creative nomads

WELCOME TO

Harnessing the Power of Technology: Communication Strategies for Missions Organizations.

Objective: Equip missions organizations with practical frameworks for leveraging technology, including AI, to enhance their communication and messaging strategies.

Overview

1: Introduction

2: Digital Technology as a Communication Tool

3: Practical Frameworks for Digital and AI Communication

4: Looking Ahead

5: Q&A Session

6: Conclusion

Retention Strategies for Donor Relations

Utilizing VR/AR Technology for Immersive Storytelling

Maximizing Email Communication

Increasing Engagement and Improving Retention

BONUS CONTENT

Stay tuned til' the end...

Utilizing Social Media for Engagement and Storytelling

Leveraging Content Marketing

Implementing Blockchain for Transparency & Trust

Embracing Chatbots for Improved Communication

Who Am I?

Jason Rutel

- Celebrating 11 years of marriage and 3 kiddos.
- BA in Communications, minor in Intercultural Studies from SAGU *(Southwestern Assemblies of God)*.
- Background: Missions, Television, Film, Production, Marketing, Design, Development, Communications.
- Former Media Director for comedian Michael Jr.
- Founder of Creative Nomads, est. full-time in 2019.
- Collaborated with organizations across SE Asia, Central America, UK, and Papua New Guinea.

Fun Fact: I've seen Everest in person and ascended Island Peak (Imja Tse) in Nepal at 20,225 ft.

The Importance of Effective Communication in Mission Work

Effective communication fuels mission success by connecting hearts and resources.

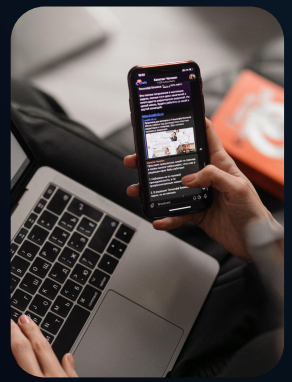
The power of storytelling: Transforming missions from abstract to personal, fostering empathy and engagement.

The first time I was wowed: Missionaries to Tanzania

Digital Technology as a Communication Tool

Digital platforms overview: Social media, email campaigns, websites, apps, and webinars.

Choosing the right platform: Consider your audience's preferences, your mission's nature, and the resources at hand.

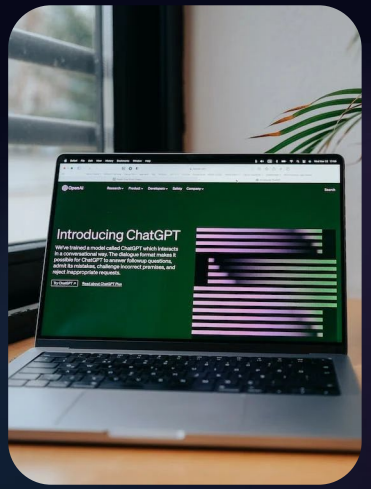


A Change In Perspective:
Bring Hope to Social Media

Leveraging AI Technology in Communication

AI in communication: Enhances personalization, increases engagement, and provides deep insights.

Applications of AI: Chatbots for immediate response, AI-driven data analysis for donor profiling, AI algorithms for personalized content creation.



The Human Element:
Amplify before you substitute

Practical Frameworks for Digital & AI Communication

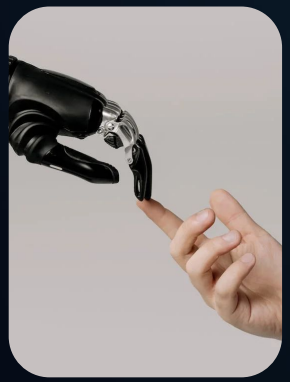
I.C.I.E Framework for implementing AI in communication:

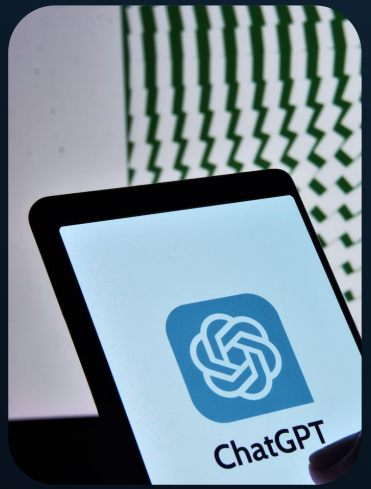
Identify Needs: Pinpoint areas where AI can enhance communication.

Choose Tools: Select suitable AI applications based on your needs.

Implement: Integrate the chosen AI tools into your strategy.

Evaluate: Continuously monitor and refine the AI implementation based on performance metrics.



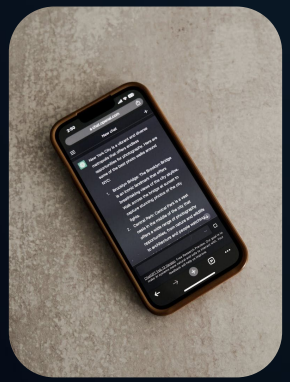


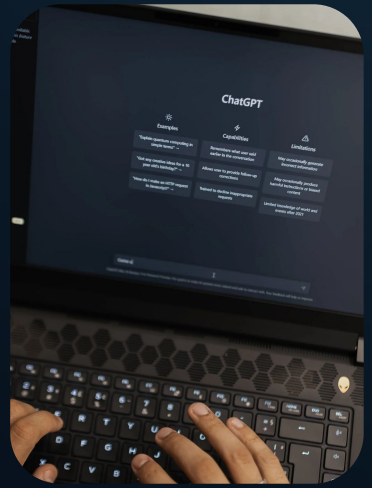
Dialing in the Prompts

Intent + Context + Personality + Data -> Fact Check -> Results

Clarify the Intent:
Make sure your request is precise and distinct, specifying the work required. This clarity allows the AI to comprehend your needs accurately and offer a suitable response.

Provide Context:
Be explicit about your style by using vivid language about your audience and get creative with your tone. You could initiate your prompt with something like, "Narrate a heartfelt story for an 8-year-old about..." or "Propose a groundbreaking solution for boomers about..."



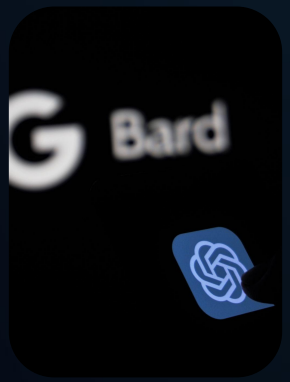


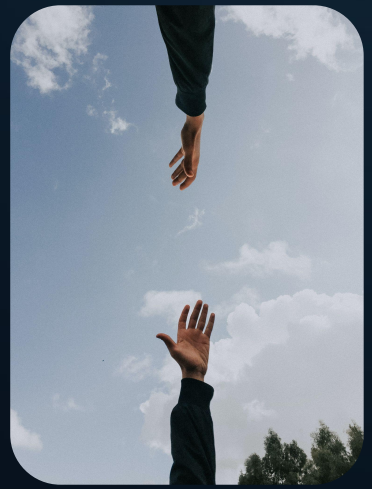
Dialing in the Prompts

Intent + Context + Personality + Data -> Fact Check -> Results

Inject Personality:
Don't hesitate to assign the AI a tone or attitude. Feel free to suggest famous personas - have our guide written in the style of Abraham Lincoln or Dalai Lama. Experiment with different wordings, keywords, and other factors to polish your strategy.

Prime with Your Data:
To make AI-created content more tailored, include pertinent information from your nonprofit such as email copy, key metrics, objectives, mission, and core values. This step is also an excellent opportunity to add your brand's voice or donor personas to portray who you're addressing.



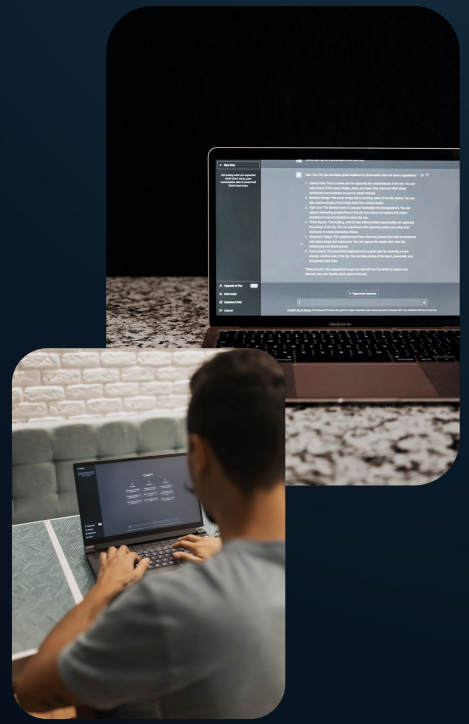


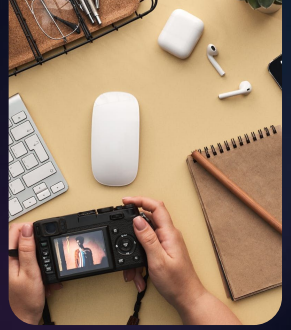
Dialing in the Prompts

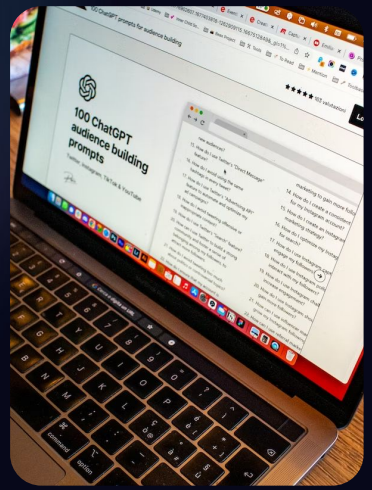
Intent + Context + Personality + Data -> Fact Check -> Results

Fact-Check and Edit:
Although AI-generated content can be insightful, it might not always be flawless, particularly when recalling facts. The current models are built upon snapshots of internet data and are not intended to be research assistants.

Start from Scratch:
Some platforms, like ChatGPT, allow for lengthy threaded chats. While these chat histories can be built upon, they risk deviating from the original prompt and may even forget crucial elements. Despite the growing character memory limit, as pointed out in this Atlantic article, even GPT-4 still has the memory of a goldfish.







Thoughts Looking Forward at the Digital Landscape

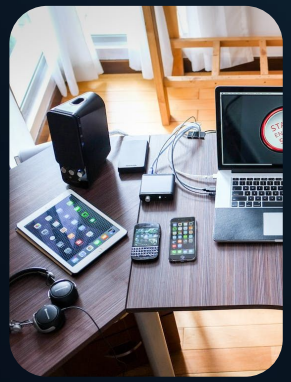
Relationships are still king: Don't look to AI as a substitute for the work of connection. Use the technology to serve and to amplify your mission.

Personalization at the next level: I see a big opportunity for the organizations who can leverage this technology to personalize communication 1:1. This is not a new idea, but will become more accessible.

Radical Candor: In a world assaulted with more content than we can consume, the ones who will stand out are those who go against the grain. Be unique to who you are, and own your voice. Not a new idea, but rings true all the more.

Conclusion and Call-to-Action

Next Steps:
Identify communication gaps, choose suitable platforms, integrate AI tools, and measure your progress.



Want more ideas and bonus resources related to AI and communication?

Go to: **creativenomads.com/missio**

Q&A Session

I'd love to hear your questions and thoughts.

Let's discuss!

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