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.

Purpose-Built AI

Tools like project management software, AirTable, or word docs are fine as one-size-fits-all because the tool is essentially a blank slate. The first round of AI tools built on OpenAI's GPTs (Generative Pre-trained Transformer) grow by the month and are incredibly helpful. There are over 1,600 blank-slate AI tools listed on sites like FutureTools.io - and 95% of them will not be here in 1 year.

Whole Whale has played with these tools first-hand and seen the advantages of purpose-built AI. There is a reason why every website isn't just built on SquareSpace, every org has the need for solutions that match their needs.

As the AI-assisted writing field evolves, it is Whole Whale's belief that every organization and eventually writer will want a tool that is tuned to their content type and style. Allowing them 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.

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

What is included

- Customized, password-protected organization page on CauseWriter.ai
- API Costs for usage of text and image generation
  - (50 articles a month/50 images).

- Simple site with all custom processors in one place with instructions
- 5 Custom purpose-built GPT3/4, Antropic processors 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 [GPT Policy](#)
- Monthly summaries of new AI tools that will increase productivity
- A 45min "Writing with AI" tutorial that may be 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.

Features

Current feature suite (updated 11/1/2023):
- Capabilities
  - Private login and secure data chats
  - Custom chats built on organization data
  - Chat with PDF
  - Email to AI assistant
  - Image tagging and creation
  - Training courses on advanced AI tactics
- Text Generation
  - GPT3, GPT4 prompt trained on your styles
  - Anthropic Claude models
  - LLMs trained on select documents and website based on needs
  - Auto-GPT (with limits)
- Image Generation
  - DALLE2
  - Stable Diffusion image creator
  - 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.

GPT4

Most updated model and responds in a chat model. Treat it like an assistant and it will remember the recent conversation so you can ask it to re-edit with new information or tone.

🏠 MULTI-PURPOSE	🏠 SEO EXPERT	🏠 GEORGE WRITER	🏠 BIGQUERY

General Whole Whale writer that can make articles or biz dev content

```
AI: Hey, I write like Whole Whale

User: write a short poem why should people work with whole whale

AI: In a digital world full of noise,
    Whole Whale's here to lend their voice.
    With strategy, data, and passion combined,
    They'll help your impact truly shine.

    From Google Analytics to SEO,
    Your online presence is sure to grow.
    With Ad Grants and A/B tests,
    Whole Whale ensures you're at your best.

    In a sea of opportunity, they dive,
    Helping nonprofits and good companies thrive.
    So join the crew, don't delay,
    Let Whole Whale guide your way.
```

Type your message...   Clear

⚠ If chat bot wanders you can ask it to stay in character.

GPT3 Models

These models are based on the older GPT model but will be faster than the current GPT4.

Google Ad Variations	›

Creative Ad Writer	›

SEO Keywords	›

General Article Writer	⌄

Write the title of the article and then the first couple sentences. Hit the "get more" button if the results are in line with what you want, hit the reset if you want the tool to start again. Click the copy button when it is time to move to your own doc.

TITLE GOES HERE

Write a 200 word article about causewriter.ai and how it can help nonprofits adopt GPT responsibly.

GPT3 RESPONSE

Causewriter.ai is a powerful tool for nonprofits looking to adopt GPT (generative pre-trained) technology. GPT is an advanced form of natural language processing (NLP) that enables machines to generate written text from a limited input—such as prompting it with just a few words. This technology can be used to create marketing or communication materials in much less time and at much lower cost than if written by humans.

Submit   Reset   Get more

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 month, 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 a 45-minute recorded training session with key stakeholders.

WHOLE WHALE

Cost

- One-time Processor Training Setup, Support, and Team Training: $1,000
  - 100% discount current Whole Whale clients & Organizations under $5M rev
- *Monthly ongoing: $99 (up to 100 articles/mo, 100 images/mo)
  - 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:

- OpenAI SLA and image usage guidelines of OpenAI DALLE (Not HIPAA compliant)
- Claude powered API the SLA rules of Anthropic apply (HIPAA compliant)
- CauseWriter.ai stores chat data for 90 days to improve quality of results and chat continuity for loggedin users
- CauseWriter.ai is hosted through GDPR compliant AWS powered Pantheon
- Chats using Typebot.io are GDPR compliant
- Chats using Gradio hosted through replit have a standard hosting agreement
- Chats using HuggingFace.co APIs do not store tokens
- Per the publicly disclosed privacy policy, Whole Whale does 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 bottlen... ...hanged over a number of decades, but their modified behavior has changed as a result of human interaction against ther... ...om Southwestern University , an expert on dolphin ecology, displaced dolphins in Sarasota Bay "hold fast" at some location a... ...ain — almost like staying in place continuously — eating only fish placed intentionally by humans or those accidentally caug... ...Whitehead reports the same pattern with resident dolphin populations that inhabit offshore waters close to humans; he thi... ...nded source for dolphins where fishing pressures are slight. Further research is required about changes between fished areas (... ...azed sites farther away from typical fisheries activity [1] If you want to help protect this amazing animal click here! It would see... ...e

> 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.