

# AI for Non-Profit Organizations

How To Use AI To Further Your Mission

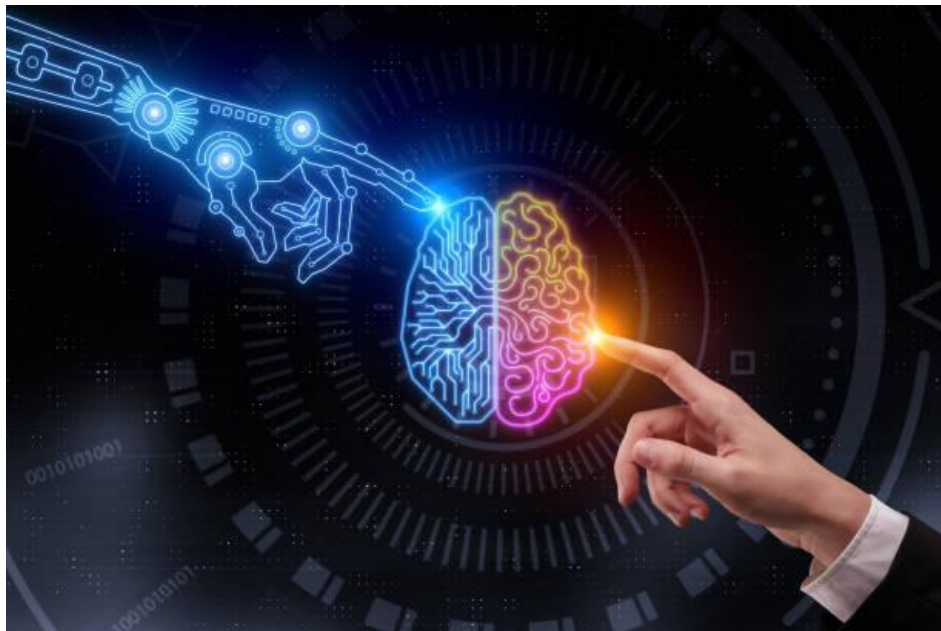


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## How To Use AI To Further Your Mission



**Vamsi Nellutla**

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*To the two most beautiful and intelligent women in my life....*

*My mom, Mahalakshmi and my wife, Sirisha Kota.*

*Thank you for inspiring me and providing me with endless support.*



## **The Inspiration**

I was inspired to write this book after volunteering for some of the best non-profit organizations over the past fifteen years. I observed that they were all struggling to keep up with the pace of change. They were constantly being outmaneuvered by their competition and donors were becoming more and more demanding. I realized that they needed a way to become more agile and adapt to the ever-changing landscape. In this book, I provide some insights and suggestions on how they can become more nimble and responsive to the needs of their constituents.

I've been interested in Artificial Intelligence (AI) for a while now, and I've always wanted to find ways to apply it to help solve real-world problems. When I started learning more about the work of non-profit organizations in depth, I realized that AI could be a powerful tool to help them achieve their goals. Non-profit organizations are often underfunded and understaffed, and they can use all the help they can get. AI can help non-profit organizations in a number of ways. For example, AI can be used to automate repetitive tasks, free up staff time, and make better decisions faster.

I believe that AI can have a profound and positive impact on the work of non-profits. and can be of great help in achieving their goals. I wrote this book with the hope of showing how AI can be used to support and empower non-profits. I would be very happy if my work can contribute, even in a small way, to the amazing work that they do.

**Vamsi Nellutla**

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## Introduction

With the assistance of Artificial Intelligence, it is now feasible to use computer programs that are fully automated in order to carry out a wide range of tasks. It has been put to use in a number of contexts, including the business sector, government organizations, and institutions, to deal with routine requests and standard administrative processes. The use of these technologies is quickly becoming widespread across a wide range of business sectors, including the defense sector, the retail sector, and the healthcare sector, amongst others.



The development of Artificial Intelligence (AI) has provided nonprofit organizations with a considerable competitive advantage, giving them a better chance of fulfilling their objectives and securing further financing. On the other hand, for a sizeable number of people, a mere mention of the term "Artificial Intelligence" is enough to turn them off completely.

In its most fundamental sense, the term "Artificial Intelligence" (AI) refers to the capability of a computer to carry out tasks that are often associated with the actions of intelligent people. Creating computers that are capable of thinking, acting, and learning in the same manner that humans do is required to accomplish this goal.

Does this imply that it won't be long until robots can make decisions on their own? To tell you the truth, no. There is still a considerable gap between where we are now and where we need to be to reach this point. Despite the fact that computer technology continues to advance, machines can never match the cognitive capabilities that set humans apart from other species. Therefore, at this point in time, the most that robots are capable of accomplishing is carrying out basic duties in order to make the lives of humans easier.



You are already interacting with Artificial Intelligence in your day-to-day life, regardless of whether or not you are aware of it. Netflix's recommendation system uses Artificial Intelligence, which is why it advises you to watch Mamma Mia rather than Kill Bill. Artificial Intelligence is a tool that permits real-time translation while you are engaging with a stranger in a foreign country. This translation may take place in real time. It is also a useful tool for you to use in your day-to-day life when you are looking for a way to travel to your favorite restaurant that will involve the least bit of waiting in traffic along the way.

On the other hand, many companies that do not want to profit from their activities do not have the financial means or the organizational know-how required to innovate via the use of new technologies. The majority of nonprofit organizations struggle with issues such as inadequate financial resources and insufficient staff, which slows down their adoption of new technologies. As a result of this, it will be more difficult for their organization to have the kind of impact that they desire because it will lower the efficiency and effectiveness of their group. There has been a recent uptick in the amount of interest shown by charitable organizations in using not just Artificial Intelligence (AI), but also machine learning (ML), and data analytics.



It is high time charitable organizations took advantage of the potential and promise offered by software that AI powers for a variety of reasons. The accumulation of comprehensive data sets by nonprofit organizations over the course of more than two decades has contributed to this rising acceptance.

# Non-Profit Organizations and the Use of AI

There is a rising interest in Artificial Intelligence (AI), machine learning (ML), and data analytics among non-profit organizations. The following are a few of the numerous instances of non-profit organizations that are making use of modern technology to manage their finances, internal operations, communications, and sustainability.

## FINANCE

Because it is difficult to keep track of every financial transaction and commercial contract, fraud and corruption present significant obstacles for all types of organizations. Artificial Intelligence solutions may assist managers in automatically identifying acts that need further examination. Businesses have been using AI and ML for a long time to develop early warning systems, identify irregularities, and, as a result, reduce instances of financial misbehavior. These technologies provide several methods for combating fraud and identifying unusual transactions.



## HUMAN RESOURCES

Innovative software gives firms the ability to more accurately analyze applications, advertise vacant jobs, and hire those who meet the qualifications. After HR managers have specified the qualities that they want in applicants, AI is able to connect applicants with organizations that meet their requirements. Preliminary application screening may be performed by automated systems to ensure that applicants have the necessary skills and experience for the job being sought. In addition to this, they are able to exclude individuals who do not possess the required skills or who do not fulfill the core standards for the screening process.



## COMMUNICATIONS

When it comes to overcoming challenges in communications, every philanthropic organization has its fair share of challenges.



In a world that is continually evolving, it may be difficult to keep in touch with individuals who are involved in a particular cause, whether they are internal staff, external donors, or both. Interactions with automated chatbots designed to provide answers to commonly asked questions may take place via text messaging if desired.

These tools may be helpful for providing customer service and responding to common inquiries, such as how to make a monetary donation, how to respond to a question about the budget, or how to learn about upcoming events. They are a technique of communication that is efficient as well as effective, and they may be utilized with audiences both within and outside the organization.



### FIGHTING ABUSIVE BEHAVIOR

Because of the extensive availability of digital communication technology, online trolls have the potential to create disruptions to enterprises and directly target individuals. This power allows them to engage in cyberbullying. Amnesty International has been at the forefront of efforts to find a solution to this issue. Using a combination of machine learning and crowdsourcing, the organization has developed a technology that is capable of identifying "automated online abuse" and providing organizations with the ability to delete it. The Troll Patrol has the ability to identify and delete objectionable tweets, including those that are homophobic, racist, or sexist, as well as any other content that may be deemed offensive. This is of utmost significance for philanthropic organizations in our current day, which is marked by language that incites division and hatred.



## SUSTAINABILITY

Non-profit organizations have a number of important responsibilities, including the management of resources and the promotion of resilience.

AI has the potential to assist people and organizations in adapting to the effects of ecological change in an age when there is clear evidence that the climate is changing and severe weather events are becoming more frequent. The Red Cross has asked the Nature Conservancy for assistance in "creating a dashboard and mobile app that blends social media data on flood location and size with socioeconomic and ecological data for city planning." The Nature Conservancy is providing this assistance. These apps aid cities in their attempts to become more environmentally friendly and better manage disasters by leveraging many types of information.

Based on these examples, Artificial Intelligence may enable non-profit organizations to handle a wide variety of operations. Controlling expenses, managing internal operations, and automating regular activities inside the firm are all things that may be accomplished using this method when combined with machine learning and data analytics. Adopting these technologies may assist organizations that have restricted access to resources in streamlining their internal processes and external communications, which will ultimately lead to an improvement in the method in which they operate.

## How to use AI to maximize impacts

There has been a significant upswing in the amount of interest exhibited by charity organizations in employing not just Artificial Intelligence (AI) but also machine learning (ML) and data analytics. This interest has been expressed by charitable organizations in all three of these areas. For a number of different reasons, it is high time philanthropic organizations started taking advantage of the potential and promise presented by software that is driven by Artificial Intelligence (AI).



Private companies are motivated to equip themselves with Artificial Intelligence, machine learning, and data analytics with the apparent goals of increasing profits and lowering expenditures.

On the other side, the goal of non-profit organizations is to increase their productivity by automating as many of their administrative responsibilities as they can. Because of the few resources that are available to be used, incorporating technology into their internal processes and external contacts helps decrease the amount of time and resources that are wasted. This is particularly important considering the limited resources that are now accessible. This not only helps the volunteer save time but also adds to the growth of the organization. Both of these outcomes are positive.

### Performing Administrative Duties through Automation

As indicated earlier, the efficiency of an organization is directly proportionate to the amount of resources that are being put to use.

How will the objectives be met if the volunteers are preoccupied with day-to-day responsibilities? By delegating these repetitive tasks to AI software, the worker will get back part of the time that was previously taken up by them. As a direct result of this, it will enable them to not only plan more effectively but also communicate more fluently both within and outside the organization.