

OpenAI Academy | ✨ KARYA

# OpenAI Nonprofit Jam

KNOWLEDGE PARTNER



**WADHWANI AI**



**Bengaluru**

JAN 15



**Mumbai**

JAN 16



**Kolkata**

JAN 19



**Delhi**

JAN 20

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**INDIA**



नरित्वन हितव्य | नरित्वन नृत्वाय  
WELFARE FOR ALL | HAPPINESS OF ALL

OpenAI |  KARYA



**India Nonprofit AI Jam**

January 16, 2026



# Welcome

# Agenda

- 01 **Intro:** Why we're here
- 02 **Workflows:** From ideas to action
- 03 **Nonprofit Roundtable:** Learn from the field
- Lunch**
- 04 **Design Sprint:** Build What Matters
- 05 **Build Sprint:** Make It Real
- 06 **Wrap up:** Sharing & What's Next

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# Our goal today

Get comfortable using AI for the work you do every day — and leave with one workflow your organization can reuse.



Let's get a quick sense of  
who's in the room.

Stand up if...



Now, meet one person near you.

Introduce yourself (name, role, organization), and share:

“The one thing I hope AI could fix in my work is...”

(2 minutes)



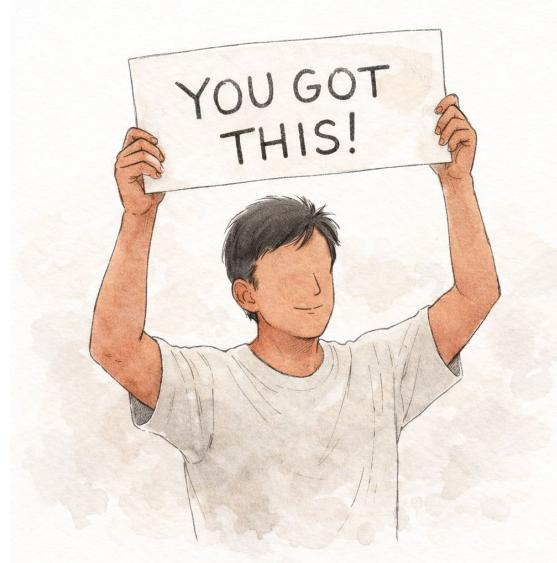
# Approach this workshop with patience & curiosity



## Be Patient

ChatGPT doesn't always get it right. It needs you.

*It will try to help.*



## You Got This

Don't overthink it; start small and share the context and details of what you are trying to achieve



## Just start

Not sure where to start?  
Ask ChatGPT

# What you'll leave with today

## A reusable workflow

A repeatable way to get a real task done (not just a cool demo).

## Working examples you created

Prompts, outputs, and tools tailored to your own organization.

## Access to peers & resources

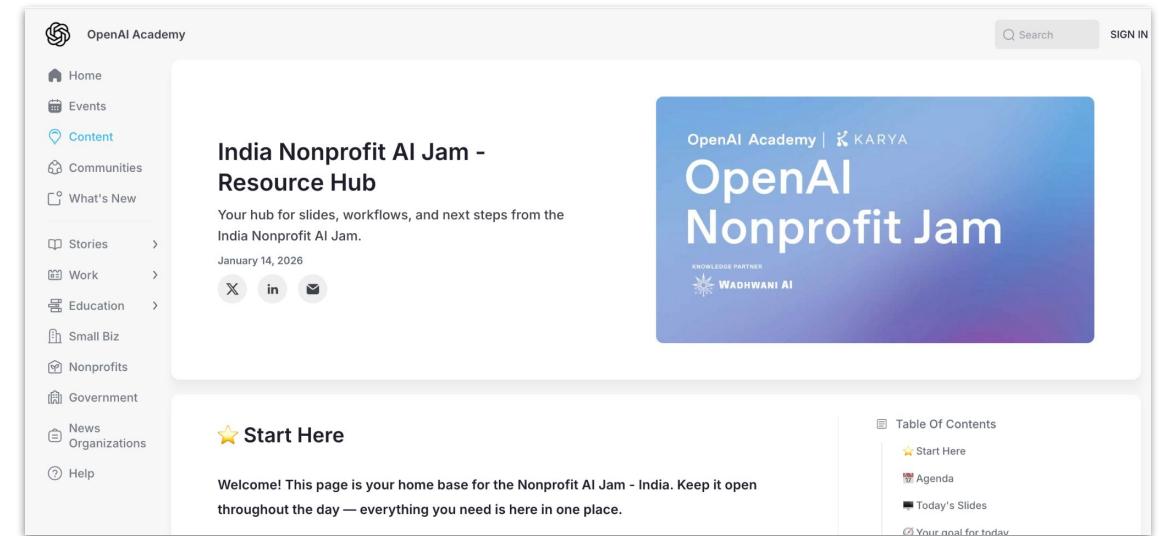
Templates, examples, and a community you can keep learning from.

Let's dive in.

# Follow along on OpenAI Academy

- Today's slides
- Sample prompts & tutorials
- Files and datasets you can use for exercises

WIFI at your tables



The screenshot shows the 'India Nonprofit AI Jam - Resource Hub' page on the OpenAI Academy. The page features a sidebar with navigation links like Home, Events, Content, and Stories. The main content area displays the title 'India Nonprofit AI Jam - Resource Hub' and a sub-headline 'Your hub for slides, workflows, and next steps from the India Nonprofit AI Jam.' Below this is a date 'January 14, 2026' and social media sharing buttons. A large blue banner on the right side of the page reads 'OpenAI Academy | KARYA' and 'OpenAI Nonprofit Jam' with 'WADHWANI AI' as a knowledge partner. The bottom right corner of the page includes a 'Table Of Contents' and a list of items: 'Start Here', 'Agenda', 'Today's Slides', and 'Your goal for today'.

<https://tinyurl.com/nonprofit-jam-india>



# From vision → practice

## How AI can help nonprofits today

- Drafting and adapting content
- Summarizing and structuring information
- Translating and localizing
- Finding patterns in data

## How we'll work

- A few prompt patterns
- 3 workflows + time to try
- Then we build one workflow into something reusable

# Prompting Basics

# What is prompting?

**Prompting is the process of giving instructions, context, or inputs to guide a language model's responses.**

In other words, it's providing all the information of what you have and what you need to a blank canvas.

What is prompting?

**Prompting** is the practice of giving instructions or inputs to a large language model (LLM) like ChatGPT to guide its response. A *prompt* can be as simple as a question or as complex as a multi-step scenario with constraints, goals, and examples. The way you structure a prompt has a significant impact on the quality, relevance, and accuracy of the output.

## 🔍 What Is Prompting?

At its core, prompting is how you *communicate* with an LLM to get the result you want. It's similar to writing a query or giving directions:

- **Simple prompt:** "Summarize this article."
- **Detailed prompt:** "Act as a legal analyst. Summarize the key privacy concerns in the following article in bullet points, with citations."

Prompts can be phrased in natural language and don't require programming knowledge, which makes them powerful tools for non-technical users.

# Anatomy of a great prompt

TRY in  
ChatGPT



Task

+

Context

+

Output

*What should  
ChatGPT do?*

*Suggest 5 low-cost ways to increase  
attendance for our upcoming  
community health camp.*

*What should  
ChatGPT know?*

*We're a nonprofit in [City/District]  
serving [Audience]. Channels:  
WhatsApp groups, local schools,  
community leaders, and posters.*

*Budget under ₹10,000;  
messaging must be respectful  
and non-stigmatizing.*

*What should the  
output look like?*

*Output: a table with idea,  
channel, effort (low/med/high),  
and one sample message.*

# Example

OK  
task



**You**

Help me improve volunteer requirement.

Better  
+ context



**You**

I run a nonprofit that trains women in rural areas to become community health workers. Help me improve our volunteer recruitment so we can support more villages.

Best  
+ output



**You**

I run a nonprofit that trains women in rural areas to become community health workers. Help me improve our volunteer recruitment so we can support more villages. Create a 6-week recruitment plan with: 1) weekly outreach themes; 2) sample WhatsApp messages in plain English; 3) one offline tactic (e.g., posters, community meetings), and 4) a checklist our field team can follow.

# When in doubt, ask Chat!

**If you're unsure of your prompt, try this:**

“I’m trying to get help with \_\_\_\_.

Here’s my prompt so far \_\_\_\_.

What details should I add to my prompt to get a more useful result?”



# What about hallucinations?

Hallucinations refer to when an AI tool returns confident answers that are **incorrect or made-up**. This most often happens when a question is vague or lacks context.

Tips for mitigating hallucinations:

- Ask for sources, citations, or to “show your reasoning”
- Clarify and break down complex questions
- Provide specific details and desired format
- Cross-check with trusted sources



**Remember:** ChatGPT is a powerful partner, but **human judgment remains essential**.

# Responsible Use of AI



**Protect confidential or personal data**



**Keep a human in the loop for important work**



**Watch for bias and perspective**



**Seek expert review for legal, medical, or financial advice**



**Be transparent when you use ChatGPT**



**Do not paste beneficiary personal data (names, phone numbers, addresses, health info).**



**Provide feedback and report policy issues**



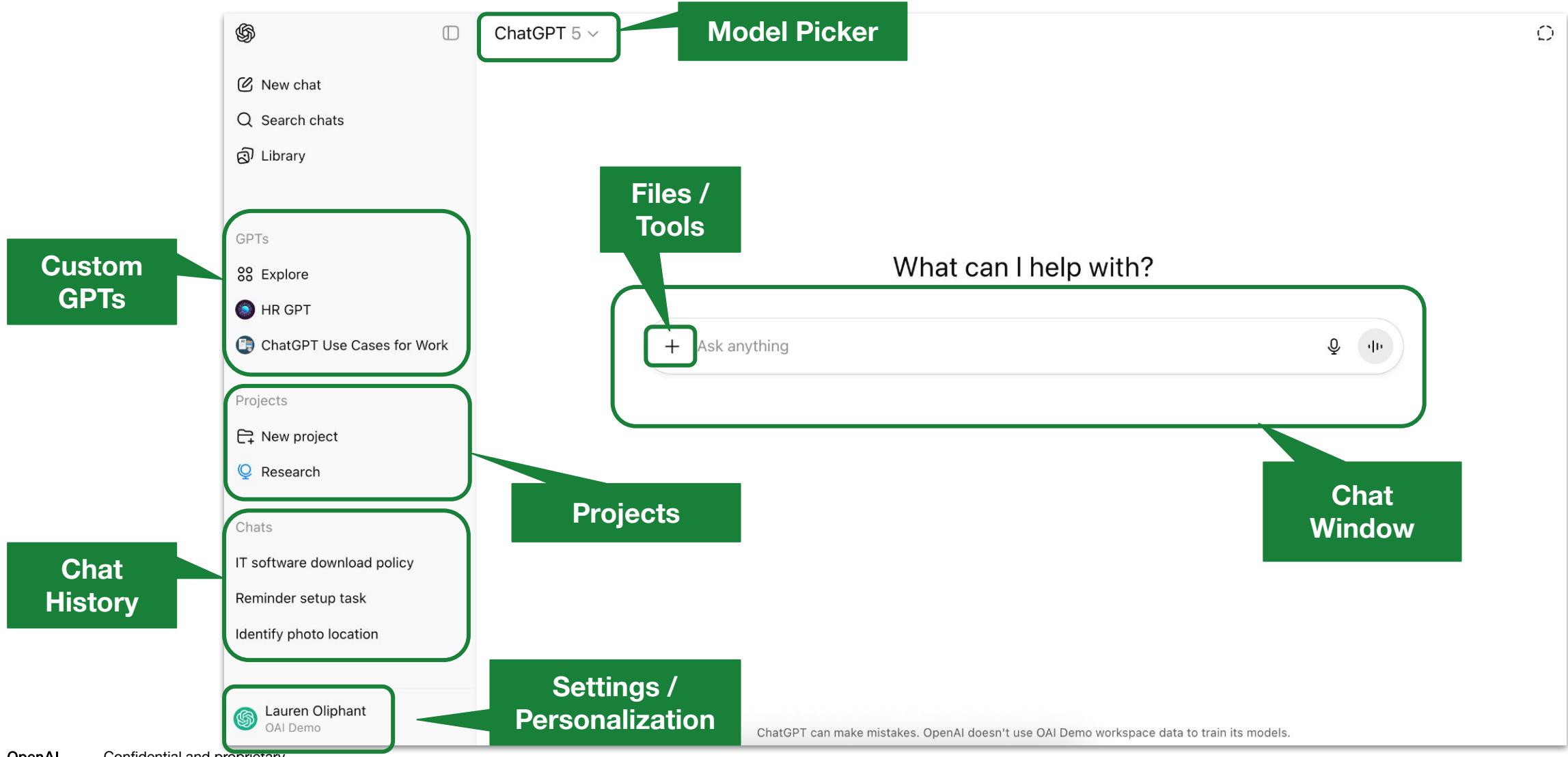
**Use Search or Deep Research for up-to-date answers**

A photograph of a clear blue sky with scattered white clouds. Overlaid on the center of the image is the text "chat.com" in a large, white, sans-serif font.

chat.com

# Intro to ChatGPT

The AI-native super assistant users love



# Workflow Demos

# Workflow demos

**1**

## **Knowledge Assistant**

Find and adapt useful information, quickly.

**2**

## **Program Data → Insights**

Turn spreadsheets into decisions.

**3**

## **Outreach Campaign Kit**

Create WhatsApp-ready messages + visuals.

# How to use this section



**Watch (5 min)**



**Try (8 min)**



**Share (2 min)**

# Workflow 1

## Knowledge Assistant

What it is

A reusable way to answer questions accurately using your org documents.

Input

- Program/organization documents (FAQ, eligibility, policies, SOPs)
- Target audience + language(s)

Output

- Grounded answer
- Translations
- “Not found” gaps

# Workflow tool: Projects

Organize your knowledge base so answers stay consistent and reusable.

## How to use it

1. Create a **New Project** (e.g., “Program FAQ”)
2. Add **reference files** (FAQ, eligibility criteria, SOP, brochures)
3. Add **instructions** (grounding + format)

Project settings X

Project name

 Program Knowledge Assistant

Instructions

Set context and customize how ChatGPT responds in this project.

e.g. “Respond in Spanish. Reference the latest JavaScript documentation. Keep answers short and focused.”

Files Add

 Add documents, code files, images, and more. **Program Knowledge Assistant** can access their contents when you chat inside the project.

Memory

Default ▼

Project can access memories from outside chats, and vice versa. This cannot be changed.

Delete project

# Starter Prompt

## Task

Answer questions about our program using only our documents.

## Context

Use only the files in this Project as sources.

Audience: frontline  
sta  
ff

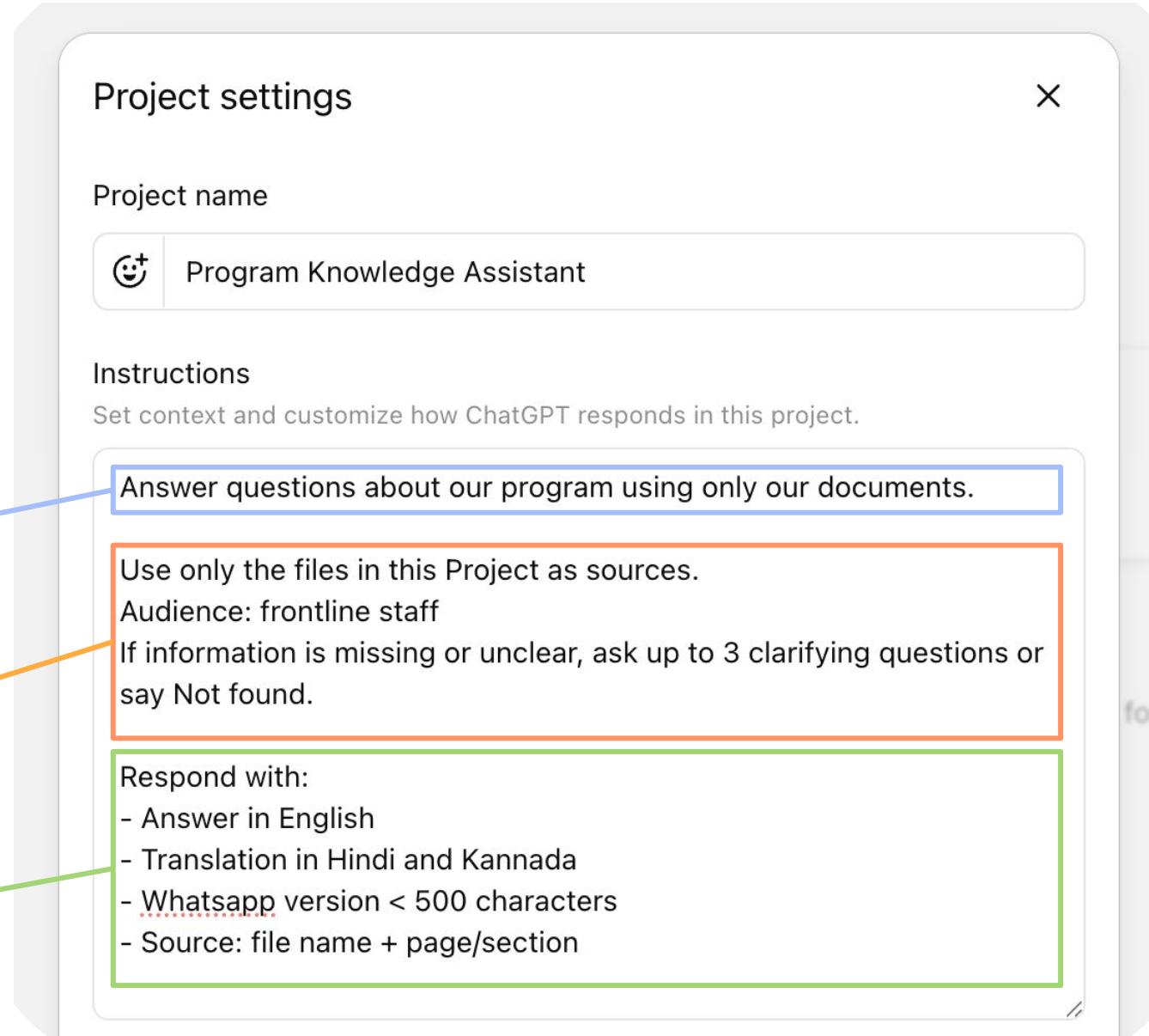
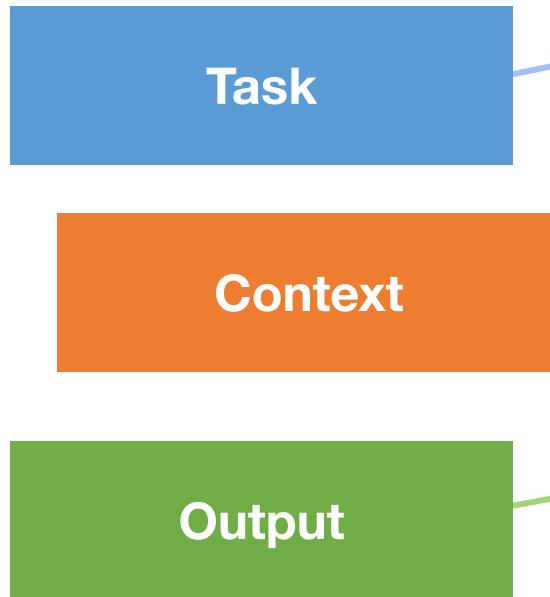
If information is missing or unclear, ask up to 3 clarify

## Output

Respond with:

1. Answer in English
2. Translation in Hindi and Kannada
3. Whatsapp version < 500 characters
4. Source: file name + page/section for Each liam

# Instructions - the prompt for your project



# Practice: Knowledge Assistant

<https://tinyurl.com/nonprofit-jam-india>



Try it (8 min)

1. Create a Project + upload 2 real files
2. Ask two real questions you get often (eligibility, documents needed, where to apply)
3. Generate: Answer + WhatsApp + translation for one question

Discuss at your table (2 min)

- What's **one change** you made that noticeably improved the result?
- What's **one follow-up prompt** you'd try to improve it further?

# Power-ups: Knowledge Assistant

PROMPT

## 1) “Answer bank” generator

Turn your docs into a structured FAQ with draft answers + sources.

 [Sample prompt](#)

TOOL

TOOL

## 2) Web Search

Pull in live information from the web, to make sure answers stay accurate.

 [Tutorial](#)

Tool

## 3) Deep Research

Find external evidence to help answer questions.

[Tutorial](#)

PROMPT

## 4) Language / Readability Ladder

Create multiple versions of the same answer for different audiences.

 [Sample Prompt](#)

# Workflow 2

Program Data  
→ Insights

What it is

A repeatable way to turn spreadsheets into decisions you can update every month.

Input

- One spreadsheet or CSV
- One real reporting question

Output

- Plain-English data summary
- 3-5 insights with numbers
- 3 suggested next actions

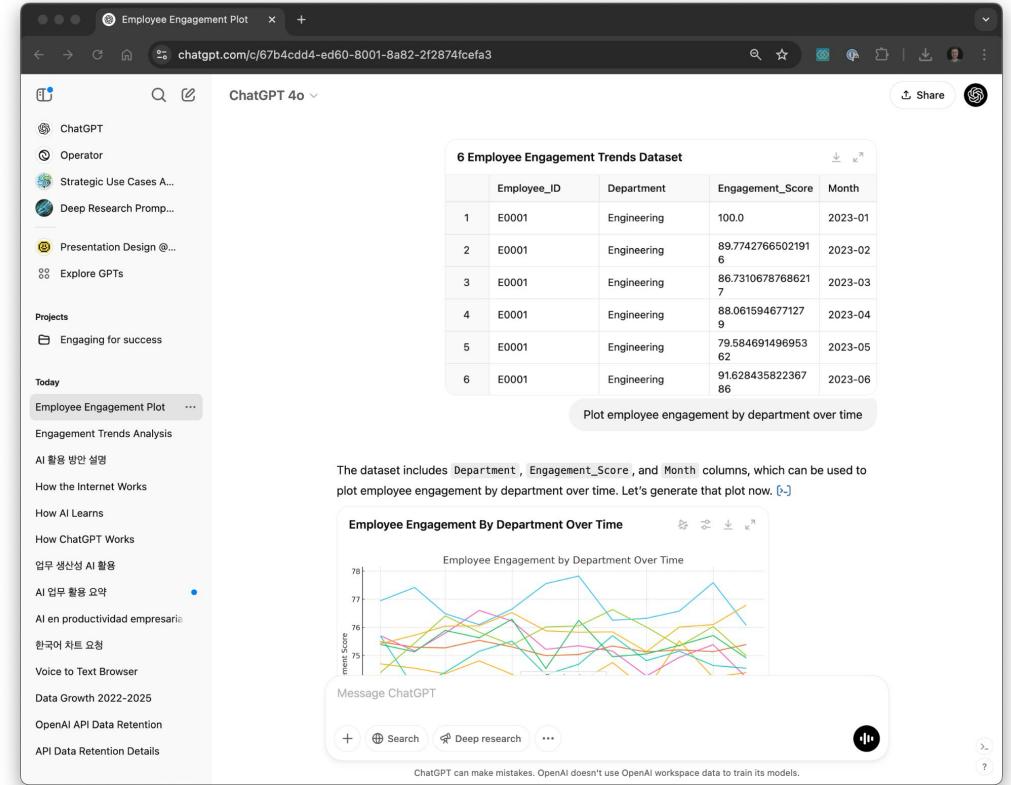
# Workflow tool: Data analysis

Get real insights from spreadsheets without copy/pasting rows or doing manual summaries.

## How to use it

1. Upload a **CSV** or other file into the chat
2. Ask for a summary
3. Ask for quality issues (missing values, duplicates, weird categories)
4. Give 3 insights

**Best practice:** Don't upload sensitive identifiers.



# Starter Prompt

## Task

Analyze this dataset and surface decision-ready insights.

## Context

This file contains program or outreach data.  
Assume the goal is to understand performance and identify next actions.

## Output

Return results in this order:

- What's in the data (columns, row count, date range)
- Top 5 data quality issues
- 3–5 insights with numbers
- 3 concrete actions to take next

# Practice: Program data analysis

Try it (8 min)

1. Upload 1 spreadsheet
2. Ask for a dataset summary (what's in it, date range, key columns)
3. Answer real numeric questions,  
e.g.:
  - Where are we seeing drop-off?
  - Which location needs attention?
  - What changed month over month?

Discuss at your table (2 min)

- What's **one change** you made that noticeably improved the result?
- What's **one follow-up prompt** you'd try to improve it further?

# Power-ups: Program data analysis

TOOL

## 1) Create a GPT

Analyze data and create a report in a consistent format.

 [Tutorial](#)

PROMPT

## 2) Data quality check

Surface missing values, duplicates, and inconsistencies before trusting insights.

 [Sample prompt](#) | [Tutorial](#)

PROMPT

## 3) Charts → Story

Create 1–2 simple charts plus a short “so what” for decision-making.

 [Sample prompt](#)

TOOL

## 4) Apps

Analyze live spreadsheets from Drive/SharePoint.

 [Tutorial](#)

# Workflow 3

## Outreach Campaign Kit

### What it is

A reusable framework for fast, localized outreach across channels and languages.

### Input

- One program or service
- Audience, channel, language

### Output

- Core message (short + long)
- 3–5 WhatsApp or SMS variants
- Draft poster or flyer copy
- Simple image

# Starter Prompt

## Task

Create a complete outreach message kit for one nonprofit program.

## Context

Program or service: [brief description]  
Audience: [who this is for]  
Channel: WhatsApp and print  
Language(s): [primary language(s)]  
Tone: clear, respectful, easy to understand

## Output

Provide the following:

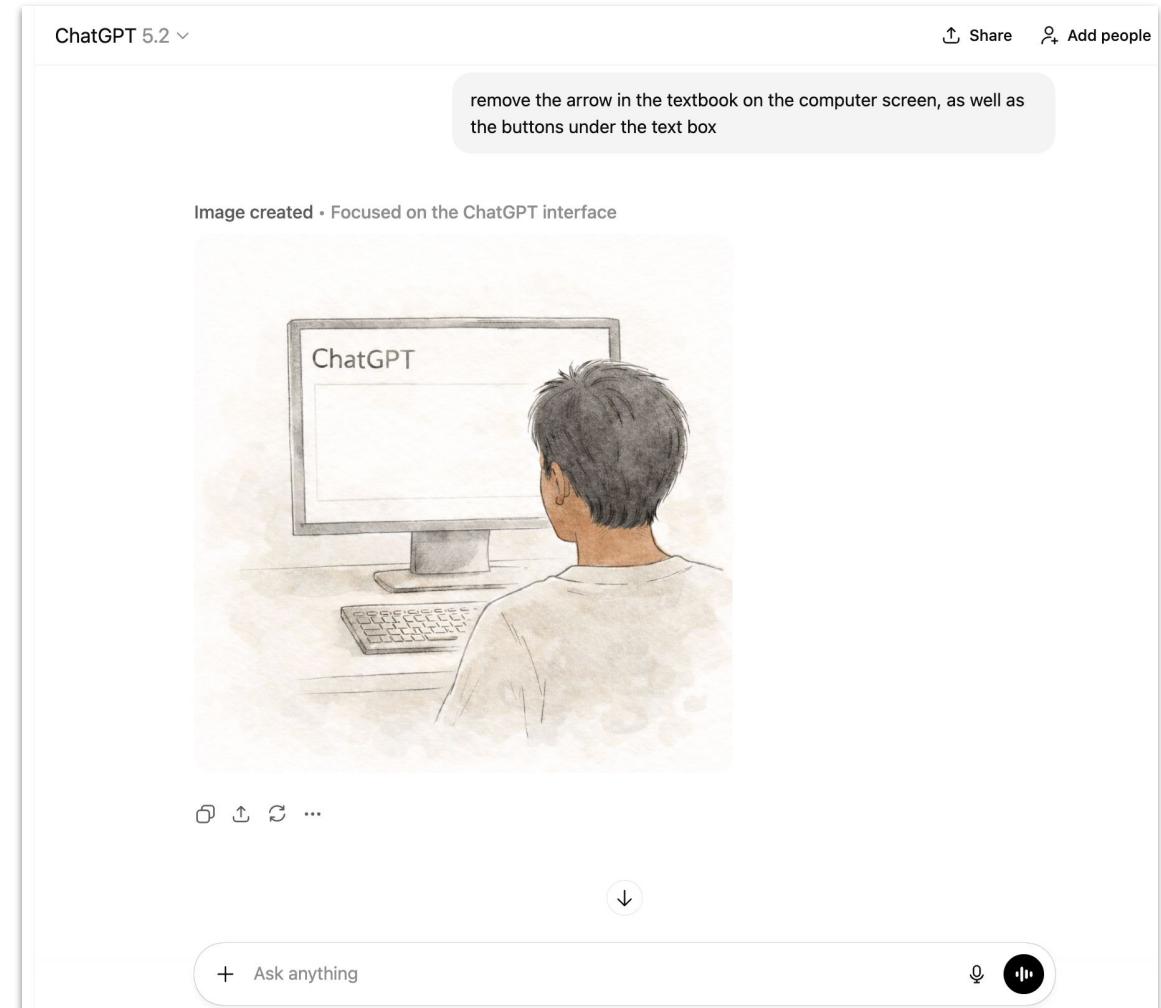
- Core message (1 short version, 1 longer version)
- 3–5 WhatsApp or SMS message variants
- Draft poster or flyer copy (headline + details + call-to-action)

# Workflow tool: Create images

Create simple visuals for outreach without starting from a blank design.

## How to use it

1. Start with a clear brief (audience, message, tone)
2. Generate 1–2 options
3. Refine (language, layout, emphasis)



# Follow-up prompt:

## Create an Image

### Task

Create 2 WhatsApp announcement images for a community health camp.

### Context

**Event:** free health camp  
**Audience:** local community members  
**Primary use:** sharing in WhatsApp groups  
**Secondary use:** printing on notice boards  
**Language:** Hindi

### Output

- **Headline (Hindi):** “Free Health Camp”
- **Details:** date • time • location (high contrast)
- **CTA:** “Walk-in” / “Register” + phone / QR
- **Design:** friendly illustration, **non-clinical**, uncluttered
- **Layout:** square, readable on a phone
- **Branding:** leave space for logo (top or bottom)

# Practice: Outreach campaign

Try it (8 min)

## **Step 1 – Write the message:**

1. Create 1 short core message
2. Create 2 WhatsApp variants

Include: service, date, time, location, call-to-action

## **Step 2 – Create the image**

3. Generate 2 WhatsApp-ready images that match your message

Discuss at your table (2 min)

- What's **one change** you made that noticeably improved the result?
- What's **one follow-up prompt** you'd try to improve it further?

# Power-ups: Outreach campaign

PROMPT

## 1) Meta-prompt design ideas

Ask for 3 image styles, choose one, then generate the image.

 [Sample prompt](#)

PROMPT

## 2) A/B Test Messaging

Generate multiple versions and predict which will get more replies.

 [Sample prompt](#)

TOOL

## 3) Edit an image

Upload an image and make targeted edits (text, color, emphasis).

 [Sample prompt](#)

TOOL

## 4) Voice mode

Speak event details to draft WhatsApp copy and poster text fast.

 [Tutorial](#)

# Nonprofit Roundtable

# Moderator



**Sowjanya Kanuri**

*Director,  
ACT Grants*



**Pragya Misra**

*Head of Strategy & Global Affairs,  
OpenAI India*



**Ira Khan**

*Mental Health Advocate & Founder  
of Agatsu Foundation*



**Arghya Bhattacharya**  
*CTO, Adalat AI*



**Siddesh Lokhare**  
*Social Impact  
Creator*



**Alpan Raval**  
*Chief Scientist,  
Wadhwani AI*

# Lunch

Recharge and connect.

# Design Sprint

Choose one real pain point and  
design a reusable AI workflow.

# Recap

## **This morning, we...**

- Watched example workflows
- Tried prompts with sample data
- Explored tools (Projects, Data Analysis, Imagen)

## **This afternoon, you'll**

- Pick one real problem from your work
- Build one reusable AI workflow for it
- Leave with a saved prompt you can use tomorrow

# Design Sprint Goal:

Leave with one workflow  
that helps with a real task in  
your organization (not just a  
demo).

# Pick a build path

## 1 Knowledge assistant

Create a resource to answer common questions.

## 2 Data → insights

Turn one spreadsheet into a repeatable analysis + story.

## 3 Outreach campaign kit

Build outreach messages + a WhatsApp-ready visual.

## 4 Choose your own (guided)

Pick a real problem and build a reusable workflow.

# Sprint Rules

## Scope (keep it small)

- One user • one job • one output format
- Use real inputs
- Start small; Iterate

## What does “done” look like?

- A saved workflow (as a Project, GPT, or in a Note/Doc)
- One example input + one example output
- Starter prompt (Task + Context + Output)

## Try & Share

- Fill out the template as we go
- Grab a peer on the same build path, and share

# ChatGPT Design Workflow

- 01 Define the Problem
- 02 Describe the Process
- 03 Clarify the Output
- 04 Define Success
- 05 Complete the workflow spec + draft starter prompt

# Workflow tool: Canvas

TRY in  
ChatGPT

A document editor where you can collaborate on writing and coding projects.

## How to use it

1. Ask ChatGPT to open **Canvas**
2. Add: Problem, Steps, Output, Success
3. Write your starter prompt
4. Add one real input + output
5. Edit as you test and improve

Ai Workflow — Design Sprint ▾

### 1) What's the challenge you face?

Today:

(What is happening now that is painful, slow, confusing, or inconsistent?)

We want instead:

(What should happen instead?)

If this worked, we would see:

(What would be better, faster, cheaper, safer, or easier?)

### 2) Which AI Solution Type fits this?

Choose one and explain why:

- Answer & Assist
- Create & Communicate
- Sort & Scan
- Learn & Decide
- Automate Admin

# 01 Define the Problem

Try this ‘fill in the blank’ to get started:

My pain point at work is that  
**(specific issue)**.

If I had **(specific improvement)**,  
I would **(see this impact)**.

# 01 Define the Problem (Example)

A pain point at my organization is that **(specific issue)**.  
If I had **(specific improvement)**, I would **(see this impact)**.

Each month **new field staff take weeks to learn our processes, forms, and rules, and often make mistakes in the meantime.** If we had **a simple onboarding and reference system that answered questions based on our training materials** we would **reduce errors, shorten onboarding time, and deliver services more consistently.**

# 5 Solution Types

## 1) Answer & Assist

*"I get a lot of questions and can't keep up with answering them all."*

## 2) Automate the Admin

*"I keep doing the same tasks over and over and it's taking time away from more important work."*

## 3) Create & Communicate

*"I need to write or create something to share with others."*

## 4) Sort & Scan

*"I spend too much time reviewing information that follows a pattern."*

## 5) Learn & Decide

*"I want to learn something new or need better insight to make smarter choices."*

# 01 Define the Problem

- Write your problem statement
- Identify which AI Solution Type your problem falls under
- Underline: who is the user + what job are they trying to do

**Example:** A pain point at our nonprofit is that we receive the same beneficiary questions every day across WhatsApp and phone calls, and staff answer inconsistently. If we had a simple, approved 'answers library' that could draft responses in local languages based on our program guidelines, we would respond faster, reduce misinformation, and free up staff time for casework.

## 02 Describe the Process

Let's define the steps required to solve your problem.

- Write down the steps needed to run the process *today*.
- Describe how you currently do the process
  - Who does what?
  - When do steps happen? Do they rely on the step before?
  - What information do you use to move the process forward?
- Note what inputs you use at each step.

*Example:* Today, when a beneficiary asks a question, staff search old messages or documents, rewrite an answer, translate it, and send it back. The result depends on who replies and important details are often missed. With an approved answers library, staff would paste the question and language, pull the right policy text, generate a clear response with next steps, flag uncertainty, and save the final answer for reuse.

# 03 Clarify the Output

TRY  
(10 min)

Define the ideal output

- What should the output look like? Think about how you'd tell a new employee to produce something.
- Your “output” could be an answer to a question, a piece of content, an image, a spreadsheet, or anything else you want ChatGPT to generate by the end of the process.

*Example:* The output should include a WhatsApp-ready reply, a short phone script, and a brief note showing which policy or guideline the answer came from. Responses should be written in simple, respectful language for community members, with Hindi as the primary language and English or another local language when needed. Every reply should include clear next steps and an escalation line for edge cases.

# 04 Define Success

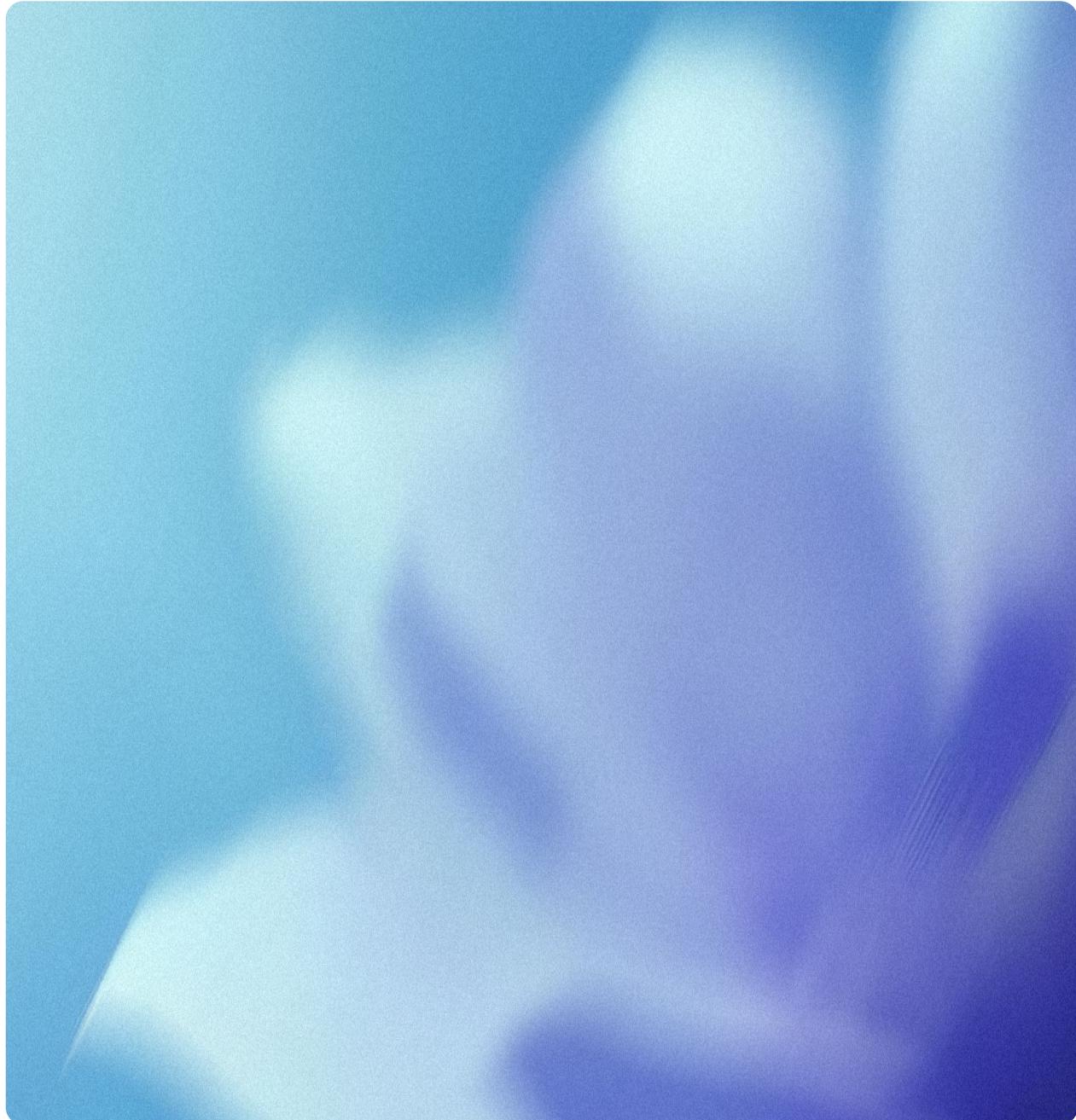
This is not a part of your solution explicitly, but is still **very important!**

- Write 3–5 checks that tell you it's good. Examples:
  - **Accuracy:** no made-up facts; cites the right source
  - **Usability:** staff can use it without rewriting
  - **Time saved:** from \_\_\_ minutes to \_\_\_ minutes
- If you're stuck, think about how you'd do this for a new employee. It should be the same.

*Example:* This works if different staff get the same accurate answer, the response matches official program rules, and beneficiaries understand what to do quickly. Each reply should include eligibility, next steps, and an escalation path without making up information. In practice, success means faster replies, fewer clarifications, and more questions resolved correctly the first time.

# Discuss at your table... (10 min)

1. What workflow are you building? (one sentence)
2. What do you want the output to look like?
3. One question you want help with



# 05 Complete your spec & get ready to build

**The challenge**

**Solution type**

**How the process works**

**What the output looks like**

**How we'll know it worked**

**What we'll use (Inputs)**

**Where it lives (Project, GPT, Doc)**

**Starter prompt:**

# Build Sprint

Turn your spec into a reusable kit.

# Build: Prototype, Iterate, & Package

- Build a v1 end-to-end with real input
- Test against your success criteria
- Iterate: tighten instructions, add constraints, add tools, add a human check
- Save your work, so you can re-use it
  - Project
  - GPT
  - As a prompt in Notes / Doc

# Need extra help?

## Ask Chat!

**Example prompt:**

*Here's my workflow goal: \_\_\_\_.*

*Here's my input: \_\_\_\_.*

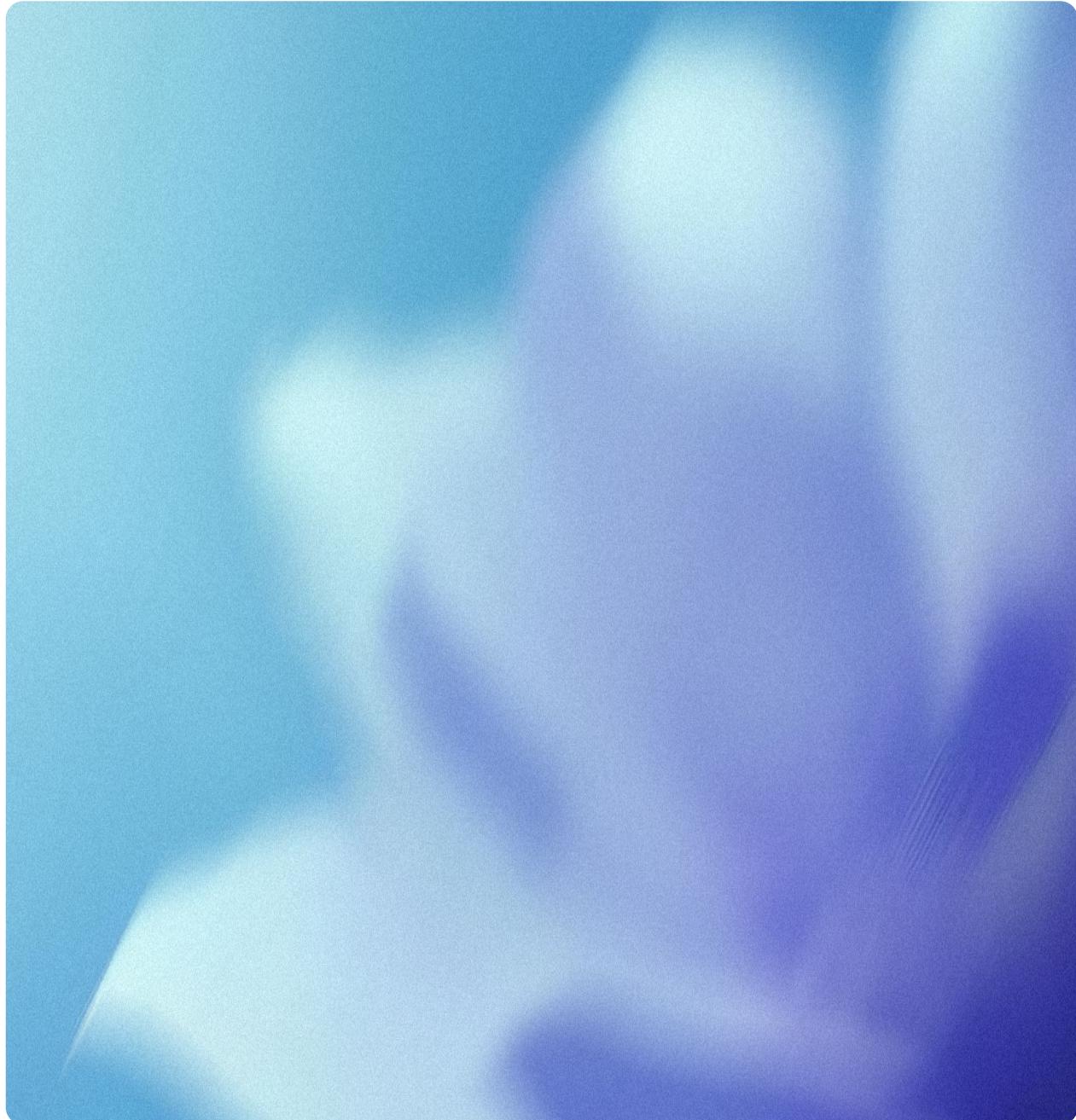
*Here's the output format I need: \_\_\_\_.*

*Suggest 3 changes to my instructions that would improve quality and consistency.*



# Check-in

- What's working?
- What's challenging?



# Chai Break

(10 minutes)

# Definition of done

-  Workflow runs end-to-end with **your** example input
-  Prompt is saved (template / Project / doc / GPT)
-  Output is exportable (doc/spreadsheet)
-  Quick human check (Who? What? When?)

Done already?

Power up!

(ask a mentor, or Chat, if you need help!)

- Add tools (Apps, Deep Research)
- Add an eval: 3 tests + pass/fail checklist
- Add guardrails

# Showcases

# Showcase: What did we build?

Each volunteer has 3 minutes.

## **1) The problem**

What was the real pain point you chose?

## **2) The workflow**

What does your AI-assisted process do now? What tools did you use?

## **3) One result**

Describe the result or output of your process.

## **4) What's next?**

Share how you'd improve or level-up the tool you built, or what you want to make next.

# Wrap Up

# Thank you!



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## OpenAI Academy — Nonprofits

Templates, training, and a global community for nonprofit teams using AI.

👉 **Join the Nonprofit chapter:**

<https://tinyurl.com/openai-academy-nonprofits>



# Share your feedback

Tell us what worked, what didn't, and what you want next.

Scan the QR code to share quick feedback — it takes 2–3 minutes.

**<https://tinyurl.com/openai-jam-feedback>**

