## DIY Your Association's Marketing With Al



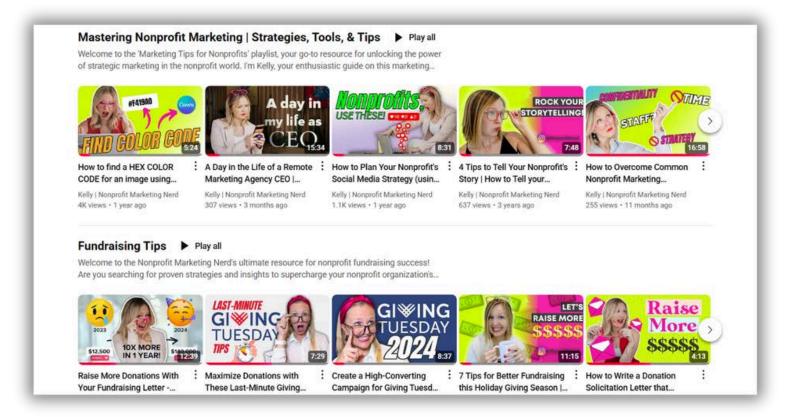


# Hi, I'm Kelly the Nonprofit Marketing Nerd.



















: A Day in the Life of a Remote :

Marketing Agency CEO |...

Kelly | Nonprofit Marketing Nerd

307 views • 3 months ago

GIWING!

These Last-Minute Giving...

How to Plan Your Nonprofit's : 4 Tips to Tell Your Nonprofit's : How to Overcome Common

Kelly | Nonprofit Marketing Nerd

Nonprofit Marketing...

Kelly | Nonprofit Marketing Nerd

255 views • 11 months ago

Story | How to Tell your...

637 views - 3 years ago

: Create a High-Converting : 7 Tips for Better Fundraising : How to Write a Donation

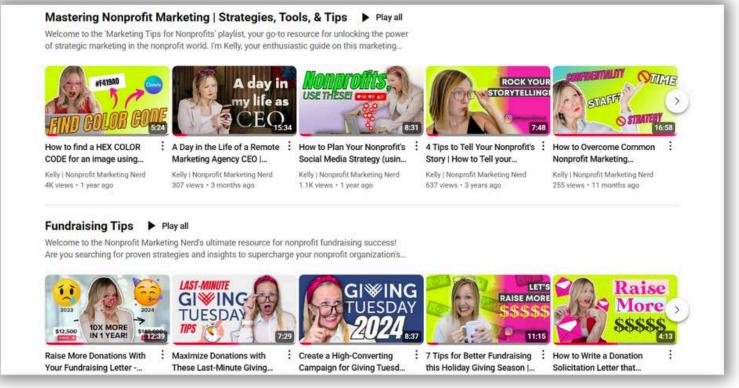
Campaign for Giving Tuesd... this Holiday Giving Season |...

Social Media Strategy (usin...

Kelly | Nonprofit Marketing Nerd

1.1K views • 1 year ago











I hate AI trainings.

How to train Al to truly rock your brand voice

- How to train AI to truly rock your brand voice
- What it takes to get usable output from AI without endless rewrites

- How to train Al to truly rock your brand voice
- What it takes to get usable output from AI without endless rewrites
- Which tools actually save time and help your association

- How to train Al to truly rock your brand voice
- What it takes to get usable output from AI without endless rewrites
- Which tools actually save time and help your association
- How to repurpose and productize content you already have

- to train AI to truly rock your brand voice
- to get usable output from Al without endless rewrites
- tools that actually save time and help your association
- to repurpose and productize content you already have
- to apply Al-driven analytics to improve member engagement and track ROI

#### Set some rules:

- Safe space. No wrong answers.
- It's okay to interrupt me.
- This training meets everyone where they are at.
- Don't front.
- Have fun!







#### Annual Conference Planning in 2025

#### $\bigcirc$

#### Where should we begin?

Please function as a strategic association event planning expert, as a strategic conference leader. Review surveys from last year's annual meeting along with the transcripts I've attached from the planning meetings from last year and my initial feedback notes that I made after last year. Given this, can you please analyze and give us pros and cons for keynotes, menu, and any other adjustments you would make? Again, the following are attached. Transcripts of our meeting, transcripts of our planning meetings from last year, survey results after last year's annual committee meeting, the agenda of the







Association Name: National Association of Nonprofit Leaders (NANL)

**Mission:** To empower nonprofit leaders through professional development, networking, and advocacy, enhancing the impact of nonprofit organizations across the country.

Annual Conference Theme: "Leading Change, Inspiring Impact"

#### **Keynote Speakers Analysis:**

#### **Keynote Speakers from Last Year:**

- Opening Keynote: "The Future of Nonprofits in a Tech-Driven World"
- Closing Keynote: "Resilience in Leadership: Navigating Challenges in Uncertain Times"

#### Pros:

- Opening Keynote: The topic of tech in nonprofits is timely and relevant, especially with the rise of Al and digital transformation. It was an engaging topic for a future-focused audience.
- Closing Keynote: The theme of resilience was highly appreciated in the current climate, aligning well
  with the challenges many nonprofit leaders face. It resonated with the audience, providing hope and
  actionable strategies.

#### Cons:

- Opening Keynote: While interesting, the speaker was overly technical and didn't focus enough on
  practical takeaways for nonprofit leaders who may not be as tech-savvy. The complexity of the tech
  topics left some attendees feeling disconnected.
- Closing Keynote: The closing keynote had a great message, but it was a bit long and repetitive in parts, leading to disengagement in the final 20 minutes.

#### Adjustments for Future Keynotes:

- Opening Keynote: Focus on balancing tech with practical strategies. Include more real-world examples of nonprofits implementing tech, such as CRM systems or AI for fundraising.
- Closing Keynote: Tighten the presentation, possibly by breaking it into two smaller segments with a short Q&A or interactive element at the end to keep engagement high.

With Al as a thought partner and less than 20 minutes of chatting with your "Al Partner" where they do the heavy lifting, in one committee meeting you can review recommendations and start acting!

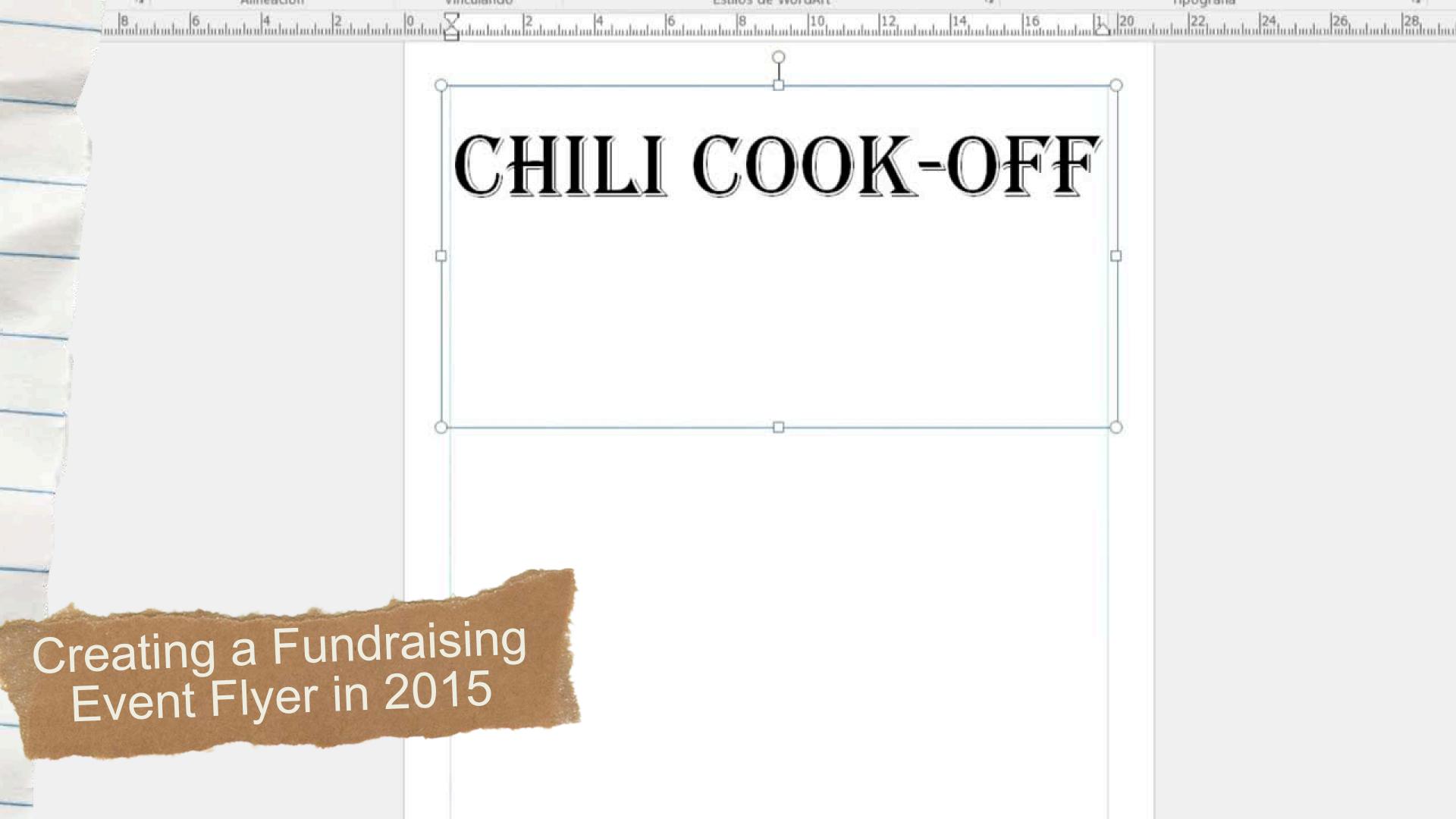


### Member Segmentation in 2025

#### It's already Al-powered within your CRM/CMS

Personalized engagement powered by Al Predictive analytics to forecast behavior Smarter automation for lifecycle stages Enhanced targeting for precise communication Data-driven decisions for better outcomes

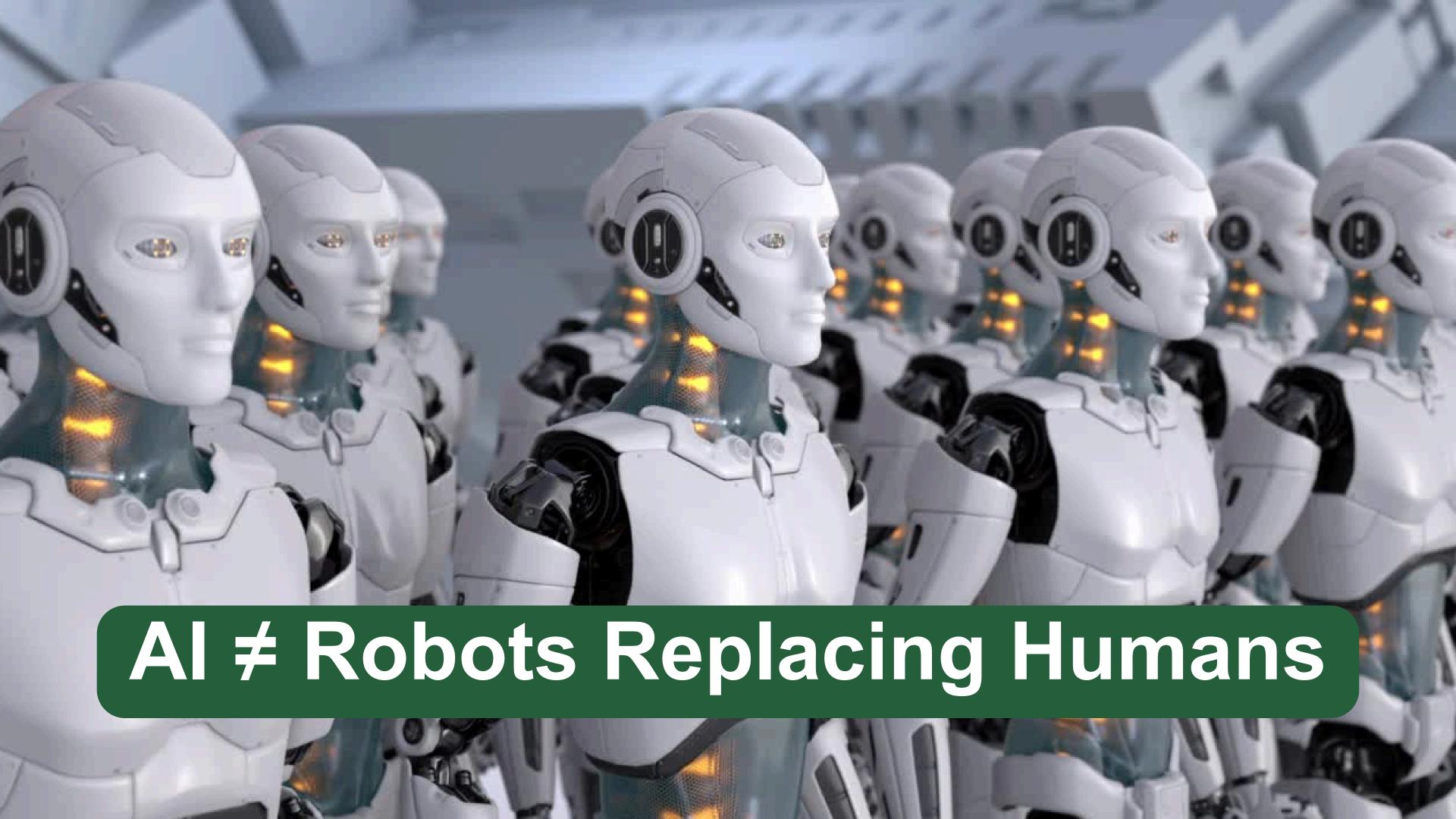




+ Añadir una página

O Animar

Posición



### Al ≠ Robots Replacing Humans



### f you're still doing it the 2015 way... you're already behind.

### I might even go 17 steps further:

### I might even go 17 steps further:

If you're still doing it the 2015 way, you're not being good fiscal stewards of member dollars. You should work more efficiently and effectively with the tools that exist in the world today.

Think of Al as your thought partner, marketing assistant, and your brainstorming, research and analysis BFF...

But, remember, like any new employee...

#### You need to train them!



## Welcome to Nonprofit Marketing Nerds'



# Welcome to Nonprofit Marketing Nerds' Al Toolbox for Association Marketers

### Associations NEED to focus on content, not automation.



#### ChatGPT

Drum roll please...

### ChatGPT as Your Marketing Assistant and Copywriting Lead



How to Train ChatGPT to Speak Like Your Brand

Tip: Think of it as onboarding a new team member who needs to get to know your tone, audience, and values.



STEP 1: Record your voice everywhere.

Record meetings, videos, webinars, podcasts, even casual discussions.

- Why? Authentic, natural content helps ChatGPT understand your voice and messaging style.
- Focus on content that reflects your brand's purpose and speaks directly to your audience.



# Tip: The more raw and genuine the audio, the better.



STEP 2: Create a Brand Voice Guide (if you don't have one)

### A Brand Voice Guide covers:

- Tone
- Common words/phrases
- Key messages
- Target audience preferences



STEP 2: Create a Brand Voice Guide (if you don't have one)

**Tip:** Your guide is like training wheels for ChatGPT...make sure to explain your audience's personality and values so it can tailor content.





STEP 3: Now Start Training
Your ChatGPT

Give ChatGPT as much context as possible by using specific instructions and information:

- Brand Voice Guide
- Sample Content (Links to your website, past emails, blog posts)
- How-to Directions ("Please write in a conversational tone, avoiding jargon")



STEP 3: Now Start Training
Your ChatGPT

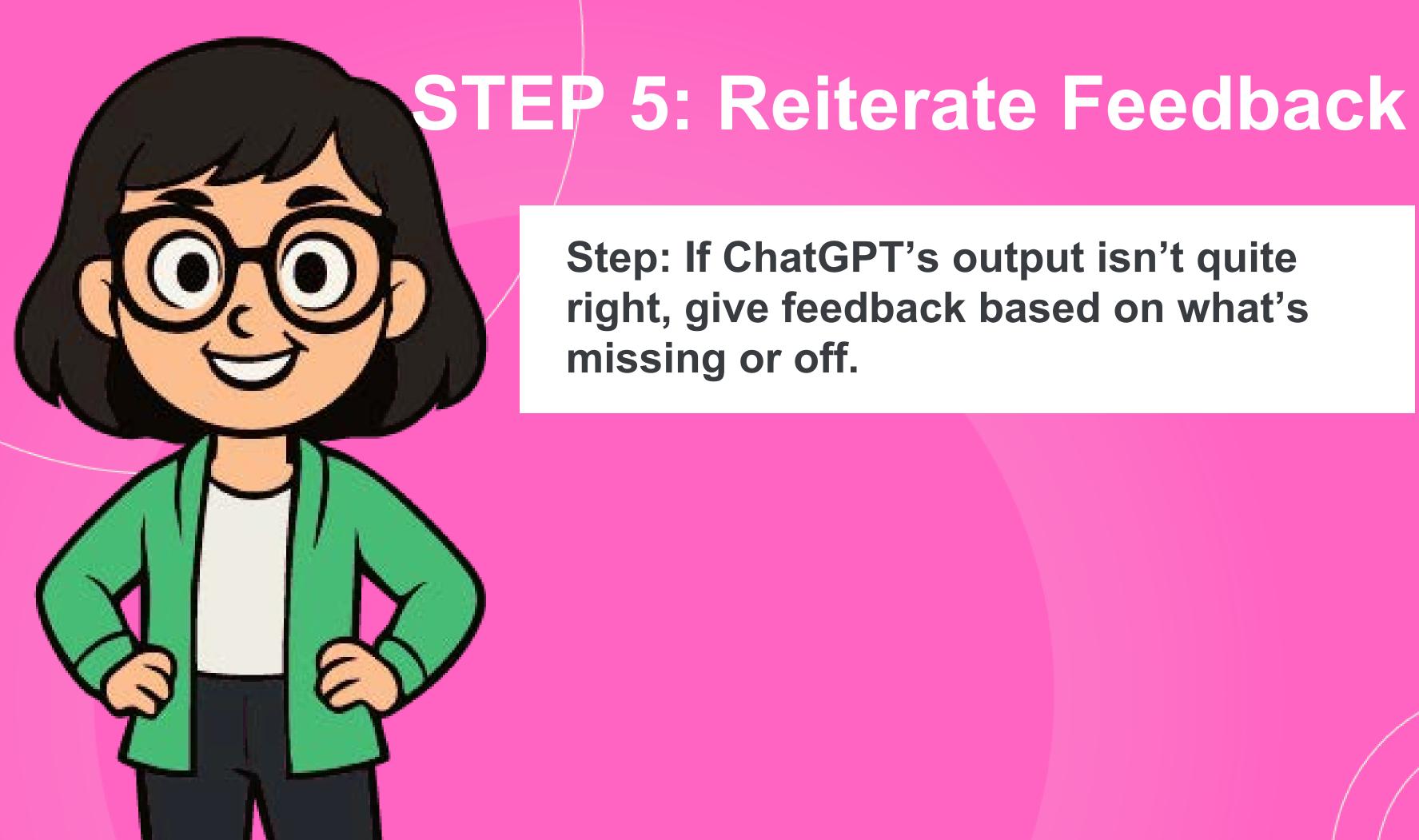
Tip: Start small. Give it one task (write an email) and give feedback until it's speaking your voice correctly.

## STEP 4: Test, Refine, and Brainstorm

Garbage in, Garbage out.

Gold in, Gold out.

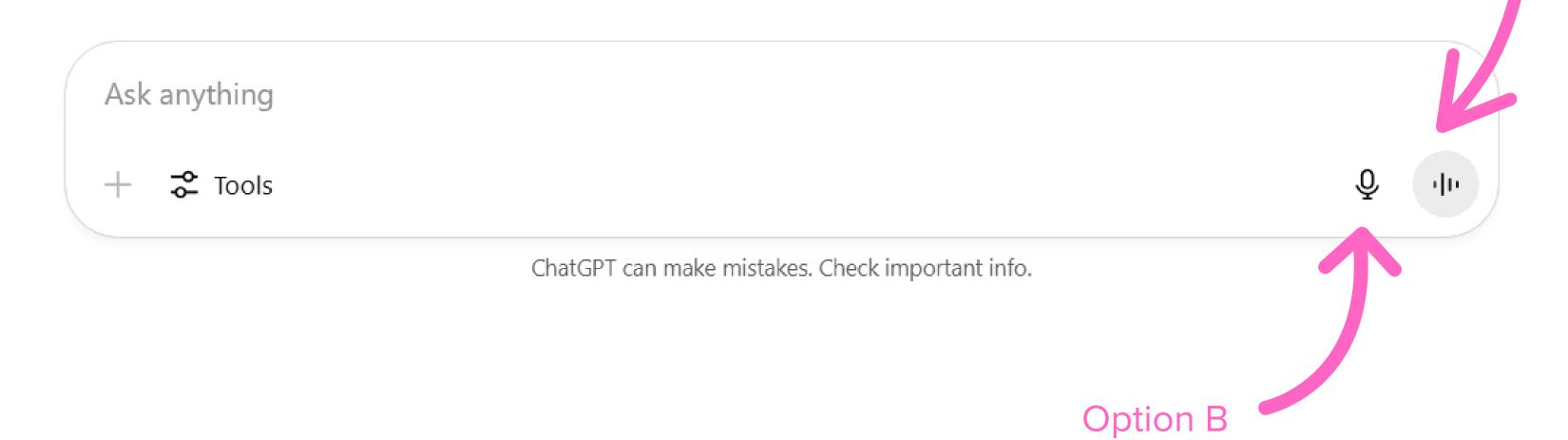




Step: If ChatGPT's output isn't quite right, give feedback based on what's missing or off.

### **BONUS NERD TIP**

Option A





### ChatGPT

# ChatGPT for Project Management

Your Project Planner, PMP,
Marketing Strategist, and Executive
Assistant all in one

# ChatGPT as Your Project Planner

"Build me a 3-week member onboarding sequence with 5 emails, 6 social posts, and a sponsor follow-up plan" components:

### **Email Sequence (5 Emails)**

Goal: Welcome, educate, connect, and activate your new members over 3 weeks.

#### Email 1 – Welcome & Warm Hello (Day 1)

Subject: 🕭 Welcome! You're officially part of the fam

#### Content:

- Warm greeting from the director or founder
- Brief mission statement
- What to expect as a member
- Link to member portal or welcome guide
- Light CTA: "Say hi in our community chat" or "Follow us on socials"

#### Email 2 – What's in It for You (Day 3)

Subject: Here's what you can do now that you're in

#### Content:

- Overview of benefits (events, discounts, access, community perks)
- · Links to resources, calendar, community forum, etc.
- Quick "get started" checklist
- CTA: "Mark your calendar" or "Join an upcoming event"

### Email 3 - Meet the Crew (Day 7)

Subject: You're not alone - meet your fellow members

#### Content:

- · Feature member stories or testimonials
- Invite to introduce themselves (in Slack/Facebook group, etc.)
- Promote any mentorship or buddy system
- CTA: "Say hello in the group"

#### Email 4 – How You Can Get Involved (Day 14)

Subject: Want to make the most of your membership?

#### Content:

- Volunteer, ambassador, or committee options
- Highlight success stories from active members

#### Email 5 – We'd Love Your Thoughts (Day 21)

Subject: How's it going so far? Let's check in

#### Content:

- Quick survey or feedback form
- Thank-you message
- Reminder of upcoming events/resources
- CTA: "Tell us how we can make it better for you"

### Social Media Posts (6 Posts)

Goal: Boost connection, visibility, and engagement during onboarding

#### Post 1 – Welcome New Members (Week 1)

A big welcome to all our new members!

Drop a 👏 and tell us where you're from. We're so excited you're h

### Post 2 - Quick Tips for Newbies (Week 1)

New here?

Here are 3 quick tips to get started like a pro

- ✓ Log into the portal
- Check the events calendar
- Say hi in our community group

### Post 3 – Highlight a Member (Week 2)

#MemberSpotlight

Meet [Name], who joined last month and is already making waves!

Comment to say hi or ask questions about their journey.

### Sponsor Follow-Up Plan

Goal: Keep sponsors in the loop and showcase onboarding impact

### ✓ Week 1: Intro + Alignment Email

- Reintroduce the new onboarding initiative
- · Let them know what kind of visibility they'll get
- · Share assets: logo placement, mentions, event tie-ins
- Week 2: Highlight Engagement



# 



## **TOOL #3**

## Opus Clip

Drum roll please...

## create polished videos for social in less than 30 minutes using Opus Clip

Upload 1 video → Get 10+ shorts/reels/ semi-edited videos with captions

Opus Clip gives you: 10+ short videos with captions Headlines with hooks Social-ready Reels



## This Al Tool is about WAY MORE THAN Just Editing

### **Opus Clip uses Al to:**

- Detect emotional peaks
- Auto-caption for accessibility
- Add dynamic cuts, zooms, and text





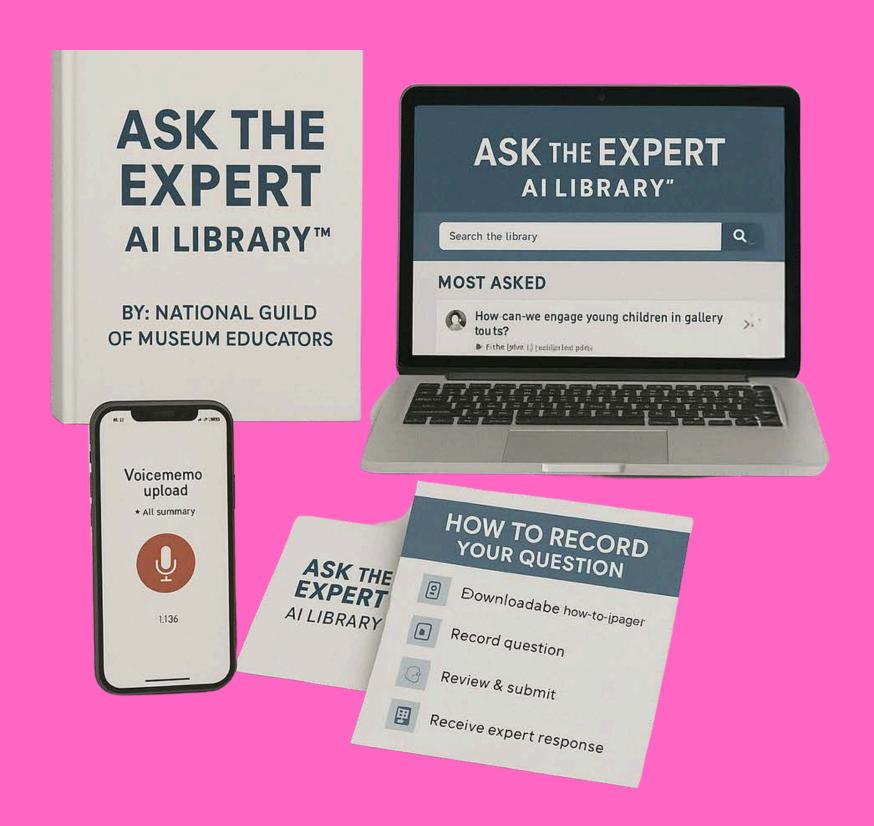
## **TOOL #4**

### **Productize Your Content**



These become digital products you can sell to members, license to partners, sell to partner organizations or include as sponsor deliverables.

## Why Productize Your Content?





## **TOOL #5**

Instant speech

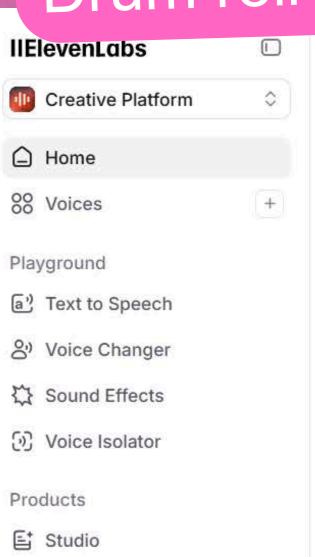
William Shanks

### Eleven Labs

Talk to El

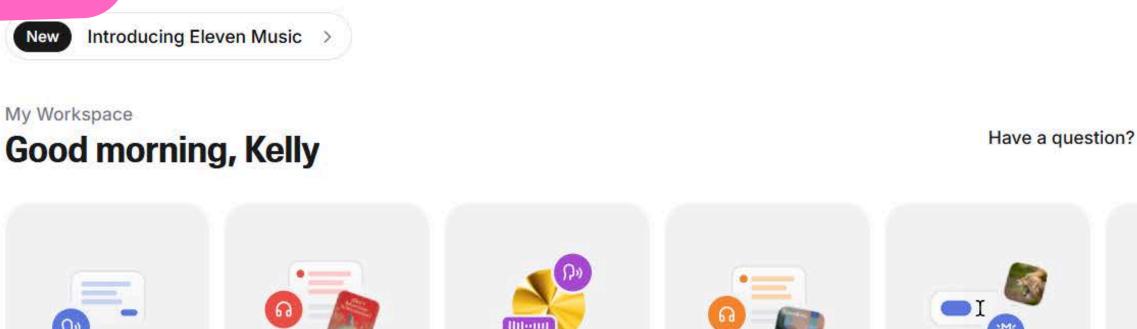
Dubbed video

### Drum roll please...



■ Dubbing

2 Speech to Text

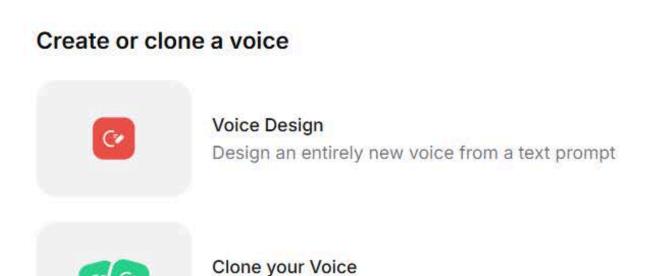


Conversational Al

**Podcast** 

## Latest from the library Monika Sogam - Suspense and Horror Storyteller Monika Sogam's voice has already been loved by the audience on... Declan Sage - Wise, Deliberate, Captivating A deep, resonant male voice with a standard American accent and...

Audiobook

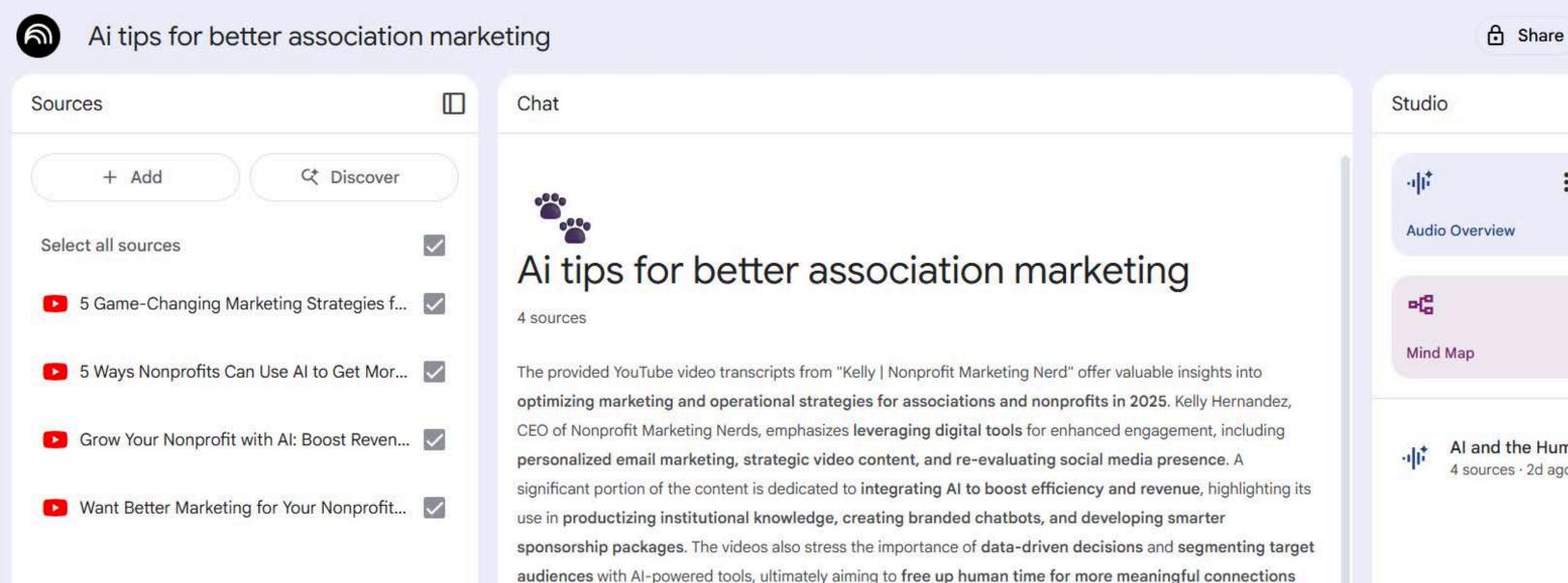


Sound effect



### Notebook LM

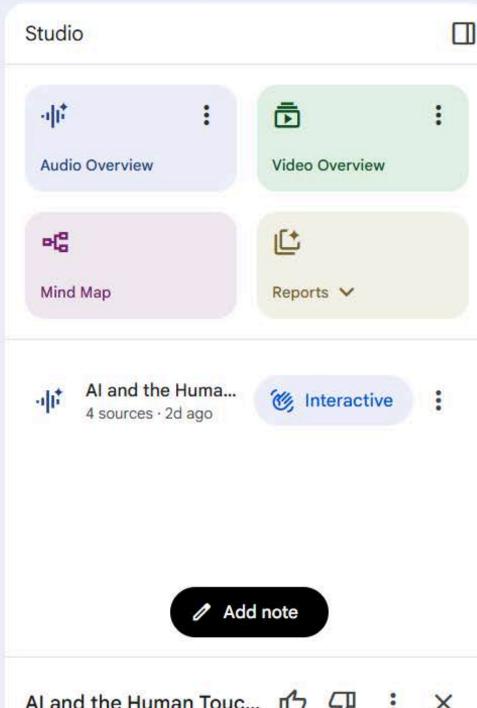
4 sources



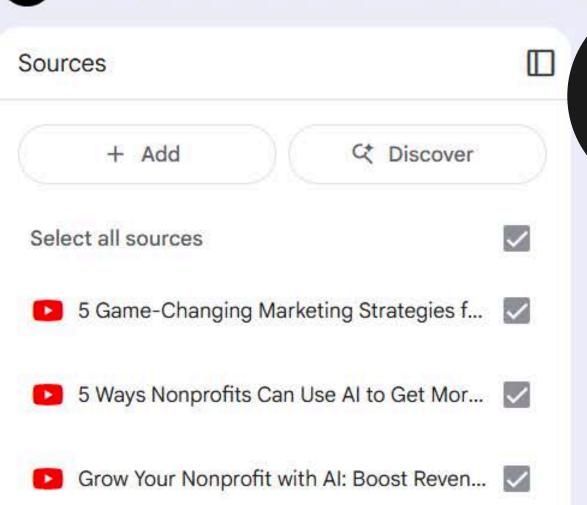
and strategic initiatives.

☐ Save to note

Start typing...



Settings



Want Better Marketing for Your Nonprofit...

## CLICK HERE

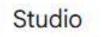


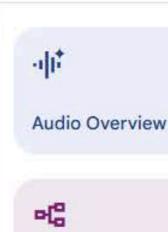
### Ai tips for better association marketing

4 sources

The provided YouTube video transcripts from "Kelly | Nonprofit Marketing Nerd" offer valuable insights into optimizing marketing and operational strategies for associations and nonprofits in 2025. Kelly Hernandez, CEO of Nonprofit Marketing Nerds, emphasizes leveraging digital tools for enhanced engagement, including personalized email marketing, strategic video content, and re-evaluating social media presence. A significant portion of the content is dedicated to integrating AI to boost efficiency and revenue, highlighting its use in productizing institutional knowledge, creating branded chatbots, and developing smarter sponsorship packages. The videos also stress the importance of data-driven decisions and segmenting target audiences with Al-powered tools, ultimately aiming to free up human time for more meaningful connections and strategic initiatives.

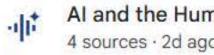








Mind Map



Al and the Human T







# 

### **ANALYTICS HACKING**

Think of it as turning your data chaos into clear stories: What's working? What's not? Where to invest next?

## Why Al Analytics Matters for Associations

You can't improve what you don't measure!

- 1. Member engagement: participation, renewal, and advocacy.
- 2. Al helps you spot patterns across emails, events, and social activity without needing a data scientist.

# DIY Al Tools That Work with What You've Got

You don't need enterprise software to get smarter insights.





Paste engagement reports and ask for member trend summaries.

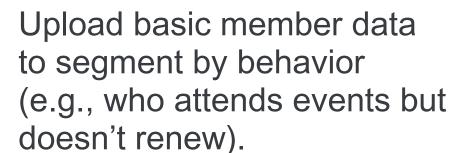
### Canva Hubspot



Analyze post performance and predict next best topics.







### Takeaway:

Al plugs into the tools you already use. It's not about new tech... it's about new thinking.

## From Data to Decisions: How to Track ROI

Key Idea

Track progress, not perfection.

### **PRO TIP**

Al dashboards like Notion Al, ChatGPT, or even Looker Studio can automate trend tracking.







- 1 Set a simple goal: e.g., "Increase member renewals by 10%."
- 2 Pick 3 core metrics: email open rate, event attendance, member retention.
- 3 Feed Al your data monthly: ask "What changed and why?"
- 4 Adjust your content, outreach, or benefits accordingly.

### Al Action Plan for You

Key Idea

Start where you are,
then automate what's working.



Consistency builds insight. Insight builds engagement. Engagement builds ROI.



Export last quarter's engagement or renewal data.



Ask AI: "Summarize the top member segments and what content they interact with."



Choose one small campaign to optimize: like an event reminder series or renewal email.



Re-ask Al each month: "What's changed since last month?"



## **TOOL #8**

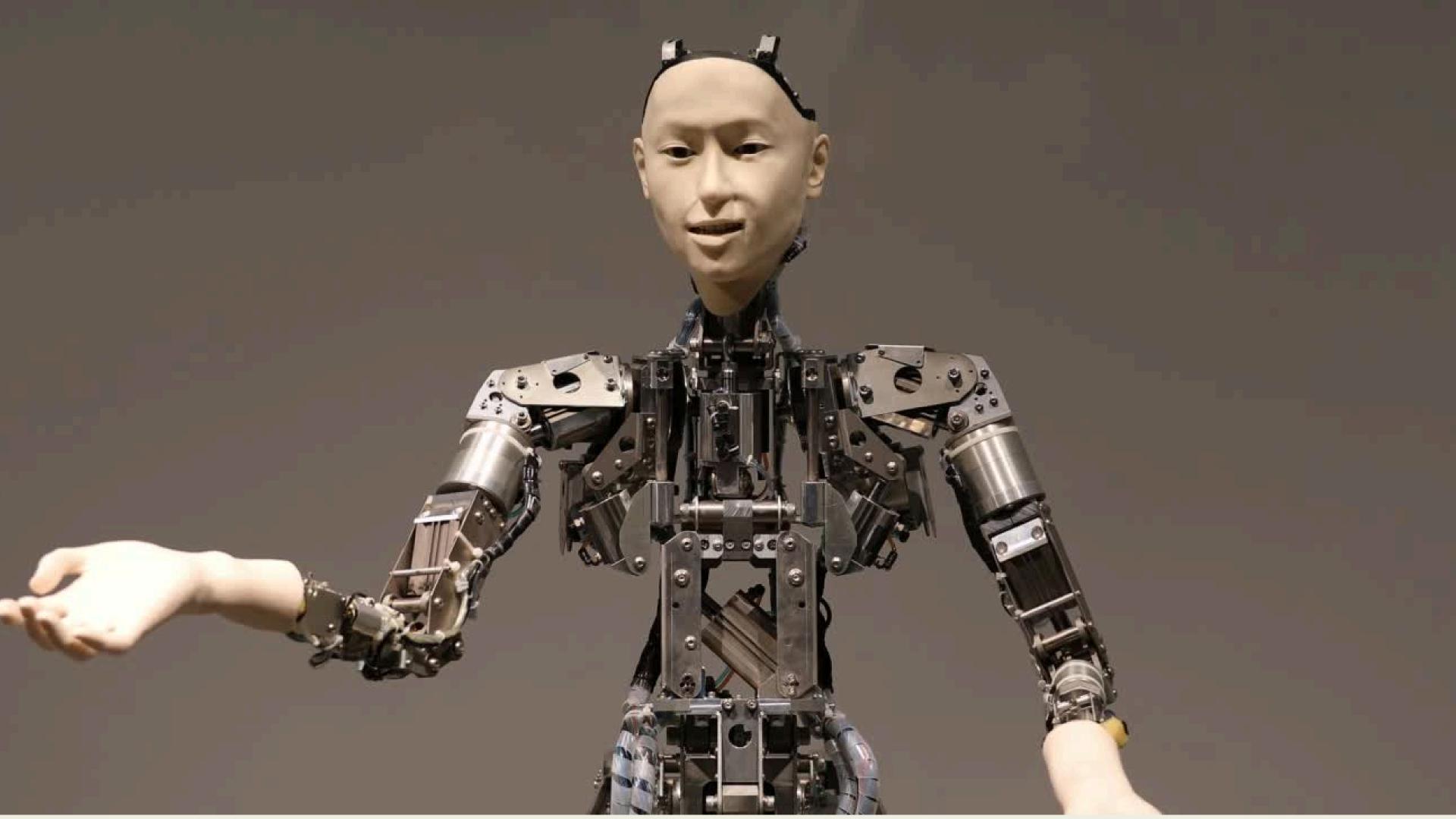
## HeyGen

Drum roll please...

My favorite tool ever!

One video. Every language. Zero friction. Create professional Al-powered avatar videos.





## We're living in an Al world.

As Al use increases, especially in the MarCom space, we are going to see a trend all association people are going to love...





After 10 years in nonprofits

I started a marketing agency

## Welcome to the future where disruptive imperfection gets attention and builds trust!



### What's working:

Shaky phone videos
Unfiltered storytelling
Handwritten thank-yous
Behind the scenes
LIVE video
Funny things
Non-spammy email storytelling

## Welcome to the future where disruptive imperfection gets attention and builds trust!



### What's working:

Shaky phone videos
Unfiltered storytelling
Handwritten thank-yous
Behind the scenes
LIVE video
Funny things
Non-spammy email storytelling

### What's not:

Canned emails
Overbranded captions
Generic social media
content
Institutional voices

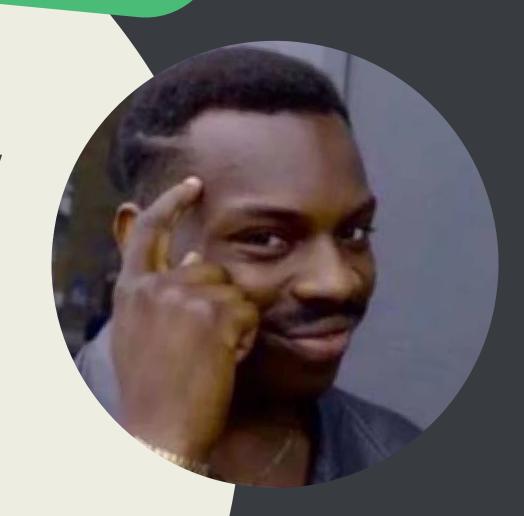


## Let's talk about the next generation of members...

Gen Z

Millennials

They aren't joining because you have a new fancy member portal full of PDFs.



## 82% trust "real people" content over brand-created media

82% trust "real people" content over brand-created media

80% of Gen Z expects you to stand for something

82% trust "real people" content over brand-created media

80% of Gen Z expects you to stand for something

Authenticity gets 3x engagement on social

Authenticity works.

## Live Video. Behind the Scenes. Staff Takes. Handwritten anything!

Want to stand out? Film in your car. Post from your phone.

Share the real.

People trust people

# Al Isn't Here to Replace You... It's Here to Give You Back Your Time and Help You Work Smarter!

Let Al productize content.

Let Al structure your campaign.

Let Al transcribe the story.

Let Al use the storybrand framework to change a transcript to a story.

But only YOU can show up human.

## This Isn't the End of Human-centered Membership. It's the Reboot!

You're not being replaced.

You're being <u>equipped.</u>
So you can finally stop doing the parts of your job that don't need your genius.

Stay nerdy.

## 90 Day Action Plan





Turn your inspiration into action. Use this page to outline what you'll focus on over the next 90 days and how you'll make it happen.

Your Top 3 Priorities (What's worth focusing on first?)



Action Steps (Break each priority into small, doable steps.) WHO'S INVOLVED TIMELINE KEY ACTIONS PRIORITY

+758		
4 11	Measure	
	- asule	Program
		Gress

cess will look like 90 days from now.)



the Way (and How You'll Stay On Track)

your plan to overcome them.)

PARTITION OF THE PARTY OF THE P	

Date

