Using AI for Advocacy

Practical Everyday Application

Introduction to AI

Artificial Intelligence (AI) is the application of computer systems that can perform tasks or produce output normally requiring human intelligence. [1]

4 positive features of AI:

01

Problem-solving

AI can free up human resources for more strategic endeavors.

02

Increased comprehension

AI can tailor personalized experiences for better understanding.

03

Creativity

AI powers new inventions and advancements.

04

Productivity

AI can optimize processes, and automate repetitive tasks.

[1] Source: Microsoft Copilot

Positive usage in Public Affairs

Most Americans use ChatGPT or Google AI Search to answer random questions or learn fun facts, but AI is capable of much more.

Approximately 14% of industry professionals desire to use AI in their daily work. [2]

Content Creation

- Microsoft Copilot
- Canva
- Jasper AI

Policy Tracking Software

- Fiscal Note
- Quorum

Increase Productivity

- Read documents aloud
- Document summarization
- Emails

[2] Source: Fiscal Note “The Complete AI & ChatGPT How-To-Guide for Government Affairs. Issue 1 (2024) Page 3.

Content Creation

Copilot

- Document summarization
- Text created by saved documents
- Generate text with AI created prompts
- Copilot is accessible across all Microsoft platforms.

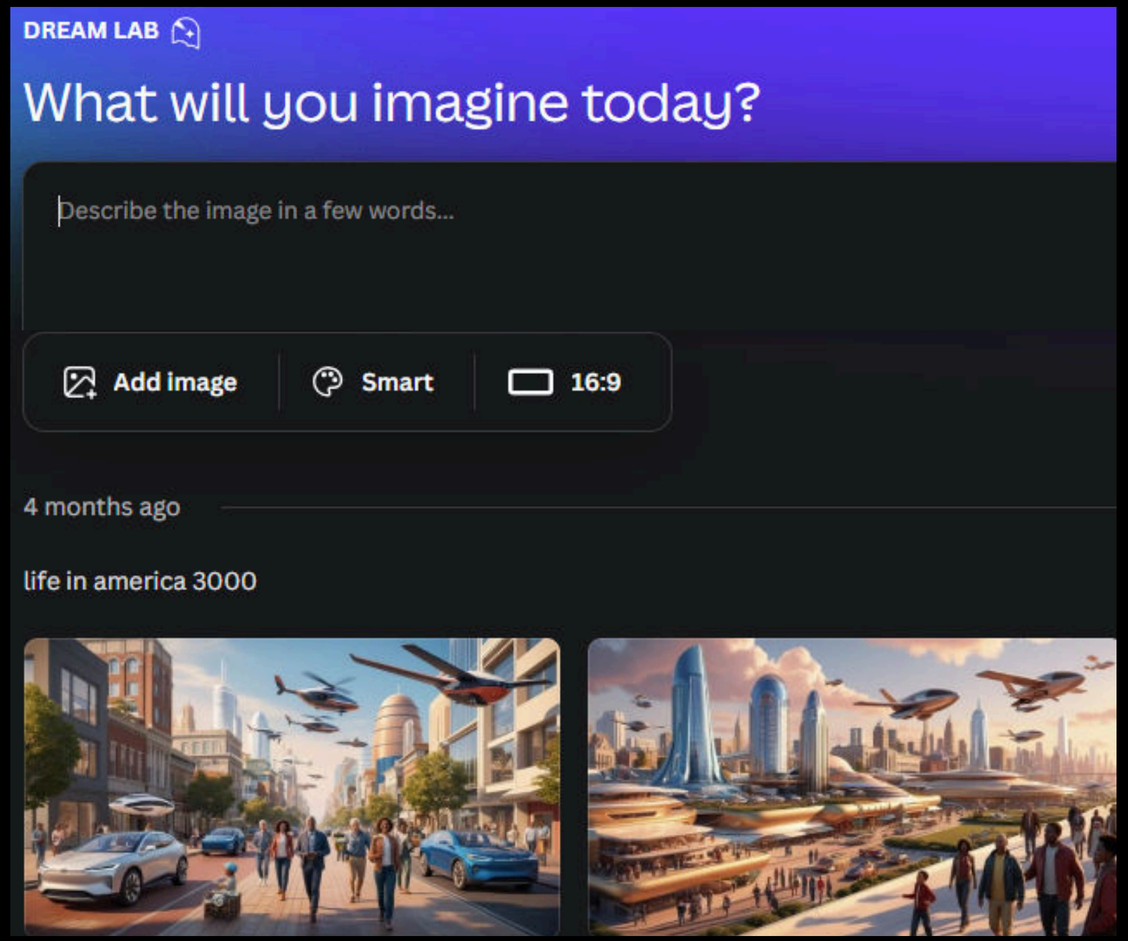
Canva

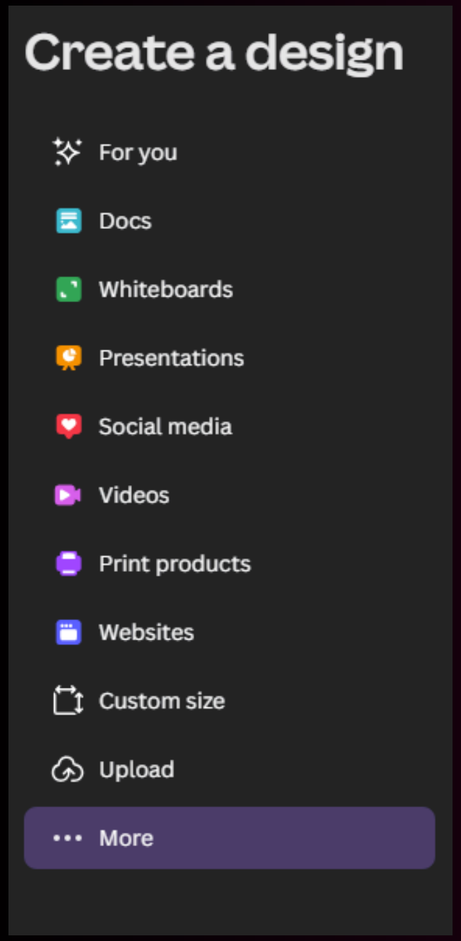
- Infographics
- Charts
- Images
- Presentations
- These materials can be used while lobbying or presenting to executive leadership.

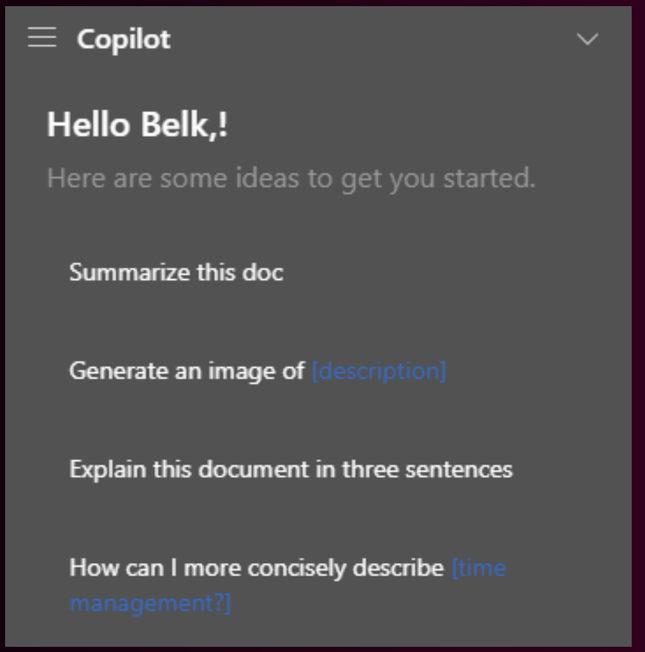
Jasper

- Text creation
- Product descriptions
- Blog & newsletter language
- PAC solicitation campaigns
- Jasper uses its AI capabilities to write content. Specifically desired for marketing.

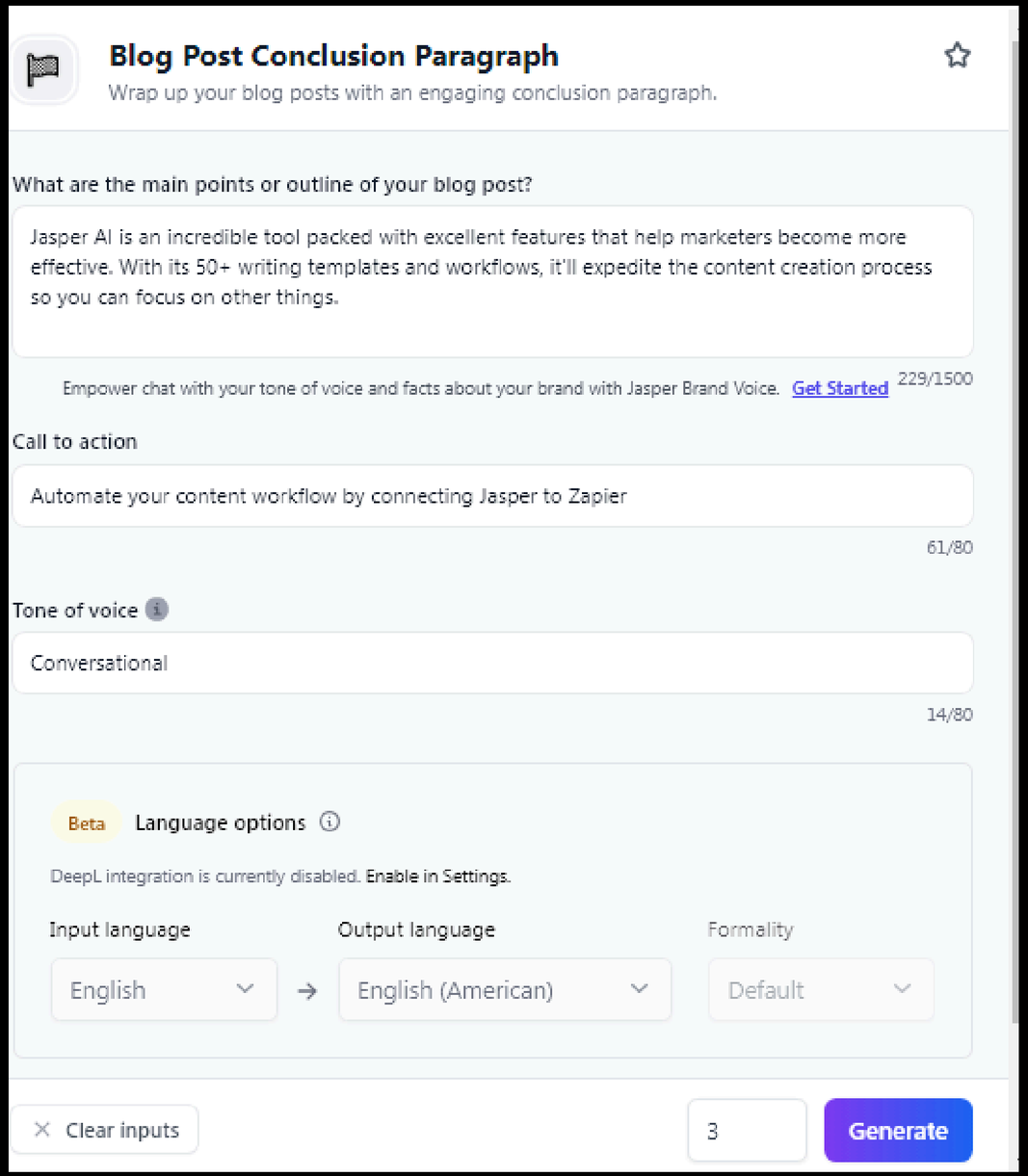
Examples

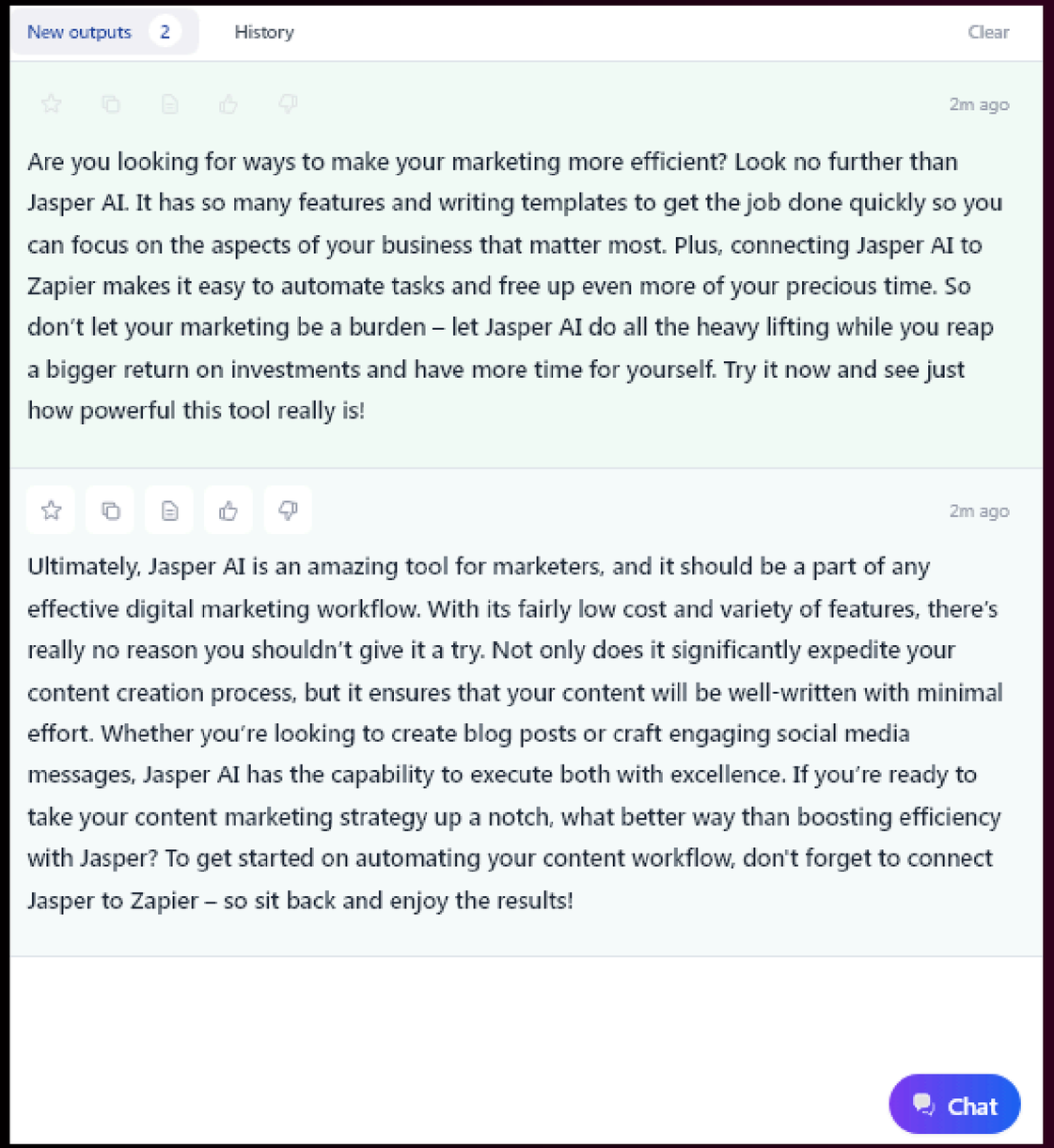

DREAM LAB
What will you imagine today?
Describe the image in a few words...
Add image
Smart
16:9
4 months ago
life in america 3000


Create a design
For you
Docs
Whiteboards
Presentations
Social media
Videos
Print products
Websites
Custom size
Upload
More


Copilot
Hello Belk,!
Here are some ideas to get you started.
Summarize this doc
Generate an image of [description]
Explain this document in three sentences
How can I more concisely describe [time management?]

Examples


Blog Post Conclusion Paragraph
Wrap up your blog posts with an engaging conclusion paragraph.
What are the main points or outline of your blog post?
Jasper AI is an incredible tool packed with excellent features that help marketers become more effective. With its 50+ writing templates and workflows, it'll expedite the content creation process so you can focus on other things.
Empower chat with your tone of voice and facts about your brand with Jasper Brand Voice. Get Started
229/1500
Call to action
Automate your content workflow by connecting Jasper to Zapier
61/80
Tone of voice
Conversational
14/80
Beta
Language options
DeepL integration is currently disabled. Enable in Settings.
Input language
Output language
Formality
English
English (American)
Default
Clear inputs
3
Generate


New outputs 2
History
Clear
2m ago
Are you looking for ways to make your marketing more efficient? Look no further than Jasper AI. It has so many features and writing templates to get the job done quickly so you can focus on the aspects of your business that matter most. Plus, connecting Jasper AI to Zapier makes it easy to automate tasks and free up even more of your precious time. So don't let your marketing be a burden – let Jasper AI do all the heavy lifting while you reap a bigger return on investments and have more time for yourself. Try it now and see just how powerful this tool really is!
2m ago
Ultimately, Jasper AI is an amazing tool for marketers, and it should be a part of any effective digital marketing workflow. With its fairly low cost and variety of features, there's really no reason you shouldn't give it a try. Not only does it significantly expedite your content creation process, but it ensures that your content will be well-written with minimal effort. Whether you're looking to create blog posts or craft engaging social media messages, Jasper AI has the capability to execute both with excellence. If you're ready to take your content marketing strategy up a notch, what better way than boosting efficiency with Jasper? To get started on automating your content workflow, don't forget to connect Jasper to Zapier – so sit back and enjoy the results!
Chat

Policy Tracking Software

Quorum

Both AI powered and Copilot

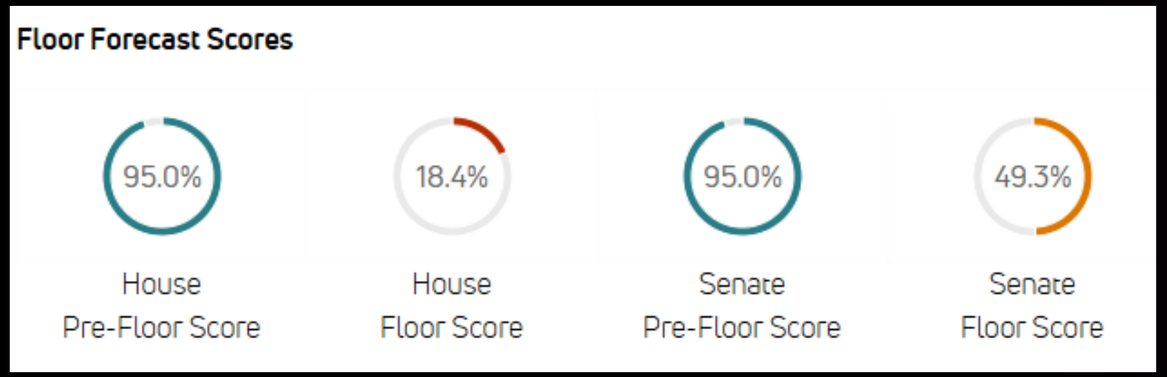
- Analyzes and compare legislation
- Analyzes social and traditional media to track legislators' comments
- Tracks amendments and hearing updates
- Create emails for mass or targeted distribution

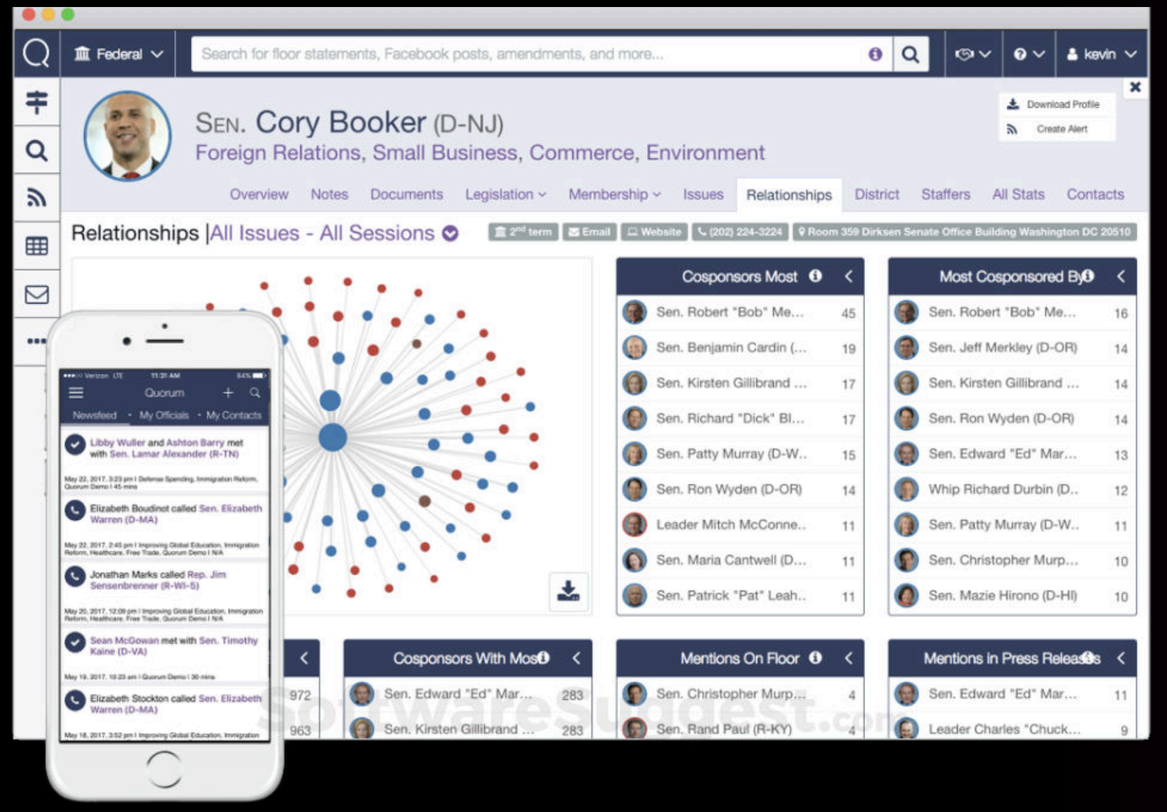
Fiscal Note

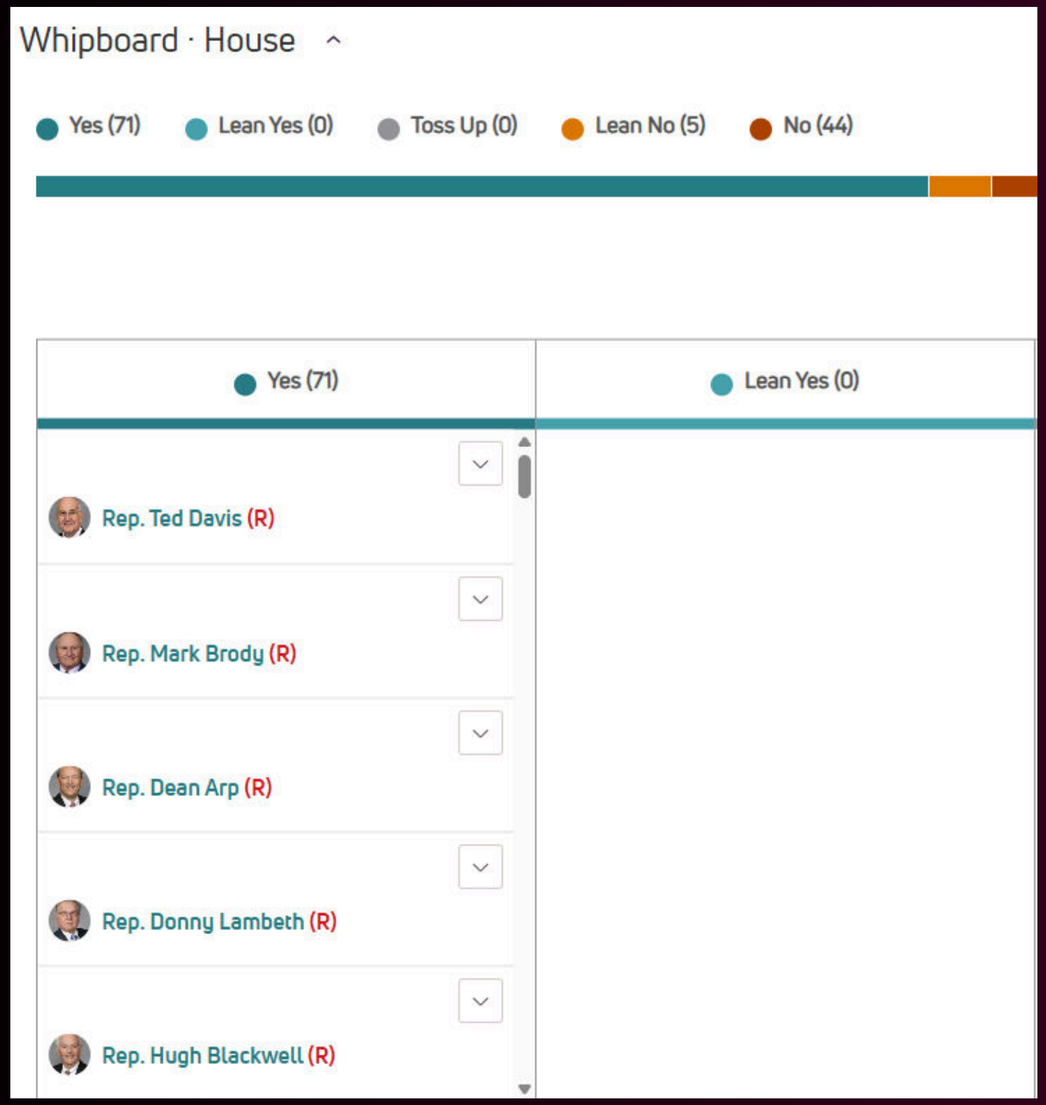
Both AI powered and Copilot

- Generates reports
- Provides and updates directories
- Create reports and connections for logged interactions
- Showcases the latest news based on your pre-selected issues

Examples


Floor Forecast Scores
95.0%
House
Pre-Floor Score
18.4%
House
Floor Score
95.0%
Senate
Pre-Floor Score
49.3%
Senate
Floor Score


Federal
Search for floor statements, Facebook posts, amendments, and more...
kevin
Sen. Cory Booker (D-NJ)
Foreign Relations, Small Business, Commerce, Environment
Download Profile
Create Alert
Overview
Notes
Documents
Legislation
Membership
Issues
Relationships
District
Staffers
All Stats
Contacts
Relationships | All Issues - All Sessions
Cosponsors Most
Most Cosponsored By
Cosponsors With Most
Mentions On Floor
Mentions in Press Releases
Quorum
Newsfeed
My Officials
My Contacts


Whipboard · House
Yes (71)
Lean Yes (0)
Toss Up (0)
Lean No (5)
No (44)
Yes (71)
Lean Yes (0)
Rep. Ted Davis (R)
Rep. Mark Brody (R)
Rep. Dean Arp (R)
Rep. Donny Lambeth (R)
Rep. Hugh Blackwell (R)

Increased Productivity

Most government relations teams are smaller than in pervious years. Individuals are now required to cover more states and issues than ever before.

Implementing AI can help you become more efficient, optimize processes, and automate repetitive tasks.

Emails

Document summarization and analyzes

Image and document creation

Thank you

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