



MNWB

AI DIGEST



Monthly AI maritime charity highlights

Welcome to our monthly AI-focused newsletter, AI Digest, bringing practical guidance on the responsible use of artificial intelligence in the maritime charity sector.

Each edition of AI Digest will include a short roundup of relevant updates, a practical tip you can apply straight away, and an example of how a charity is using AI to improve delivery. We will also share templates and guidance to support good practice.

We hope you find AI Digest useful and that it helps you and your organisation make the most of AI in a safe and effective way.

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Companies set for increased investment in AI



Based on insights from over 100 organisations, this *Rareloop* report shows why AI initiatives are stalling, and what it actually takes to turn AI experimentation into measurable value and results.

Findings show that 83% of organisations surveyed plan to increase AI investment this year. Despite these increased investments, many are struggling to convert the additional spending into measurable value.

Some 90% of charities surveyed are currently experimenting with off-the-shelf AI tools such as *ChatGPT* or *Copilot*. Both large and small organisations seemed to have similar approaches to AI integration with both seeing early efficiency gains.

Organisations that integrated AI with existing workflows or developed specific bespoke AI solutions found to have received the greatest benefits from AI investment.

[Read more](#)

Report shows how charities are using AI



As AI becomes a bigger part of everyday life, charities are increasingly exploring how it can support their work. Today, 76% of charities are using AI, up from 61% the previous year.

Despite every charity operating and using AI in their own way, common themes have emerged on their use. Nine in 10 large charities are using AI in some form. 48% of charities use AI for administration and project management, 36% for grant applications and 34% for communications and fundraising.

While many charities are implementing AI in their daily operations, there are still gaps in certain areas. The number of charities with a digital strategy in place is falling, from 50% last year to 44%. Additionally, a third of charities do not know where to base their initial interactions with AI.

HCR Law also discusses the opportunities and risks of AI as well in its article. Click on the link below to find out more.

[Read the article](#)

AI tips and tricks



In each edition of AI Digest, we will be giving advice on how to effectively use AI in daily tasks which will provide you and your team with better results.

This month, we'll look at how AI personas can help you create more tailored and effective prompts. A persona is a role or character that you ask the AI to adopt, such as a specific job title or area of expertise.

For the best results, choose a persona that is relevant to the task and has a high level of expertise in that field.

For example, if you need a summary of website analytics stored in Excel, you could start your prompt with:

"You are one of the world's leading data analysts, specialising in Excel and website analytics."

Place the persona at the beginning of your prompt so the AI can apply that perspective throughout its response and deliver more relevant, high-quality results.

MNWB staff attend AI conference



Joel Holt (Head of Marketing and Communications) and Hollie Harbinson (Executive Assistant) attended the Directory of Social Change (DSC) AI Conference 2026, exploring the latest developments in artificial intelligence and its growing role within the charity sector.

The conference, chaired by DSC Training Consultant George Knight pictured above, highlighted how AI adoption is moving beyond experimentation towards strategic, day-to-day use, while also addressing important challenges around digital skills, data protection and responsible implementation. Sessions covered practical applications of AI, including the development of AI assistants and agents.

As AI continues to evolve, MNWB remains committed to understanding how emerging technologies can support innovation, efficiency and better outcomes for the charity and the people it serves.

[Find out more](#)

MNWB AI Tool of the Month



Each month, we will highlight an AI tool which we think that you will find useful.

This month we will be highlighting and discussing a tool we have been using, Gamma. Gamma AI is an AI-powered content creation platform that lets you quickly generate presentations, documents, and webpages from a single text prompt. There are many ways where Gamma can be used in the maritime welfare sector.

Gamma is ideal for creating presentations on already pre-set information. If you want to create high quality presentations to be presented to stakeholders or present information internally, Gamma is the right AI tool for this scenario. Gamma can also help present documents in a clearer manner for internal staff and potential external clients. The webpage prompt tool can help you assist in bringing your ideas to light for your website, and can be used as a visual bases for your digital marketing team to further work on.

[Try Gamma](#)

Want to get involved?

We want to hear from you about your experiences and use of AI in your daily operations. If you are a MNWB member, and want to share your experiences with AI for the next edition of AI Digest, please get in touch with our Digital Marketing Officer, Nick Curtis.

[Email Nick](#)