

HELPFUL NOTES:
These red circles provide helpful details about slide layouts. Delete these circles as you create your PPT. See the "notes" area of each slide for font recommendations.

MAIN STREET Now

APRIL 13-15, 2026

TULSA OKLAHOMA

Opening Slide:
Use as screen saver before presentation





AI as Your Smartest Assistant:

Managing Main Street

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Executive Director



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AGENDA

- + **Why AI Matters for Main Street Organizations**
- + **How AI Works & Prompt Basics**
- + **5 Practical Ways to Use AI**
- + **Live Demonstrations**
- + **Responsible AI Use**
- + **Tools to Get Started**
- + **Discussion & Peer Exchange**

GOALS FOR TODAY

- Learn how AI can support small nonprofit Main Streets
- Understand real-world use cases
- Gain hands-on tools and prompts you can start using tomorrow



Why AI? Why Now?

Small Main Street organizations face real capacity challenges.

Typical teams are:

- Small staff
- Volunteer-driven
- Managing multiple programs and events

Generative AI can help streamline operations and expand your capacity.



What AI Is Good At

Common concerns:

- “AI will replace my job”
- “AI makes things up”
- “It feels overwhelming”

Reality:

- AI assists your work. It doesn't replace strategy or relationships
- Humans still edit, verify, and approve

Addressing Myths, Fears & Ethics

AI works best when helping with:

- Writing first drafts
- Brainstorming ideas
- Organizing information
- Summarizing long content
- Creating templates

Think of AI as:

Your fastest assistant. Not your final decision maker.



The Secret to Good AI Results

The **quality of your prompt** determines the quality of your results.

Good prompts include:

- Role
- Task
- Context
- Constraints

Anatomy of a Good Prompt

Example prompt structure:

Role

"You are a PR writer for a Main Street nonprofit."

Task

"Write a 300-word press release."

Context

"Our fall festival takes place October 10 in downtown."

Constraints

"Friendly tone, include a quote and event details."



Before & After Prompt Example

Weak prompt:

"Write about our farmers market."

Better prompt:

"You are a community engagement coordinator. Create 5 social media posts promoting our upcoming Saturday farmers market in downtown Windsor. Include hashtags and a friendly tone."



LIVE DEMO #1: Prompt Improvement

You are a community engagement coordinator for a Main Street program. Create 5 engaging social media posts promoting a Saturday farmers market in downtown Windsor.

Include:

- Friendly, welcoming tone
- Specific details - August 10, 2026, from 4 PM to 8 PM (shopping local, fresh produce, community vibe)
- Call to action
- Relevant hashtags



5 Practical Ways to Use AI

- Event Planning
- Marketing & Promotion
- Community Outreach
- Policy Development
- Daily Operations

EVENT PLANNING

A photograph of an outdoor event at a circular wooden stage with a corrugated metal roof. A crowd of people is gathered around the stage, and a band is performing. A teal banner with the text 'EVENT PLANNING' is overlaid on the image.

Event Planning with AI

AI can help you:

- Create event timelines
- Build task list
- Write vendor emails
- Draft press releases
- Develop marketing copy

Example Uses

Use AI to generate:

- Vendor outreach emails
- Volunteer schedules
- Event run-of-show
- Sponsorship requests

LIVE DEMO #2: Event Planning

You are an event planner for a downtown Main Street organization. Create a detailed planning timeline for a December holiday parade.

Include:

- Timeline from 90 days out to event day
- Key tasks
- Responsible parties (staff, volunteers, partners)
- Marketing milestones



QUIKES
INSURANCE SOLUTIONS
Personal. Dependable. (726)



MARKETING & PROMOTION

Marketing & Promotion with AI

AI can help create:

- Social media posts
- Inspo Logos – PNG Photo
- Email newsletters
- Ads and promotions
- Event descriptions

LIVE DEMO #3: Marketing

You are a marketing coordinator for a Main Street program. Write a short email newsletter promoting our fall festival. Include a friendly tone and call-to-action.

Include:

- A warm, friendly community tone
- A short introduction inviting people to celebrate fall downtown
- Highlights such as live music, local vendors, food, and family activities
- Event date, time, and location placeholders
- A clear call-to-action encouraging readers to attend





COMMUNITY OUTREACH

Community Engagement & Outreach

AI can help you:

- Draft surveys
- Create community outreach scripts
- Translate materials
- Summarize public feedback

Example Outreach Uses

Examples:

- Survey questions for downtown businesses
- Volunteer recruitment messages
- Translated event materials



LIVE DEMO #4: Community Survey

You are a community engagement coordinator for a Main Street downtown organization. Write 8 survey questions to gather feedback from downtown business owners about downtown events and promotional efforts.

Include questions that explore:

- Whether events increase foot traffic and sales
- Which types of events are most beneficial for businesses
- Satisfaction with current marketing and promotion efforts
- Ideas for improving events
- Interest in participating in future events
- Open-ended feedback from business owners

POLICY & STRATEGY



Policy Writing & Strategic Planning

AI can help create:

- Board memos
- Meeting agendas
- Project plans
- Strategy summaries

LIVE DEMO #5: Strategic Summary

Summarize our yearly Work Plan into a clear, simple overview for board members.

- Prompt 1 - Attach Work Plan
- Prompt 2 – Ask to add timeline
- Prompt 3 – Add Roles & Responsibilities

DAILY OPERATIONS



Daily Operations with AI

AI can help with everyday tasks:

- Drafting emails
- Creating checklists
- Organizing notes
- Summarizing meetings

Quick Daily Prompt Examples

Try prompts like:

"Write a friendly email inviting downtown businesses to participate in our fall festival."

or

"Create a checklist for organizing a downtown sidewalk sale event."





AUDIENCE DEMO

What is one task you wish took less time?

Responsible AI Use

Best practices:

- Protect sensitive information
- Never share private data
- Review outputs for accuracy and bias
 - TIP: Ask AI to cite their sources
- Be transparent about AI assistance when appropriate

Getting Started with AI Tools



ChatGPT

Gemini

Canva
Magic Write

 **Claude**

Starter Toolkit

Use AI for:

- Events
- Marketing
- Surveys
- Emails
- Reports

The goal is simple:

Save time and increase impact.



Key Takeaways

AI can help Main Street teams:

- Work faster
- Generate ideas
- Improve communication
- Expand small staff capacity

But remember:

AI works best when guided by humans.



Q&A + Peer Exchange

Discussion questions:

- What tasks would you automate first?
- What concerns do you still have about AI?
- Has anyone already tried AI tools?

Encourage shared ideas and examples.

TAKEAWAYS

- ✓ **AI can be your smartest assistant**
- ✓ **Start with small tasks**
- ✓ **Use strong prompts**
- ✓ **Always review results**



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THANK YOU!



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THANK YOU!

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