Online tools, apps and AI programs for associations

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Artificial intelligence – the king of the online tools and apps?

Artificial intelligence (AI) is what everyone is talking about, and there are a lot of different opinions. However, no one is arguing the fact that you can save time with some tools and apps and AI programs. This can help small and medium-sized associations.

How can these small and medium-sized associations use the tools, apps and AI?

Member communication and engagement: Numerous apps can make communicating with members much simpler. Personalised emails, automated notifications and individually tailored content can promote the engagement of members and strengthen the commitment of the association.	Mailchimp, Brevo, ConvertKit Translation: DeepL
Event planning and organisation: Online appointment planning tools can support the planning and organisation of events, help to find the ideal venue, create time plans and manage the participant info.	Eventbrite, Meetup, Tito
Member questionnaires and feedback analysis: AI-supported survey platforms help to record the opinions and needs of the association members and then to analyse this data. This allows for informed decision-making and for offers to be better targeted to the members.	SurveyMonkey, Typeform or Google Forms
Content creation and social media management: Social media management applications can help with creating the contents and the management of the social media presence. Automated text generation, the planning of social media posts and social media analysis tools can all help to efficiently create content.	Hootsuite, Buffer or Sprout Social
Image creation/optimisation: With image-processing tools you can increase the quality of images, reduce the file sizes, change formats and adjust the brightness and contrast. So now, the images can be loaded a lot faster, which will make the users happy. Tools like Runway ML or DeepArt can generate artificial images and photo filters, which can be used for social media entries or artificial projects.	Optimisation: ImageAI, ImageMagick Image creation: Runway ML or DeepArt
Fundraising and donation management: By analysing donation data and patterns, fundraising strategies can be developed more easily and personalised approaches can be developed for donors.	Donorbox, Fundraise Up or Qgiv

For more digital tools: www.vitaminb-e.ch/digital

ChatGPT and others

How do I create a text with AI?

With ChatGPT, you post questions in a window which the AI can then answer, even in entire texts. Currently, it is only possible to access OpenAI through their website, which has a free (mandatory) registration. It is best to think of ChatGPT as a type of conversation partner, who knows an insane amount of things, and start by asking simple questions, so-called "prompts", which you can then always refine. The answers will improve with the length of the conversation. However, the answers always have to be checked as to their accuracy on the subject. This is because the artificial intelligence is so fast, that it can have some dumb answers. It doesn't think independently, rather it is based on the principle of probabilities, not on fact. If you are not used to technology yourself, it is best to ask those around you who already have experience or are interested in coming to understand ChatGPT.

How can I use ChatGPT in my association work?

ChatGPT can be used to create templates for texts of all kinds, which then only need to be edited. For example, ChatGTP can be useful for writing an invitation, texts or cover letters for the annual report, a review of an association event, social media posts, texts for the website, an association portrait, etc. But you can also have ChatGPT proofread and rewrite an angry letter to someone so that it becomes a friendly request.

How do I process graphics, illustrations, images and videos?

Simple image- and video-editing tools are user-friendly and don't require any special technical knowledge or experience in graphic design or image manipulation. What is important: today's online tools for processing visual content have simple user interfaces, with which your own designs can be created without vast design knowledge. So, allow your graphics, video-blog contents, infographics and other visual contents to be created. Simple programs: *Canva*, *Adobe Spark, Piktochart, Visme, BeFunky*. More experienced users can work with *Adobe Illustrator* (excellent for scalable graphics and illustrations, logos, infographics, illustrations and print materials) or *CorelDRAW* (similar features to Adobe Illustrator).

How can I use AI to create graphics, illustrations, images and videos?

Examples of online apps for AI generation of visual contents:

Canva offers a lot of design tools for creating graphics, illustrations and more. From prepared templates up to the automatic creation of designs based on the entered information, Canva facilitates faster and more efficient design work. *Runway ML* makes it easy to create unique visual works with the help of AI tools like Style Transfer and Text-to-Image generation. The platform offers a collection of models that can be used. *Artbreeder* applies Generative Adversarial Networks (GANs) to create images which can combine different styles and elements. Users can upload images, have them combined with one another, thus generating new, fascinating visual creations.

Data protection/copyright when using AI

It is also essential to properly handle data protection and copyright questions when using AI.

Make sure that no personally identifiable data or confidential information is exchanged with the AI tool, in order to protect the privacy of the persons in the association and maintain data protection legal requirements.

Proper copyright for AI-generated content should be designated as such, if it is based on a current work or inspired by one. In the sense of transparency and open communication, it is advisable to mention when you are allowing AI to help out.

Editor's comment:
Have you noticed that this document was created in large part by ChatGPT? AI has helped us to quickly create content. Nevertheless, we could not let go of independent thinking and professional know-how, and had to evaluate and edit the answers. And so, always pay close attention to what the AI is presenting to you.