



How AI is driving impact for organizations using Google for Nonprofits

To gain a deeper understanding of what tangible outcomes nonprofits are realizing from AI, their current adoption habits, and barriers to use, Google for Nonprofits conducted a survey of over 9,000 nonprofit organizations in April 2025.

Respondents were asked about their use and perceptions of the following Google AI products and features:

Gemini is an interface to a multimodal Large Language Model (handling text, audio, images and more). The **Gemini app** can be used to write compelling emails, debug tricky coding problems, brainstorm ideas for upcoming events, get help learning difficult concepts, and so much more.

NotebookLM: A personalized research and thinking partner, grounded in the information you trust, built with the latest Gemini models.

Gemini in Workspace: Premium AI is included in Google Workspace plans enabling organizations to do their best work faster with AI built into popular apps like Gmail, Docs, Sheets, Meet, Chat, Vids, and more. Google provides the only no-cost gen AI offering with enterprise-grade data protections to 2,000 nonprofits users at the organizational-level. Additionally, Google's nonprofit pricing costs up to 8x less than other industry offerings for similar AI features.¹

Smart Bidding and **Performance Max Campaigns**: Smart Bidding is a suite of automated bidding strategies that use Google's AI to optimize bids for conversions or conversion value. Performance Max uses Google AI across bidding, budget optimization, audiences, creatives, attribution, and more.

• • • The AI opportunity for nonprofits

88%

of respondents report a positive productivity gain from AI apps and features²



84%

of respondents report that the AI apps and features they use are helpful²



69%

of respondents agree that the AI apps and features they use increase their quality of work²

There's a clear link between awareness, implementation, and impact—which is to say, those nonprofits already using generative AI in Google products are seeing meaningful benefits in doing so. And among those not currently using AI tools, there's broad recognition of their potential value, despite some uncertainty around how to get started.

¹ Based on publicly available price lists as of April 2025. Subject to change without notice.

² Gemini app, Gemini in Workspace, NotebookLM, Smart Bidding in Ad Grants, Performance Max Campaigns in Ad Grants

Reported benefits of Google AI tools for nonprofits

= Based on usage of Google AI tools including Gemini app, Gemini in Workspace, NotebookLM, Smart Bidding in Ad Grants, and Performance Max Campaigns in Ad Grants.

Overall, 88% of nonprofit respondents reported a productivity gain, including:

- 52% reported increased email engagement with supporters
- 65% reported increased confidence to serve their organization's mission
- 69% reported enhanced work quality
- 73% reported reduced time spent on administrative tasks
- 78% reported increased productivity
- 80% indicated helpfulness
- 80% indicated ease of use

Nonprofit adoption of generative AI

68%

of respondents report at least some members of their organization currently use gen AI

Up from 58% in 2023³



37%

of respondents have concrete ideas for how gen AI is applicable to their organization

Up from 25% in 2023³



22%

of respondents say at least half of their organization uses gen AI

Up from 12% in 2023³

Generative AI adoption continues to gain meaningful traction with nonprofit employees: Nearly 7 in 10 (68%) of nonprofit respondents in our 2025 survey report at least some members of their organization use AI tools—a notable rise from 58% in 2023.³ This signals a strong shift from passive interest to active experimentation as nonprofits begin to integrate gen AI into their daily operations.

Nonprofit team members (including executives, staff, and volunteers) are also increasingly understanding the impact and potential that gen AI has for their organization. Over one third (37%) of respondents say they now have concrete ideas for how generative AI can be applied within their organizations—up from one quarter (25%).³ But still, with only 1 in 5 respondents (22%) reporting that half or more of their organization currently uses gen AI tools, this transformation is still in its early stages. This means that the challenge ahead lies not just in expanding awareness, but in building the skills, support, and infrastructure so that the benefits of AI can be felt organization-wide.

³ Data is from two independent surveys conducted in 2023 and 2025. While the target audience was consistent, the demographic characteristics of the final respondent samples are not exactly the same.



Generative AI: Adoption challenges

60%

of respondents report a lack of awareness and understanding of gen AI tools as a top challenge to adopting them



55%

of respondents report funding as the top challenge to adopting gen AI tools*

*amongst organizations reporting 50% or more adoption of gen AI



50%

of respondents report understanding which gen AI tools to use as the top challenge to adoption

One of the biggest challenges that nonprofits face in furthering generative AI adoption is simply awareness. 60% of organizations surveyed report that familiarity with gen AI and understanding how to use it remains their top barrier to wider adoption. So while AI use is growing, many nonprofits are still in the earlier stages of learning how to effectively integrate it into their work.

Almost equally significant is navigating the complex landscape of AI tools. With so many options available, 50% of respondents find it challenging to identify tools that best fit their mission, and operational needs.

Even among organizations where half or more staff are already using gen AI, challenges remain. Over half (55%) of these organizations report limitations around funding as a major barrier to adoption. These findings underscore the importance of continued commitment to AI investments by funding organizations to experiment with and implement technology.

Summary and recommendation

While the survey data clearly shows that gen AI adoption has grown, its use in the nonprofit sector is still emerging. Many organizations still have limited awareness and uncertainty around which tools to select and challenges related to funding. Yet, among those already using Google's suite of AI tools, the benefits are tangible and transformative. Nonprofits using gen AI have increased efficacy, productivity, and confidence in their ability to deliver on their mission. As we enter a new era of innovation with AI, Google remains committed to ensuring everyone benefits from AI - including the nonprofit sector.

Recommendations for Nonprofits

1. **Review industry guides for developing and using AI tools in a responsible way:** Explore [Fast Forward's Nonprofit AI Policy builder](#).
2. **Help members of your team explore AI:** Check out the quick start resources Google for Nonprofits has built for the most common nonprofit use cases at [Get Time Back](#).
3. **Start small with targeted use cases:** To build confidence and demonstrate value, start by applying gen AI to specific tasks such as drafting grant proposals, summarizing reports, or composing donor communications. Google's [Prompt Library for Nonprofits](#) provides examples tailored for fundraising, marketing, program management, and more.

[Sign up to receive future surveys and to provide feedback](#) that guides the development of AI tools to support nonprofits' mission-driven work.