in the wild. But this is the reality for Rangoli and her 90 other friends who remain captive at Amer Fort. It's time to give these elephants the wild life they deserve, and we need your help.

Your support makes a significant difference in the lives of these majestic animals. After years of negotiation and with the submission of 95,000 signatures from World Animal Protection supporters to the government of Rajasthan, 20 sick and old elephants were finally allowed to be sent to sanctuaries. Thanks to the unwavering support of people like you, we were able to make a difference in the lives of these elephants. But our work is not done yet.

We need to free Rangoli and the other 90 elephants at Amer Fort and move them to our partner sanctuaries, where they can begin to recover from the emotional and physical trauma they endured for years.

After years of campaigning and educating the public by our team in India, we believe that this is the year we can convince the Government of Rajasthan to end all elephant rides at Amer Fort. But we need your support to make it happen.

Your support today means freedom for Rangoli and other elephants tomorrow. Your donation will help us put an end to the cruel treatment of elephants and give them the wild life they deserve.

Together we can transform Amer Fort into a wildlife-friendly tourist destination where history and culture are celebrated, but not at the expense of these intelligent and social animals.

Recently the Rajasthan Government in India allowed 20 elephants to retire from their lives as entertainers at Amer Fort. Unfortunately, that leaves 91 elephants who are still suffering.

Elephants such as 51-year-old Rangoli are forced to carry tourists on their backs for up to nine hours a day, every day — often in extreme heat. These poor elephants spend their nights standing in their own feces while chained up to 'rest'.

This is not the life such majestic animals deserve to live. That's why World Animal Protection is on a mission to rescue them and move them to Amer Fort and out for all.

Can we count on your support today?

Count Me In



51 years. Not a moment of freedom. Will you help her?

To: World Animal Protection Member

Help Rescue the Elephants at Amer Fort, India

Donate Today

Dear Friend,

After several years of negotiations between World Animal Protection and the government of Rajasthan, 20 sick and elderly elephants were finally allowed to end the daily emotional and physical trauma they endured as entertainers at Amer Fort, in India — it's all thanks to the unwavering support of people like you.

Unfortunately, there are still 91 elephants held captive at Amer Fort who still suffer daily for the entertainment of tourists. You need to free them, but we need your help to keep up the momentum. I hope you're happily asking you to join us and make a gift for elephants today.

One of the 91 gentle giants who is still held captive at Amer Fort is Rangoli. The 51-year-old elephant was born at Amer Fort and has known nothing but pain and cruelty her entire life. She has never once played, swam, or socialized with other elephants as she would in the wild.

As a young calf, Rangoli, like all captive elephants who are made subservient for tourists, would have faced a cruel training process known as 'the crush'. Ripped from her mother and just weeks old, Rangoli's wild spirit would have been broken down until she no longer reacted. Her mind and body were tortured — chained and confined in small spaces while she was abused by bull hooks and subjected to continuous stress.

Your support today means hope for Rangoli and the other elephants at Amer Fort!

Donate Today

Your voice is being heard. After years of campaigning and educating the public, we believe we can convince the Government of Rajasthan to end all elephant rides at Amer Fort and move the remaining elephants to a new, safe home. With you by our side, we can keep the momentum going. You have a chance to make a difference for animals in captivity like Rangoli. Please donate as generously as you can today.


We are committed to rescuing the remaining 91 captive elephants and moving them to our partner sanctuaries where they can begin to recover from the emotional and physical trauma they have endured for years.

Together we can transform Amer Fort into a wildlife-friendly tourist destination where history and culture are celebrated, but not at the expense of these intelligent and social animals.

METRIC	CONTROL	TEST
Click-through rate	16.32%	12.31%
Conversion Rate	1.43%	0.70%
# of Gifts	45	22
\$ Raised	\$1,519	\$457
Time Spent writing and editing	2 hours	18 minutes
Statistical Significance: Yes	Confidence rate: 99%	

Improve Fundraising Appeals

Fundraising Appeal Review ▾





Fundraising Appeal Review
By Joshua Hirsch A
A virtual focus group of donor personas, rating content on the Propensity to Donate Scale.

As a Board Member, how likely would you donate to...

What score would a Legacy Donor give to this materi...

As a Major Donor, rate your interest in this campaign.

How appealing is this campaign to a Monthly Donor?

 Message Fundraising Appeal Review 

This email to a new donor from the Student Conservation Association (SCA) exhibits a number of effective fundraising techniques, but there are also some areas where it could be improved to maximize donor engagement and response. Here's a breakdown based on various expert fundraising perspectives:

Strengths

1. Emotional Storytelling (John Lepp):

- The opening lines are emotionally charged and set a hopeful, energetic tone. This helps to connect the donor emotionally to the cause.

2. Urgency and Impact (Jeff Brooks):

- The email effectively communicates urgency with the deadline of Earth Day and the matching gift offer. It clearly states how the donations will be used, like planting trees and maintaining trails, which gives the donor a tangible sense of the impact of their gift.

3. Donor-Centric Language (Tom Ahern):

- Phrases like "You're clearly dedicated to conservation" and directly addressing the recipient by name enhance the donor-centric approach, making the reader feel recognized and valued.

Areas for Improvement

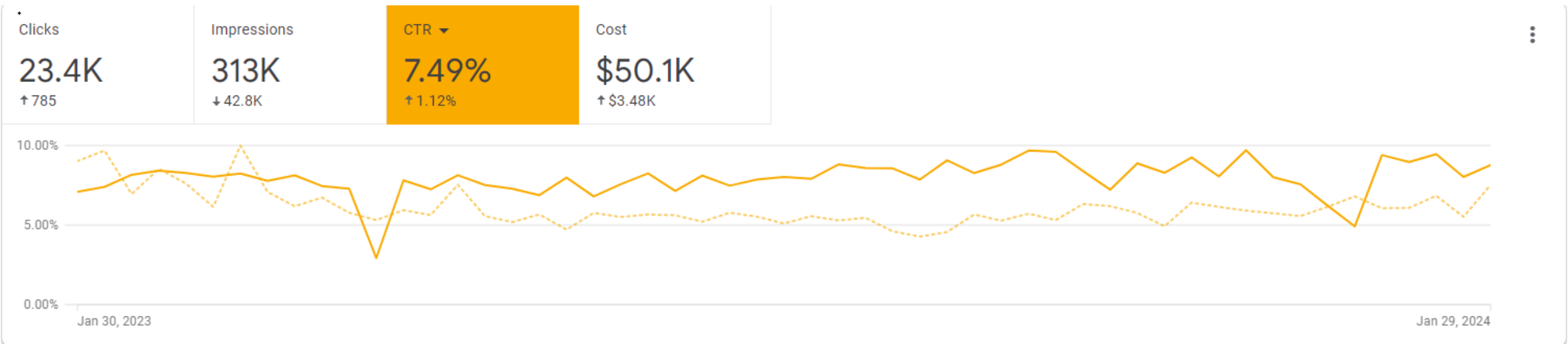
1. Clarity and Call to Action (Steven Screen & Kivi Leroux Miller):

- While the call to action "MATCH MY GIFT" is bold and visible, the email could benefit from more direct and frequent calls to action throughout the message. Additionally, integrating a more straightforward explanation of how exactly the matching works and what it means could help clarify the action for the donor.

2. Donor Engagement (Rachel Muir):

- Personalizing the message more deeply, including specific examples of past successes or testimonials could enhance engagement. This would make the story more relatable and give

Optimize Google Grant



Alter and Enhance Photos

ORIGINAL



AI GENERATED



AI Image Generation

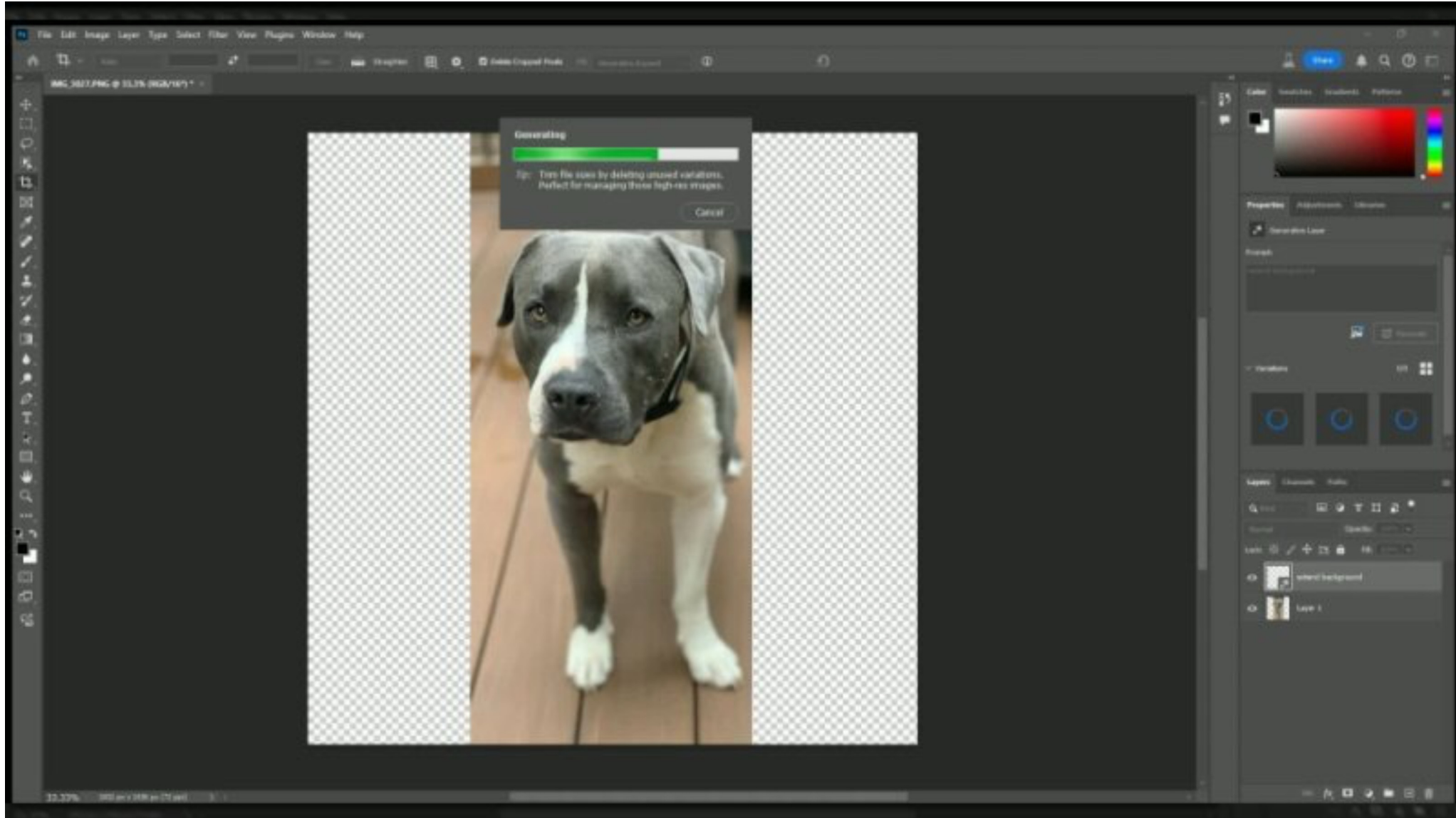
ORIGINAL



AI GENERATED



Alter and Enhance Photos



“AI is a game changer. Probably the largest development in fundraising since the internet became mainstream. At the AHA we are beginning to use AI for better profiling and segmentation and see so much potential for one-to-one personalization in our digital marketing. It’s a really exciting time.”


--American Heart Association

Feeding America





How did this video make you feel?



Why do you think
Feeding America
used AI to tell this
story?



**Do you have any
concerns about
this video?**

AI

CONSIDERATIONS

1.

AUTHENTICITY

2.

ACCURACY

3.

OWNERSHIP

4.

BIAS

AUTHENTICITY



Toronto's Furniture Bank



FURNITURE  BANK

Amnesty International



Prioritize Authenticity

- AI imagery and content can make donors question your trustworthiness.
- Your organization needs to decide if you want to take that risk.
- If so, always be transparent in your use of AI imagery.
- State that an image is AI generated and is “representative” of a real situation.



ACCURACY

Sanctions ordered for lawyers who relied on ChatGPT artificial intelligence to prepare court brief

A federal judge said the fines are meant to serve as deterrent in the era of artificial intelligence tools that are already giving way to legal fabrications.



“Use of our Services may in some situations result in incorrect Output that does not accurately reflect real people, places, or facts. You should evaluate the accuracy of any Output as appropriate for your use case, including by using human review of the Output.”

--ChatGPT's Terms of Use

Tools Speak...



You

Is chat gpt always accurate?



ChatGPT

While I strive to provide accurate information, I'm not infallible. My responses are based on patterns in data, so sometimes I might not have the most up-to-date information or might misinterpret your question. If you ever notice a mistake or need clarification, please feel free to point it out, and I'll do my best to correct it.





Is Gemini always accurate and factual?

Show drafts  






No, Gemini, like other large language models, isn't perfect and can make mistakes. Here's a breakdown of its accuracy:

- Strengths:

- Performs well on many benchmarks, exceeding previous models in tasks like reasoning and understanding. 
- Reaches 90% accuracy on the MMLU benchmark, showcasing its ability to solve problems across various subjects. 

- Weaknesses:

- Can be susceptible to biases in its training data, affecting how it answers questions. 
- May struggle with complex mathematical problems or tasks requiring following instructions precisely. 
- Prone to generating hallucinations, where it creates seemingly factual information that isn't true.  This is especially true for topics like current events or sensitive issues.

Overall, Gemini is a powerful tool, but it's important to be aware of its limitations. It's always a good idea to double-check information, especially for critical topics, by using trusted sources like Google Search.

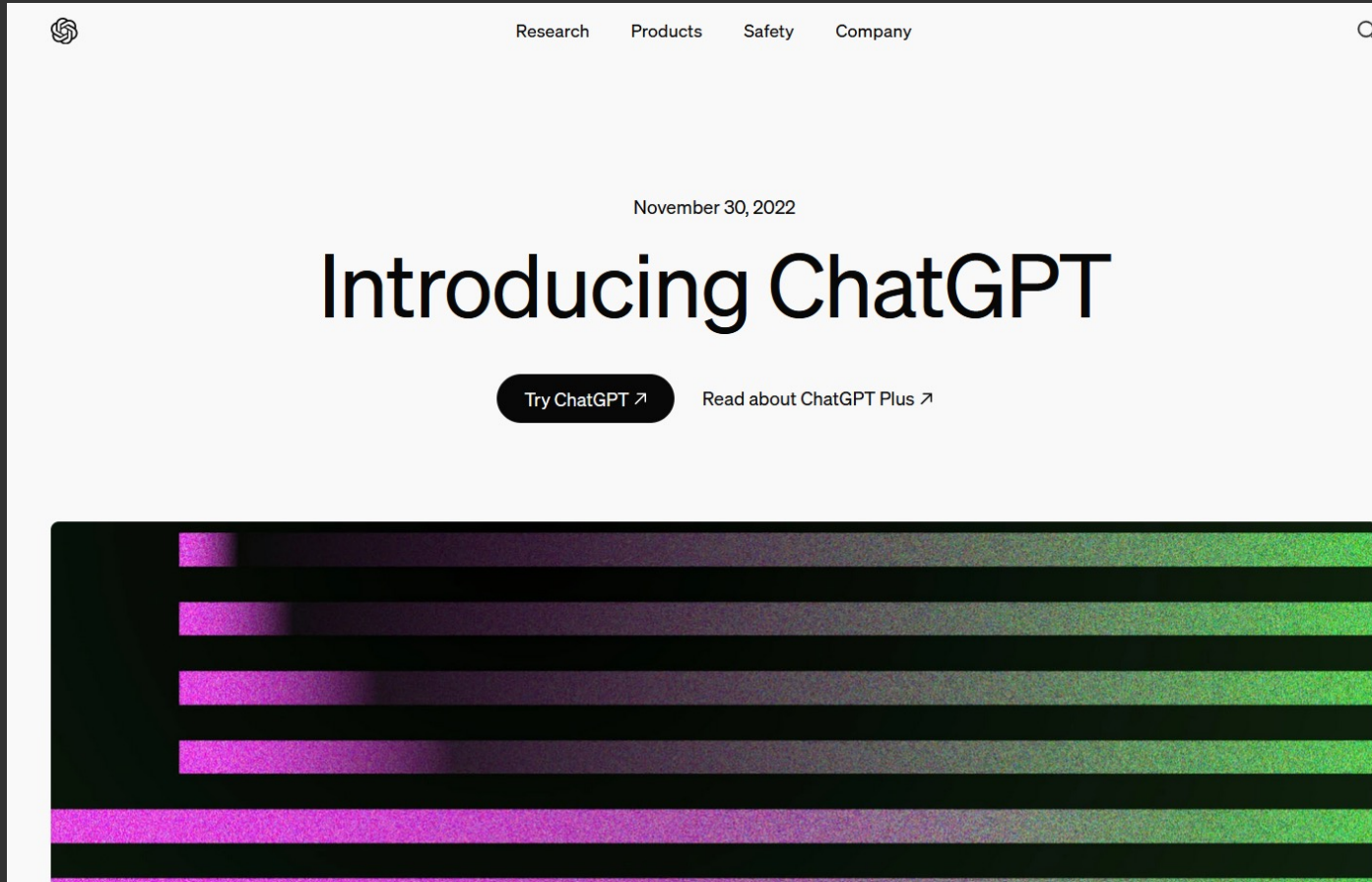
Check completed • [Understand the results](#)

Ensuring Accuracy

- Always ensure human oversight.
- Consult reputable databases, academic research, and authoritative websites to verify claims
- Look for inconsistencies or discrepancies within the content and double-check those areas.
- Ask the tool for sources and check them.
- Engage in critical thinking. If it doesn't seem right, it's probably not.

OWNERSHIP

Who owns this image?



Where
does
your
copy
go?

Protecting Your Organization

- Never input confidential content or information into one of these services.
- Consider paying for an account as those provide some protections for your content.
- Be cautious of using AI images since there are potential copyright issues in the future.

BIAS

Race and Gender Bias

AI-generated images with prompt
“A portrait of a productive person”



Source: *Washington Post*

Race and Gender Bias

AI-generated images with prompt
“A portrait of: Cleaning”



Source: *Washington Post*

Race and Gender Bias

AI-generated images with
prompt
“A portrait of playing soccer”



Source: *Washington Post*

Race and Gender Bias

AI-generated images with prompt
**“A portrait of:
a person at Social Services”**



Source: *Washington Post*

Ask Yourself...

From: Dove's AI Playbook

Can I effectively communicate with AI using the correct vocabulary to foster inclusivity?

This will help to evaluate my progressive biases and their root causes, but also my true values of beauty.

How does society influence my perception of beauty? Who do I personally find beautiful and why?

Is the person that I generated closer to a model or the beautiful range of people I see in all areas of my life?

Does the AI-generated person have sexualised characteristics?

Who is going to feel represented by the image I generated?

Am I making the world a more inclusive place with my AI representation?

What's the purpose of my image? Is it for inspiration, showcasing a specific trait, conveying a mood, or representing a specific demographic?

Do I have any preconceived notions about this group or characteristic that would be helpful to check?

E.g. a beautiful face = white skin, big eyes & straight nose.

More Inclusive Prompts

Dove's AI Playbook

Portrait of a	black woman	with	cellulite	programming	writing a novel	at home	wearing	writing a novel
	middle aged woman		pink hair		shopping			shopping
	masculine woman		a prosthetic arm		cooking			playing tennis
	<u>woman</u>		<u>acne scars</u>					<u>a hijab</u>
	<i>subject</i>		<i>descriptor</i>		<i>action</i>			<i>descriptor</i>
	transgender woman		freckles		skateboarding			skateboarding
	woman in a wheelchair		albinism		repairing an engine			repairing an engine
	muscular woman		blue eyes		kickboxing			a gym outfit

More Realistic Images

Portrait of a woman with scars doing exercises at home wearing a t-shirt
subject *descriptor* *action* *location* *descriptor*



Portrait of a woman with wrinkles playing basketball on the street wearing a jacket
subject *descriptor* *action* *location* *descriptor*



Portrait of a woman with tattoos making a speech at work wearing a suit
subject *descriptor* *action* *location* *descriptor*



* ALL IMAGERY CREATED BY AI



Create your own AI guidelines

Build an AI Advisory Team

- Create a team to evaluate ethical and responsible use of AI for your organization.
- Include a variety of different team members.
- This team will help you shape your guideline and ensure you stay on top of emerging trends.



Discussion Questions:

AUTHENTICITY

- Do we want to use AI Images?
- Limit use of human imagery?
- How can we ensure transparency?

ACCURACY

- What checks and balances can we put in place to ensure human oversight and fact-checking?

OWNERSHIP

- How can we protect our intellectual property and those of others?

BIAS

- How will we provide meaningful guidance on avoiding and reviewing for bias?

Sample Guidelines:

AI Guidelines

At [Organization], we are committed to the highest ethical standards, social responsibility, and being at the forefront of innovation while ensuring exceptional quality of our work.

We will adhere to the following AI guidelines in our creative work:

Authenticity:

- AI graphic design, or "photos," will not be used for final products.
- AI-generated photos depicting people will never be used for any purpose.
- [This could be updated to say we will be fully transparent when we use any imagery enhanced or created with AI tools].

Accuracy:

- AI may act as an assistant to copy writers to generate ideas, shorten long-form copy, or draft multiple versions.
- Copy solely generated by AI tools will never be used.
- Staff members will ensure that any AI-generated content is accurate, fact-checked and in alignment with organizational messaging.
- More than one human will review all messaging for accuracy and style.

Ownership:

- Confidential information will never be input into any standalone AI tools.

Bias:

- We are committed to ensuring all our staff are trained to understand the limitations of AI, including its inherent bias and propensity to generate inaccurate information.
- All AI-created assets will be reviewed and evaluated for biases related to race, gender, class, and ability.

We will update these guidelines as AI technology continues to evolve.

Questions?



Keep in Touch!



 **Erica O'Brien**
Fuse Fundraising
ericao@fusefundraising.com

 **Leigh Corrigan-Owens**
MWD Agency
Lowens@mwdagency.com

Resources



Resources

5 Takeaways for the Future of AI in Nonprofit Marketing:

- <https://tnpa.org/5-things-that-mattered-from-a-discussion-about-ai/>

Generative AI at work: 3 steps to crafting an enterprise policy

- <https://www.ciodive.com/news/generative-ai-work-policies/648739/>

AI Framework:

- <https://fundraising.ai/framework/>

Beauty in the AI Age:

- <https://www.dove.com/us/en/stories/campaigns/keep-beauty-real.html>

This is how AI sees the World, Washington Post:

- <https://www.washingtonpost.com/technology/interactive/2023/ai-generated-images-bias-racism-sexism-stereotypes/>

Case studies from Accessible Intelligence:

- <https://accessibleintelligence.io/waiting-on-ai-the-astonishing-gains-of-our-second-gen-models/>

Basic AI Tools

Chat GPT

- <https://chatgpt.com/auth/login?next=%2F%3F%3Doai-dm%3D1>

Fundraising Appeal Review:

- <https://chatgpt.com/auth/login?next=%2Fg%2Fg-yz9hjaQE5-fundraising-appeal-review>

Midjourney:

- <https://www.midjourney.com/home>



THANK YOU!