



# Navigating the AI Wilderness



A Guide for Advocacy Professionals



Your organization has a mission  
- and it isn't to send emails and  
analyze advocate data.



# Three-Step AI Policy Framework

AI can help organizations focus on their mission by handling routine tasks - but you need to have a policy in place.



## Define Scope & Purpose

Why do you want to use AI?  
Who can use AI? Who oversees implementation?



## Establish Guidelines

Create guardrails around data security, responsibility and transparency.



## Create Feedback Loops

Collect internal feedback, regularly review policies, test content.

# Practical Applications for Advocacy

- **Content creation:** Drafting communications, creating multilingual materials
- **Data analysis:** Bills summaries, advocate persona creation, legislative analysis
- **Campaign planning:** Message testing, targeting, strategic plans
- **Advocate engagement:** Training materials, gamification models
- **Real example from the paper:** Using AI for initial design concepts and mood boards while maintaining human creative direction

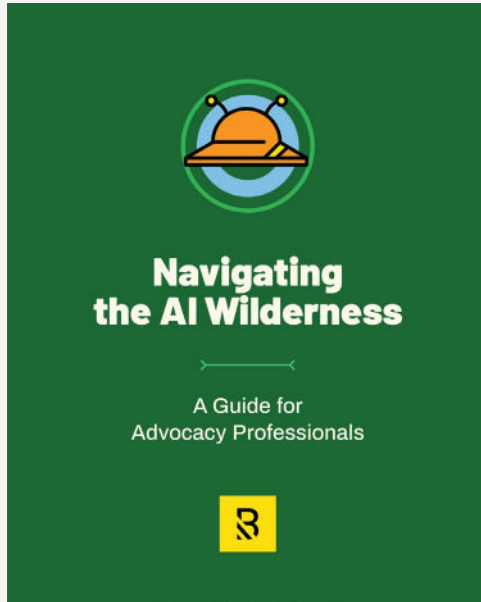
# Implementation Checklist



*AI isn't a magic fix. It's a tool to help you work smarter, engage more meaningfully, and deliver advocacy that's sharper, faster, and more impactful. The buzz is real, but so are the benefits. It just takes some work to find them.*

- Initial **assessment** of organizational readiness
- Content **oversight** protocols
- Data management **safeguards**
- Campaign planning **frameworks**
- Success **metrics** to track

# Navigating the AI Wilderness White Paper



Available for download here:

[https://www.beekeepergroup.com/  
navigating-the-ai-wilderness/](https://www.beekeepergroup.com/navigating-the-ai-wilderness/)



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