



the association of  
charitable organisations

# The Association of Charitable Organisations

## Practical Tools for Charities

### Using ChatGPT

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**williamjoseph**

Certified



Corporation

# How do people feel about AI?



72%

Nearly three-quarters of the British public express concern about driverless cars

56%

Using AI to predict the risk of cancer is perceived to be one of the most beneficial technologies, but over half of British adults are concerned about relying too heavily on this technology over professional judgements



70%

70% of British adults feel that speeding up processing at border control is a benefit of facial recognition technology



The  
Alan Turing  
Institute

<https://attitudestoai.uk/>

 **in** =  **out**



ALZHEIMER'S  
RESEARCH UK **FOR A CURE**

Guy's &  
St Thomas'  
Charity  
&..

student  
minds



NSPCC

ROYAL FREE  
CHARITY



Help  
Musicians



# Charity AI Policy

[bit.ly/3X46MbZ](https://bit.ly/3X46MbZ)



- Clear definitions of AI tools and their uses
- Key principles for responsible AI adoption
- Guidelines on data protection and security
- Ethical considerations to keep in mind
- Real-world examples of AI in action within charities

[bit.ly/3X46MbZ](https://bit.ly/3X46MbZ)



# Strategic decisions

- What do you want to achieve with the use of AI?
- Risks of processing personal data
- Risk management
- Communities of practice
- Ethical usage

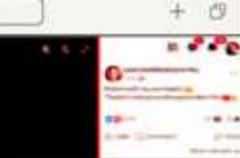
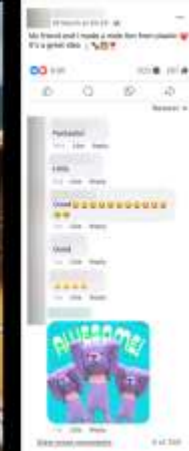


# How to get the best results

- Role
- Context
- Task
- Expected result

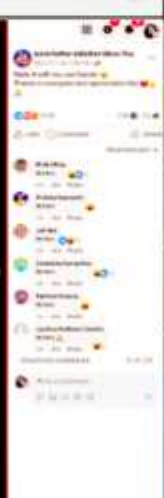


# 1. Stock imagery & rapid prototyping



**AirForce Life** - Follow  
17 h · 🌐

What type of systems do modern aircraft carriers use to launch fighter jets? Are steam-powered... See more



## Charity runs

Whether it's a 5K, 10K, half-marathon or marathon, every step you take in support of the NSPCC will make a big difference.

## We can prevent abuse before it starts. But we need your help. Join us.

Thank you so much for your interest in fundraising for #TeamNSPCC, because we need you now more than ever.

Choose from our selection of 10ks, half marathons, or why not take on the infamous London Marathon? Whether you want to join in a virtual event, take on an event later this year or sign up to a 2024 event to have something to look forward to, we are so grateful that you would like to do it for #TeamNSPCC.

## Featured runs



### 2025 TCS London Marathon

Run in the world-famous 2025 TCS London Marathon and help us raise vital funds for children.

[Read more](#)



### London Landmarks Half Marathon 2025

Join #TeamNSPCC in the London Landmarks Half Marathon 2025 and help raise vital funds for children.

[Read more](#)



### Tough Mudder

Test your mental and physical fitness by joining #TeamNSPCC on the infamous Tough Mudder obstacle course.

[Register now](#)

Create an image of a charity marathon fundraiser jumping up and down in front of Tower Bridge in London, wearing an NSPCC outfit





Make them a little less exciteable and and an older women, being cheered on by her kids



Focus on the emotional aspect of the day, creating memories and moments with family rather than the running and physical exertion



Create an image of Thom Yorke, the lead singer of Radiohead, dressed as a giant cell, to run a marathon promoting the importance of cancer research for CRUK



Now as a scientist





Now dressed as an M&S Colin the Caterpillar



dressed as a can of diet coke





## You

Create a storyboard sketch for a marketing film where someone goes to see a scientific research lab and gets inspired to run a fundraising event for a charity supporting the lab







Prompt: Historical footage of California during the gold rush.

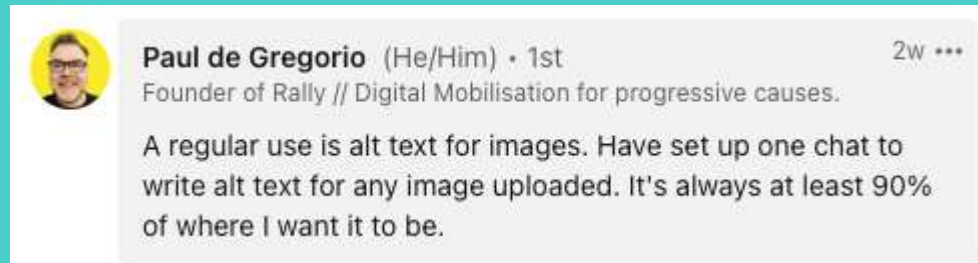


Sora



Prompt: A close up view of a garden and creating pat

# 2. Alt text for images



ave



You



Give me alt text for these two images



ChatGPT

Image 1: A cozy indoor scene with a senior woman holding a baby who's looking directly at the camera. The baby holds a blue and green toy, and both are seated in front of a modern fireplace. A living room setting is behind them, with a person in the background partially visible, smiling. The room is well-lit with a scattering of toys across the floor, suggesting an active family environment.

Image 2: A child seated at a wooden table reaches for a colorful ball toy while an adult woman, wearing a hijab and a grey sweater, shows him a transparent hourglass with red sand. The focus is on the interaction between the two, with others in the background casually seated, including a man holding a glass and another person observing the scene. The room is bright, with a kitchen counter visible in the background, creating a warm, domestic atmosphere.



Give alt text for this image



"Two enthusiastic runners, Hannah and Emma, proudly wearing NSPCC vests, celebrate as they cross the finish line at a marathon. Their smiles and raised hands reflect the joy and triumph of supporting a vital cause. Surrounded by fellow runners, their determination and energy highlight the community's collective effort to protect children and prevent cruelty."





Give alt text for this image

Rewrite in the tone of the NSPCC



"Two dedicated runners, Hannah and Emma, proudly wearing NSPCC vests, cross the finish line with smiles and raised hands, embodying the spirit of hope and resilience. Surrounded by fellow supporters, their joy reflects the collective commitment to safeguarding children and creating a brighter future free from abuse and neglect."



# **3. Coaching / teaching (on anything)**

# Paired writing



**You**

i want you to play the role of an expert content designer and help me to pair write a blog post about the benefits of people on parental leave being included in organisational activities



**You**

Do you know the core model of planning content?



**ChatGPT**

Yes, the core model is a content strategy tool designed to help create focused and user-oriented content. The model was developed by the Norwegian design agency Netlife in the early 2000s. It focuses on ensuring that each piece of content addresses the specific needs of both the business and the user, centering around the "core content" that bridges these needs.

**Core page**

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**Business goals**

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**User task**

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**User context**

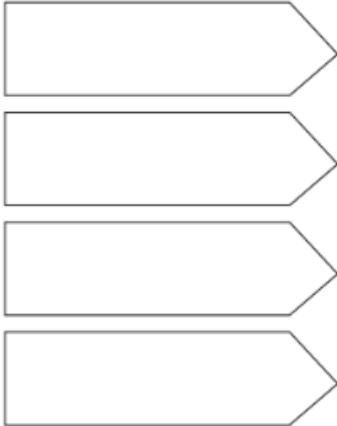
(What are they thinking and feeling?)

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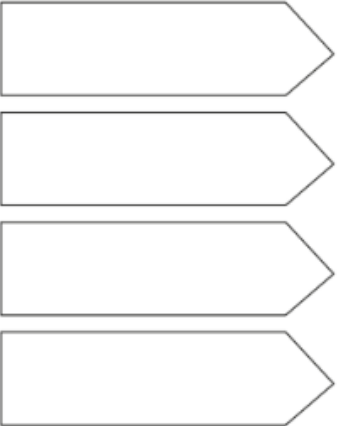
**Inward paths**



**Core content**



**Forward paths**





## You

The blog post that I want to write is for an agency that specialises in creating accessible and inclusive digital products and services for charities, universities and public health organisations. We have a particular focus on people bringing their whole selves to work as we believe that in doing so, they are happier and produce better results for our clients.

My blog post relates to helping people who are on maternity leave to continue to engage with their team. We recently invited two of our team to our company retreat who are on maternity leave and organised nannies to be present so they could contribute to the discussion.

The business goals for the post are to increase awareness of how we work whilst inspiring other people to adopt similar practices

The user goals of the post are to find ideas for how they can retain their staff and run their organisations more effectively

People will find the post through our linkedin feeds

What feedback would you have on these goals as an expert content designer?



## ChatGPT

Your outlined goals and the context for your blog post sound compelling and thoughtful. You're aiming to share a positive message about inclusive practices that not only enhance your workplace but also serve as a model for other organizations. Here are some feedback and additional considerations as an expert content designer:

### Clarity and Alignment of Goals

#### 1. Specific Business Goals:

- **Increasing Awareness:** Clearly, the goal is to showcase your agency's inclusive practices. It might be beneficial to also highlight specific outcomes these practices have achieved (like improved employee morale, increased productivity, or successful project outcomes during or after maternity leave).
- **Inspiring Change:** Consider including a call-to-action that encourages other organizations to reach out for guidance or collaboration on implementing similar practices.

#### 2. Specific User Goals:

- **Practical Ideas:** Users are looking for actionable insights. Ensure your post is rich with practical details, such as how to organize a retreat with childcare or how to communicate effectively with employees before, during, and after maternity leave.
- **Case Studies or Examples:** Provide real-life examples from your own experiences that demonstrate the benefits and challenges of your approach.

### Enhancing Content Strategy

#### 1. Content Depth and Engagement:

- **Storytelling:** Use narrative elements to describe the retreat experience, including direct quotes from participants on maternity leave to add authenticity and emotional appeal.
- **Visuals:** Include photos or infographics that depict the retreat and the childcare setup, making the post visually appealing and more engaging.

#### 2. SEO and Discoverability:

- **LinkedIn Optimization:** Since LinkedIn is a primary distribution channel, optimize the post for this platform by using relevant hashtags, tagging influential industry figures, and encouraging shares and comments to increase visibility.
- **Cross-Promotion:** Consider cross-posting the blog on your website or other social media platforms with tailored introductions for each audience.

#### 3. Measurement of Success:

- **Engagement Metrics:** Plan to track engagement metrics on LinkedIn, such as likes, shares, comments, and the reach of your post. This will help evaluate the effectiveness of your content and refine future posts.
- **Feedback Collection:** Encourage feedback through comments or direct messages to gauge reader sentiment and gather suggestions for improvement or topics they want more information on.



**You**

Here's how i've written the article - give me feedback as an expert content designer against the core model we've discussed



## ChatGPT

Your article draft does a good job of capturing the essence of inclusive parental leave practices and how they benefit both the organization and the employees. Here's a detailed feedback based on the core model, and some suggestions for refining the content:

### 1. Clarity and Engagement

- **Introduction:** Your introduction effectively sets up the topic, but consider adding a bit more context about why inclusive practices are crucial in today's work environment, and perhaps a statistic or two to bolster the case for inclusion.
- **Personal Testimonials:** The use of quotes from Yas and Ellie adds a personal touch that makes the argument more compelling. Ensure these are seamlessly integrated and possibly highlighted to draw reader attention.

### 2. Structure and Headings

- **Clear Headings:** Your headings should guide the reader through the article. Consider making them more descriptive and action-oriented. For example:
  - Instead of "Why Bring People In?" use "The Strategic Advantage of Inclusive Parental Leave."
  - Instead of "How to Effectively Engage with people on long term leave," use "Effective Strategies for Engaging Team Members on Long-Term Leave."
- **Consistent Formatting:** Ensure all headings are consistently formatted to improve readability and scanability.

### 3. Content Depth and Accessibility

- **Detail and Depth:** Each section introduces valuable ideas. However, some areas could be expanded with more examples or data. For instance, when discussing "What's changed logs," you might include a brief example of what such a log looks like.
- **Accessibility Features:** If images or visuals are included (not mentioned but recommended), ensure they are accessible with appropriate alt text and descriptions. Also, consider the readability of the post, using bullet points or lists where possible to break down information.

### 4. SEO and Keywords

- **Meta Description:** The meta description is effective but ensure it includes keywords that you want to rank for, such as "inclusive parental leave," "team engagement during maternity leave," etc.
- **Keywords Throughout:** Make sure your keywords flow naturally within the text to boost SEO without making the text sound forced.

### 5. Calls to Action and User Engagement

- **Engagement Opportunities:** The conclusion is a good place to encourage reader interaction. Consider adding a question that invites comments or thoughts, e.g., "How does your organization support team members on parental leave?"
- **Follow-up Actions:** Include clear next steps or calls to action, such as downloading a guide on setting up inclusive practices or signing up for a webinar on diversity and inclusion in the workplace.

### 6. Overall Coherence and Style

- **Tone Consistency:** Ensure that the tone remains professional yet approachable throughout. Some sections could shift slightly in tone, so a thorough read to maintain consistency would be beneficial.
- **Proofreading:** A final proofread to catch any grammatical errors or awkward phrasings will polish the post and ensure it presents as professional and thoughtful.

By refining these areas, your blog post can more effectively reach and engage your target audience, while clearly communicating the benefits and methods of inclusive parental leave practices.

## How Inclusive Parental Leave Practices Benefit Your Organisation

Team members who are on parental leave or sabbaticals pose a unique opportunity for organisations

23 April 2024



**Those away from the daily grind retain a deep understanding of the team's context and mission**



# 4. Changing tone

**Business speak**

“I use it all the time because some colleagues speak a management language here that my brain struggles to translate.

So I take long verbose paragraphs and ask GPT to 'explain this to an idiot' or 'say this without any management speak'.

At the same time, there often feels an expectation for me to reciprocate with equal verbosity so GPT helps me put my normal speak into business bullshit.

As someone who ticks pretty much every box of ADHD, it basically made my working life here SO much easier!”

# **5. Grant applications**





**You**

Read the prospectus for the government run community ownership fund latest round and say when you're done: <https://www.gov.uk/government/publications/community-ownership-fund-prospectus/community-ownership-fund-round-4-prospectus>



**ChatGPT**

I've reviewed the Community Ownership Fund Round 4 prospectus. If you have any questions about it or need specific information, feel free to ask! You can also view the full prospectus directly at the [GOV.UK website](#).



**You**

We are drawing up an application to the COF



**ChatGPT**

That's great! If you have any specific questions about the application process or need guidance on any aspect of the Community Ownership Fund Round 4 prospectus, please let me know. I can help with summaries, clarifications, or any other information you might need to complete your application successfully.



### **ChatGPT**

The Community Ownership Fund assessment guidance includes two main criteria: the Strategic Case and the Management Case, each with specific sub-criteria and weightings. The Strategic Case focuses on the asset's community significance, engagement, benefits, and environmental sustainability. The Management Case evaluates the funding breakdown, financial risks, skills, resources, representation, inclusiveness, and integration. Each sub-criterion is scored and weighted to calculate the overall score for each case, determining the application's shortlisting and funding eligibility.



### **You**

Can you answer questions on how to create a better application against these criteria?



### **ChatGPT**

Absolutely! If you have specific questions or need guidance on how to strengthen your application against the Community Ownership Fund's assessment criteria, feel free to ask. Whether it's about enhancing the strategic case, detailing the management case, or any other aspect of the application, I'm here to help.





You

## Read these testimonials about the star

Matthew Pennycook

Testimonials:

Life Drawing

We run a local Life Drawing Group, now based at The Star of Greenwich.

The group originated as an Adult Education Class at Greenwich Community College, but when that ceased to exist as a course (around 10 years ago) we carried it on ourselves.

We still welcome participants either with or without an artistic background - this is very important to us and we make it clear that anyone is welcome and will receive friendly help, advice and support to get started, or improve, if they wish.

Indeed, we have already grown by around 30% as a group in our relatively short time based at The Star, by welcoming several new community members with varying degrees of experience.

We have tried various venues over the years, some more suitable than others. Our previous location was a great space but quite challenging to get to for participants and models. So



You

## Read this information to build your understanding of our plans

We have a 'meanwhile' lease to operate the pub from the vendor which lasts until 21st February 2023

The tenant has the right of pre-emption within the 3 year lease subject to the property remaining a pub for 5 years post completion of the sale. This comprises a "first look" pre-emption. The tenant has 6 months from the issuance of a notice from the landlord to offer at a price of £1,100,000, plus VAT. After the expiry of that period the landlord can sell to whichever party they choose at any price. The right of pre-emption is only exercisable on the first sale of the property.

There is no break clause within the Lease

FINANCE RELATED INFORMATION

The reasons for this question structure is to assist Funding Panel Members with their decision making process but also for Community Groups to have a thorough understanding of their own



You

Read this information about the new Greenwich local plan - <https://royalgreenwichnewlocalplan.commonplace.is/>



You

Read this information about the future governance of the Star Friends of the Star of Greenwich Governance Structures Proposal

We recognize the pivotal role of effective governance in the success and sustainability of the Star of Greenwich. This proposal outlines a governance framework designed to ensure accountability, financial stability, and compliance with relevant laws and regulations. Central to this framework is the commitment to upholding high standards of service, creating a space for different people to meet one another whilst being driven by diverse parts of our community.

Our governance strategy is tailored to reflect the community's needs and values, guiding the pub towards strategic growth while maintaining its unique character and social purpose. We prioritise neighbourhood cohesion, transparency in operations, and building trust within the community.

**Additionally our plan includes mechanisms for conflict resolution and succession planning**



James Gadsby Peet

## Star of Greenwich Winter Update

13 min read · Dec 20, 2023



55



James Gadsby Peet

## Star of Greenwich Summer Update

Thank you to everyone that has made our first quarter such a success. We can't wait to work with you on what's next.

10 min read · Aug 7, 2023



16



2







## You

Can you rewrite this testimonial to better sit their evaluation criteria for a strong application?

For over five years, I've managed a playroom supporting families with babies and toddlers, and I must say, the community space at The Star of Greenwich has proven to be the ideal setting for all that I offer.

It has created an environment of a cosy atmosphere and allows me to continue providing support to parents with young children through daily activities within a welcoming and safe space.

In addition to daily play sessions, weekends are filled with events and parties, which are greatly appreciated by The Star of Greenwich's wide range of beverages they offer to families giving them peace of mind knowing they have the option to enjoy a drink while their little ones are engaged in play and leaving with a great experience for all.

Running my playroom Monday to Sunday at The Star of Greenwich not only builds and nurtures relationships among families, it also allows them to arrange future playdates and have some adult conversation or take some time out for themselves while their children explore in a spacious and safe environment.

The space also serves as a hub for local activity providers who can run their regular classes and collaborate on events with industry entertainers, all while supporting local restaurants and businesses.



### **ChatGPT**

To strengthen the testimonial against the Community Ownership Fund's evaluation criteria, you could emphasize the tangible benefits the playroom offers, its integration within the community, and its contribution to local economic activity. Highlight specific examples of community engagement, such as partnerships with local businesses and the inclusion of diverse family groups. Showcase the environmental considerations of the space, if any, and provide evidence of the playroom's role in community cohesion, such as testimonials from parents or data on increased visitation or engagement.



### **You**

Use the information above to create a testimonial for local councillors about how the Star of Greenwich supports the new Local Plan



### **ChatGPT**

The Star of Greenwich is a prime example of how local initiatives can align with the Royal Borough of Greenwich's new Local Plan. By fostering a space that encourages community engagement, supports cultural and educational programs, and prioritizes environmental and social responsibility, the Star demonstrates a commitment to the Local Plan's objectives of enhancing social cohesion, supporting local businesses, and promoting sustainable neighborhoods. Its role as a community hub exemplifies the plan's focus on creating inclusive, well-designed spaces that reflect the borough's rich heritage and support healthier, more connected communities.

 **You**

Answer this question from the COF application, with the highest chance of standing out and meeting the evaluation criteria 'What is your organisation's main purpose? This is what the organisation was set up to achieve. (Max 500 words)'



 **ChatGPT**

The Star of Greenwich's main purpose is to foster a strong, inclusive community hub that goes beyond being just a pub. It aims to bring diverse groups together, offering a safe, welcoming space for interaction, learning, and support. This initiative prioritizes social cohesion, educational opportunities, and cultural enrichment, serving as a catalyst for community-driven growth and empowerment. By embracing a broad spectrum of activities and services, from co-working spaces to refugee support programs, The Star of Greenwich strives to enhance local well-being, champion social equity, and foster a sense of belonging among all residents.

**PLEASE SHARE**



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# Table Discussion

- How are you using AI now?
- What do you think are the opportunities?
- What's holding you back?