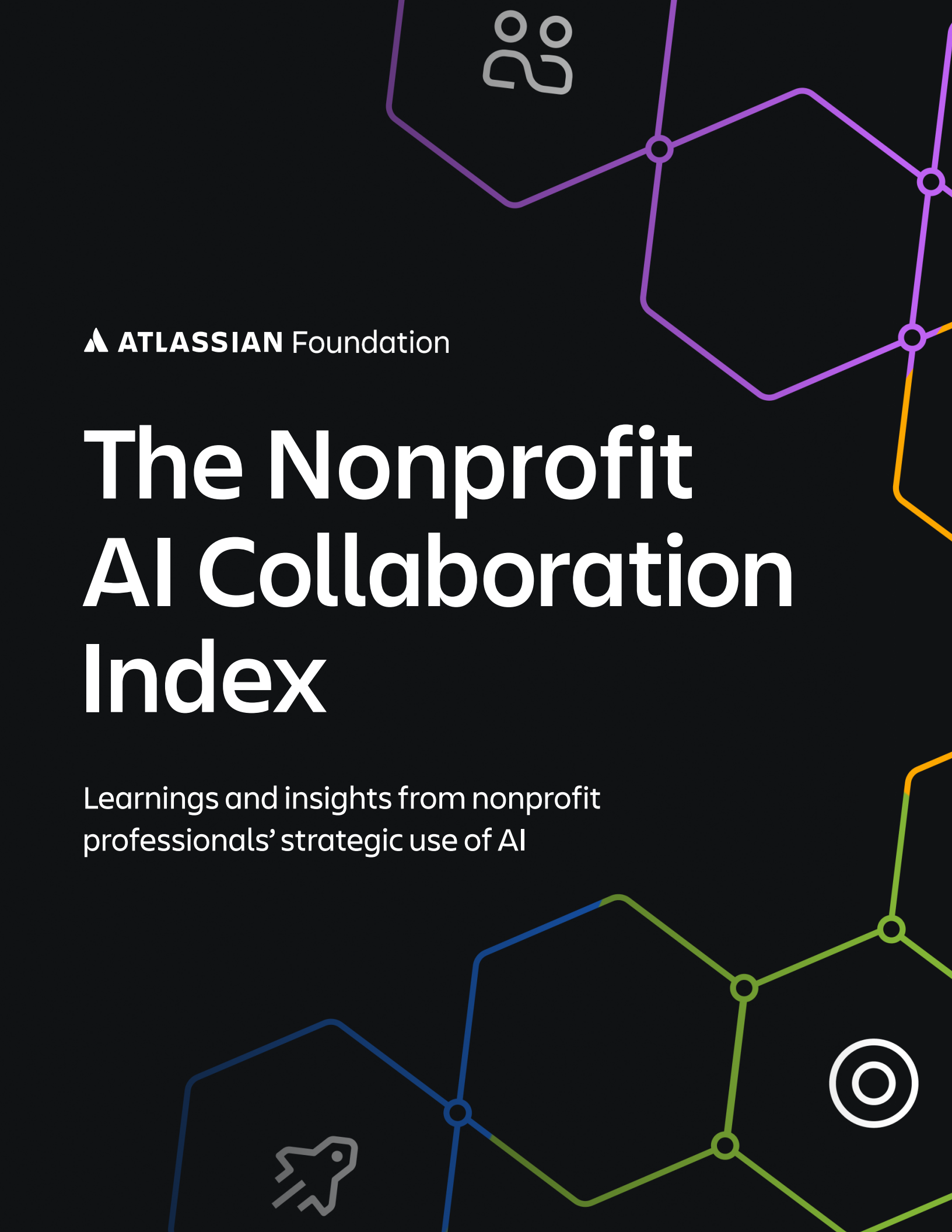




▲ ATlassian Foundation

The Nonprofit AI Collaboration Index

Learnings and insights from nonprofit
professionals' strategic use of AI

Table of contents

Introduction	1
What is a strategic AI collaborator & why do you want to become one?	2
External factors of success	4
Individual differentiators	7
Conclusion	9

“

We're embracing a culture of AI experimentation, developing new norms and spaces like AI innovation workshops to achieve our mission more efficiently. With effective human-AI collaboration, we can focus more on bringing to work our critical eye, creativity, human empathy and unending commitment to impact.

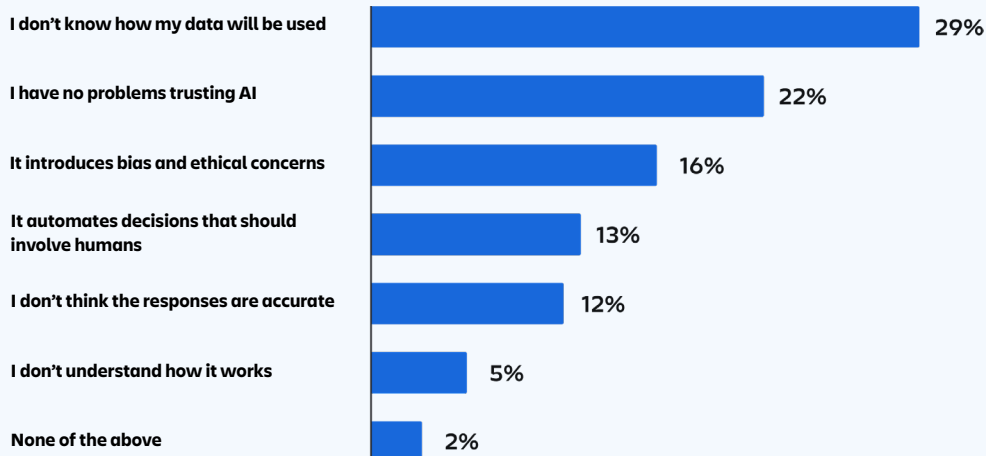


– Olivia Khalili, Head of the Atlassian Foundation

Learning from nonprofit's success with AI

Today, most nonprofit knowledge workers use AI. Access to AI tools is not the barrier to further adoption; hesitance towards their use is. This hesitance can arise from several factors: lack of clarity on how to use AI in your role, limited understanding of data usage, or ethical and environmental concerns.

What is your biggest barrier to trusting AI?



AI hesitance isn't all bad, for example, **nonprofit knowledge workers are 1.4x less likely to trust AI output without checking accuracy** compared to the average professional. The question becomes, how can nonprofit professionals maintain this discernment, without it being a barrier to experimenting with AI in ways that unlock the full benefits of these tools? Benefits that can help tackle real challenges in the sector today and enhance our capacity to address the social and environmental issues we care about.

Atlassian's [2025 AI Collaboration Index](#) of 12,000 knowledge workers speaks to the value that individuals and teams can gain from AI. The nonprofit segment of the 2025 data shows that nonprofit professionals are starting to move from viewing AI as a tool to **embracing human-AI collaboration**. The real value of AI is realized when the tools are leveraged more strategically as creative partners or expert advisors rather than just for simple tasks. So, what can we learn from these nonprofit strategic AI collaborators, and how can more professionals become one?

Read this report for actionable insights from **165 nonprofit knowledge workers surveyed** and data on the value of strategic human-AI collaboration.

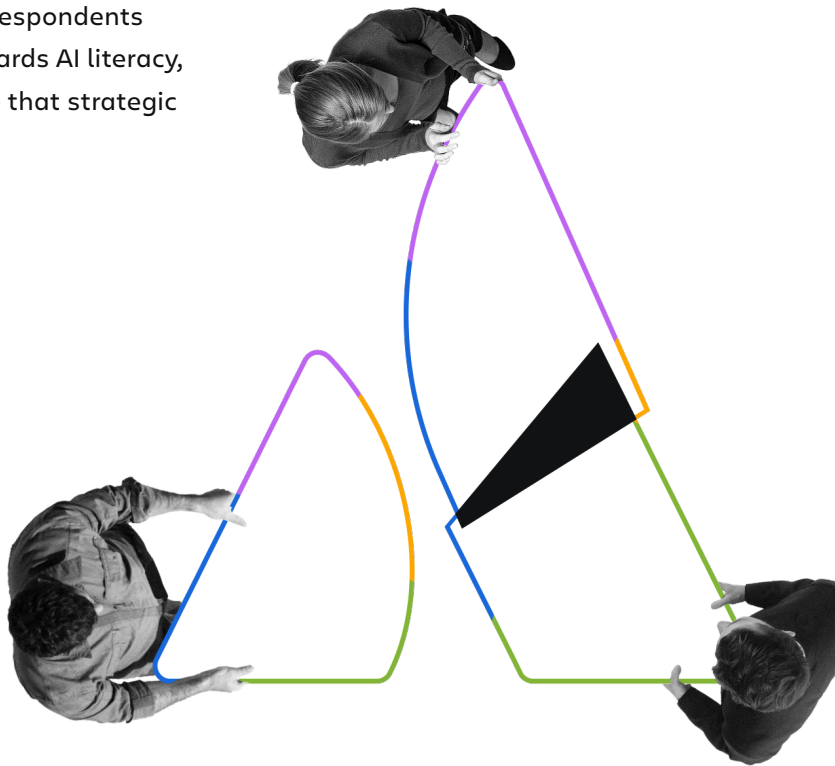
What is a strategic AI collaborator?

We asked nonprofit knowledge workers what they think about AI. Based on their answers, our Teamwork Lab grouped participants into two categories: Simple Users, who use AI for basic tasks, and Strategic Collaborators, who treat AI as a creative partner and expert advisor.



The good news: Barely any respondents are in the No AI category. 🌞

Room for improvement: Over two thirds of nonprofit respondents today are still simple AI users. This is a great step towards AI literacy, but these users are still missing out on lots of AI value that strategic AI collaborators are finding.



Why do you want to become a strategic AI collaborator?

Nonprofit strategic AI collaborators save time while delivering quality work with more creativity.

And what is their preferred way of reinvesting that time? Work life balance, strategic thinking/ planning, and process improvement. ✨ Things necessary for resilient individuals and teams.

Nonprofit strategic AI collaborators say...

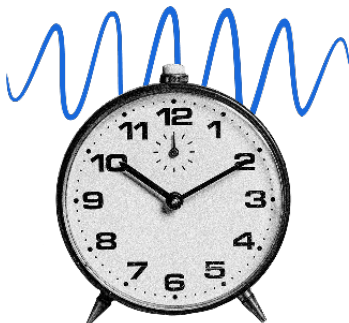


On average AI has helped them become **29% more productive** saving about **1 hour per day**. (That's eight additional workdays saved per year!)

80% agree that the **quality of their work has improved** in the past month.

82% agree they've been **more creative** at work in the past month.

Imagine what you would do with that extra time. Using AI as a strategic collaborator vs just a simple tool is sounding pretty appealing right? Let's get into tangible tips for how to get there.



Invest in team culture over AI expertise

Establishing AI policies and responsible governance is essential, but these elements alone do not support your team in building AI proficiency. What's needed is a culture where employees feel comfortable experimenting with AI within the organization's guardrails. This is great for nonprofits because it doesn't mean you need to have AI experts to succeed, instead you need AI openness.

→ **When nonprofits foster a culture of AI experimentation their employees are **2.6x more likely** to be AI strategic collaborators.**

Let's take a look at three ways organizations can foster this:



Provide clear guidance on how employees can and should use AI

This is an area of improvement for the entire sector. **Only 46% of all nonprofit knowledge workers surveyed agreed their organization provides clear guidance for how they're supposed to use AI at work.**

Here's how you can give clarity and assurance to your team:

- Be clear on what tools can be used and with what data considerations.
For example: Can any tool be used for analyzing generic industry trends? What about internal stakeholder data?
- Be transparent in the legwork your organization is doing to vet AI tools in alignment with your org's mission and values. You'll build trust with employees if you share how you've:
 - Evaluated AI tools against [Responsible Technology considerations](#)
 - Reviewed data use/privacy policies ([here's ours](#))
 - Considered whether the AI tech providers are addressing the climate impact of their products. (As Atlassian's emissions grow with AI, our commitment to climate action remains unchanged – we are targeting net zero emissions by 2040. [Learn more](#))

2

Give employees time and resources to experiment with AI

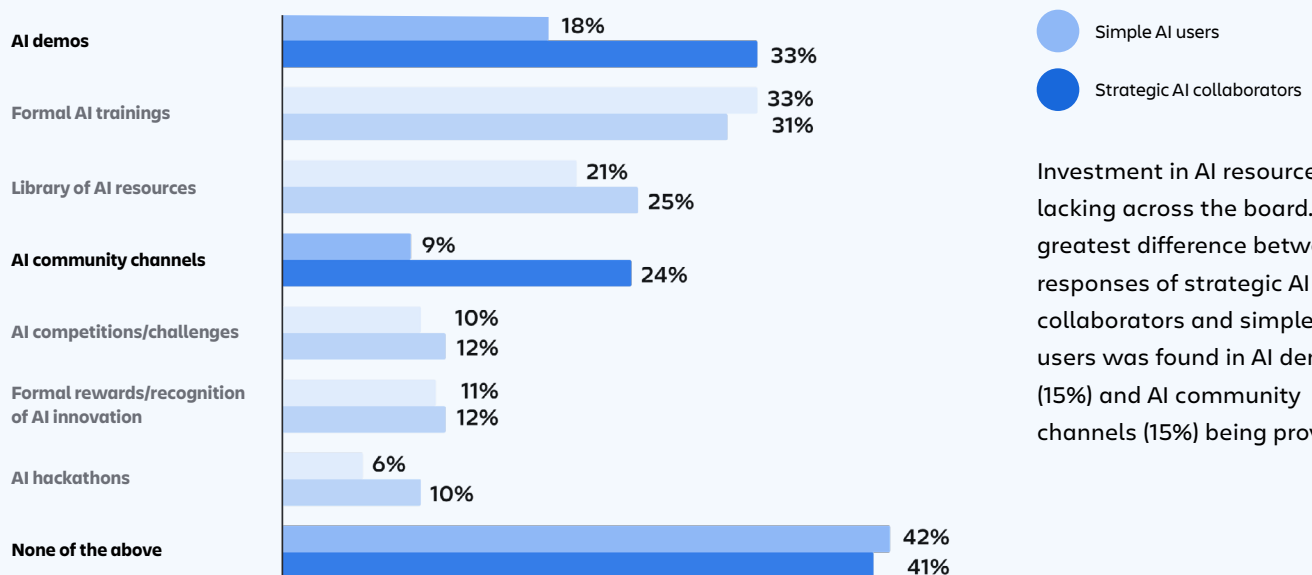
With busy workloads it can be challenging to make time to learn something new and know what actions to take to improve.

Make it easy for your employees by:

- **Setting organizational goals** for responsible AI use to solidify it as a visible team priority that people should dedicate time to.
- Establishing AI rituals and norms. For example, implement an **AI innovation day** monthly. Or simply make it a norm to first ask your question to AI before turning to your teammates.
- Providing resources that encourage experimentation - think community channels, **AI use case demos** (use **Loom to record** these), or providing a library of resources leveraging the growing list in the sector like **NTEN's** or **AI4NP's**.

75% of nonprofit strategic AI collaborators agree that they have time in their workday to try AI tools.

Resources provided by your organization



3

The power of leading by example

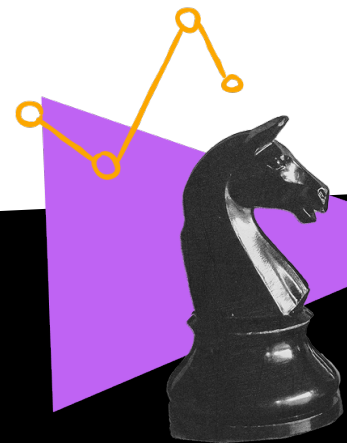
Leaders can foster a culture of comfort with AI experimentation by visibly using AI themselves. Leaders, make an effort to do the following things:

- Use AI live in a meeting, for example use the [Loom meetings feature](#) to record and share AI notes
- When sharing with your team, be open about when you've used AI and recognize employees when they do
- When your teams start a new project, encourage them to [define the AI use cases](#) they should leverage

When nonprofit leaders use AI visibly, their teams are **2x as likely to be AI strategic collaborators.**



These easy steps can help your organization make tangible progress towards giving employees the freedom they need to make AI work for them. Now let's dig into what individuals themselves can do with that freedom to speed up the learning curve.



“

If you want your staff to thrive with AI, don't just drop new tools on their desk – invest in their confidence. Training, mentorship, and space to play turn staff into innovators. Nonprofits that embrace this mindset will see their people not only using AI, but using it boldly and strategically for greater good.”



– Cheryl Contee, Co-Author, AI for Nonprofits and Co-Founder of [AI4NP.org](#)

What strategic collaborators do differently

Strategic AI collaborators are approaching their AI use differently than those earlier in their AI journey. Here's what they're doing so you can do it too:



When AI misses the mark, coach it – don't quit

We asked nonprofit professionals what they typically do when AI provides an inaccurate or unhelpful response. 24% of simple AI users would stop using AI while only 16% of strategic AI collaborators would give up. [Human-AI collaboration](#) is key. Next time AI isn't providing you a satisfactory result, try twice to coach it in the right direction.

Nonprofit professionals that stop using AI when provided an inaccurate or unhelpful response

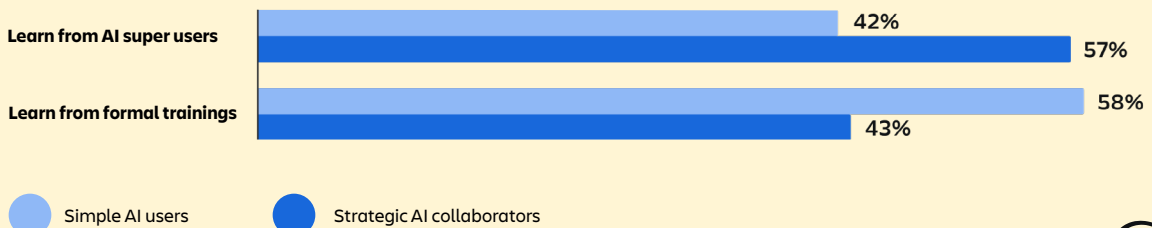


Learn from AI super users

Aha moments for AI strategic collaborators come from seeing peers find success with AI. This allows for in-context learning moments and the opportunity for real time questions.

- ☐ Ask colleagues in similar roles to show you how they use AI
- ☐ Start a group chat with colleagues to share aha moments – use [Loom](#) to record your AI use cases
- ☐ Explore external [community forums](#) and support programs to leverage a broader peer network. For example you can sign up for an [Ask an Atlassian](#) session to get advice on how you could use [Rovo](#) in your work.

Which is a better way to learn AI?



Simple AI users



Strategic AI collaborators



3

Prioritize developing the right skills in an AI world

With limited time, it's important to be active in what general and AI-specific skills you're developing to find success in this AI-powered future. If you're unsure of where to start, check out the skills strategic AI collaborators are prioritizing and focus your time there.

Top 3 general skills to develop in the age of AI

#1 CREATIVITY

65%

#2 ADAPTABILITY AND FLEXIBILITY

53%

#3 CRITICAL THINKING AND REASONING

49%

Top 3 AI-specific skills to develop in the age of AI

#1 WRITING CLEAR AI PROMPTS

63%

#2 KEEPING UP TO DATE ON LATEST AI TRENDS

59%

#3 EVALUATING AI OUTPUT FOR ACCURACY AND BIAS

55%



“

We see AI as a way to dramatically accelerate our mission – it's not just a tool, but a collaborator that opens the door for new experimentation. By refining use cases together and sharing learnings openly, we spark creativity and find better ways to reach more people who need access to opportunity and capital.



– Vishal Ghotge, CEO of Kiva

Conclusion

AI adoption will not be your typical tech transformation – it will be a continuous evolution. We're hoping this data provides clear reasoning for why it's worth going along that journey. We want to dispel the pressure to adopt AI for fear of being left behind. Don't let fear hold you back. Find motivation in the real value for individuals and teams, and confidence that anyone can take these steps to become a strategic AI collaborator.

What's coming next in this space?

Here's our view on the human-AI collaboration roadmap:

First comes the personal productivity gains with AI (this is the hard work nonprofits are putting in now). Next comes the focus on how to make teams, not just individuals more productive with AI in the loop. If your team is already at that stage, or excited to check out what's next, read Atlassian's full [AI Collaboration Index](#).

“

Change management is hard and scary for so many people. What's worked for us is creating champions at all levels of the organization to help develop the buy-in needed to get everyone excited about what's coming down the road.



– Moon Lee, Chief Technology Officer, Braven



This report is a product of human AI collaboration

Our team included researchers, marketers, nonprofit professionals, and Rovo. Here are examples of how we collaborated with Rovo to accelerate and improve our work.



WHAT'S ROVO?

Rovo is Atlassian's AI-powered offering that leverages the Teamwork Graph to connect AI workflows to all your organizational knowledge, enabling personalized and actionable search, chat, agents, and studio experiences.



Insight probing

We used Rovo to ask questions about the data. It was particularly useful in taking the qualitative data points – short answer questions – and summarizing the themes.

EXAMPLE PROMPT

Acting as a qualitative researcher, can you evaluate the themes from these survey responses?
Format the themes into a table and include the theme, additional context, and number of responses that fall into that theme.

Brand alignment

This was a companion piece to Atlassian's AI Collaboration Index. We used an Atlassian Voice Rovo agent to review the draft to ensure alignment with Atlassian's brand guidelines. We also used it to compare the nonprofit report to the draft of the main report to recommend areas for further differentiation and ensure we were publishing reports with unique value.

EXAMPLE PROMPT

Review this report draft against Atlassian's brand guidelines. Recommend any areas where we deviate from the brand voice and suggest recommendations to make it more aligned. Also highlight any areas that overlap too closely with [other document, could be previous report, grant proposal, etc].

Refinement and iteration

The “make this shorter” action is a favorite of our team that we try to use on all content pieces. We also engage with the “improve writing” feature to recommend adjustments.

EXAMPLE PROMPT

Can you recommend how I could say this in one line?
Can you give me five options of different ways to say this?

Looking to use Rovo for your team? [Get started here.](#)

And we'll make it easy on you to find our [Rovo data privacy and usage guidelines.](#)





165 nonprofit knowledge workers work across US, France, Germany, UK, Australia, & India

44 years

mean age

55%

small/mid sized organizations

45%

Enterprise organizations (1000+ employees)

About us

Atlassian for Nonprofits, an Atlassian Foundation program, makes our apps and expertise accessible to social impact teams to help them achieve their missions. 13,000+ nonprofits use Atlassian apps to deliver work efficiently and effectively. Learn more about Atlassian for Nonprofits including discounts and support programs at <https://atlassian.com/nonprofits>.

Want to learn more?

Check out the full 2025 [2025 AI Collaboration Index](#)

[See other nonprofit resources](#)