

HOW TO USE AI FOR NONPROFIT MARKETING AND OPERATIONS



Presented by: Joe Domaleski

February 2026

CONNECT WITH ME ON LINKEDIN



JOE DOMALESKI

NONPROFITS WE'VE WORKED WITH



Building Brains
from the Beginning



NEWNAN-COWETA
HISTORY
CENTER



We love supporting the heroes who help support our community

HOW AI CAN **HELP**

As a nonprofit, you're short-handed, on tight deadlines, and don't have a large budget.

AI TO THE RESCUE!

In today's presentation, I'm going to demonstrate how AI can help nonprofit leaders like you.



WE CAN **USE AI** FOR



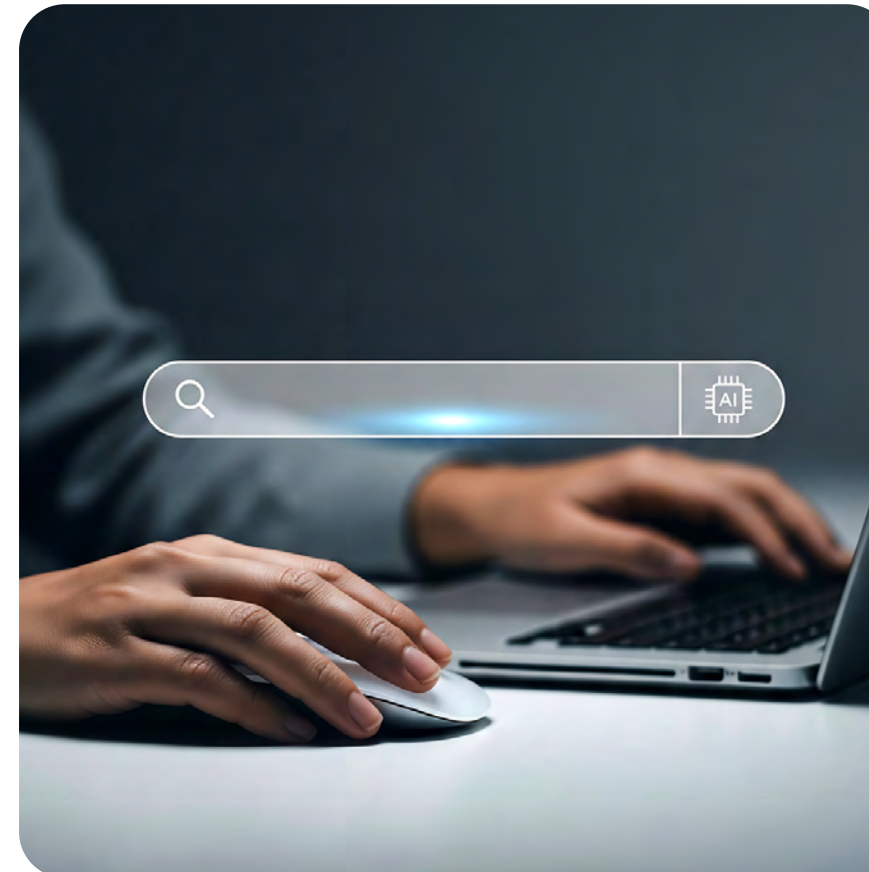
Marketing &
Communications



Operations

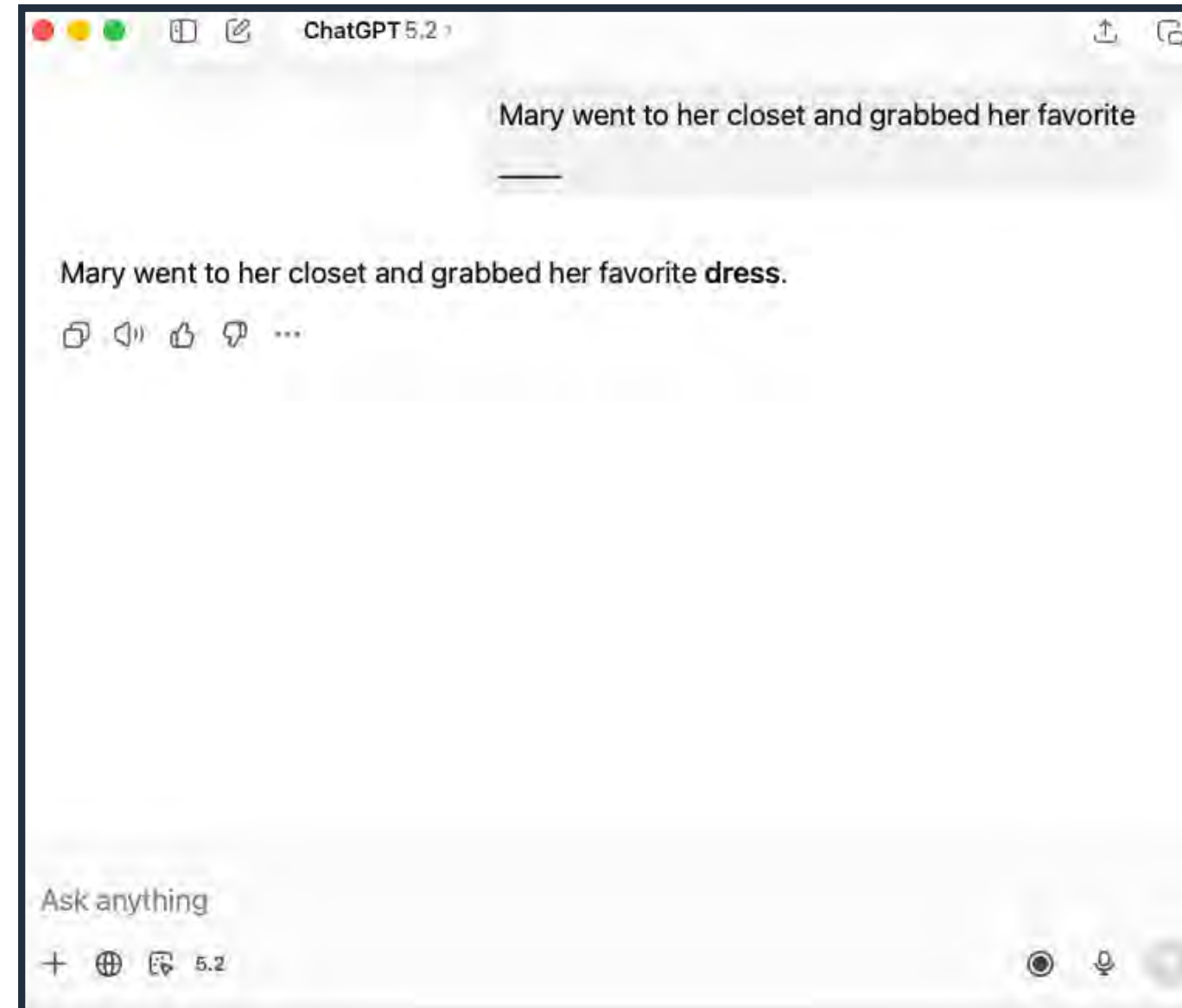


Advanced AI



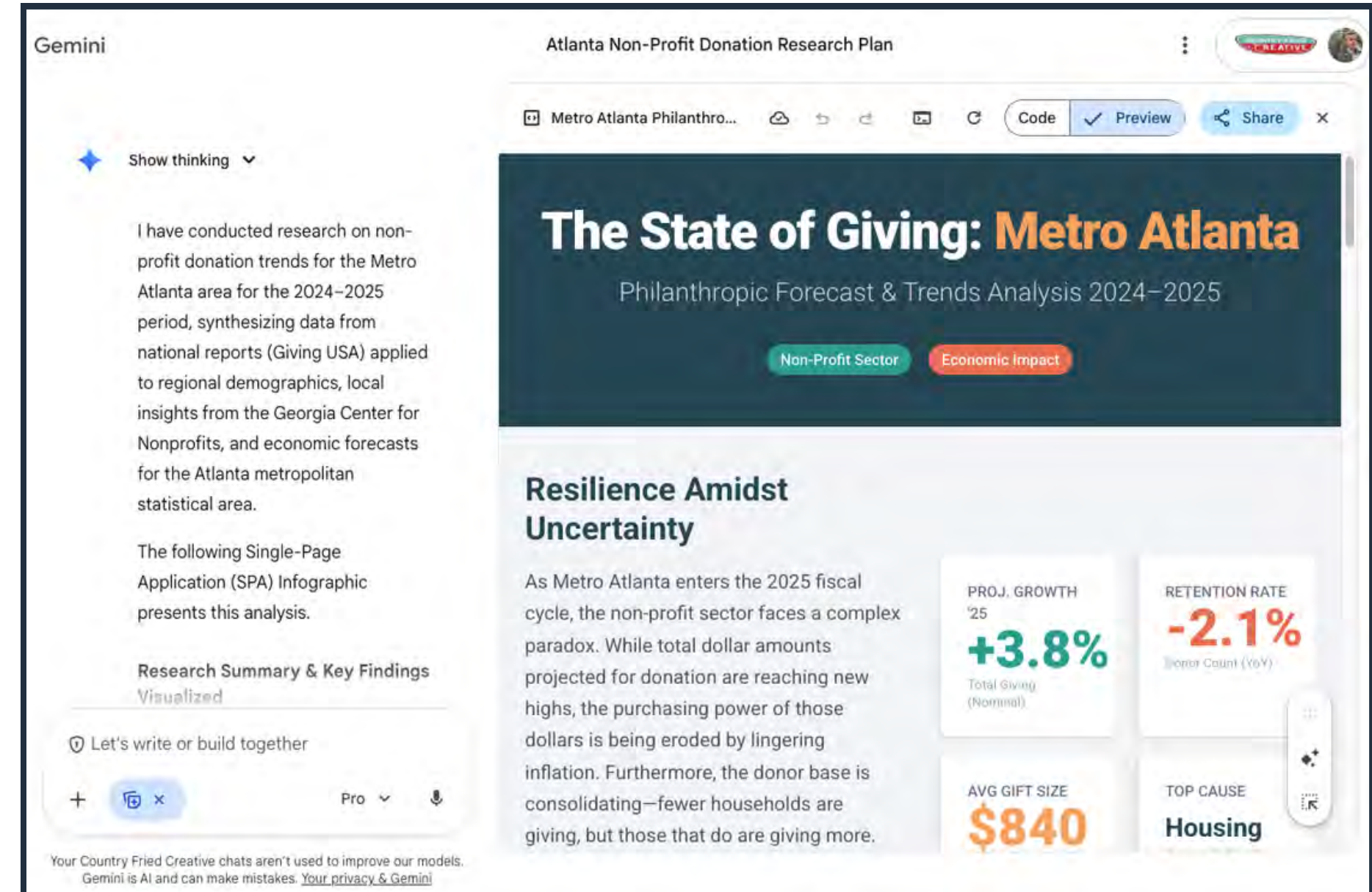
Google for
Non-Profits

WELCOME TO AI UNIVERSITY



AI 101 - Basic ChatGPT

AI 201 - Advanced Google Gemini



AI TERMINOLOGY OVERVIEW

Artificial Intelligence

The broad field of computer science focused on creating machines capable of performing tasks that typically require human intelligence, such as learning, problem-solving, and decision-making.

Machine Learning

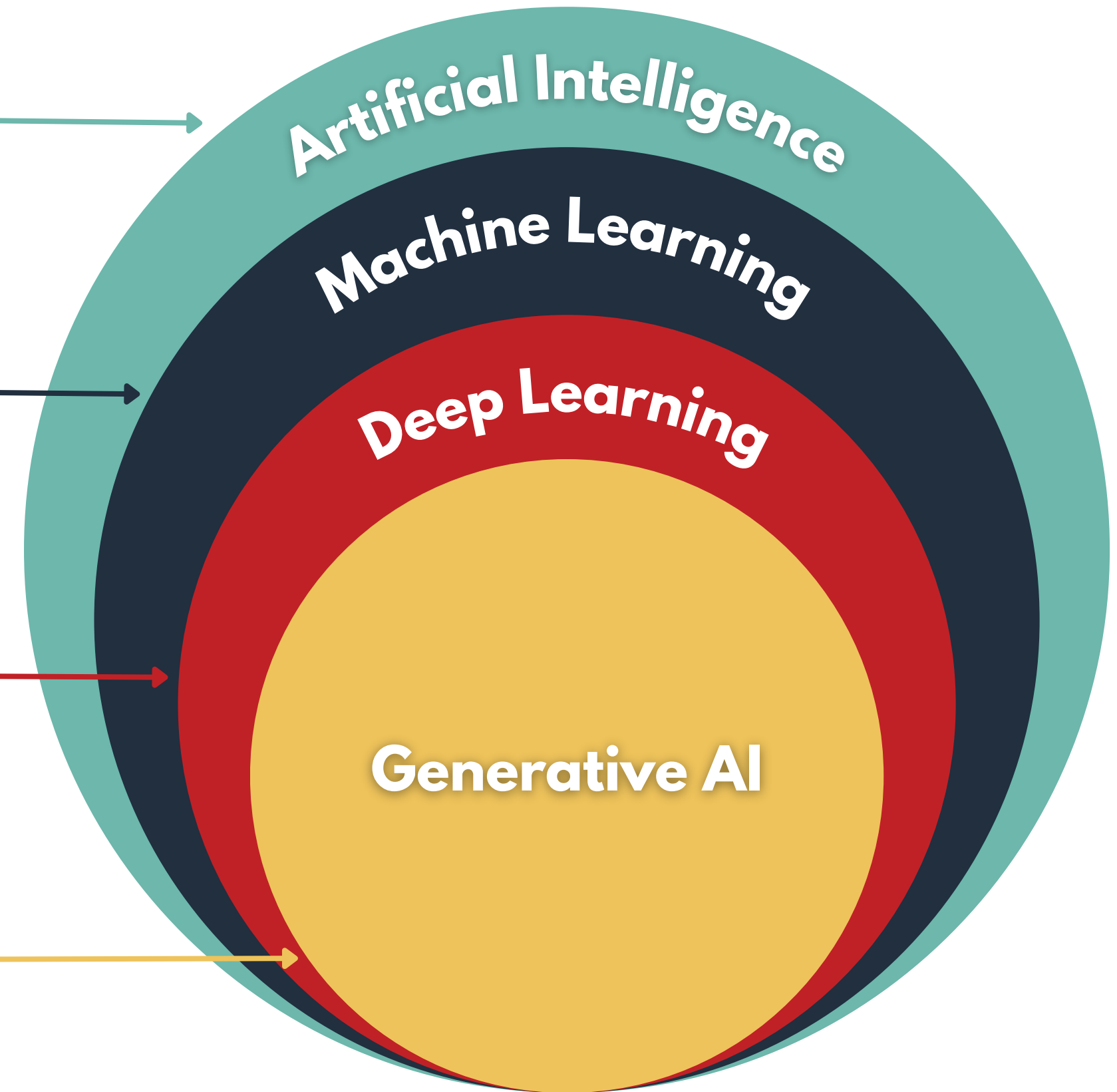
A subset of AI that enables computers to learn from data without explicit programming. ML algorithms identify patterns and make predictions or decisions based on that data.

Deep Learning

A specialized form of machine learning that uses artificial neural networks with multiple layers (deep neural networks) to analyze complex data. It excels at tasks like image recognition and natural language processing.

Generative AI

A type of artificial intelligence that focuses on creating new content, such as text, images, music, or code. It learns the patterns and structures of existing data to generate realistic outputs.



AI SENTENCE GENERATION EXAMPLE



Mary went to her closet and grabbed her favorite ____

Here are the **top 5 most likely single-word completions** with approximate next-word probabilities:

Word	Approx. Probability
dress	34%
sweater	18%
jacket	15%
coat	11%
shoes	9%



WHY “DRESS” IS THE HIGHEST:

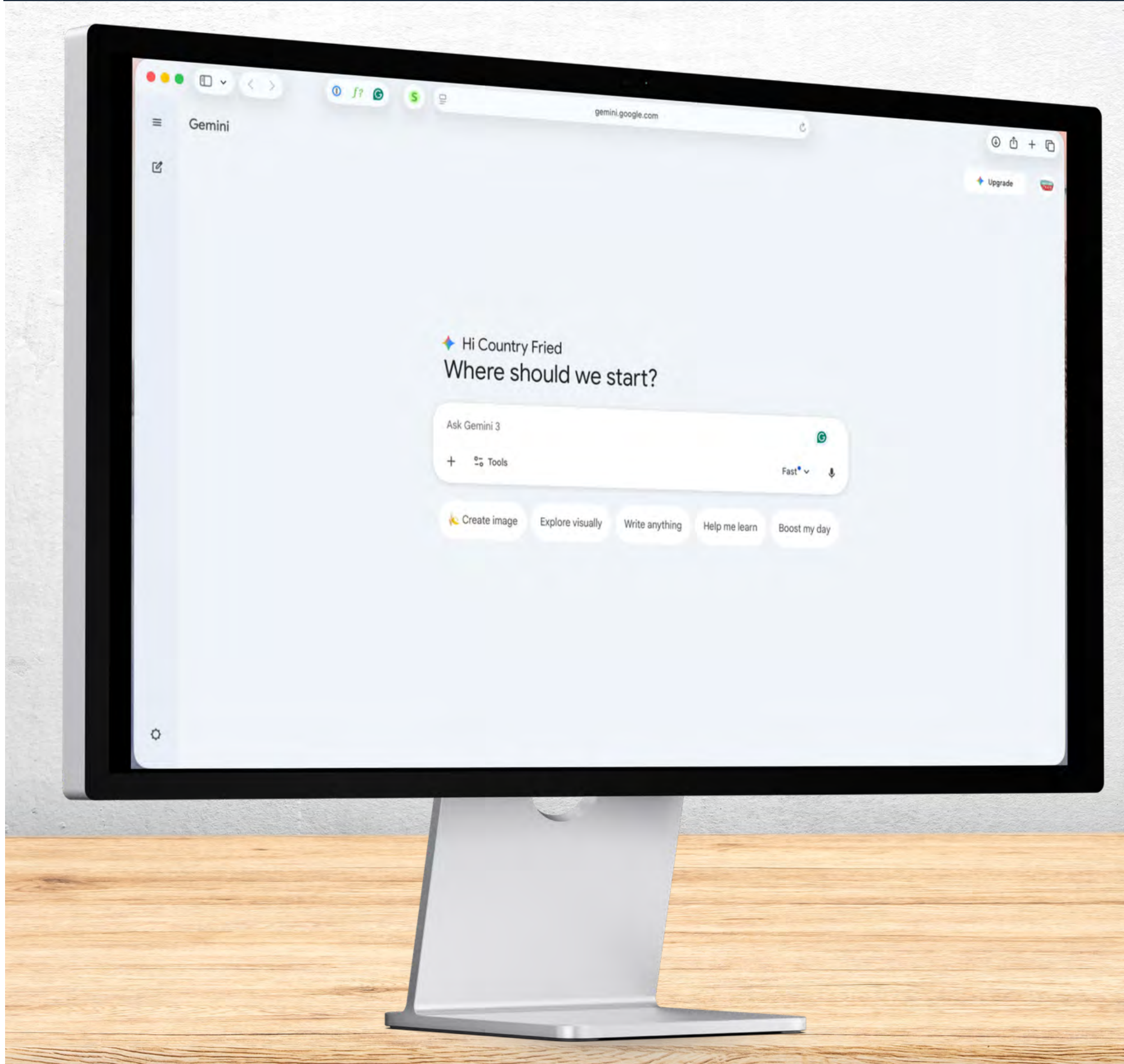
1. Strong collocation frequency - “Favorite dress” is a very common phrase in English writing, especially in fiction. Large language models learn these recurring patterns, and this phrase appears more often than alternatives like “favorite jacket” or “favorite coat.”

2. Gender association in training data - The name “Mary” is strongly associated with female identity in most English-language datasets. In those datasets, “dress” is statistically associated more often with women than men.

3. Narrative pattern bias - “Mary” + “closet” + “favorite” resembles a common storytelling setup (preparing for an event, date, or special occasion). In narrative contexts, “dress” frequently completes that pattern.

4. Singular structure fit - The grammar “grabbed her favorite ___” favors a singular, countable noun framed as a distinctive item. A dress is often described as a singular standout piece (“her favorite dress”) more than items like “shoes” (which are plural).

5. Closet priming - While many clothing items are stored in closets, fiction frequently depicts characters selecting dresses from closets, reinforcing that statistical pathway in training data.



Most of you are familiar with ChatGPT, Microsoft Copilot, Perplexity, and Google Gemini.

We're going to focus on **Google Gemini** because:

The "Google Ecosystem" Advantage: If you use Gmail, Docs, Drive, and Calendar, Gemini has a "home field" advantage. It has access to all of your information as well as Google Search.

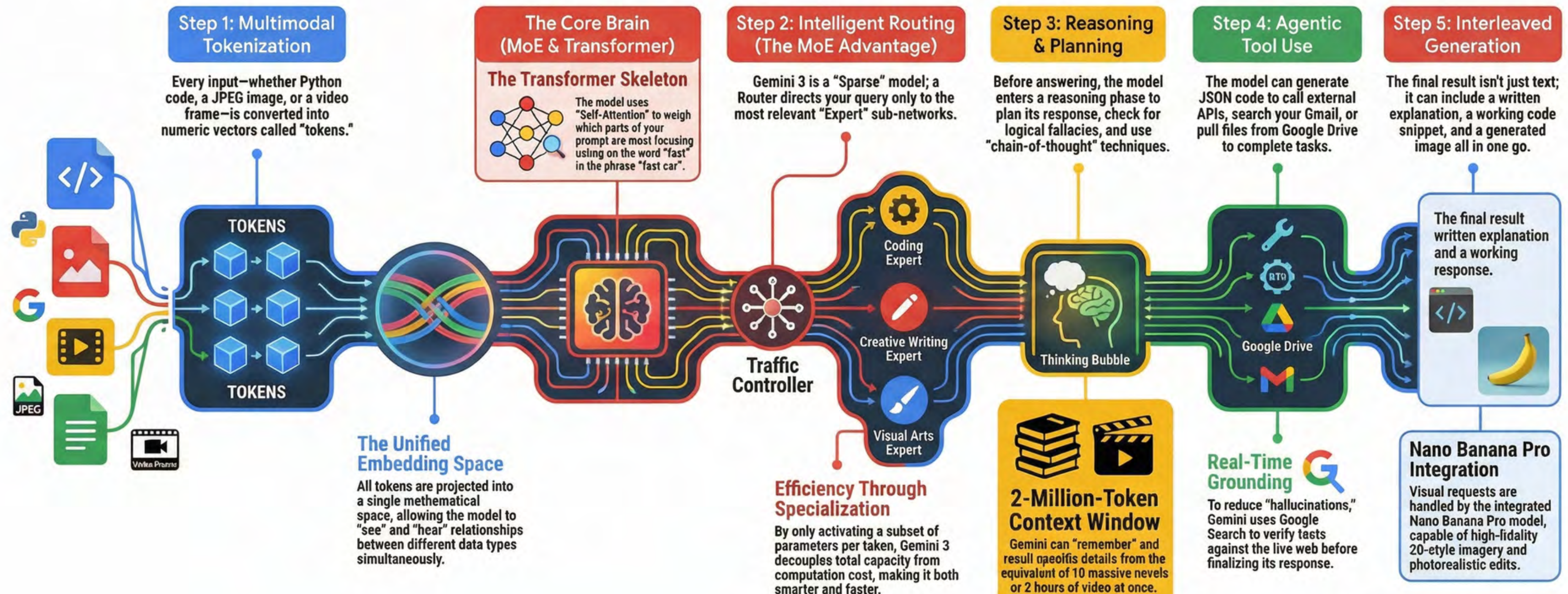
Massive Context Window: Gemini can ingest thousands of pages or hours of video in a single prompt. This makes it the better choice for analyzing entire books, massive codebases, or hour-long recorded meetings.

Native Multimodality: Tools like Gemini Canvas and Vids allow you to transition from a text prompt to an interactive workspace or a fully produced video with AI-generated voiceovers and scripts in one flow.

GOOGLE GEMINI - HOW IT WORKS



Inside Gemini 3: The Journey of a Multimodal Prompt



Gemini Family



Ultra
(Research)



Pro
(Productivity)



Flash
(Speed)



Nano
(Privacy)



AI FOR MARKETING & COMMUNICATIONS

MULTI-PLATFORM CAMPAIGNS



Use the **Gemini App** to turn one press release into a full campaign:

Instagram Captions

LinkedIn Articles

TikTok Scripts

Facebook Ads



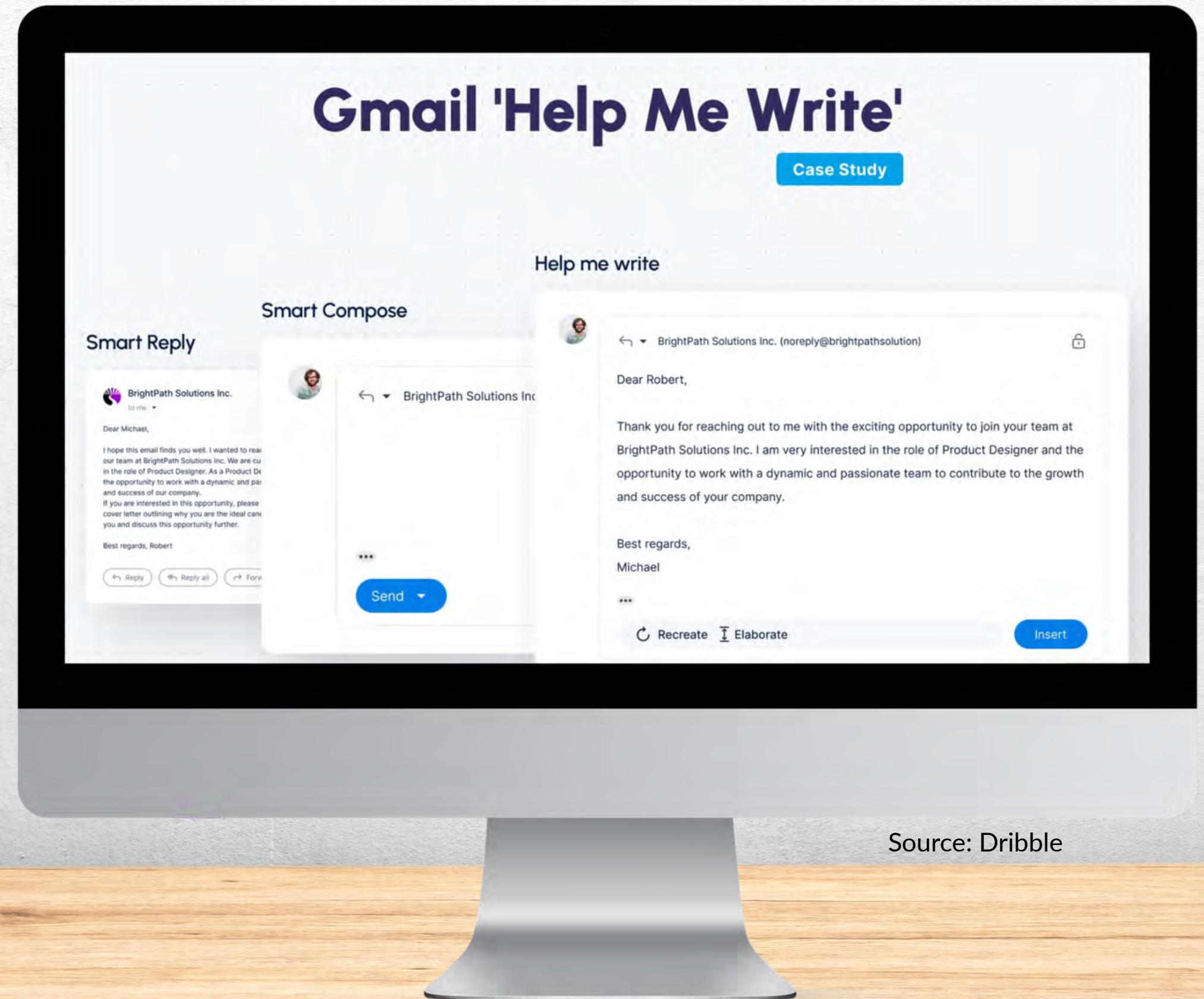
Source: The Verge

NEWSLETTER PERSONALIZATION



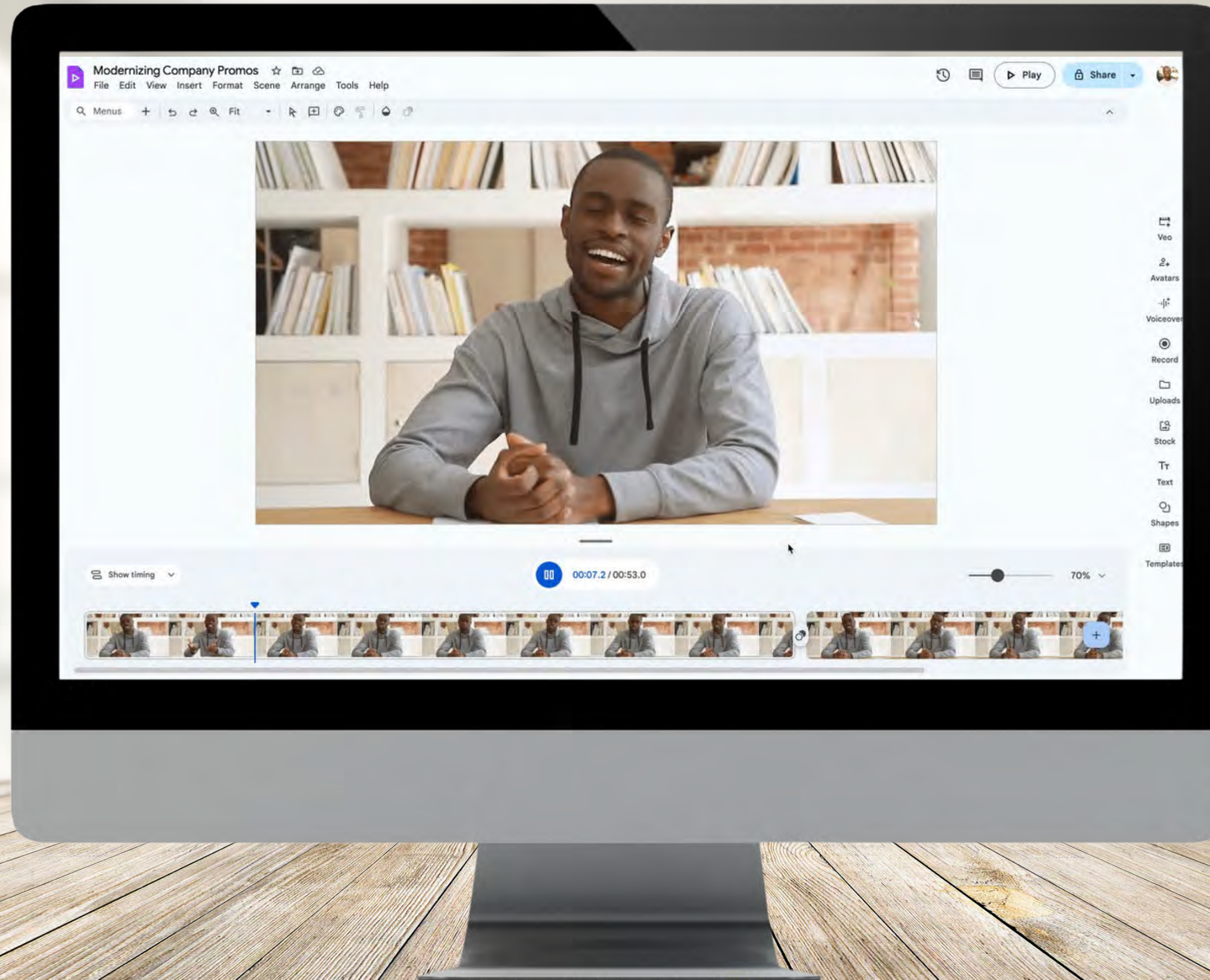
Use *"Help me write"* in Gmail to draft monthly updates.

You can ask Gemini to *"make this sound more urgent for past donors"* or *"more welcoming for new volunteers."*



Source: Dribble

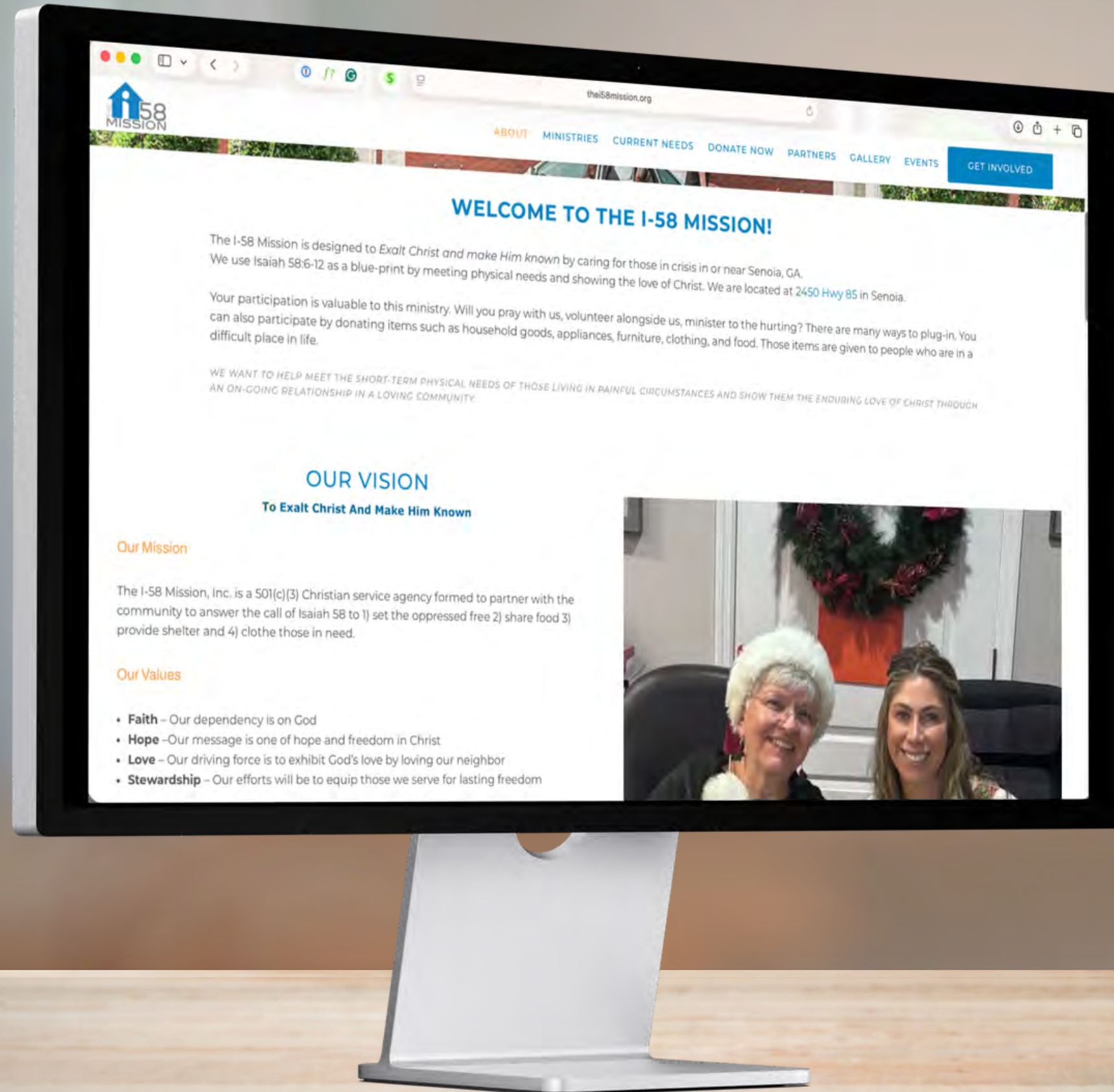
VISUAL STORYTELLING



Use **Google Vids** or the image generator in **Google Slides** to create high-impact campaign videos and graphics without needing a professional designer.



CONTENT OPTIMIZATION



Use Gemini to audit your website copy for E-E-A-T signals:

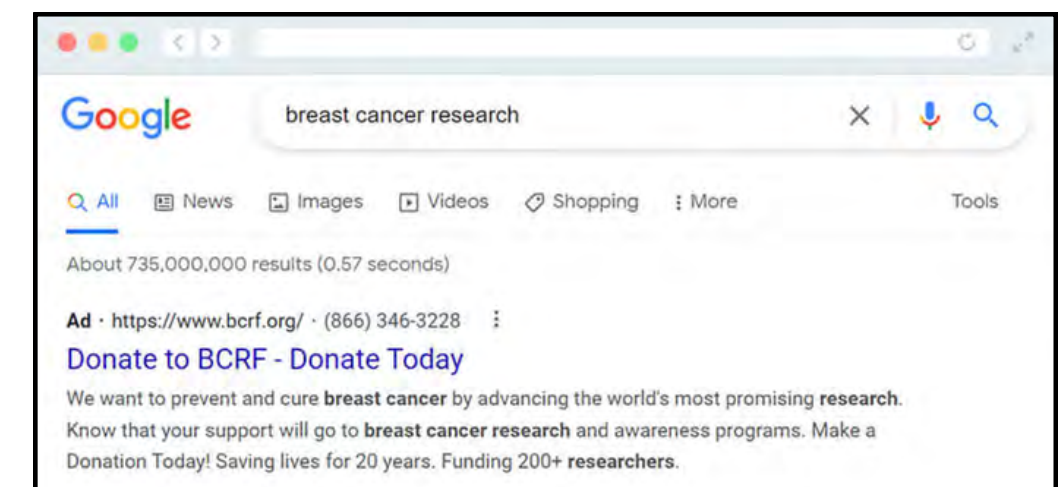
Experience

Expertise

Authoritativeness

Trustworthiness

This will help to ensure your nonprofit appears in AI-driven search results.



Gem manager

Premade by Google

Show less

Experiment

Storybook

Create a customized picture book, for either children or adults, given a topic, an...



Brainstormer

Find inspiration easily. Fresh ideas for parties, gifts, businesses and more.



Career guide

Unlock your career potential. Get a detailed plan to refine your skills and achieve your...



Coding partner

Level up your coding skills. Get the help you need to build your projects and learn as yo...



Copy creator

Get help writing branded content that appeals to your audience.



Learning coach

Here to help you learn and practice new concepts. Tell me what you'd like to learn, and I...



Outreach specialist

Craft personalized messages to potential customers, build relationships, and drive...



Productivity planner

Stay on top of your work. Schedule tasks, daily updates, and weekly summaries from...



Sales pitch ideator

Create compelling sales pitches that resonate with your audience and drive...



Sentiment analyzer

Analyze customer feedback to reveal trends and make recommendations.



Writing editor

Elevate your writing. Get clear, constructive feedback, from grammar to structure.

My Gems

+ New Gem

Google Gems

- Customizable AI Experts
- Knowledge Integration
- Zero-Effort Setup
- Standardized Workflows

A photograph of two young women with dark skin and curly hair, smiling and working together at a desk. The woman on the left is wearing a brown blazer and is pointing at a laptop screen. The woman on the right is wearing a grey blazer and has her hands on the desk. They are surrounded by papers, a coffee cup, and a whiteboard in the background. The image has a dark blue overlay.

AI FOR NON-PROFIT OPERATIONS

GRANT MANAGEMENT



Use Gemini in Google Docs to summarize complex grant eligibility requirements or to draft a 500-word project description based on your past reports.



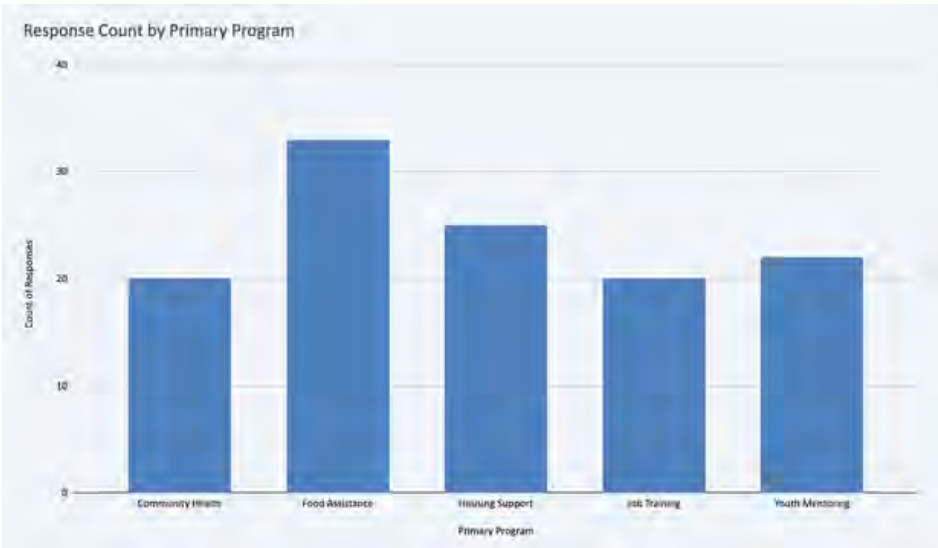
SURVEY & DATA ANALYSIS



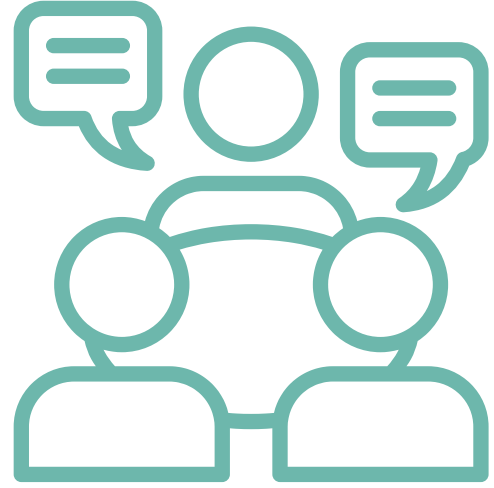
	A	B	C	D	E	F	G
1	Respondent_ID	Survey_Date	Q1_Satisfaction_1to5	Q2_Primary_Program	Q3_Service_Frequency	Q4_Likelihood_to_Recommend	Q5_Open_Ended_Feedback
2	R0001	2026-01-27	3	Housing Support	First-time	7	More bilingual staff and translated materials, please.
3	R0002	2026-02-07	3	Food Assistance	Occasional	10	More healthy food options and nutrition info.
4	R0003	2026-02-12	3	Job Training	Occasional	6	Simpler paperwork and fewer repeated forms. Thank you.
5	R0004	2026-02-05	4	Job Training	Occasional	5	It would help to have more mental health resources and referrals.
6	R0005	2026-01-24	4	Youth Mentoring	First-time	4	More community events to build connection.
7	R0006	2026-02-07	3	Youth Mentoring	Occasional	4	More support for seniors and people with disabilities.
8	R0007	2026-01-22	3	Food Assistance	First-time	8	More outreach so people know these programs exist.
9	R0008	2026-01-18	3	Youth Mentoring	Regular	7	Simpler paperwork and fewer repeated forms.
10	R0009	2026-01-11	3	Food Assistance	Occasional	9	More community events to build connection.
11	R0010	2026-02-09	3	Housing Support	Occasional	10	Clearer information about eligibility and next steps. Thank you.
12	R0011	2026-02-08	3	Youth Mentoring	First-time	7	More mental health resources and referrals.
13	R0012	2025-11-20	4	Community Health	Occasional	6	Expanded housing navigation support.
14	R0013	2026-01-30	5	Youth Mentoring	Occasional	10	Transportation support would make visits easier.
15	R0014	2026-02-05	4	Food Assistance	First-time	9	A dedicated hotline for urgent questions.
16	R0015	2026-02-09	3	Housing Support	Occasional	4	More evening hours would help working families.
17	R0016	2026-02-01	3	Community Health	Regular	9	More one-on-one guidance navigating benefits.
18	R0017	2026-02-01	3	Community Health	Regular	7	More childcare options during appointments.
19	R0018	2025-12-18	3	Housing Support	Regular	8	More support for seniors and people with disabilities.
20	R0019	2026-02-12	4	Job Training	Occasional	10	It would help to have more evening hours would help working families.
21	R0020	2025-12-29	3	Community Health	Regular	6	More follow-up to track progress after services.
22	R0021	2025-12-05	2	Housing Support	First-time	7	Transportation support would make visits easier.
23	R0022	2026-02-10	3	Food Assistance	Occasional	5	Expanded housing navigation support.
24	R0023	2025-12-29	4	Job Training	Occasional	9	More healthy food options and nutrition info.
25	R0024	2026-01-21	4	Food Assistance	First-time	7	It would help to have more evening hours would help working families.
26	R0025	2025-12-24	5	Food Assistance	Regular	10	More outreach so people know these programs exist.
27	R0026	2026-01-20	1	Housing Support	Occasional	5	More outreach so people know these programs exist.
28	R0027	2026-02-12	2	Food Assistance	First-time	7	More community events to build connection. Thank you.

Export donor or volunteer surveys from Google Forms into Google Sheets.

Use the Gemini side panel to "categorize response count by primary category"



AUTOMATED MEETING MINUTES

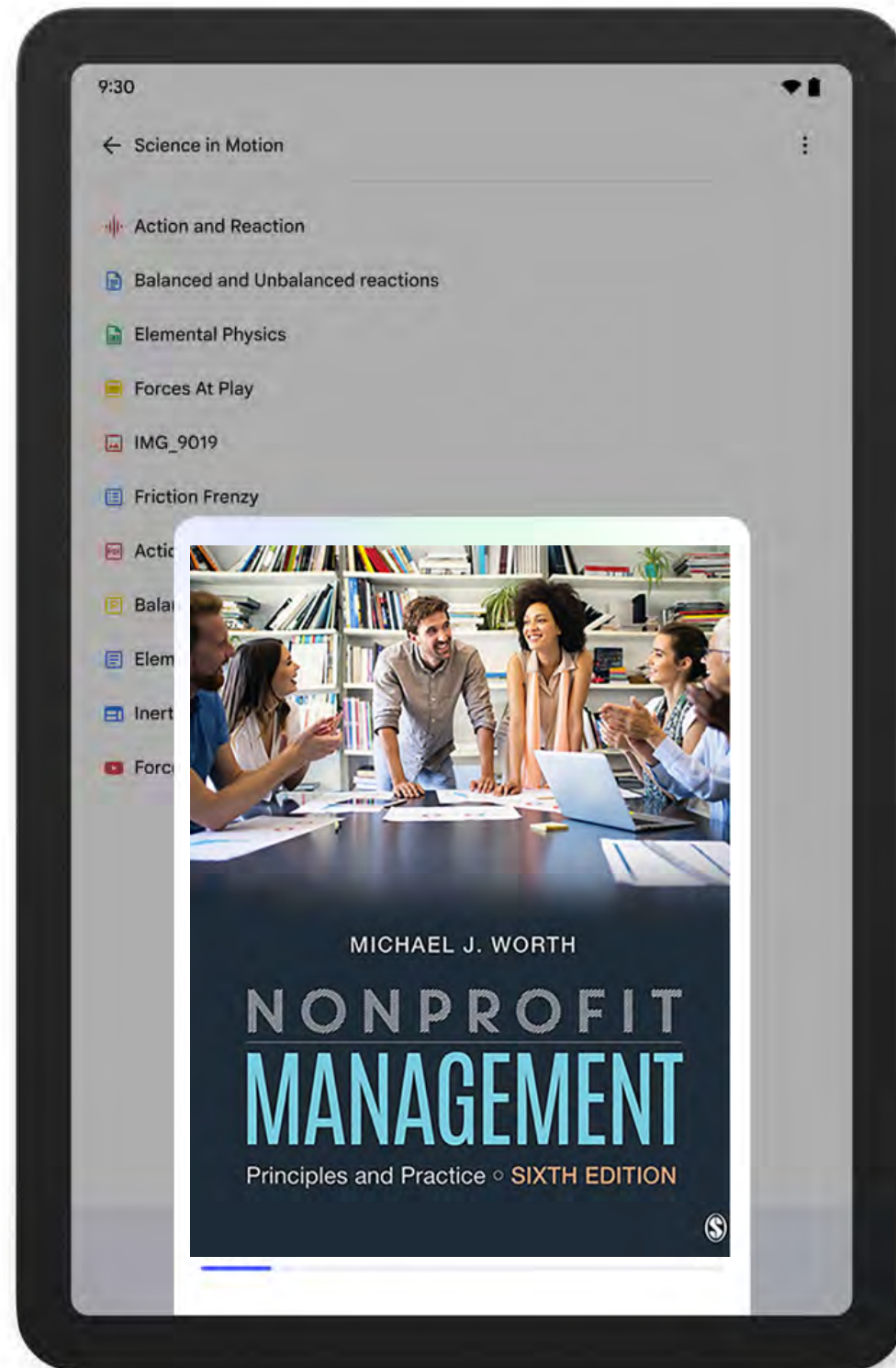


Enable "Take notes for me" in **Google Meet**.

It automatically generates a **summary**, **action items**, and a **transcript**, saving hours of manual admin work after board meetings.



Upload sources like PDFs,
websites, videos and more 🎤

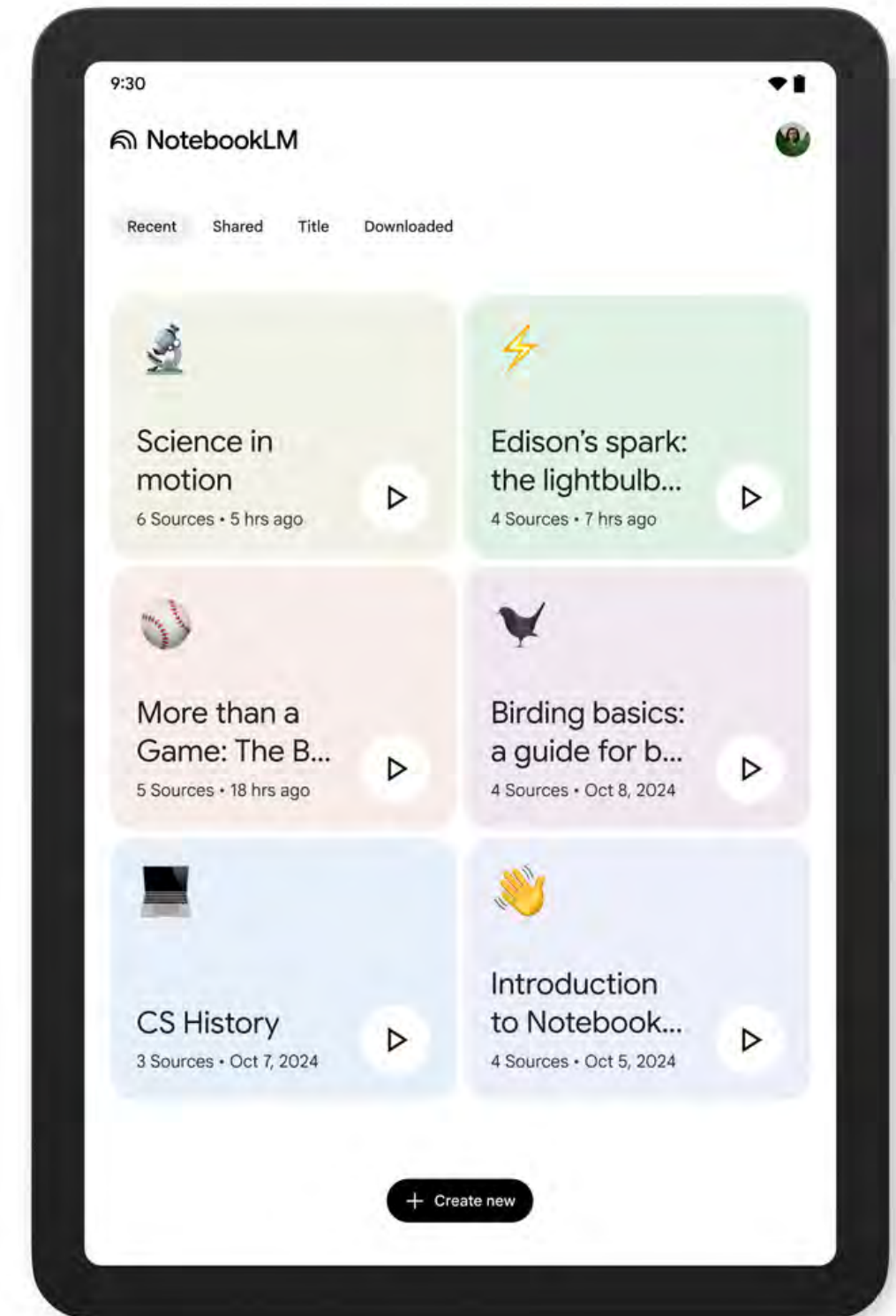


Source: Google

Use NotebookLM to
upload all your
organizational documents
(handbooks, bylaws, past
reports).

It creates a "private AI"
that can instantly answer
questions like, "What is
our policy on travel
reimbursements?"

Create and view
your notebooks 📖



Source: Google

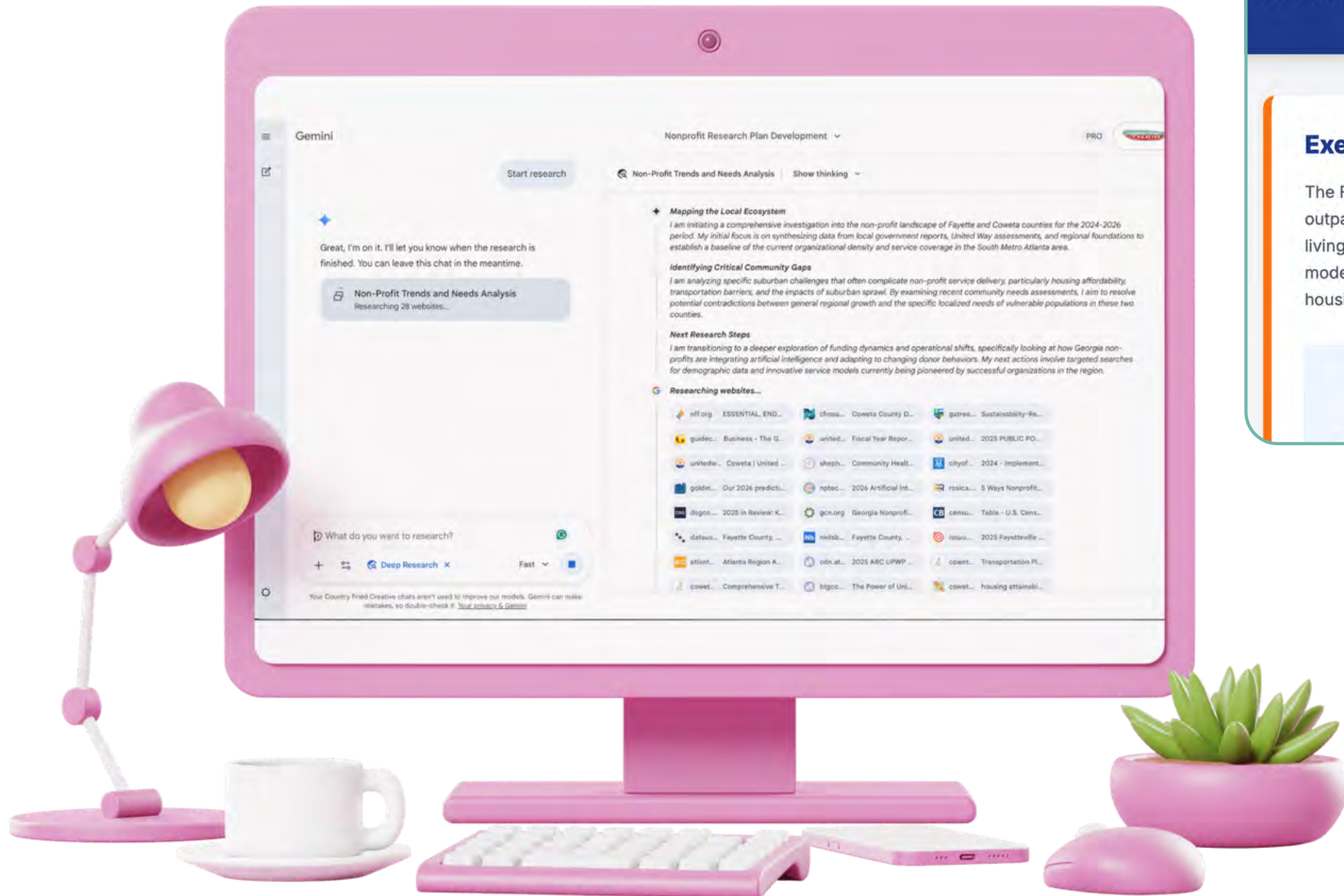
ADVANCED AI FOR NON-PROFITS



DEEP RESEARCH & REPORTS



Use the **Deep Research** feature in Gemini to compile data on industry trends or community needs.



FY2025-2026 STRATEGIC OUTLOOK

Regional Impact Report

Non-Profit Industry Trends & Community Needs: Fayette & Coweta Counties

Report Date
October 2025

Executive Summary

The Fayette/Coweta region is experiencing a "Suburban Shift." Rapid population growth—particularly in Coweta—is outpacing the infrastructure of local human service organizations. While median incomes remain high, the cost of living and housing instability create "hidden pockets of poverty." For non-profits, the challenge is twofold: modernizing digital operations to retain younger donors and addressing the widening gap in mental health and housing services.

14.2%

PROJ. POP. GROWTH (5YR)

\$48k

AVG. GRANT GAP

1 in 5

HOUSEHOLDS COST-BURDENED

Then, use **Gemini Canvas** to instantly transform that data into a polished infographic or executive summary for your board.

VOICE BRAINSTORMING

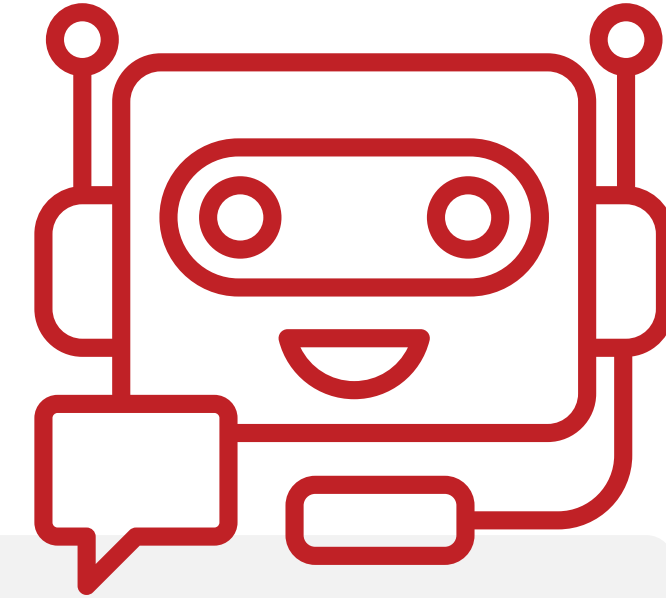


Use **Gemini Live** on the mobile app for hands-free "spitballing."

You can talk naturally with Gemini to **hash out event themes or fundraising ideas** while you're on the go.



VISUAL TECH SUPPORT



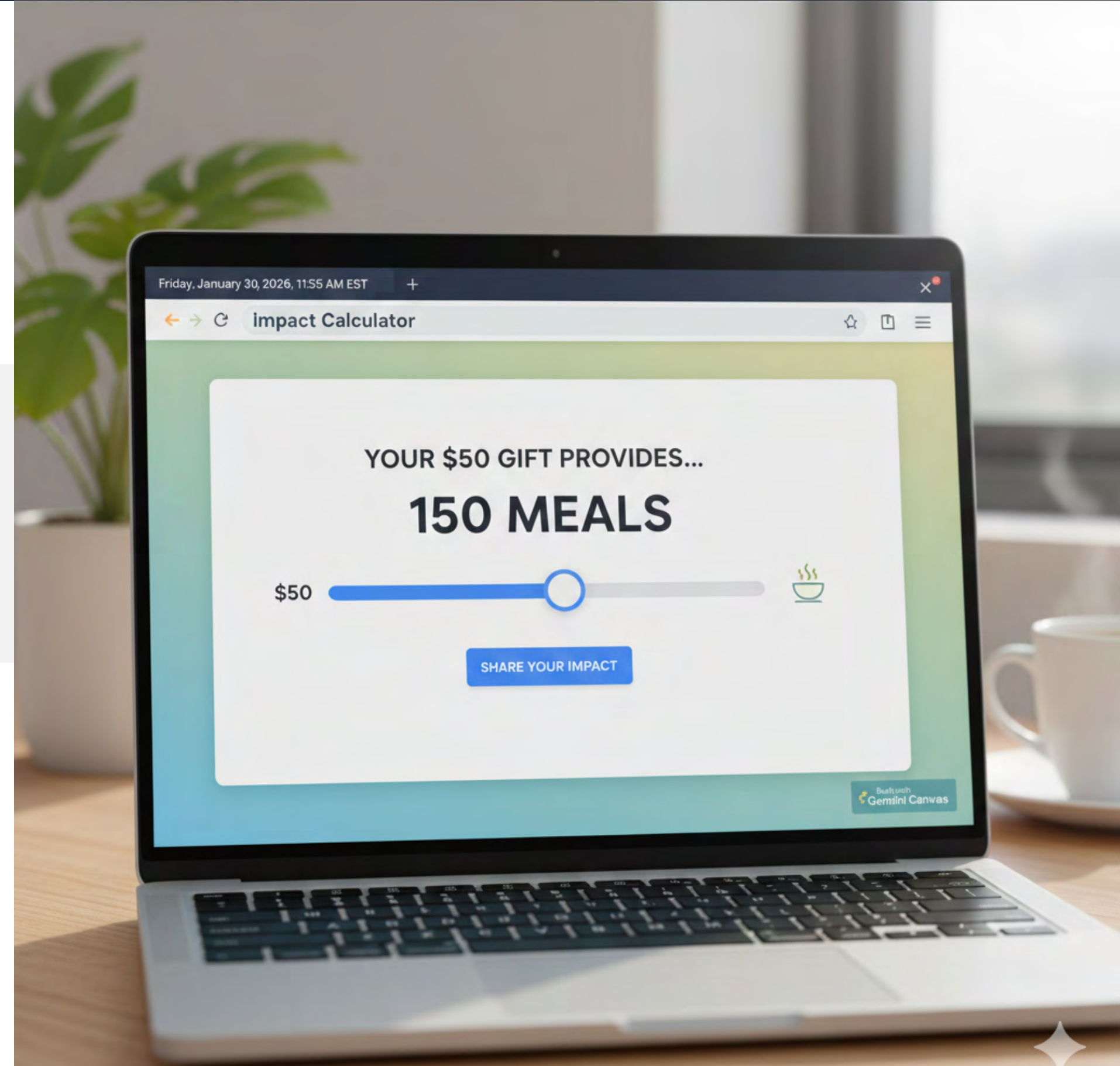
Use **Gemini Live's** screen sharing to get real-time help.

Show Gemini a **broken formula** in Sheets or a layout issue on your website, and ask, "**How do I fix this?**"

INTERACTIVE DONOR TOOLS



Use **Gemini Canvas** to build small, shareable tools, like an "**Impact Calculator**", where donors can slide a bar to see exactly how many meals their \$50 gift provides.

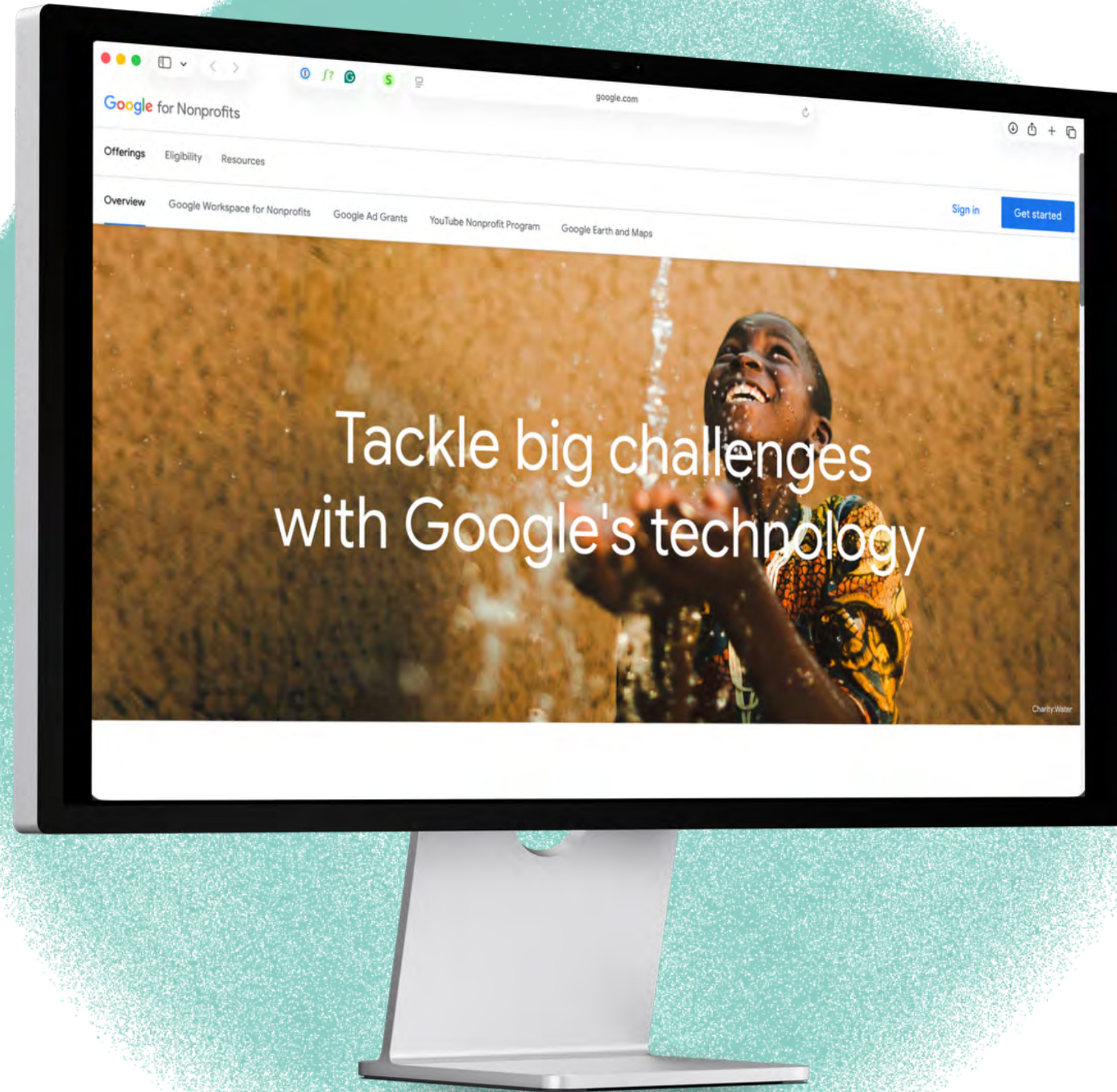




GOOGLE FOR NON-PROFITS



GOOGLE FOR NON-PROFITS



Google for Non-Profits

Google Workspace for Nonprofits: Eligible organizations get the Business Starter plan for \$0/month (up to 2,000 users). This includes professional email, 100TB of shared storage, and access to Gemini.

Google Ad Grants: Get up to \$10,000 per month in free Google Search advertising to drive traffic to your donation pages or volunteer sign-up forms.

YouTube Nonprofit Program: Unlocks "Link Anywhere" cards (letting viewers click a link inside a video to donate) and fundraising features like the "Donate" button next to your videos.

Google Maps Platform: Provides a \$250/month credit to create custom maps showing your organization's impact or service locations across a region.

AI ETHICS OVERVIEW



- Data Privacy and Security Risks
- Bias and Fairness Issues
- Transparency and Accountability
- Human Centered Impact
- Governance and Operational Issues
- Truthfulness and Tracking



SUMMARY



Move Beyond the Basics: Shift from basic "copy-paste" prompts to interactive discussions, screen sharing, and real-time feedback with AI.

Reclaim Your Calendar: Learn how to automate time-consuming administrative tasks so you can focus on high-impact mission work.

Scale Your Content: Create authentic, brand-aligned emails, social posts, and proposals without starting from a blank page every time.

Simplify Data Analysis: Use AI as a "data assistant" to quickly pull meaningful insights from community surveys and donor reports.

Ensure Grant Accuracy: Discover how to use AI to double-check grant requirements and strengthen your proposals before submission.

Ethical Integration: Gain a clear framework for using AI responsibly, ensuring you maintain transparency, address bias, and keep humans in the driver's seat.

ABOUT YOUR SPEAKER



JOE DOMALESKI

PRESIDENT, CHIEF DONUT OFFICER

- Over 30 years of business management experience
- 2024 Rotary Club Business Leader of the Year
- 2021 Small Business of the Year Winner
- 2018 Chamber Business Person of the Year
- 2010 Chamber of Commerce Board Chair
- Passion for the local community
- MSci, Analytics 2026 - Georgia Tech (currently a student)
- MBA, Finance 1993 - Georgia State University
- BS, Math / CompSci 1989 - University of North Georgia
- Proud veteran of the U.S. Army
- Extensive marketing project & campaign management
- Believes in BETTER MARKETING

WE CAN HELP!

ANALYTICS & DATA STRATEGY

DIGITAL MARKETING CAMPAIGNS

CREATIVE SERVICES & CONTENT

WEBSITE & SEO



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