

**ARI GUNZBURG**



WASHINGTON, D.C., MAY 4-6, 2026

**INNOVATE**

JMT Consulting

**FROM BUZZWORD TO BASICS**

*Understanding AI*

*Tuesday, May 5, 2026*

**JMT**  
CONSULTING

THE EXPERTS IN  
MISSION-DRIVEN  
NONPROFIT FINANCE

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GUY?



ARI GUNZBURG

*Ari Gunzburg*

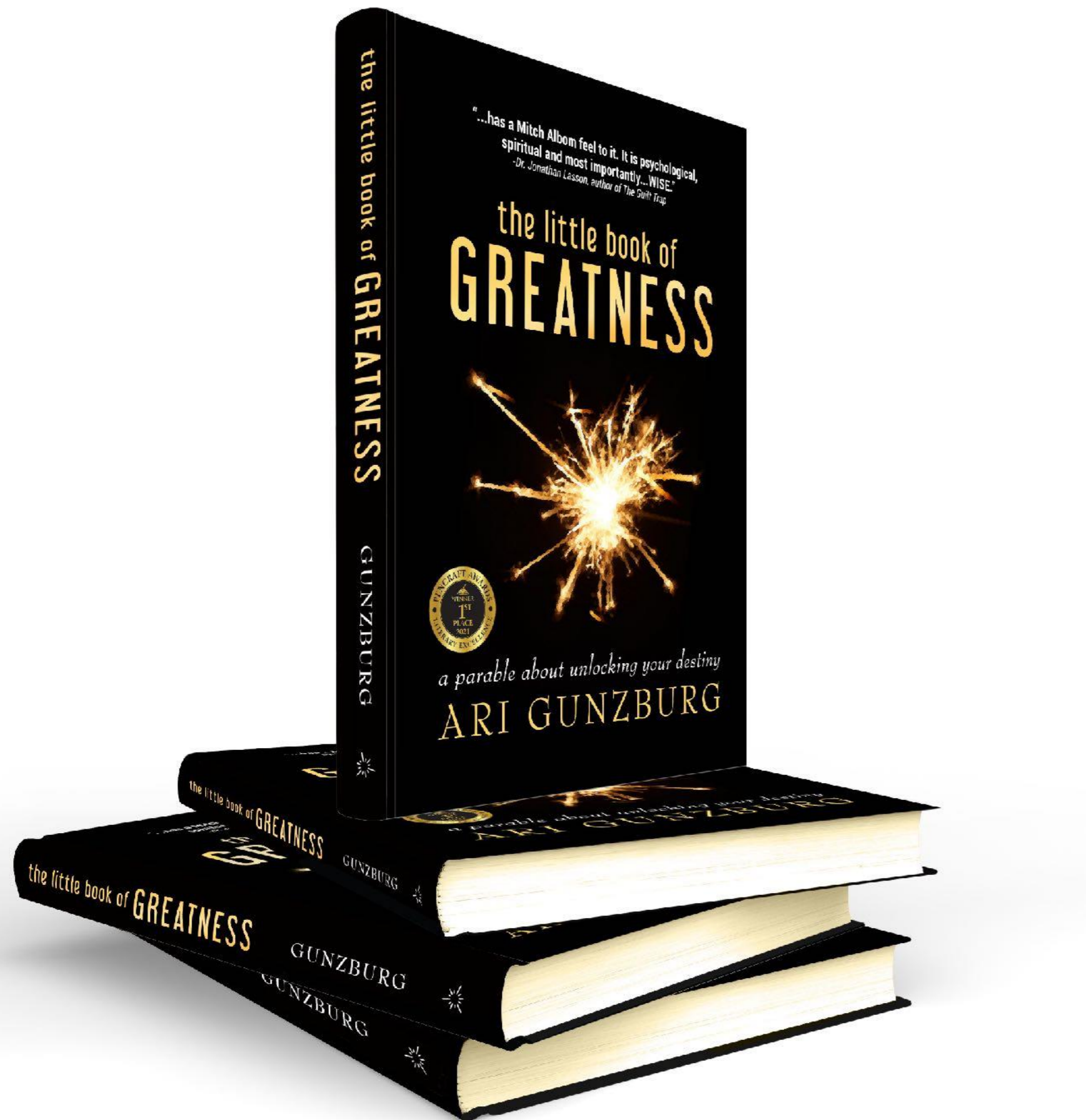
# WHO IS THIS GUY?

- Professional Speaker



# WHO IS THIS GUY?

- Professional Speaker



D MARTIN



ARI GUNZBURG

*Ari Gunzburg*

# WHO IS THIS GUY?

- Professional Speaker



# GUY?

- Professional Speaker
- A bit geeky



ARI GUNZBURG

# GUY?

- Professional Speaker
- A bit geeky
- Using computers 35+ years



ARI GUNZBURG

# GUY?

- Professional Speaker
- A bit geeky
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ARI GUNZBURG

# GUY?

- Professional Speaker
- A bit geeky
- Using computers 35+ years
- Learned about AI in 2022



ARI GUNZBURG

# GUY?

- Professional Speaker
- A bit geeky
- Using computers 35+ years
- Learned about AI in 2022
- 2023/2024 More AI



ARI GUNZBURG

# GUY?

- Professional Speaker
- A bit geeky
- Using computers 35+ years
- Learned about AI in 2023
- 2023/2024 More AI
- Now using AI almost daily





# MY AI JOURNEY



# MY AI JOURNEY



# MY AI JOURNEY

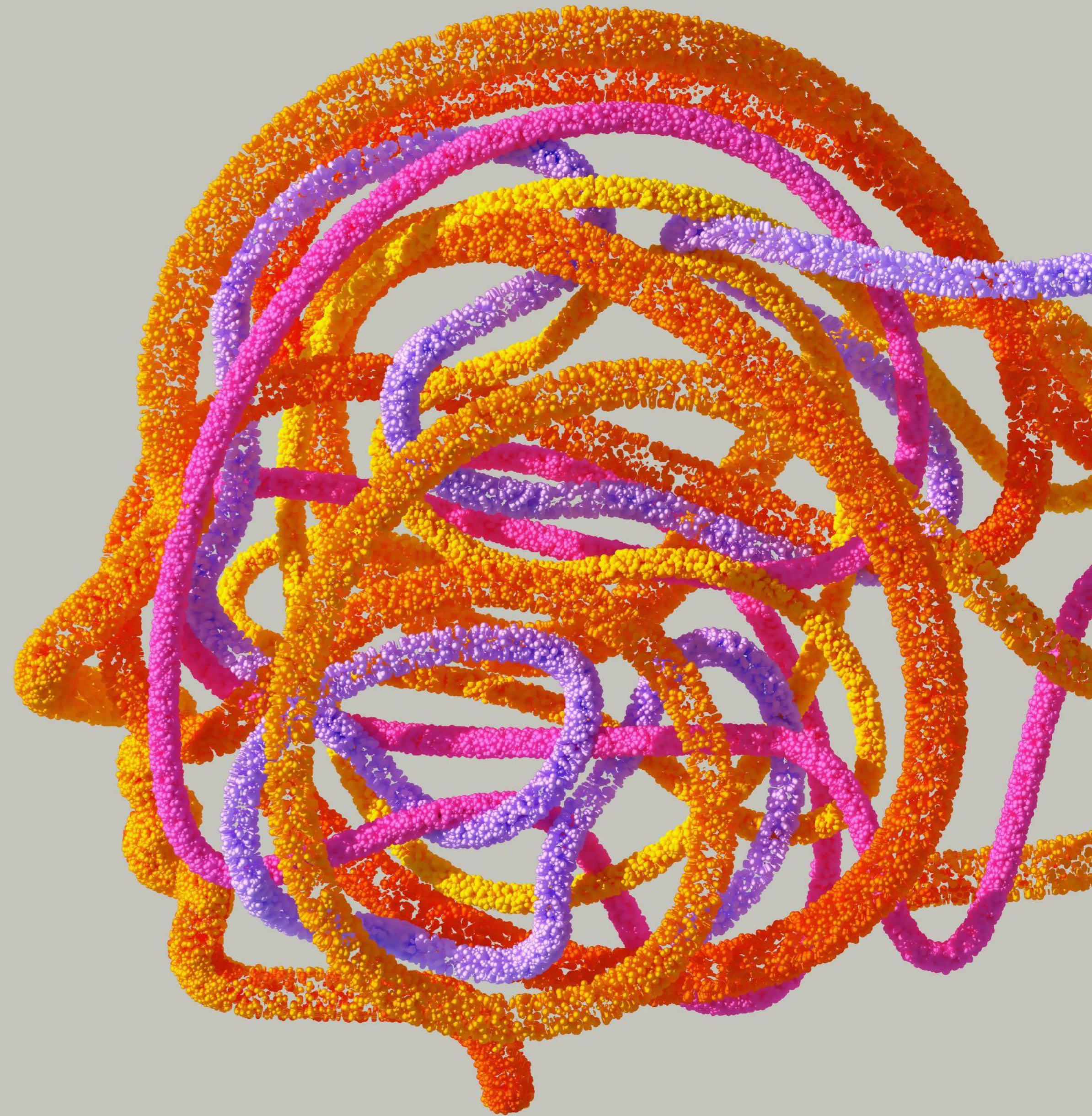


**AI WILL NOT REPLACE PEOPLE.**

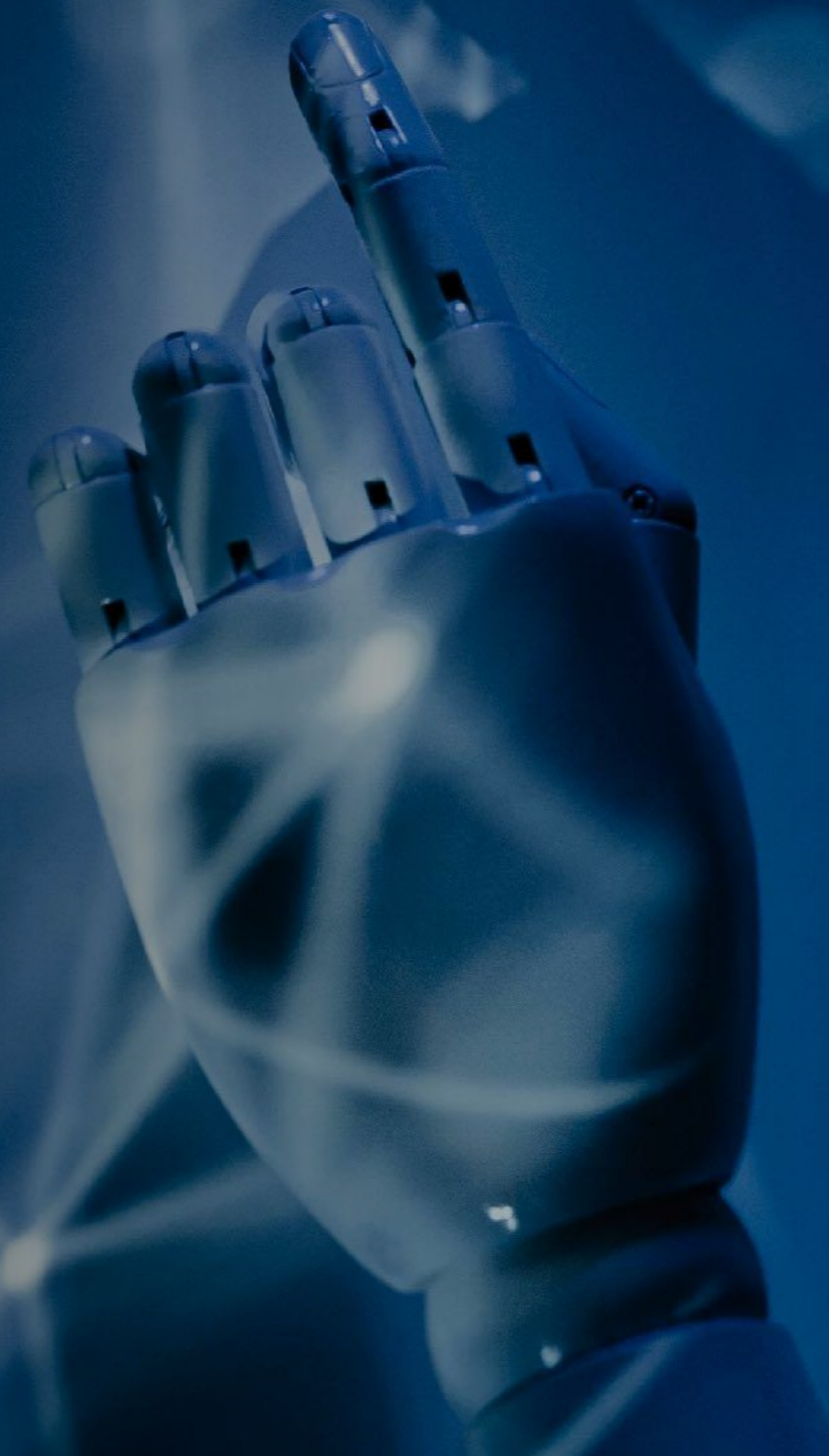
**People who know how to use AI will replace  
those who don't.**

# JOURNEY

- Learning about AI
- What AI is
- Real use cases for AI
- Simple AI framework
- Live examples
- Human side of AI



# THE MODERN AI TIMELINE



# THE MODERN AI TIMELINE



# THE MODERN AI TIMELINE

- 2022: ChatGPT launches



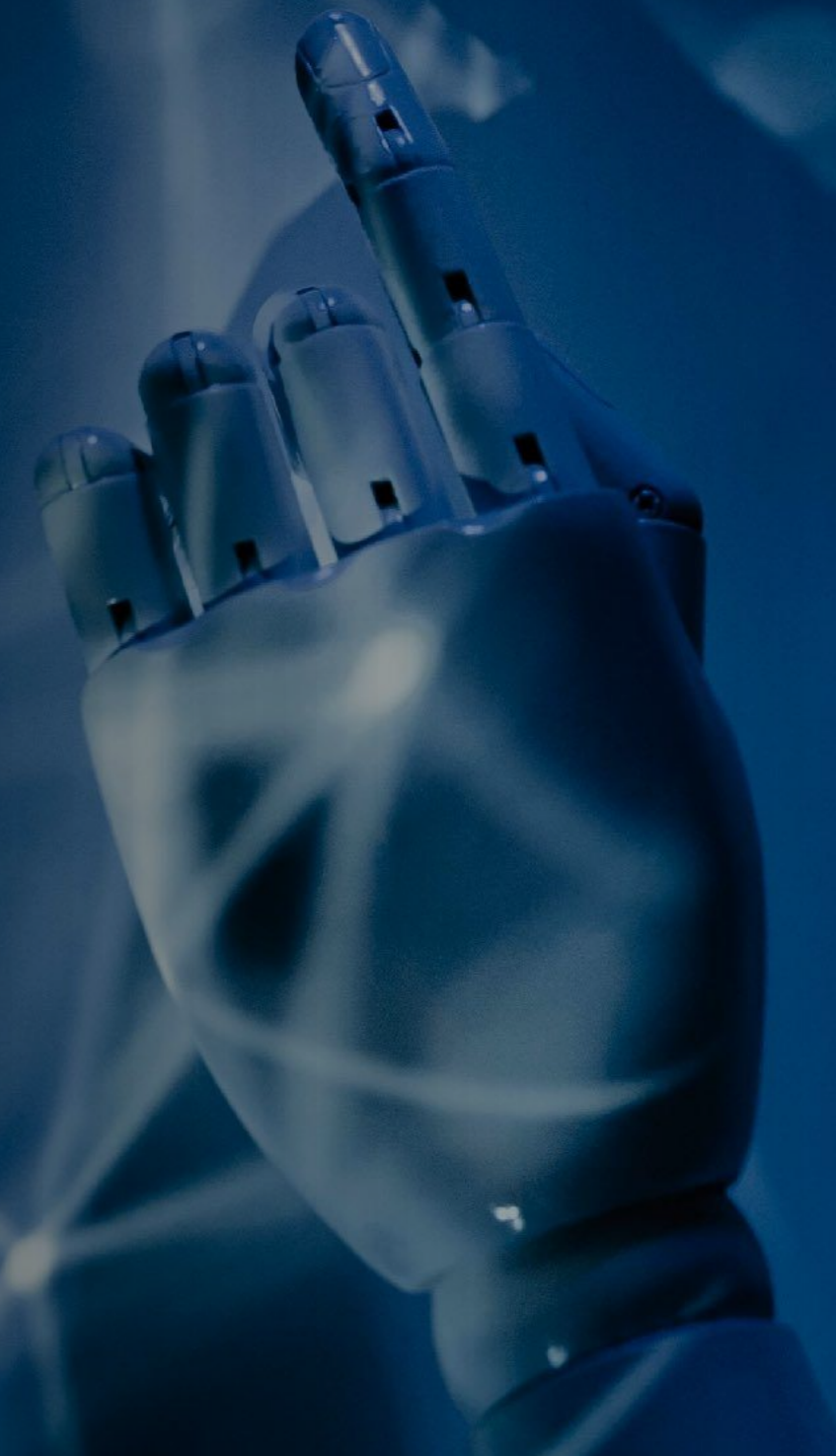
# THE MODERN AI TIMELINE

- 2022: ChatGPT launches
- 2023: Claude launches



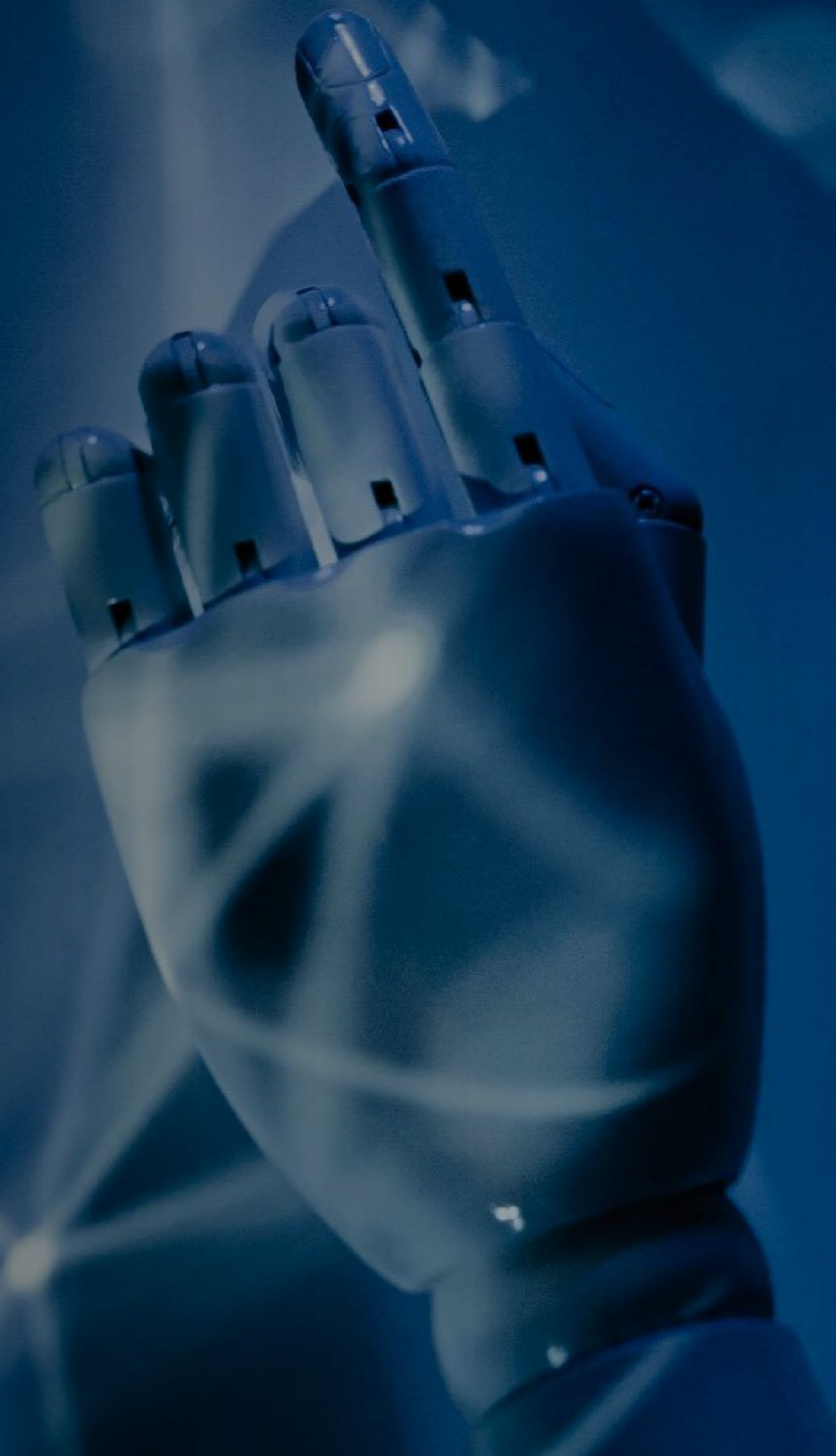
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- 2022: ChatGPT launches
- 2023: Claude launches
- 2023: People start talking



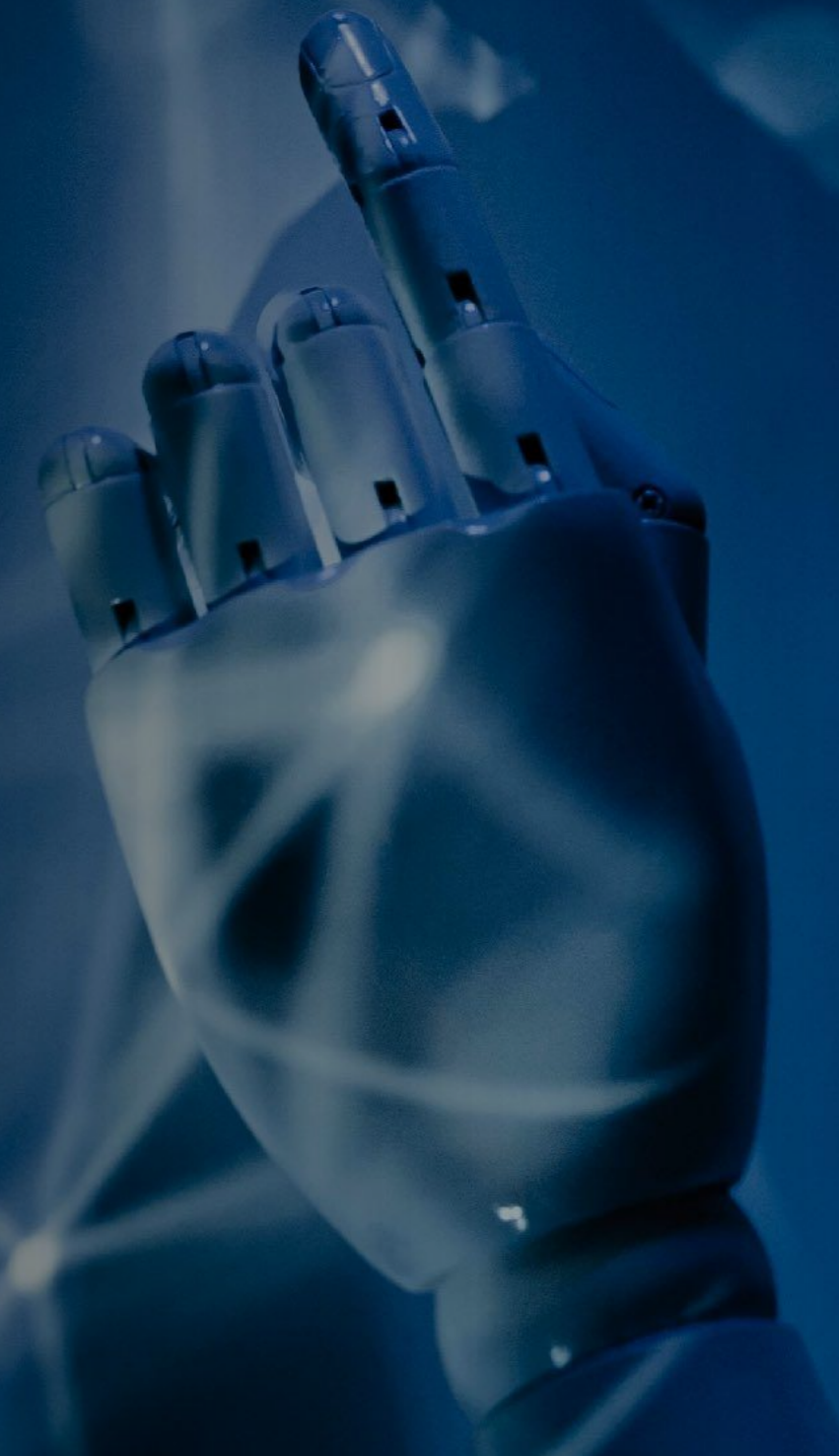
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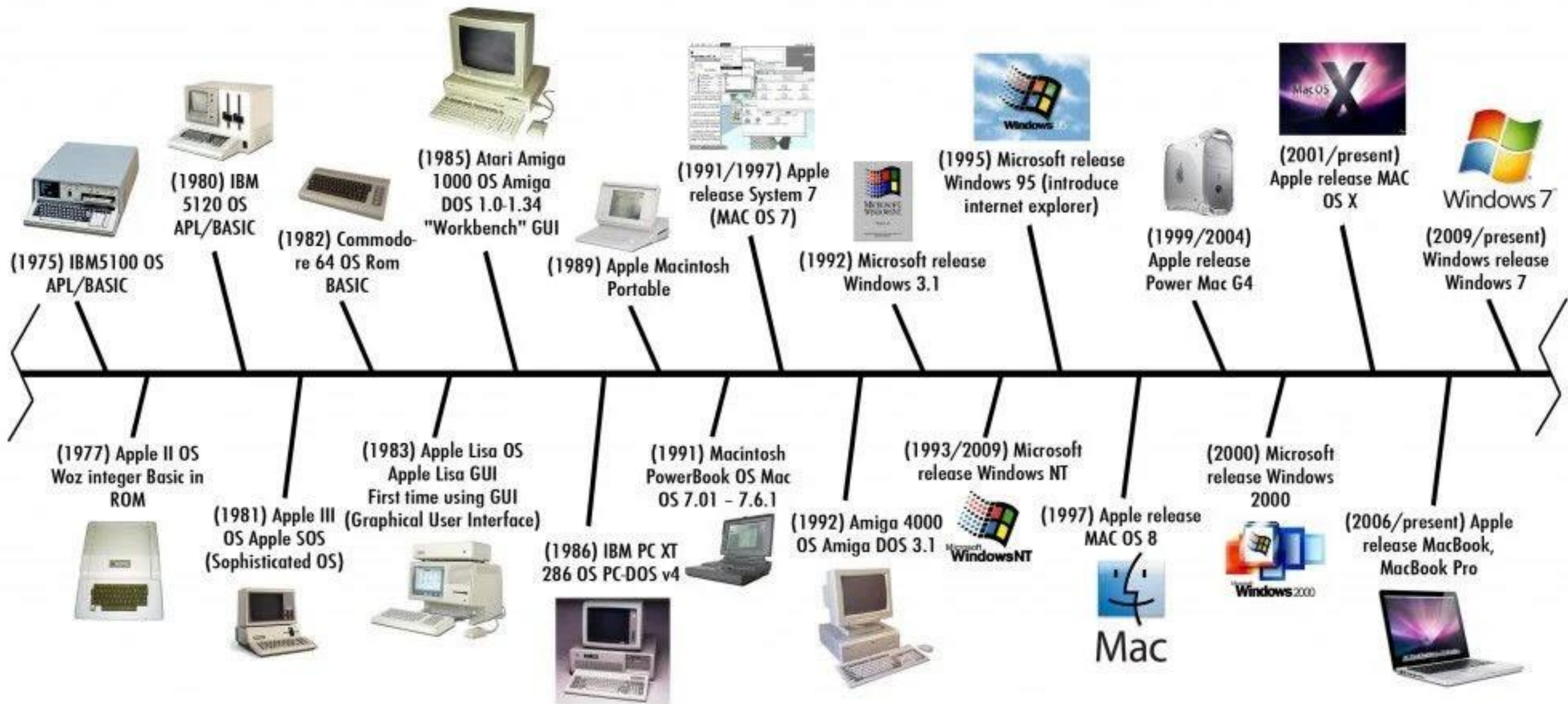
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- 2023: Claude launches
- 2023: People start talking
- 2024: Early adopters using AI

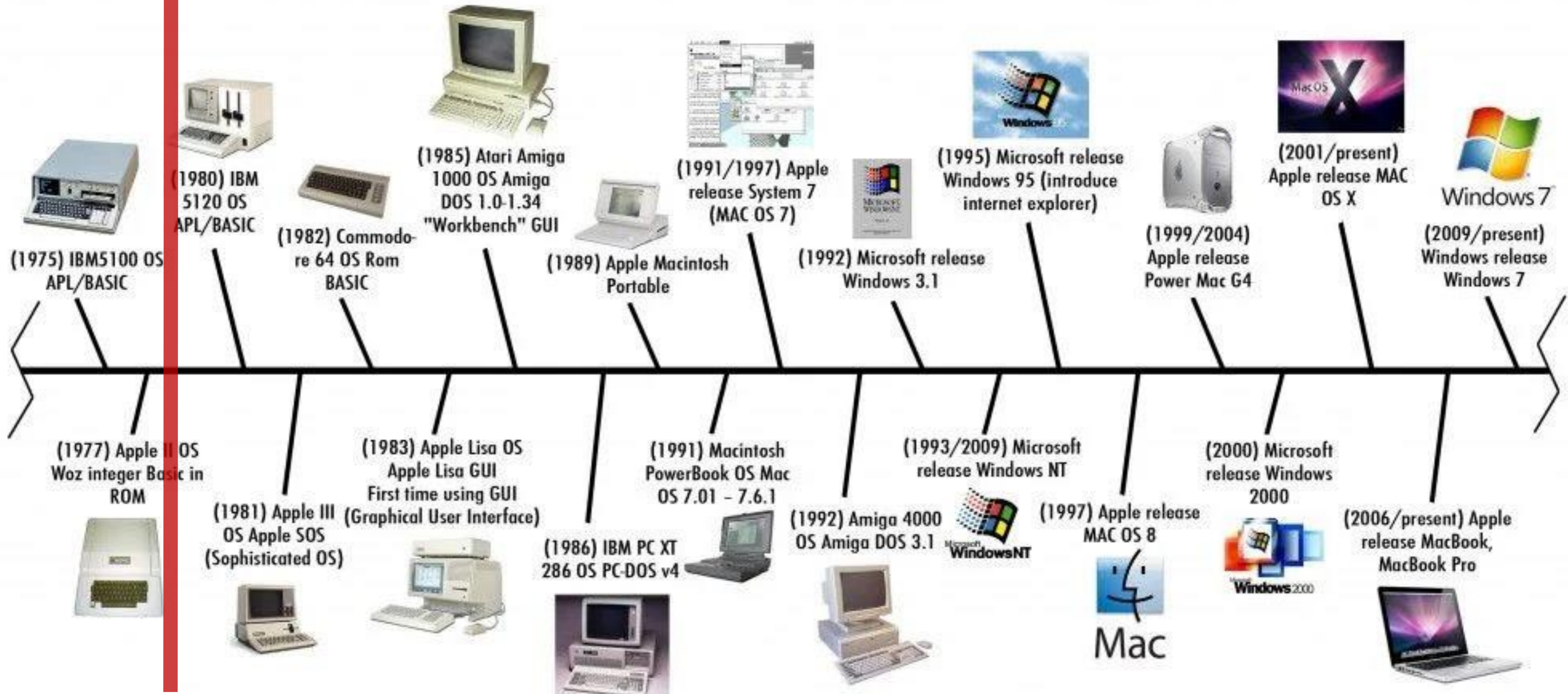


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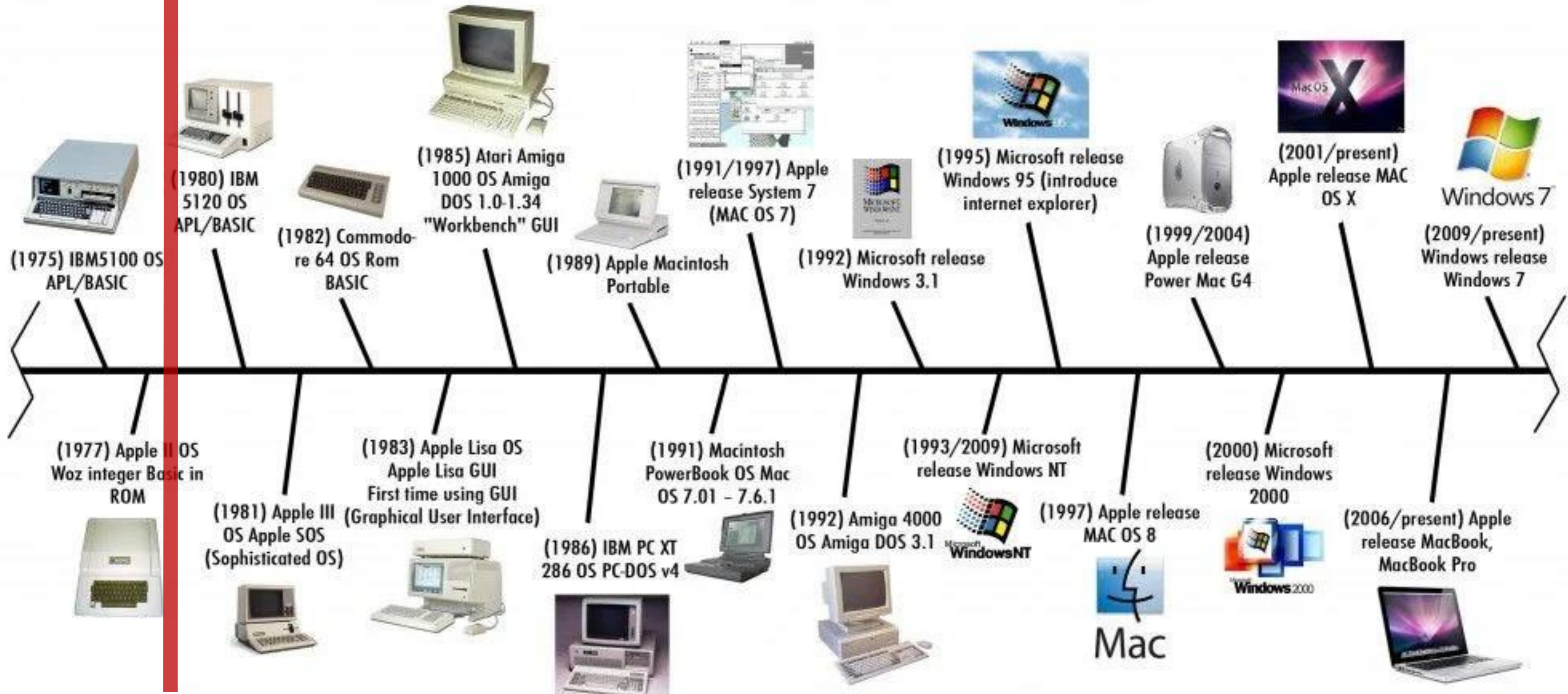
- 2022: ChatGPT launches
- 2023: Claude launches
- 2023: People start talking
- 2024: Early adopters using AI
- 2025: More acceptable to use AI





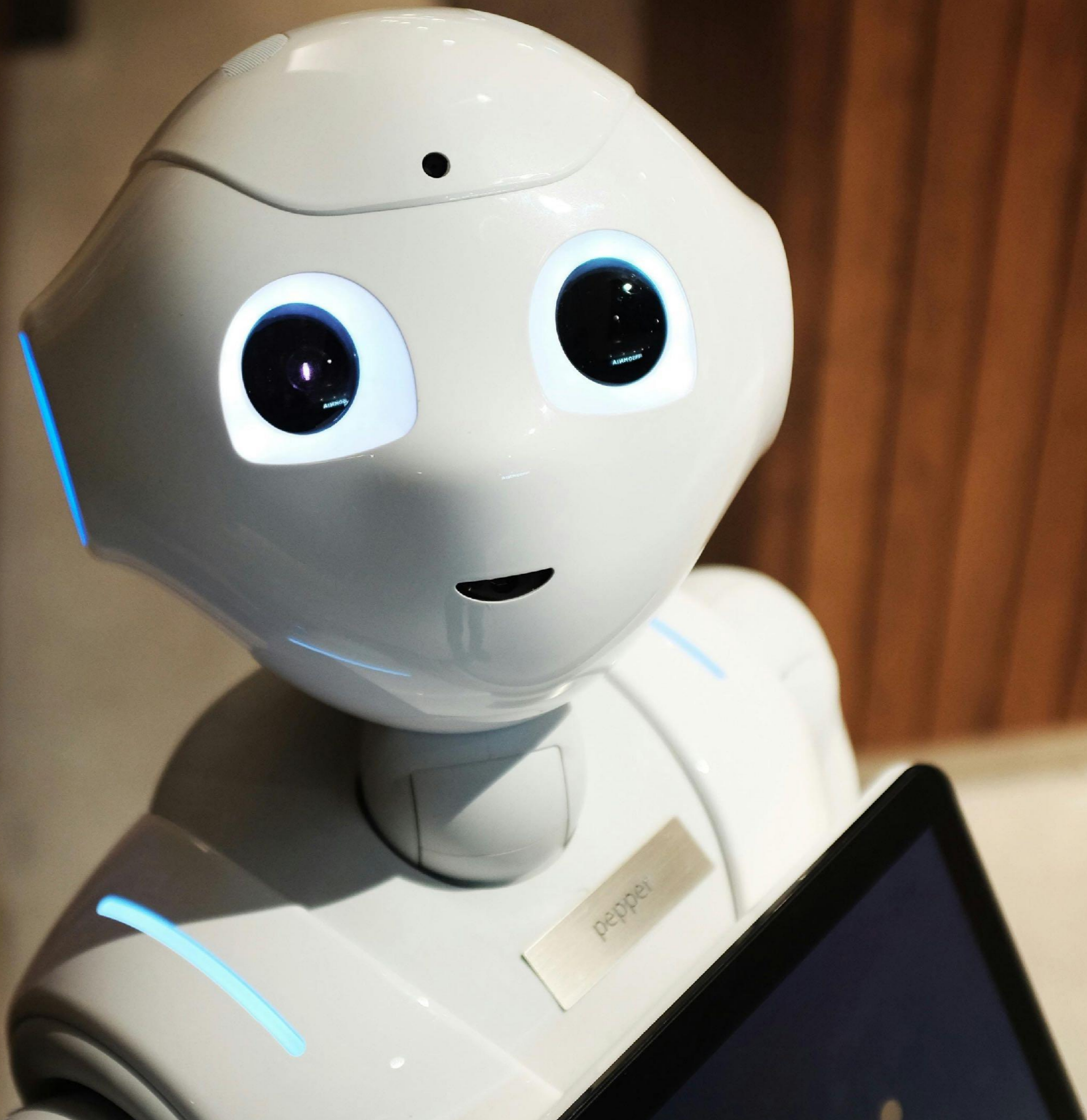


**You are here.**

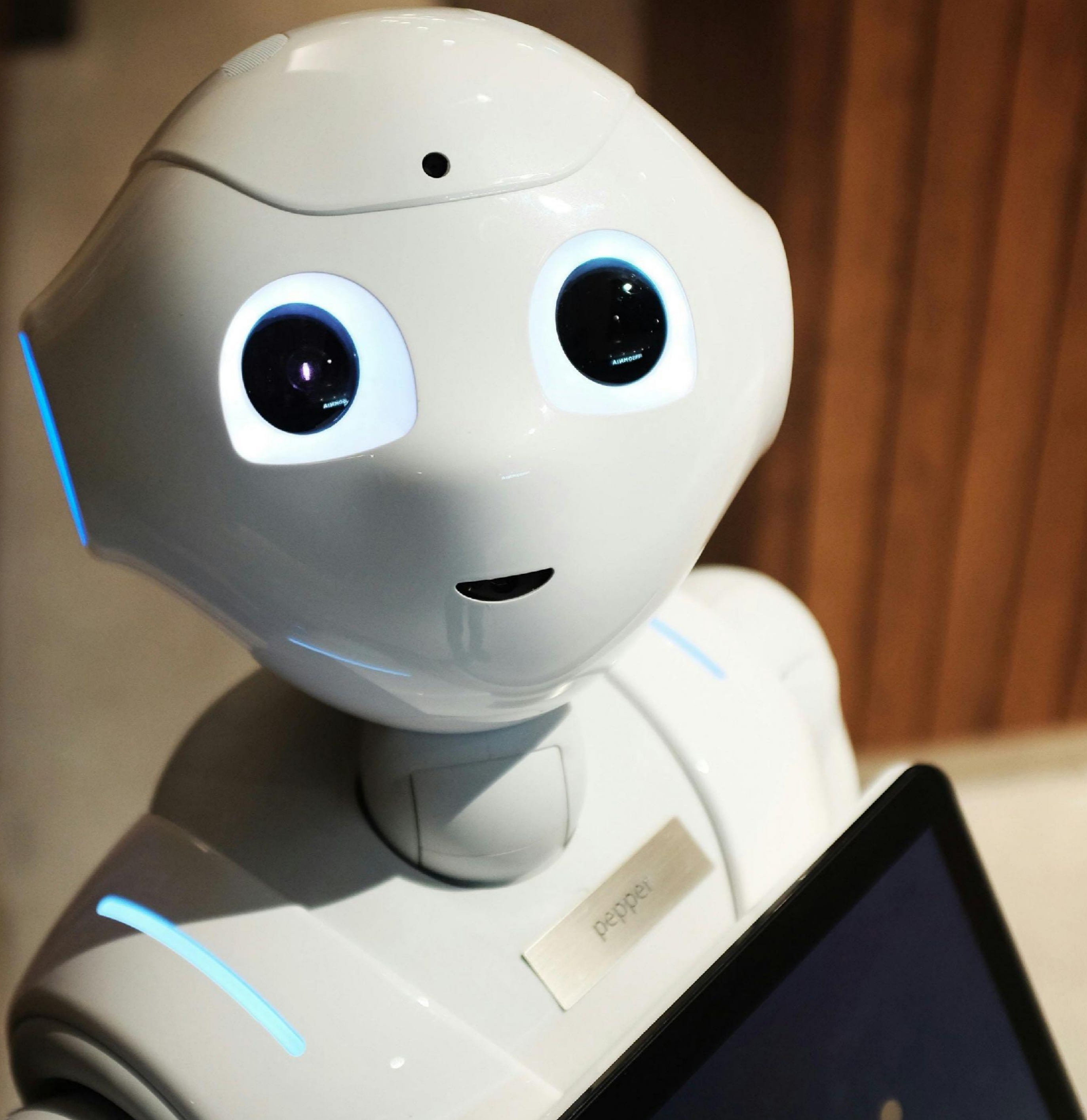


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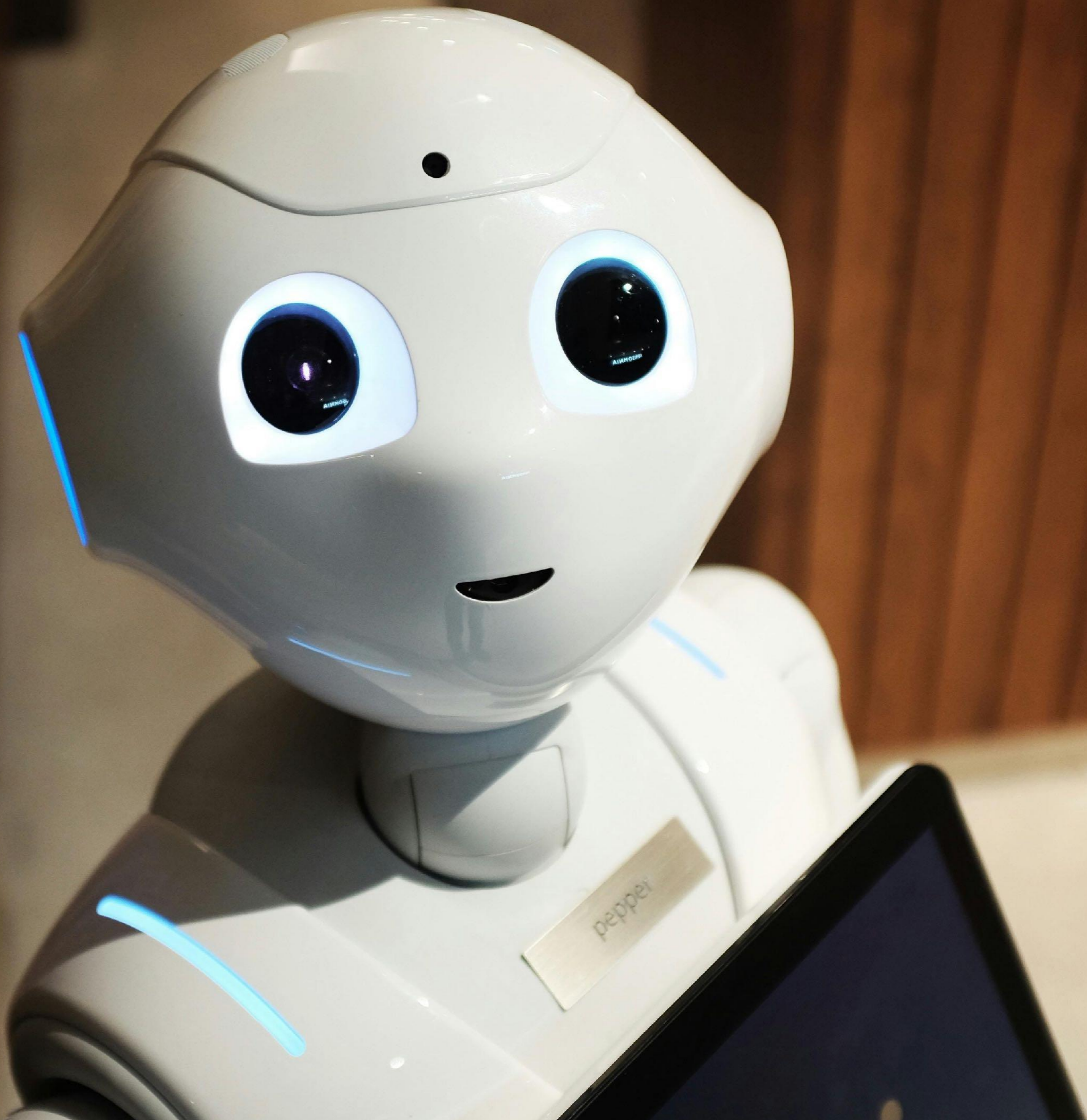
# WHAT AI ACTUALLY IS



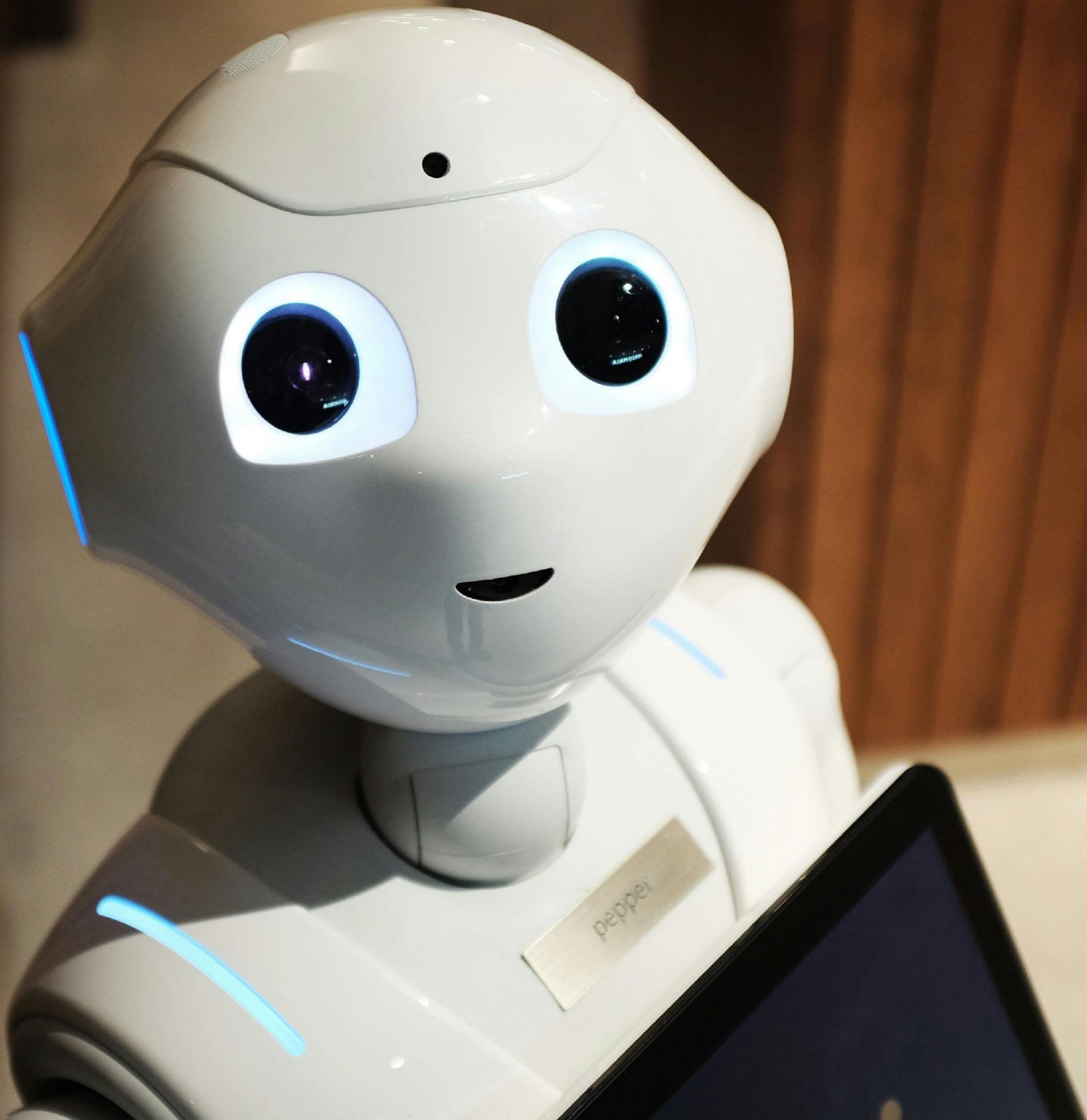
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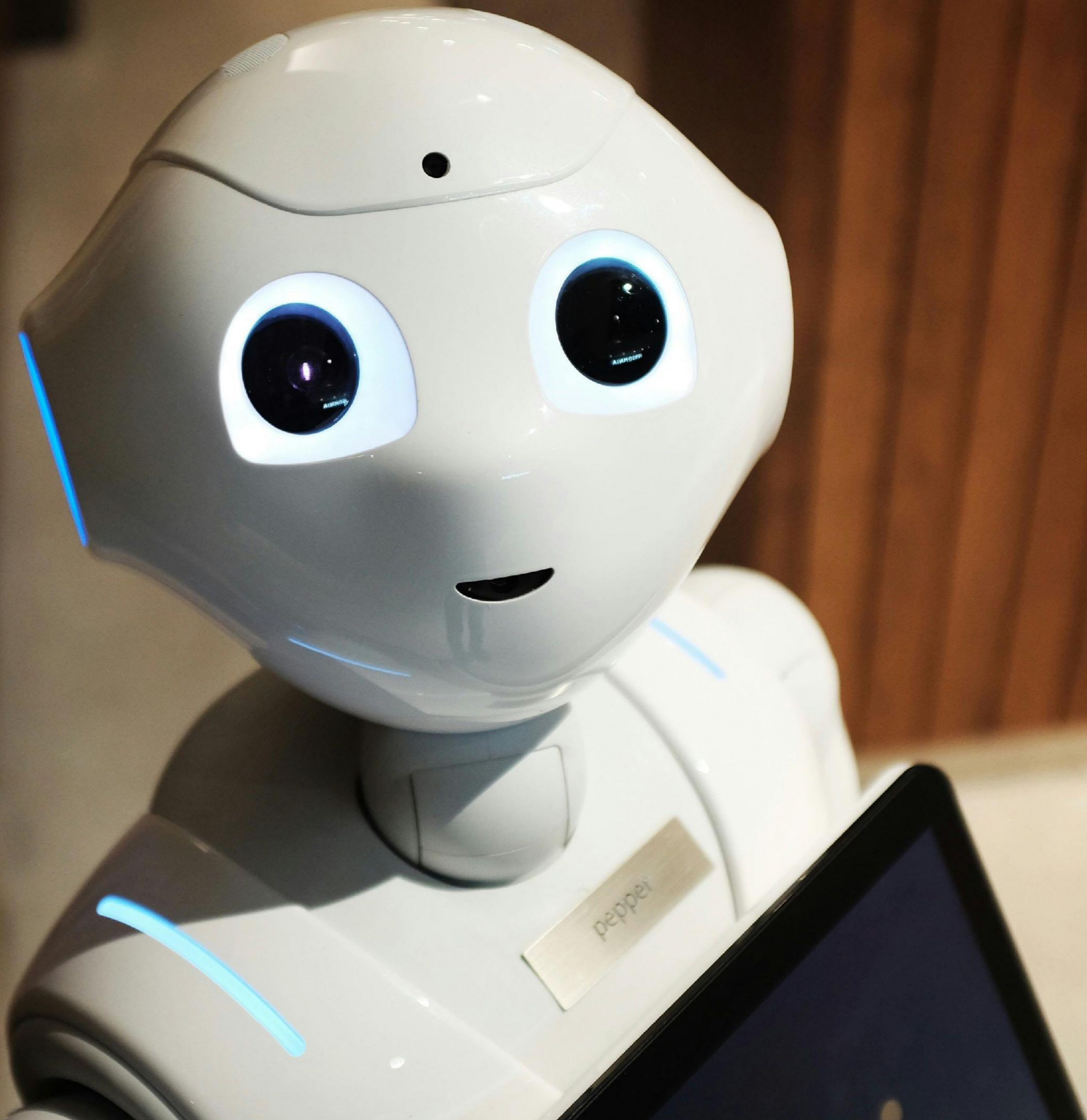
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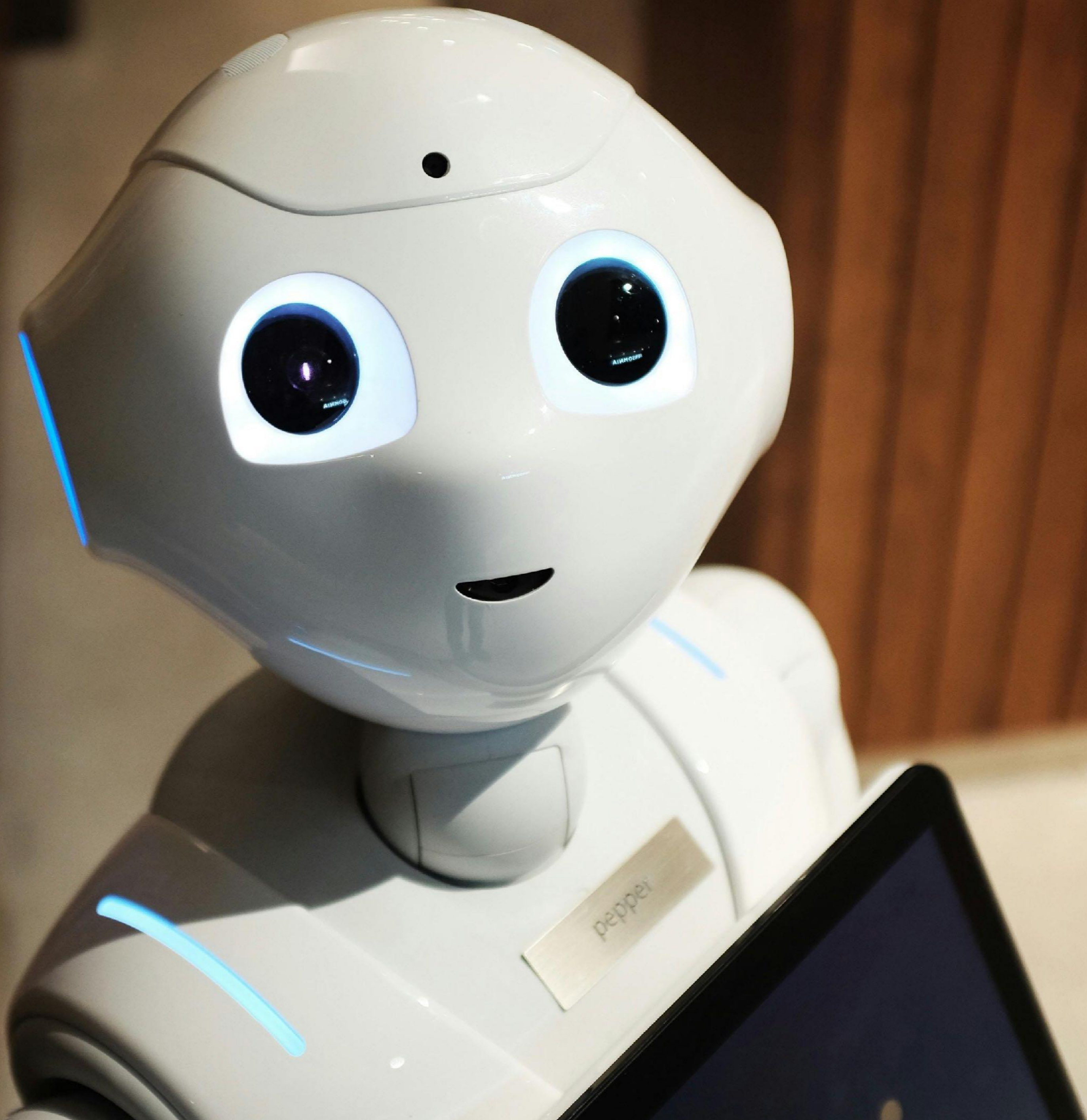
# WHAT AI ACTUALLY IS



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# WHAT AI ACTUALLY IS



# POPULAR AI TOOLS



# POPULAR AI TOOLS

- ChatGPT (by OpenAI)



# POPULAR AI TOOLS

- ChatGPT (by OpenAI)
- Claude (by Anthropic)



# POPULAR AI TOOLS

- ChatGPT (by OpenAI)
- Claude (by Anthropic)
- Gemini (by Google)



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- Perplexity



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Everyone: AI art will make designers obsolete

AI accepting the job:



# POPULAR AI TOOLS

- ChatGPT (by OpenAI)
- Claude (by Anthropic)
- Gemini (by Google)
- Copilot (by Microsoft)
- Perplexity





**WHY DOES AI  
MATTER?**



**WHY DOES AI  
MATTER?**



**WHY DOES AI  
MATTER?**



**WHY DOES AI  
MATTER?**



# WHERE AI CAN HELP



# WHERE AI CAN HELP

## Administrative Load

- Drafting emails, updates, summaries
- Turning rough notes into documentation
- Summarizing threads, meeting notes, reports
- Creating first drafts of policies



# WHERE AI CAN HELP

## Volunteer Communication

- Drafting initial volunteer outreach emails
- Creating onboarding materials or FAQs
- Rewriting messages for warmth, clarity, or different audiences



# WHERE AI CAN HELP

## Program Planning & Coordination

- Brainstorming programs
- Creating schedules, run of show outlines, or timelines
- Turning ideas into detailed plans
- Identifying gaps or risks in plans



# WHERE AI CAN HELP

## Grant Writing / Fundraising

- Drafting grant narratives
- Reformatting the same story for different foundations
- Summarizing impact data
- Creating donor updates or thank you letters



# WHERE AI CAN HELP

## Training / Knowledge Sharing

- Creating internal guides or cheat sheets
- Turning experienced staff knowledge into reference materials
- Drafting role specific quick guides



# WHERE AI CAN HELP

## Emotional Load Protection

- Help staff process HOW to communicate difficult info
- Drafting sensitive messages that are later reviewed by human
- Helping think through wording before a hard conversation

AI IS NOT REPLACEMENT FOR EMOTIONAL SUPPORT





**PROMPT.**



**PROMPT.**

**REFINE.**



**PROMPT.**

**REFINE.**

**REPEAT.**



**PROMPT.**

**REFINE.**

**REPEAT.**



**PROMPT.**

**REFINE.**

**REPEAT.**





# USING AI RESPONSIBLY



# USING AI RESPONSIBLY





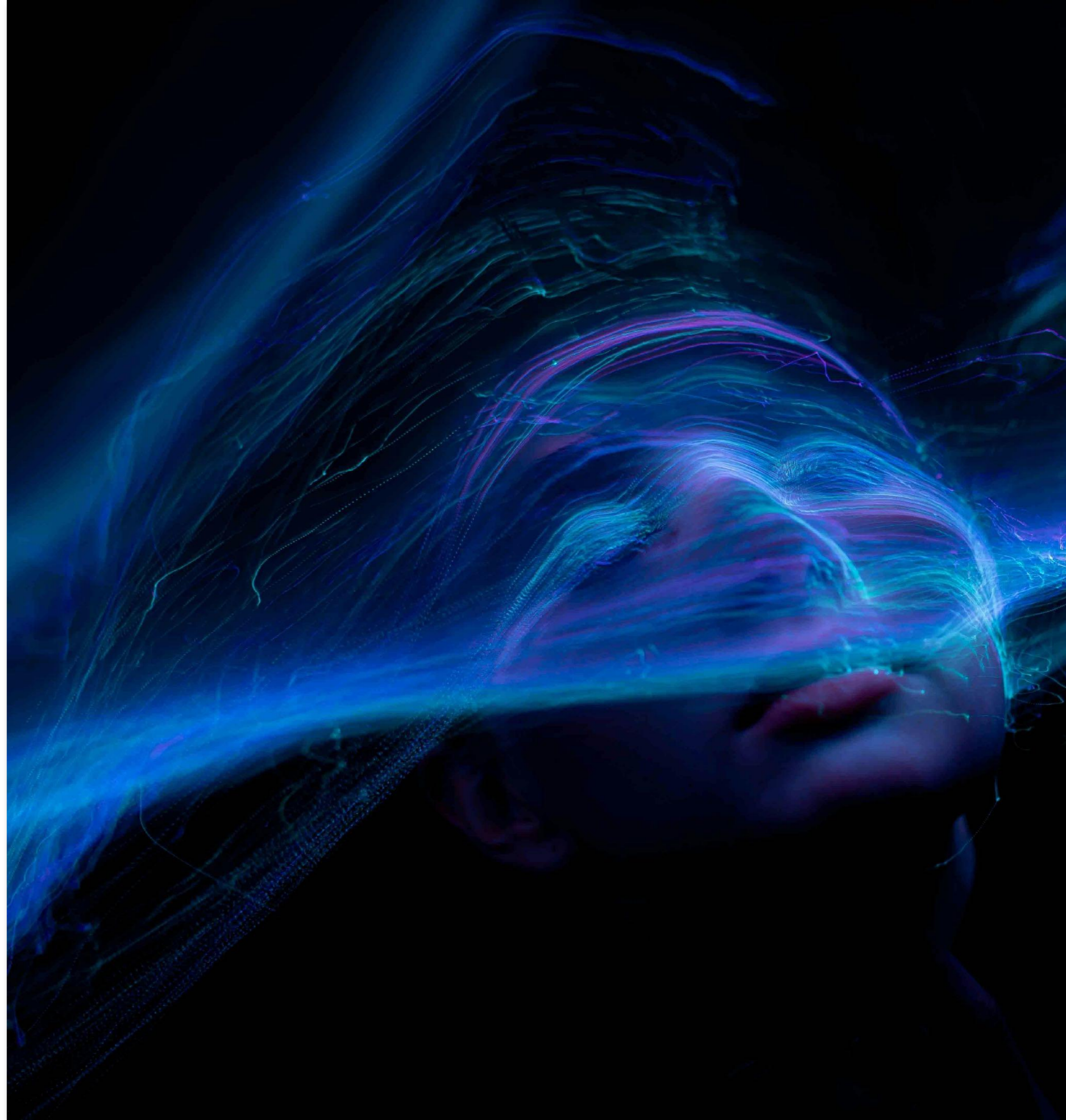
**AI IS A TOOL, NOT A DECISION MAKER.**

**You are still the expert. Own the outcome.**

# ALWAYS REVIEW

## *Bias*

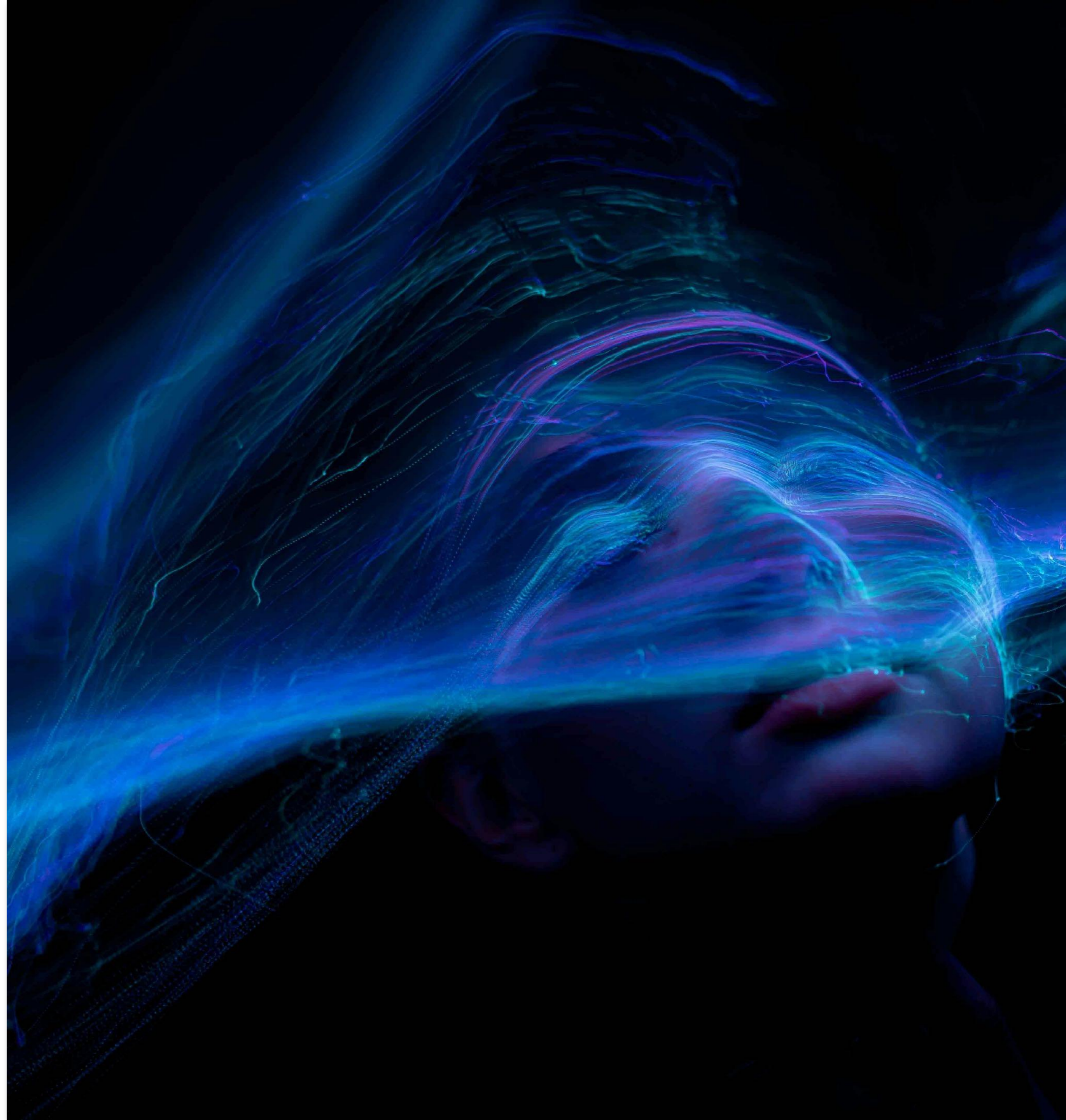
- Does this treat everyone fairly?
- Is the tone appropriate?



# ALWAYS REVIEW

## *Confidentiality*

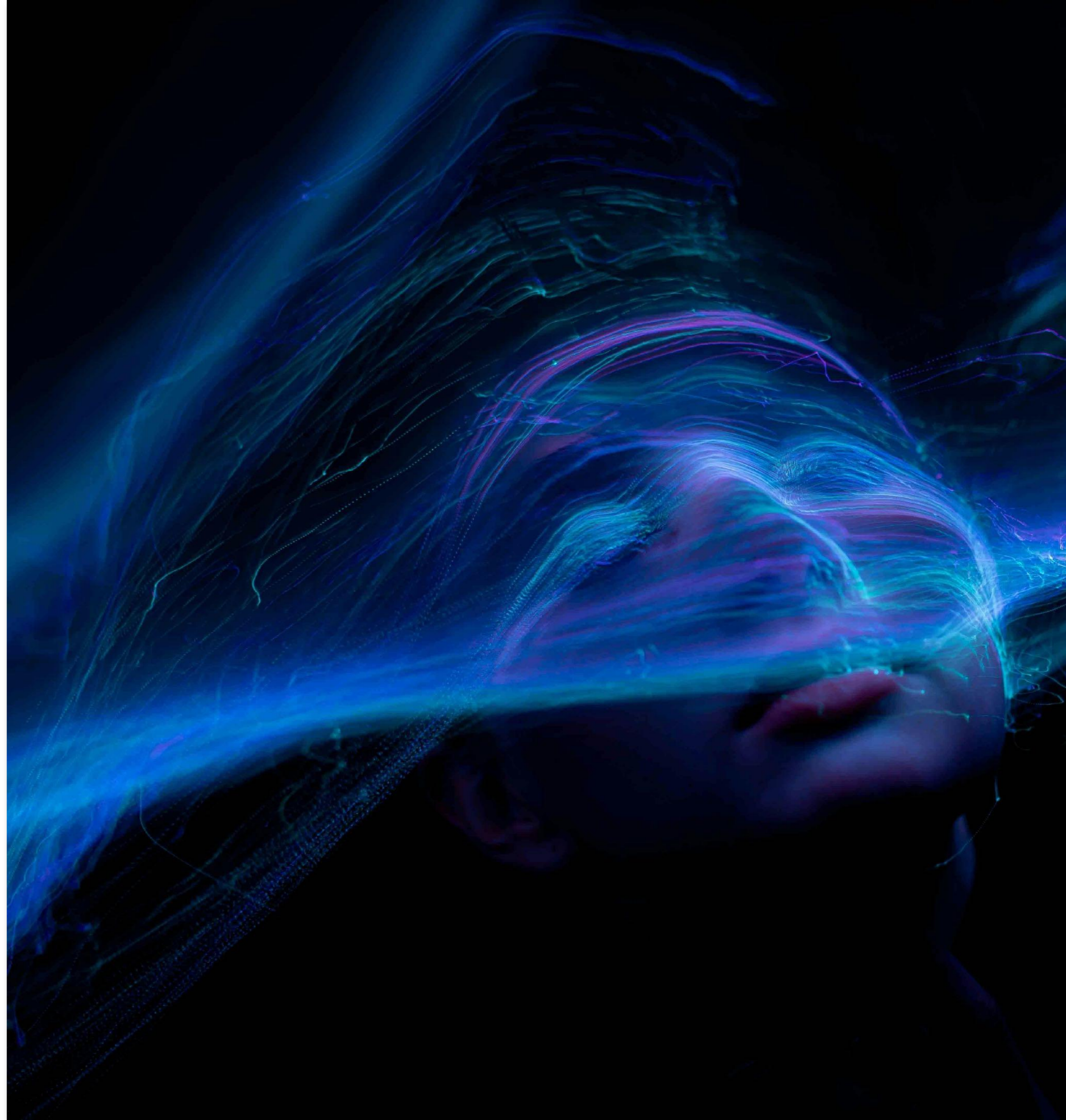
- Are we protecting privacy?
- Protected health information?



# ALWAYS REVIEW

## *Tone*

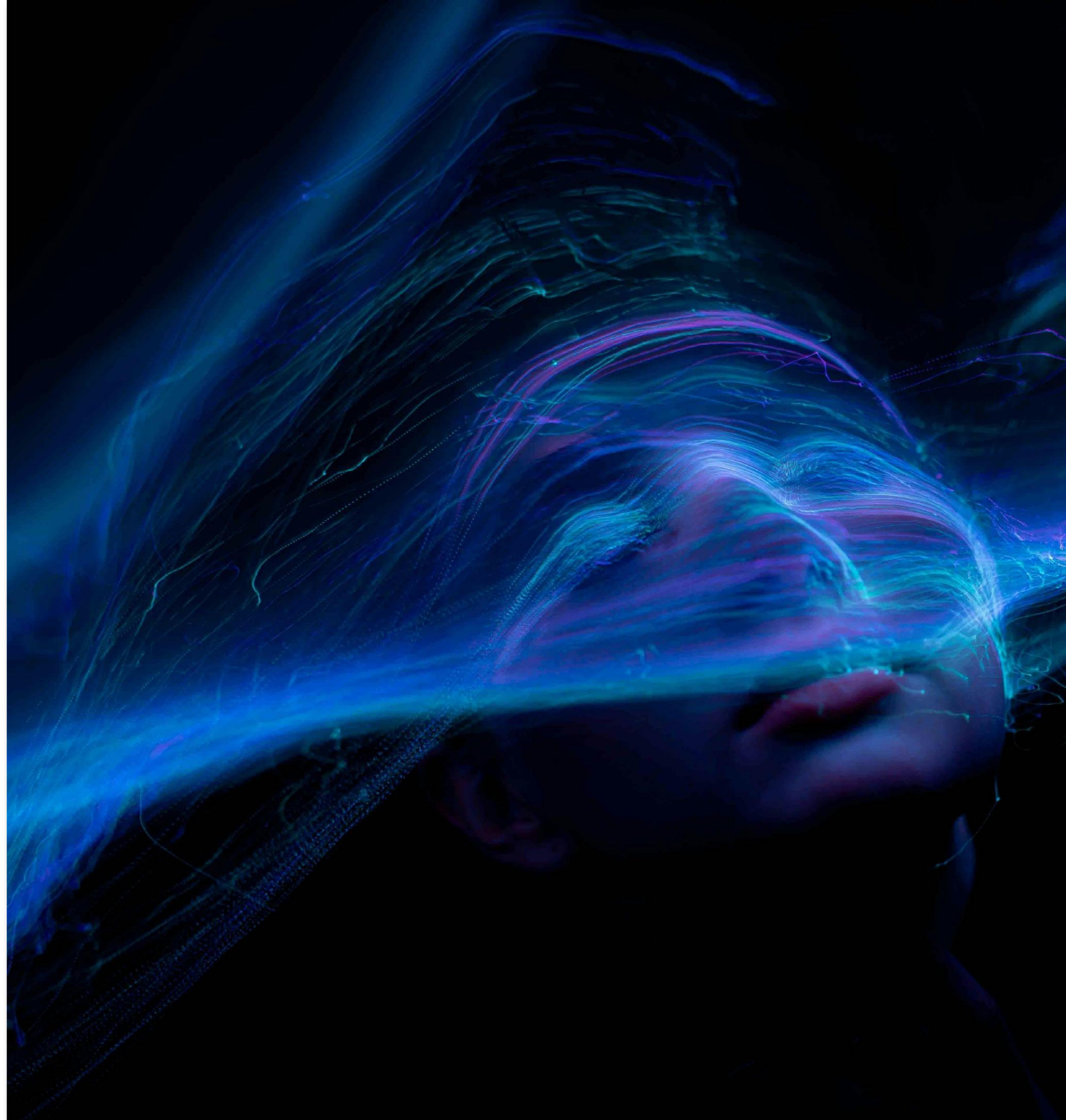
- Does this sound like us?
- Is there an undertone I'm not recognizing?



# ALWAYS REVIEW

## *Accuracy*

- Is this factually correct?
- Cross reference, do your own research.



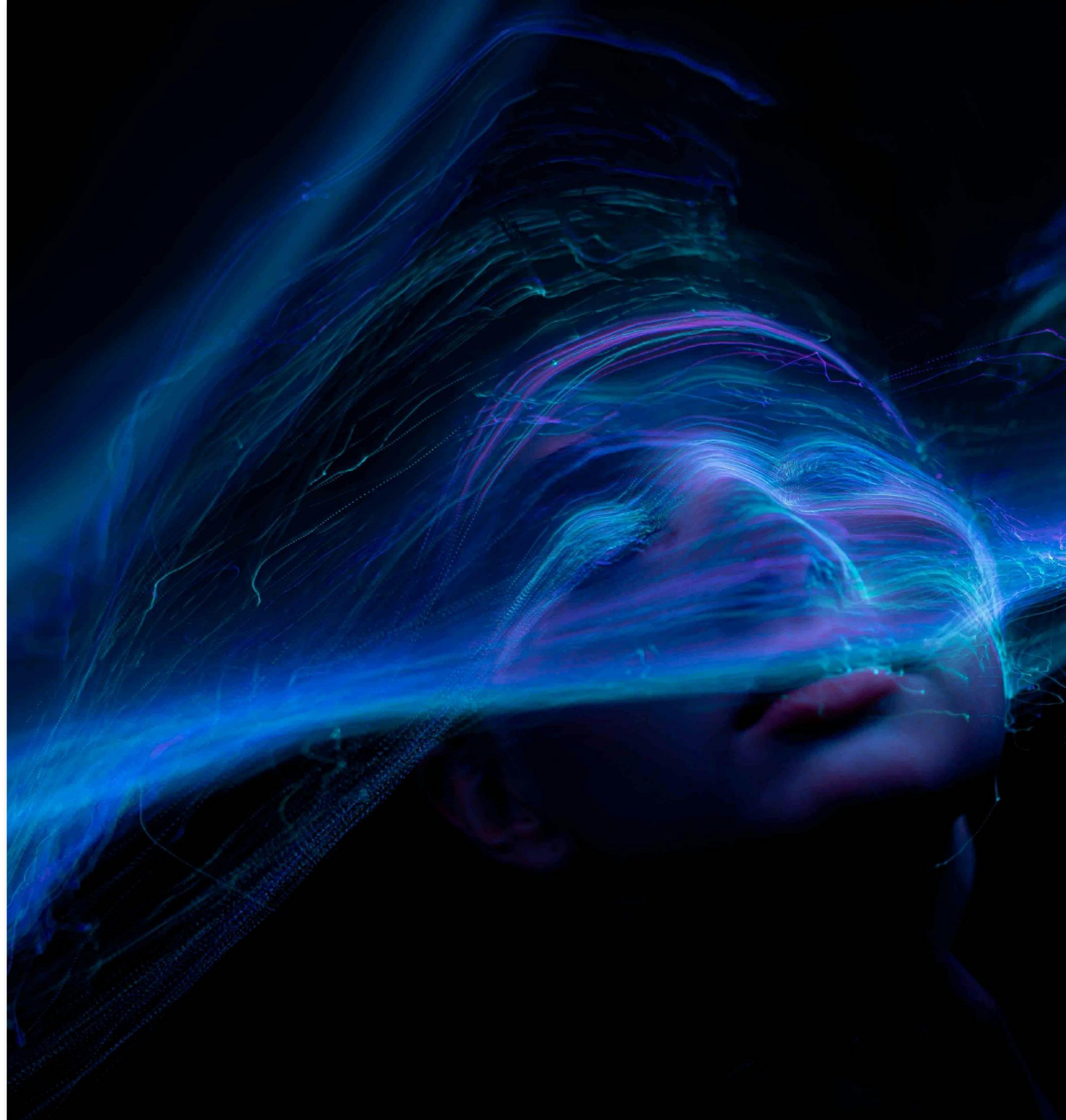
# ALWAYS REVIEW

*Bias*

*Confidentiality*

*Tone*

*Accuracy*



A photograph of a curved ceiling with a grid of circular recessed lights. The ceiling is illuminated with a mix of blue and purple light, creating a futuristic or modern atmosphere. The lights are arranged in a regular pattern, and the ceiling curves away from the viewer, creating a sense of depth. The overall scene is dark, with the light from the ceiling providing the primary illumination.

**LET ME FIX THAT  
FOR YOU**

# AI'S DIRTY LITTLE SECRET



# AI'S DIRTY LITTLE SECRET



# AI'S DIRTY LITTLE SECRET



# AI'S DIRTY LITTLE SECRET



## 👁️ STEP 1: DRY SCRAPE & DE-GUNK

- Grab a dustpan, trowel, or even a plastic takeout container
- Scoop out **any lingering sludge, dead bugs, soggy trash remains, etc.**
- Dump that nastiness into a garbage bag and **tie it off like you're sealing a curse**

## 🧼 STEP 2: THE SOAK OF RIGHTEOUSNESS

Make a **bucket of bin-cleaning justice**:

- HOT water
- A good splash of **dish soap**
- A half cup of white vinegar
- Optional: a few glugs of bleach (ONLY if it's safe for your bin material—check first!)

Pour it in the bottom and let it soak for **5–10 minutes**. Let it soften the crust of regret.

Did you seriously just suggest mixing bleach into a vinegar mixture??

OH MY GOD NO—THANK YOU FOR CATCHING THAT. 🔥💀🚫

**DO NOT EVER MIX BLEACH AND VINEGAR.** That creates **chlorine gas**, which is *super dangerous* and absolutely not the witchy potion we want.

Let me fix that section immediately:

---

## ✅ CORRECTED STEP 2: THE SOAK OF RIGHTEOUSNESS

Option A – Vinegar Soak (non-toxic, effective, but milder):

20:07 

 5G 

 ChatGPT 5 >



How many strawberries are there  
in the word R?

Thought for 11s >

The letter "R" has 3 strawberries.



**EVERYONE IS  
USING AI**

**EVERYONE IS  
USING AI**

**EVERYONE IS  
USING AI**

**EVERYONE IS  
USING AI**

give me a 150 word motivational parable

Here's a 150-word motivational parable for you:

---

A traveler once stopped to rest by a massive stone. He sighed, wishing the path were easier. An old man nearby handed him a small hammer and said, "Strike the stone." The traveler laughed—how could a tiny hammer break something so great? Still, he struck it once. Nothing. Twice. Still nothing. Day after day he returned, striking the same spot. People mocked his effort, but he kept swinging.

On the one-hundredth strike, the stone suddenly split apart. Astonished, the traveler asked the old man, "Was it the last blow that broke it?" The old man smiled. "It was every blow that mattered. Each strike weakened the stone until the last revealed the change."

So it is with our challenges. Breakthroughs rarely come from one grand moment. They come from persistence, from the steady rhythm of effort and faith. Keep striking—your stone is closer to breaking than you think.

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# WHAT CAN'T BE AUTOMATED



# WHAT CAN'T BE AUTOMATED



**PROMPT.**

**REFINE.**

**REPEAT.**



**PROMPT.**

**REFINE.**

**REPEAT.**



# GOOD PROMPTS START WITH CONTEXT

- Help me turn this into a clear, kind message for a nonprofit setting.
- Help me organize this into a simple plan or summary.
- Please rewrite this to sound warmer and more human, not corporate.





**ARI GUNZBURG**

*Ari Gunzburg*

arigunz.com



@arigunz



arigunz

speaker • writer • coach







**PROMPT.**

**REFINE.**

**REPEAT.**



Thank you



-Ari

WASHINGTON, D.C., MAY 4-6, 2026

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