

USING CHATGPT FOR NONPROFIT FUNDRAISING AND MARKETING

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ABSTRACT

The launch of the artificial intelligence tool, ChatGPT, has sparked wide discussions among educators, researchers, and practitioners. Some savvy tech users saw the potential of ChatGPT in nonprofit grant writing, social media posting, and market event planning (Haynes, 2023). However, little research has provided empirical evidence on using ChatGPT in the nonprofit sector. Nonprofit organizations, especially small to medium-sized NPOs, often struggle with limited financial and human resources. This study examines the potential of using ChatGPT for nonprofit fundraising and marketing. The study will contribute to the literature on organizational innovation and has practical implications for enhancing nonprofit organizational capacity.

Keywords: ChatGPT, fundraising, marketing, organizational innovation, organizational capacity

INTRODUCTION

The launch of the artificial intelligence (AI) tool, ChatGPT, in late 2022 has sparked wide discussions among educators, researchers, and practitioners. Some savvy tech users saw the potential of ChatGPT in nonprofit grant writing, social media posting, and marketing event planning (Haynes, 2023). However, little research has provided empirical evidence on using ChatGPT in the nonprofit sector.

This study will examine the potential of using ChatGPT for nonprofit fundraising and marketing. Nonprofit organizations (NPOs), especially small to medium-sized ones, often struggle with limited financial and human resources. The study intends to answer two research questions: (1) How does the integration of ChatGPT in nonprofit fundraising and marketing impact the efficiency and effectiveness of small to medium-sized NPOs? (2) What are the perceived challenges and opportunities associated with implementing ChatGPT-based strategies for NPOs?

LITERATURE REVIEW

NPOs are driven by a mission to address social, environmental, or humanitarian issues, operating without the goal of profit maximization (Paxton et al., 2020; Rosenbloom et al., 2020). The effectiveness of NPOs in achieving their missions depends on their organizational capacity in terms of leadership, management, planning, operation, and other factors (Eisinger, 2002). ChatGPT, as a free language model developed by OpenAI and launched in late 2022, has the ability to understand and generate human-like text and serves as a powerful tool for creative writing, language translation, and more. For starting nonprofits, ChatGPT can be a valuable ally by assisting in tasks like drafting grant proposals, generating engaging content for fundraising

campaigns, engaging with potential donors, and amplifying their outreach and impact by allowing nonprofits to focus more on their core mission while saving monetary and human resources (Haynes, 2023). The adoption of the latest AI technology like ChatGPT into nonprofit fundraising and marketing reflects the technological type of organizational innovation, which has the potential to enhance organizational capacity regarding financial resources, outreach, competitiveness, and social development (Alharbi et al., 2019). However, a review of the literature indicates that the use of AI technology is still very novel, and it lacks systemic investigations about the impact of AI technologies like ChatGPT on nonprofits. Our study intends to open the door to a future where innovation meets social impact.

METHODS

Data will be collected from a sample of nonprofit practitioners and college students who aspire to become nonprofit leaders or managers. Mixed methods will be used for data analysis. The electronic survey consists of about 20 questions including Likert-scale and open-ended questions. Some questions include: (1) To what extent do you believe implementing ChatGPT can enhance communication with potential donors in nonprofit fundraising efforts? (2) To what extent do you believe ChatGPT can adapt to the unique voice and values of your nonprofit when generating content for fundraising materials? (3) How likely are you to integrate ChatGPT into your nonprofit's marketing strategy for content creation and messaging? (4) To what extent do you believe understanding and utilizing technologies like ChatGPT is crucial for future nonprofit leaders or managers? (5) What challenges or concerns do you anticipate in integrating ChatGPT into your fundraising and marketing strategies?

FINDINGS

We will compare our findings to previous studies and the theories reviewed in the literature review section. The study will contribute to the literature on organizational innovation and has practical implications for enhancing nonprofit organizational capacity.

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