

November 7, 2024



# Orr Group LEARNS

AI Tools

Research Analysis



*The information contained is sourced from publicly available data. The perspectives and insights shared reflect the views of Orr Group and are not to be construed as definitive or authoritative.*

# About Us | AI Services

We harness AI to **empower nonprofits**, improving fundraising outcomes and boosting productivity.

Our **strategic approach** ensures smarter integration of AI, enhancing your mission's impact.

Our **tailored solutions** include:



AI Assessments



AI Implementation



AI Training



AI Advisory



Discover all the ways we can support you at [orrgroup.com](https://www.orrgroup.com), where nonprofits grow.



# About Us | Our AI Team

**ORR GROUP**  
is a full-service consultancy that transforms nonprofits through embedded partnerships, trusted advice, and the business of philanthropy.

## CJ ORR

Chief Executive Officer

 [cjorr@orrgroup.com](mailto:cjorr@orrgroup.com)

 [/cjorr](https://www.linkedin.com/company/orr)



## TERRY CANGELOSI

Senior Director,  
Head of Operations

 [tcangelosi@orrgroup.com](mailto:tcangelosi@orrgroup.com)

 [/terry-cangelosi](https://www.linkedin.com/company/orr)



## BOBBY HUNTER

Senior Associate Director

 [rhunter@orrgroup.com](mailto:rhunter@orrgroup.com)

 [/robert-hunter-pm](https://www.linkedin.com/company/orr)



# About Us | AI Task Force

*In May 2023, Orr Group formed the AI Task Force, a team of staff members from various business functions to enhance our firm's AI implementation knowledge and develop resources aiding the nonprofit sector's AI expansion.*

## CORE OBJECTIVES

AI in our Workflows

AI in our Work Product

AI in the Field

### Achievements to Date:

- Developed Orr Group's AI Tool Usage Policy, AI Governance, and Disclosure on AI Usage outlining internal and external responsible usage, data privacy/security, and ethical considerations.
- Assessment of 100+ tools to understand the AI landscape and functionality of various AI tools
- Lead monthly staff AI trainings and developed [resources](#) to engage employees and refine core skills.
- Produced [thought-leadership articles](#) and to educate the nonprofit sector on the impacts and considerations of AI.
- Developed and led AI trainings for representatives of 100+ nonprofits.



# Current AI Landscape

What we're seeing in the nonprofit sector



## AI in Programs

Custom AI solutions that drive better and faster results to advance the mission.



## AI in Fundraising

Using AI to identify donor trends, personalize communications, and optimize strategies.



## AI in Administration

AI to reduce overhead and boost team productivity with AI tools for emails, content, and meetings.



## AI in Nonprofits

A slower approach to pursuing AI solutions due to risks, resources, needs, or understanding.

We're finding nonprofits can improve their ROI using AI by focusing in 3 areas:

Using AI Responsibly

Using AI Strategically

Using AI Effectively

# The Nonprofit AI Journey

Where is your organization on this journey?



Lay the Foundation

Construct the Framework

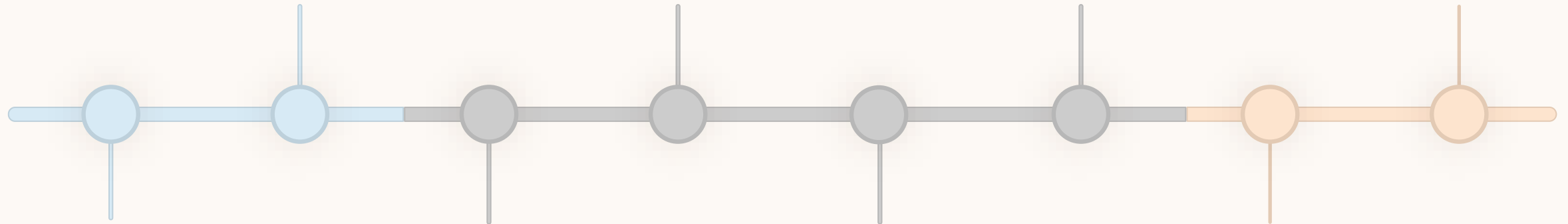
Realize the Vision

Create AI Policies

Understand Workflows

Research Tools

Track Progress



Build AI Literacy

Identify AI Champions

Prioritize Solutions

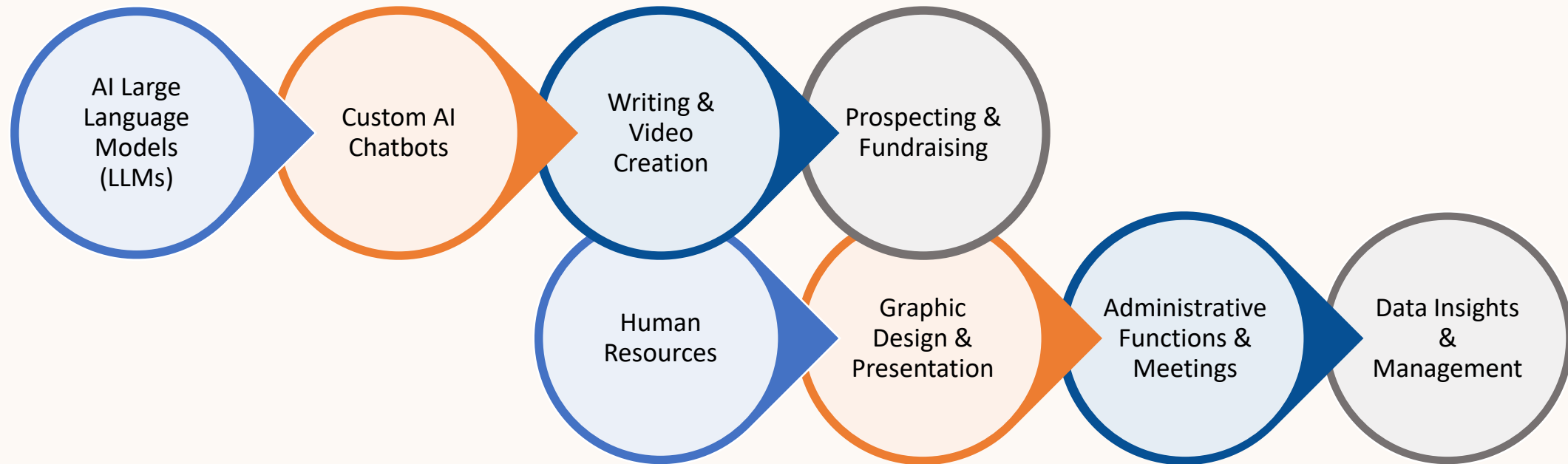
Provide Training

# Assessment of AI Tools

*Comprehensive evaluation of 50+ Top AI and automation solutions based on the 100+ tools tested by the Orr Group AI Task Force*

# Executive Summary | Methodology

To further our work and impact with nonprofit clients, **Orr Group's AI Task Force** set out to evaluate and test AI tools across multiple categories, including:



To date, **100+ AI tools** have been reviewed and assessed. The following materials provide a comprehensive summary of these AI tools, evaluated for nonprofit organizational needs based on **functionality, pricing, and suitability**.



# Executive Summary | Key Insights

Nonprofits can find the best results from AI tools in the following use cases (with examples):

## Simplifying Complex Topics

- Quickly condense lengthy reports or research findings into key takeaways.
- Turn complex language into clear, accessible terms for a general audience.
- Use AI to create FAQ lists based on common questions, making information easy to access.
- Turn data into infographics or charts to make information easier to digest.

## Enhancing Creativity

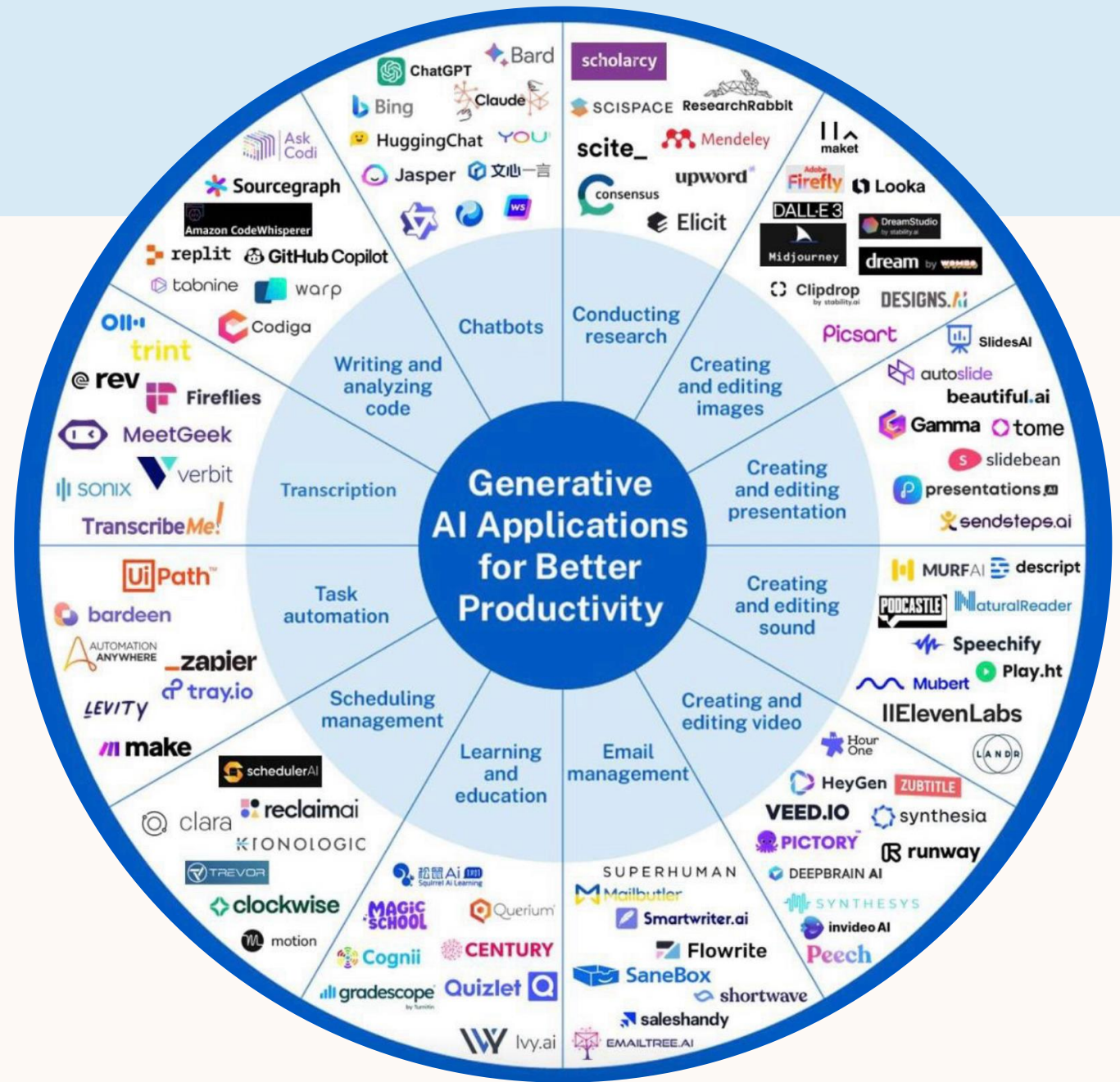
- Generate new ideas for campaigns, content, or social media.
- Receive topic suggestions for blogs, newsletters, or social media.
- Create drafts of graphics, illustrations, or social media images.
- Develop compelling narratives for donor appeals or impact stories.
- Generate catchy slogans or taglines for fundraising campaigns and events.

## Acting as a Sounding Board




- Use AI to review and improve drafts of emails, reports, or presentations.
- Get perspectives on pros and cons for decision-making scenarios.
- Experiment with language to refine tone for different audiences.
- Use AI to gauge the strength of ideas or project proposals.
- Use AI to predict and analyze potential audience responses to messaging.

# Executive Summary | The World of AI Tools

Every day, new AI tools are being released and existing tools are being updated.





# AI Tools | AI Large Language Models (LLM)

| AI Tool   | Description   | Pricing  | Notes   |
|---|---|--|---|
| <a href="#">ChatGPT</a>            | Advanced conversational AI model by OpenAI. Plus & Teams versions include enhanced features, customizations, faster speeds, tools, file uploads, and more | Free, \$20/month (Plus), \$25/month (Teams)    | Groundbreaking and innovative tool with frequent updates and new features including web search, chat search.                          |
| <a href="#">Claude</a>             | AI Assistant focused on ethical AI implementation and data privacy  | Free - \$20/month (Pro version)                | Alternative to ChatGPT with focus on data safety, ethics, transparency, and responsible usage. Will not respond to unethical prompts. |
| <a href="#">Gemini</a>  | Google's conversational, AI model; with web browsing, image generation, and coding and processing features  | Free - \$30/month (Enterprise)                 | Useful for accessing real-time web data; ability to export to Google Sheets and use data within personal Google Drive                 |
| <a href="#">Microsoft Copilot</a>  | Conversation model to process information and fulfill requests  | Free - \$30/month (with Microsoft 365 license) | Strong responses on topics that require real-time knowledge. Embedded in Microsoft 365 for easy use in Word, PPT, Excel, Outlook      |
| <a href="#">Perplexity AI</a>   | AI Assistant that cites references and data sources in its responses; for research  | Free - \$20/month (Pro version)                | Displays AI responses and sourced materials in a familiar interface for quick fact-finding and news                                   |





# AI Tools | Custom AI Chatbots

| AI Tool   | Description  | Pricing   | Notes   |
|---|--|---|---|
| <a href="#">Cody</a>     | Chatbot that uses organizational content to answer HR-related queries for employees based on defined knowledge sources | <a href="#">Free</a> , <a href="#">\$29/month (Basic)</a> , <a href="#">\$99/month (Premium)</a> - <a href="#">\$249/month (advanced)</a> | Easy to deploy with some customization; cost-effective at small scale   |
| <a href="#">Cohere</a>  | Chatbot with specialization in business and professional services  | Custom pricing options  | Interface used to build McKinsey internal chatbot, more expensive and specialized; higher skill level needed for deployment |
| <a href="#">Amazon Lex</a>  | Voice and text chatbot creator   | \$32 for 8,000 requests   | Built on Amazon platform and emphasizes “voice” chatbot functionality   |
| <a href="#">ChatGPT</a>  | Custom chatbots built on Open AI interface. Plus or Team account required to create customGPT chatbot                  | \$20/month (Plus), \$25/month (Teams)   | Easy to create custom chatbots, but not easy to secure who has access or deploy outside of the ChatGPT interface            |
| <a href="#">Llama</a>   | Chatbot creation and deployment tool. Better for advanced users  | Free, built on Meta   | Programming/technical skill required, free to build chatbot   |
| <a href="#">NotebookLM</a>  | Chatbot trained only on documents that you upload, allowing you to ask questions, summarize, and build other documents | Free  | Requires Google account to setup; great for finding necessary information from large documents and reorganizing             |





# AI Tools | Writing and Video Creation



| AI Tool   | Description  | Pricing                                      | Notes   |
|---|--|--|---|
| <a href="#">Grammarly</a>    | AI-enhanced grammar and spell checker and content generation                 | Free, \$12/month, or \$15/month              | Simple and effective tool for grammar checking and auto-completion of writing, with simple AI text generation |
| <a href="#">Wondercraft</a>  | Create podcasts, scripts, and ads seamlessly from articles                   | Free (6 credits), then based on credits used | Very user-friendly with wide range of podcast creation features   |
| <a href="#">Descript</a>  | Creates and edit video and other content (podcasts, screen recordings, etc.) | Free - \$40/month                            | Ability to create and edit videos easily and quickly; manipulate audio, edit text, etc                        |
| <a href="#">Synthesia</a>   | Create videos with AI avatars and voiceovers in many languages               | \$22 - \$64/month (360 minutes of video)     | Very cost effective compared to hiring actors and production (alternative is Hour One)                        |
| <a href="#">PlayHT</a>  | AI voice generation and voice cloning  | Free - \$99/month (unlimited)                | Voice cloning is fairly accurate with limited inputs  |
| <a href="#">ElevenLabs</a>  | AI voice generation, audio editing, subtitles, and voice cloning             | Free - \$99/month                            | Several voice and audio editing features in one place   |



# AI Tools | Prospecting & Fundraising

| AI Tool  | Description/Functionality   | Pricing  | Notes   |
|--|---|--|---|
| <a href="#">Raise from Gravyty</a>   | Integrates with CRMs to identify prospects and accelerate donor outreach                                | Custom pricing options                               | Tool that requires minimal training, most suitable for large teams  |
| <a href="#">Apollo</a>      | Sources contact information and outreach working from limited data                                      | Free (60 credits/year) - \$119/month (2,400 credits) | Find contact information for prospects and donors, AI assistance with cold emails                                   |
| <a href="#">ImpactWriter (by Life Legacy)</a>  | Fundraising-focused AI content generation (blogs, appeals, campaign materials, etc.)                    | \$20 - \$40/month                                    | Large suite of AI fundraising tools all in one place to create content, centralized and comprehensive; uses ChatGPT |
| <a href="#">LifeLegacy</a>   | Planned giving tools, including templates, dashboards, and content creation                             | Custom pricing options                               | Variety of uses, AI limited to content writing  |
| <a href="#">FundMiner</a>  | Connects various data sources, including CRM, grant management, finance, and impact reporting systems   | Custom pricing options                               | Supports management of restricted funds and monitoring compliance   |
| <a href="#">Grantable</a>  | Grant writing system based on organization materials, past applications, and other supporting documents | Free - \$89/month (5 users)                          | Easy to use and compelling work products, free version credits are used up quickly                                  |
| <a href="#">Hunter</a>   | Source contact information, verify e-mail addresses and send e-mail campaigns                           | Free - \$349/month                                   | Easy to use and accurate, more expensive, AI assistance with cold emails  |
| <a href="#">Fundwriter.ai</a>  | Leverage organization's data and content to create targeted proposals or appeals                        | \$22 (20K words) - \$68/month (unlimited)            | Integrates with Raiser's Edge NXT, donor-centric  |

# AI Tools | Human Resources

| AI Tools   | Description/Functionality  | Pricing  | Notes   |
|--|--|--|---|
| <a href="#">Juicebox (PeopleGPT)</a>  | Recruiting tool to source and contact candidates via LinkedIn and e-mail   | Free - \$99/month                                    | Highly intuitive and accurate in finding candidates with certain specifications   |
| <a href="#">Attract.AI</a>   | Manage talent pipeline and source candidates from 40+ social profiles  | Custom pricing options                               | Integrates directly with HR software, most expensive  |
| <a href="#">Culture Amp</a>  | Employee engagement, performance management, and culture analytics   | Custom pricing options                               | Optimal for large organizations; deciphers organizational culture and highlights issues. Expert-vetted, yet costly. Machine learning and automation of manual processes |
| <a href="#">Textio</a>   | Platform that supports and improves quality of performance feedback and helps HR managers write more inclusive job posts | Custom pricing options                               | Useful for recruiters and managers who want to ensure inclusive and productive language in performance reviews and job posts  |
| <a href="#">Apollo</a>              | Identify talent, source contact information, and use AI-generated prompts for outreach                                   | Free (60 credits/year) - \$119/month (2,400 credits) | Primary a sales tool, can be used in recruiting and hiring  |





# AI Tools | Graphic Design and Presentations

| AI Tool   | Description/Functionality  | Pricing   | Notes  |
|---|--|---|--|
| <a href="#">Midjourney</a>               | AI-generated image and art platform  | <a href="#">\$10/mo (Basic), \$30/mo (Standard), \$60/mo (Pro), \$120/mo (Mega)</a> | Easy to generate graphic content but requires access to Discord                                    |
| <a href="#">Stability AI</a>  | AI image, video, audio, 3D, language generation  | \$9/mo (standard), \$19/mo (Pro), \$49/mo Plus, and up                              | User friendly and good for more creative/artistic images   |
| <a href="#">DALL-E</a> (within ChatGPT)  | Image generation   | Available with paid ChatGPT Pro subscription  | Minimal variability in design choices but easily accessible in ChatGPT interface                   |
| <a href="#">Canva Magic Studio</a>       | Graphic design, image generation and manipulation, and text-to-video with AI "Magic Studio." | <a href="#">Free, \$15/mo (Pro), \$30+/mo (Teams)</a>                               | All-in-one platform that helps with ideation to finished products with ease, speed, and creativity |
| <a href="#">Gamma</a>                    | Create visually vibrant and creative presentations, documents, or webpages                   | Free, \$8/month, or \$15/month (unlimited creation)                                 | Import source information to generate presentation or document in seconds                          |
| <a href="#">Beautiful.ai</a>  | Create decks and presentations   | \$12 - \$40/month (branding uploaded)   | More boilerplate and less creative than Gamma  |
| <a href="#">Adobe Firefly</a>   | Create and edit images and video   | Free - \$5/month  | Embeds with Adobe tools, quick content generation  |







# AI Tools | Administrative Functions

| AI Tool  | Description/Functionality   | Pricing  | Notes  |
|--|---|--|--|
| <a href="#">Microsoft Copilot for o365</a>  | AI Assistant integrated into Microsoft applications, including Teams, Word, PPT, Excel, Outlook, and more | \$30/month (with Microsoft 365 license)                  | Can access OneDrive, SharePoint, and Outlook data to curate responses and advance work                           |
| <a href="#">Gemini</a>   | AI Assistant built into Google Workspace Tools , including docs, Gmail, slides, and more                  | \$30/month (Enterprise Add-on)                           | Embedded access to Google drive documents. Can collaborate organizationally with others on Google Workspace.     |
| <a href="#">Coda</a>   | AI Assistant to create documents and sort information faster, using organizational data                   | Free - \$30/month (unlimited automations, team features) | Cost-effective option for organizations looking to use a common AI tool to create documents and manage projects  |
| <a href="#">Power Automate</a>   | Microsoft automation tools that provide visualizations and business intelligence capabilities             | \$10+/month  | Simple interface with numerous integrations. Easily connected with Microsoft 365 security groups                 |
| <a href="#">Notion</a>   | Task manager and knowledge sharing module with CRM capabilities   | Free - \$15/month, plus \$8/mo for AI connectors         | User-friendly and dynamic project management tool  |
| <a href="#">Zapier</a>                    | Automate repetitive administrative tasks and connect multiple platforms and data sources                  | Free - \$69/month  | Requires some technical knowledge; offers a high degree of automation and integration to a large variety of apps |





# AI Tools | Meetings

| AI Tool   | Description/Functionality   | Pricing  | Notes   |
|---|---|--|---|
| <a href="#">Zoom AI Companion</a>  | Notetaking for Zoom meetings, ability to ask AI companion for real-time information | Free with paid Zoom subscription                     | Accurate notes, seamless integration into Zoom meetings, constantly releasing new features  |
| <a href="#">Otter.ai</a>           | Automated meeting notes, summaries, and transcription                               | Free (300 mins) - \$20/month (analytics, assistants) | Easy to use and integrates with Zoom, MS Teams, and Google Meet, less accurate summaries    |
| <a href="#">Fireflies.ai</a>  | Automated meeting notes, summaries, and transcription                               | Free (800 mins) - \$39/month                         | More reasonable and easier to set up, lower quality but a free option with generous credits |
| <a href="#">MeetGeek</a>  | Automated meeting notes, summaries, and transcription                               | Free (300 mins) - \$59/month                         | Similar to Otter and Fireflies  |



# AI Tools | Data Insight and Management

| AI Tool   | Description/Functionality  | Pricing                               | Notes  |
|---|--|---------------------------------------|--|
| <a href="#">Microsoft PowerBI</a>  | Microsoft analytics tool that provide visualizations and business intelligence capabilities                              | \$10+/month                           | Simple interface with numerous integrations. Easily connected with Microsoft 365 security groups |
| <a href="#">Salesforce Einstein</a>   | AI-powered CRM analytics, predictive insights, financial projections, and other analysis                                 | Custom pricing options                | Powerful AI analytics into projections based on CRM data   |
| <a href="#">Booke</a>   | Financial bookkeeping automation tool, including data entry, categorization, and reconciliation                          | \$20 - \$50/month                     | Only integrates with QuickBooks and Xero   |
| <a href="#">Amazon Rekognition</a>  | Image and video detection and analysis tool  | \$1,000 for 1M images                 | AI detects faces, text, and more from large image/video datasets                                 |
| <a href="#">Tableau</a>            | Data visualization and analytics   | \$15 - \$75/user/month                | Big lift to set up then easy to use, requires strong maintenance of data to be useful            |
| <a href="#">WolframGPT</a>  | Powerful computation, accurate math, curated knowledge, real-time data, and data visualization                           | Free                                  | On the ChatGPT platform, tool for math, analysis, and data visualization                         |
| <a href="#">WatsonX</a>   | IBM AI platform for aggregating data from various sources, identifying trends, and building agents trained on that data. | Limited free tier, then pay per usage | Complicated interface, but robust in machine learning functionality.                             |



# AI Tools | Orr Group's Top AI Solutions

## AI Tools that Orr Group finds most effective



### ChatGPT

**Use:** Advanced conversational AI tool with custom options and custom GPTs

**Cost:** Free, \$20/mo (Plus), \$25/mo (Teams)

**Review:** A great AI tool for beginners & power users alike. Many integrations with other apps. Good for content creation, data analysis, and administrative tasks

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### Copilot

**Use:** Conversational AI tool with image generation and live web sources

**Cost:** Free - \$30/mo (enterprise version with Office 365 integrations)

**Review:** The best AI tool for typical Microsoft users – Enterprise version embeds in Office apps (Outlook, Word, PowerPoint) with additional workplace features.

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### Gemini (Formerly Bard)

**Use:** Conversational AI tool with live web sources and Google extensions

**Cost:** Free (with Google Account)

**Review:** The best AI tool for typical Google account users – better platform than ChatGPT's free offering, but less customization than ChatGPT Plus

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### Gamma

**Use:** Create presentations seamlessly from text, ideas, pictures

**Cost:** Free, \$8/mo, \$15/mo (free trial available)

**Review:** Easy to use and decreases time substantially from creating or brainstorming a visually engaging presentation

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### Cody

**Use:** Basic conversational AI tool on Intranet page to support basic HR queries

**Cost:** Free, \$29/mo (Basic), \$99/mo (Premium), \$249/mo (Advanced)

**Review:** Easy to create and share, this custom chatbot can be trained on a combination of documents and specified websites

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### grammarly

**Use:** Add AI-enhanced grammar and spell checking to your writing

**Cost:** Free, \$12/mo (Premium), \$15/mo (Business)

**Review:** Simple to use and effective tool for grammar checking and auto-completion of writing, with simple AI text generation

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### Grantable

**Use:** Streamlines grant reporting and responses to RFP questions

**Cost:** Free, \$24/mo (Starter), \$89/month (Pro)

**Review:** Credits can be utilized quickly, easy to use and accurate

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### Zoom AI Companion

**Use:** Compile notes, action items, and recall information during Zoom meetings

**Cost:** Free with paid Zoom subscription

**Review:** High-value tool that saves time by automating note-taking

# Additional Resources & Articles



## Recent Publications:

- [Closing the “Transparency Gap” in Nonprofit AI Usage](#) (October 2024)
- [Autonomous Fundraisers: Do We Need Them?](#) (September 2024)
- [Save The Data: Keeping Data Safe While Using AI](#) (July 2024)
- [Why Nonprofits Must Budget For AI: Maximizing Impact And Driving Growth](#) (June 2024)
- [“I Used AI On This” – How To Clear The Air On AI Usage](#) (May 2024)
- [Don’t Just Use AI, Use It Right: Your Roadmap To Ethical AI Organizational Readiness](#) (March 2024)
- [Harnessing AI Responsibly: A Guide For Nonprofit Leaders](#) (March 2024)
- [5 Cost And Time-Efficient Strategies For Nonprofits To Embrace AI](#) (January 2024)



## Orr Group LEARNS:

- [VIDEO: Unlocking AI Potential at Work and Beyond](#) (April 2024)
- [VIDEO: The Power of Prompts: Building More Effective Prompts for AI Tools](#) (January 2024)
- [VIDEO: Maximizing Fundraising Potential: Unlocking the Power of AI Tools: Pt 1](#) (July 2023) & [Pt 2](#) (August 2023)

# Connect With Us

At Orr Group, we harness AI to **empower nonprofits**, improving fundraising outcomes and boosting productivity. Our **strategic approach** ensures smarter integration of AI, enhancing your mission's impact. Discover how our **tailored solutions** can turn your challenges into meaningful successes.



AI Assessments



AI Implementation



AI Training



AI Advisory

**Get in touch today to continue the conversation!**



CJ Orr

[cjorr@orrgroup.com](mailto:cjorr@orrgroup.com)

[/LinkedIn/cjorr](https://www.linkedin.com/company/orr-group)



Terry Cangelosi

[tcangelosi@orrgroup.com](mailto:tcangelosi@orrgroup.com)

[/LinkedIn/terry-cangelosi](https://www.linkedin.com/company/orr-group)



Discover all the ways we can support you at [orrgroup.com](https://www.orrgroup.com), where nonprofits grow.

# About Orr Group

## SIZE

70+ employees in the US, with offices in Washington, DC and New York City.

## CORE SERVICES

Strategy  
Fundraising  
Campaigns

Talent  
Planned Giving  
Leadership

## FOUNDED

1991

## EXPERIENCE

Work with 70+ nonprofits per year, globally and nationally across the social sector.

Use a team-based approach to design, manage, and lead comprehensive fundraising efforts ranging from \$10M - \$1B+.

Specialize in building and implementing creative and data-driven approaches to philanthropy.

## REPRESENTATIVE CLIENTS

