

The State of AI in Nonprofits:

Benchmark Report on
Adoption, Impact, and Trends

2025

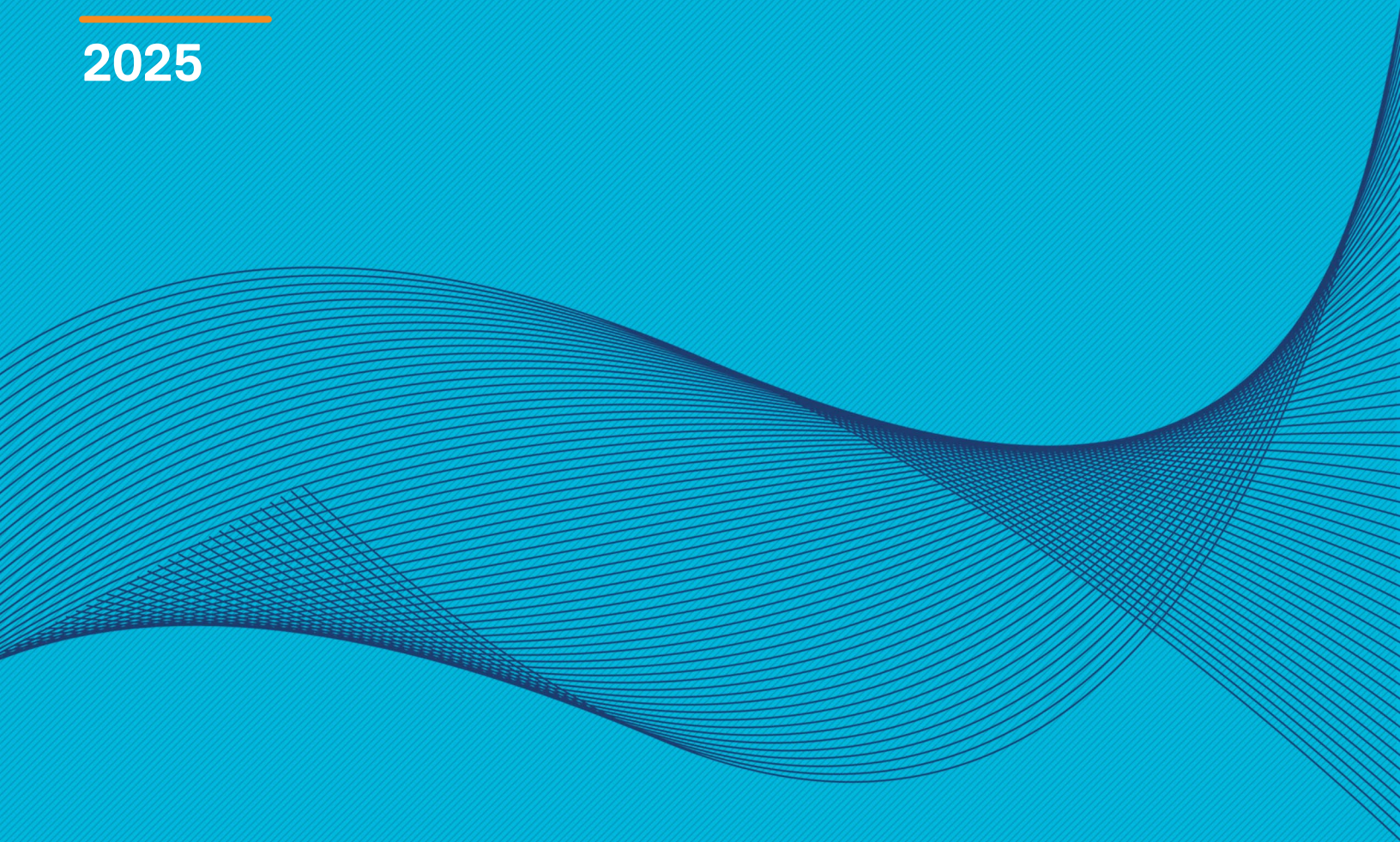


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TechSoup and Tapp Network

TechSoup

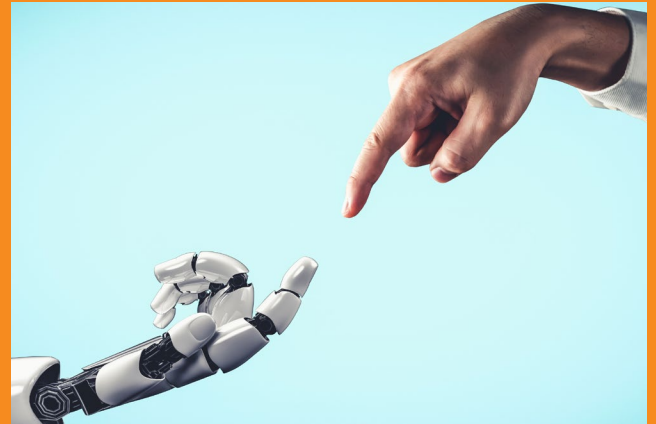


TechSoup is a nonprofit committed to the sector's digital transformation by connecting civil society with technology products and services, education, and a global community of changemakers. TechSoup and its 50+ global partners, reaching more than 289,000 NGOs around the world in 216 countries and territories, have facilitated the distribution of more than 1 million licenses and \$2.3 billion in technology value to the global nonprofit sector.

Tapp Network



Tapp Network is a mission-driven digital marketing and technology agency that helps organizations harness AI, web development, and marketing services to enhance their impact. Tapp supports nonprofits globally with strategic digital solutions aimed at what matters: advancing their mission. By integrating AI tools and providing comprehensive web and marketing services, Tapp empowers nonprofits to build capacity, optimize fundraising, and engage communities more effectively, equipping them to thrive in today's evolving digital landscape.



Partnering for Nonprofit Advancement and Innovation

Tapp Network serves as TechSoup's marketing, web, and AI services provider, working closely to support nonprofits globally. This partnership, built over ten years, reflects a shared mission to enhance organizations' digital capabilities. Through this collaboration, Tapp Network helps TechSoup and its partners increase capacity, improve fundraising efforts, and optimize community impact. Both organizations empower nonprofits to thrive in a rapidly evolving digital landscape by aligning technology, strategy, and innovation.

Together, Tapp Network and TechSoup share a vision of equipping nonprofits of all sizes with innovative solutions, tools, and education to drive positive change. This partnership empowers organizations through strategic technology, marketing, and AI services, ensuring they can meet evolving challenges and increase their impact.

As part of this commitment, the AI Benchmark Report offers vital insights into how nonprofits adopt AI, address barriers, and explore new opportunities. This report is a valuable resource to help organizations integrate AI effectively and align it with their mission-driven goals.

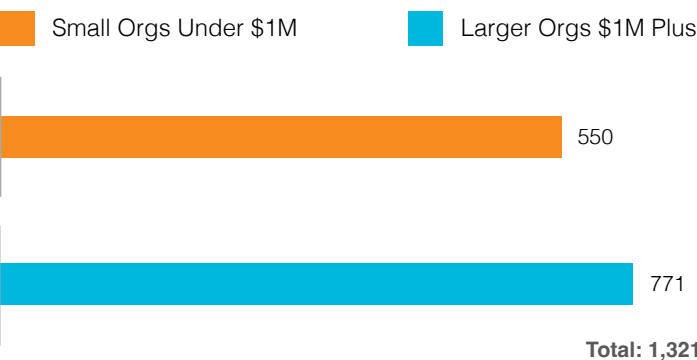
About the Survey

Tapp Network and TechSoup conducted this survey during Q2 and Q3 of 2024, gathering responses from 1321 participants. The survey reflects a growing interest from TechSoup’s audience in understanding how nonprofits can embrace AI effectively.

As AI becomes central to nonprofit operations, this report offers insights into challenges and adoption trends. The findings aim to guide nonprofits in developing strategies while informing TechSoup and Tapp Network as they design education, tools, and services that align with the sector’s evolving needs.

Conducted at a pivotal moment, this survey captures nonprofits' readiness to adopt AI, focusing on capacity building and mission delivery. As many nonprofits look to transition from exploratory phases to actionable strategies, the report provides benchmarks, recommendations, and practical insights to support organizations of all sizes. With AI positioned as a transformative tool, this report aims to instruct and inspire new solutions for the nonprofit sector.

Response Counts



About the Authors



Joe DiGiovanni

Co-Founder

Joe DiGiovanni is the co-founder of Tapp Network, a digital transformation agency established in 2012. Under his visionary leadership, Tapp Network has emerged as a trusted partner for corporations, nonprofits, and government agencies, delivering cutting-edge digital tools and campaigns that drive measurable impact and innovation.

With a focus on empowering organizations to scale their growth and social impact, Joe has spearheaded the development of transformative solutions that level the playing field across sectors. Tapp Network has successfully supported government agencies in modernizing their operations, helped Fortune 100 brands enhance their digital outreach and engagement, and collaborated with nonprofits to amplify their mission-driven work.

Through his work at Tapp Network, Joe has driven strategic initiatives that align digital transformation with organizational goals, fostering growth and resilience for clients in an ever-evolving digital landscape. His dedication to innovation has positioned Tapp Network as a leader in creating meaningful, technology-enabled change across diverse industries.



Janelle Levesque

Senior Director of Marketing Operations

Janelle Levesque is the Senior Director of Marketing Operations at Tapp Network, focusing on nonprofit solutions specializing in AI utilization through automation, CRM implementation, and scalable operational systems.

With a deep focus on leveraging cutting-edge technology, Janelle designs and optimizes integrated digital ecosystems that empower nonprofits, government agencies, and B2B organizations to streamline operations, enhance engagement, and achieve measurable growth. Her expertise in platform architecture includes implementing HubSpot and other tools to create seamless workflows for fundraising, communication, community activation, and resource planning.

Janelle also leverages AI and automation to enhance operational efficiency and deliver data-driven insights, enabling organizations to maximize their impact while reducing manual workloads. She drives product development, client management, and data analytics, ensuring organizations can effectively harness technology to amplify their mission-driven work.

Her commitment to crafting scalable, efficient platforms positions Janelle as a transformative leader in operational development. She ensures nonprofits and other sectors can optimize resources and achieve sustainable growth by aligning technology with strategic goals.

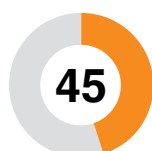
Nonprofits Are Exploring AI Amid Challenges

Overcoming Barriers to AI Adoption in Nonprofits



Nonprofits are showing a growing interest in AI but face hurdles in adoption. Many are still in the early stages, with limited strategy development and internal expertise. Budget constraints and concerns about AI's impact further complicate progress. Despite these challenges, organizations recognize the potential of AI to enhance efficiency, improve fundraising efforts, and streamline operations. Nonprofits are eager for affordable, strategic solutions to unlock AI's benefits and align their technology efforts with mission-driven goals. Structured guidance and leadership engagement will be essential to advancing AI adoption across the sector.

Many nonprofit professionals are becoming more familiar with AI, but many are still in the early stages of adoption:



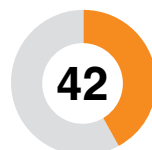
45% have some understanding of AI.



6% consider themselves AI experts.



26% are not using AI yet



42% have only one or two staff members exploring it.

Looking Forward

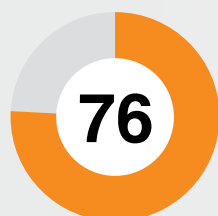
Nonprofits are eager to harness AI's potential but face challenges that require thoughtful solutions. To move forward effectively, they need structured strategies that align AI tools with their mission-driven goals. Affordable solutions are critical, especially for smaller organizations operating with limited budgets. Leadership engagement and cross-team collaboration will be essential to integrating AI into daily operations. By building clear strategies and securing buy-in from decision-makers, nonprofits can ensure that AI becomes an empowering tool—improving efficiency, advancing fundraising efforts, and amplifying their impact in the communities they serve.



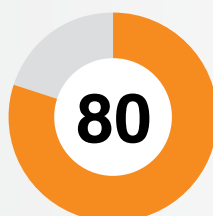
About the Survey

A need for AI strategy

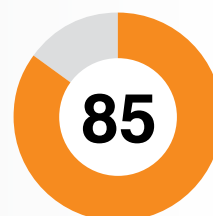
While interest in AI is growing, most nonprofits lack a clear path forward:



76% do not have an AI strategy.



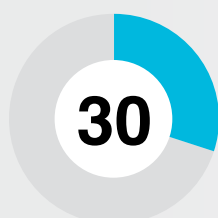
80% have no AI-acceptable use policy.



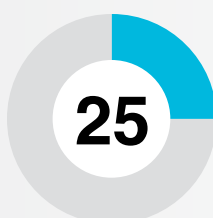
85% have a high interest in tools like Generative AI and Predictive Analysis

Financial concerns are a key barrier

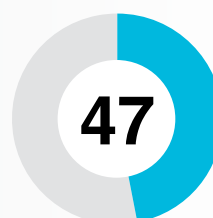
Many nonprofits are concerned about the cost of AI:



30% see financial constraints as a barrier.

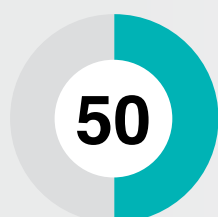


25% worry about the potential social impacts of AI.

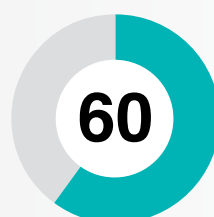


47% believe AI can improve their organization's efficiency and productivity.

Budget constraints

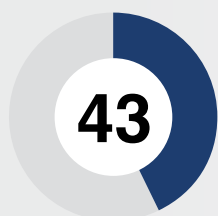


50% of nonprofits operate on annual budgets under \$500k, making affordable AI solutions a priority.

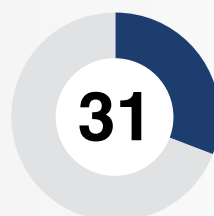


...Due to budget constraints budget limits, there is strong interest in AI services such as Grant Writing Assistance (60%) and Fundraising Optimization (60%).

Decision-making around AI



43% of organizations rely on one staff member to make IT and AI decisions.



31% involve multiple staff members, and only 3% outsource these decisions.

How well do nonprofits understand AI?

Widespread AI Understanding Across Diverse Nonprofits



As AI becomes increasingly prevalent, nonprofits are gaining familiarity with its concepts and applications. Most organizations have at least a basic understanding of AI, suggesting they are prepared to explore how these tools can be integrated into their work. This widespread awareness lays the foundation for more intentional AI adoption in the future, allowing nonprofits to experiment with automation, predictive analytics, and generative tools. With familiarity growing, the focus can shift toward developing strategies and building capacity to use AI effectively across diverse operations.

Majority of Executives are Engaging with AI

Over half of nonprofit executives actively use AI in their work or personal lives. This indicates a significant adoption of AI tools and practices, positioning nonprofits to take further steps in AI-driven innovation.

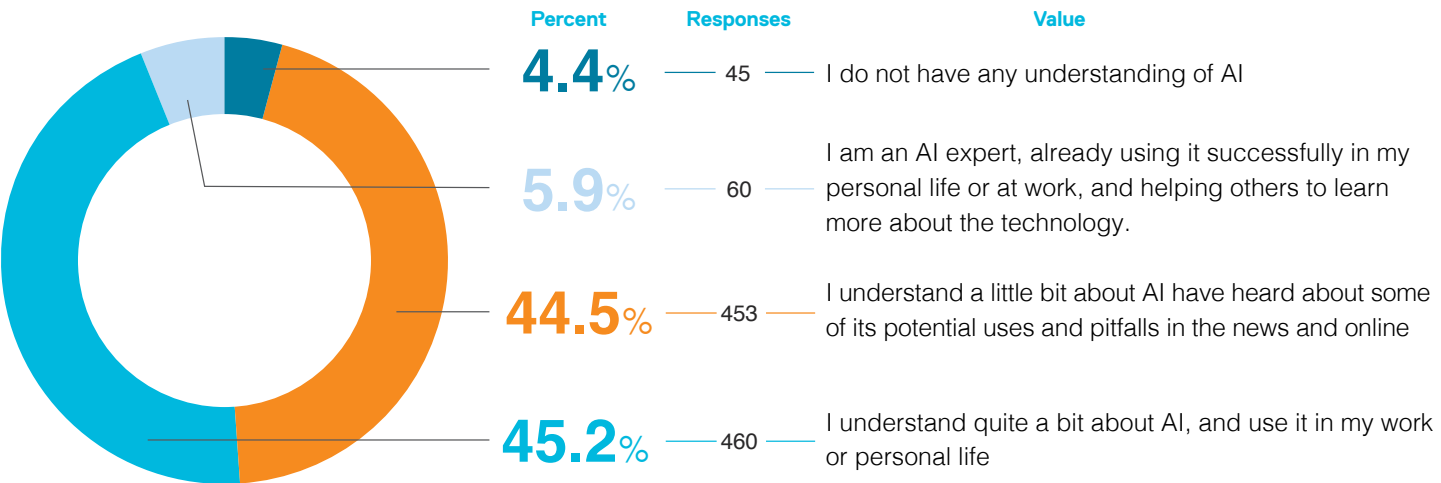
Limited In-House AI Expertise Highlights Outsourcing Opportunity

With only 6% of nonprofit executives identifying as AI experts, there is a limited pool of internal expertise. This opens up opportunities for nonprofits to consider outsourcing AI expertise, enabling them to effectively integrate AI technologies and bridge the knowledge gap within their teams.

Key Takeaway

Among respondents from various nonprofits, 96% have at least a basic understanding of AI. This shows that familiarity with the technology is becoming standard across different organizations, paving the way for future AI integration.

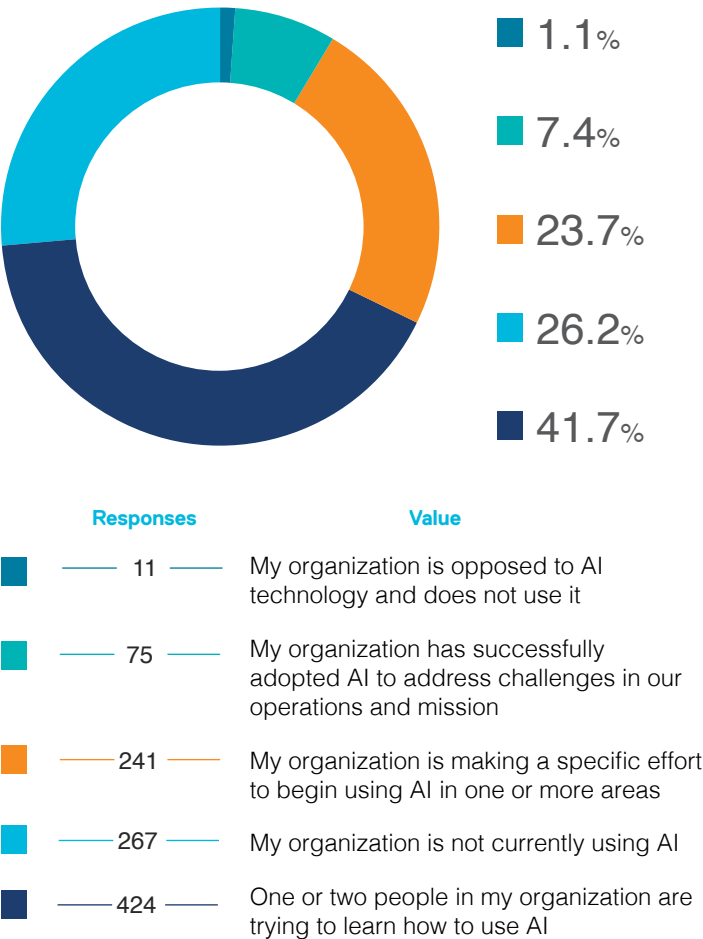
How would you describe your own understanding of AI (Artificial Intelligence)?



How are nonprofit organizations currently using AI?

AI Adoption in Nonprofits: Slow but Steady Progress

While AI adoption is gradually advancing across the nonprofit sector, many organizations remain in the early stages. Individual staff members drive early learning initiatives for some, reflecting grassroots interest in exploring AI's potential. However, few nonprofits have fully implemented AI solutions to address operational or mission-driven challenges. Although interest is rising and resistance is minimal, nonprofits still face hurdles in moving from exploration to comprehensive adoption. Focused efforts on strategy development, capacity-building, and practical implementation will be essential for the sector's continued progress.



Over a Quarter Yet to Begin with AI

26% of nonprofits are not currently using AI, showing that many organizations have yet to start exploring AI technologies.

Grassroots Interest in Learning AI

42% report that one or two people in their organization are trying to learn AI. This highlights that individual initiative often drives early AI exploration within nonprofits.

Proactive Steps Toward AI Implementation

24% of organizations are making a specific effort to begin using AI, demonstrating that nearly a quarter of nonprofits are actively pursuing AI integration to enhance operations and mission delivery.

Successful AI Adoption Remains Limited

Only **7%** of nonprofits have successfully adopted AI to address operations and mission delivery challenges. This reflects that, while interest is growing, comprehensive AI implementation is still in its early stages.

Minimal Opposition to AI

Only **1%** of nonprofits oppose AI technology, indicating minimal resistance to adopting AI within the sector.

Planned AI Adoption in Nonprofits:

Insights by Use Case

Diverse AI Adoption Plans Emerging Across Nonprofits



Nonprofits are actively integrating AI in grant writing and content marketing, but more complex applications—such as personalization and chatbots—are slower to gain traction. Many organizations recognize the potential of AI for data analysis and fundraising, and several plan to adopt these solutions within the following year. However, uncertainty around ethical AI practices persists, indicating a need for more deliberate strategy development. As nonprofits balance current initiatives with future adoption, structured planning will be critical to harness AI's potential while addressing ethical considerations fully.

Overall Insight

Nonprofits are making strides in using AI for communication and grant writing, but adoption is slower for more complex areas like personalization and chatbots. Interest in data-driven decision-making and fundraising optimization is growing, yet concerns about ethics still need to be addressed, signaling an opportunity for further development in strategic planning.

Active AI Usage

- **Grant Writing:** 24.6% of nonprofits already use AI to streamline this intensive process.
- **Content Marketing:** 33% leverage AI tools to enhance communication and marketing efforts.

Future AI Adoption Potential

- **Data Analysis:** While 51.2% haven't implemented AI in data analysis, 16.1% already use it, and 23.1% plan to adopt it within a year.
- **Fundraising Optimization:** 51.5% have yet to start planning AI for fundraising, but 13.7% aim to adopt it within six months.

Areas of Hesitation or Uncertainty

- **Customer Engagement:** 45.6% haven't planned chatbot adoption, and 28.6% don't intend to.
- **Website Personalization:** 56.8% report no immediate plans, signaling limited interest or resources.

Ethical Considerations

- **Ethics and Inclusivity:** 53.4% find it too early to determine if AI will prioritize ethical principles, revealing a gap in AI strategy.

What types of AI tools are **nonprofit organizations** looking to adopt?

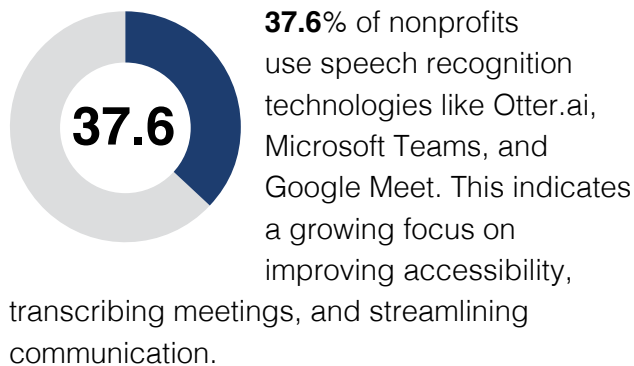
Generative AI Dominates Nonprofit AI Exploration

Nonprofits have embraced generative AI tools like ChatGPT and DALL-E to create content and enhance campaigns and educational efforts. Speech recognition tools like Otter.ai and Microsoft Teams are also gaining traction to improve accessibility and streamline communication. Marketing automation tools are moderately adopted to enhance outreach, while virtual assistants and chatbots are being explored to improve user experiences. However, predictive analytics remains underutilized, signaling untapped potential for data-driven decision-making. Nonprofits prioritize tools supporting content creation and engagement but have opportunities to optimize operations further through advanced AI solutions.

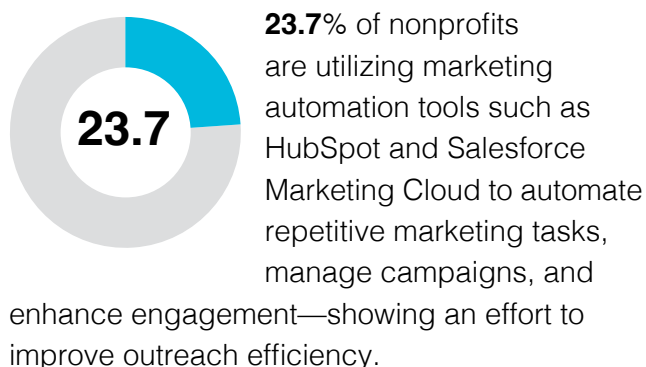
Key Insight

An overwhelming **85.6%** of nonprofits are exploring or working with generative AI tools like ChatGPT and DALL-E. This reflects a strong interest in AI's ability to create content, such as text, images, or music, which can support fundraising campaigns, educational materials, and enhance their online presence.

Speech Recognition Tools Gain Traction



Moderate Adoption of Marketing Automation



What types of AI tools are nonprofit organizations looking to adopt?

Interest in Virtual Assistants and ChatBots



20.9% of nonprofits are exploring virtual assistants and chatbots, using platforms like Amazon Lex, IBM Watson Assistant, HubSpot, and ZenDesk. These tools help assist with tasks, provide

information to stakeholders, and improve website user experiences.

Limited Use of Predictive Analytics



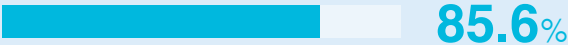
Only 12.8% of nonprofits are working with predictive analytics tools such as IBM Watson Studio and Microsoft Azure Machine Learning, showing that while some are interested, many have

yet to explore AI for forecasting and data-driven decision-making.

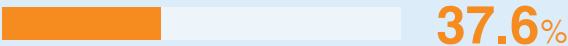
Overall Insight

Nonprofits prioritize AI tools for content creation and communication. However, there is untapped potential in areas like predictive analytics and marketing automation, offering significant opportunities for further optimization and strategic planning.

Generative AI: Generates new contents such as images, text, or music based on patterns learned from existing data.



Speech Recognition: AI tools that transcribe spoken language into text, enabling applications such as voice assistants and speech-to-text systems.



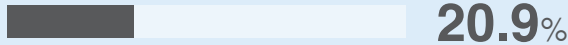
Predictive Analytics: AI algorithms are used to analyse data and forecast future outcomes, and they are commonly used in business for tasks such as sales forecasting and risk management.



Marketing Automation: AI tools to streamline and optimize marketing processes, such as lead nurturing, campaign management, and customer engagement, by automating repetitive tasks and delivering personalized experiences at scale.



Virtual Assistants: AI-powered applications designed to assist users with various tasks, such as scheduling, reminders, and information retrieval.



ChatBots: AI-powered website tools that engage with visitors, assist them with queries, provide information, guide them through various actions, and enhance user experience and conversion rates.



How does AI tool adoption vary based on organization size?

Larger Nonprofits Embrace Advanced AI Tools at Higher Rates

Larger nonprofits with annual budgets exceeding \$1M adopt AI tools at higher rates than smaller ones, leveraging greater capacity for experimentation and integration. Generative AI, speech recognition, marketing automation, chatbots, virtual assistants, and predictive analytics are embraced more frequently by larger organizations. In contrast, smaller nonprofits (<\$1M) are slower to adopt due to limited resources but are steadily exploring these technologies. Closing this adoption gap through targeted support, training, and resources could empower smaller nonprofits to fully benefit from AI, enhancing efficiency and impact across the sector.



Key Insight:

Nonprofit adoption of AI tools shows notable differences between smaller organizations with annual budgets under \$1M and larger ones with budgets exceeding \$1M. Larger nonprofits adopt AI tools more readily, suggesting they have a greater capacity to experiment with advanced technology and integrate it into their operations.

The following insights highlight how adopting AI tools differs between small and large organizations. Among those reporting AI tool usage, adoption is evident across all organization sizes, though larger organizations represent a more significant share of users. We analyzed each tool and the organizational size of respondents reporting adoption to determine that about 2 of every 3 adopters are large organizations.

How does AI tool adoption vary based on organization size?

Generative AI Usage Across Nonprofit Sizes

Small Organizations (<\$1M): 34%

Larger Organizations (>\$1M): 66%



Generative AI tools like ChatGPT and DALL-E are popular across nonprofits. Still, larger organizations adopt these tools at nearly double the rate of smaller ones, leveraging them for content creation, fundraising campaigns, and communications.

Speech Recognition Tools Adoption

Small Organizations (<\$1M): 31.7%

Larger Organizations (>\$1M): 68.3%



Speech-to-text tools like Otter.ai and Google Meet are embraced to streamline communication and improve accessibility. Larger organizations use these tools more extensively, likely due to higher communication demands and more frequent virtual meetings.

Marketing Automation Utilization

Small Organizations (<\$1M): 35.6%

Larger Organizations (>\$1M): 64.4%



Larger nonprofits widely adopt marketing automation platforms like HubSpot and Salesforce Marketing Cloud to automate campaigns and enhance engagement, while smaller nonprofits are exploring these tools at a slower pace.

Virtual Assistants Usage

Small Organizations (<\$1M): 31.8%

Larger Organizations (>\$1M): 68.2%



Virtual assistants, including IBM Watson and Amazon Lex, help with administrative tasks and scheduling. Larger organizations show a higher adoption rate, reflecting their need to manage more complex workflows.

Chatbot Integration for Engagement

Small Organizations (<\$1M): 32.6%

Larger Organizations (>\$1M): 67.4%



Chatbots such as HubSpot and Zendesk engage website visitors and answer common inquiries. Larger nonprofits are more likely to utilize these tools due to the resources needed to develop and maintain them.

Predictive Analytics Adoption

Small Organizations (<\$1M): 32.7%

Larger Organizations (>\$1M): 67.3%



Although predictive analytics offers transformative potential, only a few nonprofits use tools like IBM Watson Studio and Microsoft Azure Machine Learning. Larger organizations are in charge of exploring predictive capabilities for strategic forecasting.

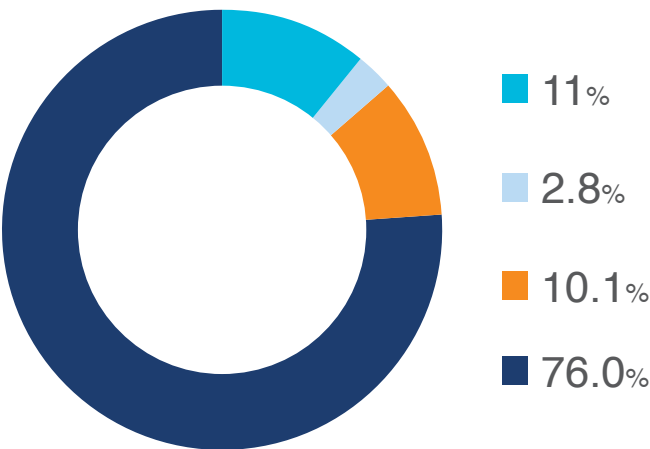
Takeaways

These findings indicate that larger nonprofits are more likely to adopt AI tools across the board, from automation to predictive analytics. Smaller nonprofits, however, are steadily embracing these technologies. The gap in adoption suggests that smaller organizations may need additional resources, support, or training to unlock the full benefits of AI. Addressing this gap could empower more nonprofits, regardless of size, to leverage AI for more significant impact and operational efficiency.

How are nonprofits planning their approach to AI tool adoption?

Lack of AI Strategy Among Nonprofit Organizations

Many nonprofits are still in the early stages of planning their approach to AI, with 76% needing a formal AI strategy. While individual staff may experiment with AI, organizations often struggle to integrate these efforts into cohesive plans. Communication challenges are evident, as only 11% of respondents are fully aware of their organization's AI strategy, while 10% are unsure if one exists. This highlights a significant opportunity for nonprofits to develop precise, structured approaches to guide AI adoption and align their efforts with their missions.



Responses	Value
11	We have a strategy, and I know what it is
75	We have a strategy, but I do not know what the strategy is
241	I do not know if we have a strategy
424	We do not have a strategy

Total: 988

Overall Insight

The data shows that most nonprofits have not yet developed or communicated a clear AI strategy. This presents an opportunity for organizations to create and implement formal AI strategies to guide their efforts, leverage technology effectively, and enhance their mission impact.

Limited Awareness of Existing Strategies



Only 11% of respondents know and understand their organization's AI strategy, with another 3% acknowledging a strategy but lacking familiarity with its details. This highlights a communication gap even within organizations that have developed a plan.

Uncertainty Within Organizations



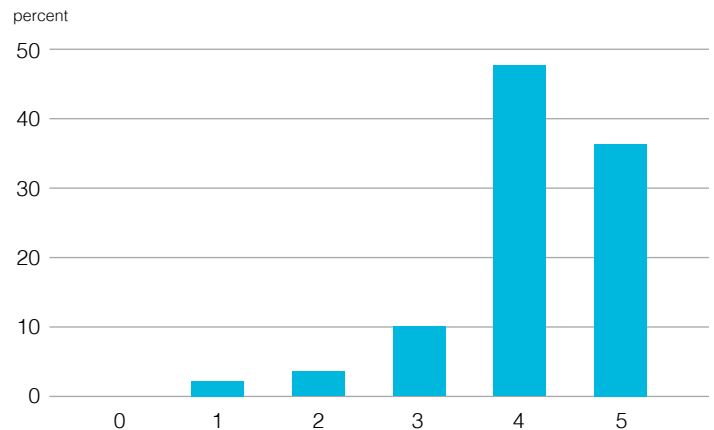
10% of respondents are unsure whether their organization has an AI strategy. This reflects internal uncertainty or a lack of communication regarding strategic planning for AI adoption.

Nonprofit **Enthusiasm** and **Optimism** for AI Adoption

Nonprofits are optimistic about AI's role, recognizing its potential to boost efficiency, productivity, and operational effectiveness. Leaders see AI as a powerful tool to streamline tasks and reduce workloads, positioning it as a strategic asset for long-term impact. Minimal skepticism reflects a sector prepared to adopt AI solutions confidently, aiming to achieve mission success through automation and innovation.

Similarly, nonprofits view AI as capable of addressing societal challenges, though with measured caution. They acknowledge the need for strategic frameworks to unlock AI's full potential for meaningful social, economic, and scientific advancements.

AI can help nonprofits be more efficient, productive, and effective



AI's Potential for Nonprofit Efficiency, Productivity, and Effectiveness

Nonprofits are increasingly optimistic about AI's potential to enhance operations, efficiency, and productivity. Leaders view AI as a critical tool for streamlining tasks, reducing workloads, and improving outcomes. Minimal skepticism exists, indicating widespread readiness to adopt AI strategically. This enthusiasm reflects a sector prepared to leverage AI to drive mission success and long-term impact.

Strong Agreement on AI's Potential

Most respondents rated AI's potential to improve nonprofit operations as high, with nearly 50% giving it a four and around 40% a 5. This reflects strong optimism about AI's ability to streamline processes and boost organizational performance.

Minimal Skepticism

Only a small fraction rated AI's potential as three or lower, indicating that skepticism about AI's impact is limited. Most nonprofits are confident in AI's potential value as the ecosystem and education grows.

Overwhelming Consensus on AI's Benefits

The overall sentiment is highly positive, with nonprofit leaders believing AI can significantly enhance efficiency, productivity, and effectiveness. Many are ready to adopt AI as a strategic tool to improve operations and achieve their mission goals.

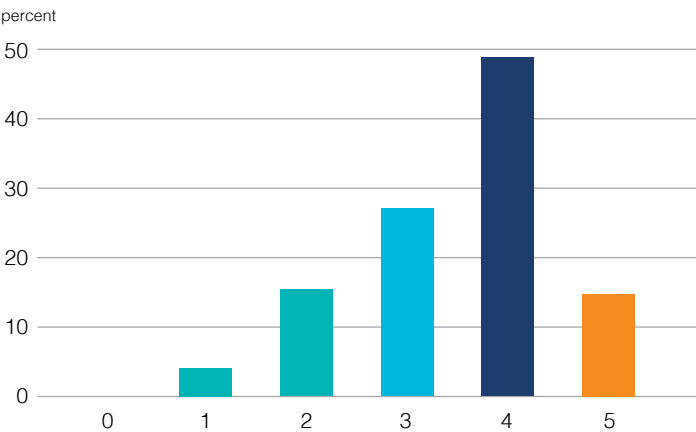
Overall Insight

Nonprofits widely recognize AI's potential to drive meaningful improvements. This optimism suggests that many organizations are prepared to embrace AI tools to reduce workload, automate tasks, and improve outcomes, positioning themselves for long-term success.

AI’s Potential to Solve Complex Issues and Improve Quality of Life

Nonprofits are optimistic about AI's potential to address social, economic, and scientific challenges, though with measured caution. Many view AI as a valuable tool but not a guaranteed solution, reflecting a mix of enthusiasm and pragmatism. A smaller, confident group believes AI can drive transformative change, while skepticism is minimal. Nonprofits recognize AI’s potential but understand the need for thoughtful strategies to harness its capabilities fully for meaningful societal impact.

AI can help solve complex scientific, economic and social issues, improving the quality of life



Overall Insight

While nonprofits are generally optimistic about AI’s ability to address large-scale challenges, most see it as a tool with potential rather than a guaranteed solution. There is recognition that additional strategies and frameworks are necessary to leverage AI's capabilities for meaningful societal improvements fully.

Positive Outlook with Some Caution

Most respondents rated AI’s potential to address scientific, economic, and social issues between a 3 and 4, with 35% choosing a 4. This suggests nonprofits are optimistic about AI’s role, though cautiously so.

Mixed Agreement

20% rated AI's potential as a 3, showing that while many see value, some are more reserved in their expectations for AI's societal impact.

Smaller Confident Group

Only 10% of respondents gave a 5, indicating fewer nonprofits see AI as a transformative solution for complex challenges.

Minimal Skepticism

Only a small percentage rated AI’s potential as a 1 or 2, suggesting that most organizations believe AI can contribute meaningfully, albeit not without limitations.

Navigating Potential Challenges and Complex Aspects of AI Adoption

Nonprofits acknowledge challenges in AI adoption, but financial costs are seen as a minor obstacle. Many organizations remain optimistic and confident they can leverage AI through grants, partnerships, or cost-effective solutions. While some nonprofits have budget concerns, thoughtful planning makes adoption feasible across the sector.

Concerns about job replacement are minimal, with most professionals viewing AI as a tool to enhance rather than replace human roles. Similarly, AI integration into work platforms gradually allows users flexibility without feeling dependent.

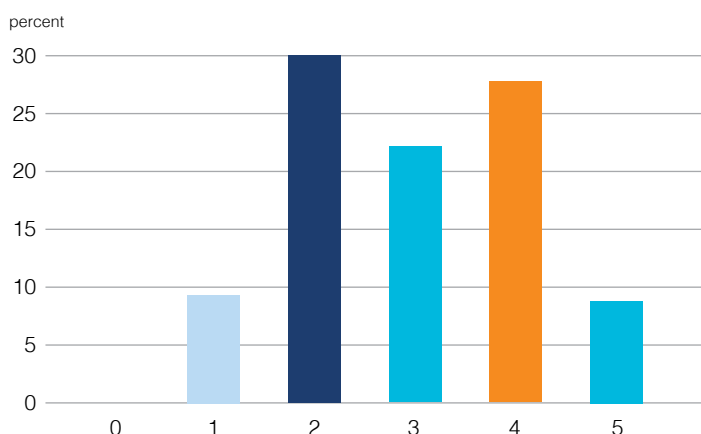
Though some organizations have mixed feelings about AI's impact, the consensus is that AI offers meaningful benefits. Skepticism about social risks is low, with nonprofits focusing on AI's positive potential. This balanced optimism highlights the sector's readiness to embrace AI strategically for long-term mission success.



Financial Costs Are Not a Major Barrier to AI Adoption

While nonprofits acknowledge some challenges with AI, financial costs are not viewed as a significant barrier. Most organizations remain optimistic about adopting AI through grants, partnerships, or cost-effective tools. Though budget concerns exist for some, the overall sentiment suggests that AI adoption is achievable across the sector with thoughtful planning.

The financial cost of AI makes it unlikely that our organization will choose to use it



Overall Insight

The findings suggest that financial costs are not a widespread deterrent for nonprofits. Organizations appear willing to explore AI solutions, especially if they can access grants, form partnerships, or identify cost-effective tools. While a small subset may face financial hurdles, the general sentiment points to AI adoption being feasible across the sector with thoughtful planning.

Cost Not Seen as a Significant Obstacle

Around 30% of respondents rated AI's financial cost as a 2, suggesting that many nonprofits do not perceive the cost as a significant hurdle. This indicates that for a large portion of organizations, financial concerns are manageable.

Mixed Feelings, But Optimism Prevails

Twenty percent gave the statement a three, and another 25% rated it a five, indicating that opinions are divided. However, the majority trend leans toward optimism, with most organizations confident in their ability to adopt AI despite financial constraints.

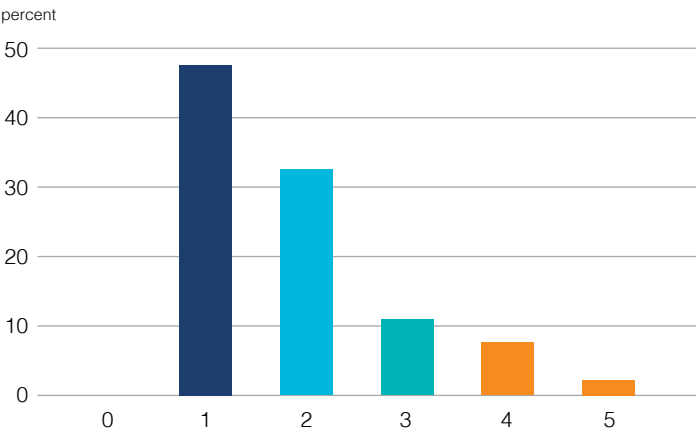
Some Concerns among a Minority

About 25% rated the financial burden as a 4, suggesting that while cost is challenging for some nonprofits, it is not insurmountable. These organizations may need to prioritize or plan more carefully for AI investments.

Low Levels of Concern About Job Replacement by AI

Most nonprofit professionals express little concern about AI taking over their roles, with nearly half rating their worry as minimal. While some hold mild reservations, few fear significant job displacement. Nonprofits primarily view AI as a tool to complement human efforts, not replace them, fostering a sense of job security and optimism about AI's role in enhancing productivity.

I am worried my job will be replaced by AI



Overall Insight

Most nonprofit professionals express little fear about AI replacing their jobs. While a few individuals harbor some reservations, most are optimistic that AI will serve as a complement to, rather than a replacement for, human roles. This suggests that nonprofits view AI as a tool to enhance work rather than eliminate it, fostering a sense of security among employees.

Minimal Worry About Job Displacement

Nearly 50% of respondents rated their concern as a 1, suggesting that most nonprofit professionals are not worried about AI taking over their roles.

Mild Concern for Some

Around 30% rated their concern as a 2, reflecting some apprehension about AI's impact, though not enough to generate significant anxiety.

High Concern Is Rare

Less than 10% rated their concern as a 4 or 5, showing that only a few individuals feel strongly that AI might threaten their job security.

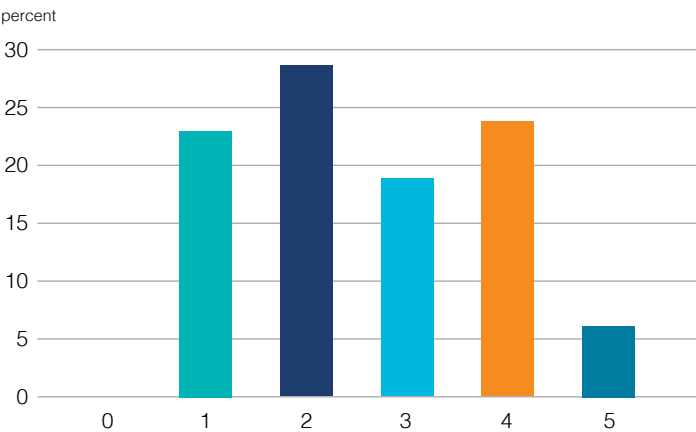
Balanced Viewpoints

About 10% rated their concern as a 3, reflecting a neutral stance. They acknowledged the possibility of change but did not feel deeply concerned.

AI Integration in Work Platforms Is Gradual

Nonprofits are gradually adopting AI across work platforms, with varying degrees of reliance. Many professionals feel AI is present but optional, with only a small percentage wholly dependent on it. For some, AI integration feels necessary, while others report minimal engagement or maintaining control over its use. These findings suggest that AI tools are becoming embedded without overwhelming workflows, giving users flexibility in deciding how and when to incorporate AI in their operations.

AI is already integrated into many of platforms I use at work, and so I have no choice but to use it



Overall Insight

While AI is embedded in various platforms nonprofit professionals use, most respondents do not feel entirely dependent on it. The findings suggest that AI's integration remains gradual, allowing users to engage with these tools within their daily workflows.

Limited Perception of AI Integration

25% of respondents rated the statement a 2, suggesting that while AI tools exist on some platforms, users don't feel compelled to rely on them.

Neutral Experiences

20% rated the statement a 3, indicating a balanced stance—AI is present but does not dominate their workflow.

Some Feel Compelled to Use AI

Another 25% rated the statement a 4, reflecting that for many, AI is integrated enough into their platforms that its use feels necessary.

Few Feel They Have No Choice

Only 10% rated the statement a 5, suggesting that few professionals entirely rely on AI without alternatives.

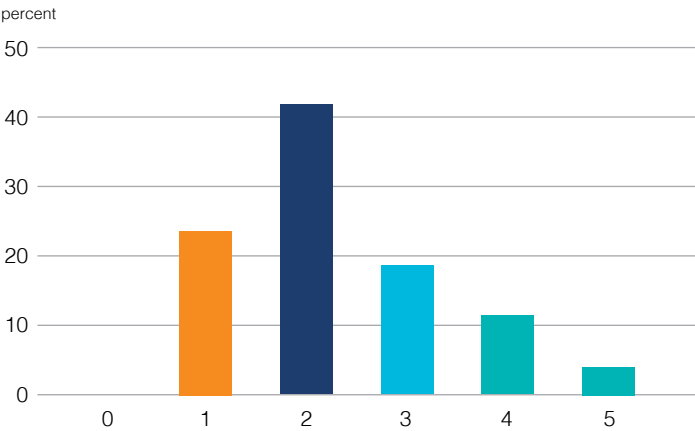
Diverse Experiences

20% rated the statement a 1, showing that some users either experience minimal AI integration or maintain control over their engagement.

AI Is Generally Seen as Important and Valuable

Nonprofit professionals generally view AI as meaningful, with few believing it to be overhyped. While some respondents maintain a neutral stance, most agree AI holds substantial value. Only a small percentage see it as overrated, suggesting that skepticism is limited. Although not universally regarded as revolutionary, nonprofits recognize AI's growing role and potential impact in their sector. This sentiment reflects an overall belief that AI can support and enhance mission-driven efforts, with strategic adoption being key to unlocking its benefits.

AI is not as important or powerful as many people say



Overall Insight

Most respondents believe AI has significant importance, with only a minority viewing it as overhyped. While AI is not universally seen as revolutionary, most nonprofit professionals acknowledge its growing role and future potential.

Low Agreement That AI Is Overhyped

About 40% of respondents rated AI's significance as a 2, indicating they believe AI is more important than critics suggest, though not necessarily revolutionary.

Some Neutral Views

Around 20% rated AI's importance as a 3, reflecting a balanced perspective. These respondents see AI as applicable but perhaps not as transformative as others claim.

Strong Disagreement with AI Being Overrated

25% of respondents rated AI's significance as a 1, signaling that they strongly believe AI holds substantial value and is not overhyped.

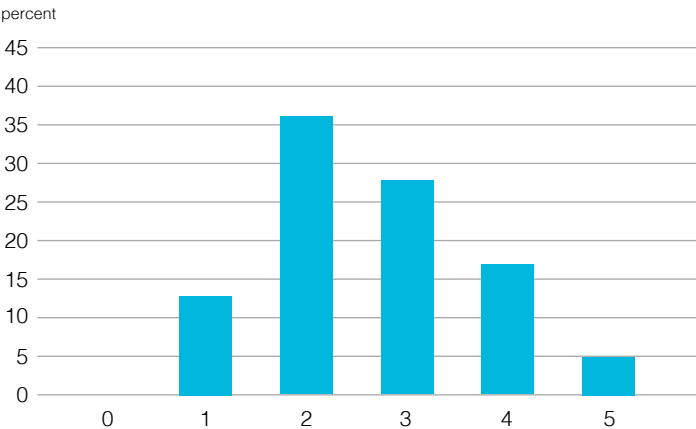
Few Believe AI Is Overstated

Less than 10% rated AI's importance as a 4 or 5, showing that only a small fraction of respondents see AI as overrated.

Negative Social Impacts of AI Are Not Seen as Overwhelming

Most nonprofit professionals believe that AI’s benefits outweigh its potential social drawbacks. While some respondents acknowledge risks, most maintain a balanced view or express optimism about AI’s societal contributions. Only a few are concerned about negative impacts, suggesting nonprofits focus more on AI’s positive potential. This sentiment highlights a cautious but confident approach to AI adoption, with organizations recognizing both challenges and opportunities as they explore how AI can enhance their missions.

The potentially negative social impacts of AI outweigh its benefits



Overall Insight

Most nonprofit professionals maintain optimism or a cautious balance, believing AI offers more benefits than drawbacks. While some concerns exist, confidence in AI’s positive societal potential remains strong.

Low Agreement with Negative Impact

The largest group of respondents (35%) rated the statement as a 2, suggesting that most believe AI’s negative social impacts do not outweigh its benefits.

Moderate Concerns

25% rated the statement a 3, showing a balanced view acknowledging AI’s benefits and risks.

Skepticism of Negative Impact

15% rated the statement as a 1, strongly disagreeing that AI’s adverse effects outweigh its advantages, indicating confidence in its positive potential.

Some Concern

Another 15% gave it a 4, reflecting some apprehension about potential negative implications.

Few Strong Believers in Negative Impact

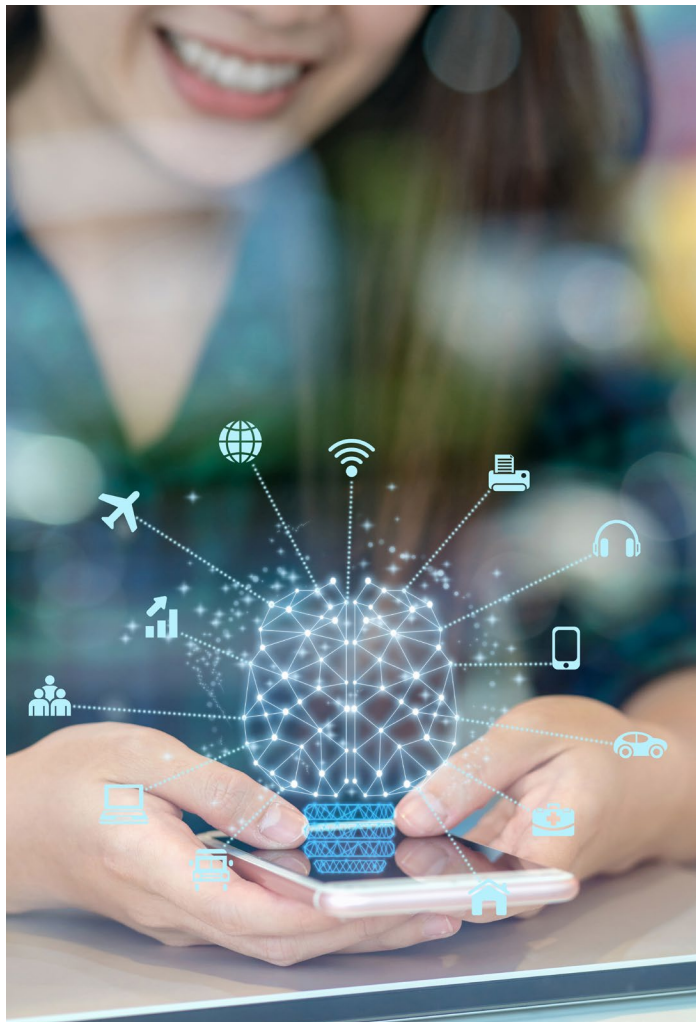
Only 5% rated it a 5, showing that a small portion of respondents are highly concerned about AI’s negative societal impacts.

Direct Quotes from Respondents: AI Concerns in Their Own Words

Firsthand Reflections on AI's Impact

Respondents share their thoughts on challenges AI may pose, from job displacement and ethical risks to concerns about over-reliance on technology and data privacy.

Nonprofit leaders are concerned with AI's potential to compromise privacy, accuracy, and the personal connection critical to their mission. There's also significant apprehension about the costs and technical complexity of AI, alongside the fear of job displacement and ethical issues, as these select responses showcase:



“Privacy breach, data leakage, job loss”

This response captures a common fear among nonprofits regarding the security of sensitive data and the potential for AI to displace human workers. Data security is a significant concern, especially in sectors handling vulnerable populations or private information.

“The accuracy. Untrusted compared to a human.”

Concerns about the reliability of AI outputs are prevalent. Many respondents fear that AI may not consistently provide accurate information, leading to distrust and the need for human oversight to verify content, especially in decision-critical tasks.

“Losing the personal touch”

A widely echoed sentiment is the fear that AI could depersonalize stakeholder interactions, particularly in donor relations or community engagement. This is a critical issue for nonprofits that build human connections to achieve their mission.

“Cost, not everyone will be on board; I won't really know what's going on.”

Concerns about AI's financial burden, implementation complexity, and potential steep learning curve reflect many nonprofits' resource limitations. The apprehension about internal buy-in also highlights the challenge of integrating AI without alienating staff.

Charting the Path Forward for Nonprofit's Use of AI

Optimism Around AI's Potential Impact on Nonprofits

Nonprofits view AI as a potential game-changer for operational efficiency, particularly in reducing repetitive tasks. There is a sense of optimism about AI's ability to allow organizations to do more with fewer resources. However, there is also a recurring theme of uncertainty and a desire for more understanding about how to fully harness AI's potential, as these verbatim responses indicate:

“AI could help us become more efficient in delivering our mission.”

This response highlights the common desire among nonprofits to use AI for operational efficiency. Many organizations are eager to leverage AI to streamline processes and save time for mission-driven activities.

“It has the potential to eliminate low-value, tedious work.”

A recurring theme in the responses is AI's potential to reduce the burden of repetitive administrative tasks. This sentiment suggests that nonprofit staff are eager to focus on high-impact work, delegating mundane tasks to AI.

“Saving time and accomplishing more things.”

Efficiency and time savings are paramount for nonprofits. This response aligns with many others who view AI as a tool to improve productivity without significant financial investments in additional staff.

“Saving time with a small staff allows us to take on more people-centric issues.”

With limited staff, nonprofits value AI for the ability to offload administrative tasks. This efficiency enables them to focus more on direct service and building community relationships.

“Streamlining operations, increasing donor leads, and fundraising opportunities.”

This reflects a common desire among nonprofits to optimize workflows and improve outreach efforts. Many organizations see AI as a tool to automate operations while enhancing donor engagement, ultimately boosting fundraising outcomes.

“We are a tiny nonprofit - only three full-time staff and one volunteer. We can't do it all. AI would be a huge help until we can expand and hire more staff.”

This speaks to the resource constraints faced by small nonprofits. Many see AI as a stopgap solution to help scale operations and reduce the pressure on limited human resources.

“Doing more with fewer resources and improving the quality of our communications.”

Nonprofits view AI as a means to stretch their limited budgets, ensuring high-quality communications and impact without additional staff. The emphasis is on maximizing productivity while maintaining or enhancing engagement with stakeholders.

Growing Demand for AI Consulting Services in Nonprofits

The Value of AI Strategy Planning for Nonprofits

As nonprofits navigate the evolving landscape of artificial intelligence, many are turning to external expertise for support in assessing and planning their AI adoption strategies. Interest in paid consulting services for AI adoption is steadily increasing, with organizations recognizing the importance of strategic guidance to harness AI's potential fully. This growing demand indicates that nonprofits are eager to leverage AI but seek structured, expert-led approaches to ensure successful implementation.

TechSoup offers the AI Starter Package Assessment to meet this demand. This package provides nonprofits with a tailored evaluation to ensure effective implementation. Learn more and explore the package here:

AI Starter Package Assessment.



Explore The Possibilities

Unlock Your Nonprofit's Potential with AI: Gain a Competitive Edge

The findings of this report underscore the growing interest nonprofits have in AI adoption. There is a strong demand for tools that enhance fundraising, streamline operations, and engage supporters. To address these priorities, Tapp Network, in partnership with TechSoup, offers tailored services to help nonprofits adopt and leverage AI effectively.



- ✓ **Grant Writing Assistance and Fundraising Optimization:** Nonprofits can automate grant applications and improve donor outreach with AI-powered tools. Predictive analytics help forecast fundraising success and target high-impact opportunities.
- ✓ **Marketing Automation and AI Chatbots:** Streamline communication and increase engagement with email marketing automation, social media scheduling tools, and AI-powered chatbots that provide round-the-clock support for donors and members.
- ✓ **Website Personalization and Predictive Analytics:** Deliver a customized user experience on your website and use data-driven insights to forecast trends, anticipate donor behavior, and optimize your strategy for a more significant impact.
- ✓ **AI for Reporting and Operational Efficiency:** Automate reporting processes to track campaign performance and impact. These tools free up staff time, allowing nonprofits to focus more on mission-driven work while maintaining data integrity and transparency.

Take Action Today

Start unlocking your nonprofit's potential by integrating AI solutions to meet your organization's needs. Visit TechSoup AI Services for Nonprofits to explore customized offerings, including AI readiness audits and personalized consultations. Our experts will help you identify practical, scalable AI solutions that align with your mission, ensuring your organization stays ahead and thrives in an increasingly competitive environment. The time to act is now—equip your nonprofit with AI tools that empower your team, engage your supporters, and drive long-term impact.

Thank You for Exploring the Future of AI

At TechSoup and Tapp Network, we've combined our strengths to deliver a robust suite of AI-enhanced web and marketing services tailored specifically for nonprofits. Our partnership merges decades of experience in nonprofit technology solutions with cutting-edge digital strategy expertise, creating a powerful ecosystem where innovation meets mission-driven impact.

But technology alone isn't enough. That's why our collaboration goes beyond delivering tools—we provide strategic guidance, hands-on support, and continuous training to ensure your mission is supported each step of the way. Inquire today about our one-off project and ongoing support options available to TechSoup members. We're excited about the opportunity to work alongside you to bring your vision to life and help you achieve meaningful results. Together, let's create lasting impact.



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