



STANDARD OPERATING PROCEDURES (SOPs) FOR RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE (AI)

Programme Design | Resource Mobilization | Digital Fundraising

Optivida Consultancy & Research Services

Your Strategic Partner for Impact

info@optividaconsultancy.com

www.optividaconsultancy.com

+254 715 864 154 | +252 613 028 514

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1. INTRODUCTION

Artificial Intelligence (AI) is rapidly transforming the way organizations design programmes, mobilize resources, and deliver impact. In the development and humanitarian sector, AI presents significant opportunities to enhance efficiency, innovation, data-driven decision-making, and competitiveness in fundraising.

However, the use of AI also introduces important considerations related to ethics, data protection, bias, transparency, and accountability. Without clear guidance, there is a risk of misuse, over-reliance, or unintended harm.

These Standard Operating Procedures (SOPs) have been developed by Optivida Consultancy & Research Services to provide a structured and practical framework for the responsible, ethical, and effective use of AI across key organizational functions, including:

- Programme design and development
- Resource mobilization and proposal writing
- Donor intelligence and opportunity scanning
- Digital fundraising and communication

This SOP serves as a practical guide for staff, consultants, and partners, ensuring that AI is used to enhance not replace human expertise, while maintaining the highest standards of integrity and professionalism.

2. PURPOSE OF THE SOP

The purpose of this SOP is to establish clear, standardized guidelines for the use of Artificial Intelligence (AI) within organizational operations, ensuring that its application is effective, ethical, secure, and aligned with best practices.

Specifically, this SOP aims to:

- Provide guidance on how to use AI tools to improve programme design and proposal quality
- Strengthen resource mobilization efforts through AI-supported donor intelligence and analysis
- Enhance digital fundraising and communication strategies using AI-generated content and insights
- Promote ethical and responsible AI use, including safeguards related to data protection, bias, and transparency
- Ensure consistency and quality control in AI-assisted outputs across teams
- Establish clear approval processes and accountability mechanisms

- Support organizations in becoming innovation-ready and competitive in global funding environments

Ultimately, this SOP ensures that AI is used as a strategic enabler of impact, while minimizing risks and maintaining compliance with organizational and donor standards.

3. SCOPE OF APPLICATION

This SOP applies to all individuals and teams involved in organizational functions where AI tools may be utilized.

3.1 Applicability

This SOP applies to:

- Programme and project staff
- Resource mobilization and fundraising teams
- Monitoring, Evaluation, Accountability and Learning (MEAL) teams
- Communications and digital engagement staff
- Senior management and decision-makers
- Consultants and external partners engaged in programme or proposal development

3.2 Functional Areas Covered

The SOP governs the use of AI across the following key areas:

- **Programme Design:** Concept development, problem analysis, Theory of Change, and results frameworks
- **Proposal Development:** Concept notes, full proposals, donor reports, and supporting documentation
- **Donor Intelligence:** Opportunity scanning, donor mapping, and funding analysis
- **Digital Fundraising:** Campaign content creation, messaging, and audience engagement
- **Data Analysis & Reporting:** Summarization, insights generation, and learning documentation

3.3 AI Tools Covered

This SOP applies to commonly used AI tools, including but not limited to:

- Text generation tools (e.g., ChatGPT and similar platforms)
- Data analysis and automation tools
- Content generation tools (text, visuals, and communications)
- AI-supported research and donor intelligence tools

3.4 Limitations of Use

This SOP does **not permit**:

- Use of AI for sensitive data without proper safeguards
- Blind reliance on AI-generated outputs without human validation
- Use of AI in ways that violate ethical standards, donor compliance, or organizational policies

All AI use must remain subject to human oversight, verification, and accountability.

4. DEFINITIONS AND KEY CONCEPTS

To ensure clarity and consistency in the application of this SOP, the following key terms are defined:

4.1 Artificial Intelligence (AI)

Artificial Intelligence refers to computer systems or tools capable of performing tasks that typically require human intelligence, such as text generation, data analysis, decision support, and pattern recognition.

4.2 AI Tools

Software or platforms that utilize AI to support tasks such as:

- Content generation (e.g., text, reports, proposals)
- Data analysis and interpretation
- Donor intelligence and research
- Communication and digital engagement

4.3 AI-Assisted Output

Any content, analysis, or recommendation generated partially or fully using AI tools. This includes:

- Proposal drafts
- Reports and summaries
- Donor mapping outputs
- Fundraising content

4.4 Human Oversight

The process of reviewing, validating, and approving AI-generated outputs by qualified personnel to ensure accuracy, relevance, and compliance.

4.5 Data Protection

The practice of safeguarding sensitive and personal information from unauthorized access, misuse, or disclosure when using AI tools.

4.6 Bias (AI Bias)

Systematic errors or unfair outcomes in AI-generated content resulting from limitations in data, algorithms, or assumptions embedded in AI systems.

4.7 Transparency

The ability to clearly explain how AI tools are used, including:

- The role of AI in generating outputs
- The level of human involvement
- The sources of information used

4.8 Accountability

The responsibility of individuals and teams to ensure that AI-generated outputs are accurate, ethical, and aligned with organizational standards.

5. GUIDING PRINCIPLES FOR AI USE

The use of AI within the organization shall be guided by the following core principles:

5.1 Human-Centered Approach

AI shall be used to support and enhance human decision-making, not replace it. Final responsibility remains with staff.

5.2 Accuracy and Quality Assurance

All AI-generated outputs must be:

- Verified for correctness
- Reviewed for relevance
- Edited to ensure quality and clarity

5.3 Ethical Use

AI must be used in ways that:

- Respect human rights
- Promote fairness and inclusion
- Avoid harm or misinformation

5.4 Transparency and Disclosure

Staff should be transparent about:

- When AI has been used
- The extent of AI contribution
- Any limitations of AI-generated outputs

5.5 Data Protection and Privacy

No sensitive, confidential, or personal data should be shared with AI tools without proper safeguards and authorization.

5.6 Accountability and Responsibility

All outputs generated using AI remain the responsibility of the staff member or team using the tool.

5.7 Efficiency and Innovation

AI should be used to:

- Improve efficiency
- Enhance creativity and innovation
- Strengthen organizational competitiveness

6. ETHICAL AND RESPONSIBLE AI FRAMEWORK

This section establishes the institutional safeguards and standards for responsible AI use.

6.1 Ethical Standards

All AI use must adhere to the following ethical principles:

- **Do No Harm:** Avoid generating or using content that may cause harm or misinformation
- **Fairness:** Ensure outputs are inclusive and free from bias
- **Integrity:** Maintain honesty and professionalism in all AI-assisted work
- **Respect for Privacy:** Protect sensitive and personal data at all times

6.2 Risk Areas in AI Use

Key risks associated with AI include:

- Inaccurate or misleading information
- Embedded bias or discrimination
- Data privacy breaches
- Over-reliance on AI without validation

6.3 Risk Mitigation Measures

To address these risks, the following measures must be applied:

- Mandatory human review and validation of all AI outputs
- Cross-checking information with reliable sources
- Avoiding use of AI for sensitive or confidential data
- Using AI as a support tool—not a final authority

6.4 Responsible Use Requirements

All staff must:

- clearly understand the limitations of AI tools
- Use AI only for approved purposes
- Ensure outputs are contextually accurate
- Apply professional judgment at all times

6.5 Ethical Approval and Oversight

- Sensitive or high-risk use of AI must be reviewed and approved by supervisors
- Organizations should establish internal oversight mechanisms
- AI use in critical documents (e.g., donor proposals) must undergo strict quality control

6.6 Alignment with Global Standards

This SOP aligns with internationally recognized principles on AI, including:

- Responsible AI use
- Data protection and privacy
- Transparency and accountability
- Human oversight and ethical governance

7. AI USE IN PROGRAMME DESIGN

7.1 Purpose

To enhance the quality, innovation, and efficiency of programme design through the responsible use of AI tools.

7.2 Areas of Application

AI may be used to support:

- Problem analysis and needs assessment
- Context analysis (sectoral, geographic, and thematic)
- Development of programme ideas and concepts
- Theory of Change (ToC) development
- Results frameworks and logframes
- Risk analysis and mitigation planning

7.3 Standard Procedures

Step 1: Define Programme Objective

- Clearly outline the programme goal and target population
- Identify key thematic areas (e.g., WASH, health, climate resilience)

Step 2: Use AI for Idea Generation

- Generate programme concepts and intervention options
- Explore innovative approaches and solutions

Step 3: Develop Theory of Change (ToC)

- Use AI to draft causal pathways
- Map inputs → outputs → outcomes → impact

Step 4: Develop Results Framework

- Generate indicators, outputs, and outcomes
- Ensure alignment with donor expectations

Step 5: Validate and Refine

- Review AI-generated content
- Adjust based on context and field realities

7.4 Quality Control Measures

- ✓ All outputs must be reviewed by programme staff
- ✓ Ensure contextual accuracy and feasibility
- ✓ Validate alignment with organizational strategy

7.5 Limitations

AI must not:

- Replace field data or stakeholder consultation
- Be used as the sole source of programme design
- Generate unrealistic or non-contextual interventions

8. AI USE IN RESOURCE MOBILIZATION & PROPOSAL DEVELOPMENT

8.1 Purpose

To improve the quality, clarity, and competitiveness of funding proposals using AI tools.

8.2 Areas of Application

AI may be used for:

- Concept note development
- Full proposal drafting
- Problem statements and justification
- Theory of Change and results frameworks
- Budget narratives and justification

- Editing and improving clarity and structure

8.3 Standard Procedures

Step 1: Review Donor Requirements

- Analyze guidelines, priorities, and evaluation criteria

Step 2: Draft Proposal Sections Using AI

- Generate initial drafts for:
 - Background/problem statement
 - Objectives and outcomes
 - Activities and methodology

Step 3: Strengthen Technical Content

- Improve logic, coherence, and alignment
- Ensure donor language and terminology are used

Step 4: Develop Supporting Components

- Theory of Change
- Logframe
- Budget narrative

Step 5: Review and Edit

- Verify accuracy and consistency
- Ensure alignment with donor requirements

8.4 Quality Assurance

✓ All proposals must undergo **human review and approval**

✓ AI-generated content must be:

- Verified
- Contextualized
- Edited for professionalism

8.5 Ethical Considerations

- Do not submit AI-generated content without review
- Avoid plagiarism or unverified claims
- Ensure originality and authenticity

8.6 Limitations

AI must not:

- Replace expert judgment
- Be used to fabricate data or evidence
- Be relied upon without validation

9. AI USE IN DONOR INTELLIGENCE AND MAPPING

9.1 Purpose

To strengthen fundraising effectiveness through AI-supported donor intelligence and opportunity identification.

9.2 Areas of Application

AI may be used to:

- Identify potential donors and funding opportunities
- Analyze donor priorities and trends
- Match organizational strengths with funding opportunities
- Track innovation-focused funding calls
- Generate donor profiles

9.3 Standard Procedures

Step 1: Define Funding Needs

- Identify priority sectors and funding gaps

Step 2: Conduct AI-Assisted Donor Search

- Use AI tools to identify relevant donors
- Generate lists of funding opportunities

Step 3: Analyze Donor Priorities

- Extract key themes and focus areas
- Identify alignment with organizational programmes

Step 4: Develop Donor Profiles

- Create structured profiles including:
 - Funding priorities
 - Geographic focus
 - Application requirements

Step 5: Validate Information

- Cross-check AI outputs with official donor sources
- Confirm accuracy and eligibility

9.4 Output

- ✓ Donor mapping matrix
- ✓ List of funding opportunities
- ✓ Strategic donor engagement insights

9.5 Quality Control Measures

- ✓ Verify all donor information
- ✓ Use official donor websites as primary reference
- ✓ Ensure relevance to organizational strategy

9.6 Limitations

AI must not:

- Replace official donor verification
- Be used as the sole source of funding information
- Generate inaccurate or outdated opportunities

10. AI USE IN DIGITAL FUNDRAISING

10.1 Purpose

To enhance the effectiveness, reach, and impact of digital fundraising efforts through the responsible use of AI tools.

10.2 Areas of Application

AI may be used to support:

- Development of fundraising campaign concepts
- Creation of compelling stories and messaging
- Social media content generation (posts, captions, scripts)
- Email fundraising campaigns
- Audience targeting and segmentation insights
- A/B testing of messages and campaign strategies
- Basic visual content generation (where appropriate)

10.3 Standard Procedures

Step 1: Define Campaign Objective

- Identify fundraising goal (e.g., emergency response, project funding)
- Define target audience

Step 2: Generate Campaign Content Using AI

- Develop:
 - Campaign titles and slogans
 - Story narratives
 - Social media posts
 - Email messages

Step 3: Optimize Messaging

- Use AI to test variations (A/B testing)
- Refine tone, clarity, and emotional appeal

Step 4: Develop Content Plan

- Create structured posting schedules
- Align messaging across platforms

Step 5: Review and Approve

- Ensure all content is:
 - Accurate
 - Ethical
 - Aligned with organizational values

10.4 Quality Assurance

- ✓ All content must be reviewed before publication
- ✓ Ensure cultural sensitivity and appropriateness
- ✓ Maintain consistency with brand and communication guidelines

10.5 Ethical Considerations

- Avoid misleading or exaggerated messaging
- Ensure dignity and respect in storytelling
- Do not manipulate emotional content unethically

10.6 Limitations

AI must not:

- Replace human storytelling judgment

- Be used to create false or misleading narratives
- Be used without review and approval

11. DATA PROTECTION AND PRIVACY GUIDELINES

11.1 Purpose

To ensure that the use of AI tools complies with data protection standards and safeguards sensitive information.

11.2 Types of Data Covered

This includes:

- Personal data (names, contacts, beneficiary information)
- Organizational data (internal documents, proposals, reports)
- Sensitive data (financial, health, or protection-related information)

11.3 Data Protection Principles

All AI use must follow these principles:

- **Confidentiality:** Protect sensitive information
- **Integrity:** Ensure data accuracy
- **Security:** Prevent unauthorized access
- **Minimization:** Share only necessary data

11.4 Standard Procedures

Step 1: Assess Data Sensitivity

- Identify whether data is:
 - Public
 - Internal
 - Confidential

Step 2: Restrict Data Sharing

- Do not input sensitive or personal data into AI tools
- Use anonymized or generalized data where possible

Step 3: Use Secure Platforms

- Use approved and secure AI tools
- Avoid unverified or risky platforms

Step 4: Apply Data Anonymization

- Remove identifying details before using AI
- Replace real data with examples where possible

11.5 Prohibited Practices

- ❌ uploading confidential documents to AI tools
- ❌ sharing personal beneficiary data
- ❌ Using AI tools that do not meet basic security standards

11.6 Compliance

All staff must comply with:

- Organizational data protection policies
- Donor data protection requirements
- Applicable national and international data protection laws

12. RISK MANAGEMENT AND MITIGATION

12.1 Purpose

To identify, assess, and mitigate risks associated with the use of AI tools.

12.2 Key Risks

Risk	Description
Inaccuracy	AI may generate incorrect or misleading information
Bias	AI outputs may reflect bias or unfair assumptions
Data Breach	Risk of exposing sensitive information
Over-reliance	Excessive dependence on AI without validation
Ethical Risks	Misuse of AI for inappropriate content

12.3 Risk Mitigation Measures

1. Human Oversight

- Mandatory review of all AI outputs
- Final decisions made by qualified staff

2. Verification and Validation

- Cross-check information with reliable sources
- Validate against field data and context

3. Controlled Use of AI

- Use AI only for approved tasks
- Avoid high-risk applications without oversight

4. Data Protection Controls

- Do not share sensitive data
- Use anonymized inputs

5. Staff Awareness and Training

- Train staff on AI risks and responsible use
- Promote critical thinking and validation

12.4 Risk Monitoring

- Regular review of AI usage practices
- Identification of emerging risks
- Continuous improvement of mitigation measures

12.5 Incident Management

In case of AI-related risks or misuse:

1. Report issue to supervisor
2. Assess impact and severity
3. Take corrective action
4. Document and learn from the incident

13. APPROVAL AND GOVERNANCE STRUCTURE

13.1 Purpose

To establish clear governance mechanisms that ensure accountability, oversight, and quality control in the use of AI across the organization.

13.2 Governance Framework

AI use shall be governed through a multi-level oversight structure:

1. Strategic Oversight (Senior Management)

- Approves AI-related policies and SOPs
- Ensures alignment with organizational strategy

- Oversees ethical compliance and risk management

2. Technical Oversight (Programme & MEAL Leads)

- Reviews AI use in programme design and reporting
- Ensures technical accuracy and contextual relevance
- Validates outputs such as ToC's, logframes, and analyses

3. Operational Oversight (Team Leads / Managers)

- Supervises day-to-day use of AI tools
- Reviews AI-generated outputs before submission
- Ensures adherence to SOP procedures

13.3 Approval Levels for AI Use

Activity	Approval Required
Internal drafts (low risk)	Team Lead
Proposal development	Programme/Technical Lead
Donor submissions	Senior Management
Sensitive/high-risk use	Senior Management Approval

13.4 Quality Control Mechanisms

- ✓ Mandatory review of all AI-generated outputs
- ✓ Use of standardized templates and tools
- ✓ Final approval before external submission
- ✓ Documentation of AI use in key deliverables

13.5 Compliance Enforcement

Failure to comply with this SOP may result in:

- Rejection of outputs
- Revisions and corrective actions
- Internal accountability measures

14. ROLES AND RESPONSIBILITIES

14.1 Purpose

To clearly define responsibilities to ensure accountable, safe, and effective use of AI tools.

14.2 Key Roles

1. Senior Management

- Approve AI policies and SOPs
- Provide strategic direction
- Ensure compliance with donor and ethical standards

2. Programme Staff

- Use AI for programme design and documentation
- Ensure outputs are accurate and context-specific
- Validate AI-generated content

3. Resource Mobilization Team

- Use AI for proposal development and donor mapping
- Ensure proposals meet donor requirements
- Maintain quality and competitiveness

4. MEAL Team

- Use AI for data analysis and reporting
- Ensure accuracy of findings and indicators
- Support validation of programme outputs

5. Communications / Fundraising Team

- Use AI for digital fundraising and content creation
- Ensure messaging is ethical, accurate, and aligned with brand

6. Team Leaders / Managers

- Supervise AI use within teams
- Review and approve outputs
- Ensure compliance with SOP

7. All Staff and Users

- Follow SOP guidelines
- Apply ethical and responsible AI use
- Ensure validation and accountability

15. AI USAGE WORKFLOW AND PROCEDURES

15.1 Purpose

To provide a step-by-step standardized process for using AI tools across all functions.

15.2 Standard AI Workflow

Step 1: Define Task

- Clearly identify the purpose of using AI
- Determine expected outputs

Step 2: Select Appropriate AI Tool

- Use approved and reliable tools
- Ensure tool is suitable for the task

Step 3: Input Design (Prompting)

- Provide clear and structured instructions to AI
- Avoid sharing sensitive or confidential data

Step 4: Generate Output

- Use AI to produce draft content or analysis
- Ensure outputs align with initial objective

Step 5: Review and Validation

- Check for:
 - Accuracy
 - Relevance
 - Completeness
- Compare with reliable sources

Step 6: Edit and Refine

- Improve clarity, structure, and quality
- Adapt content to context and organizational standards

Step 7: Approval

- Submit output for review by relevant authority
- Ensure compliance with approval structure

Step 8: Final Use

- Use approved output for:
 - Proposals

- Reports
- Campaigns

15.3 Workflow Principles

- ✓ Human validation is mandatory
- ✓ AI outputs are drafts—not final products
- ✓ Approval must be obtained before external use

15.4 Documentation

- Record how AI was used (if required)
- Maintain version control of key documents
- Ensure transparency in key outputs

16. MONITORING, EVALUATION AND LEARNING (MEAL) INTEGRATION

16.1 Purpose

To ensure that AI use is continuously monitored, evaluated, and improved to enhance effectiveness, accountability, and learning.

16.2 Monitoring AI Use

Organizations shall track:

- Frequency of AI tool usage
- Areas where AI is applied (programme design, proposals, fundraising)
- Quality of AI-assisted outputs
- Compliance with SOP guidelines

16.3 Evaluation of Effectiveness

AI use should be evaluated based on:

- Improvement in proposal quality and success rates
- Efficiency gains (time saved)
- Quality of donor intelligence and targeting
- Effectiveness of digital fundraising campaigns

16.4 Learning and Adaptation

- Document lessons learned from AI use
- Share best practices across teams
- Update tools and workflows based on experience

- Encourage innovation and continuous improvement

16.5 Indicators (Examples)

- % of proposals developed using AI support
- Proposal success rate (%)
- Staff satisfaction with AI tools
- Time saved in proposal development

17. COMPLIANCE AND ACCOUNTABILITY

17.1 Purpose

To ensure adherence to SOP guidelines and maintain accountability in AI usage.

17.2 Compliance Requirements

All staff must:

- Follow SOP procedures
- Ensure ethical and responsible AI use
- Protect sensitive and confidential data
- Validate all AI-generated outputs

17.3 Accountability Mechanisms

- Individual accountability for AI use
- Supervisory oversight and review
- Documentation of AI-supported work (where required)

17.4 Non-Compliance

Failure to comply may result in:

- Revision or rejection of outputs
- Internal corrective actions
- Escalation to management where necessary

18. TRAINING AND CAPACITY BUILDING

18.1 Purpose

To ensure staff have the knowledge and skills required to use AI effectively and responsibly.

18.2 Capacity Building Approach

Organizations should:

- Conduct regular AI training sessions
- Provide practical, hands-on learning

- Build staff confidence in using AI tools
- Promote continuous learning

18.3 AI Champion Approach

- Identify internal “AI Champions”
- Provide advanced training and coaching
- Support internal knowledge transfer
- Lead adoption across teams

18.4 Training Topics

- AI fundamentals and applications
- Ethical and responsible AI use
- AI for proposal development
- AI for donor intelligence
- AI for digital fundraising

19. REVIEW AND UPDATING OF SOP

19.1 Purpose

To ensure the SOP remains relevant, effective, and aligned with evolving AI technologies and donor expectations.

19.2 Review Frequency

- SOP should be reviewed **annually** or as needed

19.3 Review Process

- Collect feedback from staff
- Assess effectiveness of AI use
- Identify gaps and improvements
- Update SOP accordingly

19.4 Approval of Updates

- Revised SOP must be approved by Senior Management
- Communicated to all staff

Approved By:

Masela Harrison Ohoko –Founder and Director



Programme Management & Development Consultant

Optivida Consultancy & Research Services

Mobile Kenya Office: +254715864154 | +254706140727

Mobile Somalia Office: +252613028514 | 2520906069155

Email: info@optividaconsultancy.com | optividaconsultancy.org@gmail.com

Web: <https://optividaconsultancy.com/>

20. ANNEXES (TEMPLATES & TOOLS)

Annex 1: AI-Assisted Proposal Template

- Problem statement
- Objectives
- Activities
- Results framework

Annex 2: Donor Mapping Template

Donor	Sector	Funding Type	Deadline	Notes
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Annex 3: AI Prompt Guide

Examples:

- “Generate a concept note for a climate resilience project in East Africa”
- “Develop a Theory of Change for a WASH programme”

Annex 4: Digital Fundraising Template

- Campaign title
- Target audience
- Key message
- Channels
- Timeline

Annex 5: AI Risk Checklist

- ✓ Is the information accurate?
- ✓ Has it been verified?
- ✓ Does it contain sensitive data?
- ✓ Is it ethically appropriate?