{V} VIVIDIMAGE

AI for GOOD

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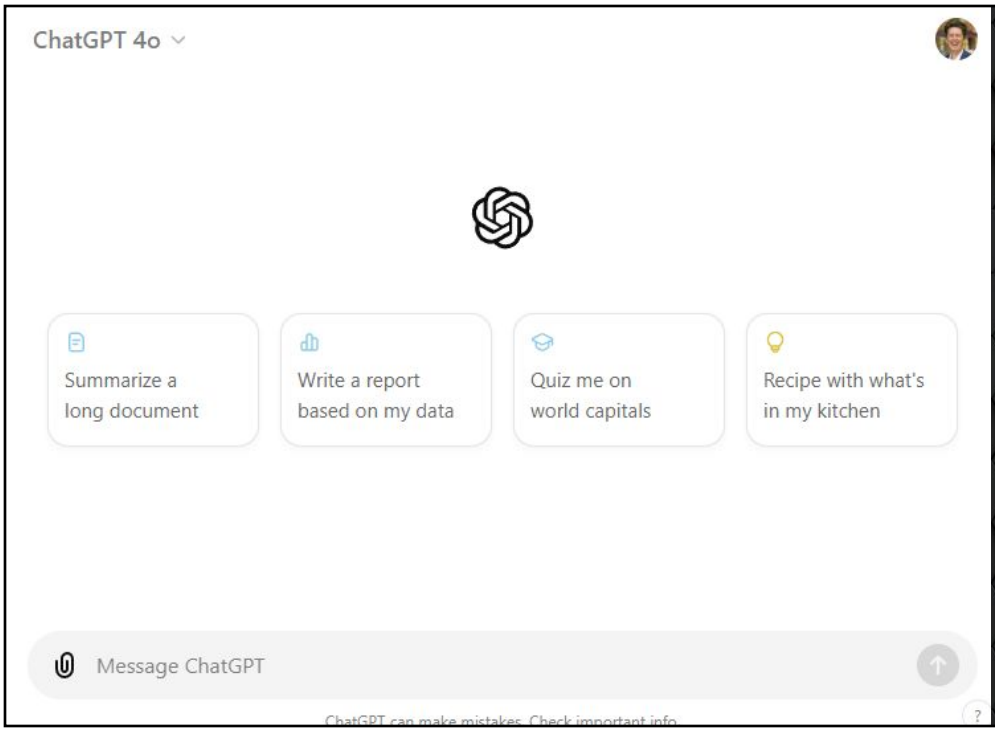
Let's Make AI Do-Able

- Feel overwhelmed by AI? You're not alone.
- Most people don't know where to start.
- You don't need to know it all—just one small step.

Why AI Feels Overwhelming

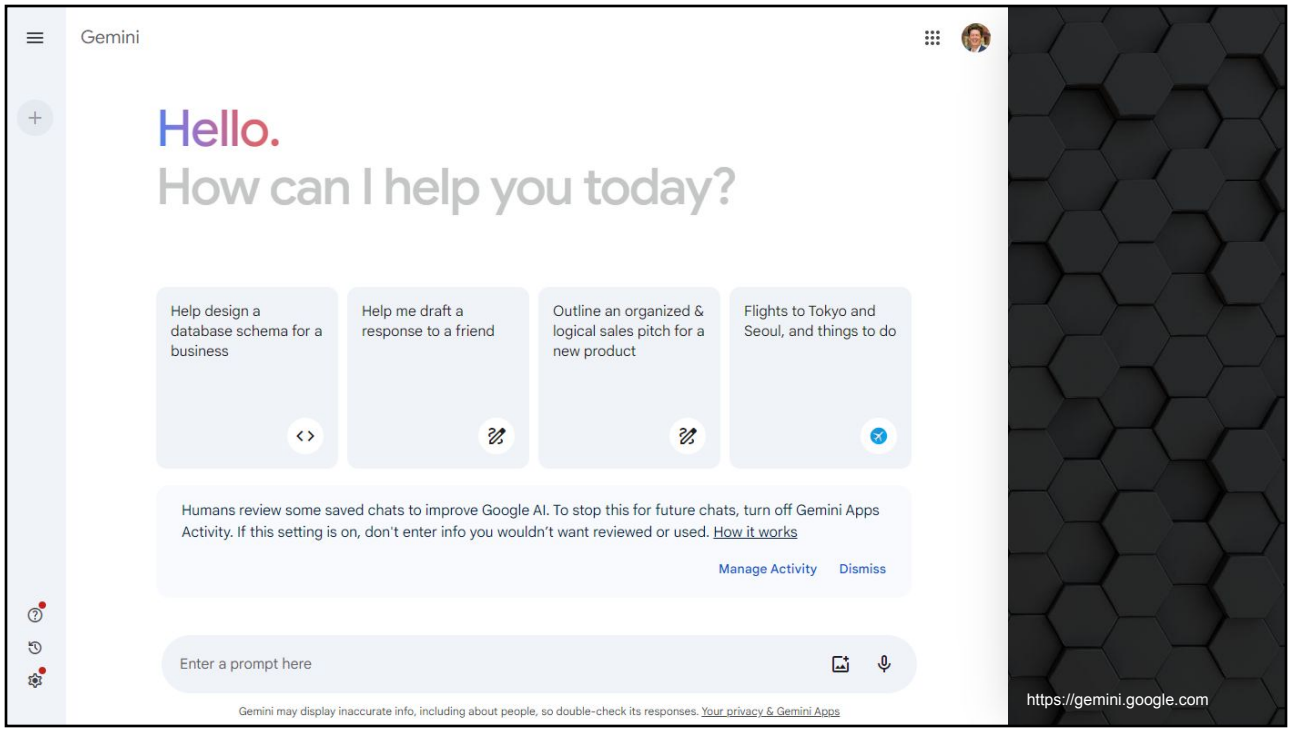
- Daily releases: ChatGPT, Gemini, Sora, Claude
- It's impossible to keep up
- But you don't have to

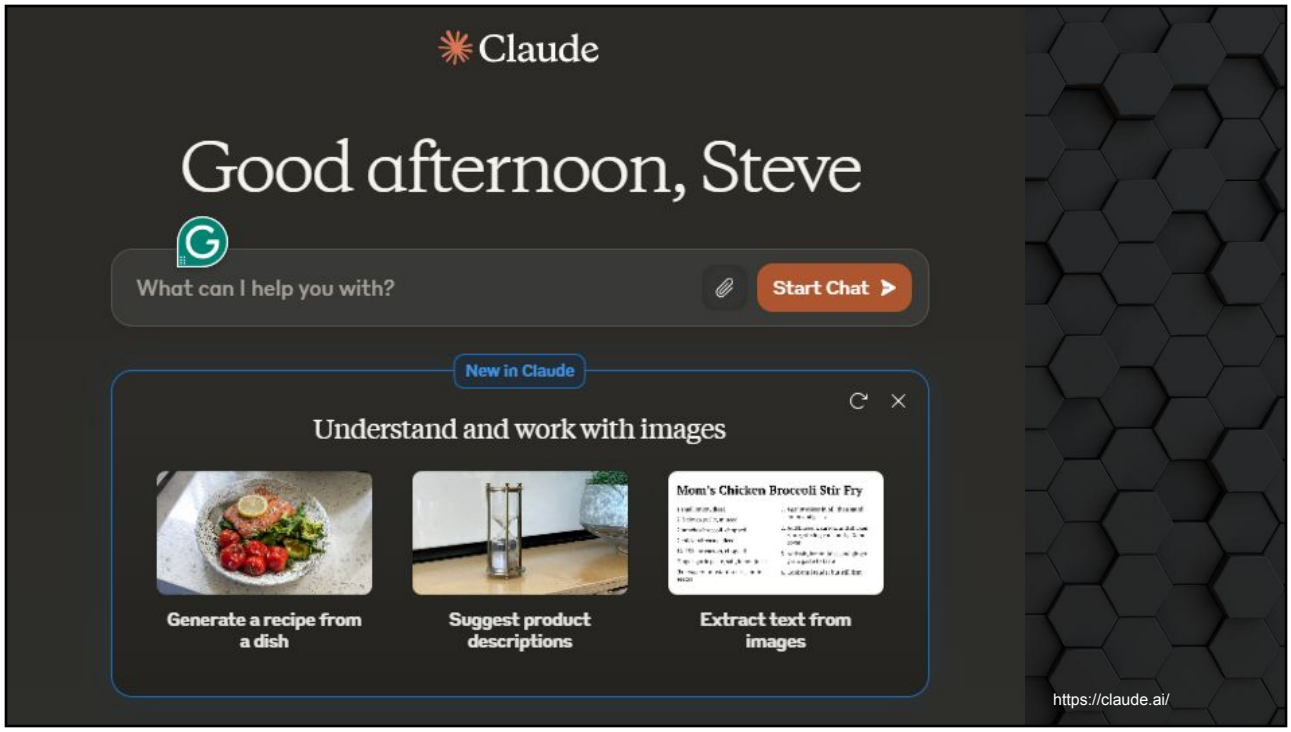


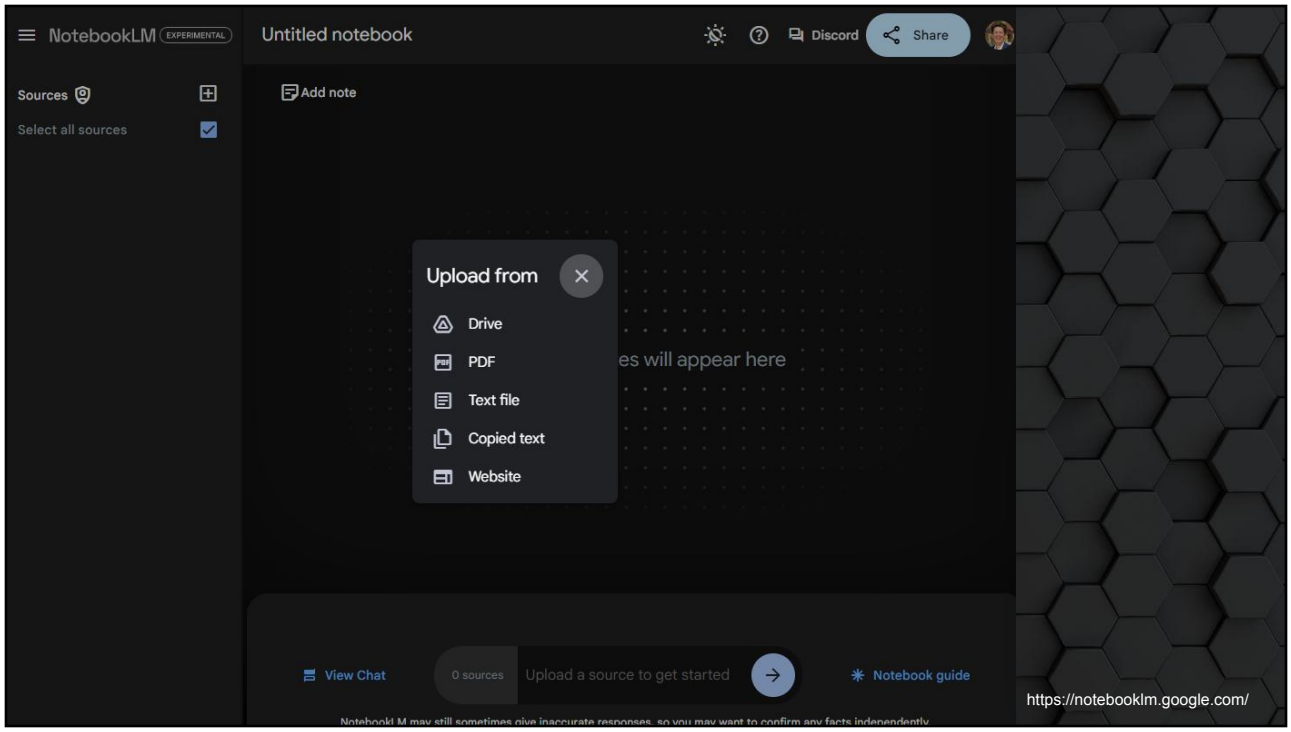
ChatGPT is a type of generative AI, a machine-learning model that can create new data, such as text, images, or videos, based on user prompts.

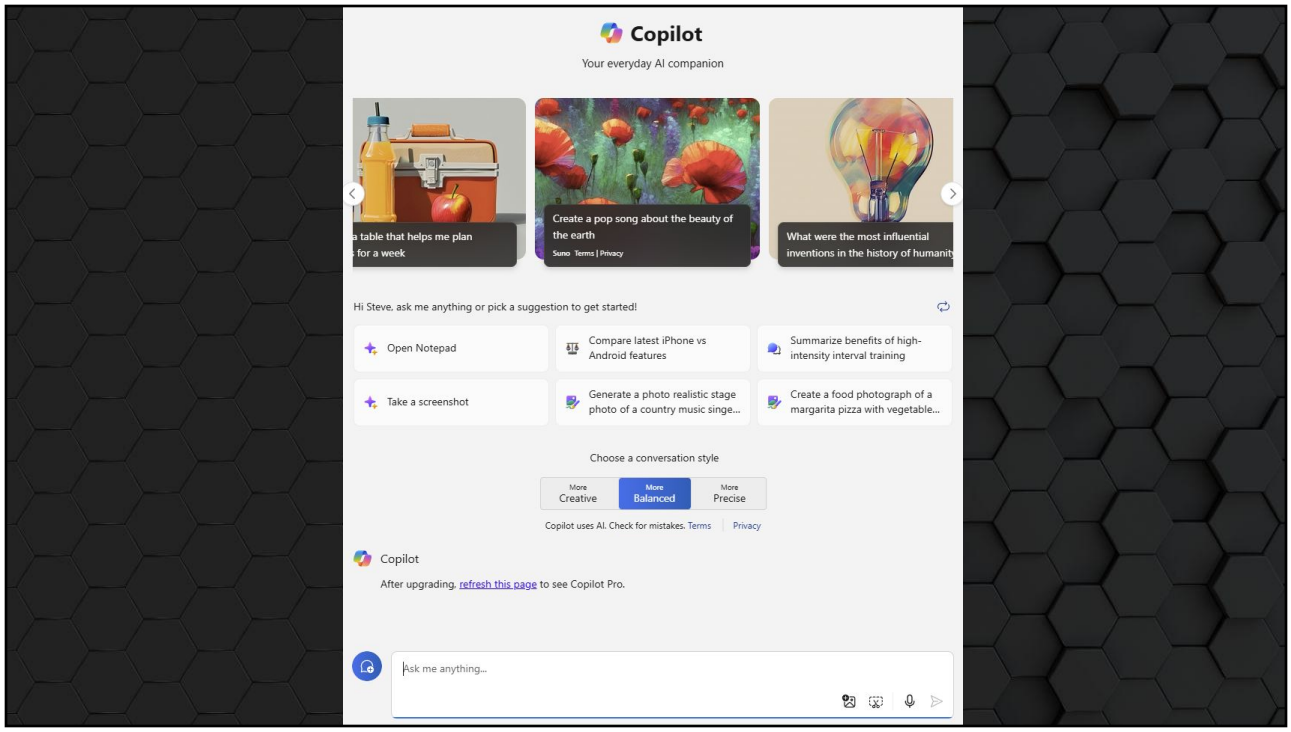
https://chatgpt.com/

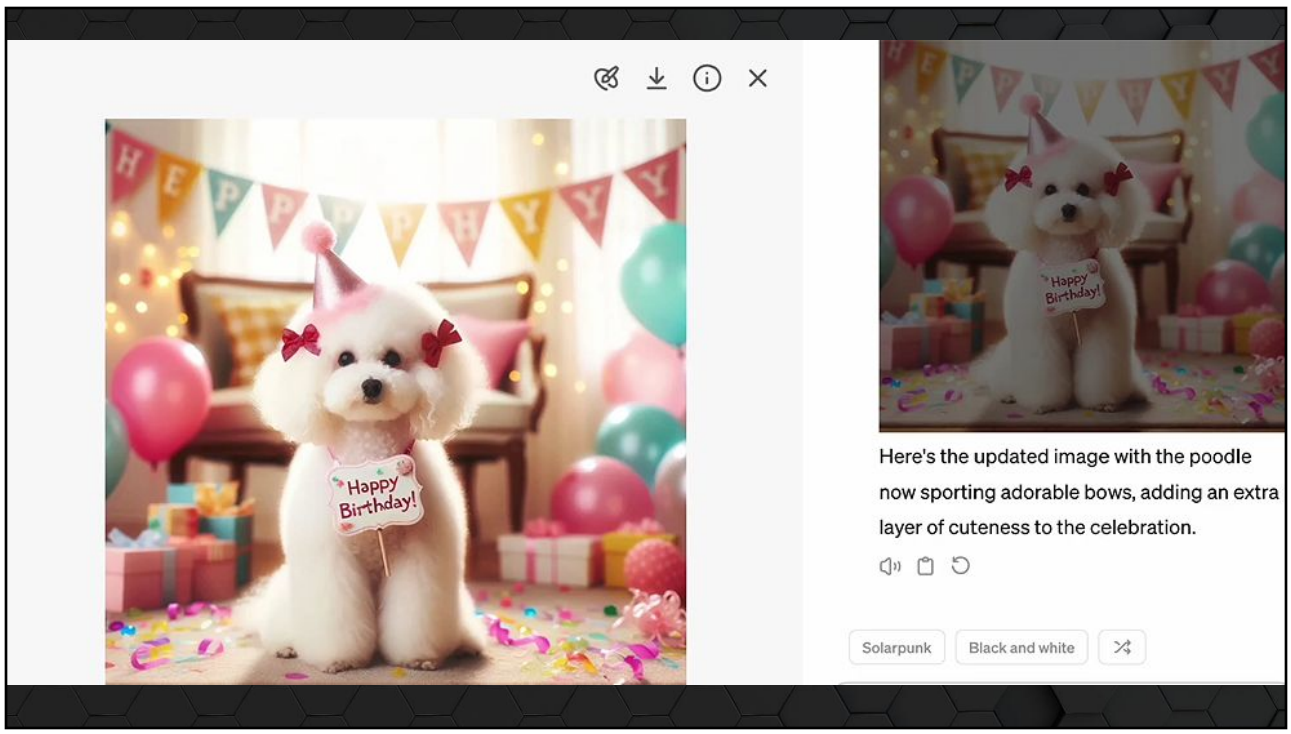
ChatGPT
OpenAI


Gemini
Hello.
How can I help you today?
Help design a database schema for a business
Help me draft a response to a friend
Outline an organized & logical sales pitch for a new product
Flights to Tokyo and Seoul, and things to do
Humans review some saved chats to improve Google AI. To stop this for future chats, turn off Gemini Apps Activity. If this setting is on, don't enter info you wouldn't want reviewed or used. How it works
Manage Activity
Dismiss
Enter a prompt here
Gemini may display inaccurate info, including about people, so double-check its responses. Your privacy & Gemini Apps
https://gemini.google.com


Claude
Good afternoon, Steve
What can I help you with?
Start Chat
New in Claude
Understand and work with images
Mom's Chicken Broccoli Stir Fry
Generate a recipe from a dish
Suggest product descriptions
Extract text from images
https://claude.ai/

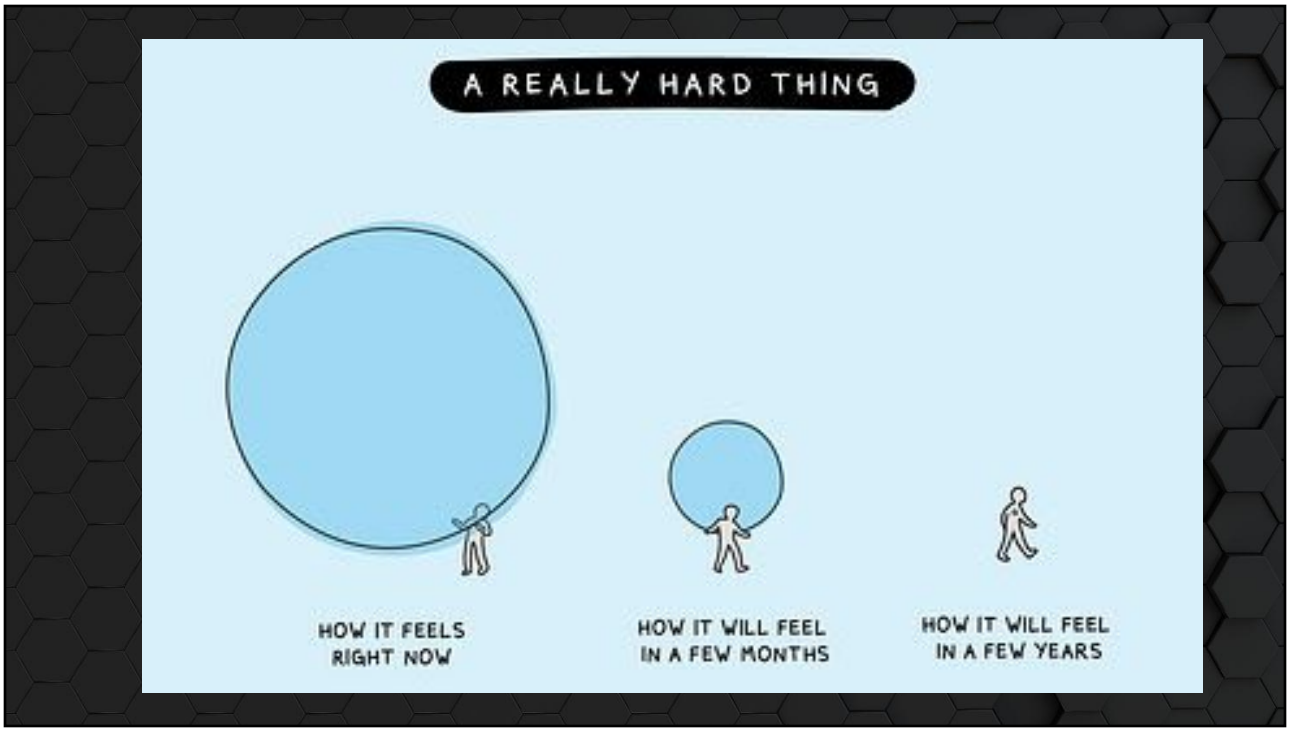

NotebookLM EXPERIMENTAL
Untitled notebook
Discord
Share
Sources
Select all sources
Add note
Upload from
Drive
PDF
Text file
Copied text
Website
es will appear here
View Chat
0 sources
Upload a source to get started
Notebook guide
https://notebooklm.google.com/


Copilot
Your everyday AI companion
Create a pop song about the beauty of the earth
Suno Terms | Privacy
What were the most influential inventions in the history of humanity
Hi Steve, ask me anything or pick a suggestion to get started!
Open Notepad
Compare latest iPhone vs Android features
Summarize benefits of high-intensity interval training
Take a screenshot
Generate a photo realistic stage photo of a country music singe...
Create a food photograph of a margarita pizza with vegetable...
Choose a conversation style
More Creative
More Balanced
More Precise
Copilot uses AI. Check for mistakes. Terms Privacy
Copilot
After upgrading, refresh this page to see Copilot Pro.
Ask me anything...


Happy Birthday!
Here's the updated image with the poodle now sporting adorable bows, adding an extra layer of cuteness to the celebration.
Solarpunk
Black and white

3 Keys to Avoid Burnout

- Take a breath
- Pick one tool (ChatGPT Pro = best start)
- Improve 1% each day


A REALLY HARD THING
HOW IT FEELS RIGHT NOW
HOW IT WILL FEEL IN A FEW MONTHS
HOW IT WILL FEEL IN A FEW YEARS

Human vs.
AI

Human vs.
Human using AI

Who are you? Who am I?

Adam Sandler playing Happy Gilmore

or

Professional Community Foundation Marketing Coach with 20 years experience coaching foundations on how to engage with donors and increase their impact in their community.

Let's try it....

Who is AI

Type of Poem

Favorite animal

Aunts name

Season

Basics of Prompts

1. Give it a persona
2. Tell it what you want done
   - PAS (Problem-Agitate-Solution)
   - AIDA (Attention-Interest-Desire-Action)
   - StoryBrand (SB7 Framework)
   - FAB (Features-Advantages-Benefits)
   - STAR (Situation-Task-Action-Result)
   - 4Ps (Picture-Promise-Prove-Push)
   - Before-After-Bridge
3. Give it restrictions (4yr, finish in 3 months, 100 words)
4. Create a comparison table of all the ideas and measures on the factors that matter to me …..budget, speed to market, etc

Style and Tone Guide

ChatGPT Prompt

- You are an expert editorial consultant and specialize in creating documents that allow a writing team to create content on behalf of a business while ensuring that the created content reflects the tone and style of that business.

  Please review my website **[insert your website URL]** and create a comprehensive tone and style document that can be used by my writing team to create helpful content that reflects the tone and style of **[your company name].**

Tone & Style Guide for Vivid Image Content

Brand Personality

- **Friendly and Supportive:** Emphasize a warm, approachable tone that makes clients feel supported and understood.
- **Professional and Expert:** Maintain a professional tone showcasing expertise and reliability in digital marketing.
- **Collaborative and Customer-Centric:** Highlight a collaborative approach that values the client's insights and focuses on their goals.

Key Messages

- **Client Empowerment:** Empower clients by offering clarity and relief from marketing challenges.
- **Results-Oriented:** Focus on delivering measurable results that drive business growth.
- **Community and Family:** Reflect the values of community involvement and family-oriented business practices.

Arvell Craig

> “It is easier to scale something **successful** rather than something that is **not working** or you are **not doing**.

DEMO: Let’s make it simple

Website to Social Media:

- Use your existing website
- Turn a bio or mission statement into 3 posts
- Quick, on-brand messaging

DEMO: Let's make it simple

Fundraising Letter Remix:

- Turn one letter into multiple posts
- Keep tone consistent
- Add calls to action

DEMO: Let's make it simple

Thank You Note Generator:

- Thank you message for a donor
- Personalized + heartfelt
- AI as a writing assistant

Security Cautions

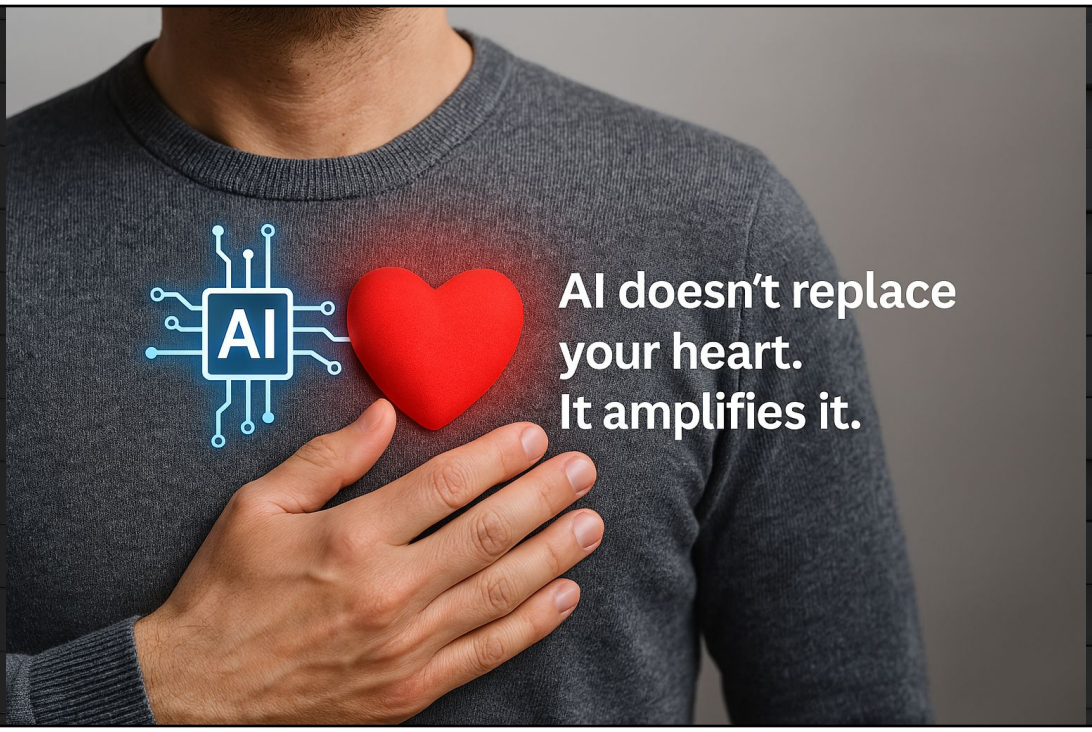
- Never share private info
- Donor data = off-limits
- Others….

Your 1% Challenge

- Pick one task this week
- Try AI to save 15+ minutes
- Share your win!

#Kindness

"AI doesn't have feelings, but the way we interact with it matters. Being polite and respectful, even to technology, promotes a culture of kindness and respect. Simple words like 'please' and 'thank you' can *reinforce positive behavior* in ourselves and others. ***#ChiefKindnessOfficer***



Let's make it simple

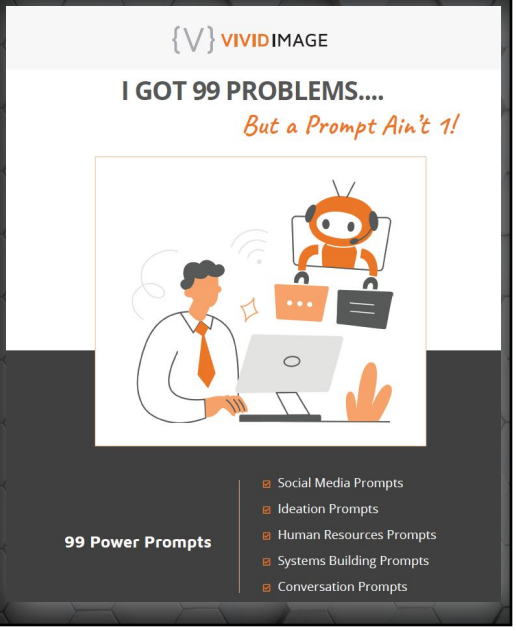
How would you like to:

- **Identify key areas** where AI can enhance your organization.
- **Get personalized insights** tailored to your needs.
- **Receive actionable steps** to implement AI effectively and efficiently.

Be Remark!able

Just for you

1) **I Got 99 Problems but a Prompt Ain't One**
2) **Free 30-minute AI strategy consultation** anyone that take action today.
3) Email steve@vimm.com



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Prompt

"I'd like you to help me to analyze my current tasks and identify which I can delegate or outsource. Also, provide clear instructions for delegating them effectively. [Insert list of tasks]."

Prompt

"I'd like you to analyze this content/data [insert text, data, or topic] and pinpoint the most relevant insights, key themes, and actionable takeaways. Specifically, I'm looking for [insert specific focus area or context, if applicable]. Present the findings in a concise format for [a report, presentation, decision-making, etc.]."

Prompt

"Below, I will share my notes from a meeting about [brief summary]. I'd like you to synthesize them into a clear summary with actionable takeaways, categorized by key topics or decisions. Highlight any next steps, assigned responsibilities, and deadlines. Present the information in a concise, easy-to-reference format. [Insert notes]."

Prompt

"I need a first draft for [briefly describe the purpose, e.g., a cover letter, email, blog post, report, etc.]. The goal is to [insert objective, e.g., persuade, inform, request, etc.]. The tone should be [insert tone, e.g., professional, conversational, concise, etc.]. Include these points or details: [insert specific information or requirements]."