

Further AI Tools to Explore

A handout for nonprofit campaign teams

This list is for nonprofit teams, who want to explore AI tools beyond the session. You do not need all of these. Start with one campaign, one clear task and one or two tools you feel comfortable using. Tool access, pricing and features change frequently, so check each tool's website before using it for live campaign work.

1. Chat and research tools

Tools for campaign thinking, research, summarising and drafting.

Tool	What it is useful for	Good starting point for
ChatGPT Website	Campaign research, audience insight, brainstorming, campaign briefs, copywriting, image prompts and image generation.	One tool that can support most of the workflow.
Claude Website	Longer writing, editing, document summarising and thoughtful copy refinement.	Donor letters, reports, strategy documents and brand voice adaptation.
Gemini Website	Writing, research, document work, image generation and video generation through Google AI tools where available.	Teams already using Google Workspace.
Microsoft Copilot Website	Drafting, summarising and productivity support inside Microsoft 365 apps such as Word, Outlook, PowerPoint, Excel and Teams.	Organisations already using Microsoft 365.
Perplexity Website	Quick web research with source links. Use it as a starting point, not a final source of truth.	Finding initial source links and comparing public information.

2. Copy and campaign writing tools

Tools for creating and refining campaign copy.

Tool	What it is useful for	Good starting point for
ChatGPT Website	Drafting landing page copy, emails, social posts, captions, video scripts and calls to action.	Turning a campaign brief into first-draft copy.
Claude Website	Improving structure, tone, clarity and warmth in longer copy.	Making AI-written copy feel more human and less generic.
Canva Magic Write Website	Simple headlines, captions and social post drafts inside Canva.	Teams already designing in Canva.
Grammarly Website	Spelling, grammar, clarity and tone checks before publishing.	Final proofreading and tone checks.

3. Image generation tools

Tools for creating campaign visuals from prompts or reference images.

Tool	What it is useful for	Good starting point for
ChatGPT image generation Website	Creating and editing campaign images from a written prompt inside ChatGPT.	Staying in one familiar tool.
Gemini Nano Banana Website	High-quality image generation and image editing through Gemini and related Google tools, where available.	Iterating conversationally on campaign visuals.
Adobe Firefly Website	Image generation and editing, especially for teams already using Adobe tools.	Brand-aware teams exploring commercially safer creative workflows.
Canva AI Website	Quick campaign graphics, social posts, flyers, presentations and simple design work.	Nonprofits that qualify for Canva for Nonprofits.

Framia Website	A model hub for exploring different image models in one place. Check current model access, pricing, rights and privacy terms.	Comparing outputs across several models.
Midjourney Website	Striking, cinematic and highly stylised visuals. It can take practice to control results.	Visual exploration and creative inspiration.
Ideogram Website	Images with more reliable text, such as posters, slogans or graphic-style assets.	Campaign graphics where words need to appear inside the image.
Freepik AI / Magnific Website	Image generation, reference-based visuals and stock-style design assets.	Teams already using stock image or design libraries.

4. Image editing and design tools

Tools for turning drafts into campaign-ready assets.

Tool	What it is useful for	Good starting point for
Canva Website	Social posts, flyers, slides, posters and campaign materials.	Beginner-friendly design and templates.
Adobe Express Website	Quick branded designs, simple edits and social assets.	Teams that want lightweight Adobe-style design workflows.
Adobe Photoshop with Firefly Website	More advanced edits such as removing objects, extending backgrounds or changing parts of an image.	Teams with design experience or Adobe access.
Freepik Website	Stock images, icons, templates and AI-assisted design assets.	Finding supporting visuals and templates quickly.

5. Video generation tools

Tools for turning text or still images into short video clips.

Tool	What it is useful for	Good starting point for
Hailuo AI Website	Turning still images into short animated clips. This is the tool used in the session.	A practical starting point for image-to-video experiments.
Google Veo / Gemini video tools Website	Generating short video clips from text or images, where access is available.	Higher-quality AI video exploration.
Runway Website	AI video generation and editing with more creative control.	Teams wanting more control over video output.
Luma Website	Image-to-video and cinematic motion from still visuals.	Short, visually rich campaign clips.
Pika Website	Fast, playful image-to-video effects.	Creative experiments, rather than sensitive or serious nonprofit messaging.
Canva video tools Website	Editing, resizing, adding text, adding captions and creating simple campaign videos from existing assets.	Finishing and adapting videos for social platforms.
OpenAI Sora Website	Generating high-quality AI video clips from text prompts or images, with strong cinematic realism and, in newer Sora models, synced audio. Includes storyboarding capabilities.	More polished video experiments where visual quality matters, such as campaign concepts, storytelling clips and social media content.

6. Accessibility, captions and voice

Tools for making content easier to access, review and repurpose.

Tool	What it is useful for	Good starting point for
CapCut Website	Editing short social videos and adding automatic captions.	Fast social video editing.
Descript Website	Editing audio or video by editing the transcript, plus captions and subtitles.	Interviews, podcasts and campaign explainers.

ElevenLabs Website	AI voiceover and narration. Use synthetic voices only where appropriate, transparent and consent-safe.	Voiceover drafts and narration experiments.
Otter.ai Website	Meeting and interview transcription. Always check consent and privacy before recording.	Capturing planning discussions and interviews.

7. Nonprofit-safe use checklist

Check	Question to ask before publishing
Facts	Are all statistics, claims and local details verified?
Consent	Do you have permission to use any real stories, images or voices?
Dignity	Does the content avoid shame, pity, stereotypes and saviour framing?
Privacy	Does the image or video show personal information, forms, addresses or names?
Accuracy	Could the image mislead people about your real programmes, facilities or beneficiaries?
Accessibility	Are captions and readable contrast included?
Brand fit	Does it sound and look like your organisation?
Human review	Has a person made the final decision before publishing?

Simple starting stack: choose one writing tool, one design tool and one video tool. For many teams, that might be ChatGPT or Claude for writing, Canva for design, and Hailuo, Veo, Runway or Luma for short video experiments.