



PPGC 2024
SAN DIEGO

Beyond ChatGPT: Other AI Tools

Gabriel Trieger
Development Director, Major Gifts

Crescendo
Integrated Marketing for Planned Gifts

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PPGC 2024 – San Diego

Beyond ChatGPT: Other AI Tools

The Christ Hospital Foundation

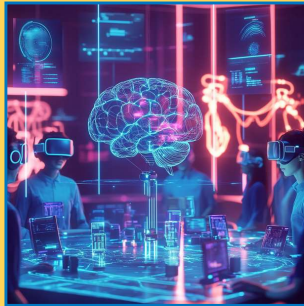
Visit Our Website
TheChristHospital.com

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Outlining Our Discussion



Introduction and Background



AI Tool Crash Course



Review and Q+A


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The Christ Hospital Health Network



“Greater Cincinnati’s Heart
Hospital”

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The Christ Hospital™
Health Network

For more than 130 years, The Christ Hospital has been dedicated to providing the best, most compassionate care for our community. By continually reimagining what healthcare can be, we have become more than just a hospital. Today, we are an extensive network of 6,500 employees, 1,200 physicians and 600 volunteers, serving patients in more than 100 locations throughout Greater Cincinnati.

Debbie Hayes
President and CEO



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About Me

Gabe Triege

Development Director, Major Gifts

Still working to pay it forward...

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Bio and Resume

From the "Land of Lincoln" to "South Beach" to the "Queen City"

Why should we listen to you?

Springfield, IL

Unemployed minor

Miami, FL

University of Miami

Cincinnati, OH

**UC Foundation
The Christ Hospital**

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What is AI?

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DECODING THE JARGON: DEFINITIONS



Aims to predict future outcomes or trends by analyzing patterns and relationships in the available data.

PREDICTIVE AI



Generate new content, such as images, text, or music, by learning patterns from existing data.

GENERATIVE AI



Can make autonomous decisions and take actions based on their understanding and goals.

AGENTIC AI

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Ethics in the Age of Artificial Intelligence

- Transparency
- Fairness
- Accountability
- Privacy
- Safety
- Human Oversight
- Bias Mitigation
- Social Benefit

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Unlocking the AI Toolbox

Let's dive in to using some of the most popular generative AI tools available

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ChatGPT: The OG of Chatbots

Step-by-Step Guide for Using ChatGPT:

1. Access ChatGPT:

1. Go to the OpenAI website or a platform that offers ChatGPT integration.
2. Sign up or log in to your account.

2. Start a New Conversation:

1. Look for a chat interface or 'New Chat' button.
2. Click to begin a fresh conversation.

3. Formulate Your Query:

1. Think about what you want to ask or discuss.
2. Type your question or prompt in the text box provided.

4. Submit Your Query:

1. Press 'Enter' or click the 'Send' button to submit your input.

5. Review the Response:

1. Read ChatGPT's reply carefully.
2. Assess if it fully answers your question or meets your needs.

6. Follow-up If Necessary:

1. If the response is incomplete or you need clarification, ask a follow-up question.
2. Be specific about what additional information you need.

7. Refine Your Prompts:

1. If you're not getting the desired results, try rephrasing your question.
2. Be more specific or provide more context in your prompts.

8. Explore Different Topics:

1. Feel free to change subjects or ask about various topics within the same conversation.

9. Use ChatGPT Responsibly:

1. Remember that ChatGPT can make mistakes or provide outdated information.
2. Verify important information from reliable sources.

10. End the Conversation:

1. When you're done, you can simply close the chat or start a new one for a fresh topic.

11. Practice and Experiment:

1. The more you use ChatGPT, the better you'll become at crafting effective prompts.
2. Try different types of queries to understand its capabilities and limitations.

Remember to use ChatGPT as a tool to assist and inspire, not as a definitive source of factual information.

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New Kids on the Block

Other examples:

Microsoft Copilot
Google Gemini
Anthropic Claude

Perplexity AI
Meta Llama

Use cases:

Email writing
Grant research
Content creation
Stewardship

Event planning
Data analysis
Proposal writing

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BEAUTY IS IN THE AI OF THE BEHOLDER: GRAPHIC DESIGN TOOLS

Canva

ALL-IN-ONE DESIGN PLATFORM

Drag-and-drop interface
Huge template library
Customization options
Collaboration tools
Export options

Adobe Express

STREAMLINED DESIGN PLATFORM

Drag-and-drop interface
AI-powered design tools
Access to Adobe assets
Real-time collaboration
Export options

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THE WRITE STUFF: GRAMMAR AND WRITING ASSISTANTS

Quillbot

PARAPHRASER
Grammar Checker
Plagiarism Checker
AI Detector
Summarizer
Citation Generator
Translator
Flow

Grammarly

GRAMMAR AND SPELLING CHECKS
Clarity and Conciseness
Engagement and Tone
Plagiarism Detection
Style Guide Adherence
Cross-Platform Integration

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ARTIFICIAL CREATIVITY: IMAGE GENERATION TOOLS

Midjourney

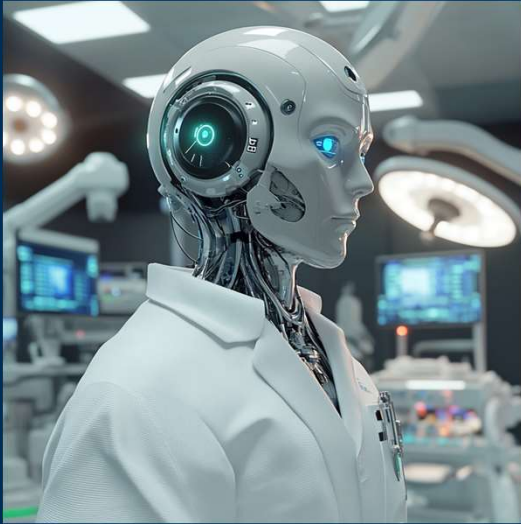
TEXT-TO-IMAGE
AI-powered Art
Multiple Styles
Blending of Styles
Customizable
Multiple Formats
Web-based Interface
Community-driven

Dall-E

TEXT-TO-IMAGE
Highly realistic
Complex concepts
Blending of Styles
Faster Generation
Multiple Formats
Web-based Interface
Advanced Controls

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Dall-E vs. Midjourney



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In Case You Missed It: The Highlight Reel

What is AI?

- systems that perform human-like intelligent tasks (learning, reasoning, problem-solving, language understanding)

Key Definitions

- Predictive AI = predict future outcomes
- Generative AI = create new content
- Agentic AI = autonomous decision-making and action

Ethical Considerations

- Ensure fairness, privacy, transparency, accountability, and public trust.

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Large Language Models (LLMs)

ChatGPT, Gemini, Copilot, Claude, Perplexity, Llama, etc.

- Understand and generate human-like text, generate and describe images, and analyze and summarize PDFs and spreadsheets.

Applications of LLMs in Fundraising

- Donation Email Writing
- Grant Research
- Social Media Content Creation
- Donor Stewardship
- Event Planning
- Data Analysis
- Proposal Writing

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AI-Assisted Graphic Design Tools

Canva, Adobe, Designs.ai, Autodraw, etc.

- automate repetitive tasks, suggest design elements, and improve overall workflow.

Applications of AI-assisted graphic design in Fundraising

- Social Media Graphics
- Print Materials
- Website Design
- Merchandise Design
- Video Editing and Animation
- Presentations/Proposals

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Grammar and Writing Assistants

Quillbot, Grammarly, ProWritingAid, etc.

- enhance text by improving grammar, style, and clarity, while also offering suggestions for rewriting and optimizing content.

Applications of image generation tools in Fundraising

- Automated Proofreading and Revision
- Content Generation
- Customization for Donor Segmentation
- Refining Grant Proposals
- Optimizing Copy

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Image Generation Tools

Midjourney, DALL-E, Stable Diffusion, Imagen, etc.

- generate images from text prompts, offering a range of styles, customization options, and integration capabilities

Applications of image generation tools in Fundraising

- Custom Campaign Visuals
- Donor Appreciation Cards
- Event Invitations
- Impact Stories
- Social Media Posts
- Fundraising Infographics
- Donor Profiles

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The Christ HospitalTM
Foundation

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