



A Proposal by Julia Casey

AI's Potential to Help Nonprofits Inspire Generosity

ICM 528 Content Creation
July 18, 2024

About Greater Good Growth

A full-service digital marketing and communications agency based in Connecticut.

Founded on the belief that when you feed the greater good with the kind of marketing for-profit organizations are accustomed to, that everyone wins, especially those who are recipients of nonprofit services.

Creatives first who partner with technologists to optimize efficiency and impact.



Our office: Hartford, CT
Founded in 2020.

Our Team Members



Juliana Silva
Content Creator



Everest Cantu
Graphic Designer



Aaron Loeb
Snr Video Producer



Olivia Wilson
Leader, Account Rep



Jessika Burghes
Website UX Leader



Drew Feig
Video Production Mgr



Donna Stroupe
Account Coordinator



Harper Russo
Website Producer

Budget & Start Date

Based upon an *initial \$15,000* budget, vendor selection communication date of **Friday, August 9, 2024** with a signed contract, assuming we have a finalized agenda for your Fall Employee Meeting Agenda by the following **Friday, August 16**, Greater Good Growth can begin work immediately the week of **August 19, 2024**.

Outlined in the following pages is what we plan to deliver each week for the six-week contract we discussed.

Payment Terms: 50% upon a signed contract and the balance at project completion.

As we do with all our clients, client information remains at the office and for employees who work from home, they use company laptops with secure VPN login.

LinkedIn Thought Leader AI Adoption Series

Write a four-part series of LinkedIn articles covering the value and considerations of AI adoption for nonprofits. Written for nonprofit leaders, partners and funders:

PART ONE Policies and Ethical Considerations of Using AI







PART TWO Using AI to Help Nonprofits Manage Donors

PART THREE Using AI to Augment Marketing in Nonprofits

PART FOUR Is AI a Friend or Foe to Creativity?

Weekly Artifacts (a.k.a. deliverables)

Based on the RFP requirements, we will provide you with a weekly progress update and propose breaking down the content delivered as follows:

w/o August 19 – due week 2	w/o August 26 – due week 3	w/o September 2 – due week 4	w/o September 9 – due week 5	w/o September 16 – due week 6	w/o September 23 – due week 7
Provide a project plan detailing the steps, dates and approval process for the proposed four-week Linked In Series.	Run 1 st installment of a four-part LinkedIn thought leadership series, with proposed topic: <i>Policies & Ethical Considerations of AI Use in Nonprofits.</i>	Run 2nd installment of a four-part LinkedIn thought leadership series, with proposed topic: <i>Using AI to Help Nonprofits Manage Donors.</i>	Run 3rd installment of a four-part LinkedIn thought leadership series, with proposed topic: <i>Using AI to Augment Marketing in Nonprofits.</i>	Run 4th installment of a four-part LinkedIn thought leadership series, with proposed topic: <i>Is AI a Friend or Foe to Creativity?</i>	Reflection blog wrapping up everything covered and <i>the AI forecast for nonprofits.</i>
					

“We did not come to fear the future. We came to create it.”

Barack Obama