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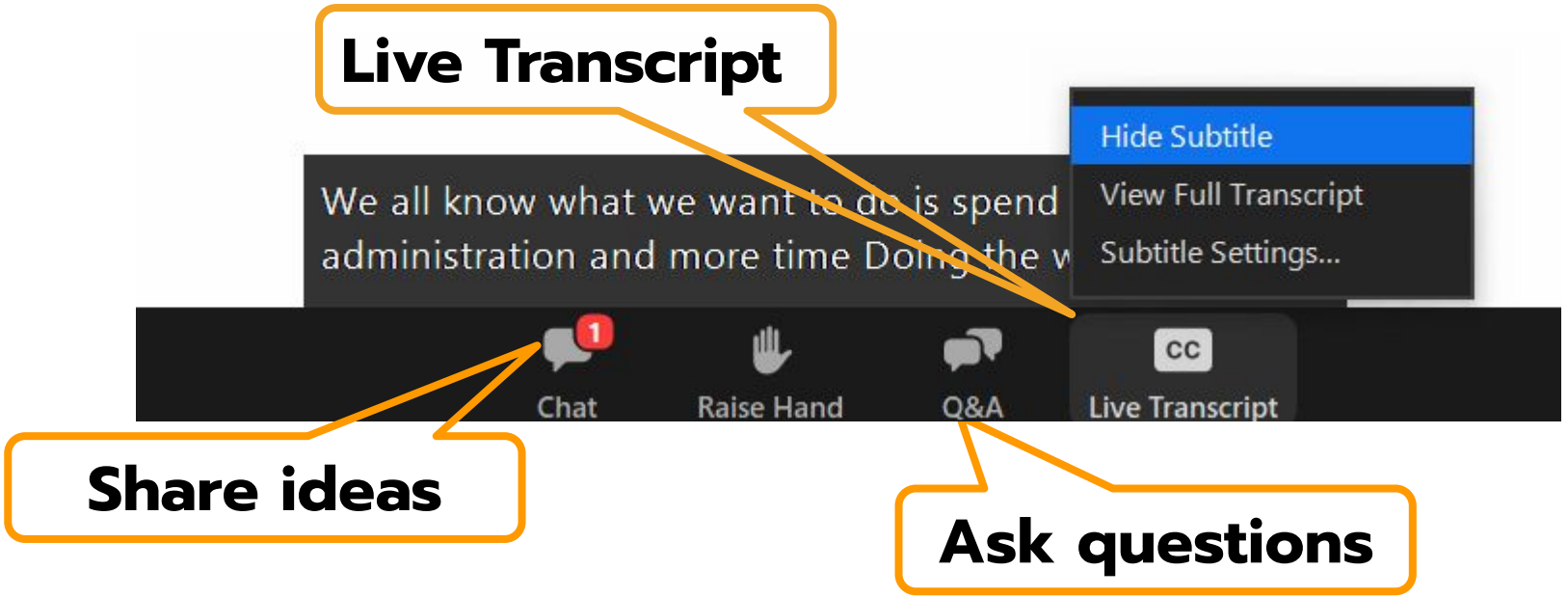
Welcome to Bloomerang Academy

Thank you for joining us!

Please drop into the chat and tell us where you are joining from and what the weather is like where you are!

Housekeeping



Housekeeping

Dial in audio access: **+1 669 900 6833**

We will share the slides and recording of this session with you via email later today.

Any questions we are not able to answer live or in the Q&A will be addressed after the session via a follow-up.

If you need further assistance, please reach out to support@bloomerang.com. Our support team is amazing!

Diana Otero

Senior Product Marketing Manager

Diana Otero is a Senior Product Marketing Manager at Bloomerang. She served on the board of the Nantahala Hiking Club, one of the 31 trail maintaining clubs of the Appalachian Trail Conservancy, a nonprofit driven and powered by volunteers. She is currently an active volunteer and auxiliary member of VFW Post 7119 in Indianapolis, IN, a nonprofit veterans service organization.

Dale Price

Sr. Director, Product Management

Dale Price is a Sr. Director of Product Management for Bloomerang. He joined Bloomerang in 2022. His passions include family, grilling and UCF football. He is currently working on a yard makeover and producing his own smoked BBQ ribs at home in Kennesaw, GA.

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Unlocking the Power of AI in Bloomerang Emails

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POLL

How do you perceive the role of AI in your nonprofit work?

1. AI helps me perform better in areas where I'm not an expert.
2. I'm unsure about how AI can benefit my work.
3. I'm worried that AI might be unsafe to use at work.
4. I'm concerned that AI might replace my job.

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Agenda

1. Demystifying AI and its benefits
2. Kickstart productivity with AI-powered writing
3. Practical considerations for using AI
4. Preview: More exciting updates
5. Q&A

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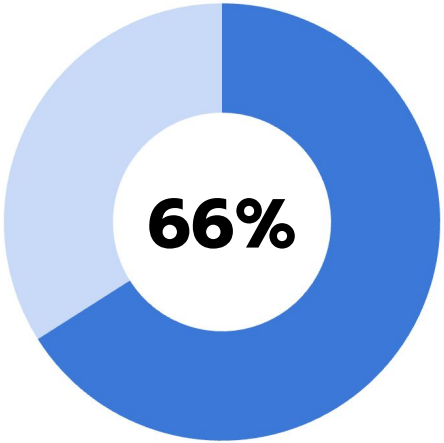
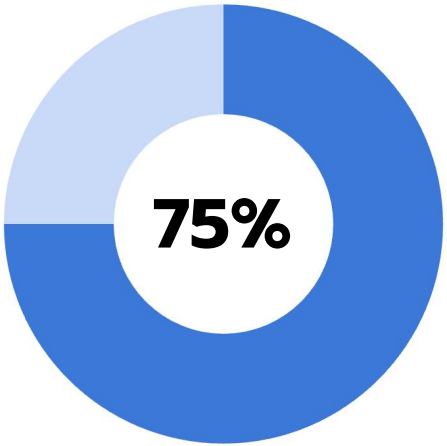
Demystifying AI and its benefits



Research shows that generative AI tools can **improve productivity** by 66%.



75% of nonprofits said that generative AI had the potential to **transform their marketing efforts**.

3 insights from nonprofits about generative AI

Demystifying AI and its benefits

When using generative AI, marketers **save an average of 3+ hours per project and 12.5 hours per week**

Efficiency and Time-Saving: AI can quickly draft emails, allowing nonprofit staff to focus on other important tasks.

Increased Engagement: Tailor emails to specific audiences, which can improve engagement and response rates.

Consistency: Use AI to ensure that messaging is consistent across communications, maintaining the nonprofit's voice and brand.

Cost-Effectiveness: Reduce the need for extensive human resources, saving on costs.

Scalability: Scale your outreach efforts without a proportional increase in workload.

Kickstart productivity with AI-powered writing

Why did Bloomerang introduce the AI content assistant?

- Nonprofits face major headwinds:
  a. decreased giving, more nonprofits, staff shortages, and high turnover.
- The email AI content assistant is Bloomerang's first AI feature to save you time while helping you produce better results.

Into Bloomerang we go!

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Practical considerations and tips

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Practical Considerations and Tips

Make the most of our AI content assistant

✅ DO check your organization's policy.

✅ DO provide clear instructions. Clearly define the purpose and tone of your emails.

✅ DO use it for brainstorming. Use the content assistant to generate ideas and suggestions.

✅ DO review content. Always review the copy generated by the content assistant.

⚠️ DON'T use proprietary, personal, or sensitive information when inputting prompts.

⚠️ DON'T neglect proofreading. AI content assistants can miss contextual nuances..

⚠️ DON'T over-rely on AI. Human oversight is crucial.

⚠️ DON'T skip personalization. Adding personal touches makes communication more engaging.

DO check your organization's policy.

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Where do we start with an AI Policy?

The Cause Charity Specialists
Nonprofit AI use policy template
8 Best Practices for Using AI Responsibly in Your Nonprofit
Using AI, Maintaining Trust: 3 Key Strategies for Nonprofits

DO provide clear instructions.

A good prompt for a built-in AI assistant in an email builder should be clear, specific, and goal-oriented.

- Clarity
- Purpose
- Audience
- Tone and Style
- Key Points
- Length

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Anatomy of a Good Prompt

Monthly Donation Appeal prompt

Context

Intent

Specific instructions

"As a nonprofit development officer, generate a compelling email to our donors requesting their continued support through monthly donations. Start with a warm greeting, reference their previous support, outline how their monthly donations help achieve specific goals (like funding a new project or maintaining a program), suggest a specific donation amount, and emphasize how their ongoing support is crucial for our mission's success."

Save Time With AI Content Assistant Prompts You Can Try Now

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Anatomy of a Good Prompt

Event Follow-up Thank You prompt

Context

Intent

Specific instructions

"As an event coordinator, craft a thank-you email for attendees of our recent event. Begin with a heartfelt thank you for their presence, highlight a key achievement or outcome from the event (like funds raised or goals met), and extend an invitation for them to engage further with upcoming events or initiatives."

Save Time With AI Content Assistant Prompts You Can Try Now

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Anatomy of a Good Prompt

Thank You for Volunteering prompt

Context

Intent

Specific instructions

"As a volunteer manager, write a thank-you email to volunteers who recently dedicated their time. Begin with a personalized thank you, describe the specific impact of their volunteer work (like how many people they helped or the difference they made), and acknowledge their essential role in supporting your organization's mission."

Save Time With AI Content Assistant Prompts You Can Try Now

Sample Prompts

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[Save Time With AI Content Assistant Prompts You Can Try Now]
Steal these prompts from Bloomerang!

[Prompts for Nonprofits: Get Started Today]
Sample Fundraising appeal, newsletter, donor appreciation, volunteer recruitment, and more

[Charity Chat GPT Prompts Library]
A list of 60 prompts for nonprofits and charities

[How to Write the Perfect AI Prompt]
Why your prompts aren't working (and how to fix them)

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Some FAQs

What makes your AI Content Assistant different?

Unlike other AI chatbots, the content assistant is built right into Bloomerang, so always on hand to help suggest headlines, body copy, and calls to action that resonate with donors.

Do I have to use it or can I opt out?

Our AI Content Assistant is an optional tool. You retain complete control over the final content and whether or not you want to use the AI Content Assistant.

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Is it ethical to use an AI chatbot?

AI chatbots can be powerful tools to boost your creativity and productivity, as long as you use them responsibly, and acknowledge their role in the content creation process. Remember that humans should always review and check the AI's work/outputs.

Is the information shared with a third-party?

AI content assistant does not have the ability to save or store any information from the conversation. Each interaction is independent, previous prompts and answers are not retained. Bloomerang can not access it to read, review, incorporate, or use it for any purpose.

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Preview

What's new!

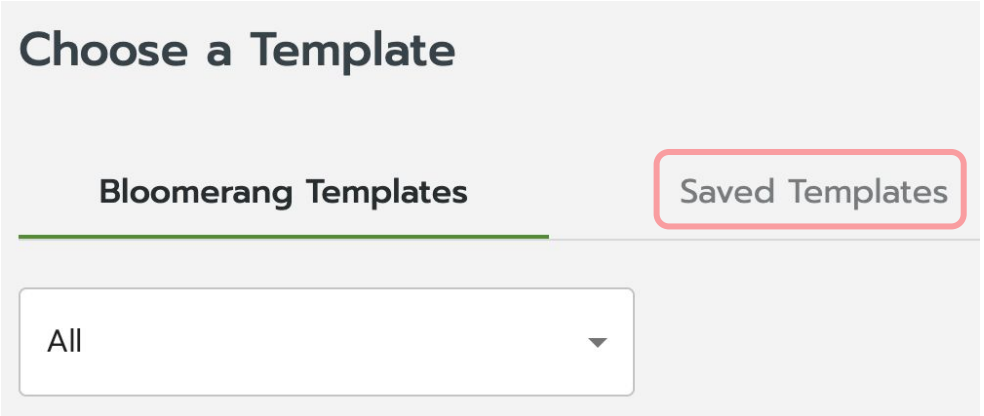
We're adopting an industry-standard, best practices approach to help you create and manage email communications. This will make creating emails faster and more consistent.

- **User-Defined Templates:** Design email layouts once, then use them as a consistent base for creating new emails
- **Saved Templates:** Store and organize custom, branded templates.
- **Message Integrity:** Sent emails are uneditable to ensure message integrity and consistency. This prevents confusion from altered content and preserves the original message for accurate tracking and performance analysis.

Templates

Create dedicated templates and predefined content

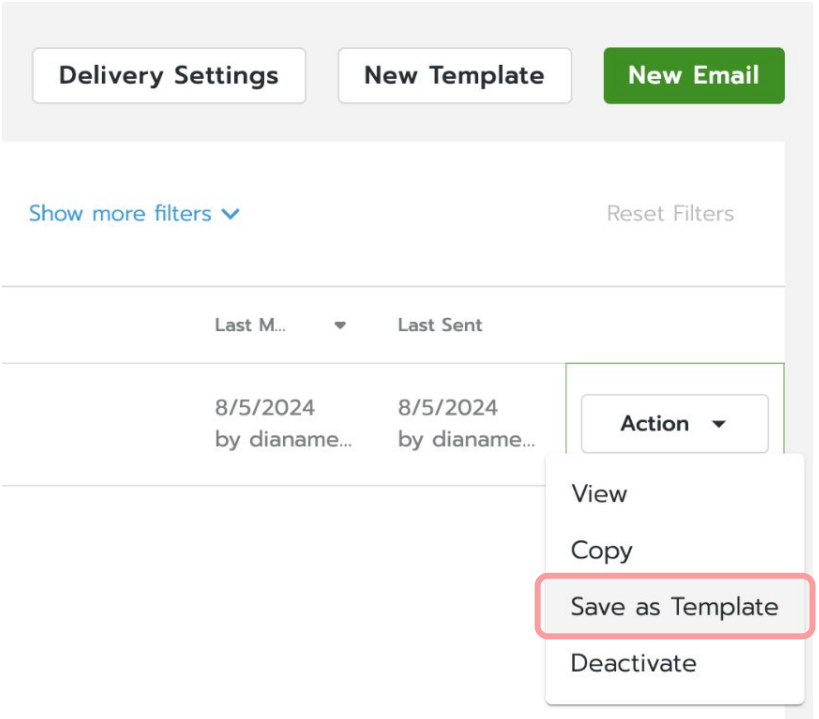
- Create emails using saved templates



Templates

Create dedicated templates tailored to your organization

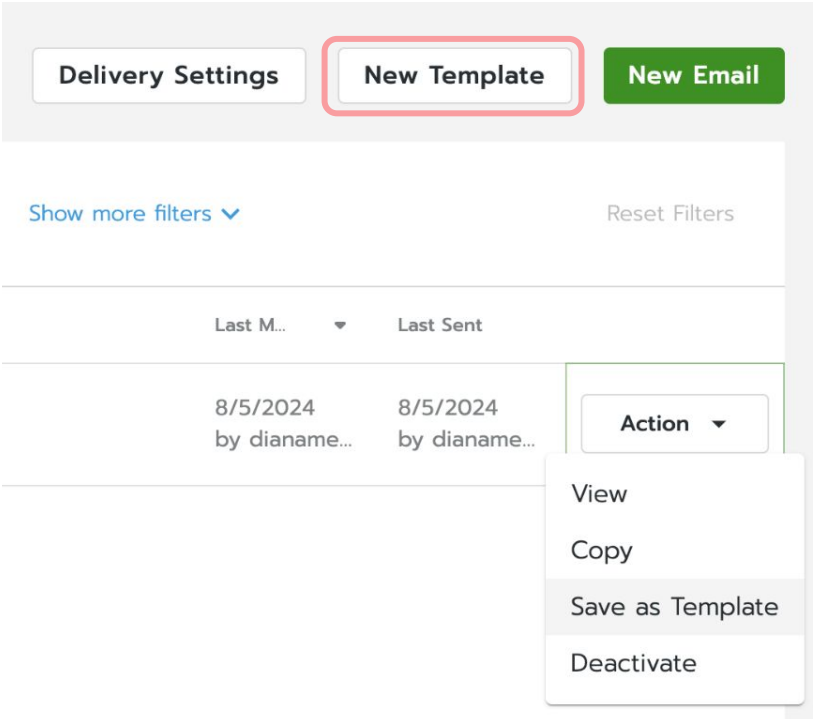
- Create emails using saved templates
- Create templates from sent emails



Templates

Create dedicated templates tailored to your organization

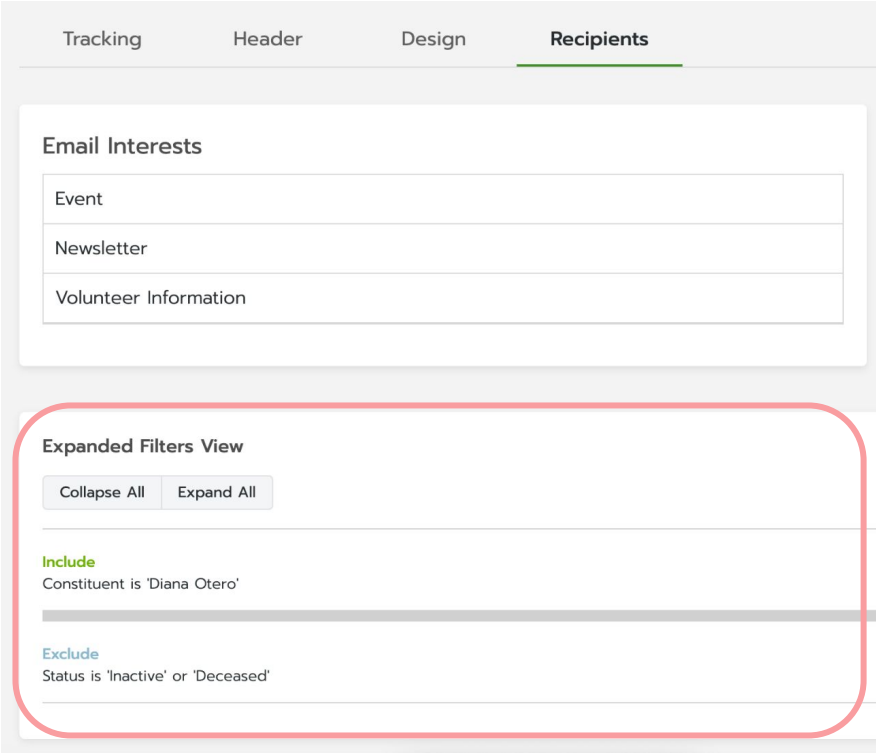
- Create emails using saved templates
- Create templates from sent emails
- Save your own templates



Message Integrity: Sent Emails

Ensure the email faithfully displays what was sent at the time of sending.

- You can still preview but will no longer be able to edit Design.
- You can see Expanded Filters View but will no longer be able to edit Recipients.
- Sent emails may be copied or saved as a template.



Resources

Blog Posts

- Bloomerang's Powerful Email Builder Updates featuring AI Content Assistant
- Bloomerang's New AI Content Assistant: Your Email Writing Powerhouse
- 8 Strategies for Crafting Compelling Email Campaigns with Bloomerang AI Content Assistant
- Save Time With AI Content Assistant Prompts You Can Try Now

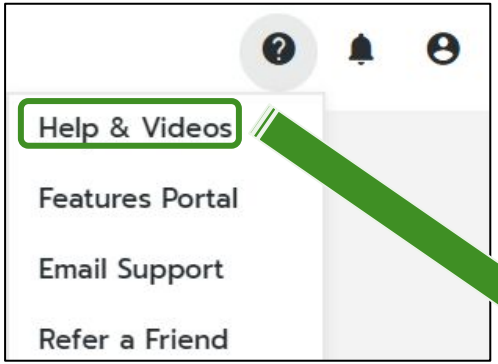
Knowledge Base Articles

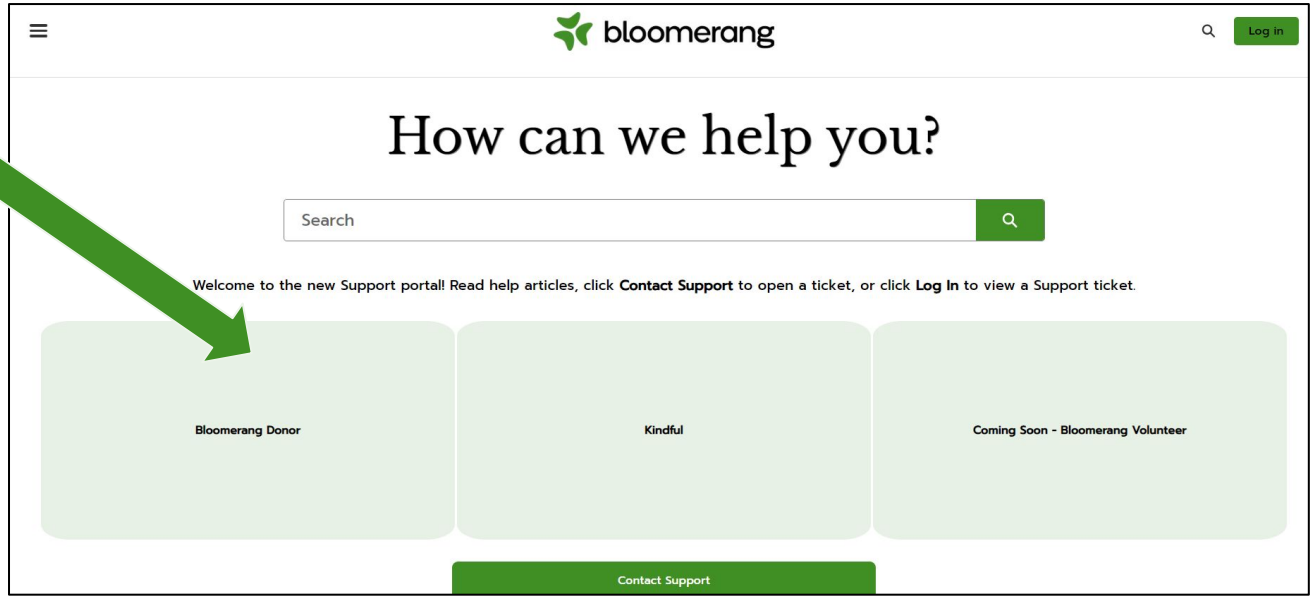
- Use the AI Content Assistant
- Write Effective Prompts in the AI Content Assistant

Wrap

Resources

Bloomerang Knowledgebase and Support Portal





Live Chat to get online assistance immediately

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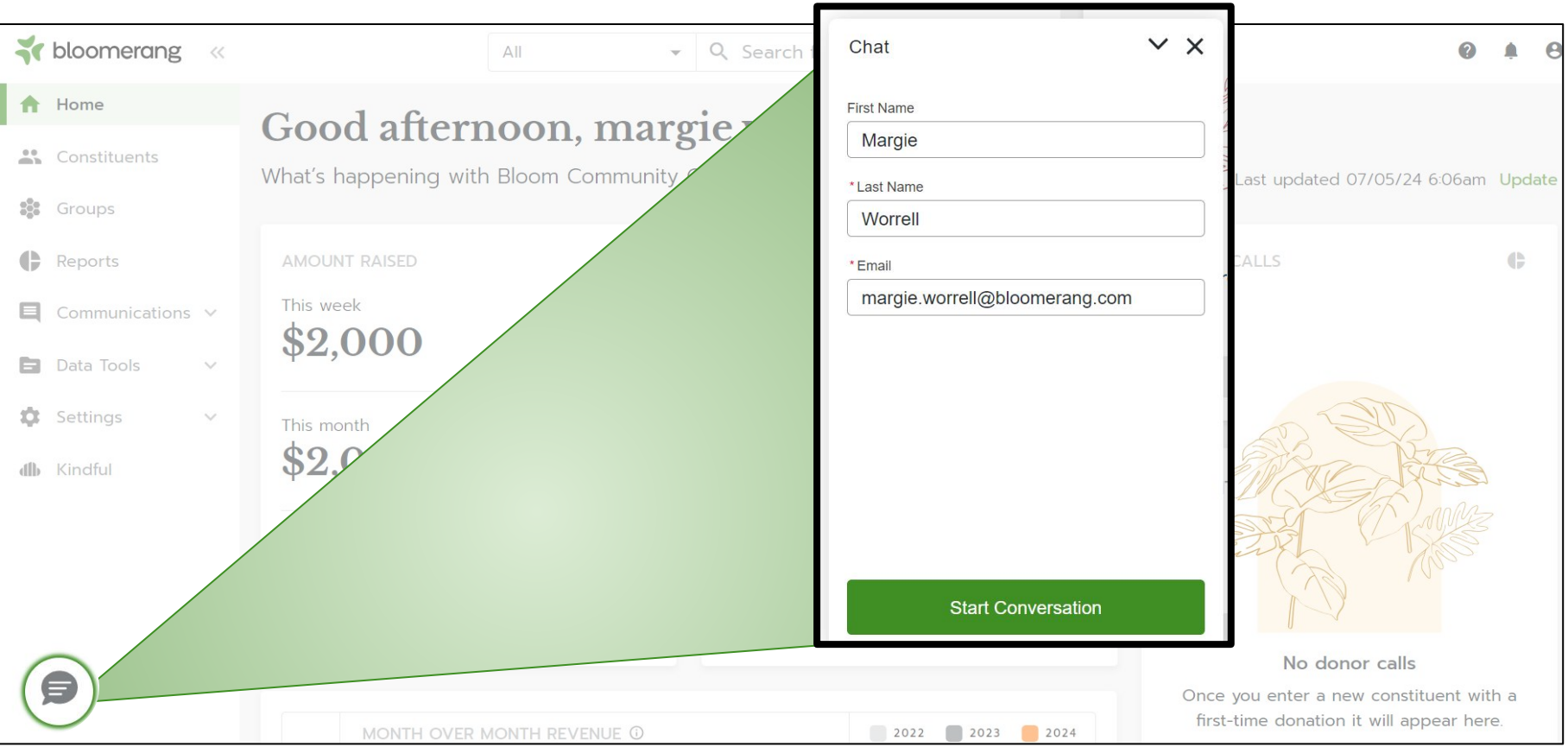

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Thank you for attending!

And thank you for all you do in your communities!

Visit our website to see more upcoming Bloomerang Academy webinars!