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Putting AI to Work for Your Mission

Insights for helping the
nonprofit sector unlock
the full potential of AI

A Global Benchmark for AI in the Nonprofit Sector

This report is based on an annual global Google for Nonprofits survey conducted by Qualtrics, benchmarking the current state of AI adoption and use across the nonprofit sector. The research analyzes how operational efficiency gains, structural barriers to implementation, and targeted skill development impact organization-wide AI adoption.

Study Size

6,461

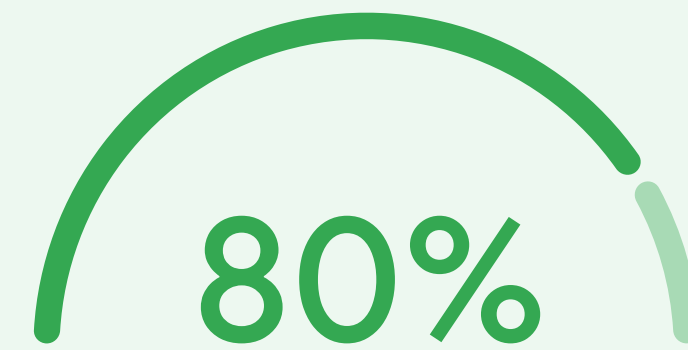
Nonprofit
Respondents

Key Insights



Hours Saved per Week

On average, nonprofit staff using AI **reclaim over a full workday a week**. This allows teams to reinvest that time into delivering direct services and expanding program reach.



Pilot AI in Marketing

Marketing serves as **the primary launchpad for experimentation**. Exploring AI in marketing builds the confidence needed to scale into other functional areas such as fundraising and program evaluation.



Regular Usage

While 86% of staff believe AI has the potential to make their work more effective, **daily organizational usage lags behind** due to structural resource constraints.



Upskilling Demand

Over three-quarters of staff at nonprofits are interested in AI upskilling, but time remains a significant barrier. With 65% of staff having fewer than 3 hours a month for training, **organizations must rely on flexible, on-demand, and asynchronous learning solutions**.

Realizing the Value of AI

Integrating AI into daily operations is already delivering measurable time savings for staff actively using these tools.

Reducing Administrative Burden with AI

Nonprofit staff are using AI to increase operational efficiency, allowing them to focus on what matters most—their mission.

8.8  hr

Reclaiming over a full workday per person, every week.*

*Based on a reported reduction from 18.8 hours to 10.0 hours spent on administrative tasks per staff member, per week after AI adoption.



“In nursing care facilities, AI is being used to reduce the burden of record-keeping and reporting that frontline caregivers have to do on a daily basis. Staff members told me, ‘I was able to talk to the residents because I finished the records faster.’”

Technology & Data Staff
Healthcare Nonprofit

Driving Impact in Three Key Areas

Beyond saving time on routine tasks, nonprofit staff are using AI to elevate daily operations.

76%

Accelerated content creation:
Drafting proposals, grants,
and communications.

“AI has helped improve our fundraising efforts by supporting proposal drafting [...] It allows us to quickly organize ideas, refine language, and adapt proposals for different donors, which saves time and ensures our messages are clear.”

Program Staff
Education Nonprofit

49%

Improved decision-making speed:
Synthesizing complex external data
for strategic calls.

“AI helps [our organization] synthesize regulations, funding opportunities, policy guidance, and background reports more quickly, which makes it easier to move from raw information to analysis and decision-making.”

Executive Leader
Public Health Nonprofit

42%

Faster access to knowledge:
Unlocking organizational data
for trends and streamlining.

“[AI helps our] engineers troubleshoot issues faster by assisting with scripting, configuration examples, and debugging, reducing time spent searching documentation.”

Executive Leader
STEM Education Nonprofit

Marketing as the Launchpad for Org-Wide Adoption

Marketing and content creation serve as the primary launchpad for experimentation. This builds the internal confidence necessary to safely use AI across deeper workstreams.

80%

Piloted in Marketing and Content

“We are now able to generate excellent content for our marketing and social media at 2x speed and 2x more content.”

Executive Leader
Education Nonprofit

68%

Adopted in Marketing and Content

“The ability to quickly summarize and analyze funding opportunities allows the organization to identify and respond to opportunities that might previously have gone unnoticed due to lack of time.”

Executive Leader
Arts & Culture Nonprofit

62%

Adopted in Fundraising

“Every single data crunching task or statistical analysis was a tedious process that took an absurd amount of time for our staff [...] now it is done in a matter of minutes.”

Executive Leader
Education Nonprofit

59%

Adopted in Program Evaluation

Understanding the Implementation Gap

Structural resource challenges hinder the transition from individual experimentation to organization-wide AI adoption.

High Potential **vs** Current Reality

With AI advancing rapidly, many organizations lack the support to act on its full potential.

86%
The Vision

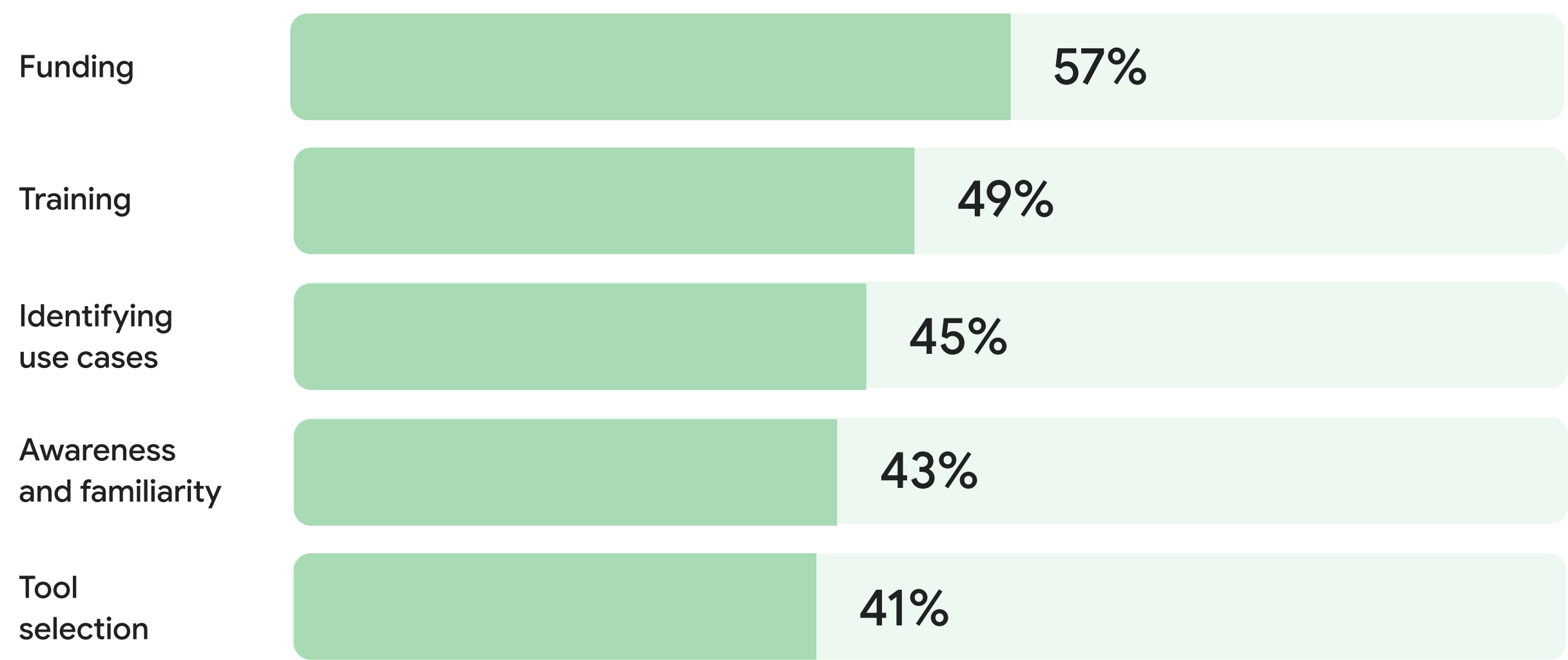
Nonprofit staff agree
AI has the potential to make
personal work more effective.

49%
The Reality

The actual portion
of an organization
utilizing AI regularly.

Identifying the Bottlenecks to Adoption

The disparity between potential and implementation stems from a critical need for targeted resources.

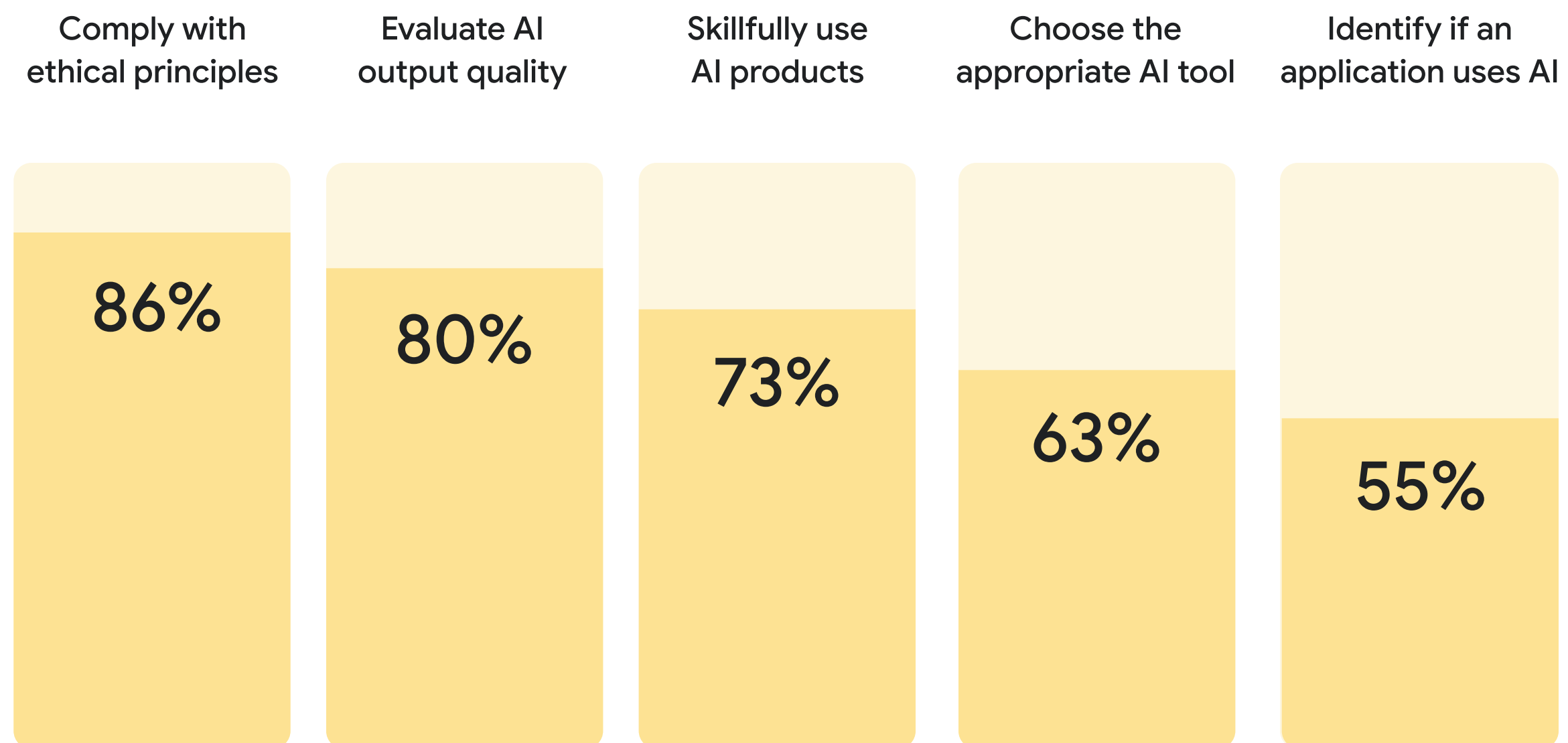


“By moving beyond simple time savings, we have utilized AI to better articulate our programmatic impact and align our strategic plans with specific funder priorities. However, our organization needs specialized training.”

Executive Leader
Economic Development Nonprofit

Improving AI Literacy

Nonprofit staff already show strong confidence in ethical AI use. The data reveals that **the greatest opportunity for scaling organization-wide adoption is hands-on training** including skillful use of AI products, choosing the appropriate AI tools, and identifying if an application uses AI.

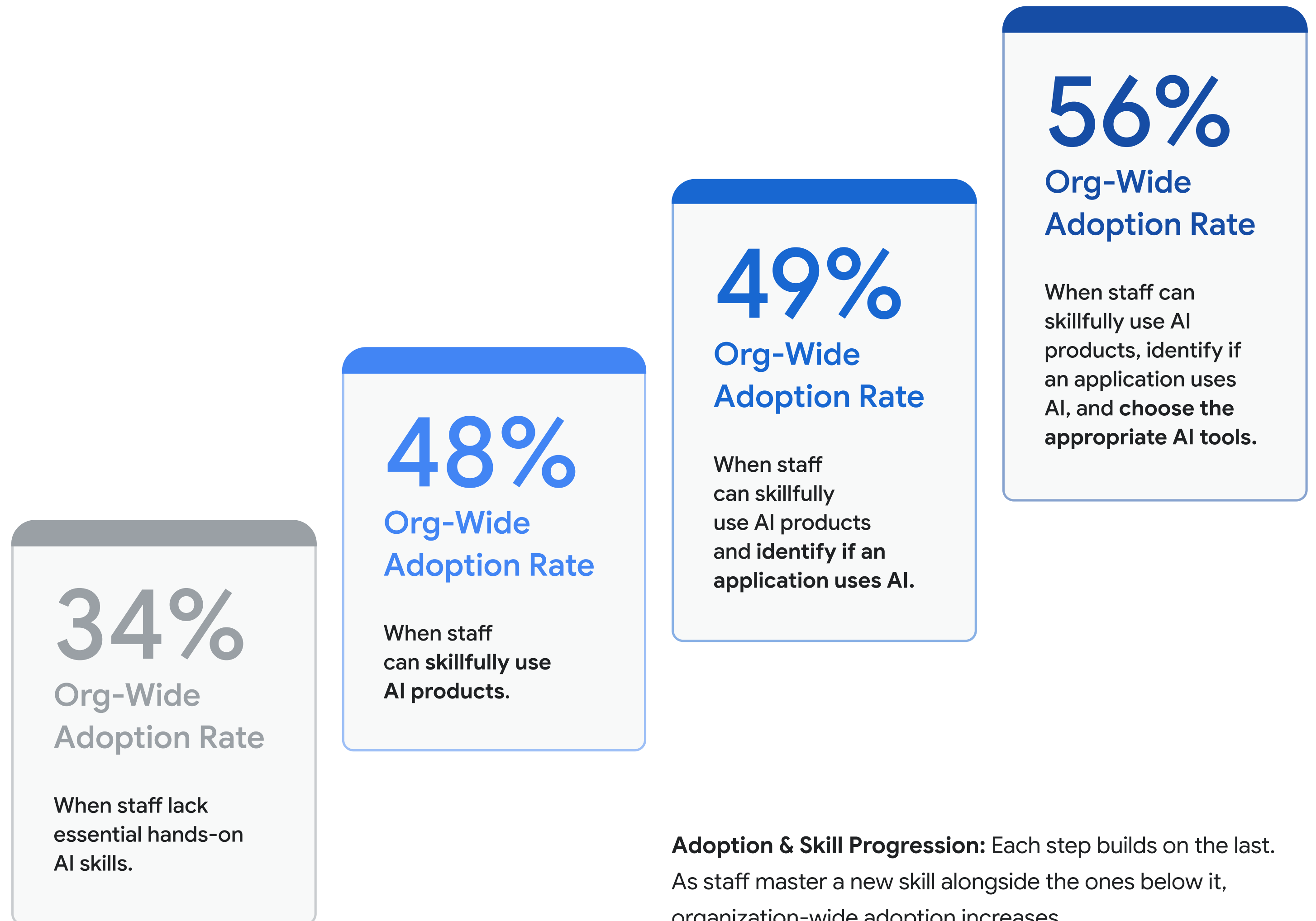


Navigating the Implementation Gap

Targeted skill development and on-demand resources provide practical pathways to help organizations build institutional readiness.

Practical Skills Directly Drive Org-Wide Adoption

Closing the implementation gap and translating AI potential into real-world impact is deeply connected to the expertise of staff. **As staff develop mastery in essential hands-on AI skills, organizational adoption climbs significantly**—reaching as high as 56%, which is 7% above the sector average. This underscores a key finding: the primary catalyst for widespread adoption isn't simply the introduction of new technology, but the individual confidence gained through targeted skill development.



The Need for Concise, On-Demand Learning

Time is a critical currency. Training frameworks must be **modular**, **on-demand**, and **low-effort** to accommodate tight staff schedules.

The Need

79%

of staff express
interest in AI skill training

The Constraint

65%

of staff have **fewer**
than 3 hours per month
for professional upskilling

The Solution

On-Demand Modular Learning is the top preferred format and rated most likely to be used by nonprofit staff, yet only 17% are currently utilizing it. This reveals that while the desire to learn is high, persistent time constraints create a critical need for highly flexible, low-effort learning pathways.

Google's Commitment to Nonprofit AI Success

To help close the implementation gap, Google is committed to putting responsibly built AI into the hands of those doing the world's most important work. Alongside foundational offerings—including **Google Ad Grants** with up to \$10,000 USD per month in ads on Google Search, and **Google Workspace for Nonprofits** with enterprise-grade security and data protections for up to 2,000 users at no cost—**Google is introducing three new resources.**

Personalized Support

6 custom video sessions with Google product experts covering Google Workspace, Gemini app, and Gemini Notebook.

goo.gle/npo-ai-support →

Tailored Courses

On-demand AI for Nonprofits modules for Fundraising, Marketing, and Operations.

goo.gle/npo-ai-training →

Social Good AI Hub

Public database mapping 400+ AI use cases from nonprofits across 163 countries.

thesocialgoodhub.ai →

Shape the Future of AI

The AI landscape is constantly evolving, and the needs of the nonprofit sector will evolve with it. By [signing up to provide feedback in future surveys](#), your organization can help guide the development of AI tools and resources that empower the entire nonprofit sector.

