Generative Artificial Intelligence [AI] for Kiwanis Clubs

Jeffrey Wolff
Capital District Executive Director

Agenda

- Definition & Brief History of Artificial Intelligence (AI)
- Differences in the Commercial Offerings
- Writing Effective AI Prompts
- Hands-on Generative AI
- Kiwanis AI Resources
- Q&A

What is Artificial Intelligence (AI)

Simulation of human intelligence in machines that are programmed to think, reason, and problem-solve like a human.

Who has used Artificial Intelligence (AI)?

Everyone

When was AI computer technology first created?

1955

Types of Artificial Intelligence (AI)

Artificial Intelligence (AI)

- Narrow
- Generative

Artificial General Intelligence (AGI)
aka Strong AI or Deep AI

Artificial General Intelligence (AGI)

Smart as humans with consciousness.

Can learn, reason and solve problems on its own.

Does not exist yet, outside of research institutions.

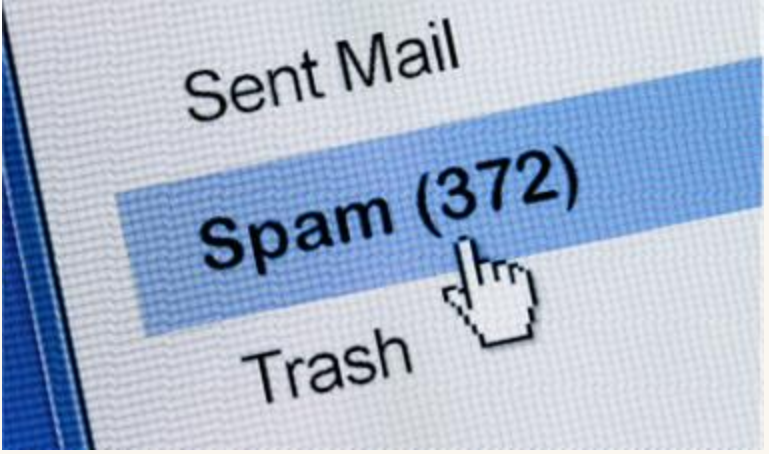
May exist as soon as 2040

Narrow Artificial Intelligence (AI)

Specialized: Highly efficient and fast at the specific task it was designed for. Much faster than humans.

Limited Flexibility: Cannot perform tasks outside its designated area.

Ubiquitous: Most current AI applications fall into this category.



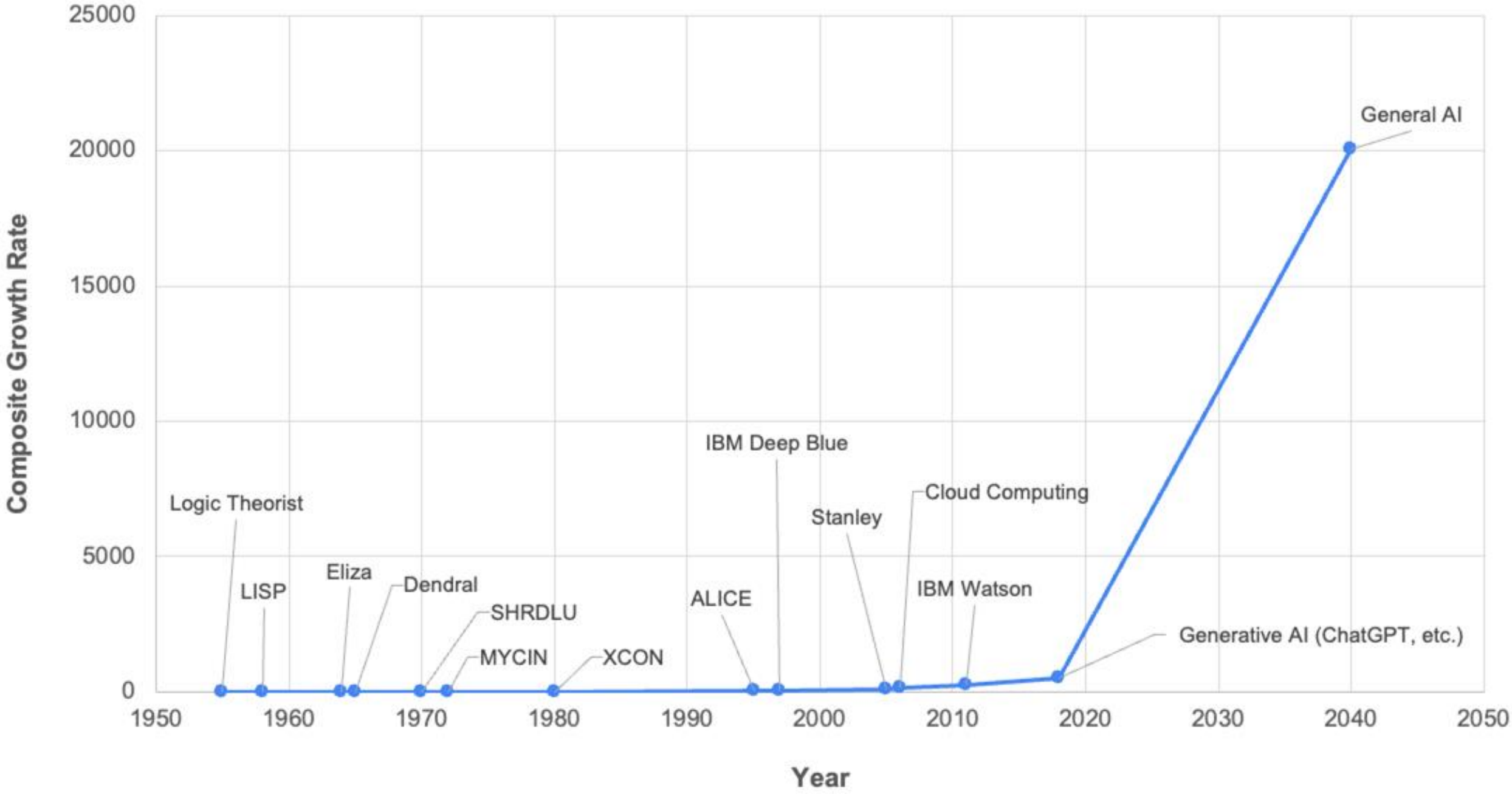
Examples of Narrow AI

Generative Artificial Intelligence (AI)

Artificial Intelligence that can generate new content ranging from **text** and **images** to **music** and **code**.

Provides a **natural**, **novel**, **conversational** and **contextual** style of communication.

Popular Generative AI platforms: ChatGPT, Bing Copilot and Google Gemini


Composite Growth Rate
25000
20000
15000
10000
5000
0
1950
1960
1970
1980
1990
2000
2010
2020
2030
2040
2050
Year
Logic Theorist
LISP
Eliza
Dendral
SHRDLU
MYCIN
XCON
ALICE
IBM Deep Blue
Stanley
Cloud Computing
IBM Watson
General AI
Generative AI (ChatGPT, etc.)

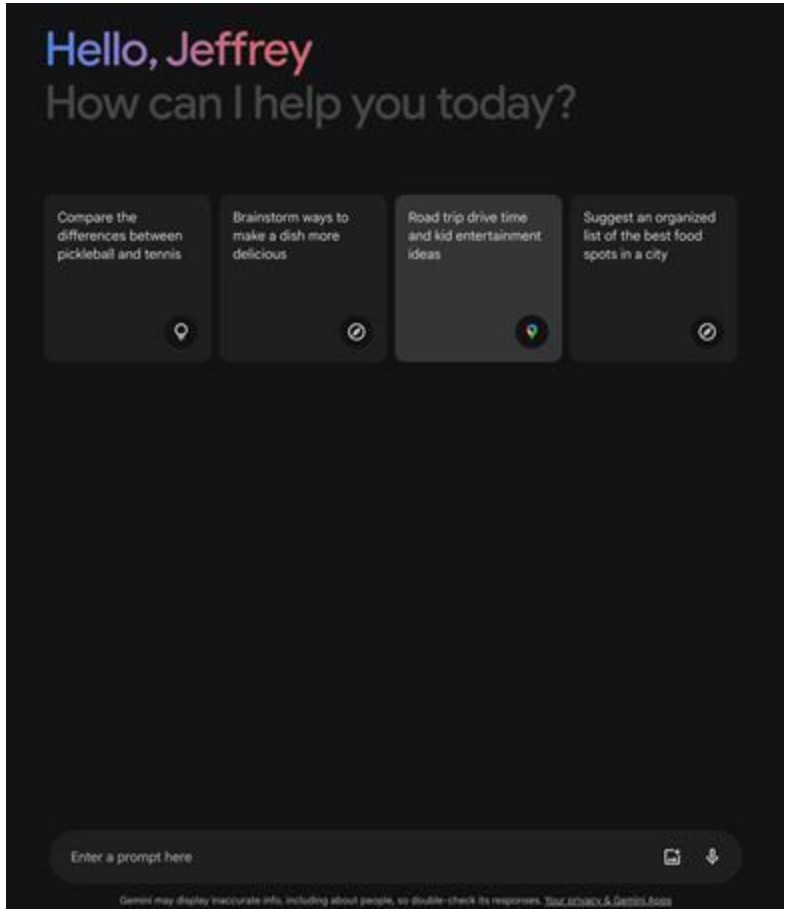
What are LLMs?

LLMs or Large Language Models are a type of artificial intelligence that is designed to understand and generate human-like text based on the input it receives.

These models are trained on vast amounts of text data and use complex algorithms to learn patterns in language, which allows them to perform various language-related tasks such as answering questions, generating text, translating languages, summarizing information, and more.

Prompt writing

Drafting a concise and specific set of instructions or descriptions to guide an artificial intelligence program to **answer a question**, **solve a problem**, **generate content**, or **perform a task**.



Human In The Loop

You must provide **oversight**, **corrections and feedback** to the AI as it generates content, ensuring the results have a ‘human touch’, align with your specific goals, ethical standards, and contextual accuracy.

Commercial GenAI Offerings

OpenAI ChatGPT

Google Gemini

Microsoft Copilot

	Google Gemini	Microsoft CoPilot	ChatGPT
Cost	Free with Google account	Free but limited without a MS account	Freemium
Live Internet Searches	Yes	Yes	Yes, with ChatGPT Plus subscription and plug-ins
Image Creation	Yes	Yes, free	Yes, with a ChatGPT Plus subscription
Data Analysis	Yes. Analysis and data visualizations. Limited to prompt input of **2048** characters max and no data file uploading allowed. Images can be uploaded and analyzed.	Limited. Does analysis but cannot create data visualizations. Limited to a prompt input of **4000** characters max and no data uploading allowed	Yes, Analysis and data visualizations via plug-ins with ChatGPT Plus. Data and image uploads allowed in paid version.
Token Input Limit	2048	4000 currently but increasing to 8000	4096 to 128,000 depending on plan

Prompt writing examples

Ask a Question	Solve a Problem	Generate Content	Perform a Task
Who was Kiwanis International's first president?	Fix this Excel formula: `=IF((AND(D96<1, F96>90), "EXCEEDS", IF(F96<=90, "NEW HIRE", IF(I96<>"", IF(I96>1, "DOES NOT MEET", "MEETS"), "EXCEEDS")))`	Write an email to my Kiwanis club reminding them of our upcoming meeting, topic, and location.	Research which counties in Indiana have a median average income below the national average then list the results in a table.

Prompt writing recipe

1. Role & Goal
2. Contextual Information
3. Specific Instructions
4. Open-ended Questions
5. Constraints
6. Human in the Loop

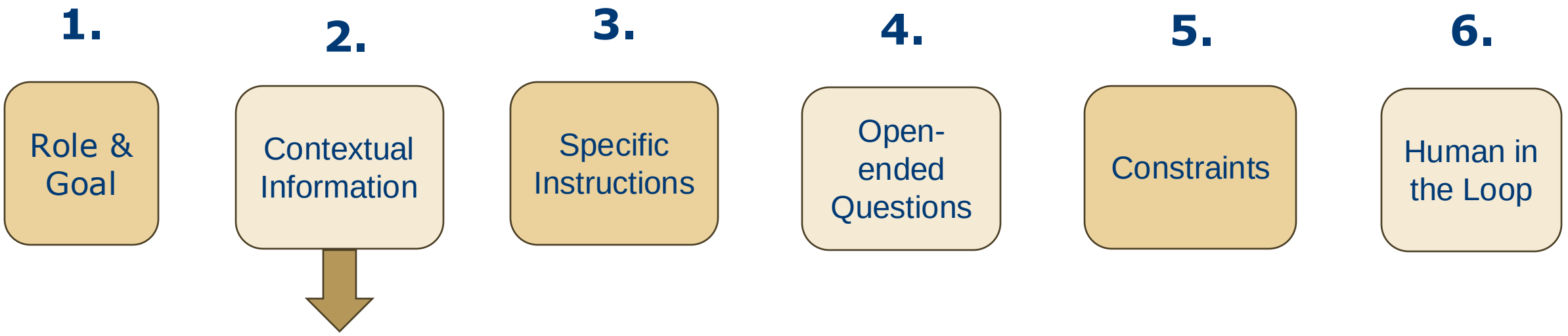
Purpose or goal

1. Role & Goal
2. Contextual Information
3. Specific Instructions
4. Open-ended Questions
5. Constraints
6. Human in the Loop

What is AI's role & main goal or purpose of the AI prompt you want to create?

You are a data analyst. Determine an optimal fundraiser event ticket price that maximizes profit while remaining affordable.

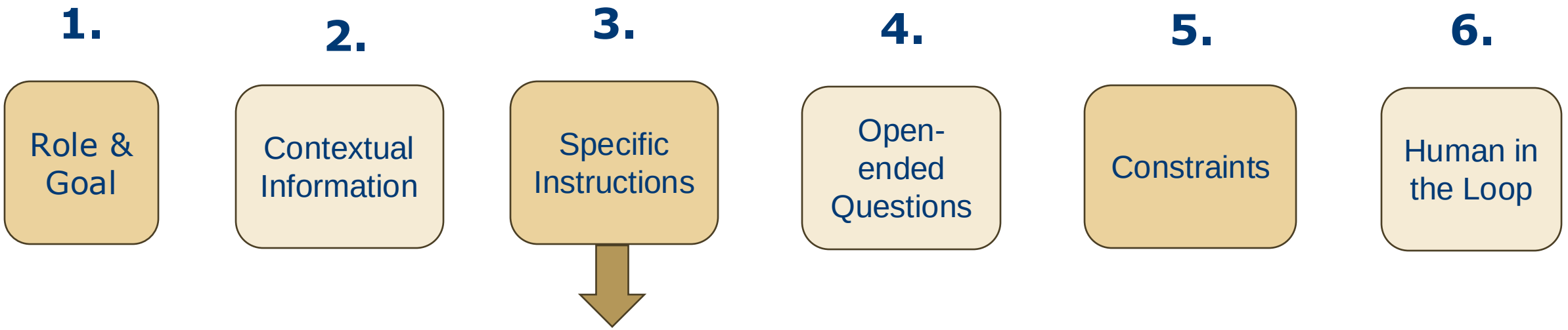
Contextual information



What is the relevant background or contextual information?

Include event host, event location, event season, event theme, event capacity, etc.

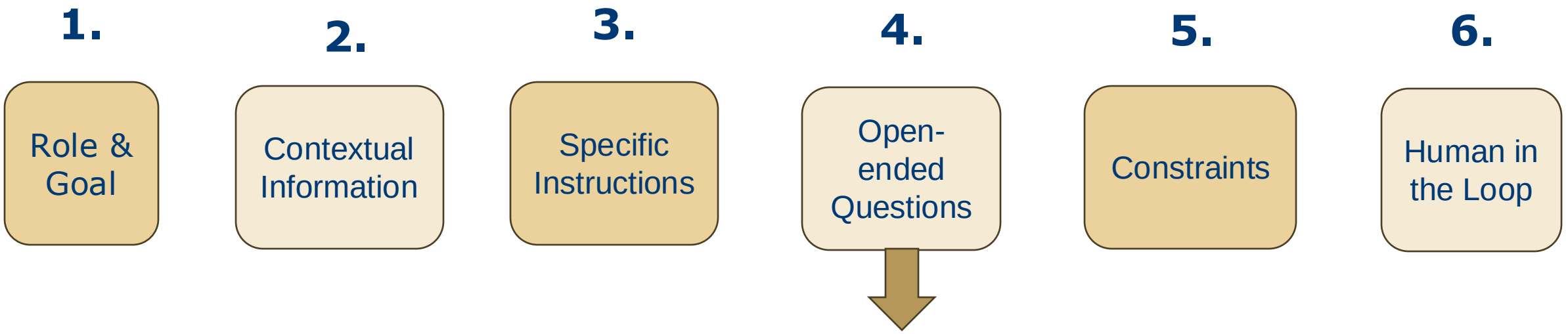
Specific instructions



Are there any specific instructions for the AI?

Ensure your research uses reliable data sources, explaining how you incorporated the data into your calculations.

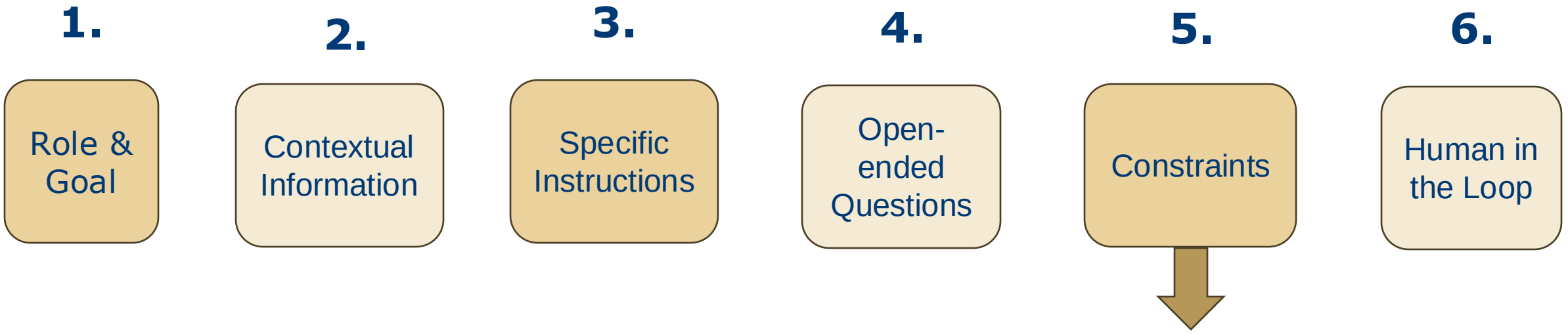
Open-ended questions



Are there any open-ended questions you'd like the AI to consider?

Given our specific event and location, what creative ideas could be provided around ticket pricing?

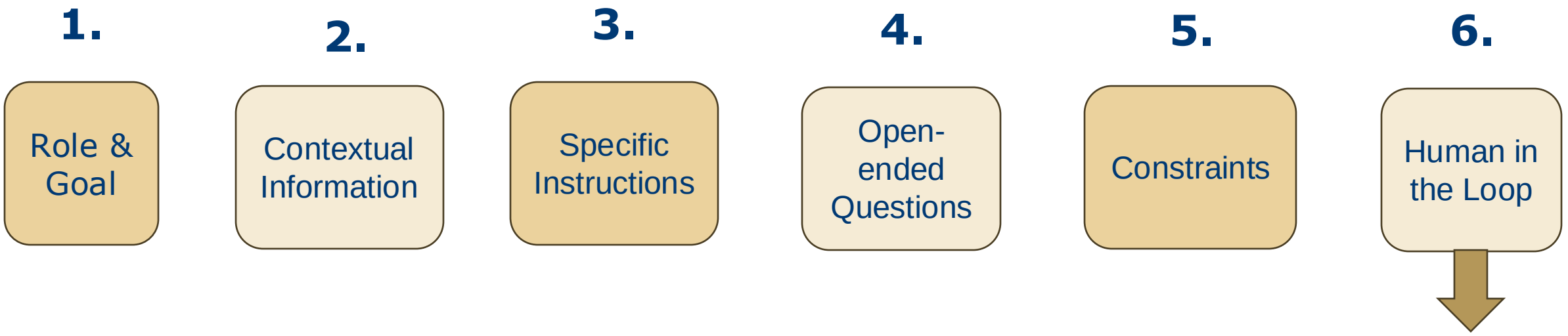
Constraints



Are there any constraints or limitations of the AI's response?

Only use trusted and accurate data sources in your research and explain how you used the data in your calculations.

Human in the loop



Be sure to review the response and either **use it**, **edit it**, or ask the AI to **change it**

DEMO

Kiwanis Duck Splash

Role and goal

This is AI’s role and goal

You are planning an event for a Kiwanis club. The event will be called Duck Splash, and the goal is to raise as much money and have as much engagement in the event as possible.

Contextual information

What is the background or contextual information?

A Duck Splash event is where people will buy a little rubber duck and decorate it however, they want with their name on the bottom. We will then drop them into a creek and the ducks will float down the creek. There are a lot of areas where the duck can get caught up. First duck to cross the finish line at the end wins.

Specific instructions

Are there any specific instructions for the AI?

Create the ticket price per rubber duck that will help us make as much money as possible with sales but also remain affordable. Also, produce ideas that will help make this event more engaging and fun.

Open-ended questions

Are there any open-ended questions that you would like the AI to consider?

Consider things like vendors, music, food, other options for us to make money at the event, is there a way to incorporate these into our Duck Splash event?

Constraints

Are there any constraints or limitations to the AI’s response?

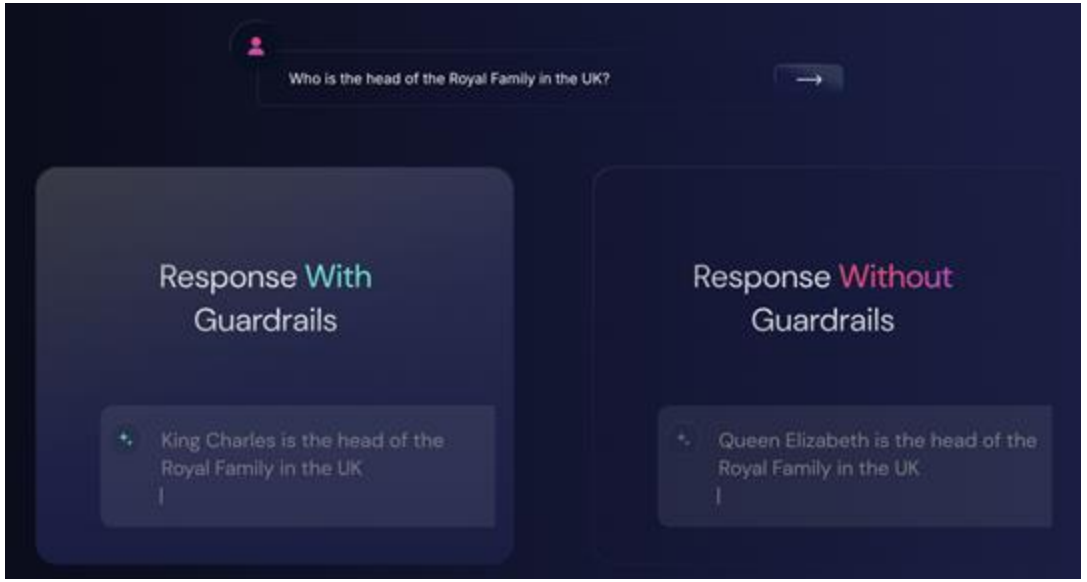
This event needs to be inclusive to all kinds of people and to all ages.

Final prompt

You are planning an event for a Kiwanis club. The event will be called Duck Splash, and the goal is to raise as much money and have as much engagement in the event as possible. A Duck Splash event is where people will buy a little rubber duck and decorate it however, they want with their name on the bottom. We will then drop them into a creek and the ducks will float down the creek. There are a lot of areas where the duck can get caught up. First duck to cross the finish line at the end wins. Create the ticket price per rubber duck that will help us make as much money as possible with sales but also remain affordable. Also, produce ideas that will help make this event more engaging and fun. Consider things like vendors, music, food, other options for us to make money at the event, is there a way to incorporate these into our Duck Splash event? This event needs to be inclusive to all kinds of people and to all ages.

Human In The loop

Be sure to review the response and either **use it**, **edit it**, or ask the AI to **change it**.



GenAI can "hallucinate" if the information used to train it is out of date or incorrect.

Tips for using AI

- If your output gets cut off or stops, type ‘continue’
- Follow the prompt recipe
- Play with several AI chatbots and compare the results
- Use a prompt generator for creating images
- Your prompts will get better with practice
- Check every result you get from AI including grammar and facts
- Check out AI page for resources

Generative AI Resources

https://dcon-resources.site.kiwanis.org/generative-ai-prompt-builder/

How the Kiwanis Generative AI Prompt Builder works:

- ❑ **Define the Role:** Assign a role to the AI. Will it act as a marketing pro, a fundraising expert, an event organizer, a data analyst?
- ❑ **Your Goal:** Articulate what you aim to achieve. Your goal guides the AI's focus
- ❑ **Provide Context:** Offer background information to help the AI understand your goal more deeply
- ❑ **Specific Instructions:** Specify format, medium, and data sources for the AI's task.
- ❑ **Ask Open-Ended Questions:** Encourage the AI through its own creativity and exploration.
- ❑ **Constraints:** Provide guardrails for the AI to conform to.
- ❑ **Receive a Complete Prompt:** Copy & paste the generated prompt into your favorite Generative AI tool (ChatGPT, Gemini, Copilot, etc.)

Generative AI Resources

https://dcon-resources.site.kiwanis.org/kiwanis-generative-ai-image-prompt-builder/

How the Kiwanis Generative AI Image Prompt Builder works:

- ❑ **Artist:** Specify which artist will create your artwork (optional).
- ❑ **Style:** Select the artistic style of your artwork.
- ❑ **Medium:** Specify the medium your artwork will be created on.
- ❑ **Subject Matter:** Describe the subject matter of your artwork
- ❑ **Prepositional Phrase:** Describe how your subject will interact in the composition.
- ❑ **Composition:** Describe how your artwork subject(s) are structured.
- ❑ **Colors:** Describe what type of colors will be in your artwork.
- ❑ **Lighting:** Describe how your artwork will be lit.
- ❑ **Receive a Complete Prompt:** Copy & paste the generated prompt into your favorite Generative AI Image tool (Dall.e, Leonardo.ai, MidJourney, etc.)

Generative AI Resources

https://dcon-resources.site.kiwanis.org/practical-ai-prompts-for-kiwanis-clubs/

- ✓ **Attracting New Members for an Existing Kiwanis Club**
- ✓ **Optimal Event Ticket Price Research**
- ✓ **Letter of Support**
- ✓ **Social Media Post – Generic**
- ✓ **Social Media Post – Member Recruitment**
- ✓ **Press Release**
- ✓ **Strategies for Building a New Kiwanis Club**
- ✓ **Build a Plan for Building a New Kiwanis Club**
- ✓ **New Service Project Ideas**
- ✓ **New Fundraising Ideas**
- ✓ **Community Engagement Ideas**
- ✓ **Recruitment**
- ✓ **Club Theme Song**

Q&A