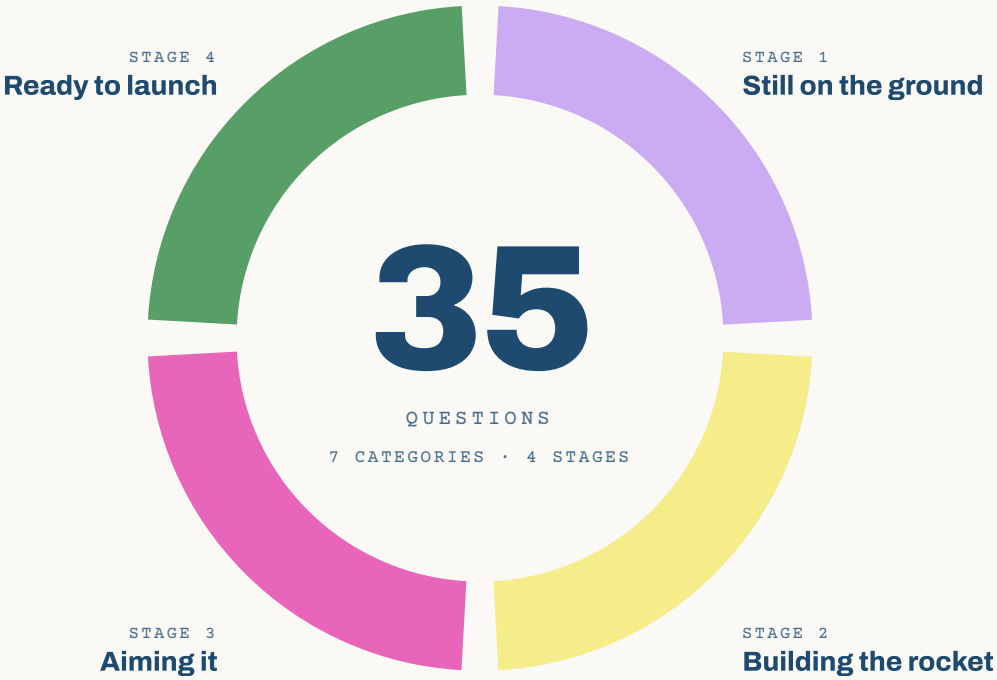
THE NONPROFIT AI STARTER PACK

THE NONPROFIT AI READINESS ASSESSMENT

35 questions across seven categories to discover where your org stands with AI



START HERE

HOW TO USE THIS ASSESSMENT

This assessment covers seven areas that determine how ready your org is to build real AI systems. Not just use chatbots, but implement connected workflows that fundamentally change what your team can accomplish.

For each statement, circle the number that best describes your org right now. Be honest. This is for you, not for anyone else. The more accurate your answers, the more useful your results will be.

THE SCORING SCALE

1	2	3	4	5
Not at all	**Barely**	**Somewhat**	**Mostly**	**Absolutely**
This does not describe us at all.	We have thought about it but have not acted.	We are making progress here.	This is generally true for us.	This is a real strength for our org.

THE SEVEN SECTIONS

01	**Leadership & Vision** Does your leadership understand and support AI adoption?	5 questions
02	**Data Foundation** Is your data organized enough for AI to work with?	5 questions
03	**Technology & Tools** What's your current tech stack and comfort level?	5 questions
04	**Team Culture & Capacity** Is your team ready to adopt AI into their daily workflows?	5 questions
05	**Current AI Usage** What are you already doing with AI right now?	5 questions
06	**Processes & Workflows** Are your workflows documented and repeatable enough for AI to enhance?	5 questions
07	**Ethics & Governance** Have you thought about the responsible use of AI at your org?	5 questions

At the end, add up your scores to find your stage. These are the same four stages as our 3-minute AI Readiness Quiz at **ifpossible.ai/quiz**. This is the deeper version, best filled in with your leadership team.

AI TIP

Paste this entire assessment into ChatGPT, Claude, or Gemini. Ask it to walk you through each question as a guided conversation. It will help you think through your answers and find your stage.

SECTION 1 OF 7

LEADERSHIP & VISION

01

Does your leadership understand and support AI adoption?

Q1 Our leadership team understands what AI can do for nonprofits beyond basic chatbot use.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q2 We have discussed AI as a strategic priority in at least one leadership or board meeting.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q3 There is at least one person actively championing AI exploration at our org.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q4 Leadership is open to changing how we work if AI can improve outcomes.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q5 We have a general sense of where AI could have the biggest impact on our mission.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

SECTION 1 SUBTOTAL _____ / 25

SECTION 2 OF 7

DATA FOUNDATION

02

Is your data organized enough for AI to work with?

Q6 Our donor data lives in a CRM that our team uses consistently.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q7 We can pull accurate donor giving history, contact info, and engagement data within minutes.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q8 Our data is generally clean: minimal duplicates, current addresses, accurate gift records.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q9 We track donor interactions beyond just gifts (meetings, emails, event attendance, notes).

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q10 We have at least two years of consistent data we could use to identify trends and patterns.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

SECTION 2 SUBTOTAL _____ / 25

SECTION 3 OF 7

TECHNOLOGY & TOOLS

03

What's your current tech stack and comfort level?

Q11 Our team regularly uses cloud-based tools (Google Workspace, Microsoft 365, etc.) for daily work.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q12 We have a CRM (Bloomerang, DonorPerfect, Salesforce, etc.) that is actively maintained.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q13 Our team is comfortable learning new software when it clearly saves time.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q14 We currently use at least one AI tool (ChatGPT, Claude, Gemini, etc.) for any work task.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q15 Our key tools (CRM, email platform, website) can connect to each other or export data easily.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

SECTION 3 SUBTOTAL _____ / 25

SECTION 4 OF 7

TEAM CULTURE & CAPACITY

04

Is your team ready to adopt AI into their daily workflows?

Q16 Our team is curious about AI: people ask questions, share articles, or bring it up in meetings.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q17 At least one team member has experimented with AI tools for work tasks on their own.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q18 Our org invests in professional development and training for staff on a regular basis.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q19 Team members are generally open to changing how they do their work if it genuinely saves time.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q20 Someone on staff could dedicate 2-3 hours per week to learning and building new AI systems.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

SECTION 4 SUBTOTAL _____ / 25

SECTION 5 OF 7

CURRENT AI USAGE

05

What are you already doing with AI right now?

Q21 We have used AI to draft at least one piece of fundraising content (appeal, grant narrative, email).

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q22 We have used AI for any kind of research (prospect research, funder research, benchmarking).

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q23 We have tried to get AI to produce output that matches our org's voice and tone.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q24 We have a general sense of which tasks in our workflow AI could realistically help with.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q25 We have seen at least one AI result that genuinely impressed us or changed how we think about it.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

SECTION 5 SUBTOTAL _____ / 25

SECTION 6 OF 7

PROCESSES & WORKFLOWS

06

Are your workflows documented and repeatable enough for AI to enhance?

Q26 Our fundraising activities follow a general annual calendar or strategic plan.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q27 We have documented processes for key tasks (gift processing, donor acknowledgment, grant submissions).

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q28 We can describe our donor journey from first contact to major gift in clear, defined steps.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q29 We reuse templates, boilerplate, or standard frameworks for recurring tasks (appeals, thank yous, reports).

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q30 We regularly review what is working and adjust our approach based on real results and data.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

SECTION 6 SUBTOTAL _____ / 25

SECTION 7 OF 7

ETHICS & GOVERNANCE

07

Have you thought about the responsible use of AI at your org?

Q31 We have discussed the ethical implications of using AI with donor data and communications.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q32 Our org has a general understanding of what data should and should not be shared with AI tools.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q33 We would be comfortable telling donors that AI assists in drafting our communications.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q34 Our org has (or would create) written guidelines before using AI for donor-facing tasks.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

Q35 We understand that AI outputs always need human review before going to donors, funders, or the public.

1	2	3	4	5
NOT AT ALL	BARELY	SOMEWHAT	MOSTLY	ABSOLUTELY

SECTION 7 SUBTOTAL _____ / 25

YOUR RESULTS

FIND YOUR STAGE

Write your subtotal from each section below, then add them up. Your total tells you which of the four stages your team is in today.

01	SECTION 1: Leadership & Vision	/ 25
02	SECTION 2: Data Foundation	/ 25
03	SECTION 3: Technology & Tools	/ 25
04	SECTION 4: Team Culture & Capacity	/ 25
05	SECTION 5: Current AI Usage	/ 25
06	SECTION 6: Processes & Workflows	/ 25
07	SECTION 7: Ethics & Governance	/ 25

YOUR TOTAL

Add all seven subtotals.

THE FOUR STAGES



35 to 70

Still on the ground

AI is a chat box you try now and then.



71 to 105

Building the rocket

AI is your thinking partner.



106 to 140

Aiming it

AI does real work for you.



141 to 175

Ready to launch

AI runs systems for you.

Turn the page to see what your stage means and what to do next.

YOUR STAGE

WHAT YOUR STAGE MEANS

1 STILL ON THE GROUND

AI is a chat box you try now and then. TOTAL 35 TO 70

You're at the starting line, and that's a great place to be.

Most nonprofits are right here with you. You have curiosity, which is the most important ingredient. Before AI can do real work for you, it needs a few foundations: your story on paper, leadership on the same page, and everyday comfort with the tools. None of that is hard. It just needs to happen in the right order.

YOUR NEXT STEP

Start with the Nonprofit AI Prompt Vault from this Starter Pack. Pick one prompt. Try it this week. Show your ED the result. That single moment of 'wait, it did that?' is how every AI-ready org got started.

2 BUILDING THE ROCKET

AI is your thinking partner. TOTAL 71 TO 105

You have the building blocks. Now it's time to connect them.

Your org has real strengths to build on. Maybe your data is solid but your team hasn't explored AI yet. Maybe one person is experimenting but leadership hasn't bought in. The pieces are there. They just aren't connected into anything systematic yet. This is where most orgs stall, because the jump from 'playing with ChatGPT' to 'AI doing real work' feels enormous. It isn't. You just need a roadmap.

YOUR NEXT STEP

Use the AI Policy Template from this Starter Pack to start a conversation with your leadership team. Having a written framework turns 'should we use AI?' into 'here is how we use AI responsibly.' That shift changes everything.

3 AIMING IT

AI does real work for you. TOTAL 106 TO 140

You're ready to hand AI real work. Right now.

You have clean data, a willing team, some AI experience, and leadership that gets it. You're starting from a position of strength. What you need now isn't more experimenting. It's a structured approach that connects your tools, your data and your workflows, so AI does whole jobs reliably and a named person approves what goes out.

YOUR NEXT STEP

You are ready for an If Possible Cohort. Cohorts are designed for orgs at exactly your stage: past the basics, ready to build real systems. Your team builds one real piece of your work AI-first, live with Colleen and Scott, week by week. Join the waitlist at **ifpossible.ai/cohort**.

4 READY TO LAUNCH

AI runs systems for you. TOTAL 141 TO 175

You're running, and you're ahead of most teams we meet. Time to go deeper.

Your org already has strong data practices, a tech-forward team, leadership buy-in and real AI experience. You're not wondering if AI works. You know it does. What you're probably feeling is the ceiling: your tools aren't talking to each other, and your best prompts aren't connected into systems yet. Your next gains come from systems that run on a schedule from your connected tools, one at a time, while your people set the strategy and approve the work.

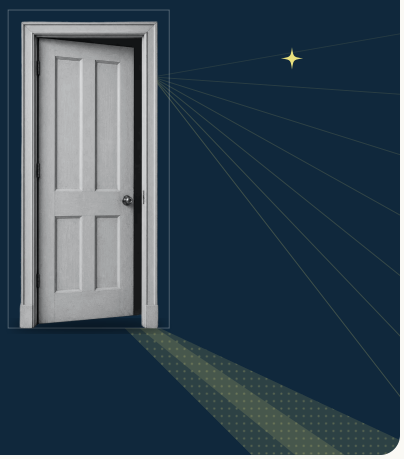
YOUR NEXT STEP

You are the exact org AI Implementation was built for. In this 1:1 partnership, we design the AI system your org needs with your leaders, then implement it with your team, department by department, until it runs. This is where individual tools become an intelligence layer. Start at **ifpossible.ai/ai-implementation**.

WHAT COMES NEXT

NOW YOU KNOW WHERE YOU STAND.

A prompt gets you a single output. A system gets you a repeatable process. The difference between prompting and building AI systems is the difference between writing one email and building the machine that writes every email.





ABOUT IF POSSIBLE

WE ARE NONPROFIT FUNDRAISERS WHO FIGURED OUT AI

If Possible is Colleen Cook and Scott Williams. We have spent more than a decade at the intersection of nonprofit fundraising and technology, helping 100+ nonprofits raise $200M+. Today we help nonprofit teams build AI into the work they already do, in their own voice and with their own data.

11+	100+	$200M+
YEARS	ORGS SERVED	RAISED

YOUR NEXT STEP WITH IF POSSIBLE

LIVE, IN SMALL GROUPS — 01

JOIN THE COHORTS WAITLIST

A small group of nonprofit teams each build one real piece of their work AI-first, live with Colleen and Scott, week by week. Join the waitlist to hear first when the next cohort opens.

ifpossible.ai/cohort

1:1 PARTNERSHIP — 02

AI IMPLEMENTATION

For orgs ready to build across the whole team. We design the AI system your nonprofit needs with your leaders, then implement it with your people, department by department, until it runs.

ifpossible.ai/ai-implementation

FREE, EVERY WEDNESDAY — 03

THE IF POSSIBLE NEWSLETTER

One issue a week: what matters in AI, what it means for your org, and one move you can make that same day.

ifpossible.ai/newsletter

FREE RESOURCES — 04

THE REST OF THE STARTER PACK

All three tools in the Nonprofit AI Starter Pack: the Prompt Vault, the Readiness Assessment and the AI Policy Template. Plus The Art of the Possible, our articles on AI for nonprofits.

ifpossible.ai/starter · **ifpossible.ai/articles**