Doing More with Less

AI & Automation in NGOs

female
algorithm



Lenka Hlinková

Ženský algoritmus (Female Algorithm) Co-Founder and Innovations Director
15 yrs in Tech (SK, UK)
Automation & AI Lead @ Resonate

Female Algorithm

Our Mission

Empowering women and girls to thrive in the digital world through technology, AI, digital skills and career development.

Who we work with:

Girls & Young People · Women · Career Returners & Changers · Educators & Organisations · Companies / Employees / Managers

What we do:

Education & Upskilling · Mentoring · Career & Leadership Programmes · AI & Digital Literacy and Tools · Research & Awareness · Community Building · Advocacy



Today's focus

1. Find Your Why & Benefits
2. Showcase - 13 Ways We Use AI & Automation in Our NGO
3. Make It Work

6 Years of Growth – Fueled by AI & Automation

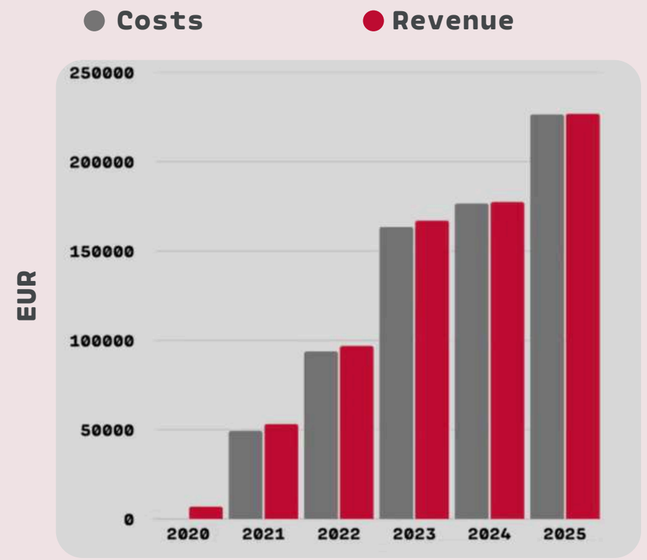
NGO set up in 2020 (Kosice, Slovakia)

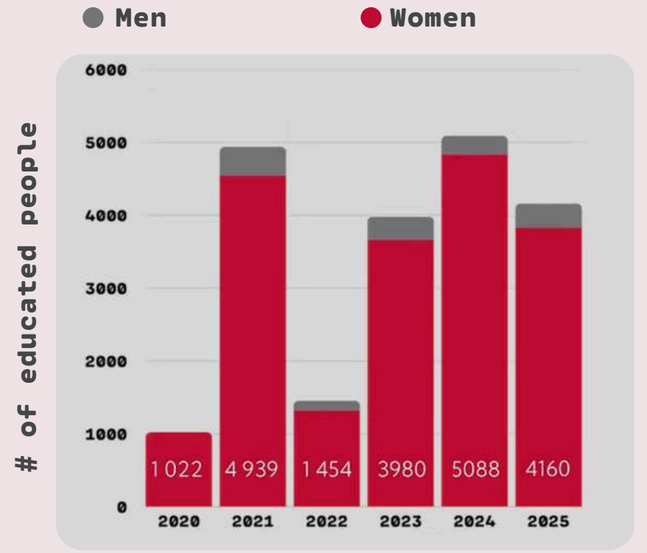
Starting point:

- almost no previous non-profit experience
- 4-members team
- 0 EUR starting capital
- only laptops, commercial experience, passion and strong VISION

Now:

- 70+ successfully delivered projects (national + intl)
- 20K+ educated women, girls and men
- 240K+ annual revenue and growing
- 16-members stable team
- software, hardware, office in Kosice and good reputation





What could AI & automation unlock for your organisation?



More impact, without more workload.

- Less admin → more time for your mission
- Less repetitive work → more meaningful work
- Fewer manual errors → better quality & consistency
- Better use of data → smarter decisions
- More personalised communication → stronger engagement
- Scalable processes → growth without growing your team at the same pace

The goal isn't to use more AI. The goal is to create more impact with the resources you already have.
Deliver on your promises to donors without burning out your team.

Showcase

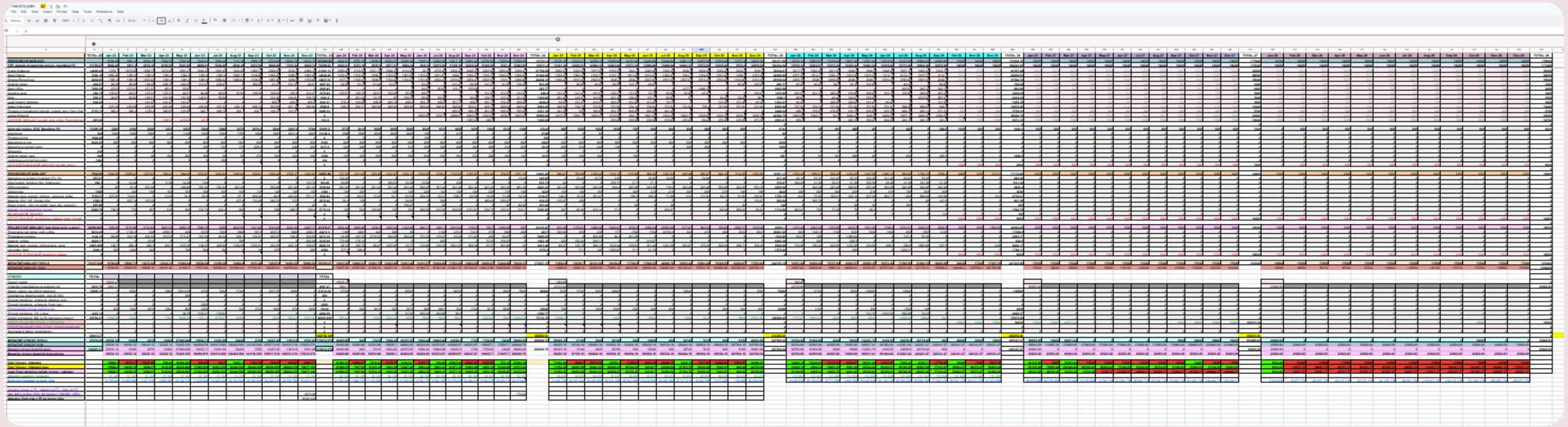
13 Ways We Use AI & Automation in Our NGO

Financial Records & Cash Flow Tracking

- No commercial software = no unnecessary features
- A set of interconnected Excel sheets covering expenses, invoices, donations, grants, payroll planning, project costs & cash flow
- Formulas, data imports & automated updates across sheets

- Initial setup: ~140 hours
- Monthly cost: €0

Build around your needs, not around the tool.

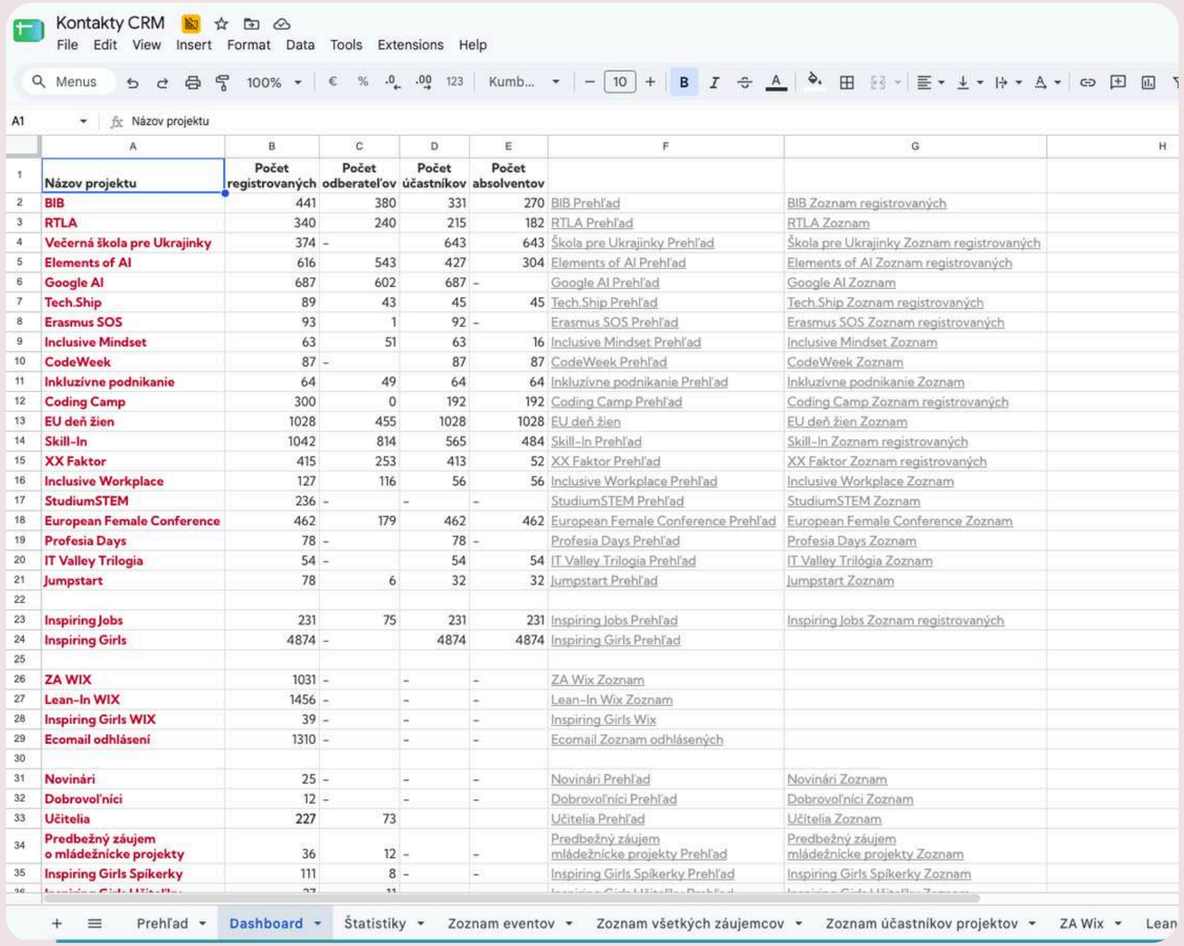


CRM / Beneficiary Database

- We tested Salesforce & HubSpot – and ended up with Excel
- Automated data input from registration & evaluation forms and newsletter sign-ups
- Secure, role-based access

- Initial setup: ~120 hours
- Monthly cost: €0

Don't buy complexity you don't need.



	A	B	C	D	E	F	G	H
1	Názov projektu	Počet registrovaných	Počet odberateľov	Počet účastníkov	Počet absolventov			
2	BIB	441	380	331	270	BIB Prehľad	BIB Zoznam registrovaných	
3	RTLA	340	240	215	182	RTLA Prehľad	RTLA Zoznam	
4	Večerná škola pre Ukrajinky	374	-	643	643	Škola pre Ukrajinky Prehľad	Škola pre Ukrajinky Zoznam registrovaných	
5	Elements of AI	616	543	427	304	Elements of AI Prehľad	Elements of AI Zoznam registrovaných	
6	Google AI	687	602	687	-	Google AI Prehľad	Google AI Zoznam	
7	Tech.Ship	89	43	45	45	Tech.Ship Prehľad	Tech.Ship Zoznam registrovaných	
8	Erasmus SOS	93	1	92	-	Erasmus SOS Prehľad	Erasmus SOS Zoznam registrovaných	
9	Inclusive Mindset	63	51	63	16	Inclusive Mindset Prehľad	Inclusive Mindset Zoznam	
10	CodeWeek	87	-	87	87	CodeWeek Prehľad	CodeWeek Zoznam	
11	Inkluzívne podnikanie	64	49	64	64	Inkluzívne podnikanie Prehľad	Inkluzívne podnikanie Zoznam	
12	Coding Camp	300	0	192	192	Coding Camp Prehľad	Coding Camp Zoznam registrovaných	
13	EU deň žien	1028	455	1028	1028	EU deň žien	EU deň žien Zoznam	
14	Skill-In	1042	814	565	484	Skill-In Prehľad	Skill-In Zoznam registrovaných	
15	XX Faktor	415	253	413	52	XX Faktor Prehľad	XX Faktor Zoznam registrovaných	
16	Inclusive Workplace	127	116	56	56	Inclusive Workplace Prehľad	Inclusive Workplace Zoznam	
17	StudiumSTEM	236	-	-	-	StudiumSTEM Prehľad	StudiumSTEM Zoznam	
18	European Female Conference	462	179	462	462	European Female Conference Prehľad	European Female Conference Zoznam	
19	Profesia Days	78	-	78	-	Profesia Days Prehľad	Profesia Days Zoznam	
20	IT Valley Trilogia	54	-	54	54	IT Valley Trilogia Prehľad	IT Valley Trilógia Zoznam	
21	Jumpstart	78	6	32	32	Jumpstart Prehľad	Jumpstart Zoznam	
22								
23	Inspiring Jobs	231	75	231	231	Inspiring Jobs Prehľad	Inspiring Jobs Zoznam registrovaných	
24	Inspiring Girls	4874	-	4874	4874	Inspiring Girls Prehľad		
25								
26	ZA WIX	1031	-	-	-	ZA Wix Zoznam		
27	Lean-In WIX	1456	-	-	-	Lean-In Wix Zoznam		
28	Inspiring Girls WIX	39	-	-	-	Inspiring Girls Wix		
29	Ecomail odhlásení	1310	-	-	-	Ecomail Zoznam odhlásených		
30								
31	Novinári	25	-	-	-	Novinári Prehľad	Novinári Zoznam	
32	Dobrovoľníci	12	-	-	-	Dobrovoľníci Prehľad	Dobrovoľníci Zoznam	
33	Učitelia	227	73			Učitelia Prehľad	Učitelia Zoznam	
34	Predbežný záujem o mládežnícke projekty	36	12	-	-	Predbežný záujem mládežnícke projekty Prehľad	Predbežný záujem mládežnícke projekty Zoznam	
35	Inspiring Girls Spikerky	111	8	-	-	Inspiring Girls Spikerky Prehľad	Inspiring Girls Spikerky Zoznam	

Invoicing

- No paid invoicing software
- Invoices created in Canva – flexible design, content & fields
- Easy to adapt for different donors, partners & project requirements
- Easy duplication & PDF export
- Invoice records feed into our financial tracking system
- Approx 20–30 invoices per year

- Initial setup: ~2 hours of initial design
- Monthly cost: €0

Automate where it pays off. Keep it simple where it doesn't.



ženský algoritmus o.z.

FAKTÚRA/VS 2026008

Dátum vystavenia: 18.5.2026
Dátum dodania: 18.5.2026
Dátum splatnosti: 17.6.2026

Pri nemocnici 7
040 01 Košice
zápis v Registri obč. združení č. VVS/1-900/90-59867
Okr. úrad Košice, č. živnostenského registra 820-93655
IČO: 532 841 35
DIČ: 2121377346
Č. účtu: SK33 8330 0000 0025 0188 9556
Dodávateľ nie je platcom DPH

ON Semiconductor **Slovakia AS**
Výbovská cesta 2617/102
921 01 Piešťany
IČO: 36227943
DIČ: 2020169393
IČ DPH: SK2020169393

Fakturujeme Vám služby na základe objednávky zo dňa 22.9.2025

SLUŽBY	MNOŽSTVO		
Workshop Rozdielni, no na jednej vlne	1.5 hod	300 €	450 €
Príplatok za návštevu on-site	1 deň	200 €	200 €

650 €

Ďakujeme za spoluprácu!

skilloria.sk
zenskyalgoritmus.sk

Mgr. Zuzana Soláková
+421 915 705 305

Low-Code Platform for Websites (Wix)

We've been using Wix since day one of our NGO.

- Built & managed multiple websites and project portals in-house
- From simple programme websites/pages to registrations, forms, databases, resources & interactive tools
- Our sites support programme recruitment, education, lead generation, data collection and project dissemination
- Most require no coding – just good design, smart use of existing components & good wording
- Changes can be made immediately by our team = no developer tickets, waiting or extra cost
- StudiumSTEM.sk pushed us further: database-driven content and more advanced functionality required some custom coding (we learned)
- Easy integration with forms, CRM, email marketing, automation tools & AI chatbot

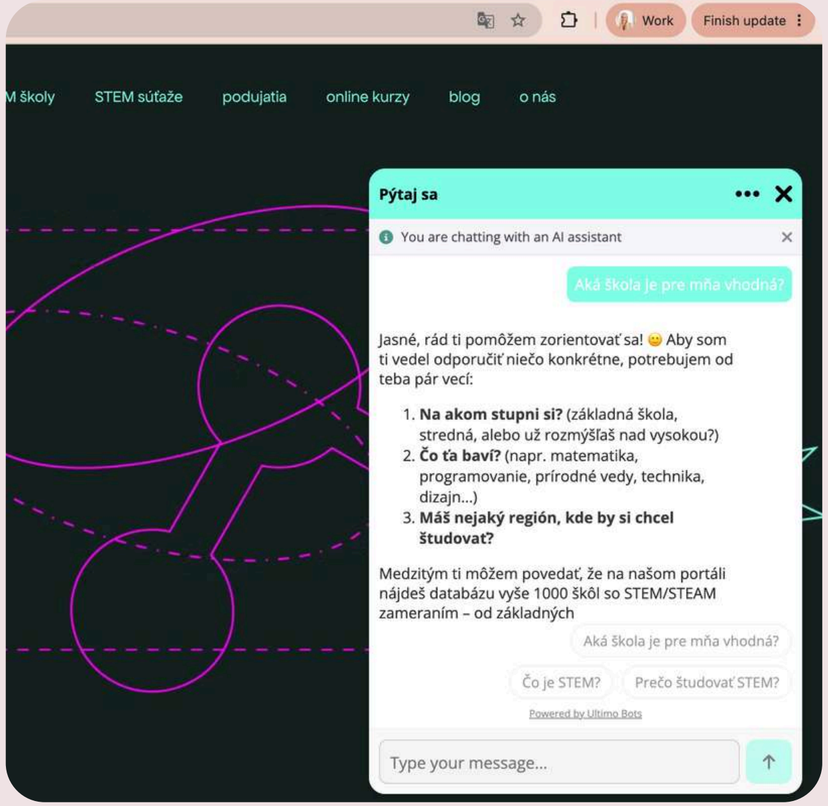
- Monthly costs: 20 – 50 eur / per plan, internal maintainance much cheaper than external deveoper

No-code doesn't mean no expertise. It means owning the ability to change.

AI Chatbot on StudiumStem.sk Portal

- AI chatbot integrated into our Wix portal via a paid plugin
- Trained on our own content + customised instructions for how to respond
- Used by dozens of students & parents every month – hundreds during admissions season
- Provides instant, 24/7 answers in all languages without adding workload to our team

- Initial setup: ~3 hours, including data & behaviour setup
- Maintenance: ~1–2 hours/month — conversation analysis, content updates & fine-tuning
- Monthly cost: ~€25



You don't need to build AI. You need to know where to plug it in.

AI-Assisted Grant Writing



- ~30 grant proposals/year — with AI as a co-pilot, not the author
- AI helps us process 300+ page guidelines, eligibility rules & evaluation criteria
- Used for brainstorming, structuring, English wording & consistency checks
- Our ideas & expertise → AI-supported formulation & double-checking
- ChatGPT, Gemini & Claude help identify gaps, duplications and potential non-compliance
- 2+ years of accumulated organisational context helps surface relevant information we might otherwise overlook

- ~60% less time needed to develop a proposal
- ~50% success rate maintained
- Enabled us to pursue more complex 5- and 6-figure grants

- 160+ hours saved = one full working month (mainly of my work)

We didn't outsource our thinking. We accelerated everything around it.

AI Agent for Grant Scouting

- Regularly scans national & international funding opportunities
- Filters calls against our mission, topics, priorities & capacity
- Summarises the most relevant opportunities: funder, budget, deadline, eligibility & fit
- Delivers a shortlist instead of hundreds of calls to review manually

How it works:
Scan → Match → Filter → Summarise → Notify



Let AI search. Let humans decide what's worth pursuing.

AI Agent for Email Management

- Automatically summarises incoming emails
- Identifies messages that require a response or action
- Highlights deadlines, requests & important follow-ups
- Creates calendar reminders/notifications for emails that shouldn't be missed
- Helps prioritise the inbox without manually reviewing every message



Outcome:
Less inbox time · Fewer missed actions · Better follow-up

Don't let important actions get buried in your inbox.



Use AI as **leverage** – not to do more work, but to create **space for more meaningful work**.

Automated Workflows (Make)

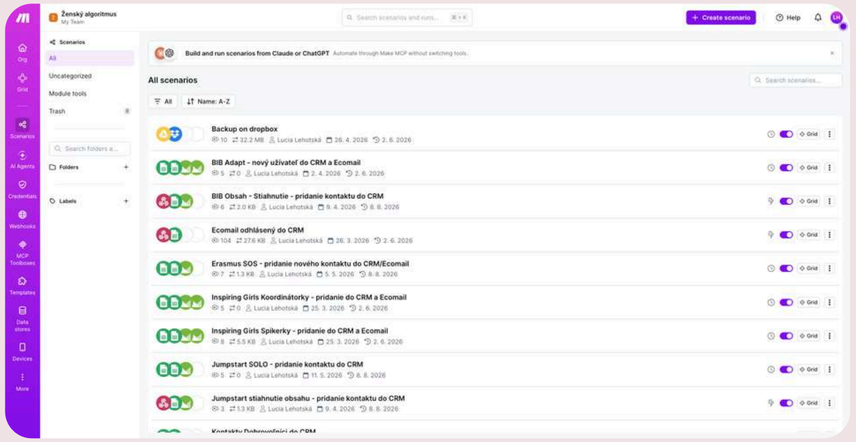
Connecting our tools so data moves automatically without copy-paste.

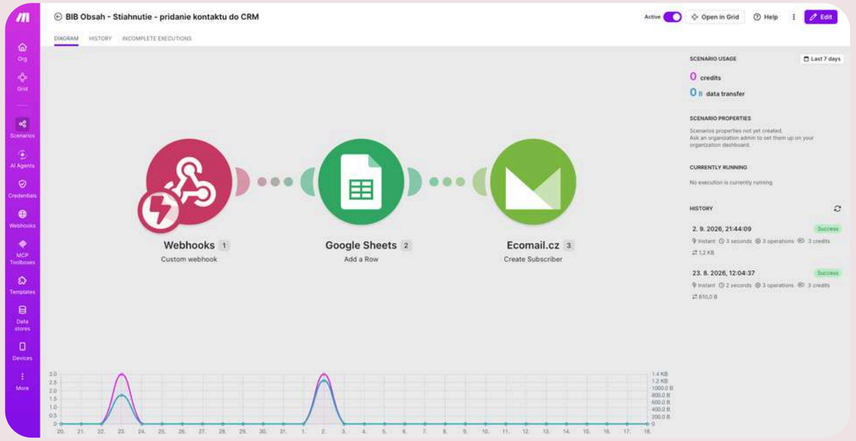
- Registrations from different programmes → CRM + Ecomail
- Content downloads → automatic lead/contact creation
- Newsletter subscriptions & unsubscribes → CRM synchronisation
- Data from multiple Wix (web) forms → one central database
- Social media metrics → automated reporting in Google Sheets
- Automated file backups

Different workflows for different programmes: built once, then running in the background

- Initial setup: varies by workflow
- Maintenance: minimal once stable
- Monthly cost: €0

Automate the handovers, not just the tasks.

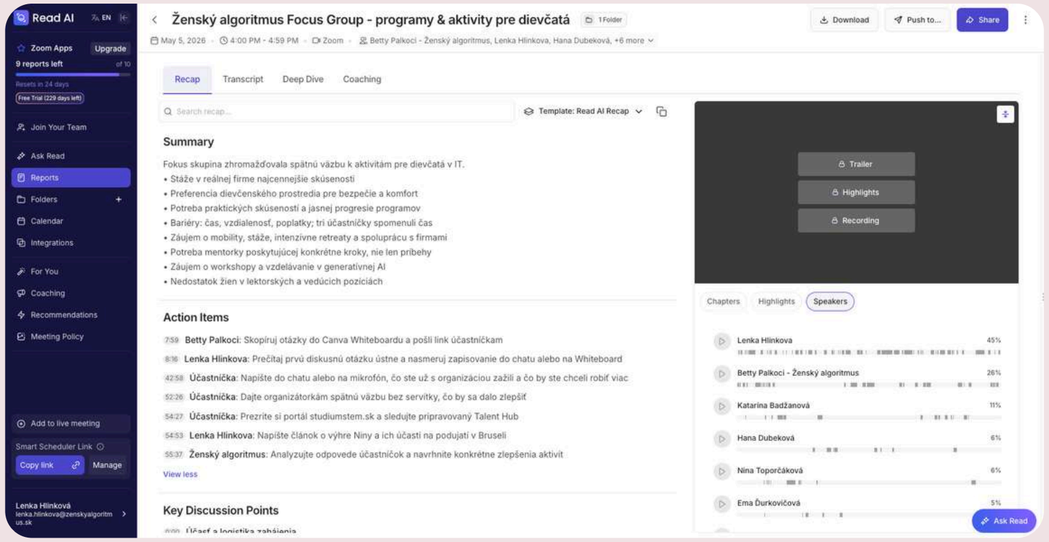




AI Meeting Notes (Read AI)

- Turning meetings into searchable knowledge & actions
- Invited to selected meetings – not every call
- Automatic meeting summary, key topics, action items & full transcript
- Useful when a key team member cannot attend
- Used for team meetings, project calls, focus groups, interviews
- Notes can be shared with all participants
- No more dedicated person taking meeting minutes

- Current cost: €0 — free version

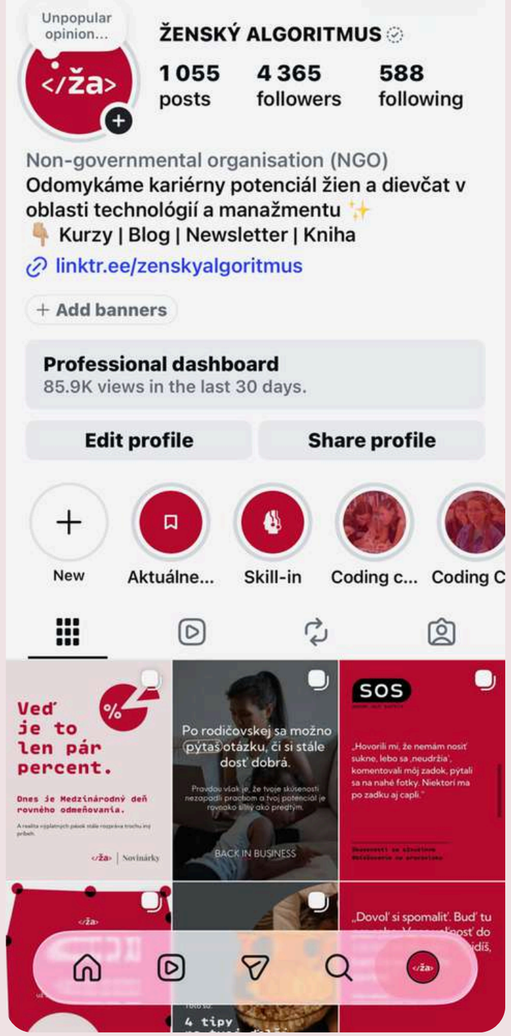


Be present in the meeting. Let AI take the notes.

AI & Automation for Marketing

Less time collecting data. More time understanding what works.

- AI-assisted copywriting, editing, brainstorming & content ideas
- Adapting content for different channels, audiences & formats
- AI support for analysing campaign performance, reach & engagement
- Automated tracking of newsletter unsubscribes
- Automated monthly snapshots of social media follower numbers
- Data consolidated into dashboards instead of manual monthly reporting
- Faster creation of summaries and insights for donors & project reports
- Human review remains part of all external communication



Outcome

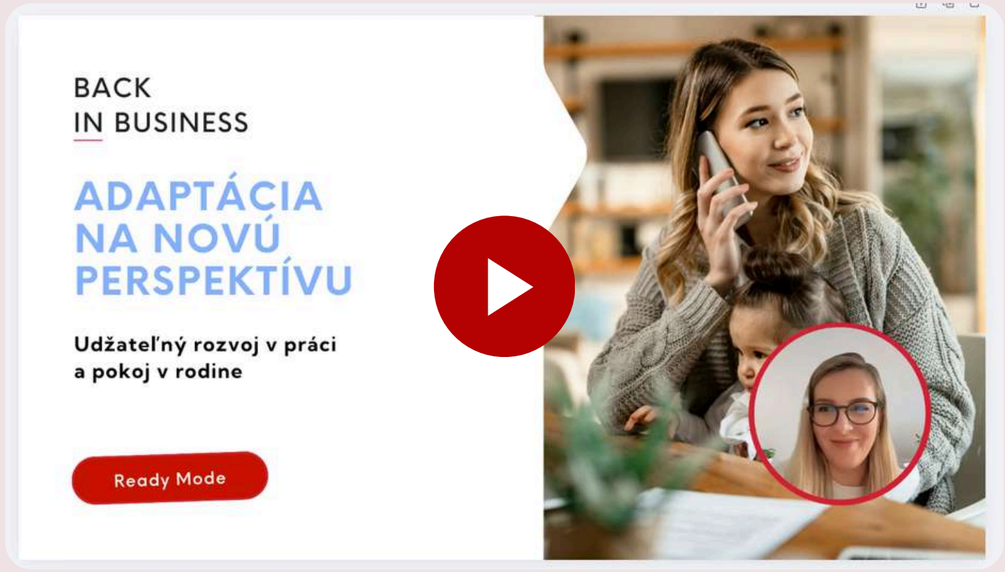
Less manual reporting · Faster content creation · Better use of data · More consistent communication

Automate data collection. Use AI to understand it. Let humans tell the story.

Video Creation

- NotebookLM / Gemini - AI-generated video overviews from our content
- Canva Pro - recording, editing & producing educational and promotional videos
- From existing content → ready-to-use video with lower production effort

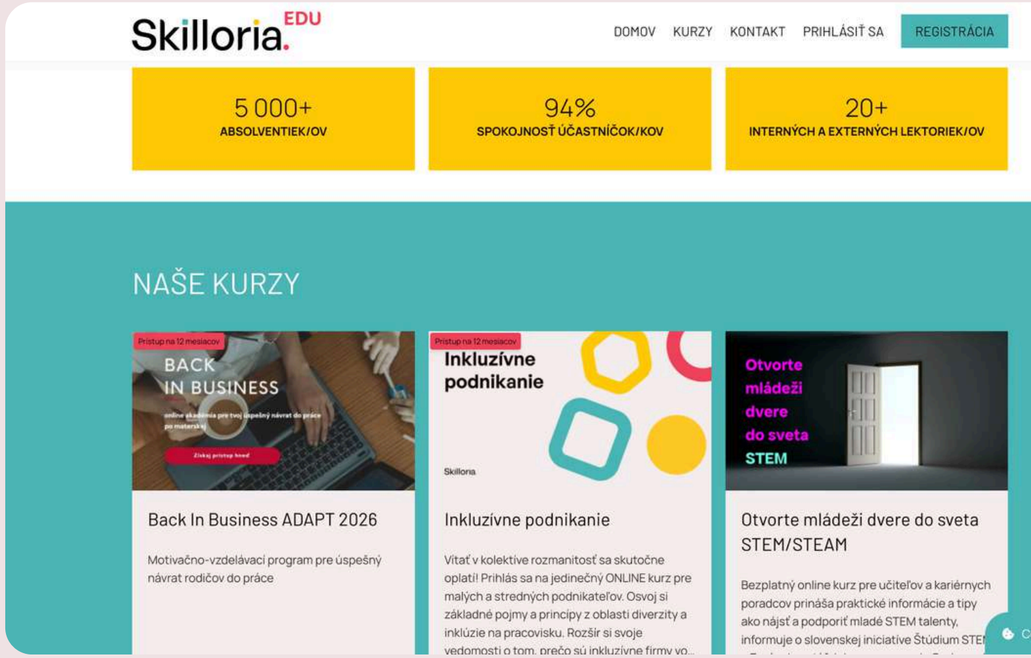
- Monthly cost: €0



Good content doesn't always need expensive production.

LMS Platform (LearnWorlds)

- One central platform for our online courses & learning programmes
- Hosts videos, PDFs, worksheets, quizzes & interactive content
- Automated registrations, course access & learner onboarding
- Drip-fed content: modules can open automatically according to schedule
- Tracks learner progress, completion & engagement
- Automated tests, assessments & certificates
- Supports multiple programmes and hundreds of learners simultaneously
- Learners can study anytime, at their own pace
- We use for INTERNAL ONBOARDING, too :)



Outcome: One course can be created once and delivered repeatedly to hundreds of learners with minimal additional workload.

Build once. Teach many.

Make It Work

8 Principles We Learned Along the Way

1. Map before you automate.

Map your internal and beneficiary-facing processes. Look at effort, frequency, repetitiveness and type of work. You don't need to automate the whole process – often the repetitive 20% is enough.

2. Start where it hurts most.

Identify your biggest time/energy drains, bottlenecks and critical processes.

Prioritise automation by potential time saved, impact and risk reduced – not by what looks most exciting or COOL :).

3. Simplify → Standardise → Automate.

Don’t automate a messy process. Fix it first. Then automate only the parts where technology genuinely adds value.

And maybe you can eliminate at least a part of it by innovation.

4. Research before you buy.

Don’t jump on the first shiny tool. Compare features, integrations, limitations, data security & privacy, scalability and total cost. Know what data you are sharing, where it goes and who can access it. Free today doesn’t always mean free tomorrow.

5. Use the nonprofit advantage.

Actively look for free nonprofit licences, discounts, credits and pro-bono technology programmes. Track all tools used across the organisation including owners, costs and renewals.

6. Give innovation an owner – but make it everyone's job.

Have someone responsible for innovation who understands processes across the organisation. But share the learning. People can only suggest better ways of working when they know what technology makes possible.

7. Automate the routine. Keep the human value.

Let technology handle copy-paste, administration, searching, sorting, checking and repetitive tasks. Protect human capacity for people, relationships, judgement, creativity and strategy.

8. Never stop learning.

Tools will change. Prices will change. AI will change. Build innovation capability, not dependency on one tool.

Keep experimenting, measuring and improving.

MAP → PRIORITISE → SIMPLIFY → AUTOMATE → MEASURE → IMPROVE

Doing More with Less

Spend **less human time**
on work that doesn't need a human.
And **more human time**
on the work that creates positive social **impact**.



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Let's Stay in Touch

zenskyalgoritmus.sk

lenka-hlinkova