The Promise and Perils of ChatGPT for the Nonprofit Sector

Nathan Chappell | AFP-ICON 2023

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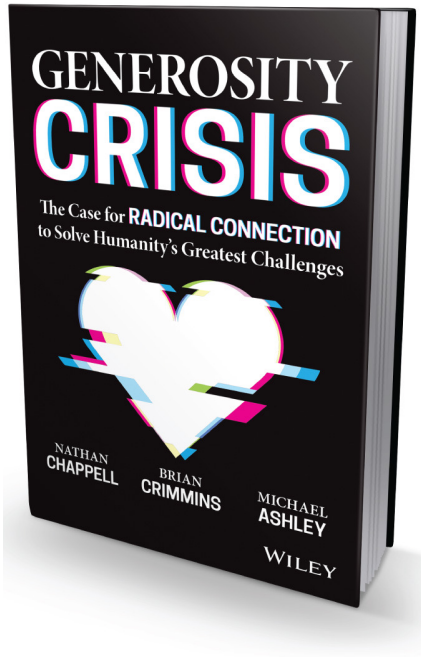
OUR TIME TOGETHER

1. What are some of the practical applications of ChatGPT to your nonprofit organization?
2. Is ChatGPT all rainbows and sunshine, or is there a dark side to this technology?
3. The murkiness of evaluating ChatGPT based on short-term and long-term goals of your nonprofit.
4. Is this the beginning or the end? What is the future of Large Language Models (LLM's) like ChatGPT in society and the nonprofit sector?

"The Generosity Crisis is a required reading for our generation of professionals in the nonprofit sector."
Nonprofit Pro

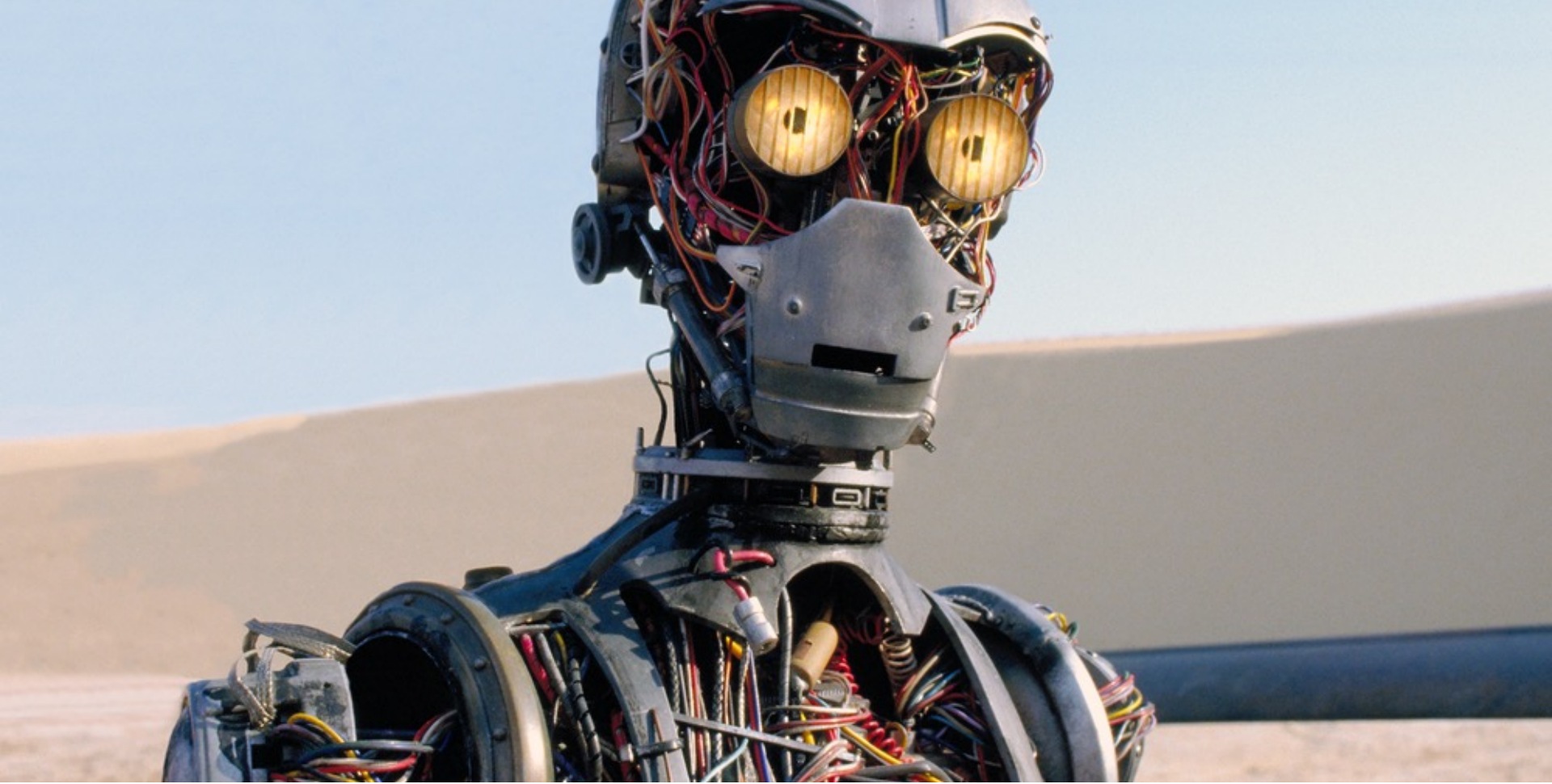


"AI is the only scalable tool to help reverse the generosity crisis."

What is your experience using ChatGPT?

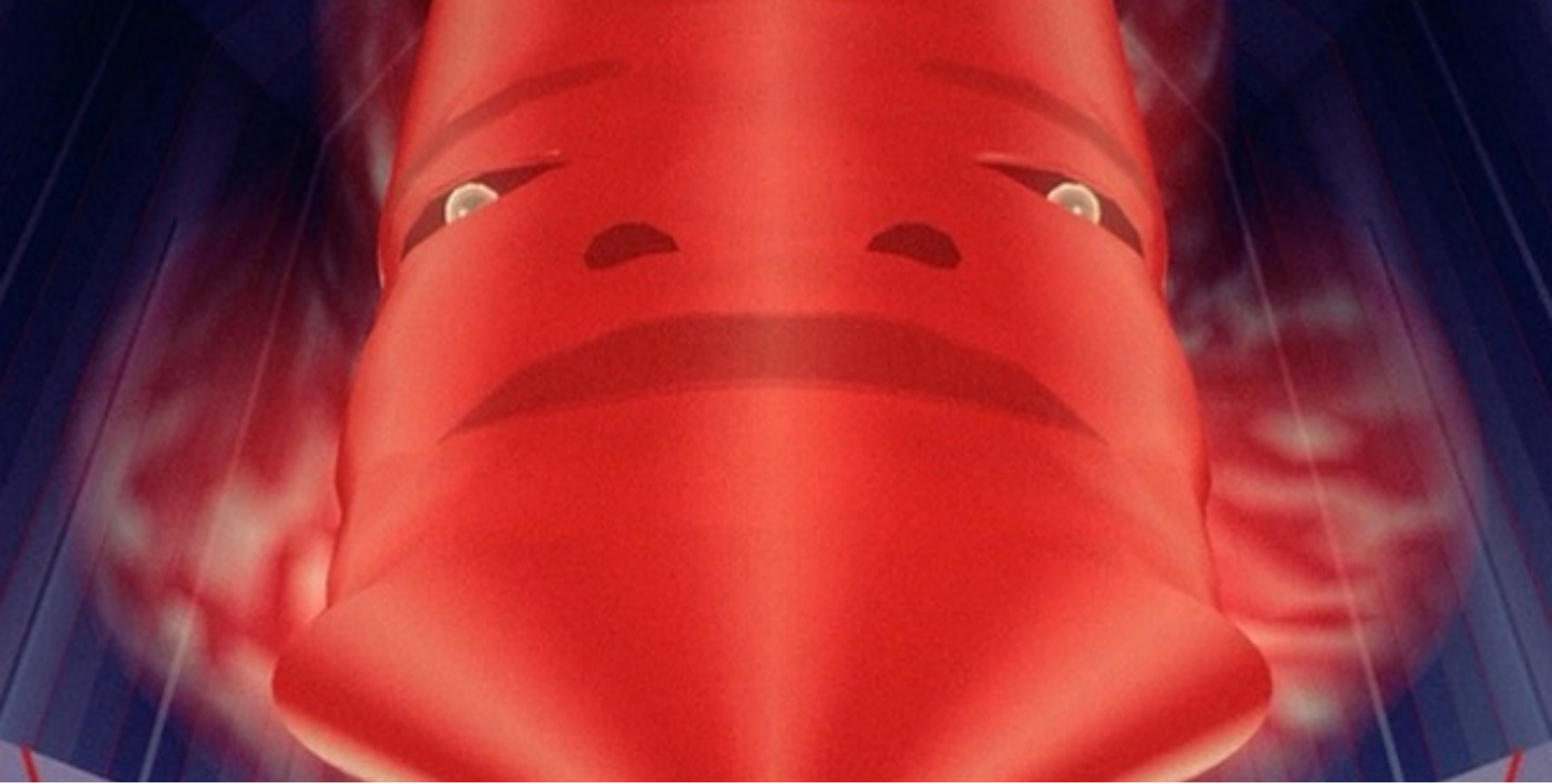
NERD ALERT

MATRIX



C-3PO

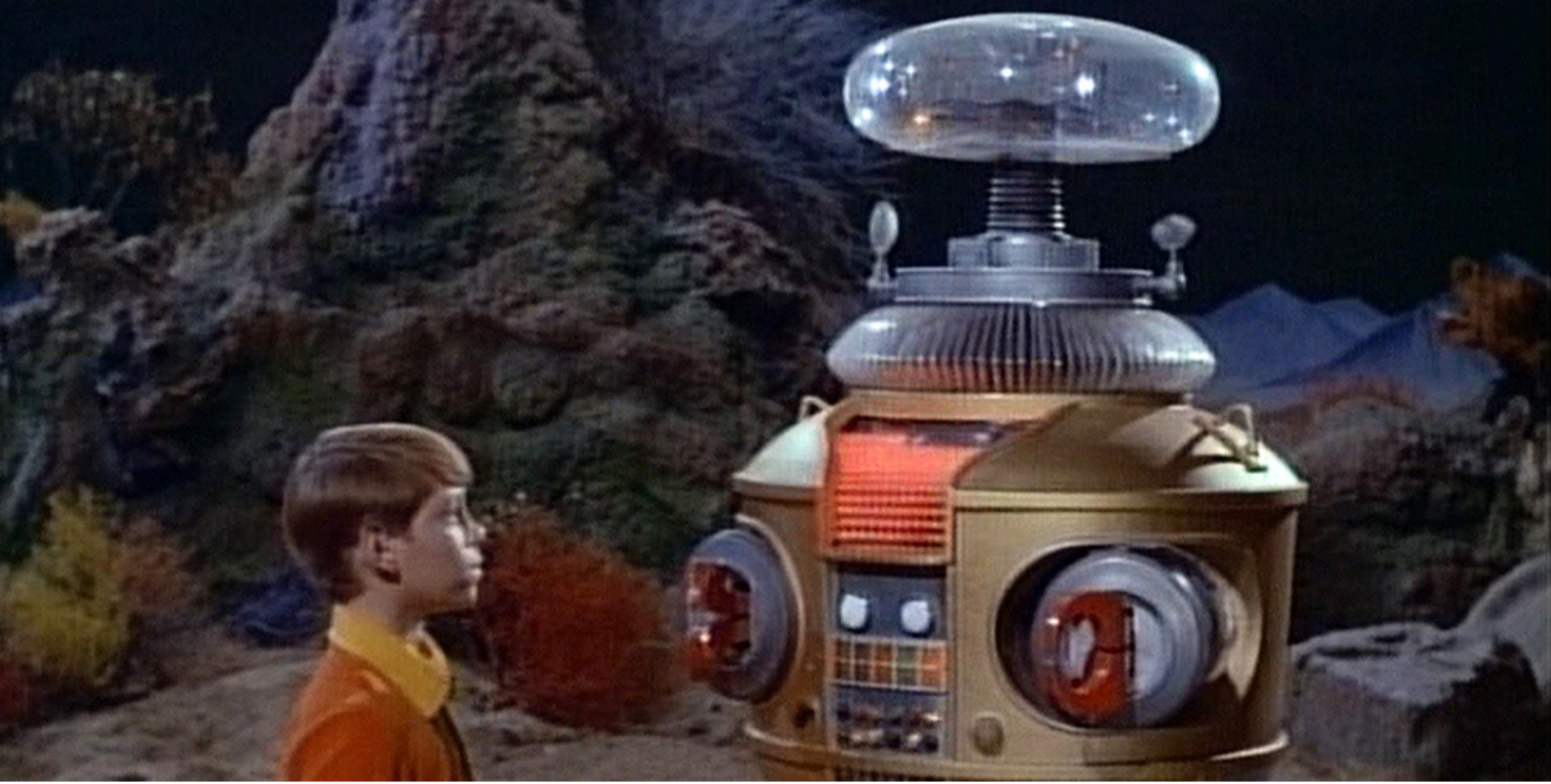
T-800



MCP (MASTER CONTROL PROGRAM)

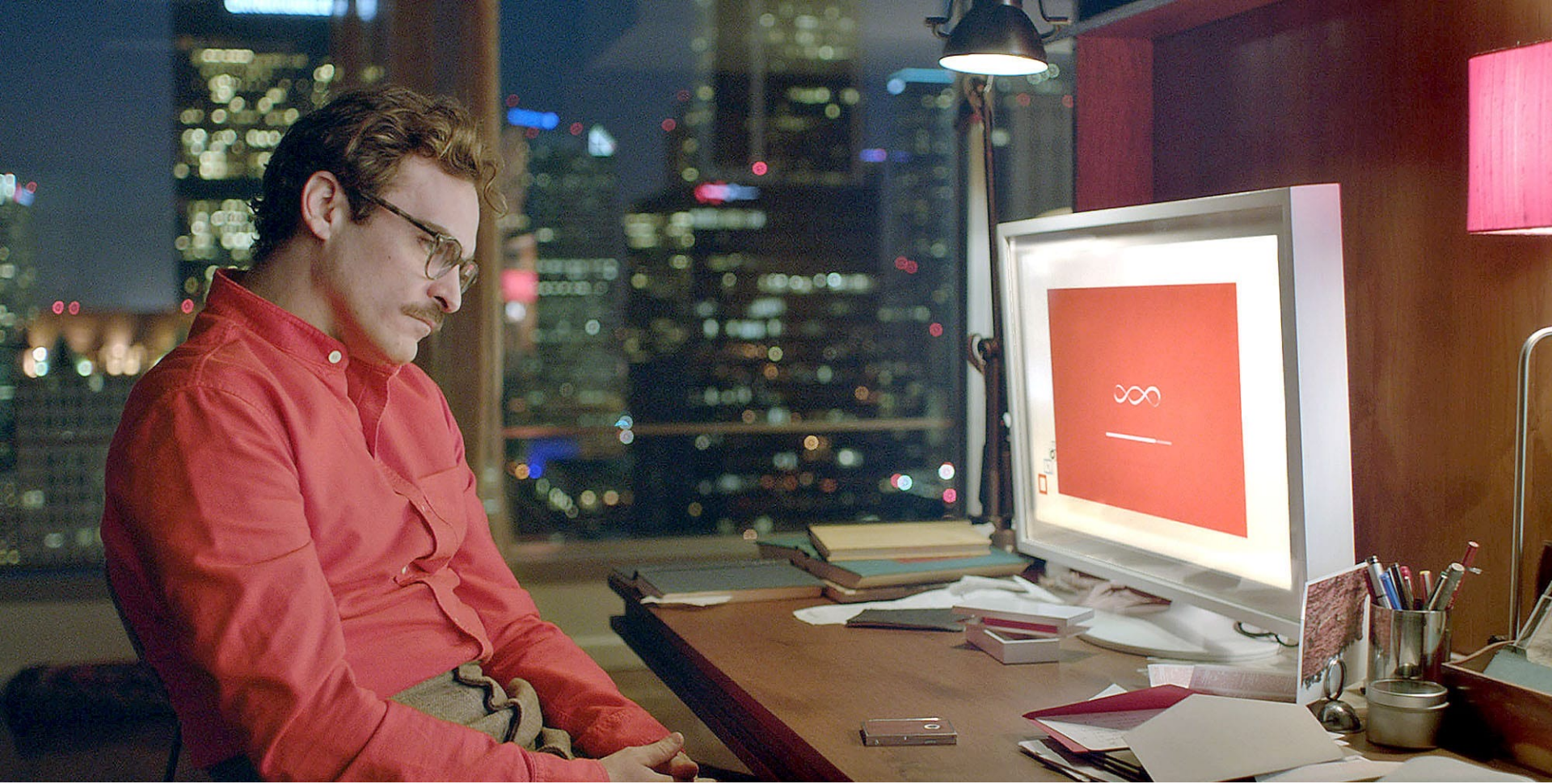
R5-D4

M-O



ROBOT B-9

KITT (KNIGHT INDUSTRIES TWO THOUSAND)



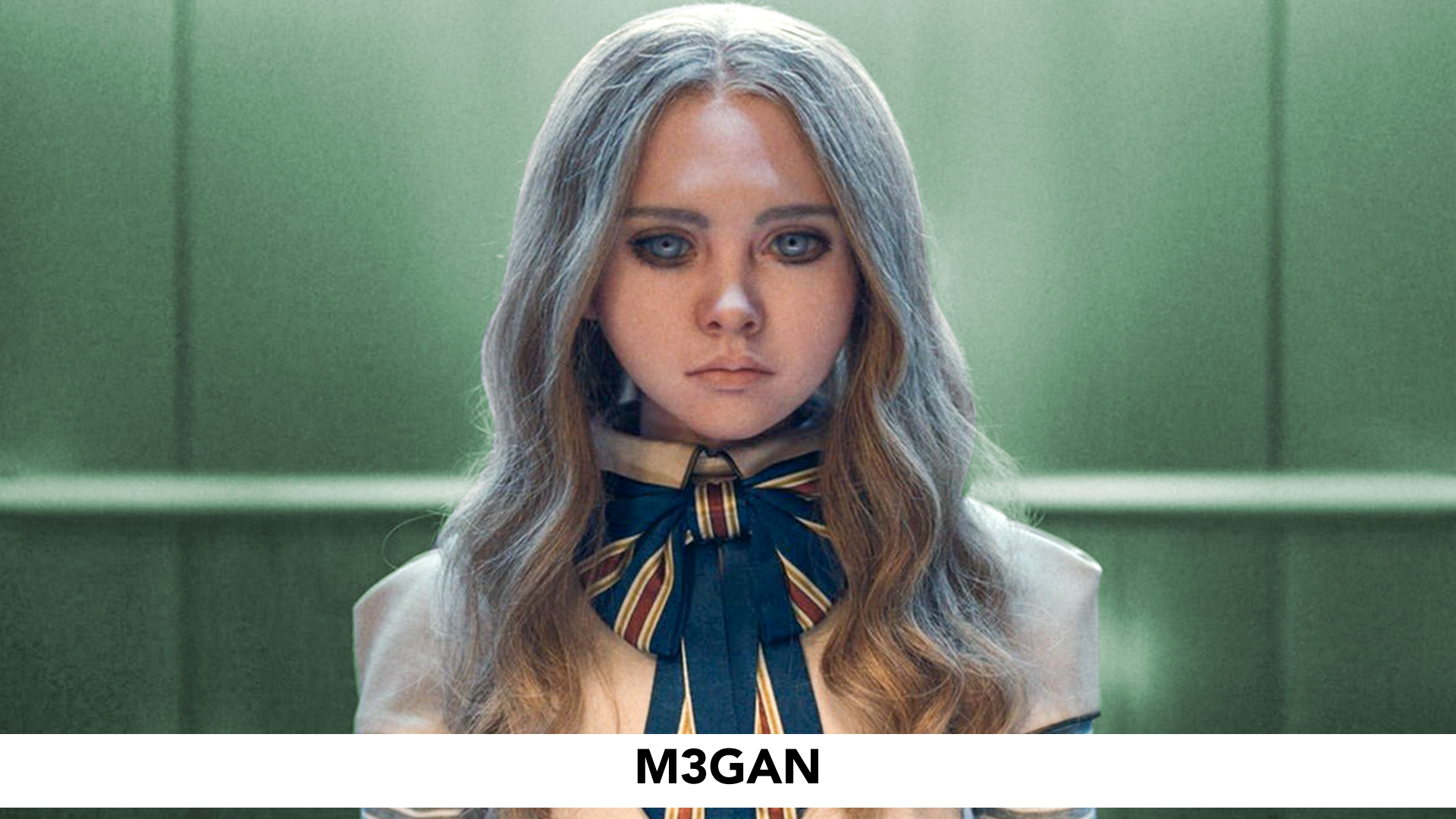
SAMANTHA

GUNSLINGER MODEL 404/40

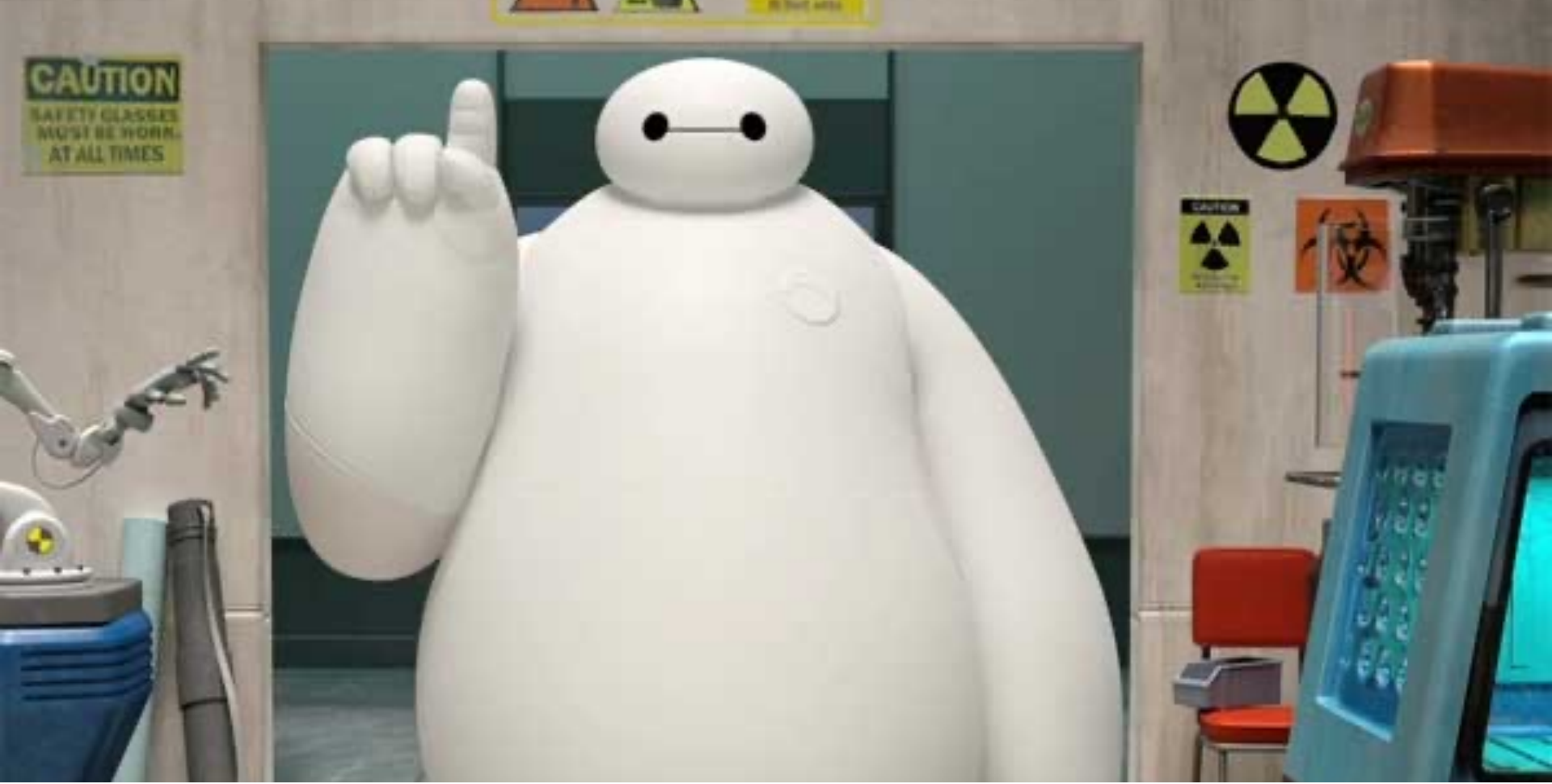
MAEVE

METAL MAN

SONNY NS-5

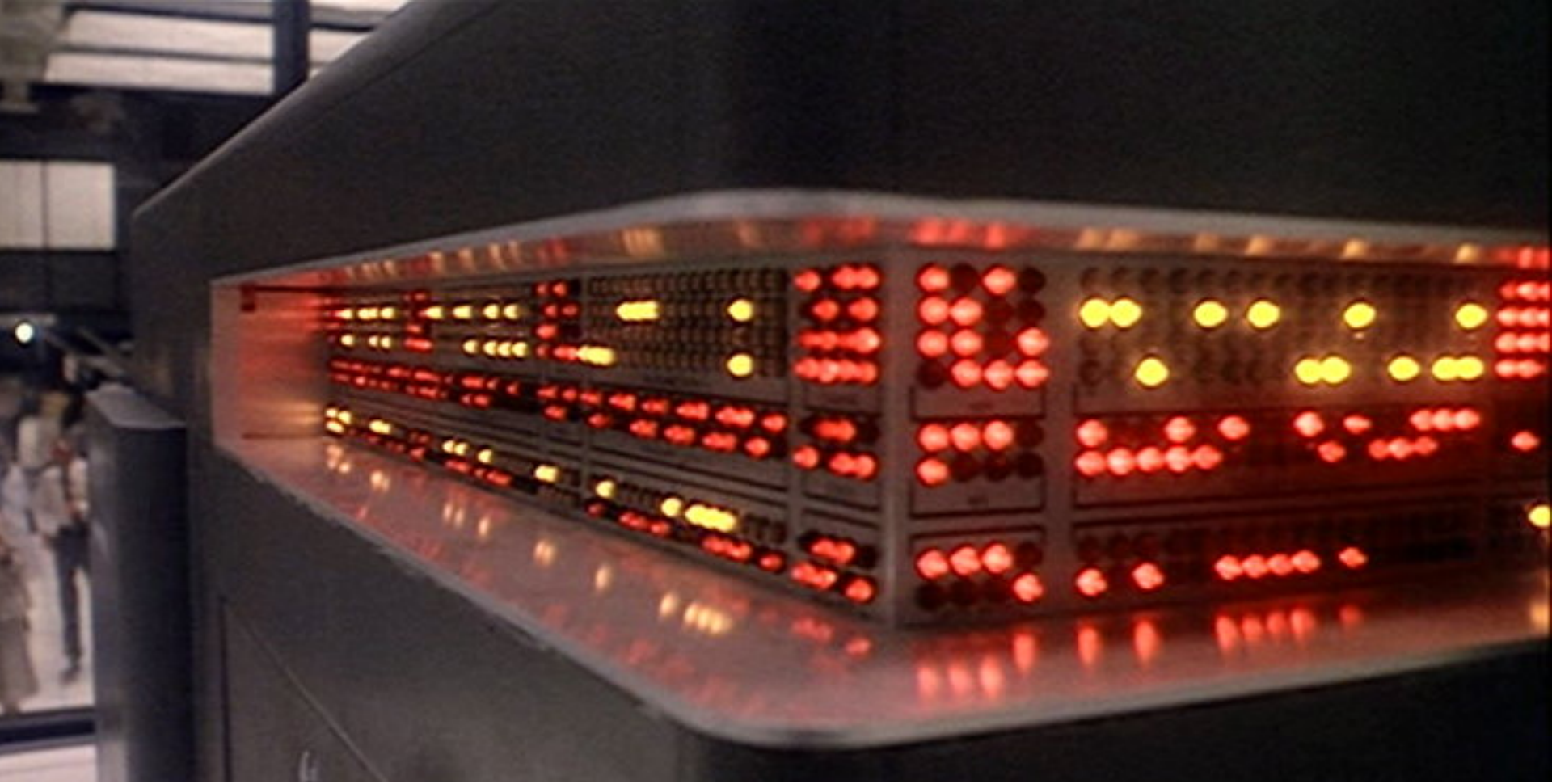


M3GAN

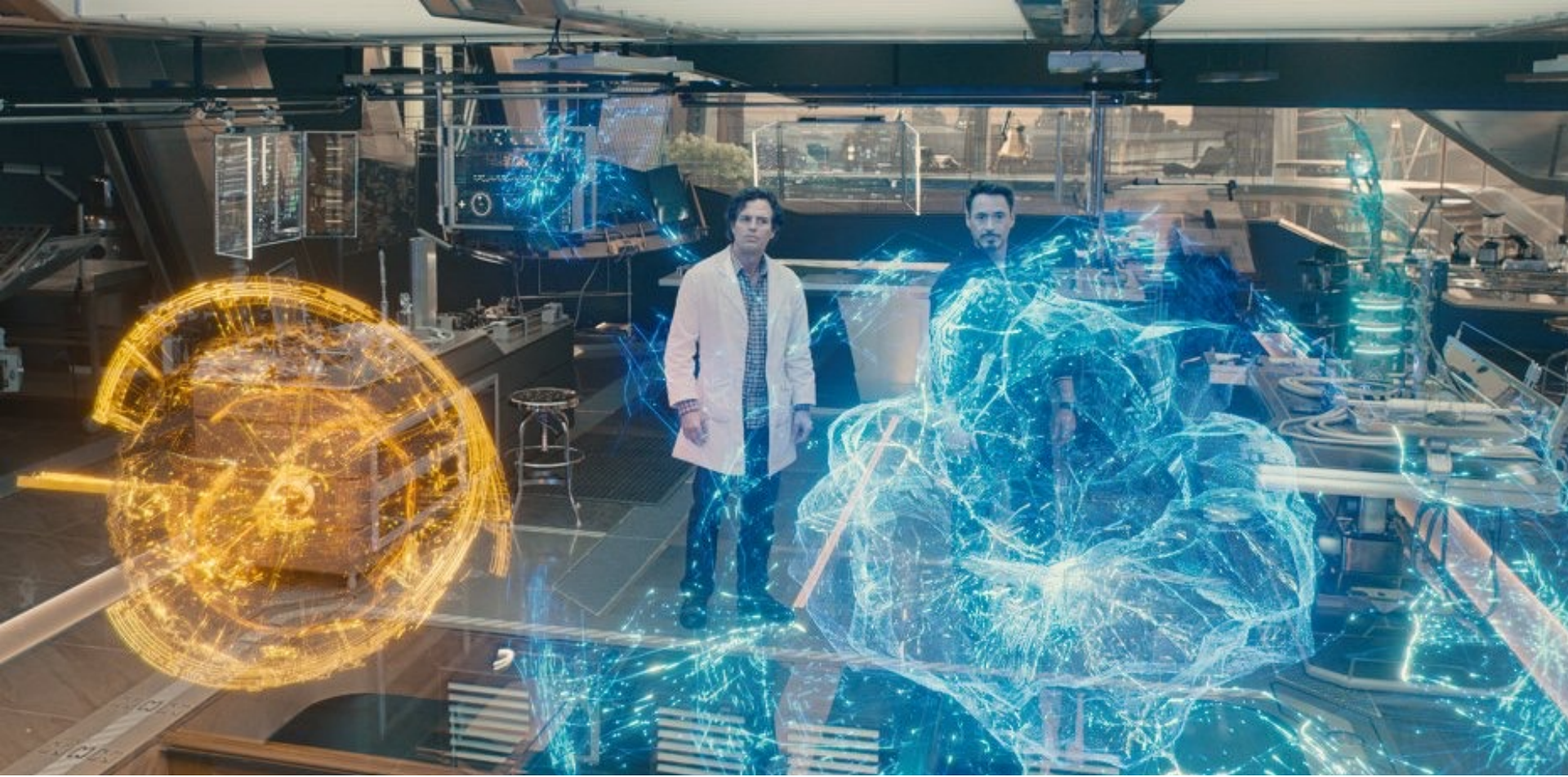


BAYMAX

JOHNNY #5

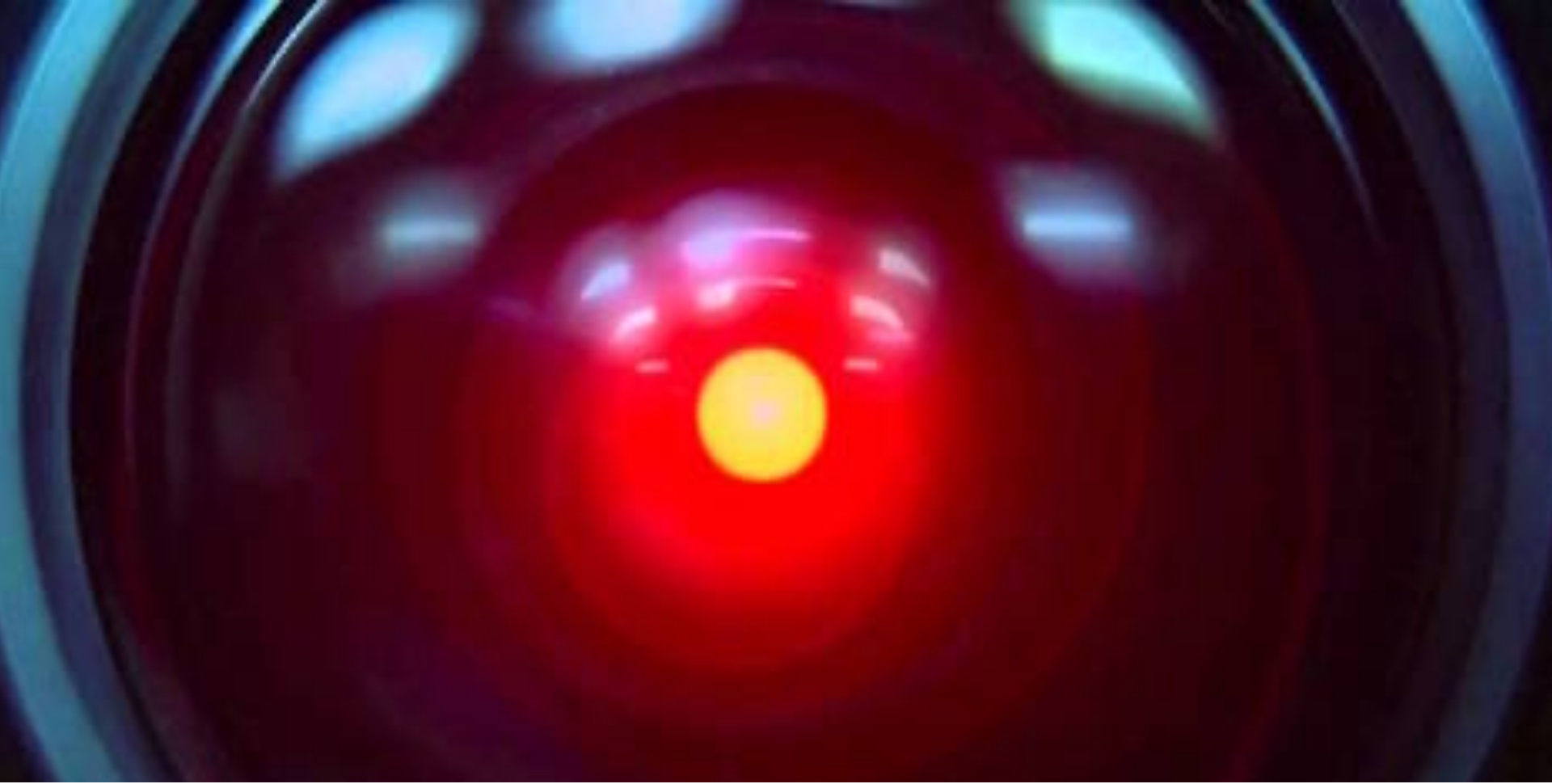


WOPR (WAR OPERATION PLAN RESPONSE)

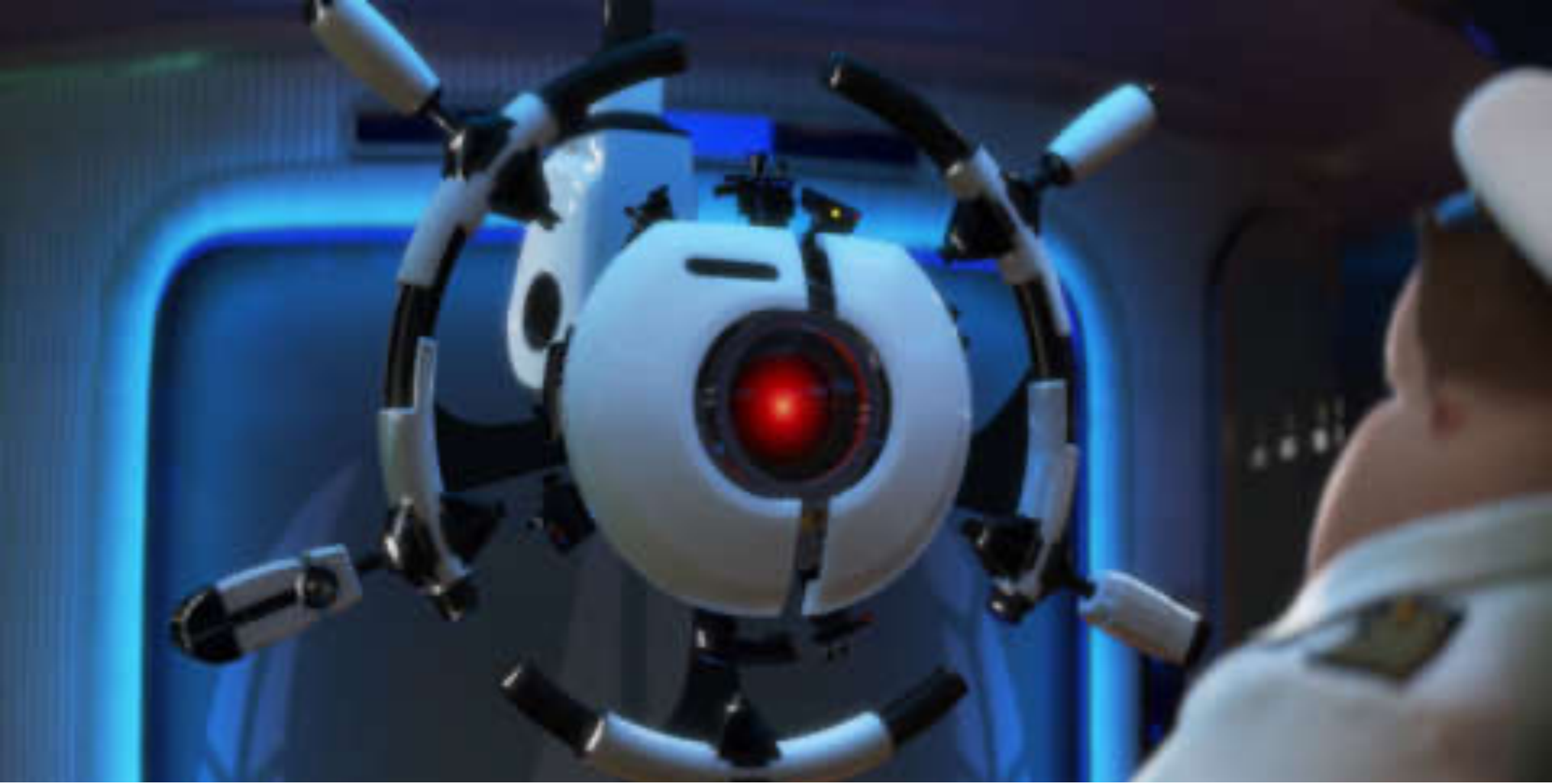


J.A.R.V.I.S. (Just A Rather Very Intelligent System)

ULTRON

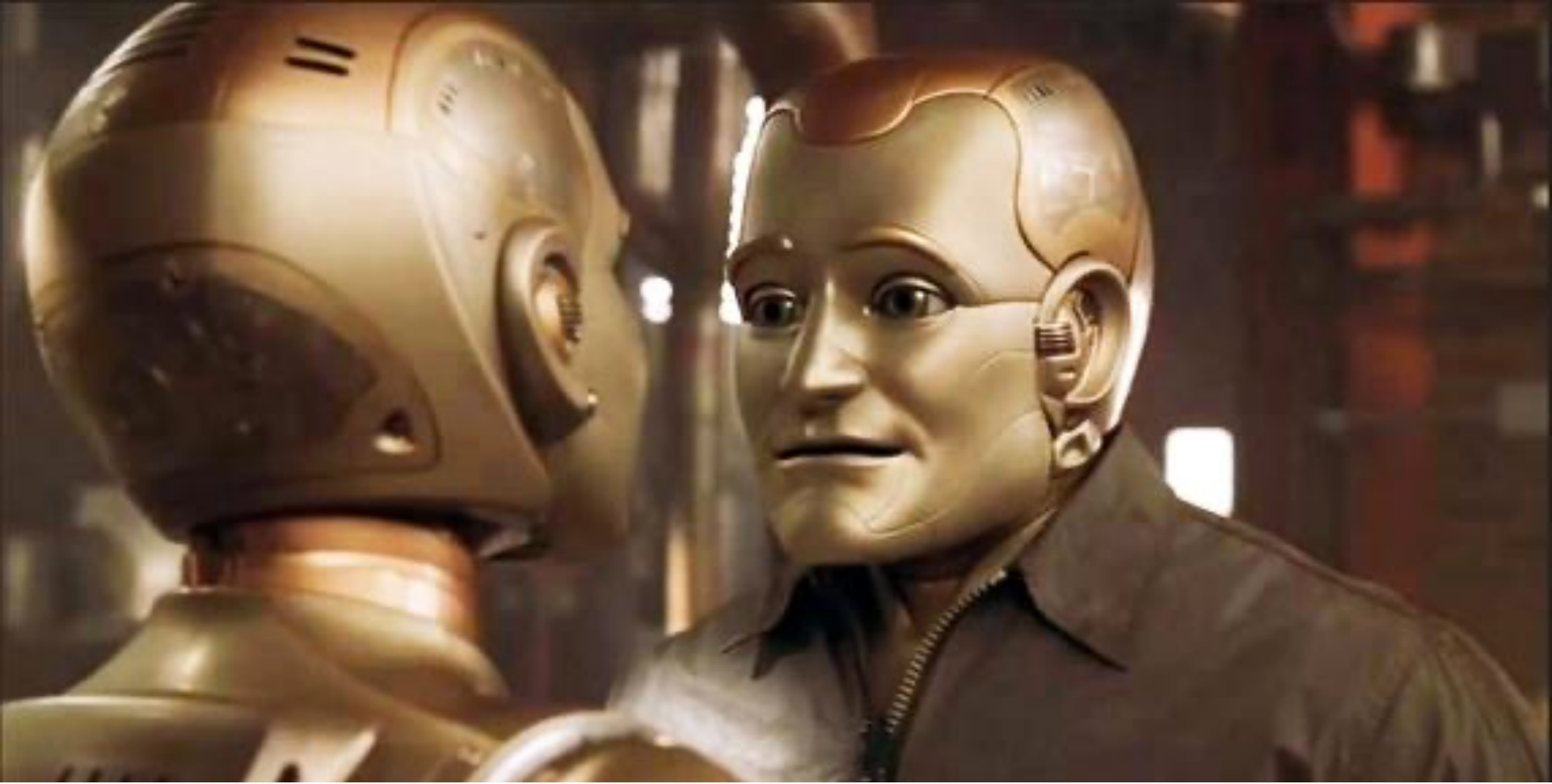


HAL 9000



AUTO

ROY BATTY, NEXUS-6 MODEL REPLICANT N6MAA10816



ANDREW

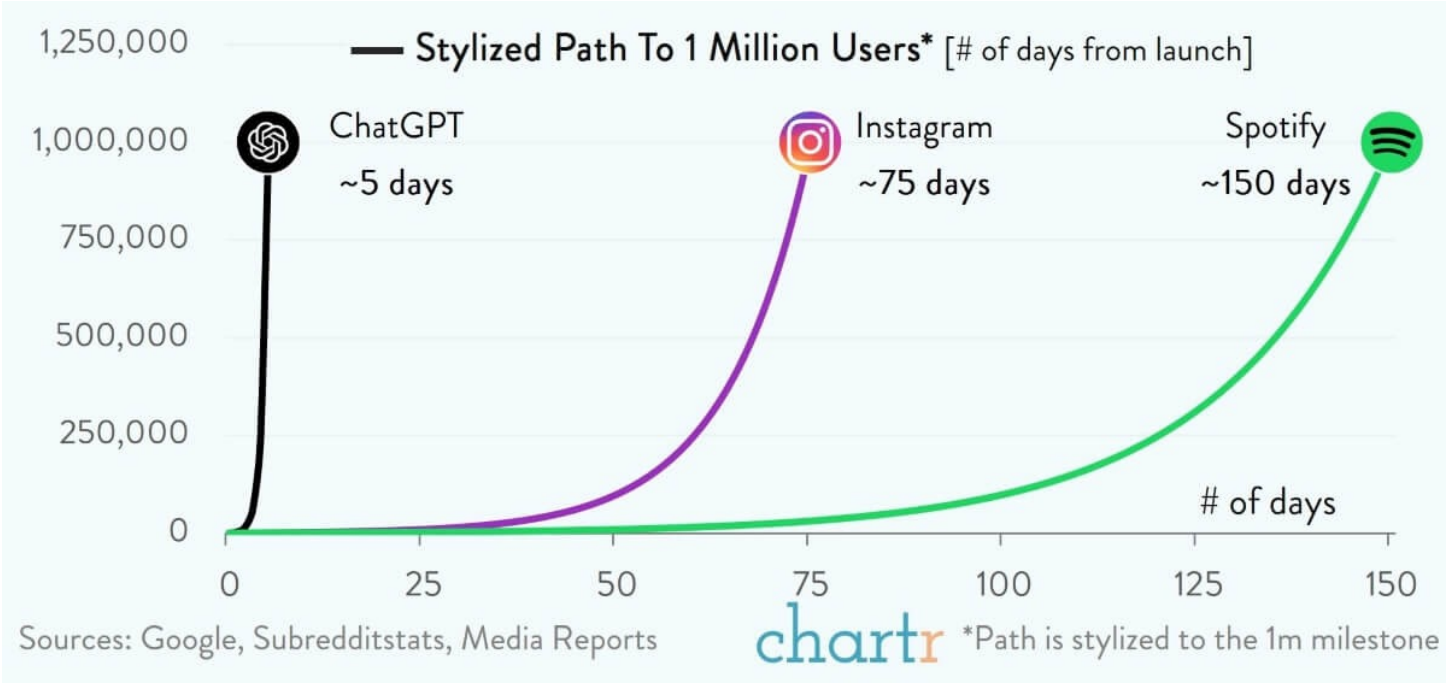
CHAPPiE

DAVID

DEEP THOUGHT

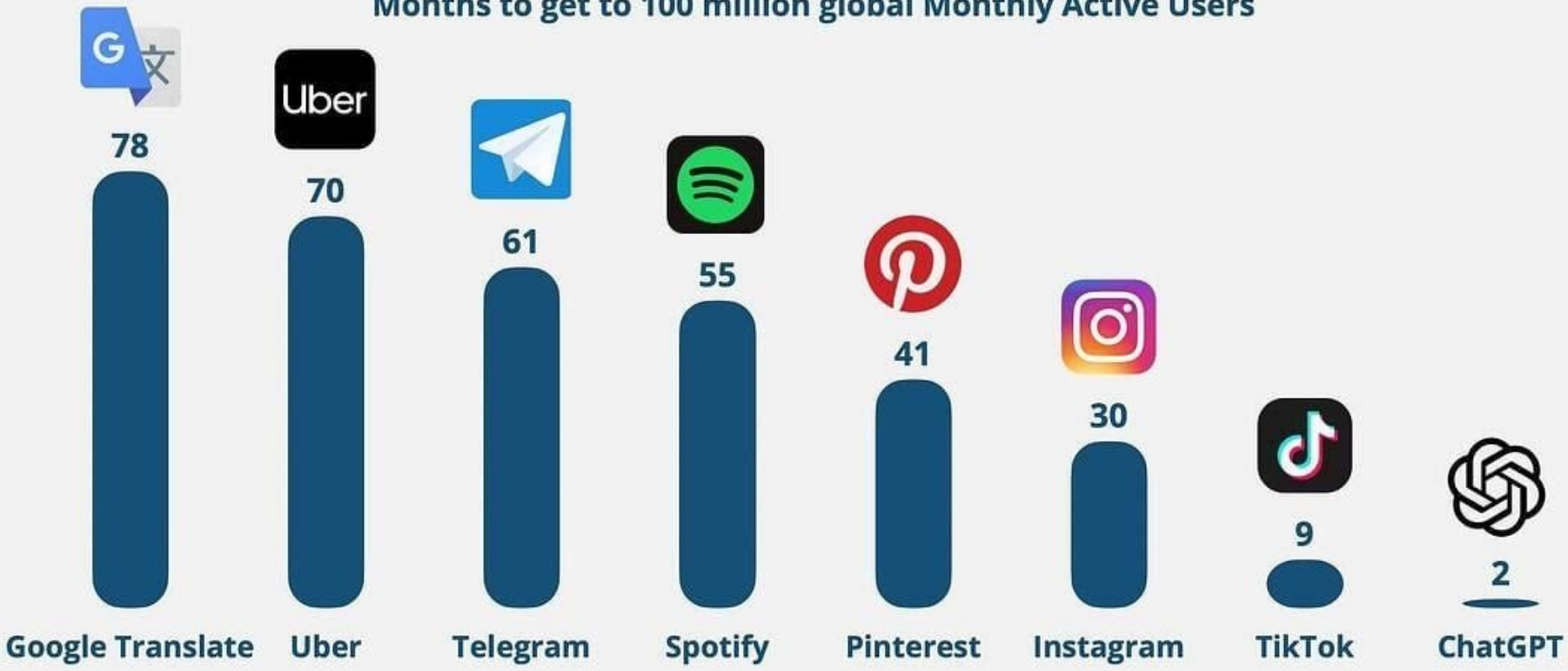
SIEMENS SYSTEM 4004

"Life moves pretty fast. If you don't stop and look around once in a while, you could miss it."


Stylized Path To 1 Million Users* [# of days from launch]
1,250,000
1,000,000
750,000
500,000
250,000
0
ChatGPT
~5 days
Instagram
~75 days
Spotify
~150 days
# of days
0
25
50
75
100
125
150
Sources: Google, Subredditstats, Media Reports
chartr
*Path is stylized to the 1m milestone

Time to Reach 100M Users

Months to get to 100 million global Monthly Active Users

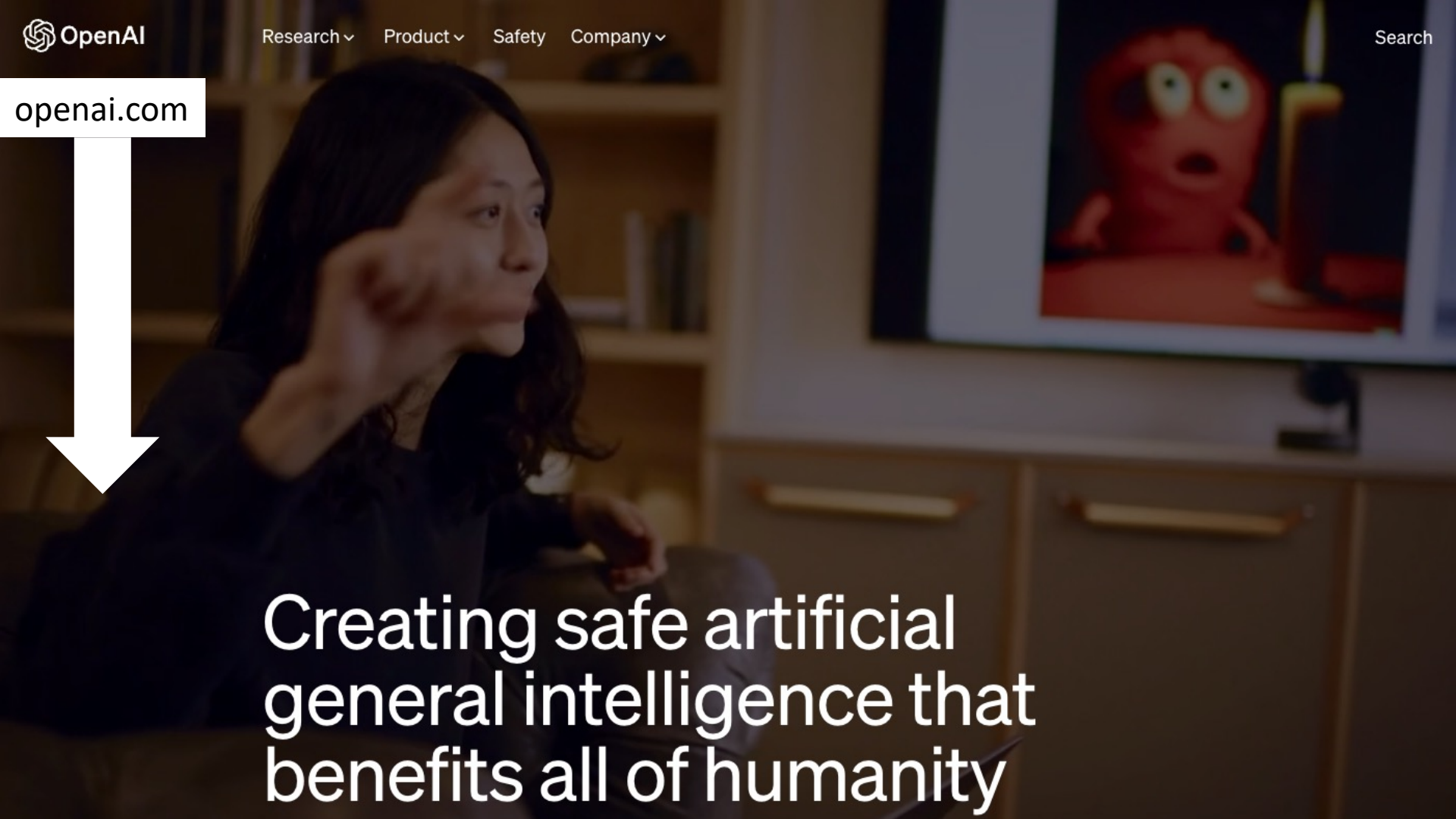


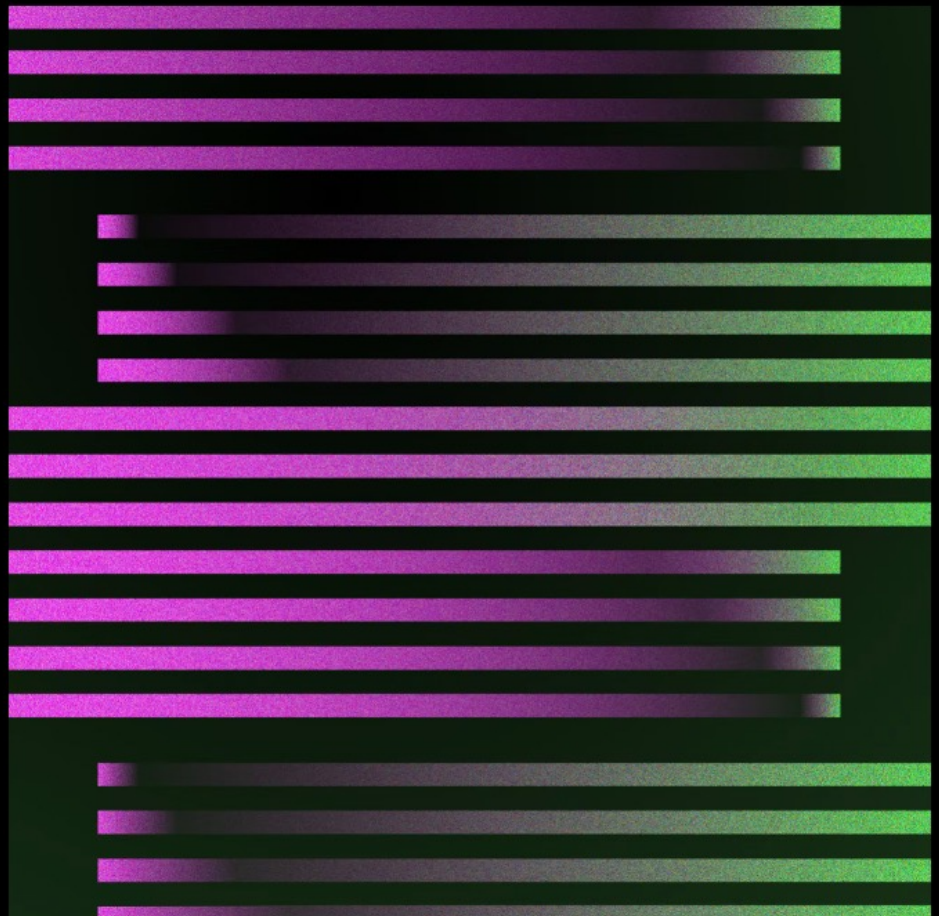
Source: UBS / Yahoo Finance

@EconomyApp

APP ECONOMY **INSIGHTS**

How do I access ChatGPT today?


OpenAI
Research
Product
Safety
Company
Search
openai.com
Creating safe artificial general intelligence that benefits all of humanity



ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer follow-up questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

Try ChatGPT ↗

Read about ChatGPT

https://chat.openai.com

Welcome to ChatGPT

Log in with your OpenAI account to continue

Log in Sign up

Please fill out this field.

Welcome back

Email address

nathan@nathanchappell.com

Continue

Don't have an account? Sign up

OR

Continue with Google

Continue with Microsoft Account

ChatGPT PLUS

What is the precision location of the three remaining golden tickets?

ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

Light mode

OpenAI Discord

Updates & FAQ

Log out

Describe the promise and perils of using ChatGPT for the nonprofit sector

ChatGPT Jan 30 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

According to ChatGPT, the promise of its technology is categorized as;

1. Automation that leads to efficiency - answer routine questions - which provides better support to stakeholders

And the perils, are:

1. Risk of spreading misinformation - could undermine credibility - TRUST
2. Potential bias of training data, creating and perpetuating stereotypes - TRUST
3. Privacy and security of donor information - everything you type into ChatGPT is stored and is used to train the model- TRUST

What are some of the practical applications of ChatGPT to your nonprofit organization?

Ideas and examples of how to use ChatGPT during the fundraising process

- Idea Generator
- Writing Assistant
- Adaptative Search*
- Proofer
- Analyst*
- Content Generator (social+)

*NOTE: Models like ChatGPT can be wrong but in a confident and persuasive way

Want to master ChatGPT?

About 66,100,000 results (0.45 seconds)

www.youtube.com › watch

ChatGPT Tutorial - A Crash Course on Chat GPT for Beginners

... a Crash Course on **Chat GPT** for Beginners. **With** the increase in popularity, **ChatGPT** is still unknown to **many** people. In this...

YouTube · Adrian Twarog · Dec 12, 2022

How to engineer prompts that get the best results

1. **Define clear objectives:** Before designing prompts, it's essential to define the objectives of the language model and the specific tasks it will be used for. This will help guide the prompt engineering process and ensure that the prompts are relevant and effective.
2. **Select relevant keywords:** Incorporating relevant keywords into prompts can help guide the language model towards generating more accurate and relevant responses. Use keyword research tools to identify relevant terms and incorporate them into prompts.

How to engineer prompts that get the best results

3. **Use specific language:** Use clear and specific language when designing prompts to minimize ambiguity and encourage more accurate responses. Avoid overly broad or vague prompts, as these can result in less relevant or useful responses.

4. **Experiment with different prompt styles:** Try different styles of prompts, such as questions, prompts with context, and prompts with specific instructions. This can help identify the most effective style for the specific task at hand.

Is ChatGPT all rainbows and sunshine, or is there a dark side to this technology?

How do you evaluate ChatGPT based on short-term and long-term goals of your nonprofit?

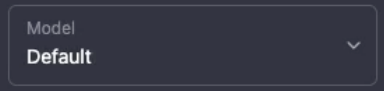
Is this the beginning or the end? What is the future of Large Language Models (LLM's) like ChatGPT in society and the nonprofit sector?

How to engineer prompts that get the best results

5. **Analyze responses:** Analyze the responses generated by the language model and use this feedback to refine prompts over time. This iterative process can help improve the quality and effectiveness of prompts.

6. **Test and iterate:** Test prompts with a variety of inputs and use the results to refine and iterate the prompts. This can help optimize the language model's performance and improve the quality of the responses generated.

What is ChatGPT's biggest limitation?



ChatGPT PLUS

THANK YOU!

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