



CauseWriter.ai

Purpose-built tools for purpose-focused orgs

The Problem

The need for content continues to increase but the time to write it does not.

- Your organization has more content ideas than the time to write them. A list of article titles are sitting in a doc.
- Senior staff doesn't have the time to write the type of thought leadership articles that can lift the organization's profile.
- Clever social media fodder is needed weekly.
- There are too many creative blockers to writing good newsletters/appeals/grants.
- Leadership is concerned about internal data being accidentally sent into new training models.

Purpose-Built AI

As the AI-assisted writing field evolves, every organization will need a tool that is tuned to its brand, content style, and data. Teams need to collaborate and bounce ideas off a tool that mimics their content type and style to increase the quality and quantity of their content. CauseWriter.ai offers the AI tuning and staff training your organization will need to get the most out of this powerful shift in tech.

Generic GPT writing tools that show up next to where we write online are not trained in this way. Similar to the way a high school intern can write a decent first draft, we would still rather have a college graduate who has spent a year at our company doing that first draft.

Causewriter.ai is built to connect to the latest and greatest models in the field because nonprofits deserve to be first-in-line for AI.

What is included

- Customized, password-protected organization page on CauseWriter.ai
- API Costs for usage of text and image generation (~1M tokens/month)
- Simple site with all custom processors in one place with instructions
- Custom purpose-built AI content creation tools based on the types of writing needed and trained on the writing voice of the organization.
- 1 New or modification to a GPT processor each quarter as needed





- Assistance with a [AI Policy](#)
- Monthly summaries of new AI tools that will increase productivity
- “Writing with AI” recorded for internal training and training documentation.
- Basic support on the core functionality of the product. This does not include continued staff training or errors caused by a lack of onboarding with provided documentation.

It is important to note that this tool will create amazing time-saving first drafts of content that need to be fact-checked and edited before being posted.

Features

Current feature suite (updated 5/1/2024):

- Capabilities
 - Private login and secure data chats
 - Ability for history deletion without giving training data to 3rd-party
 - Custom chats built on organization data in Vector Embedded Databases
 - Simple chat with PDF
 - Image creation
 - Optional browser-based chat history
 - Image tagging and creation
 - Training courses on advanced AI tactics
- LLMs
 - OpenAI: GPT4o +_ Vision
 - Anthropic Claude models
 - Perplexity.ai
 - Google: Gemini Pro 1.5
 - Others: LLAMA3, Cohere, Mixtral
 - LLMs trained on select documents and website based on needs
- Image Generation
 - DALLE3
 - Gemini Image Generation
 - Optional: Open image models from Hugging Face

Example of Interface

We keep it simple, there are prompt and response forms for the basic GPT3 models and chat style interfaces for the GPT Turbo/GTP4 models that are chat-based. Each is trained on your organization and purpose to save time and improve results.





Donor + Brand Builders

BUILD A DONOR PERSONA

BRAND BUILDER

NGO RESEARCH

Donor Persona GPT

(Model: Claude 3.5, Context: 150k words, Image upload: yes)

Use: Build a donor persona then chat with it to create or revise appeals. You can also upload a picture to build a persona from it.



How can I help you?



Type message or click the mic to talk -->



Send

Always check facts, this is a first not final draft.

► Backup GPT4

[Back to top ↑](#)



Social + Ads

These are 96k-word GPT4 Turbo model and Claude models.

LINKEDIN HELPER

AD CONCEPTS

SOCIAL

Creative Ad Campaign Consultant

Model: Claude 3.5, Context: 120k words

Use: This can help with creative naming, advising on campaign ideas, and iteration on ad copy.

► System Prompt



Let's get creative!



Type message or click the mic to talk -->



Send

Double check any facts/links provided. Try reducing text length if error is given

Welcome

Social + Ads

Brand + Donor GPT

Copywriter + Newsletter

Client Models

Chat with PDF

Image Gen

GPT Library

AI Courses

My account

Welcome

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Brand + Donor GPT

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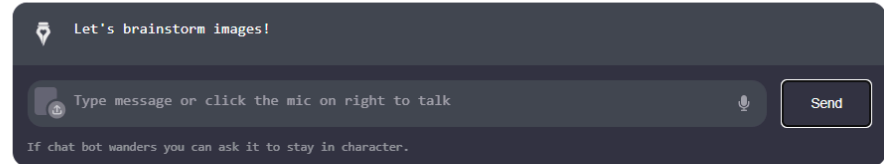


Image Creator

Don't create images that violate other copyrighted works – IE don't ask for a Spiderman character to be created and think you own it.

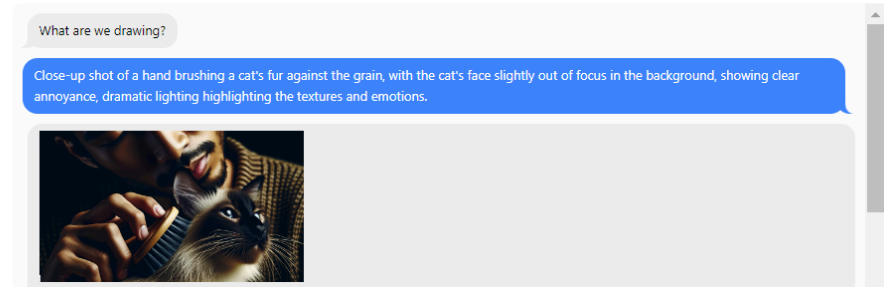
Image Prompt Generator

Use: Explain the concept or theme of the image for a bunch of ideas on how to better instruct an image generator. You can also upload an image that inspires you (under 5MB).



Dalle3 | [Commercial rights of use](#)

"you own the images you create with DALL-E, including the right to reprint, sell, and merchandise"



Welcome

Social + Ads

Brand + Donor GPT

Copywriter + Newsletter

Client Models

Chat with PDF

Image Gen

GPT Library

AI Courses

My account

Suggested Purpose-Built Processors

- Article Title idea creator
- List Article Style writer
- Conclusion or Summary creator
- Ad Idea variations
- Freeform essay
- Editorial writing in the voice of an executive
- Technical FAQ responses
- Social media posts for Twitter/LinkedIn
- Proposal or Grant writer
- Email Newsletter drafter





Timeline and Process

The processors will be trained based on the selected purposes and built on the voice and writing samples of the organization. The goal is to tune the GPT results to reflect the style of the organization in a way that one-size-fits-all solutions fall short.

In the first week, we build and tune these chats allowing the organization to play with and give feedback to improve. Once honed, documentation is added to the organization's page and we run 15-minute recorded training session.

Cost

- One-time Processor Training Setup, Support, and Team Training: \$200 per custom GPT created.
 - 100% discount current Whole Whale clients & Organizations under \$5M rev
- *Monthly: \$99
 - Includes:
 - 1m tokens across platforms (~800k words, 100 images)
 - Shared team login
 - 30-day cancellation notice
- Additional team training can be purchased per session (1hr) cost varies based on topic and team size.

**Monthly price for the processor may change with 30-day written notice based on third-party cost fluctuations.*

**Advanced use of Auto-GPT may cost more depending on usage as this is a looping GPT that can continue to work costing significant API resources.*

Data Use and Privacy

These purpose-built GPT models are meant for the sole purpose of the client in it's direct content and communication. These models are not meant to be publicly exposed or used beyond the scope of this SLA.

Data submitted through CauseWriter Chats leverage the following APIs and are subject to their policies and SLAs:

- LLMS used
 - [OpenAI SLA](#) and image [usage guidelines of OpenAI](#) DALLE
 - [Anthropic](#) SLA
 - [Google Gemini Chats](#)
 - [OpenRouter.ai SLA](#)
- CauseWriter.ai is hosted through [GDPR compliant AWS powered Pantheon](#)





- CauseWriter.ai stores chat data on web servers to improve quality of results and chat continuity for logged-in users. Data may be deleted upon request but impacts chat history ability.
- Chats using [Typebot.io](https://typebot.io) are [GDPR compliant](#)
- Chats using Gradio hosted through [replit](#) have a [standard hosting agreement](#)
- Chats using vector databases are using [Pinecone.io](https://pinecone.io) and qdrant.com
- Per the [publicly disclosed privacy policy](#), Whole Whale and CauseWriter.ai do not store or host other data entered but does collect anonymized data of usage via Google Analytics

FAQ

Is this just stuff copied from the internet and duplicate content?

Nope. It is a neural net trained on the entire internet up to 2019, this category of Natural Language Processor - GPT (General Pre-Trained Processor) is creating each word based on probability settings of the vector embedding for each word.

Example of a response showing these probabilities.

Title: The Shocking Reality Of What Dolphins Are Eating Nowadays

A lot of people think that dolphins are these [super intelligent](#), peaceful creatures. They might think that they live in some sort of underwater utopia where they play and laugh all day. While it's true that dolphins are very intelligent animals, the reality of their lives is far from idyllic. In fact, many dolphins are struggling to survive in today's oceans due to the shocking reality of what they are eating nowadays.

In the wild, dolphins cover thousands of miles in the course of a year. This makes it very difficult for researchers to study any one marine mammal species in detail.

The diet of wild bottlenose dolphins is highly variable and can change over a number of decades, but their modified behavior has changed as a result of human interaction against their natural instincts. For example, a study by Dr. Michael Borner from Southwestern University, an expert on dolphin ecology, displaced dolphins in Sarasota Bay "hold fast" at some location and do not move around as much as they would naturally. This is almost like staying in place continuously — eating only fish placed intentionally by humans or those accidentally caught in fishing gear. Whitehead reports the same pattern with resident dolphin populations that inhabit offshore waters close to humans; he theorizes that this behavior is a result of being in a highly predictable and abundant source for dolphins where fishing pressures are slight. Further research is required about changes between fished areas (which are often highly predictable) and unfished areas (which are often highly unpredictable). If you want to help protect this amazing animal, click here! It would see

are = 25.64%
eat = 11.81%
have = 7.95%
typically = 4.63%
usually = 3.75%
cover = 0.01%
Total: -9.35 logprob on 1 tokens (53.79% probability covered in top 6 logits)

Wait, does Google penalize AI writers?

No. Officially as of March 2023, Google came out with a post that stated that they technically allow AI generated content in this post about [AI and content](#) by Google.

