Maximizing AI to Help Your Hub

Aaron Van Beek, Midwest Honor Flight

aaron@midwesthonorflight.org

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- How many of you use AI already?
- How many have never used AI?
- How many are here because the other session you wanted was full?

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This slide isn't about tools you *should* use; it's about tools you *already* use. AI isn't coming. **It's here.**

Google Gemini

Apple Intelligence

NETFLIX

salesforce

Canva

Copilot

ChatGPT

amazon

YouTube

zeffy

Fi

Grok

zoom

Most of us used AI *today* before this session 😮

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Goals & Agenda

Goals

- Understand what AI *is* (and isn't)
- See real-world, practical use cases related to Honor Flight
- Learn how to ask better questions
- Watch a live ChatGPT demonstration
- Leave with ideas you can implement immediately

Agenda

- What is AI, really?
- Where AI adds value today
- How to work *with* AI
- Live ChatGPT demo
- How Midwest HF has benefited from AI
- Q&A and discussion

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What is AI, really?

- When you hear “AI,” what comes to mind?
  - Maybe Excitement? Fear? Confusion? Curiosity?
- Defined:
  - Artificial Intelligence is software that recognizes patterns and generates responses based on data
- AI does not *think*
- AI does not *know* things like humans
- AI predicts likely answers based on patterns

What is AI, really? (Cont'd)

What AI is Good At

- Drafting and rewriting text
- Summarizing information
- Brainstorming ideas
- Answering questions
- Exploring options and tradeoffs

What AI is NOT Good At

- Understanding truth or intent
- Making ethical decisions
- Replacing human judgment
- Being 100% accurate

Where AI Adds Value Today

Communication Use Cases

- Drafting emails
- Rewriting for tone or clarity
- Creating talking points

Strategy & Creative Use Cases

- Brainstorming ideas
- Exploring pros and cons
- Creating outlines or plans

Productivity Use Cases

- Meeting summaries
- To-do lists
- Clarifying next steps

Key Mindset Shift:
AI is a ***copilot***, not an autopilot

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How to Work with AI

Why Prompts Matter

- AI follows instructions
- Vague prompts = vague results
- Better prompts = better output

4-Part Prompt Formula

- **Role** – Who should the AI act as?
- **Task** – What do you want it to do?
- **Context** – Background, constraints, or audience
- **Output** – Format, length, or style

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How to Work with AI (Cont'd)

1. Role - Who should the AI act as?

- **Tell the AI *who it should be***
  - "Act as a communications director…"
  - "You are an event planner…"
  - "Take the role of a nonprofit marketing expert…"
- **Why it matters:**
  - The role shapes tone, priorities, and perspective

How to Work with AI (Cont'd)

2. Task – What do you want it to do?

- **Clearly state what you want done**
  - Draft an email
  - Summarize a document
  - Brainstorm ideas
  - Create an outline
- **Tip:** Start with an action verb

How to Work with AI (Cont'd)

3. Context – Background, constraints, or audience

- **Provide background and constraints**
  - Who is the audience?
  - What's the situation?
  - Any limits (length, tone, timing)?
- Example: "This email is going to volunteers about a last-minute schedule change."

How to Work with AI (Cont'd)

4. Output – Format, length, or style

- **Tell AI how you want the answer delivered**
  - Bullet points
  - Short paragraphs
  - Under 150 words
  - Friendly but professional tone
- Example: "The response needs to be 500 words or less using a professional tone."

How to Work with AI (Cont'd)

Prompting Tips

- Be specific
- Ask for revisions
- Treat it like a conversation

Full Prompt Example: "You are a volunteer for Midwest Honor Flight and have been asked to speak for 5 minutes about how many flights MWHF has taken, how many Veterans have been honored, the impact that this trip has, and that more than 500 Veterans are waiting – create us a speech and outline."

Our Example (Live)

- Your hub is applying for a grant for new medical supplies
- The grant requires basic information about your Hub which you are comfortable answering
- The grant also requires specifics on why your project should be funded
  - Are you comfortable with talking medical? For the example, no you are not
- Our Prompt: “You are writing a grant proposal for new medical bags for Midwest Honor Flight and need to explain the impact of these new bags and why they are an important part of our flight. The responses needs to be limited to 500 words or less.”

How Midwest HF has Benefited from AI

- Secured funding for new medical bags and supplies
- Assisted with a grant proposal for an entire flight sponsorship
- Rewritten Guardian requirements and information to be more clear
- Helped write our board's travel policy
- Created event descriptions that were more engaging
- Drafted a professional email for declining new board member apps
- Designed basic logos for multiple events
- Curated multiple social media posts for events, merch, and flights

I’m not an expert but I use AI daily – what questions do you have?

- What would you like AI to help with?
- What concerns do you still have?
- Where do you see opportunity?

Closing Thoughts

- AI is a tool, not a threat, and it is not going anywhere
  - AI can make mistakes so ALWAYS check AI's work
- Asking good questions and creating good prompts matter
  - Use AI to assist, not decide - human judgment is essential
- Small experiments lead to big gains, AI is always learning
  - Continual learning enables AI systems to integrate new knowledge over time

The people who benefit most from AI won't be the most technical, they'll be the most curious.

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