BEYOND THE WEBINAR

- **Engage With Us**
  - Q & A and Chat (defaults to host/panelists)
  - Share with friends on social
- **Continuing Education Credit**

- **Webinar Wrap-up**
  - Webinar on-demand: onecause.com
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  - Exclusive content
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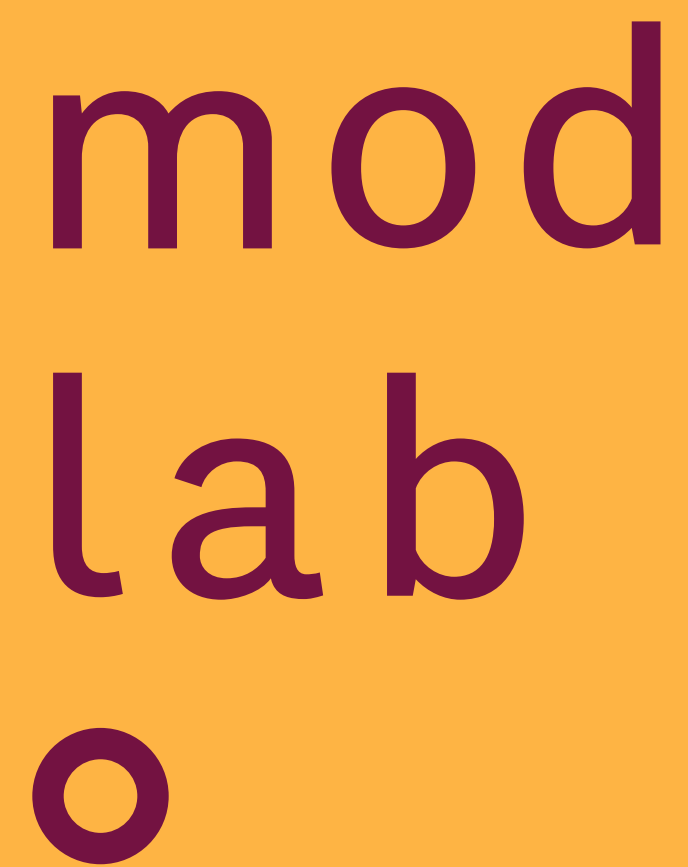
Dawn Lego (she/her)

Director, Brand Engagement
OneCause

Seth Giammanco (he/him)

Principal, Strategy & Technology
Minds On Design Lab

onecause®

Hi, I'm Seth

I'm Seth Giammanco, the Strategy and Technology lead at Minds On Design Lab.

We are a **strategic design studio that elevates small and mighty teams in the social sector.**

You can reach me at **seth@mod-lab.com** or learn more about our studio at **https://mod-lab.com**.

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# Hold up ... why is a design studio talking about ChatGPT and writing?

We are small and mighty. Our client partners are small and mighty.

We write. They write.

We all could use some timesavers.

But **I am not a ChatGPT or A.I. expert.** Just someone who has used it and found value. As I've learned I've shared with client partners and our broader community.

All this, plus a **great design** with **consistent and quality content** flowing is a recipe for better **engagement**.

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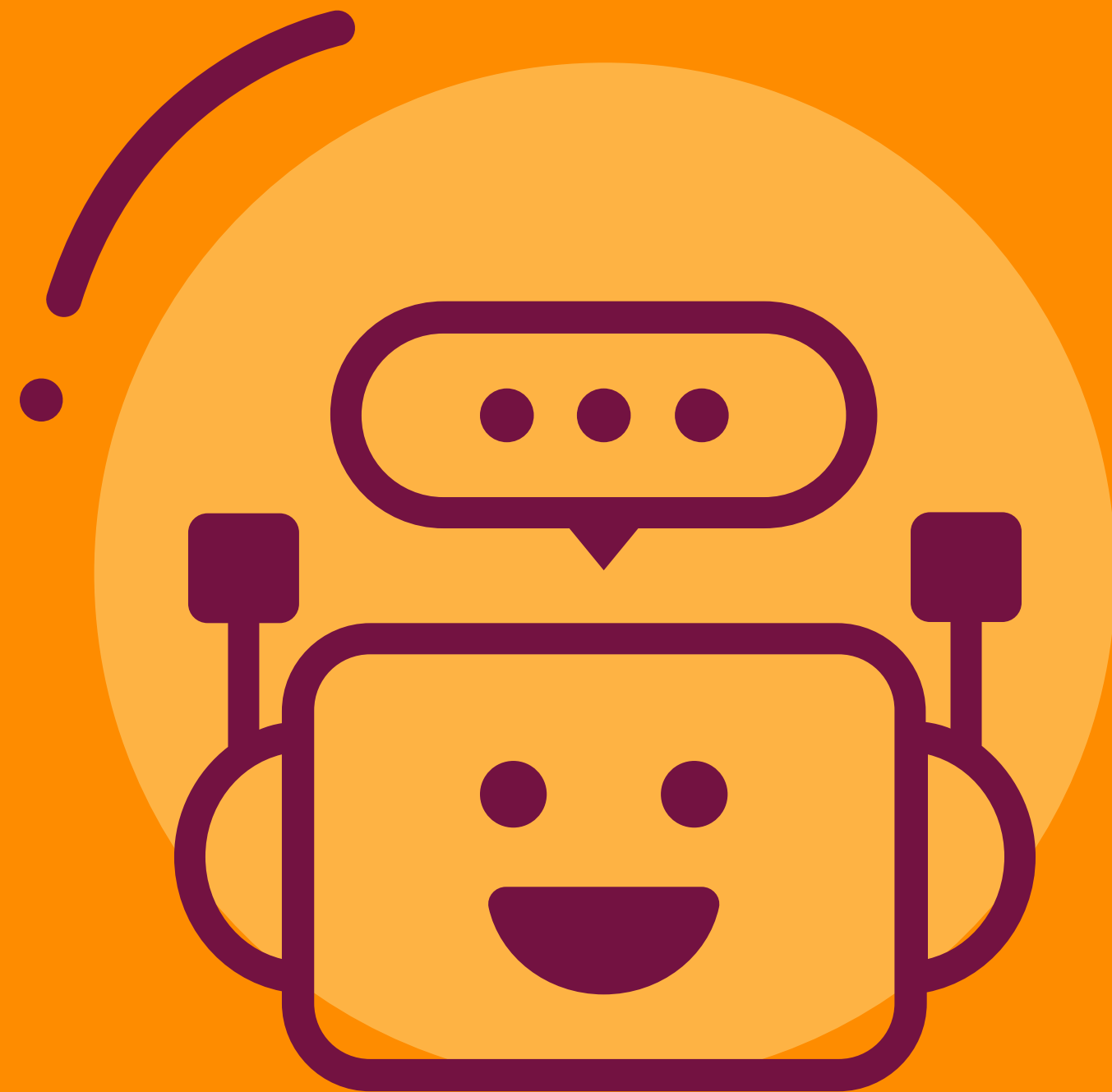
What is ChatGPT?

✦ GPT-4

In a short sentence describe chatgpt to a non-technical person.

ChatGPT is a digital assistant that can understand and generate human-like text based on the information it's been trained on.
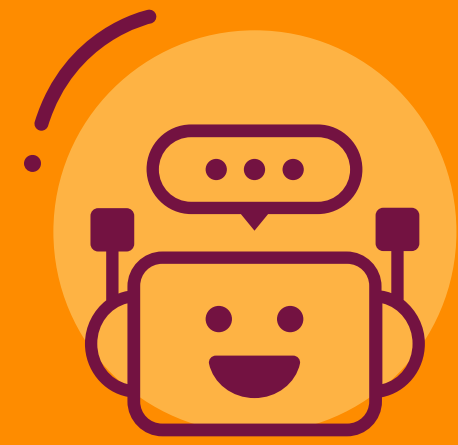
⟳ Regenerate

Send a message ➤

ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT August 3 Version

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What is **ChatGPT Cont.**

- Website and service - https://chat.openai.com

- Natural Language model designed to understand and output human-like text through a "Chat" interface

- Free and paid offerings

- It is "Trained" on a wealth of publicly available content up to 2021.

- Evolving - Chat GPT 3.5 -> 4.0, Plugins, Custom Instructions, ...

- A tool that has helped me

  - Save time with writing and related content activities

  - Answer coding questions

  - Providing supportive help with using different tools

  - ... and more

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o
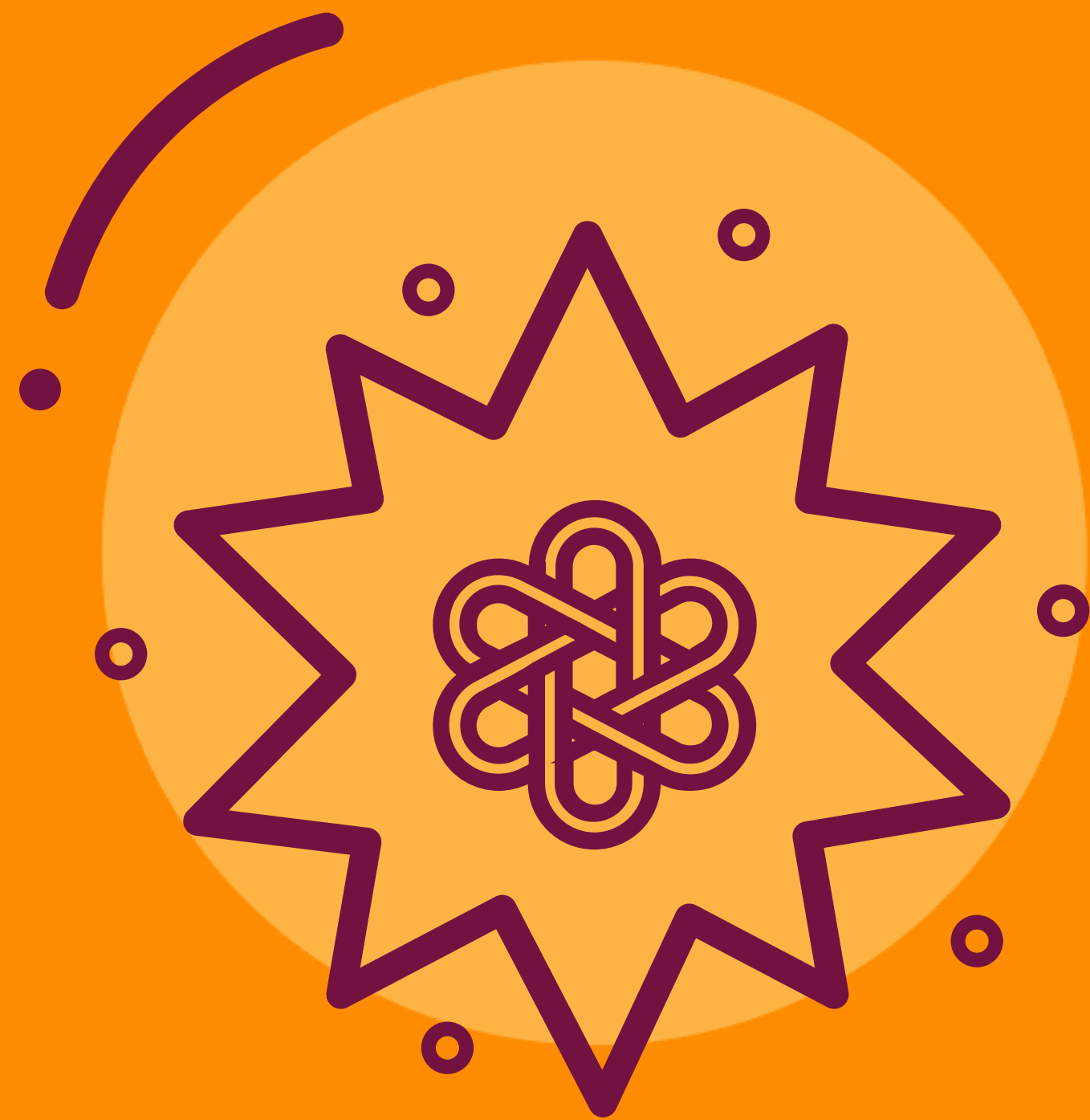
Is A.I. making your head explode? And maybe not in a good way?

Are you overwhelmed by A.I.? Feeling a bit of A.I. FOMO?

- Social feeds filled with this A.I. or that A.I.?

- A.I. coming for our jobs?

- Folks making easy money with a few hours of work using A.I.?

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Our Goal Today ... Quick Wins!

Getting a quick win with new technology helps find its value and pave the way for deeper learning and reward.

- Share tips and ideas to help you get some quick wins with content related tasks and ChatGPT

- Quiet our shared FOMO voice just a bit

- Present ChatGPT and this information whether you have tried to use this tool yet or not

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What's it like to use ChatGPT for writing?

Let's look at an example of drafting an article. My goal is to save me time by giving me some writing I can revise to make my own.

We start with a prompt.
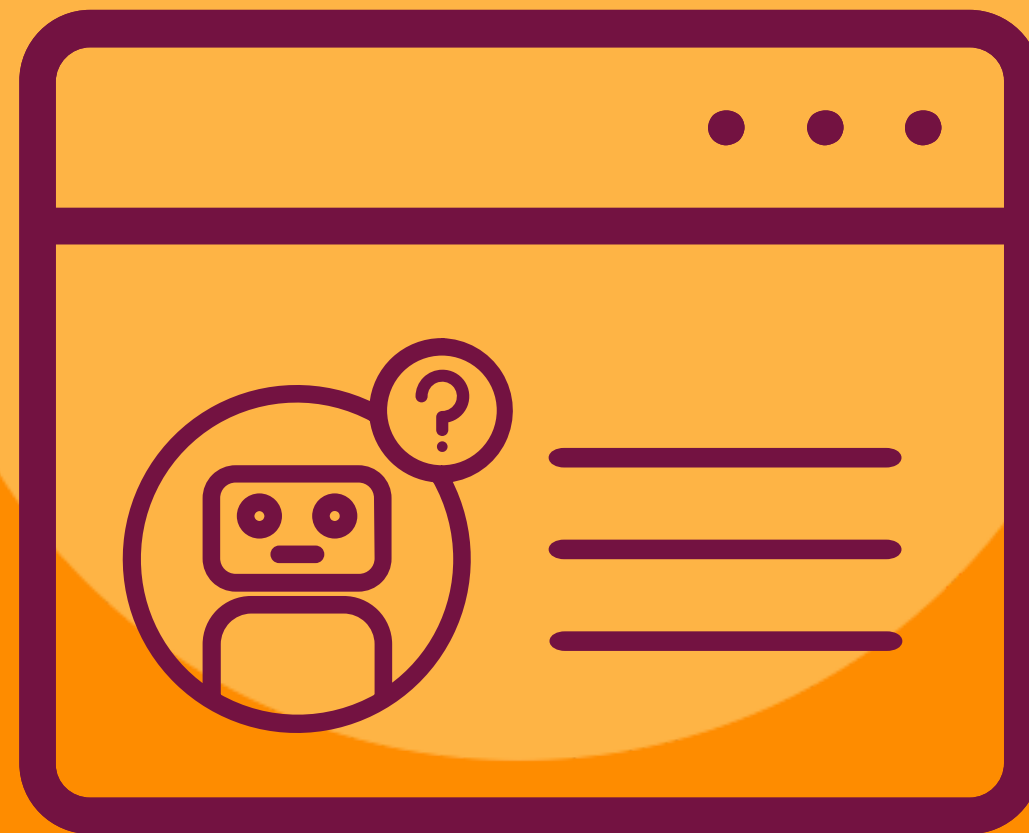
Drafting an article - prompt

We are a nonprofit focused on helping underserved middle and high school student learn how to think about building web and mobile applications to create solutions to challenges in their community. Often, we use volunteers with related skills to come and share knowledge with students. Write a persuasive blog post on the importance of volunteering for this and its benefits for individuals and impacted youth.

Your audience are professionals working in technology. The post should be between 500 and 1000 words. Reading level target is 6th grade. Tone should be fun and confident.

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Drafting an article - result

Title: Revolutionize Tomorrow: Power Up Through Volunteering in Tech Education

Introduction

Greetings, Tech Titans! Are you ready to embark on a journey that merges your expertise with the boundless potential of underserved middle and high school students? Welcome to the exhilarating world of volunteering with our nonprofit, where you become the spark that ignites innovation, inspiration, and change. Buckle up for an adventure that's not just about code – it's about shaping the future.

The Power of Your Expertise

You, the tech wizards, have a superpower that can reshape the world: your knowledge. By volunteering with our nonprofit, you're not just sharing information – you're planting seeds of possibility in the minds of young creators. As these students learn to think about building web and mobile applications, you're giving them tools to craft solutions for real challenges in their communities. Your expertise transforms into a compass guiding them towards a world of endless possibilities.

Impact that Lasts a Lifetime

Imagine the ripple effect you could set in motion. A single idea shared during a feedback session might trigger an avalanche of innovation. You're not just offering insights; you're

This is a chat, so let's revise a bit

*Can you **revise** this to include a section that outlines the type of person we are looking to be a volunteer?*

change. Collaborations and partnerships may sprout from these interactions, opening doors to new opportunities you never imagined.

The Tech Hero We're Seeking

We're on the lookout for tech professionals who embody these qualities:

1. **Passion for Empowerment:** Enthusiasm for guiding young minds, nurturing their creativity, and inspiring them to think big and embrace the potential of technology.
2. **Expertise in Web and Mobile Applications:** A solid foundation in web and mobile application development, with the ability to simplify complex concepts for young learners.
3. **Empathy and Patience:** Understanding the challenges that underserved students might face and the patience to guide them through the learning process.
4. **Innovation Instigator:** A desire to ignite innovation, encouraging students to think outside the box and develop solutions that impact their communities.
5. **Collaborative Spirit:** An openness to collaborate with fellow volunteers, creating a supportive environment for both students and mentors.
6. **Diversity Advocate:** A commitment to diversity and inclusion, fostering an environment where every student feels valued and empowered.
7. **Time and Dedication:** Availability to commit to regular feedback sessions, nurturing long-

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Prompting is Your Superpower

The information you share and/or ask of ChatGPT makes all the difference.

Write an article about volunteering.

Vs.

We are a nonprofit focused on helping underserved middle and high school student learn how to think about building web and mobile applications to create solutions to challenges in their community. Often, we use volunteers with related skills to come and share knowledge with students. Write a persuasive blog post on the importance of volunteering for this and its benefits for individuals and impacted youth.

Your audience are professionals working in technology. The post should be between 500 and 1000 words. Reading level target is 6th grade. Tone should be fun and confident.

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Volunteering: A Path to Community Growth and Personal Development

Volunteering is more than just a noble endeavor; it's a pathway to strengthening communities, developing individual skills, fostering empathy, and building a more interconnected society. By offering one's time and energy to support others without expecting financial reward, volunteers play a vital role in creating a compassionate world.

The Essence of Volunteering

At its core, volunteering is the act of freely giving your time to help others, whether it's an individual, a community, or an organization. It encompasses diverse fields such as education, healthcare, animal welfare, environmental protection, and social services.

1. Community Growth

Volunteering brings communities together by encouraging collaboration and social engagement. Here's how it contributes to community growth:

- **Building Social Cohesion**: Volunteering fosters relationships among individuals from different backgrounds and cultures, cultivating a sense of unity.
- **Meeting Community Needs**: By working directly with local initiatives, volunteers can identify and address specific community challenges, such as food insecurity or lack of education.
- **Strengthening Local Organizations**: Many non-profits and community groups rely heavily

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Impact that Lasts a Lifetime

Imagine the ripple effect you could set in motion. A single idea shared during a feedback session might trigger an avalanche of innovation. You're not just offering insights; you're fostering a mindset that seeks solutions everywhere. These students are the future problem

The elements of a good prompt

Your key to better ChatGPT responses is to develop your prompting skills.

1. Context

2. Audience

3. Requirements

Prompt: Context

What is the subject matter?

We are a nonprofit focused on helping underserved middle and high school student learn how to think about building web and mobile applications to create solutions to challenges in their community. Often, we use volunteers with related skills to come and share knowledge with students. *Write a persuasive blog post on the importance of volunteering for this and its benefits for individuals and impacted youth.*

Your audience are professionals working in technology. The post should be between 500 and 1000 words. Reading level target is 6th grade. Tone should be fun and confident.

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Context Ideas

- **What is the topic**: An article about volunteering, COVID, impact of A.I., ...

- **Background information:** We are a nonprofit that provides programming for middle and high school youth ...

- **Specific content to work with:** Here is an example of a social post we used before and liked ..., here is a introductory paragraph we want to expand

- **Purpose & goal**: To inspire readers to volunteer, to donate, to register, to download, ...

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Context Summary

"Teach" ChatGPT about

- the subject matter

- the big picture

- the purpose

Prompt: Audience

Who is the content for?

We are a nonprofit focused on helping underserved middle and high school student learn how to think about building web and mobile applications to create solutions to challenges in their community. Often, we use volunteers with related skills to come and share knowledge with students. Write a persuasive blog post on the importance of volunteering for this and its benefits for individuals and impacted youth.

Your audience are professionals working in technology. *The post should be between 500 and 1000 words. Reading level target is 6th grade. Tone should be fun and confident.*

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Fun Audience Example

Define breakfast to a corporate executive.

Breakfast is a strategic launchpad that sets the tone for the rest of your day, akin to the way morning huddles align your team for a productive workday. It's the initial public offering of nutrition to your body after a long overnight fast, setting the foundation of energy and brain power that will fuel your decision-making processes, negotiations, and creative insights throughout the day.

Define breakfast to a 7 year old.

Breakfast is like the power-up you get at the start of a video game. After sleeping all night, your body needs some energy to start a new day of adventures, just like your favorite game character needs a power-up to start a new level!

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Audience Ideas

- **Demographics:** Child, adult, parent, …

- **Interests & hobbies:** A.I., social good, bowling, …

- **Challenges:** Not enough time, overwhelmed, …

- **Knowledge & skill level**: Beginner, professional, seasoned

- **Goals & aspirations**: Wants to be more involved, would like to know how to start, …

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Audience Summary

"Teach" ChatGPT who your content is for

- Who is the target audience

- What is there need

Prompt: Requirements

What are the requirements for what you want written?

We are a nonprofit focused on helping underserved middle and high school student learn how to think about building web and mobile applications to create solutions to challenges in their community. Often, we use volunteers with related skills to come and share knowledge with students. **Write a persuasive blog post on the importance of volunteering for this and its benefits for individuals and impacted youth.**

Your audience are professionals working in technology. **The post should be between 500 and 1000 words. Reading level target is 6th grade. Tone should be fun and confident.**

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Requirement Ideas

- **What type of content to produce:** Article, outline, summary...

- **How many**: 10 titles, 3 social posts, ...

- **Length:** 500 to 1000 words

- **Keywords:** Include the words "nonprofit" and "ChatGPT"

- **Tone:** fun, funny, serious, ...

- **Reading level:** 7th grade

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Requirements Summary

"Tell" ChatGPT what you want it to do

- the type of writing

- the length

- the style

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A good prompt FTW!

A good thoughtful prompt = a far better response from ChatGPT.

In many ways, this is akin to how you might collaborate and delegate a task to another person.

1. Context

2. Audience

3. Requirements

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How else can ChatGPT help with writing content?

We took a look at a prompt and responses for any article draft.

But what else can you use ChatGPT for when it comes to writing.

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Create social posts

Create 3 posts for Twitter for the following article. Your audience are tech professionals to inspire them to learn more about volunteering for our organization.

[Paste your article]

Absolutely, here are three Twitter posts that aim to inspire tech professionals to learn more about volunteering for your organization:

Post 1:
🌟 Ready to spark change with your tech expertise? Join us in empowering young minds through volunteering! 🚀 Explore how you can shape the future while sharing your skills. Let's code a brighter tomorrow together. 💻 🌍 #TechForGood #VolunteerOpportunity

Post 2:
🔍 Seeking tech wizards with a heart for impact! 🌟 Make your expertise count by mentoring underserved youth in web & mobile app development. Let's create solutions that shape communities. Your skills = their brighter future! 🌈 💡 #TechVolunteers #EmpowerYouth

Post 3:
🚀 Elevate your tech prowess while making a real-world difference! 🌍 Join us in guiding aspiring tech stars to create solutions for their communities. Your insights can ignite

Create an outline

Create an outline for a webinar to introduce our organization and make the case to volunteer. Attendees will be technology professionals that have expressed interest in learning more about volunteering. Keep in mind our organization mission and what we are looking for from volunteers as detailed in the information below. Webinar will only have 20 minutes of presentation.

[Paste article, content about volunteer program, ...]
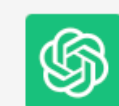
Webinar Outline: Empowering Tomorrow through Tech Mentorship

Introduction (2 minutes)

- Welcome and Introduction to the Webinar
- Brief Overview of the Organization's Mission and Focus
- Introduction of Speakers and Hosts

Highlighting the Need (3 minutes)

- Exploring the Disparities in Tech Education and Opportunities
- Introduction to Underserved Middle and High School Students
- Unveiling the Impact Gap: How Tech Professionals Can Make a Difference

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Title variations

Create 10 different titles for the following article. Target audience is technology professionals creating web and mobile applications. Include the word "volunteer" and "underserved youth" in the titles. Try different tones from fun to serious.

[Paste your article]

1. **Empower Underserved Youth Through Tech: Become a Volunteer Mentor!**
2. **Level Up Your Impact: Volunteer to Empower Underserved Youth in Tech**
3. **Tech Heroes Wanted: Volunteer to Shape Underserved Youth's Future**
4. **Unleash Your Tech Magic: Mentor Underserved Youth as a Volunteer**
5. **Coding for Change: Volunteer and Empower Underserved Youth in Tech**
6. **Tech Titans for Good: Volunteer to Empower Underserved Youth**
7. **From Code to Community: Join Us as a Volunteer for Underserved Youth**
8. **Fuel Dreams with Code: Be a Tech Volunteer for Underserved Youth**
9. **Building Bright Futures: Tech Professionals Needed as Volunteer Mentors**
10. **Transform Lives Through Tech: Volunteer to Empower Underserved Youth**

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Exploring ideas through chat

What do you think a young professional in technology would like to volunteer to do for our organization? Here is some information about our organization for context.

[Paste mission and helpful background info]

A young professional in technology may be interested in volunteering for your organization in various ways that align with their skills, interests, and the mission of empowering underserved youth. Here are some activities that a tech-savvy volunteer might find appealing:

1. **Tech Mentorship**: Young professionals can offer mentorship to underserved youth, guiding them in web and mobile application development. Sharing their technical expertise, providing feedback on projects, and offering guidance on problem-solving can be incredibly rewarding.

2. **Workshops and Webinars**: Hosting workshops or webinars on coding, app development, or tech-related topics can engage both the volunteers and the youth. This platform allows volunteers to share their knowledge and inspire the next generation of tech enthusiasts.

3. **Guest Speaker Series**: Volunteers could be invited to speak about their journey in the tech industry. Sharing personal experiences, challenges, and successes can provide valuable insights to young minds and motivate them to pursue tech careers.

4. **Project Collaboration**: Volunteers can collaborate with the youth on real-world projects.

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Ideas for a content calendar

You are content strategist. Brainstorm a list of article ideas for our organization to help us tell our story and connect with potential technology professional volunteers. Here is some information about our organization.

[Paste mission and helpful background info]

Of course, I'd be glad to help you brainstorm some article ideas to effectively tell your organization's story and connect with potential tech professional volunteers. Here's a list of ideas tailored to your organization's mission and goals:

1. **"Empowering the Next Tech Generation: A Look into Our Youth-Centric Approach"**
   Delve into how your organization specifically tailors its tech education to underserved youth, highlighting success stories and the impact on participants.

2. **"The Tech Community's Call to Action: How Tech Professionals Can Change Lives"**
   Discuss the role of tech professionals in addressing educational disparities and how volunteering with your organization can make a significant difference.

3. **"Journey of a Tech Mentor: From Code to Changing Lives"**
   Feature personal narratives of tech professionals who have volunteered, sharing their experiences, challenges, and the rewarding outcomes of their mentorship.

4. **"Behind the Scenes: How Our Innovative Curriculum Nurtures Young Tech Minds"**
   Provide an in-depth overview of the curriculum you offer, showcasing how it engages and educates young learners in a tech-driven world.

5. **"Diversity in Tech: Breaking Barriers Through Mentorship and Learning"**

So many ideas to try

- Exploring new ideas for content

- Outlining

- Refine writing or elements in your writing like titles

- Edit your writing

- Draft full articles

- Social posts

- List of podcast questions for interview

- Draft emails

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What about the quality?

Here are some things to consider regarding the quality of ChatGPT's writing.

- "Training" content dated - 2021

- ChatGPT does not browse the web

- Potential for plagiarism

- Writing style tends to be a little wordy/dense

- Potential for bias & stereotypes

- Hallucinations

- Lack of deep knowledge and skilled understanding

- Lack of empathy and personal/human touch

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ChatGPT, a tool for you the expert

ChatGPT is helpful as a writing and content creator's resource when you are knowledgeable enough on the topic that you can revise or at least vouch for quality.

- Use ChatGPT to **plan, think, and draft … not write final copy**

- Don't assume ChatGPT is "right" and that what it shares is "accurate"

- Carefully assess quality to reflect your organizations brand well

- Revise to add your organization's style and "humanize" the writing

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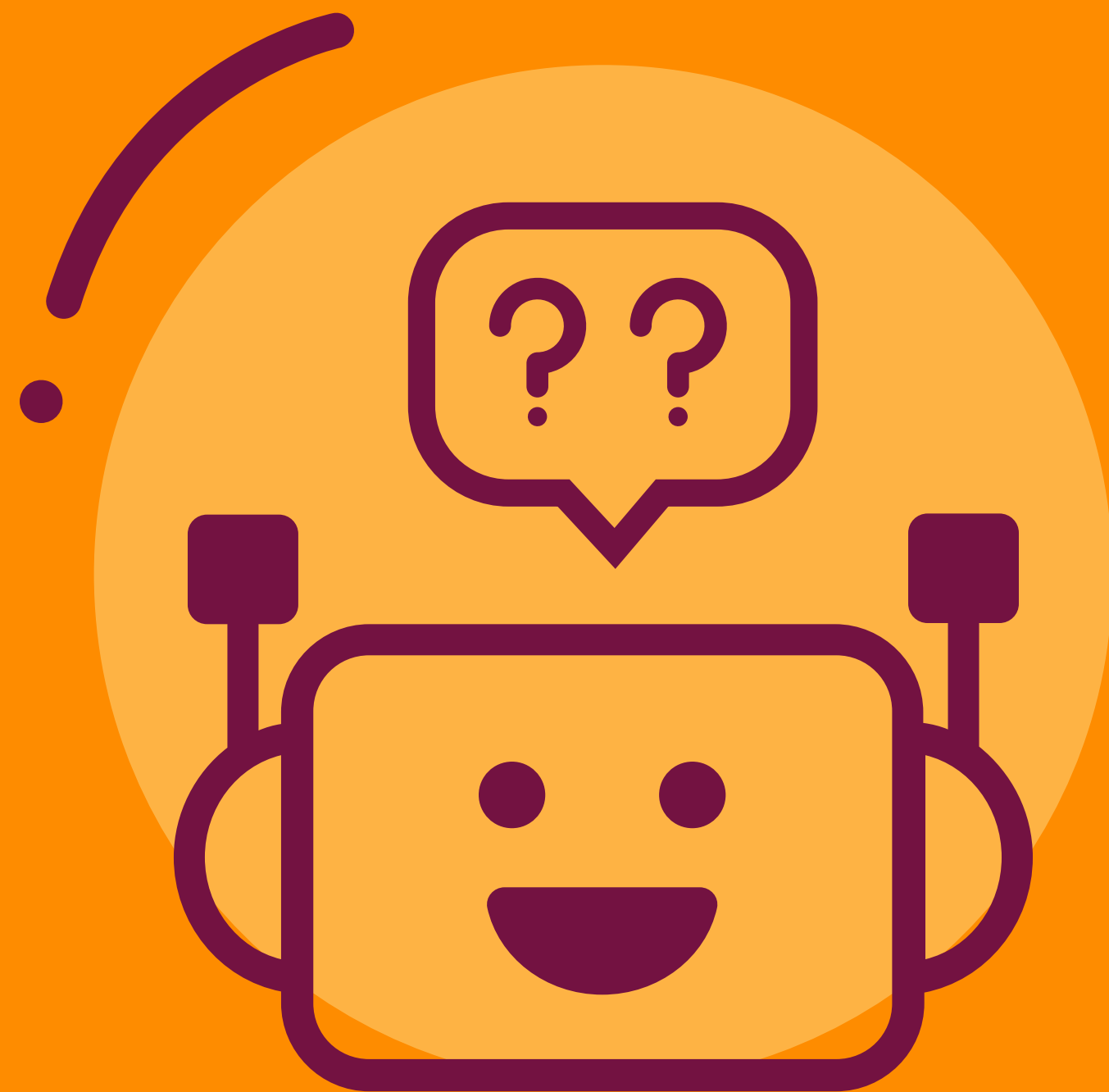
What next?

Whether you plan to try ChatGPT for the first time or are ready to take your experience to the next level. Keep in mind …

- Your prompts are your superpower

- Context, Audience, and Requirements

- Experiment and try to find those prompts and situations where ChatGPT can save you time.

- You be the expert, let ChatGPT assist.

- Know that the skills you develop with ChatGPT will carry over to many other A.I. powered features and opportunities.

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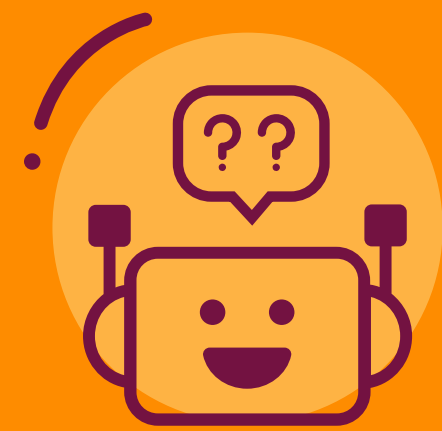
Some general every day tips

- Save the prompts that work well.

- A.I. memory is short and sometimes too much chat and revision can get off track.

- Be careful what you share with ChatGPT … personal and identifiable information, confidential information, and the like should likely be kept out of ChatGPT without further research and care into current state of privacy.

- Prompts, prompts, prompts! There are prompt suggestions and formulas everywhere.

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Prompt help is everywhere

Forbes

EDITORS' PICK

The Best Prompts To Show Off The Mind-Blowing Capabilities Of ChatGPT

Bernard Marr Contributor ⓘ

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Get the Best From ChatGPT With These Golden Prompts

Our personal tech columnist shares how to improve many parts

WIRED BACKCHANNEL BUSINESS CULTURE GEAR IDEAS SCIENCE SECURITY SIGN IN SUBSCR

☀ FEATURED BEST BARBIE COLLABS FOLDING PHONES WILL JUST KEEP COMING 5 WAYS CHATGPT CAN IMPROVE YOUR WRITING BEST MC

DAVID NIELD BUSINESS MAR 26, 2023 7:00 AM

11 Tips to Take Your ChatGPT Prompts to the Next Level

Sure, anyone can use OpenAI's chatbot. But with smart engineering, you can get way more interesting results.

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Quick Wins!

Thank you and happy ChatGPTing.

info@onecause.com   www.onecause.com   888.729.0399