NGO WORKSHOP

GET RECOMMENDED

SMART AI CONTENT

AI DISCOVERY

How to use your existing content to be discovered by beneficiaries, funders and potential partners!

26 November 2026

INTRODUCTION

LET'S GET STARTED

Are you ready to take your NGO to the next level by aligning your content to be discovered by AI?

WHY AI IS THE NEW GOOGLE?

NGOs have no choice but to align their existing communication on their services and fundraising content to become AI-discoverable.

AI is changing how people discover organisations, and you must ensure that it does not recommend other organisations instead of yours.

CONTENT

WHAT PEOPLE ARE ASKING AI

AI QUESTIONS

Where can I find an NGO that does ABC?

NEEDS

Who can access its services?

ENQUIRY

How can I get help or support?

THE RISE OF AI BUSINESS SEARCH

Making sure that your NGO's content is discoverable by AI is no longer optional.

It is essential for any NGO to have a presence and engage with both beneficiaries and funders where AI delivers the best search results.

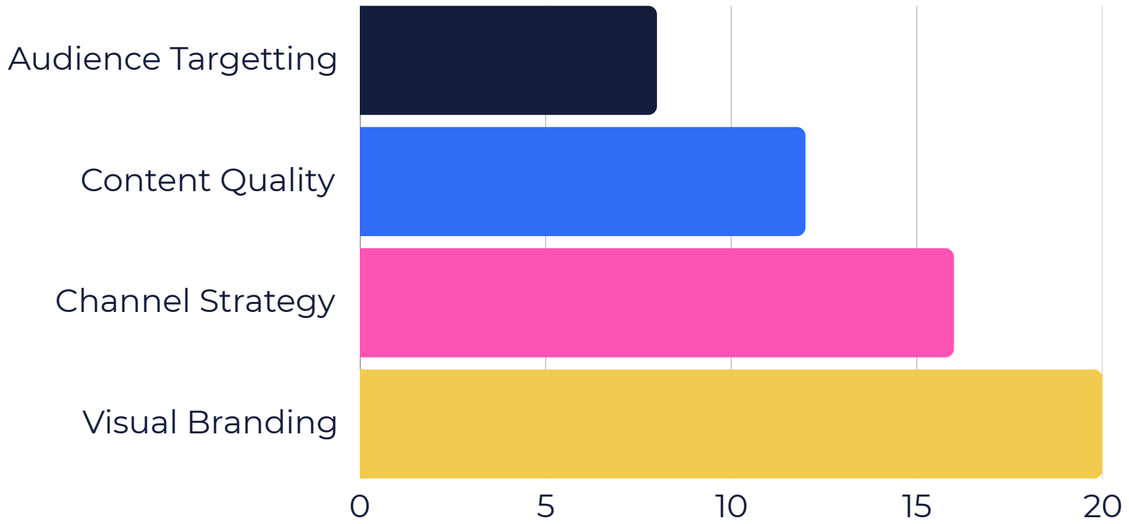
+68%

Of all US Google AI searches, ends with a click to visit a website.

2.8X

More people are asking, "Give me the details of an entity near me that does ABC."

WHAT DRIVES AI DISCOVERY SUCCESS



MAIN POINT

People are increasingly asking AI questions instead of simply searching through lists of websites.

AI can influence which NGOs, organisations, services and programmes will be shown to people when they research, compare and seek support.

The question is, will your organisation appear in their AI results?

THE ONE QUESTION

IS AI SHOWING YOUR NGO - OR OTHERS, WHETHER THEY ARE SIMILAR OR NOT?

DID YOU KNOW?

- AI Is Changing How People Find Information on NGOs
- Personalisation Is Changing NGO Discovery
- Your NGO Needs to Be Discoverable on AI
- AI Can Recommend Your Services and Programmes
- Useful Content Can Improve Your AI Results
- People Think Beyond Individual NGOs

WHAT WILL THE WORKSHOP COVER?

- How to answer beneficiaries’ and funders’ questions before they ask
- Move from traditional content to AI-ready NGO content
- Connect your services, programmes and community needs
- Use content to attract more discovery through AI
- Position your NGO for AI-powered discovery
- Develop content that AI platforms can find and recommend
- Implement a 90-day AI discoverability action plan

BOOKING DETAILS

Online: Workshop
26 November 2026
Time: 09h00-16h00
South African Time

Standard Rates
R3490.00 / US$250
Discount Rates *
R2990.00 / US$200

In-House Rates
In-person / Online
Enquire for Details

Delegates will receive an extensive Note Pack and a 90-day action plan.
Certificates are issued for attendance and an optional competency examination.

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THE ONE WORKSHOP YOU CAN'T AFFORD TO MISS - BECAUSE AI IS CHANGING HOW PEOPLE & FUNDERS DISCOVER YOUR NGO!

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