

TIP SHEET

5 Tips for Leveraging Generative AI in Corporate Social Impact

As an extension of your social impact team, Artificial Intelligence (AI) can free up valuable time and resources by automating routine tasks and help transform data into meaningful stories. To get started, here are five tips for leveraging AI and generative AI tools to drive corporate impact.

1

Brainstorm innovative engagement opportunities.

AI can be used to recommend unique fundraising opportunities or team-building volunteering initiatives. Remember that AI-generated ideas serve as a starting point. Human creativity and context play crucial roles in refining and implementing these ideas. Collaborate with ambassadors and cross-functional teams to incorporate diverse viewpoints and tailor these ideas to your specific engagement goals and organizational culture.



Try prompts like these:

- *How can we gamify social impact? Brainstorm AI-driven challenges or competitions that encourage employees to participate in community service.*
- *Come up with 5 ideas for a 15-minute micro-volunteering event that would fit into a team meeting.*

2

Save time spent creating internal communications.

Streamline employee engagement communications by using generative AI to write the copy. For instance, AI can automatically create personalized emails inviting employees to volunteer events, reminders to log donations, and notifications about fundraisers matching gift programs. Automate these tasks to focus on your social impact strategy and execution.



Try prompts like these:

- *Write me an email to employees who have not logged volunteer activity this year to encourage them to login to their CSR portal and get involved in their local communities by volunteering.*
- *Draft an internal newsletter post for our employees about the launch of {X fundraising campaign}. Outline what the nonprofit does and what impact their donations can have. Highlight the fact that we are offering 2:1 matching on employee donations for the next week.*

3

Retrieve data easily from disparate sources.

With AI tools that are able to intake and navigate multiple sources of your company’s social impact data, generative AI can streamline the data retrieval. By accessing various inputs from reports, spreadsheets, and platforms, AI can pull any relevant information on donations, volunteer hours, and grants needed for reporting or decision-making. All you have to do is ask.



Try prompts like these:

- *What is the sum total of donations disbursed to {X nonprofit} this year?*
- *Have we awarded any grants to {Y nonprofit}?*
- *What percentage of employees used all their volunteer time off this year?*

4

Analyze trends to maximize employee participation.

Use generative AI to find trends related to employee engagement. By connecting and comparing data to identify patterns over time, you can find out what motivates employees to participate in giving or volunteering initiatives. Adjust your programs accordingly to maximize engagement.



Try prompts like these:

- *Does employee participation in giving correlate with any holidays or specific causes?*
- *What are the top 10 nonprofits that employees donated to and volunteered with? Any commonalities?*

5

Turn numbers into narratives.

Numbers alone don’t always resonate with stakeholders. AI can help turn data into compelling narratives. Whether it’s showcasing how a grant impacted a community or sharing an employee’s volunteering journey, narratives can add depth to your reports, press releases, or presentations.



Try prompts like these:

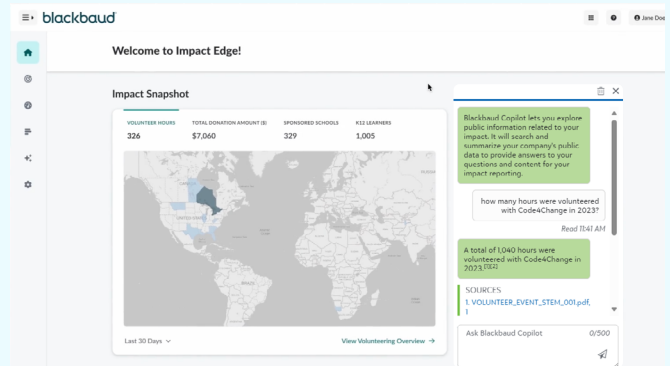
- *My CEO is conducting a town hall in {X location}, please provide a short summary of our impact in the community in this location?*
- *I need a quick summary of our work with {Y nonprofit} for a presentation tomorrow.*

Interested in a responsible, AI-powered, social impact reporting and storytelling solution?

Blackbaud Impact Edge™

- Centralized data and analytics
- Generative AI chatbot: Blackbaud Copilot
- Presentation-ready charts and graphs
- Custom impact goal progress tracking

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