



Good Governance Tips

AI for Nonprofits: How Small Teams Serving Girls of Color Can Start Smart

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As a leader of a small nonprofit focused on empowering girls of color, chances are you wear many hats. Program delivery, fundraising, reporting, and communications all fall on your shoulders or your small but mighty team. That's where artificial intelligence (AI) can help.

AI might sound like something only big tech companies or giant organizations use. But the truth is, AI tools are more accessible than ever, and they can be powerful allies for small nonprofits. You don't need a data scientist on staff or a massive budget to benefit. You just need to know where to begin.

What AI Can Do for You

At its core, AI is just technology that helps you do things faster, smarter, or with less effort. Here are a few ways it can help your organization right now:

1. **Save Time on Repetitive Tasks:** Have you ever wished someone could draft your donor thank-you notes or social media captions? AI tools like ChatGPT can help you write first drafts, so you spend less time starting from scratch.
2. **Organize and Analyze Information:** If you collect stories, survey responses, or program data, AI can help sort and summarize that information. That means faster reporting and more insights into what's working in your programs.
3. **Make Fundraising Easier:** From writing grant proposals to researching potential funders, AI tools can help you speed up the process. Some platforms even analyze your donor data to predict who's most likely to give again.
4. **Support Personalization at Scale:** Let's say you want to send customized messages to volunteers or supporters. AI can help you generate tailored content based on their history or interests—without you having to write each one manually.

Where to Start

You don't need to overhaul your organization to try AI. Here are a few small, low-risk ways to get started:

1. **Use ChatGPT to Brainstorm or Draft Communications:** Need help writing a newsletter, speech, or grant narrative? AI can give you a solid starting point. You still add the heart and the mission, but it can save you hours.
2. **Try an AI-Powered Design Tool:** Platforms like Canva now have AI features to help you design flyers, social media posts, or reports more quickly.
3. **Explore AI Tools in Software You Already Use:** Tools like Google Workspace and Microsoft Office are starting to include built-in AI helpers for writing, summarizing, organizing, and much more.
4. **Ask:** What's My Most Repetitive Task? If there's something you or your team does over and over, there's a good chance it can be automated with AI.

A Final Word

You're already doing incredible work creating opportunities and safe spaces for girls of color. AI isn't a magic wand—but it can give you back time, energy, and clarity to focus on what matters most: the mission.

Start small. Stay curious. And know that even the most mission-driven work can benefit from a little help from smart technology.

