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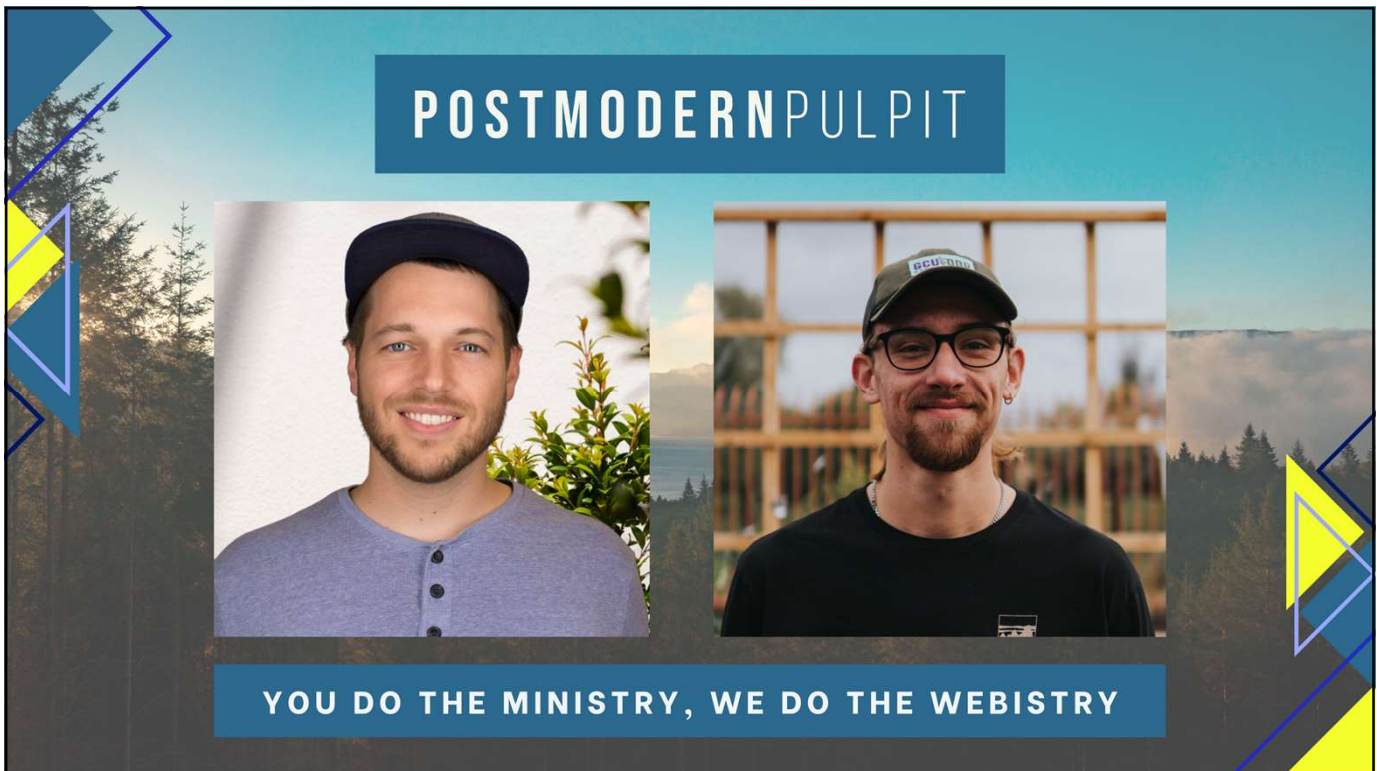
**E**

**Squared Marketing**  
in partnership with  
**venture**

*Unleashing ChatGPT's Power!*  
**Using Artificial Intelligence for Good**

ESQUAREDMARKETING.COM  
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**POSTMODERNPULPIT**

**YOU DO THE MINISTRY, WE DO THE WEBISTRY**

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# ABOUT E SQUARED MARKETING



We're a dedicated team of marketing professionals who take your organizations goals and knock them out of the park. We bring a personal touch to everything we do—and we're just as committed to having fun as we are to flawlessly executing a results-driven marketing strategy.



## BEHIND THE BRAND

*Meet Ashley Richards* **CEO + FOUNDER**

- ARIZONA NATIVE
- WIFE
- MOM
- BUSINESS OWNER
- MARKETING EXPERT
- PASSIONATE FOR WORKING MOMS
- LOVER OF HIKING



# CHATGPT

## *What is it?*

### CHAT GENERATIVE PRE-TRAINING TRANSFORMER

An AI-powered chatbot designed to help its users with various tasks, from answering questions to generating creative content.

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#### ✓ DO:

- ✦ Use it as a tool for inspiration
- ✦ Get creative! Have a conversation with ChatGPT to get more indepth information
- ✦ Review any company policies

#### ⊘ DO NOT:

- ✦ Trust everything ChatGPT creates
- ✦ Have the mindset that this technology is replacing any team member anytime soon



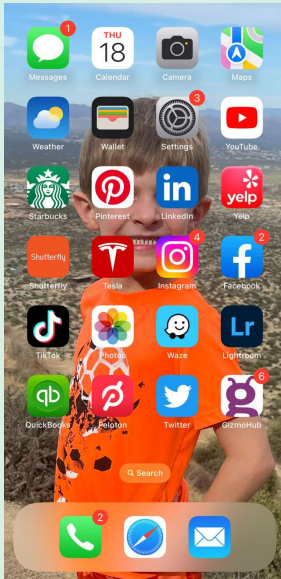
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## ✓CHATGPT HAS A LOT TO LEARN:

- ✦ Check for accuracy and tone
- ✦ Google and other search engines may be able to tell the difference between human and AI generated content.
- ✦ Take the time to review and edit everything that is produced!



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**AI IS ALL  
AROUND YOU!**

- ✦ YouTube suggests videos.
- ✦ Gmail finishes your sentences.
- ✦ Facebook targets you with ads.
- ✦ Spotify learns the music you love.
- ✦ Alexa and Siri answer your questions.
- ✦ TikTok personalizes your for your page.
- ✦ Amazon predicts your next purchases.
- ✦ Netflix recommends shows and movies.
- ✦ Apple unlock your phone by scanning your face.
- ✦ Zoom automatically transcribes your recorded meetings.
- ✦ LinkedIn curates your homepage and recommends connections.

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# The Generative AI Application Landscape

A work in progress

**THE AI APPLICATION LANDSCAPE, AND THIS LIST IS GROWING!**

←

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# NON PROFIT AI TOOLS

1. **Salesforce Einstein:** Automates processes, analyzes donor data, and forecasts fundraising opportunities.
2. **Watson Assistant:** AI virtual assistant for improved communication and support.
3. **DonorSearch:** Identifies potential donors based on wealth indicators and giving histories.
4. **Gravty:** Personalizes donor communications and automates follow-up tasks.
5. **Google Ad Grants:** Provides free advertising credits for nonprofits to reach a broader audience.
6. **Textio:** AI-powered writing platform for crafting compelling messages and grant proposals.
7. **Optimizely:** Conducts A/B testing and personalization to optimize websites and campaigns.

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## NEXT-GEN EXPERTS USE AI TO:

- ✦ Deliver the personalization and experiences modern consumers can expect.
- ✦ Unlock previously unimaginable creative possibilities.
- ✦ Drive efficiency, revenue growth and profits that leadership demands.



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# LET'S DIVE IN!

*But first.....*

A few helpful tips to ensure your ChatGPT journey is a success!

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## PROBLEM BASED MODEL

ChatGPT can help you come up with creative solutions to complex problems. By analyzing data, identifying patterns, and making connections between pieces of information, ChatGPT can help identify new solutions that might not have been apparent otherwise.

## USE CASE MODEL

For most organizations, the best way to get started with AI will be quick-win pilot projects with narrowly defined use cases and high probabilities of success.

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## IMPROVE RESPONSES



PROVIDE CONTEXT  
 DEFINE THE TONE  
 SET CHARACTER LIMITS  
 BE CLEAR AND SPECIFIC  
 USE KEYWORDS AND PHRASES  
 FOLLOW-UP WITH QUESTIONS  
 BE OPEN TO EXPERIMENT!

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# TONE MODIFIERS

When submitting a request, use these tone modifiers to ensure you get the results/response you are looking for.



CHATGPT TONE MODIFIERS			
Tone Combo	Impact on Output	Use Case	Example
Friendly + Professional	Warm and approachable, yet knowledgeable and competent	Sales emails, customer service, marketing copy	Hi there! We're excited to help you with your purchase. Our team of experts is here to ensure you have a seamless experience from start to finish.
Authoritative + Informative	Confident and knowledgeable, yet informative and helpful	Thought leadership articles, industry reports	As leaders in the field, we have conducted extensive research and analysis to provide you with the most up-to-date insights on the latest trends and best practices in the industry.
Urgent + Persuasive	High sense of urgency and importance, yet persuasive and convincing	Limited time offers, promotional campaigns	Act fast and don't miss out on this exclusive deal! Our premium products are in high demand and we don't want you to miss your chance to own them.
Casual + Conversational	Relaxed and friendly, yet conversational and engaging	Social media posts, blog content, internal communications	Hey there! We wanted to share some exciting news with you. Our team has been hard at work on a new product that we know you're going to love.
Professional + Trustworthy	Reliable and dependable, yet professional and polished	Business proposals, executive summaries, investor pitches	Our team has a proven track record of delivering exceptional results for our clients. With our extensive expertise and commitment to excellence, you can trust us to deliver on our promises.
Humorous + Informal	Entertaining and playful, yet relaxed and conversational	Social media, blog content, Internal communications	Our office dog is our official mascot and brings joy to our team every day. Follow our social media to see more of his antics!
Professional + Straightforward	Direct and concise, yet professional and polished	Business emails, formal communications, legal documents	We appreciate your interest in our company and would be happy to provide additional information upon request. Please let us know if you have any questions.
Serious + Empathetic	Understanding and caring, yet serious and sincere	Crisis communications, customer service, sensitive topics	We understand the impact that recent events have had on our community. And we want you to know that we are here to support you in any way we can.
Positive + Enthusiastic	Optimistic and enthusiastic, yet positive and upbeat	Sales pitches, customer service, motivational content	Our products are designed to help you achieve your goals and reach new heights of success. We're excited to be on this journey with you.
Authoritative + Professional	Confident and knowledgeable, yet polished and refined	Executive communications, industry presentations, board meetings	As industry leaders, we are committed to setting the standard for excellence and delivering exceptional results for our stakeholders.
Casual + Funny	Relaxed and playful, yet humorous and entertaining	Social media brand personality, content marketing	Did you hear the one about the marketer who walked into a bar? Neither did we, but we're always up for a good laugh!
Authoritative + Expert	Confident and knowledgeable, yet authoritative and respected	Thought leadership articles, industry reports, expert opinions	As expert in the field, we have a deep understanding of the challenges and opportunities facing our industry. Our insights and recommendations are based on years of experience and rigorous analysis.

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**You**

create a friendly and professional greeting to welcome the Venture 1:9 guests to our Chat GPT Presentation in 100 words.



**ChatGPT**

Dear Esteemed Guests of Venture 1:9,

A warm and cordial welcome to each of you to our Chat GPT Presentation! It's an absolute pleasure to have you join us on this exciting journey of exploration and innovation. Your presence signifies the spirit of collaboration and curiosity that propels us forward in the realm of AI and beyond.

As we embark on this insightful session together, let's embrace the exchange of ideas and insights with open minds and hearts. May our time together be filled with meaningful discussions and valuable discoveries. Thank you for gracing us with your presence and contributing to the tapestry of knowledge and growth.

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**You**  
Create an urgent and persuasive greeting to welcome the Venture 1:9 guests to our Chat GPT Presentation in 100 words.

**ChatGPT**  
Dear Esteemed Guests of Venture 1:9,

Urgency beckons as we extend a crucial welcome to our Chat GPT Presentation! Your presence is pivotal in unraveling the depths of AI's potential. In this fast-paced arena, every moment counts, every insight shapes the trajectory of innovation.

Together, let's seize this opportunity to delve into the forefront of technological evolution. The stakes are high, the challenges immense, but so too are the opportunities for groundbreaking discovery. With your expertise and engagement, we can navigate the complexities ahead and emerge triumphant in our pursuit of knowledge.

Thank you for answering the call. Let's embark on this urgent quest together.


**ChatGPT**  
尊敬的 Venture 1:9 贵宾们:

热烈欢迎来到我们的 Chat GPT 演示会! 非常荣幸能与各位相聚在这个场合。在这里, 我们将共同探索人工智能的奥秘, 共享创新的乐趣。

让我们携手共进, 开启这段意义非凡的旅程。您的到来为我们增添了光彩, 也为这场智慧之旅注入了活力。

让我们一起探讨、交流, 共同挖掘人工智能的无限可能。感谢您的光临, 让我们共同见证科技的奇迹。

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## CONTENT CREATION FROM CHATGPT

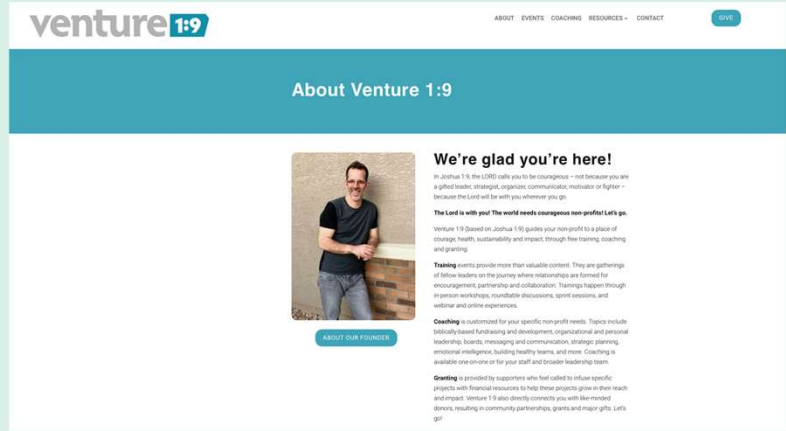
**You**  
I am creating some social media content for a Christian organization, can you please put together 10 simple social media posts I can use, including emoji's with a more playful and fun tone?

**ChatGPT**

1. 🌞 Let's start the day with gratitude! 🙏 Remember, each moment is a gift from above. #BlessedLife #GratitudeAttitude
2. 🌈 Spread kindness like confetti! 🍪 Small acts of love can brighten someone's entire day. #SpreadLove #KindnessMatters
3. 📖 Dive into the Word like your favorite book! 📖 Let the Scriptures guide your path and fill your heart with joy. #WordOfGod #FaithFuel
4. 🌱 Just like a seed, your faith can grow into something beautiful. 💧 Water it with prayer and watch it blossom! #FaithJourney #GrownInFaith
5. 🌟 Shine bright like a star in the night sky! ✨ Your light can make a difference in someone's darkness. #BeALight #ShineBright
6. 🤗 Hugs are free, so give them generously! 🤗 Spread warmth and love wherever you go. #HugSomeoneToday #SpreadJoy
7. 🎵 Sing your heart out, whether in joy or sorrow! 🎵 Music is a beautiful way to connect with God and express your emotions. #SingPraises #HeartSongs
8. 🌊 Ride the waves of life with faith as your surfboard! 🌊 Trust that God's plan will carry you to shore. #FaithOverFear #RideTheWave
9. 🌻 Bloom where you are planted! 🌻 God has a purpose for you right where you are standing. #YouAreUnique #BloomAndGrow
10. 🤝 Let's build bridges, not walls! 🤝 Embrace diversity and celebrate the beauty of God's creation in every person. #UnityInChrist #LoveOneAnother

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# TAKING THE CONTENT A STEP FURTHER.....



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# LET'S MAKE IT MORE PERSONALIZED.

## ChatGPT

Based on the provided content, here are 10 pieces of social media content:

1. Image: A serene landscape with the text overlay: "Be courageous. Venture 1:9 is here to guide your non-profit to impact."
2. Quote graphic: "The Lord calls you to be courageous. Joshua 1:9"
3. Testimonial post: A photo of a non-profit leader with a quote about how Venture 1:9 has helped their organization grow in impact and courage.
4. Infographic: Highlighting the different areas of coaching offered by Venture 1:9, with engaging visuals and brief descriptions.
5. Video testimonial: A short video featuring a non-profit leader sharing their experience with Venture 1:9 and how it has empowered them to lead with courage.
6. Event announcement: A post announcing an upcoming training workshop hosted by Venture 1:9, inviting non-profit leaders to join and grow together.
7. Behind-the-scenes post: A glimpse into a coaching session with Venture 1:9, showcasing the personalized support provided to non-profit leaders.
8. Impact highlight: A post showcasing a non-profit project that received funding through Venture 1:9 grants and the positive outcomes it achieved.
9. Partner spotlight: Featuring a donor or supporter who has contributed to Venture 1:9 and helped empower courageous non-profits.
10. Inspirational quote: "Courage doesn't mean you don't get afraid. Courage means you don't let fear stop you. Let Venture 1:9 help you overcome fear and lead with confidence."

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## OTHER PROMPT IDEAS

*What can ChatGPT provide?*

- Creating Donor Segments
- Writing A Personalized Appeal
- Managing Volunteers- Onboarding Materials, Thank you Letters
- Generating Reports and Statistics
- Creating or refreshing your vision and mission statements
- Exploring new ideas- ways to creatively fundraise, event themes



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## TIME TO EXPLORE

*What prompt should we send?*

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# THANK YOU!



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