

Nonprofit AI Assistant Example: No-Code, Citation-Backed Knowledge Base Chatbot

Elizabeth Planet built a nonprofit AI assistant without writing any code

Nonprofit leadership coach Elizabeth Planet used CustomGPT.ai to build NonprofitAMA, a free, citation-backed nonprofit AI assistant trained on trusted PDFs and curated nonprofit websites. It gives mission-driven organizations reliable answers with no technical barriers.

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Technical skills required

100%

Of answers from curated sources

Free

Public access at nonprofitama.ai

THE CHALLENGE

A deep library of nonprofit resources that was hard to use

Elizabeth wanted to make her extensive library of nonprofit leadership resources more accessible. She wanted to share knowledge in an engaging, interactive way, without overwhelming people with dense material.

After testing other tools, she found their interfaces too technical or complex.

WHAT ELIZABETH NEEDED

Interactive access.

Knowledge shared in an engaging way.

Simplicity.

No dense material, no technical setup.

Reliability.

Answers people can trust.

HOW ELIZABETH SOLVED IT

NonprofitAMA, built on trusted sources

Her own resources.

She uploaded a large set of PDFs and internal resources.

Curated nonprofit sites.

Sitemaps from trusted nonprofit websites added more depth.

Citations and safeguards.

Built-in citation and anti-hallucination features keep answers accurate.

ABOUT ELIZABETH PLANET

Elizabeth Planet is a nonprofit leadership coach and advisor with more than 15 years of high-level management experience, certified by the International Coach Federation and Hogan Assessments. She holds a JD from Columbia University and a BA from Yale University, and is admitted to practice law in New York.

AT A GLANCE

AI AGENT NonprofitAMA, at nonprofitama.ai	DATA SOURCES PDFs and curated nonprofit website sitemaps	KEY FEATURES Citation-backed answers, anti-hallucination, source grounding
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ARE NONPROFIT AI CHATBOTS ACCURATE?

Citation-based AI, RAG and no-code nonprofit assistants

- 1 Curated sources only.

NonprofitAMA answers from trusted nonprofit resources, not general web data.
- 2 A citation on every answer.

Every response links back to its source.
- 3 Improves as it grows.

Adding trusted sources improved answers tremendously.

RESULTS

Traditional search vs generic AI vs NonprofitAMA

CAPABILITY	GENERIC AI	NONPROFITAMA
Direct answers	May include unsupported claims	Grounded in curated sources
Source transparency	Sources may be unverifiable	Citations on every response
Nonprofit knowledge	Broad, not specialized	Trusted nonprofit resources
Hallucination resistance	May state incorrect info	Declines beyond source content
Setup	Prompt engineering	No-code setup and maintenance

NonprofitAMA is free and public, and has helped Elizabeth share her knowledge widely while the chatbot keeps improving.

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I added a couple of trusted sources to the chatbot and the answers improved tremendously! - You can rely on the responses it gives you because it's only pulling from [curated] information.

Elizabeth Planet

NONPROFIT LEADERSHIP COACH AND ADVISOR

WHY IT WORKED

- No-code simplicity.

Built and launched with no coding.
- Trusted sources.

Authoritative, relevant data only.
- Accuracy with citations.

Responses users can trust.

ABOUT CUSTOMGPT.AI

CustomGPT.ai is a no-code platform for building AI agents that answer only from an organization's own content: documents, websites and knowledge bases. Every answer is grounded in verified sources with citations, and the platform is SOC 2 Type 2 and GDPR compliant. Organizations use it for customer support, internal knowledge search, website chat and more, across help centers, apps and the API.