



# 30 Days of AI for Nonprofits

Practical AI tools and training for changemakers everywhere.  
everywhere.

A project from Global Wave Digital



# Day 1: Welcome to 30 Days of AI

# About this Toolkit

## Unlock the Power of AI for Social Good

Artificial intelligence is transforming how nonprofits, movements, and advocacy groups operate. Yet for many organizations, the tools feel overwhelming, expensive, or out of reach.

**30 Days of AI for Nonprofits** is your guided roadmap to understanding and applying AI—ethically, responsibly, and effectively—to advance your mission.



A large, dense crowd of people, mostly young adults, is shown from a high angle. Many are holding up smartphones to take photos or videos. Several protest signs are visible, including "NACIONALIZAR CAJAS Y BANCOS", "TU BOTIN MI CRISIS!", "FUERA TODOS! lucha diaria", "PIENSO, luego ESTORBO Y", "NO ES CRISIS: ES ESTAFA!", "EDUCACION - REPRESION", "NACIONALIZAR CAJAS Y BANCOS", "¿TENGO PISO, TRABAJO FIJO Y AQUI ESTOY! ¿Y TU? ¿UNETE!", "Ley electoral: reforma, ya!", "¿Demócrata? ¡No te calles! ¡A LA CALLE!", "gracia, lucha diaria", "¿Demócrata? ¡No te calles!", and "NOS LEVANTAMOS JUNTOS".

## Our Vision

**Social movements **should be at the forefront of AI Adoption** to achieve their goals in a resource-  
resource- constrained world.**

# Impact

## What You'll Get

Each week

- **Daily insights and practical tools:** 30 short lessons covering AI for communications, research, operations, and creative work.

## Why This Matters

Too much of the emphasis of today's funders is on flashy tool creation and automation, while the majority of nonprofits need help with the basics of maximizing impact of existing low-cost tools. Nonprofits face tight budgets, limited staff time, and rapidly changing digital landscapes. AI, when used wisely, can:

- Save countless hours on research and routine tasks.
- Expand creative and messaging capacity.
- Strengthen policy and data analysis.
- Help organizations reach more people—faster, smarter, and at lower cost.

This is not about replacing people. It's about **empowering changemakers** to do more with the resources they have.

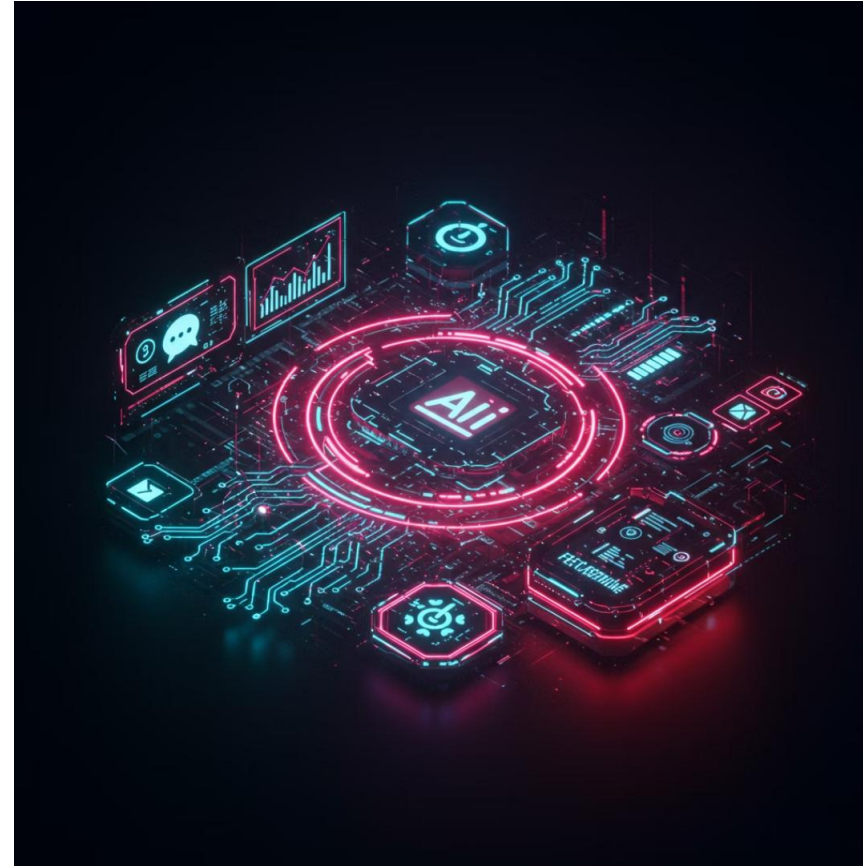


# Three Core Function Areas fo Nonprofit AI Adoption



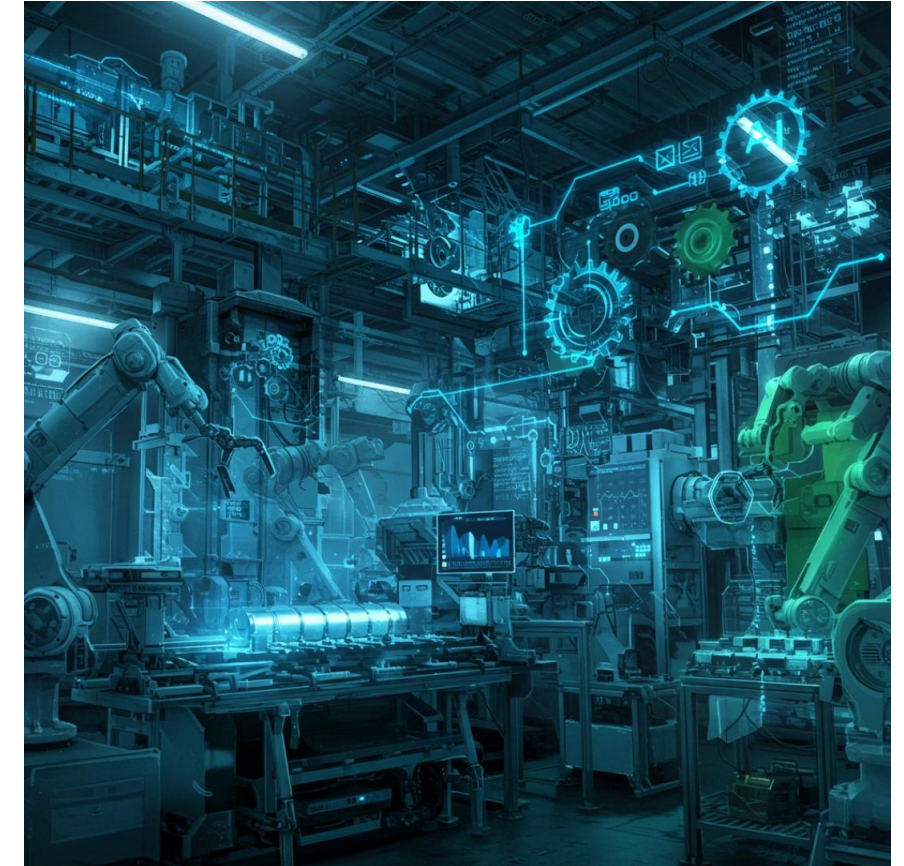
## Communications, Digital, and Creative Creative

- Brand development, content creation, Paid media management etc.



## Policy, Data, and Research

- Condense technical information, Policy tracking, Develop media materials, etc.



## Operations, Agents, and Training

- Workflow automation, Data management, Reporting, etc.

# Week By Week Preview

A vertical poster with a dark blue background and a network of white lines. At the top left is the 'AI Access for All' logo. To its right is the title '30 DAYS OF AI FOR NONPROFITS' in large white font, followed by 'An AI Access for All project from Global Wave Digital'. To the right of the title is a globe graphic with the text 'Practical AI tools and guidance for changemakers everywhere'. Below these are five horizontal bars of different colors, each containing a week's theme. At the bottom left is a heart icon made of network nodes. In the center bottom is a 'SIGN UP HERE!' button with a right arrow and the website 'www.aiaccessforall.com'. At the bottom right is a megaphone icon and the 'GLOBAL WAVE DIGITAL' logo.

 **30 DAYS OF AI**  
FOR NONPROFITS  
An AI Access for All project from  
*Global Wave Digital*

Practical AI tools  
and guidance for  
changemakers  
everywhere

WEEK 1: GETTING STARTED: ADOPTING AI FOR SOCIAL GOOD

WEEK 2: AI FOR COMMUNICATIONS, DIGITAL AND CREATIVE

WEEK 3: AI FOR POLICY, DATA AND RESEARCH

WEEK 4: AI FOR OPERATIONS, AGENTS & TRAINING

WEEK 5: THE FUTURE OF AI FOR SOCIAL GOOD

 [SIGN UP HERE! →](https://www.aiaccessforall.com)  
[www.aiaccessforall.com](https://www.aiaccessforall.com)

 **GLOBAL  
WAVE  
DIGITAL**



# Week 1: Getting Started with AI for Social Good

The foundation of successful AI adoption begins with understanding the landscape and building responsible frameworks. This week establishes the groundwork for your AI journey, covering everything from global trends to risk to risk management strategies.

01	02
<b>Welcome &amp; Campaign Overview</b>	<b>Global AI Shift Understanding</b>
Introduction to the 30-day program structure and objectives	Key trends and developments shaping the AI landscape landscape
03	04
<b>Responsible AI Implementation</b>	<b>Opportunity Identification</b>
Protecting your mission while maximizing positive impact impact	Finding the right AI applications for your organization
05	06
<b>Evaluation Framework</b>	<b>Policy Development</b>
Building systems for testing and continuous improvement improvement	Creating governance structures to manage AI risks
07	
<b>Navigating Challenges</b>	
Learn from common everyday challenges from the field.	

# 30 DAYS OF AI FOR NONPROFITS

An AI Access for All project from Global Wave Digital

**WEEK 1: GETTING STARTED: ADOPTING AI FOR SOCIAL GOOD**

**Day 1:** Welcome to 30 Days of AI

**Day 2:** The Global AI Shift: What to Know

**Day 3:** Responsible AI: Protect Your Mission

**Day 4:** Getting Started: Find Your AI Opportunities

**Day 5:** Building an AI Evaluation Framework

**Day 6:** Building an AI Policy to Manage Risk

**Day 7:** Recap: Getting Started

[www.aiaccessforall.com](http://www.aiaccessforall.com)



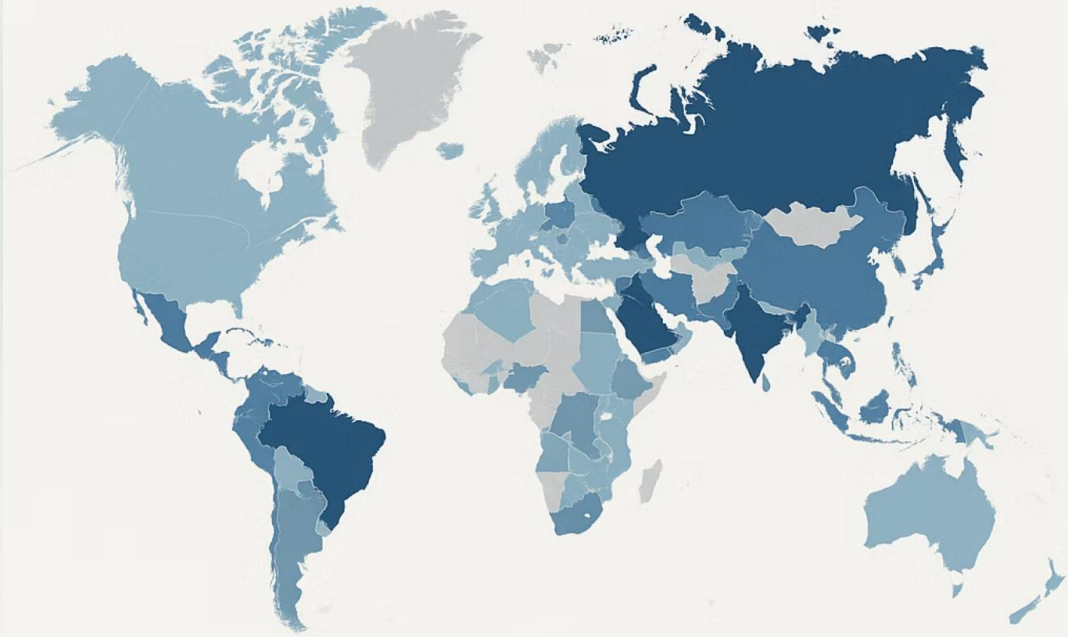
**Week 1 Focus:** Building the foundation for responsible AI adoption with proper planning, risk management, and opportunity assessment.





## **Day 2: Global AI Shift: What to Know**

# AI GOES GLOBAL: CHATGPT ADOPTION SOAR



## A Moment of Opportunity and Risk for AI Adoption Adoption for Social Impact

### Huge Opportunity

Leveraging AI can accelerate social change and achieve goals faster, more effectively and with fewer resources.

Based on our work with hundreds of civil society organization in organization in 65+ countries, we have seen huge appetite for appetite for continued investment in this areas of work.

### Significant Risk

The digital divide over the last 15 years extends into AI with access barriers due to cost, technical acumen or government restrictions.

Varied quality in tools that risk waste in resources.

Responsible and ethical use issues are abundant.

Lack of support to test and implement new tools.

### Current Status

Despite major hurdles, AI adoption is already exploding in the Global South. A new Open AI report found that "ChatGPT adoption growth rates in the lowest income countries were over 4x those in the highest income countries."

Read More:

Anthropic Economic Index: Tracking AI's role in the US and global economy ([Sep 15, 2025](#))

OpenAI: How people are using ChatGPT ([Sep 15, 2025](#))

How People are Really Using Generative AI Now ([March 2025](#))

# Current State of AI Readiness: Insight from Our AI Access for All Survey of 10+ Countries

Key insights based on our [survey of practitioners](#):



## Limited AI Familiarity

Current status of little to no familiarity with AI tools and strategies.



## Strong Interest in Learning

Strong interest in AI training, needed to ensure AI is used effectively and efficiently.



## Future Value Recognition

Strong belief that AI will be valuable in achieving their goals within the next 12 months.



## Ethical Concerns

Significant concerns voiced about AI censorship, bias, and discrimination.



# AI Adoption Challenges We're Hearing



## Time Constraints

Team members wear too many hats already. Limited bandwidth for learning new technologies while managing managing existing responsibilities.



## Resource Limitations

Tight budgets make investing in new tools difficult. Hard to justify experimental spending with immediate needs needs pressing.



## Rapidly Changing Landscape

Digital tools evolve constantly. Overwhelming to determine determine which technologies deserve attention and investment.



## Organizational Culture

Risk-taking with new technologies isn't always rewarded. rewarded. Long-term commitment to capacity building often building often undervalued.

# **Day 3: Responsible AI: Protect Your Mission While Maximizing Impact**

# Risks + Challenges



## Misinformation

Amplifying existing biases and generating misleading or false information.



## Data Privacy

Lax oversight on data or public content can pose security risks.



## Automated Attacks

Automation used by malicious actors to spread disinformation or engage in brand attacks.



## Ethical Conflict

Tools can be in opposition to organizational values.







# What is Responsible/Ethical Use of AI?

## Core Principles:

<b>Transparency &amp; Explainability</b>  Users should understand how decisions are made	<b>Fairness &amp; Bias Mitigation</b>  Prevent discrimination in data and models
<b>Human Oversight &amp; Agency</b>  AI supports, not replaces, human judgment	<b>Trust &amp; Accountability</b>  Systems must be auditable with clear responsibility
<b>Social and Environmental Impact Acknowledgement</b>  Comprehension of cost/benefit tool usage regarding societal and environmental impacts	



# **Day 4: Getting Started: Find Your AI Opportunities**

# 4 Steps to ID, Test and Evaluate AI Tools



## Identify the AI Function Mapped to Your Organization Needs

Which of the AI Four: Digital Products, Creative Content, Messaging & Research, Data & Operations



## Assess the Risk

Evaluate Data Privacy, Ethical Considerations, Misinformation and Movement Response



## Identify the Toolset


Research and choose specific toolset



## Evaluate the Resource ROI

- Paid vs Free
- Staff time and training needs
- Stability of Toolset
- Value of Outputs



The background features a blue gradient with a network of white dots and lines, resembling a neural network or data connections, primarily visible on the left and right sides.

# **Day 5: Experiment, Learn, Improve: Building an AI AI Evaluation Framework and Testing Plan**

# Framework for Tool Evaluation



## Cost

Evaluate the financial investment required, including subscription fees, fees, implementation expenses, and long-term maintenance costs.



## Staff Resources

Consider the human capital needed to implement, maintain, and effectively utilize the tool within your organization.



## Tool Stability

Examine the tool's reliability, consistency, and projected longevity in the rapidly evolving technological landscape.



## Value of Output

# Example: Operations, Agents, and Training (Motion)

Motion is an AI-powered task and time management tool designed to help individuals and teams optimize their schedules and manage projects efficiently. It integrates calendars, automates task prioritization, and handles scheduling to enhance productivity.

- Automated task scheduling & prioritization
- Integrated calendar management
- Meeting scheduling and booking pages
- Project management
- Task tracking



## Cost

Individual Plan: \$19 per month (billed annually) or annually) or \$34 per month (billed monthly)

Team Plan: Starts at \$20 per user per month (billed annually), with a minimum of two users, Free 7-day trial available for new users.



## Value of Output

Increased productivity via task automation, enhanced organization, improved team collaboration, reduces stress, flexibility to adjust adjust schedules



## Staff Resources

Minimal training, user-friendly interface, easy easy setup &integration, teams may need initial initial training to fully utilize all features.



## Tool Stability

Developed by NexusBird Inc. and is widely used by used by professionals and teams. Growing userbase with 40,000 professionals including CEOs including CEOs and managers for productivity. productivity.





# **Day 6: Building an AI Policy to Manage Risk**

# Building an AI Policy



## Mission Statement

Define how AI supports your nonprofit's goals while aligning with organizational values.



## Acceptable & Unacceptable Uses

Clearly outline where AI can be applied responsibly and where it should not be used.



## Data Protection & Privacy Guidance

Establish rules for safeguarding sensitive data and ensuring ethical handling of information.



## Governance & Accountability

Assign oversight roles and processes to ensure compliance, compliance, fairness, and transparency in AI use.



## Training & Capacity Building

Provide staff with skills and resources to use AI tools effectively and responsibly.



## Regular Internal Communications

Keep teams updated on AI practices, risks, and improvements through ongoing communication.



# **Day 7: Navigating Common Pitfalls**



# Getting Started: Addressing Common Challenges



## Lack of AI Policy

**Problem:** A lack of a central policy aligned with core organizational mission leaves your work and reputation vulnerable.

**Solution:** Develop a comprehensive AI Policy early on that clearly communicates to everyone in your organization how to best use AI without compromising safety and integrity.



## Lack of Training for Key Staff

**Problem:** Without frequent AI training sessions, staff feel overwhelmed by AI tools and how frequently they change.

**Solution:** Host regular training sessions for all staff, allowing time for individuals to share and learn and learn from each other.



## Lack of Buy-In from Institutional Power

**Problem:** If the benefits and risks are not clearly communicated to leadership, you risk not getting the support and resources to truly maximize the results of AI adoption in your organization.

**Solution:** Send regular updates to leadership detailing how AI is increasing productivity and outputs.



## Spending Too Long on Flashy Complicated Tools with Limited ROI

**Problem:** Chasing new shiny tools without understanding the true resources needed to make useful.

**Solution:** Implement a standardized tool review process to understand which tools are most suited to most suited to fit your needs and budget.

# 30 Days of AI: New Slides Weekly

Want more AI content? We'll be adding each week's new slides every Monday right here. [Follow us on LinkedIn](#) here for more updates every day.



## AI Access for All Consulting Services

Looking to take the next step in your AI journey?

[Sign up here](#) for a free consultation service where you can meet with our AI adoption experts and decide which solutions best fit your needs.