

OpenAI Academy

ChatGPT for nonprofits

Anchorage, Alaska | October 8, 2026



Welcome!

Steps to get ready

- Join Wi-Fi
- Open ChatGPT and sign in to the intended account
- Redeem your three-month Plus offer (optional)
- Confirm that Chat and Work are visible
- Think of one recurring nonprofit task that matters to you
- Raise your hand if you need help

Welcome

Linda Widdop
Tech Impact

Welcome

Sourab Saklecha
Tech Impact

See three examples.

Work on what matters to your mission.

Leave with something useful you can run again.

Today's plan

- 01 Welcome and setup
- 02 Lesson 1: Prompting for nonprofit work
- 03 Lesson 2: Research a nonprofit decision
- 04 Coffee break
- 05 Lesson 3: Using ChatGPT Work for...work
- 06 Build, share, and close

Watch



Try



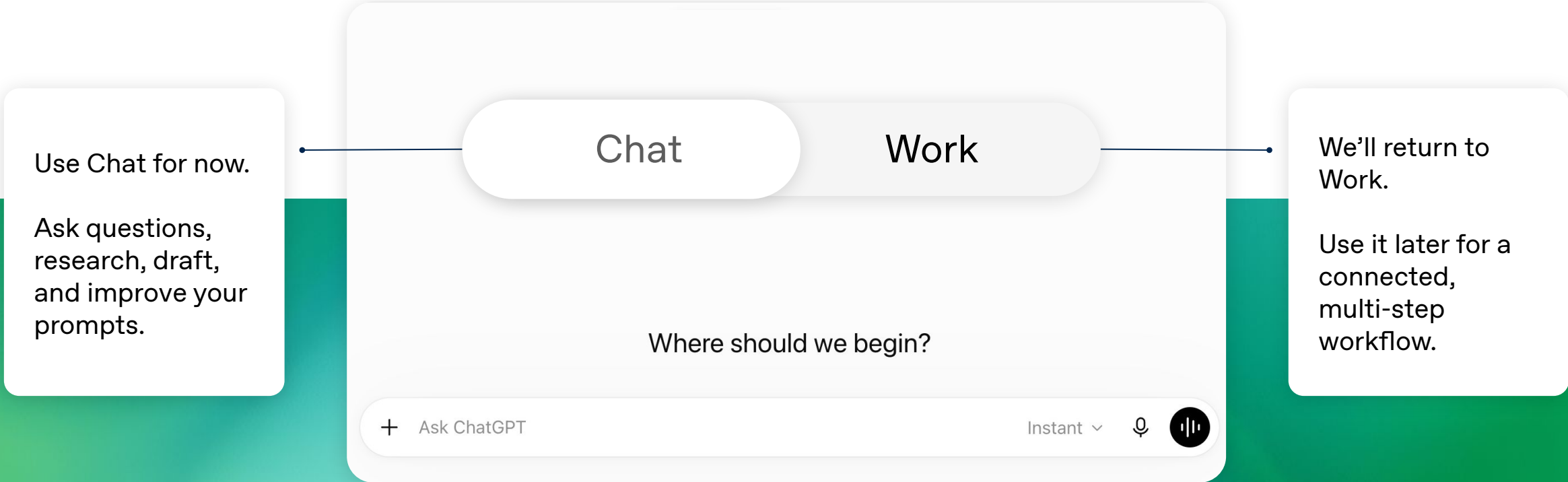
Share



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

Raise your hand if...

Chat now. Work later.



Lesson 1

What is a prompt?

A prompt is the question, instruction, or task you give ChatGPT.

Start in your own words and add details that help.

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.

Three ingredients of a useful prompt



Task:

**What should
ChatGPT do?**



Context:

**What should
ChatGPT know?**



Expectation:

**What does good look
like?**

Okay

Task

Help me write a donor update.

**Better**

Task + context

This is for a fictional food-access nonprofit. July facts: 1,240 grocery boxes; 410 households; 32 volunteers contributed 186 hours; two distributions moved indoors during a heat wave.

**Best**Task + context +
expectation

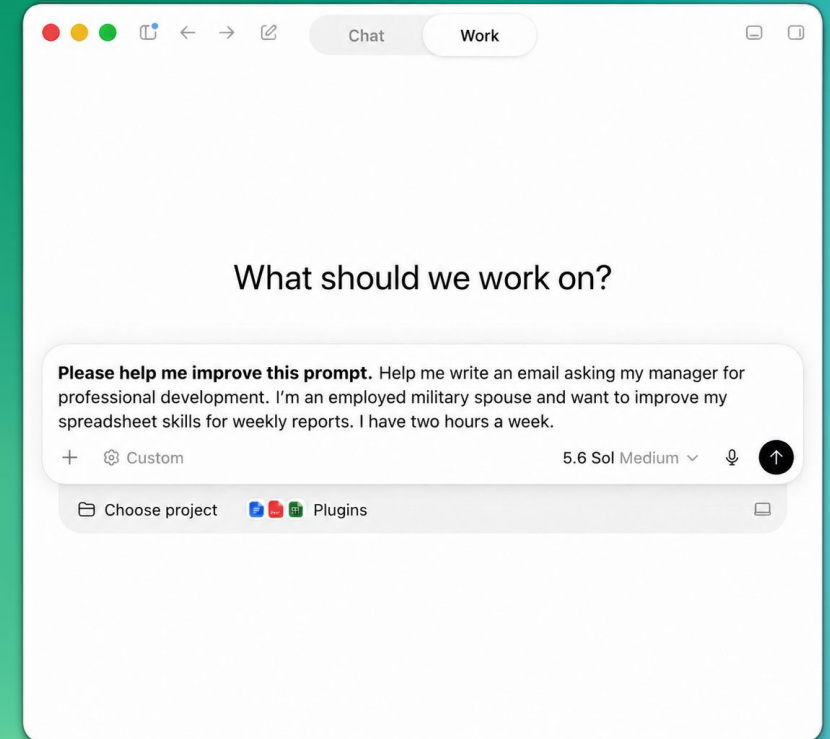
Make it warm and direct, 180–220 words. Thank donors and add a soft call to action. Use only these facts; don't invent outcomes, quotes, or stories. Ask if a fact is missing.



Pro tip: Ask ChatGPT to improve a prompt

Ask ChatGPT to help you write and refine prompts.

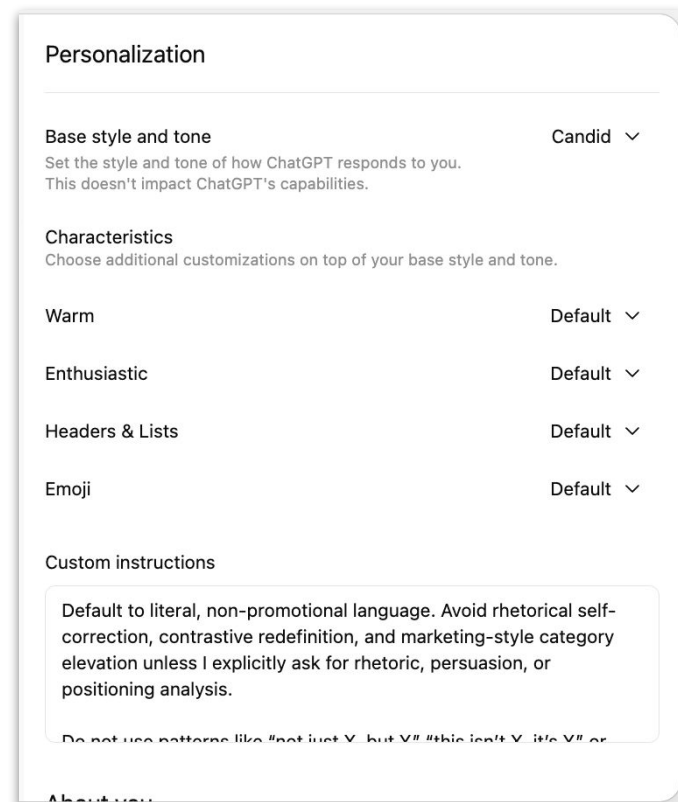
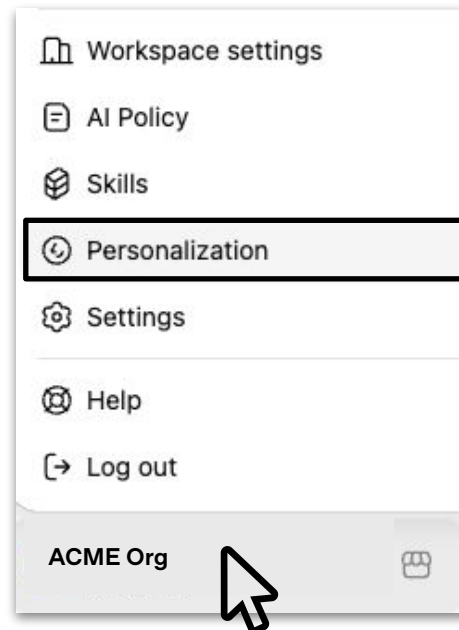
- Turn this rough idea into a stronger prompt
- Ask me three questions to make this prompt more specific
- Give me three different approaches before drafting



Personalize your experience

1. Go to **Personalization** by clicking on your profile banner.
2. Select Personalization and select your preferred style, tone and characteristics.
3. Input any custom instructions.

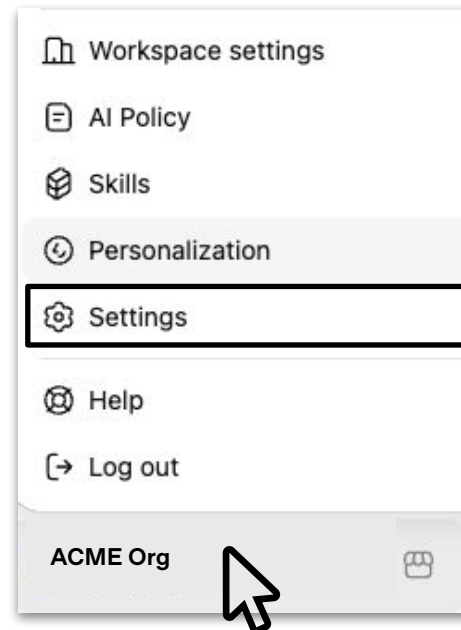
Memory inside of ChatGPT works thoughtfully and natively: it carries relevant context across conversations and keeps it up to date automatically.



Update your data controls

1. Go to **Settings** from your profile menu.
2. Select Data controls in the Settings menu.
3. Review the available options and update your preferences.

You can review and update your data controls in ChatGPT settings. Available options may vary by plan and workspace.



Settings

General

Personalization

Data controls

Review your data settings and update your preferences.

Illustrative settings navigation

Use AI responsibly



Keep a person responsible for important decisions



Use only information you are allowed to share



Follow your nonprofit, funder, partner, and platform rules



Check sources, dates, eligibility, and consent



Keep donor, beneficiary, volunteer, and staff details out



Review before sending, publishing, or acting

Work with a partner to improve one prompt

1. Choose your own task—or borrow a nonprofit example
2. Draft the request in your own words
3. Add Task, Context, and Expectation
4. Run it, review it, and improve it once

Choose a path—or use your own

- Fundraising: draft a donor update
- Volunteer management: draft a recruitment message
- Programs: improve a participant update
- Leadership: draft a board update

Let's hear from you.

What changed when you added
context?

Which expectation made the result
more useful?

Lesson 2

Find volunteers for a Saturday program.

A nonprofit needs 20 adult volunteers in Kansas City, Missouri within 14 days. Compare practical, low-cost recruitment channels, check the sources, and draft one outreach message.

Inputs

- One volunteer need and local context
- Current public recruitment sources

Outputs

- A three-channel comparison
- Original sources checked
- One outreach message

What you'll learn

- Search and Deep Research
- Source checking
- Turning evidence into outreach
- Projects

Search

Find current information with sources.

How to use it

- Find current options or resources
- Open the original page and check important details
- Take note of anything that needs verification

Research practical, current options for recruiting 20 adult volunteers for a Saturday community program in Kansas City, Missouri, within 14 days. Prioritize low-cost channels. Return a three-channel comparison, setup steps, risks or unknowns, and a 100-word outreach message. Cite original or authoritative sources and flag anything requiring local confirmation.

Illustrative search example

Three recruitment channels to investigate for Harbor House:

- **Idealist** — Free volunteer listings after organization approval. Create a profile and confirm approval before posting. [idealist.org](#) [Posting details ↗](#)
- **Uncover KC** — A local volunteer directory and event calendar. Confirm submission steps, cost, and publication timing. [uncoverkc.org](#) [Local resources ↗](#)
- **Nonprofit Connect** — A Kansas City volunteer board. Free for nonprofit and business members; \$25 per week for individual members and nonmembers. [npconnect.org](#) [Posting details ↗](#)

Confirm the program date, shifts, accessibility, and eligibility. Listings do not guarantee 20 volunteers.



Deep Research

Compare information across sources.

How to use it

- Ask one clear question
- Add useful context
- Review the sources and findings

Saturday community program in Kansas City, Missouri, within 14 days. Prioritize low-cost channels. Return a three-channel comparison, setup steps, risks or unknowns, and a 100-word outreach message. Cite original or authoritative sources and flag anything requiring local confirmation.

Illustrative research preview



Harbor House: Volunteer Recruitment



Harbor House: Volunteer Recruitment in Kansas City

Recommendation and scope

Goal: recruit 20 adult volunteers for a Saturday program within 14 days.

Suggested approach: post on Idealist, explore Uncover KC, and consider Nonprofit Connect if membership or budget permits.

Channel	Published detail	Confirm
Idealist	Free volunteer listings	Organization approval
Uncover KC	Local directory and event calendar	Cost and timing
Nonprofit Connect	Free for nonprofit/business members; \$25/week otherwise	Membership and access

Projects

Keep related chats, files, and instructions together.

How to use it

- Create a Project.
- Add approved reference material, like public guidance or a redacted plan.
- Add instructions for your goal and review steps.
- Start a new chat for a new **task**.

Project settings



Project name



Harbor House volunteer recruitment

Instructions

Set context and customize how ChatGPT responds in this project.

Help Harbor House Community Center recruit 20 adult volunteers for a Saturday program in Kansas City, Missouri within 14 days. Prioritize low-cost channels, cite original sources, and flag unknowns. Keep outreach as drafts.

Memory

Default memory



This project can access memory from outside chats, and vice versa.

Research one nonprofit decision. Make it useful.

1. Start in your Project. Choose one current question.
2. Use Search. Open an original source and check the details.
3. Make a comparison, outreach message, or next-step checklist.
4. Flag what still needs checking.
5. Ready for more? Compare another source or improve the output's format.

Choose a path—or use your own

- **Fundraising:** compare grant or donor trends.
- **Volunteer:** compare recruitment channels.
- **Programs:** compare local resources or practices.
- **Leadership:** research a board or partner question.
- Or borrow the volunteer recruitment question.

Let's hear from you.

Which source was most useful?

How did it change your
recommendation?

What still needs checking?

Coffee Break

15 minutes · Back at 10:55 a.m.

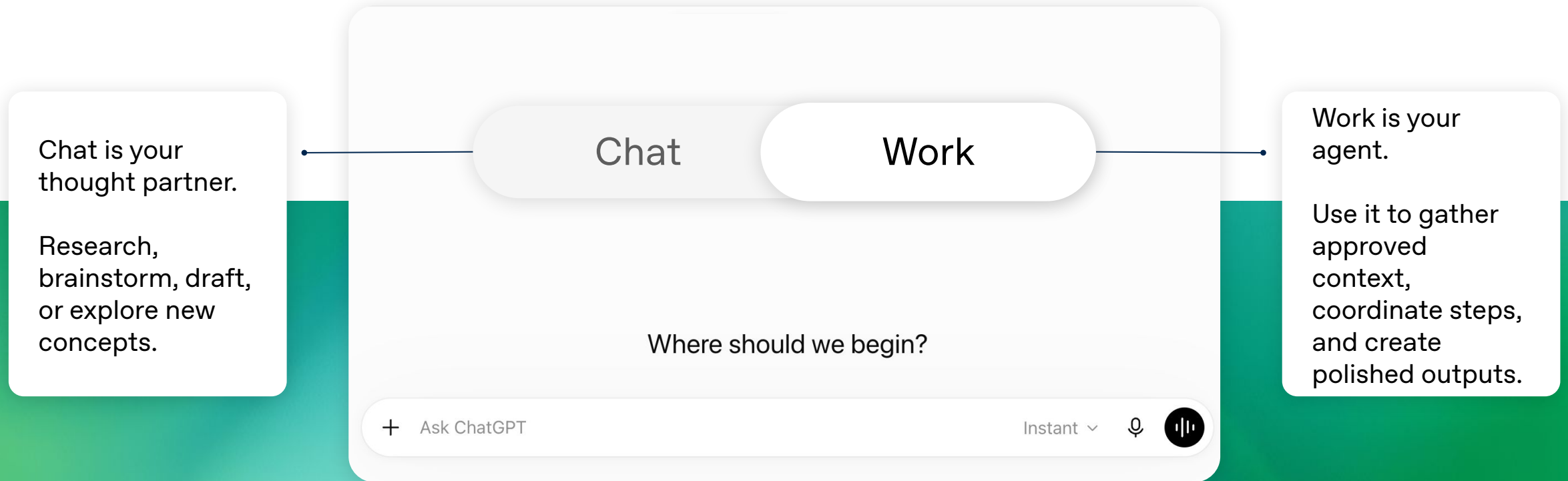
Welcome

Lauren Olson
Tech Impact

Lesson 3

Run a connected nonprofit workflow

Chat and Work: what's the difference?



Welcome prospective volunteers

Read one volunteer-interest Sheet, save personal welcome emails as Gmail drafts, then save the method and run it each week.

Plugins

Read volunteer responses and save welcome drafts in Gmail.

Skills

Save Weekly Volunteer Welcome. Use the same method again.

Scheduled Tasks

Prepare welcome drafts every Monday. Review them before sending.

When to use Chat

When the task is
exploratory,
ambiguous, and
conversational

When **personality** and
nuance matter

When you need **quick
responses** and
frequent iterations

When to use **Work**

When your task requires **multi-step** execution

When you need a **polished output** such as a report, slides, or a site

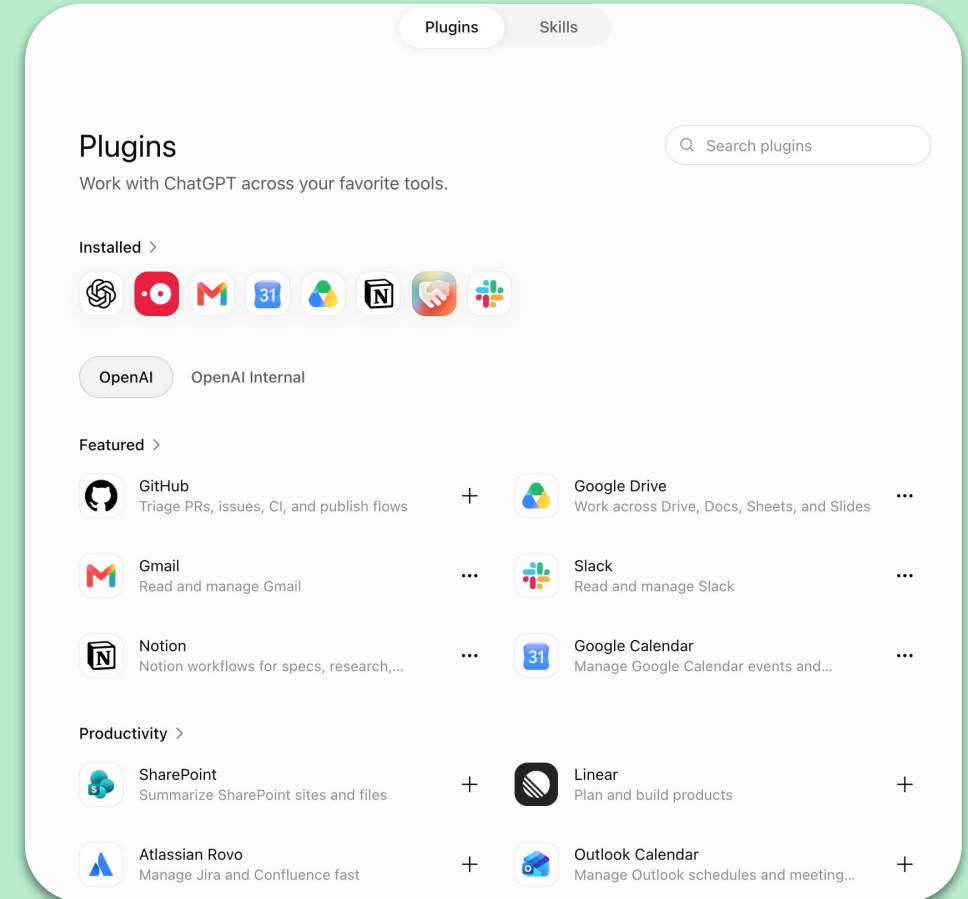
When your task uses **multiple tools**, files, or applications

Plugins

Connect approved apps so Work can read information and save work where you use it.

How to use it

1. Connect the apps you need.
2. Name the sources to use.
3. Check the information.
4. Review the result before using it.



Skills

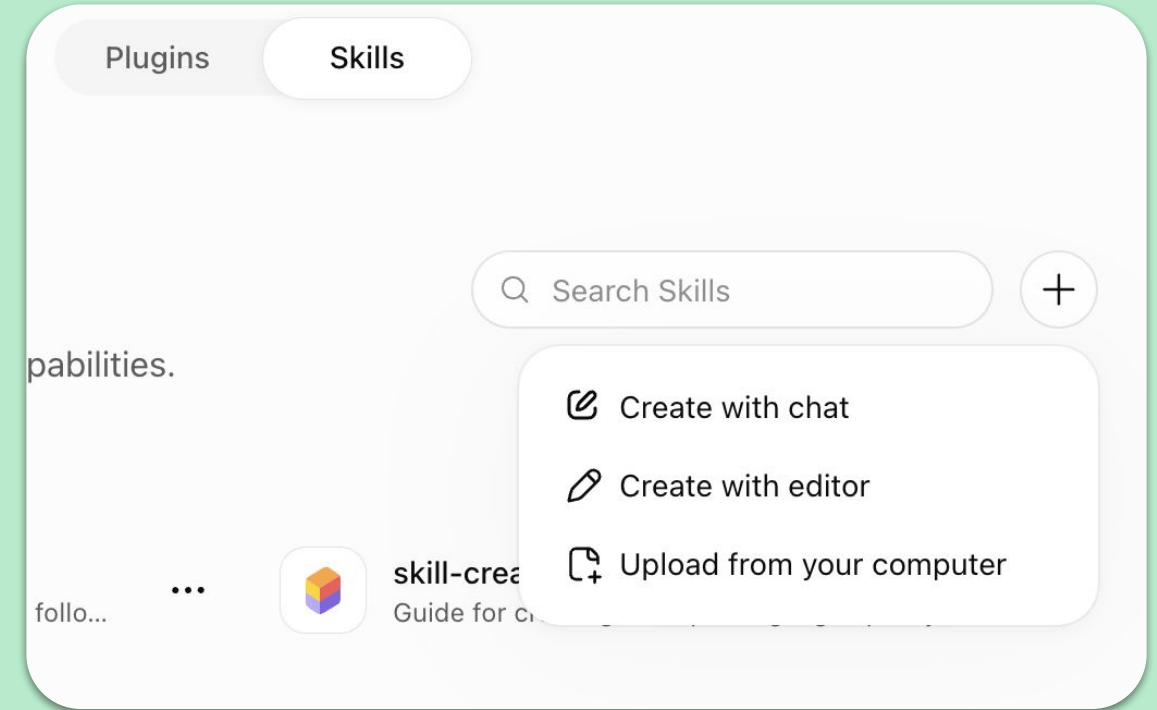
Save a repeatable way of working so ChatGPT can use it again.

How to use it

1. Start with a task that already works.
2. In Work, use Skill Creator to save the tested steps as a Skill.

Examples

- *Weekly Volunteer Welcome*
- *Volunteer follow-up*
- *Donor update*



Scheduled Tasks

Have a tested workflow run on a schedule.

How to use it

- Choose the Skill and sources.
- Set the timing and expected output.
- Review the schedule and first result.

Examples

- Every Monday at 9 a.m. Central: prepare welcome drafts for new volunteer responses.
- Every Friday: prepare my volunteer follow-up.

Scheduled

Active

Ask ChatGPT to schedule tasks, set reminders, or monitor for updates.

+ Schedule a task



+ 🌟 Daily brief

Personalized daily briefing with updates about the topics that I care about most

+ 📧 Email monitor

Scan my emails and let me know anything that needs my attention

+ 📰 Industry trends

Every Monday, brief me on the most important trends in my industry and why they matter

Build a workflow your nonprofit can run again

Build and test

Plan	Choose one job, approved sources, and one useful output.
Build	Minimum: make one useful output and review it.
Save a Skill	Stretch: turn the tested method into a Skill.
Schedule	Final stretch: plan the cadence and review. Activate only after testing.

Choose one recurring job that matters to your role.

- **Fundraising:** prepare a donor update.
- **Volunteer:** welcome prospective volunteers.
- **Programs:** prepare an activity brief.
- **Leadership:** prepare a board or partner update.

Let's hear from you.

What did you build?

Which approved sources did you
use?

What does your workflow do—and
who reviews it?

Reuse what works

3 minutes

Projects

Keep approved context together.

Plugins and Skills

Connect approved apps. Save a tested method.

Scheduled Tasks

Have a useful workflow prepare work on your schedule.

What's next?

Choose one workflow to use again this week.

Thank you

Linda Widdop
Tech Impact

Nonprofit Policy Builder

techimpact.org/policybuilder

A strong Computer Use Policy is essential for nonprofit organizations to protect sensitive data, ensure compliance, and promote responsible technology use across their teams.

Tech Impact's Computer Use Policy Digital Workbook tool includes four key focus areas:



Acceptable Use

Covers how employees can responsibly use their organization's tech, data, and resources.



Bring Your Own Device

Governs how employees can use their personal devices, such as smartphones, laptops, or tables for work purposes.



Data Security

Protects sensitive information, including donor records, client data, and organizational assets, from unauthorized use.



Artificial Intelligence

Ensures ethical and transparent use of artificial intelligence that aligns with organizational mission and values.

Thank you for joining us.

Keep learning and building with OpenAI Academy.

Feedback

Help us improve by taking our 4-minute feedback survey.

tinyurl.com/techimpactAKsurvey



OpenAI Academy

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