



OPEN DOORS



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ACADEMY

Content Marketing  
How we do and don't use AI tools to tell our story

I'm here because

I'm looking for some tips on using ChatGPT & Canva.

I'm curious about content marketing.

I'm hoping to take some useful creation tips back for my organization.

I saw "AI" in the title and figured I should get on the bandwagon.



What is  
content marketing?

Storytelling that connects  
your audience to your  
mission, nurtures trust  
and inspires action over  
time.



Donate now to support our afterschool programs and help kids succeed!



Last year, 87% of our scholars improved their reading scores—because you provided opportunities for them to love reading, mentors to encourage them, and a safe, supportive space to learn after school. Will you help a scholar succeed today?

## What do you mean by “content”?

### **Storytelling & Impact Content**

Scholar & Family Stories, Volunteer Spotlights, Donor Impact Stories, Before & After Stories

### **Educational & Awareness Content**

Issue-Based Blog Posts, Infographics, Explainer Videos, Reports & White Papers

### **Fundraising & Campaign Content**

Donation Appeals, Peer-to-Peer Fundraising Stories, Event Promotion, Impact-Driven Call to Action

### **Social Media Content**

Behind-the-scenes moments, Scholar & staff takeovers, Interactive polls & quizzes, Video snippets & Reels, Thank you posts

### **Email & Newsletter Content**

Monthly impact updates, Student spotlights, Upcoming events & volunteer opportunities, Exclusive behind-the-scenes content

### **Evergreen Website Content**

Mission & impact stories, Ways to Give Page, Volunteer Opportunities, FAQs for donors

### **Advocacy & Thought Leadership Content**

Op-Eds & Guest Articles, Expert Interviews, Advocacy Toolkits, Testimony at Public Forums

### **Video & Multimedia Content**

Impact videos, Event recaps, Animated explainers, Live streaming

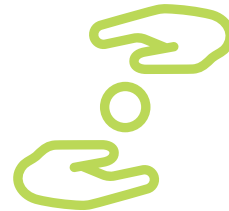
## The role of content marketing at Open Doors Academy



Increase Awareness  
& Engagement



Highlight  
Unique Value



Help Drive Donations  
& Support



Strengthen  
Community  
Connections

## How we use AI tools

### Idea creation, planning, editing

We use ChatGPT to generate initial drafts (social media posts, newsletter content), proofing, strategy needs

### Design

We use Canva's AI-powered design functions to create compelling social media graphics, edit photos

### Analytics

We use AI-powered insights to analyze data to optimize our content strategy.

## What can AI do for me?



It saves time and  
boosts my  
productivity



Help me  
generate ideas

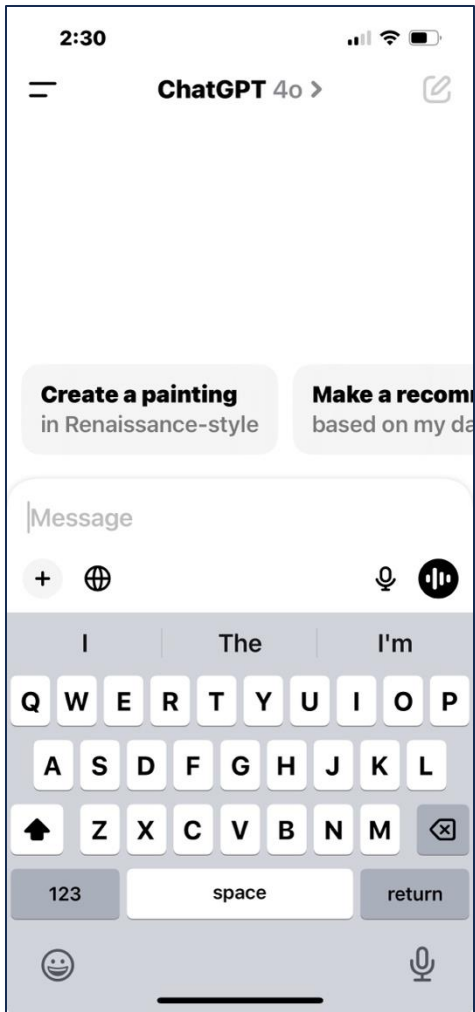


Improve the  
quality &  
consistency of  
my content



Optimize  
content for  
SEO &  
engagement



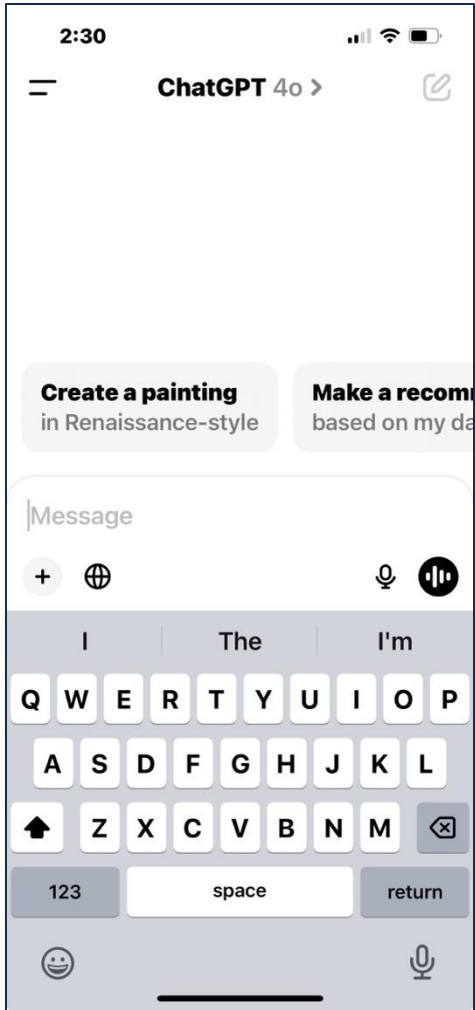


Let's talk ChatGPT.

It's a chatbot.

The more you interact, the better.  
It only "remembers" what's in the specific chat.

Treat it like an expert tool or creative partner that's always available.



[Demo]

Ask it to ask you questions, so it gives you better answers.

Remember, it's a chatbot; respond to its responses.

Questions?

# ChatGPT

You can add your “voice.”

1

2

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4



Donate now to support our afterschool programs and help kids succeed!



87% of our scholars improved their reading scores last year—thanks to donors like you. Your support gives them books, mentors, and a safe place to learn. Will you help another scholar succeed today?

I'd like you to give me some better examples of direct versus content marketing.

Great! Here are some **clear, side-by-side examples of direct marketing vs. content marketing**, tailored for a nonprofit audience. These examples show how content marketing nurtures relationships rather than just making a direct ask.


### **Example 2: Asking for Donations**

#### **Direct Marketing (Straightforward Request)**

*"Donate now to support our afterschool programs and help kids succeed!"*

#### **Content Marketing (Building Engagement & Trust)**

*"Last year, 87% of our scholars improved their reading scores—because they had a safe, supportive space to learn after school. Your support makes that possible. Will you help a scholar succeed today?"*





 **Why Content Marketing Works:** Instead of just asking for money, this example **shows impact first**, making the donor feel connected before they give.

Tighten up this example, improving clarity, and review content so will more likely drive clicks to the "donate now" button that will be next to it: "Last year, 87% of our scholars improved their reading scores—because you provided opportunities for them to love reading, mentors to encourage them, and a safe, supportive space to learn after school. Will you help a scholar succeed today?"

#### **Optimized Version for Clicks:**

*"87% of our scholars improved their reading scores last year—thanks to donors like you. Your support gives them books, mentors, and a safe place to learn. Will you help another scholar succeed today?"*

#### **Why This Works:**

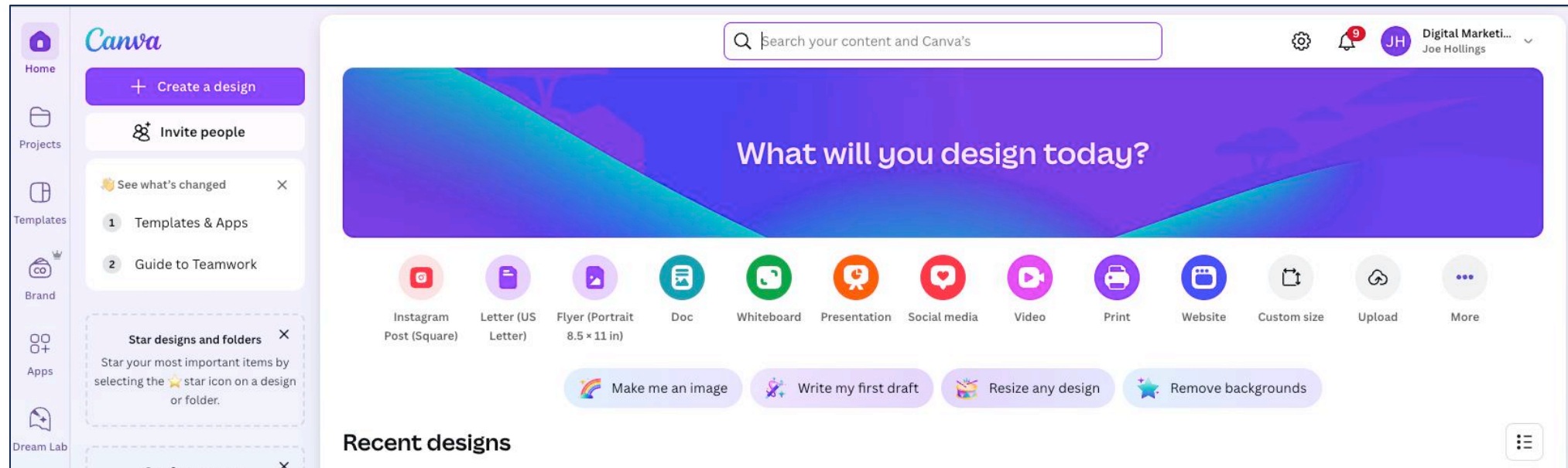
-  **More direct & action-driven** - Leads with impact and reinforces the donor's role.
  -  **Clearer cause-and-effect** - Shows how donations make a tangible difference.
  -  **Stronger CTA** - The phrase "Will you help another scholar succeed today?" naturally guides the reader toward clicking "**Donate Now.**"
- Would you like any variations based on donor segmentation (e.g., corporate donors vs. individual supporters)? 

# Canva

Super flexible graphic design platform.

Not as capable as Adobe, but still pretty good.

It won't give you taste.



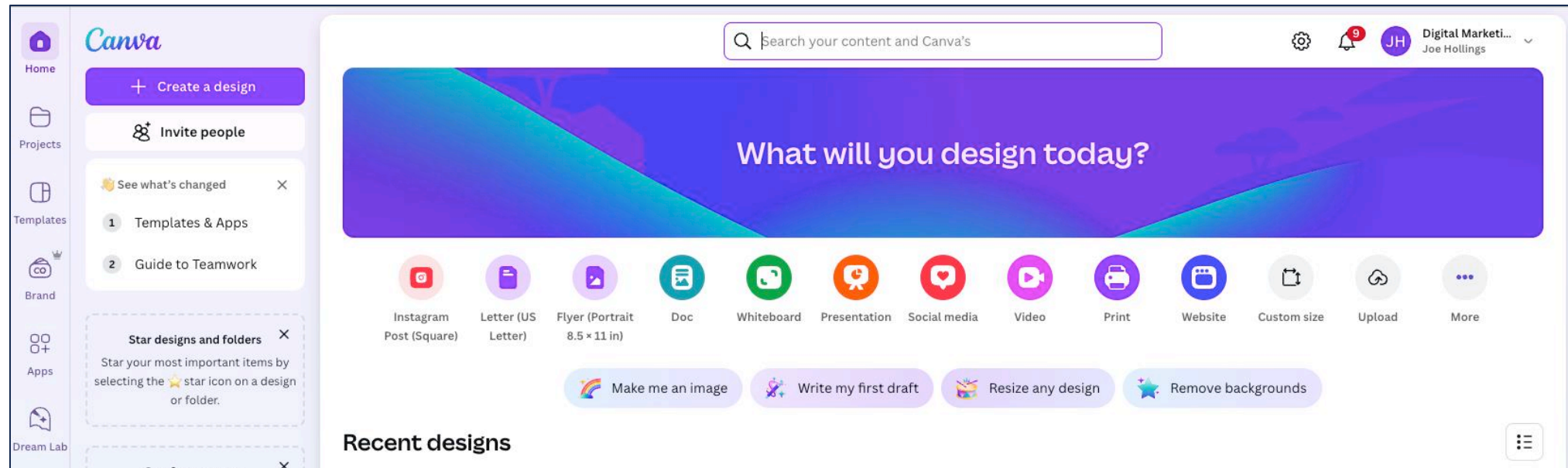


[Demo]

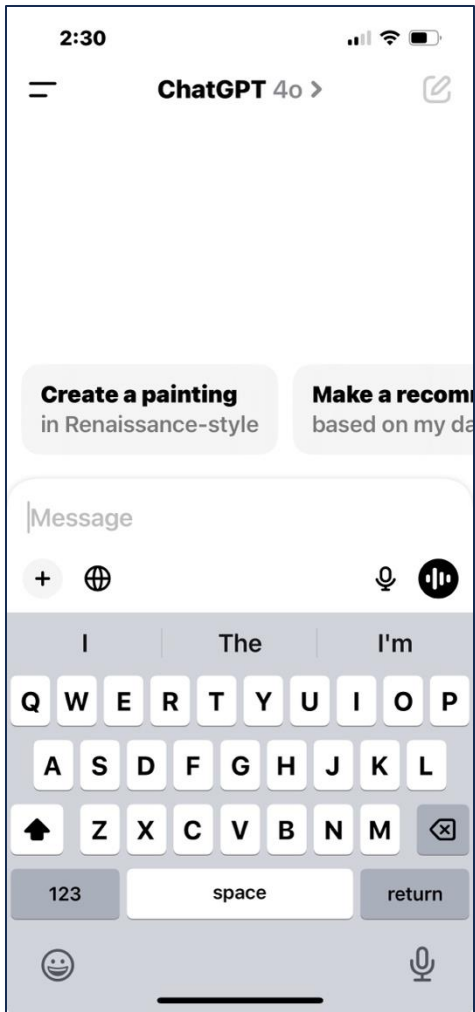
Design suggestions.

Photo editing.

Questions?







ChatGPT for analytics, strategy  
& more

Analysis of data; summarizes large data  
sets, feedback,

Creates strategy

Can write Excel formulas

## How we don't use AI



Authentic  
storytelling



Community  
engagement



Without editing

## Takeaways

- AI is a tool, not a replacement
- Balance efficiency with authenticity
- Keep evaluating & refining your use
- Start small. But start.
- Keep testing, AI will keep evolving

**Questions?**

How are you using AI?

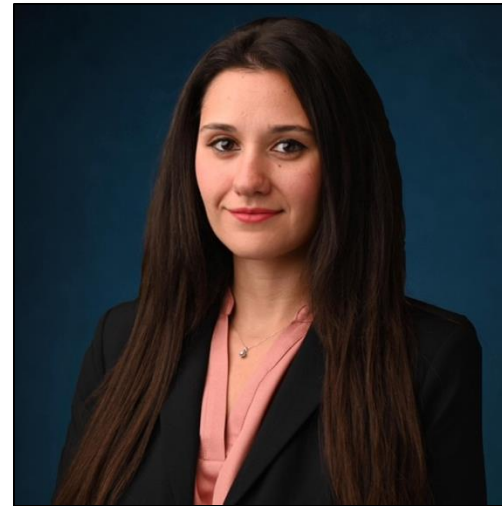
## Thank you! Connect with us. We'd love to collaborate with you.

If you forget everything we said, just remember: AI will evolve, but authenticity remains key. Use technology to amplify, not dilute, your story.



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