

AI 101

Generating Creativity, Content & Opportunity

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The generative AI revolution is here – are you ready?

Generative AI like ChatGPT is changing the landscape of software: Hotmail co-founder

ARTIFICIAL INTELLIGENCE / TECH / BUSINESS

Sports Illustrated's publisher is using AI to generate fitness advice

Coca-Cola's Generative AI Advertisement Takes Internet by Storm

Google to deploy generative AI to create sophisticated ad campaigns

Everyone's talking about ChatGPT—nonprofits included.



Mark Zuckerberg announces new team at Meta working on A.I. products for Instagram, WhatsApp

2 days ago



Generative AI by definition

The process of AI algorithms generating or creating an output, such as text, photo, video, code, data, and 3D renderings, from data they are trained on.

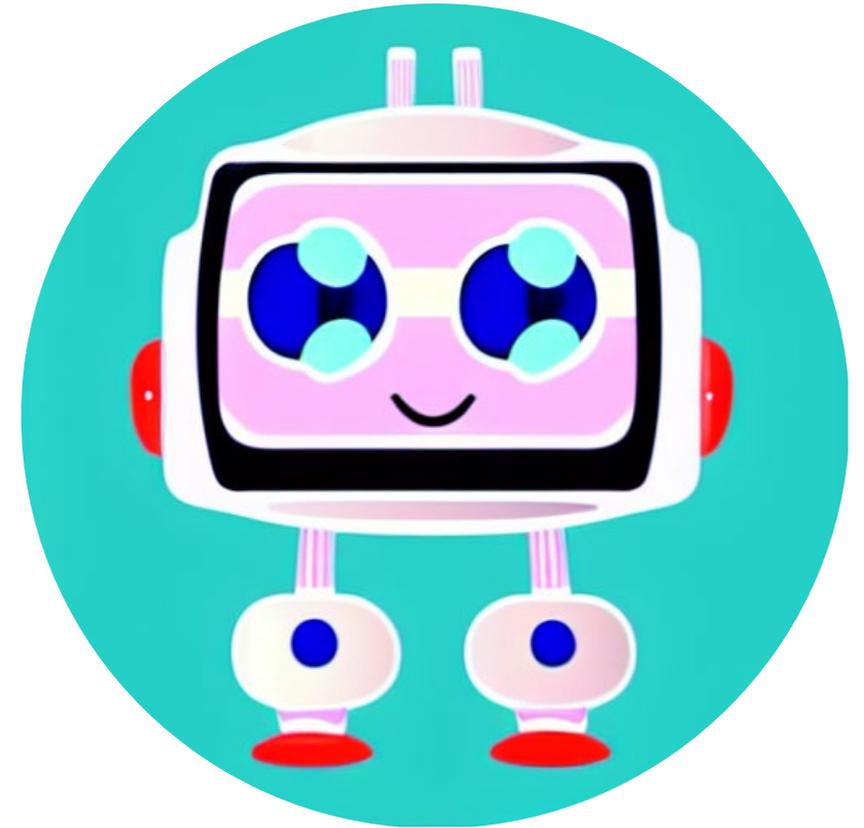


Image created using Stable Diffusion v1.5

Prompt: Create an illustrated image of a cute robot. The image will represent generative AI in robot form. Use a white background. Create image in the kawaii art style with a smiling face.

Productivity Wonder or Extinction Event?

- Tech leaders call for pause on AI development citing [“Risk of Extinction”](#)
- It’s evolving super fast = [“Potential for Risky Emergent Behaviors”](#)
- Don’t use AI for evil? ˘(ツ)˘



Image created using Stable Diffusion v1.5

Prompt: Create an illustrated image of an angry robot. Include red eyes and scowling face. Use a white background. Create image in the kawaii art style.

Why consider using generative AI?

- Translate imagination into reality
- Jumpstart to creative block
- Allows for rapid prototyping of a concept, easier to iterate quickly
- Traditional sources like Shutterstock and Adobe Stock already building collections for licensing
- Anyone can use it
- It's here to stay

PROS



**COST
EFFECTIVE**



CUSTOMIZED CONTENT



**QUICK
TURNAROUND**



**BETTER
INCLUSIVITY**



**BRAND
CONSISTENCY**



**FORMAT
FLEXIBILITY**

CONS



**DISPLACEMENT OF
ARTISTS**



**INCONSISTENT
QUALITY**



**NOT USER
FRIENDLY**



**STILL REQUIRES
VETTING**



**ETHICAL
ROADBLOCKS**



LACK OF STORYTELLING



How to write a copy prompt for AI

- Clearly define your objective
- Describe your target audience
- Specify the marketing channel
- Highlight unique selling points
- Provide product or service details
- Set the desired tone and style
- Request a specific format
- Iterate and refine

Prompt Example

You are a fundraising professional for Humane Society International. Write a 200 word welcome letter to a new donor. Thank them for their gift of [\$x] of [Date]. Make them feel like they are part of a community. Explain that their gift is helping animals around the world. Welcome them to the organization.

ChatGPT Generated Content Example:



Dear [Donor Name],

I am thrilled to welcome you to the Humane Society International (HSI) community and to express our heartfelt gratitude for your recent gift of [\$x] on [Date]. **Your contribution will make a significant impact in our efforts to protect animals around the world and make the world a better place for them.**

Your gift is a testament to your compassion and commitment to making a difference in the lives of animals. I want you to know your that your donation is already having a positive impact.

As a member, you are now part of the HSI family, and we are honored to have you on board. We are a community of individuals who share a deep love and respect for all animals and a commitment to advocating for their welfare.

We believe that every animal deserves to live a happy, healthy life free from abuse, neglect, and cruelty, and we work tirelessly to make that vision a reality.

Once again, thank you for your generous support. We look forward to keeping you updated on our progress and sharing with you the impact that your contribution is making in the world.

Sincerely,

Dear [~~Donor Name~~Salutation],

~~I am thrilled to~~It's my honor to -welcome you to the Humane Society International (HSI) community of animal advocates! ~~and to express our heartfelt gratitude for~~

Thank you for joining us with your recent gift-contribution of [\$x] on [Date].

~~Your contribution will make a significant impact in our efforts to protect animals around the world and make the world a better place for them.~~

Your gift is a testament to your compassion and commitment to making a difference in the lives of animals. I want you to know your that your donation is already having a positive impact through lifesaving programs to...

- Rescue victims of the dog and cat meat trades worldwide
- Liberate animals from a life of torment in the confinement of fur farms
- Advocate against the use of animals for unnecessary cosmetics testing
- Protect iconic species like elephants and lions from being killed by trophy hunters
- Deploy veterinarians and resources through mobile pet clinics to reach some of the world's most isolated and underserved communities!... *and so much more!*

[Salutation]. aAs an HSI member and advocate, you are now part of a the HSI familyglobal alliance of dedicated individuals who share a deep love and respect for all animals and a commitment to advocating for their welfare., and we~~We~~'-are honored-proud to have you on boardby our side. We are a community of individuals who share a deep love and respect for all animals and a commitment to advocating for their welfare.

~~We believe that~~Thank you for believing that every animal deserves to live a happy, healthy life free from abuse, neglect, and cruelty ~~—,~~ and we work tirelessly tofor taking action to make that vision a reality.

~~Once again, thank you for your generous support. I~~We look forward to keeping you updated on our progressour progress together and sharing with you the impact that your contribution is making in the world.

SincerelyOn behalf of all animals,

Your 5 second first draft...

You are a marketing officer for a Washington D.C. Food Bank. Write a series of three social media posts to promote an upcoming food drive on June 30 from 10a-4p. The audience is followers on Instagram, Facebook, and Twitter. The tone should be motivational, and make the audience feel a part of a community.



Your 5 second first draft...

Social Media Post 1 (Instagram):

📣 Join our community in making a difference! 🍷🌟 Mark your calendars for June 30th, from 10am to 4pm, for our upcoming Food Drive! 📅🚀

🍷 Let's come together and fight hunger in Washington D.C.! 👤❤️ By donating non-perishable food items or making a contribution, you can help us provide meals to those in need. Every little bit counts! 🥤🥕🍷

💡 Be a part of something bigger! Share this post, spread the word, and let's make an even greater impact together. 🌍🍷 Let's show our community's strength and support! 🍷❤️

#FoodDrive #FightHunger #CommunityStrong #TogetherWeCan #MakeADifference
#JoinUs

Social Media Post 2 (Facebook):

📣 We're calling on our amazing community to come together for a great cause! 🌟👤 Join us on June 30th, from 10am to 4pm, for our upcoming Food Drive and help us fight hunger in Washington D.C.! 🥬🍷🍷

🌍 Let's make a difference, one meal at a time. By donating non-perishable food items or making a contribution, you're providing hope and sustenance to those facing food insecurity. ❤️🍷

👤 Share this post and invite your friends, family, and neighbors to be part of this collective effort! Together, we can create a stronger and more resilient community. 🍷❤️

#FoodDrive #FightHunger #CommunityStrong #TogetherWeCan #MakeADifference
#JoinUs

Social Media Post 3 (Twitter):

📣 Calling all superheroes! 🌟🌟 Our Food Drive is coming up on June 30th, from 10am to 4pm! Join forces with us to fight hunger in Washington D.C.! 🧑🍷🍷

❤️ Donating non-perishable food items or making a contribution may seem small, but it makes a world of difference to someone in need. Let's harness the power of our community to create positive change! 🍷🌍

📣 Retweet and spread the word! Let's inspire others to get involved and make an impact. Together, we can be real-life superheroes for those facing hunger. 🍷❤️

#FoodDrive #FightHunger #CommunityStrong #TogetherWeCan #MakeADifference
#JoinUs

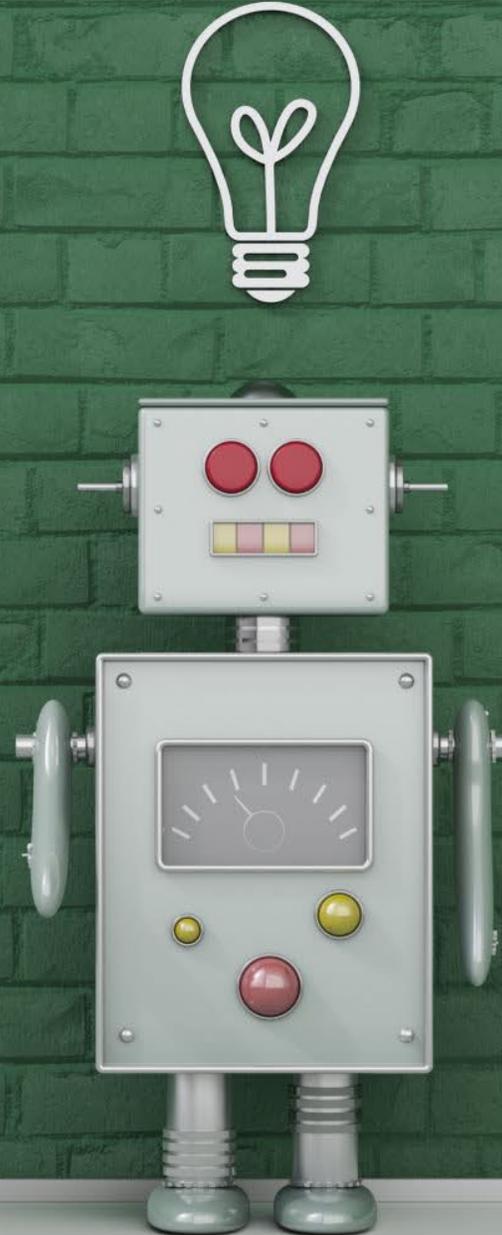


AI
IN DESIGN

FIRST THINGS FIRST...

AI image generators will not replace designers

Just like when it comes to copy, they are a tool that can help increase output and creativity and can aid in visual storytelling



HOW CAN NONPROFITS USE THIS TECHNOLOGY TO THEIR ADVANTAGE?



Stand out on **social media** and get more people to engage with your posts by creating custom images that are tailored to your brand.



Get more readers to share your **blog posts** with compelling images that are engaging and easy to share.



Grab attention and convey complex information in a simple way by adding AI generated images to a **report or presentation**.



For fundraising materials, where photos are the “norm,” the jury is still out for me...

IT'S NOT
WITHOUT
CHALLENGES

1. Societal Bias





THE PROMPT:

An elderly Hispanic man and a Haitian woman sitting in rocking chairs holding hands

IT'S NOT
WITHOUT
CHALLENGES

2. Realistic Body Parts





THE PROMPT:

a human hand that actually looks like a hand with 5 fingers photo



THE PROMPT:

photorealistic woman's hand with
palm up, back of hand on the table,
palm pattern visible, instagram
photo, studio photo, 90 mm, f / 1.4"

HOW DOES IT WORK?

To create images, millions of images across the internet are scanned and compared to the descriptive prompt you enter on an app.

Algorithms spot trends in the images and text and eventually the AI image generator creates an entirely new image from scratch.

There are several free Image generators out there...



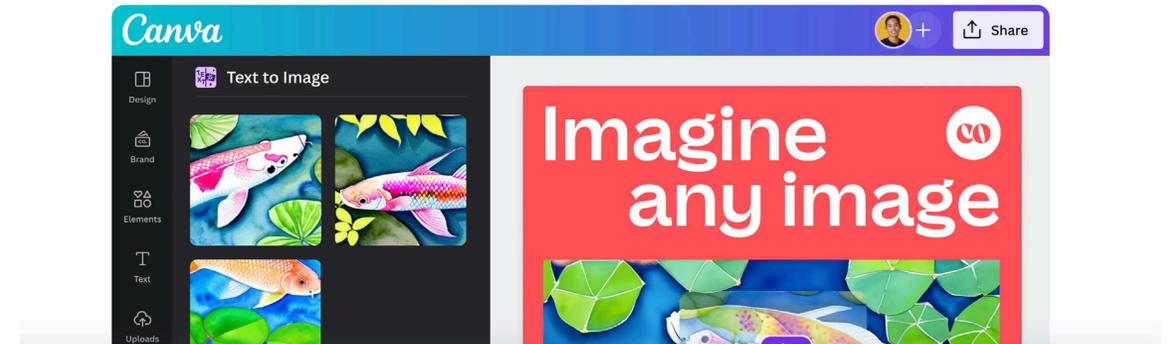
WANT TO PLAY AROUND?

- Shutterstock
- Canva

Free Online AI Image Generator

Dream it up, then add it to your design. Watch your words and phrases transform into beautiful images with Text to Image, Canva's AI image generator. Stand out with an image perfect for your project.

Generate AI Images



Generate AI Images

shutterstock AI

AI Image Generator: Create stunning visuals instantly

Ready to unleash your creativity with the power of AI? Just type a description of something to get started.

Describe the image and art style you have in mind

Generate

All styles Photo Art Digital 3D Scene No styles

How to use Shutterstock's AI image generator

- 1 Imagine anything! Then type it into the search bar. Click Generate.
- 2 Shutterstock AI generates a few versions for you to choose from.
- 3 Edit the image using features like Zoom out, if you like. Or just license and download.



TOP (PAID) IMAGE GENERATORS

- DALL-E-2
- StarryAI
- Stability.Ai
- Midjourney on Discord

DALL-E 2

DALL-E 2 is an AI system that can create realistic images and illustrations from a description in natural language.

Try DALL-E 2 | Follow on Instagram

stability ai

Diffuse Together

edition

an ai animation CHALLENGE

in us at

stablediffusion



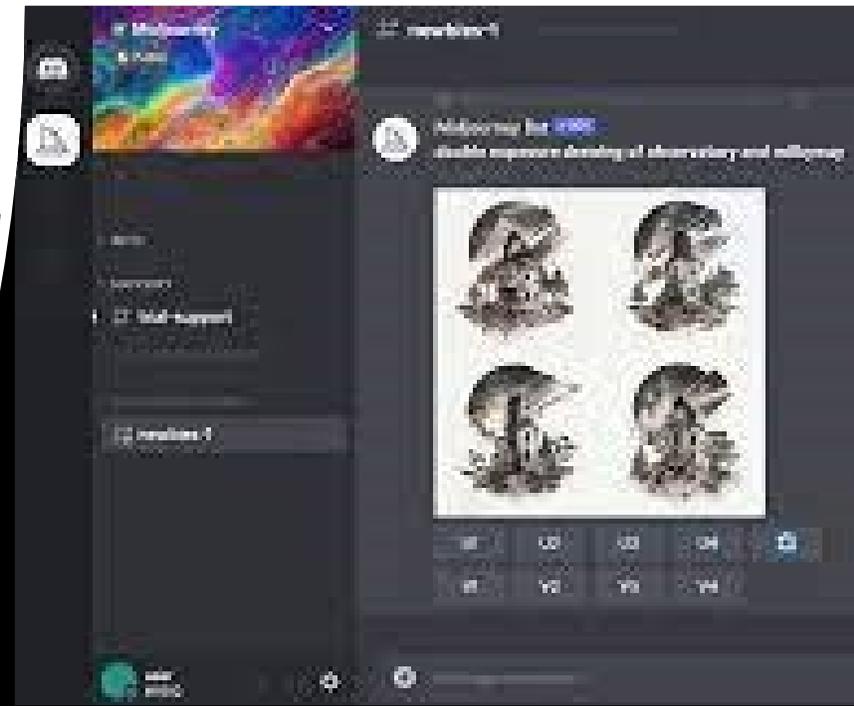
winners announced live on twitch

starryai. Home Blog Help Careers

Create Art with AI

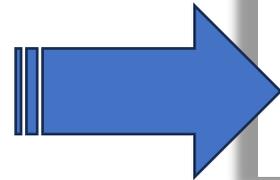
Generate art simply by describing what you want to see and our Artificial Intelligence transforms your words into art.

Start Creating



DO YOU ALREADY USE
CREATIVE CLOUD APPS?

PHOTOSHOP “BETA”



The image displays two screenshots of the Adobe Creative Cloud interface. The top screenshot shows the 'All apps' page, featuring a search bar at the top right, navigation tabs for Desktop, Mobile, and Web, and a featured Adobe Stock promotion. The bottom screenshot shows the 'Beta apps' page, featuring a search bar, a featured Photoshop (beta) app promotion with a 'Generate' button, and a list of desktop beta apps including Photoshop (Beta) and Illustrator (Beta). A blue arrow points from the text 'PHOTOSHOP BETA' to the 'Beta apps' category in the left sidebar of the bottom screenshot.

Top Screenshot: All apps

- Search: Search Creative Cloud
- Navigation: Desktop, Mobile, Web
- Section: All apps
- Updates: 7
- CREATE NOW: Adobe Express
- CATEGORIES: Photo, Graphic design, Video, Illustration, 3D and AR, Acrobat and PDF, Beta apps
- Featured: Adobe Stock (Get 10 Free Adobe Stock images...)
- Search: Search Adobe Stock, Go

Bottom Screenshot: Beta apps

- Search: Search Creative Cloud
- Section: Beta apps
- Updates: 7
- CREATE NOW: Adobe Express
- CATEGORIES: Photo, Graphic design, Video, Illustration, 3D and AR, Acrobat and PDF, Beta apps
- Featured: The Future is here. Step into the world of AI and Generative Fill. Try the Photoshop (beta) app. Install. northern lights Generate
- Desktop apps:
 - Ps Photoshop (Beta) Desktop: Create beautiful graphics, photos and art anywhere
 - Ai Illustrator (Beta) Desktop: Test features and fixes under development in the
- RESOURCE LINKS

“TEXT TO IMAGE”

AI image generators use text “prompts” to create an image

You can pretty much create anything you can imagine, or describe

TIPS FOR WRITING THE BEST TEXT-TO- IMAGE PROMPTS

The general formula for a request is:
[object],[action],[background/context/location],
[artistic style/artist/genre]

THE PROMPT:

an elephant sledding down a hill in keith haring style

Freshly AI-generated images showing an elephant sledding down a hill in keith haring style



THE PROMPT:

an elephant sledding down
a hill in keith haring pop-art style



A large, solid orange circle is positioned on the left side of the slide, partially cut off by the edge. It contains the text 'REMEMBER THE CHALLENGES' in white, uppercase letters.

REMEMBER
THE
CHALLENGES

When it comes to photos you
can actually use....





THE PROMPT:

a model eating ice cream



START WITH A REAL IMAGE...

(we are using
photoshop beta here)



THE PROMPT:

Produce section of grocery store



THE PROMPT:

Orange and green plaid



THE PROMPT:

Protestors with blank signs at the US Capitol

Use The **Select Tool** And **Prompts** To
Change What You Want



BE
DESCRIPTIVE

- The more details, the better!
- Instead of writing “marathon race on a bridge,” use “marathon race on the Brooklyn Bridge at sunrise on a foggy morning.”



INCLUDE THE VIBE

- Add emotional words to your prompts such as “retro” or “urban”
- You can also add camera styles like “instant film,” perspectives like “aerial view,” or artistic styles like “impressionist”



THE PROMPT:

1992 street style fashion photo capturing a gorgeous 30-year-old woman with long brown hair, slightly blush cheeks, and a sly grin walking confidently on a bright spring morning in TriBeCa. She's wearing a stunning white lace Gucci gown with a full tulle skirt, intricate lace detailing, long lace sleeves, a high collar, and a fitted bodice adorned with delicate floral appliques. The soft lighting and careful composition emphasize the dreamy and romantic elegance of the gown.



Pope Francis calls for ethical AI use, days after viral fake pic



NOTICIAS MUNDO | Fair Use via YouTube

Let's Be Ethical

- Do not use AI create harmful content, infringe any third party rights (like copyright or trademarks), or defame anyone.
- Remember to inform anyone who is viewing your content that it contains AI-generated images.



WHAT ABOUT COPYRIGHT?



Feds Say A.I.-Generated Art Is Ineligible for Copyright

“They identify what the prompter wishes to have depicted, but the machine determines how those instructions are implemented in its output,” —USCO in the *Federal Register*.

- Any images that are produced by giving a text prompt to AI models cannot be copyrighted in the US.
- The US Copyright Office (USCO) has equated “prompts” to a person giving directions to a commissioned artist.

YOU SHOULD KNOW

- Most AI Image generators do not make any copyright claim over the images you create with their apps
- For now, **you own the images you create** (according to some terms) and you give the app the right to host them on their platform and to use them for their own marketing.
- *However, this does not mean you are the copyright owner of the images or that you have exclusive rights to them.*