CORSEN AI Academy

ChatGPT for Associations and NGOs

Course syllabus

Version 2026-11

Overview

Use ChatGPT for communication, fundraising, reporting, and association management.

Learning objectives

- Establish an ethical and confidentiality framework adapted to beneficiary and donor data
- Write donation appeals, newsletters, and campaign stories that trigger engagement
- Produce communication visuals with the ChatGPT Canva plugin
- Organize association activity in ChatGPT projects and coordinate volunteer work
- Write activity reports and annual summaries from collected field data

Audience and prerequisites

Non-technical professionals—executives, managers, marketing, HR, legal—looking to integrate ChatGPT into their daily work.

No technical prerequisites. A computer, an internet connection, and an account on the relevant platform are sufficient.

Duration and format

Estimated duration : 1 h 15 min. 100% online self-paced course, accessible 24/7 via a browser. Progress is saved, resume anytime. Estimated duration: 1 h 15 min.

Content

- AI for the Public Good (3 lessons)
- Communication and Fundraising (4 lessons)
- Association Management (3 lessons)
- Annual Campaigns (2 lessons)

Assessment

Application exercises proposed throughout the lessons. Each lesson ends with its Key takeaways, supporting self-assessment. A final quiz of 5 corrected questions, at the end of the last lesson, validates acquired skills.

Accessibility

Course accessible to people with disabilities: text content compatible with screen readers, keyboard navigation, and compliant contrasts. For any adaptation needs, email hello@corsen.ai.

Price and recognition

Free

Certificate of completion issued by Corsen AI.

Access time

Immediate after account creation and email confirmation.

Corsen AI — Paris, France — SIRET 10297040700015
academy@corsen.ai — https://academy.corsen.ai