



**the outcomes
conference**

ChatGPT & AI: Truths and Tales

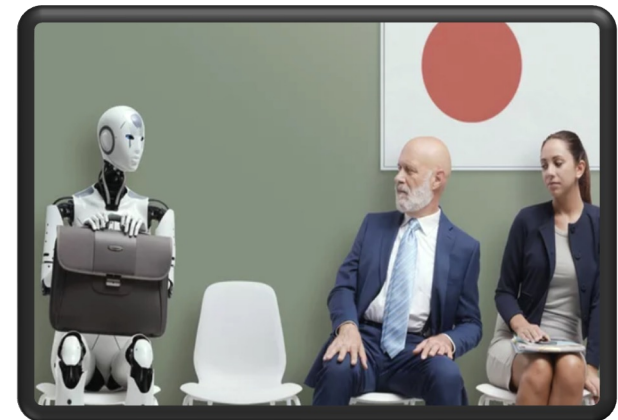
Thursday (April 11th) | 2 PM | City Terrace 7

Michael J. Brown, MBA

Director, NAD Philanthropic Service for Institutions

The Least You Should Know About AI ...

- How Does It Work?
- Layers of AI?
- Common Concerns?
- What AI Isn't?



How Can AI Help Fundraisers?

- Common AI Options?
- Best Practices Using AI?
- Prompt Engineering?
- Limitations?

AI Case Studies In Fundraising?

- Direct Response Communications?
- Website Integration?
- Social Media Integration?
- Other Usages?



Michael J. Brown, Director
Philanthropic Service for Institutions
North American Division of SDA



CHRISTIAN LEADERSHIP
ALLIANCE