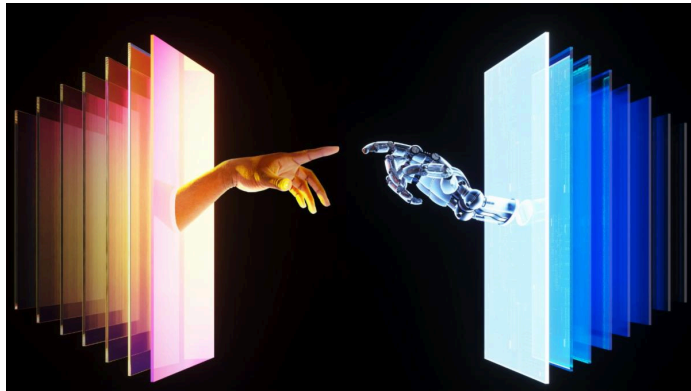


Thought Leadership from TASC: *The AI Boom and What it Means for Nonprofits*

Artificial intelligence (AI) is changing the way organizations across most industries operate – and nonprofits are no exception. As AI tools become more accessible, many nonprofits are finding ways to incorporate them into their work, from streamlining operations to enhancing communications. Now, with [more than 80% of nonprofits](#) reporting using AI to some degree, it's important for organizations to understand both its potential and its limitations.



Ways AI Is Supporting Nonprofit Work

AI has the ability to build capacity. Platforms like ChatGPT can assist with tasks such as content creation, donor outreach and messaging. This support is especially valuable for organizations operating with limited budgets.

Nonprofits can also benefit from AI's ability to assist with grant writing by reviewing guidelines, checking eligibility requirements and drafting materials. Additionally, it can help generate ideas for fundraising events, allowing organizations to have more time to focus on their mission-driven work.

Many organizations use AI for data analysis, such as segmenting their donor base, streamlining reporting and automating data entry. According to [Nonprofit Pro](#), 68% of nonprofits are “using AI to analyze end user data to understand their needs and pain points.”

The growing presence of AI is allowing organizations, especially smaller ones, to operate in a crowded sector, with [DonorSearch](#) reporting that 68% of nonprofits already use it for data analysis. By streamlining time-consuming tasks like content creation and data analysis, these tools help nonprofits work more effectively and focus on areas they consider most important. Access to this technology has the potential to create equal footing, allowing under-resourced nonprofits to compete with larger, better-funded organizations.

Challenges and Concerns Around AI Use

While AI can be a powerful tool, it also raises concerns around misinformation and credibility. According to the Columbia Journalism Review article, “[AI Search Has A Citation Problem](#),” generative tools often provide users with inaccurate information since they don't reject questions they are unable to answer. Further, these tools can sometimes fail to link

back to original publishers or cite the wrong sources altogether. This not only contributes to the spread of misinformation, but it also has the potential to damage the reputation of the organizations relying on AI tools' output.

Beyond potential accuracy issues, AI tools may fail to capture an organization's voice or use language that aligns with its values. Without careful oversight, AI tools can create language that feels generic and disconnected from the people nonprofits work to serve. The lack of a human touch can lead to challenges for nonprofits hoping to communicate with communities in an authentic, personal way that builds trust.

Ethical considerations also come into play, from ensuring AI-generated content aligns with organizations' missions and values to transparency regarding their use of AI. Despite these concerns, fewer than 10% of nonprofits have official policies around AI use, according to [CEP's State of Nonprofits for 2024](#). Establishing guidelines can help organizations implement AI into their work while preserving their integrity.

While some see AI as a tool for greater efficiency, broader reach and funding competitiveness, others believe it raises concerns around trust and authenticity—especially in a sector built on relationships. As this technology evolves, nonprofits will need to work intentionally and responsibly when using AI to ensure it doesn't weaken their connection to the communities they serve.

Final Thoughts

AI offers nonprofits opportunities to increase capacity and streamline tasks. From content creation to grant writing, smaller teams can use these tools to develop efficiency. However, AI is not without limitations. Misinformation, lack of personalization and ethical considerations mean that AI-generated content requires consistent, careful vetting and editing to ensure content is always accurate and authentic. With technology and proper oversight, organizations can use AI to their advantage while staying true to their mission and values.

TASC Joins PR Leaders at the 2025 Croft Society Conference in Boston



Each year, the [Croft Society](#) brings together independent public relations agencies from across the country to collaborate, exchange ideas and explore the future of communications. This year's conference, co-hosted by The TASC Group and Pierpont Communications in Boston, offered three days of thought-provoking discussion, learning and connection among industry leaders.

The conference served as a hub for sharing best practices and exploring innovations that are reshaping the public relations landscape, from the rise of artificial intelligence to the evolving role of media in shaping public dialogue. Attendees also engaged in conversations about how to navigate communications in today's political climate, emphasizing the importance of adaptability in a rapidly changing information environment.



“We are seeing huge changes in how people get their news. As professionals in the communications field, we must understand how and where people are telling their stories today,” said The TASC Group's chairman and founder Larry Kopp, reflecting on how technology and media consumption continue to transform the industry.

The TASC Group was proud to be part of this dynamic gathering and to contribute to conversations shaping the future of communications. We thank all who made the Boston conference a success and look forward to continuing the dialogue at next year's Croft Society Conference in Milwaukee!

TASC Hosts New York City Book Launch for *The Power to Persist* by Lamell McMorris

The TASC Group was honored to host the book launch for *The Power to Persist* by Lamell McMorris, a longtime friend of TASC chairman and founder Larry Kopp. The event took place at our New York City office and brought together colleagues, friends and leaders from across industries for an inspiring evening of storytelling, reflection and celebration.



The event was a great success, filled with thoughtful conversation and meaningful connections. Guests heard from Lamell as he shared insights from his book, which explores perseverance, purpose and leadership. These themes strongly align with The TASC Group's values and mission.

[*The Power to Persist: 8 Simple Habits to Build Lifelong Resilience*](#) by Lamell J. McMorris is both a memoir and a guide to overcoming adversity through practical, everyday habits. Drawing on his personal journey growing up in Chicago's Woodlawn neighborhood, McMorris shares lessons on turning challenges into opportunities for growth. The book outlines eight key habits including attitude, work ethic, agility, vulnerability, network, focus, dogged determination and faith that have helped him navigate life's toughest moments. Through a blend of storytelling and actionable advice, McMorris offers readers a framework for building resilience, leading with purpose and finding strength through persistence.

We congratulate Lamell on this exciting milestone and wish him continued success as *The Power to Persist* reaches readers everywhere. You can purchase a copy of your own [here](#).

Updates at TASC

Promotions

We're thrilled to announce a series of well-deserved promotions. Vanessa Hsia has been promoted to senior director, Jocelin Leon has been promoted to account supervisor and Natalie Mathes, Angelika Seaman and Kyle McIntyre have all been promoted to senior account executives. Their hard work and dedication drives our agency success and the successes of our clients every day.



TASC Wins 2025 PRSA Big Apple Award

The TASC Group was awarded two [2025 PRSA Big Apple Award's](#) for its work with the Urban Resource Institute (URI) to launch New York City's first pet-inclusive shelter for homeless families. TASC accepted the Best Event for a Nonprofit or Governmental Organization award and the Best Event with a Budget Under \$200K award at a memorable ceremony at Sony Hall in New York City.

New York City is home to the nation's largest network of pet-inclusive shelters. URI is the country's largest provider of domestic violence shelter services and operates the city's People and Animals Living Safely program, which offers apartment-style units for survivors to heal with their pets. The nonprofit launched the program in 2013 after discovering that half of domestic violence survivors would not consider seeking shelter if they could not bring their pets.

TASC Visits Historic Stonewall National Monument Visitor Center

Team TASC took a day of reflection to visit the historic Stonewall Inn in New York City's Greenwich Village. The team took part in a special guided tour at the [Stonewall National Monument Visitor Center](#) that shed light on the inn's powerful history and its pivotal role in the LGBTQ+ rights movement.

The TASC Group encourages anyone who has not yet visited the Stonewall Inn to explore this important piece of history. Experiences like this help us deepen our awareness, strengthen our values and reinforce our commitment to inclusion and equity.



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