



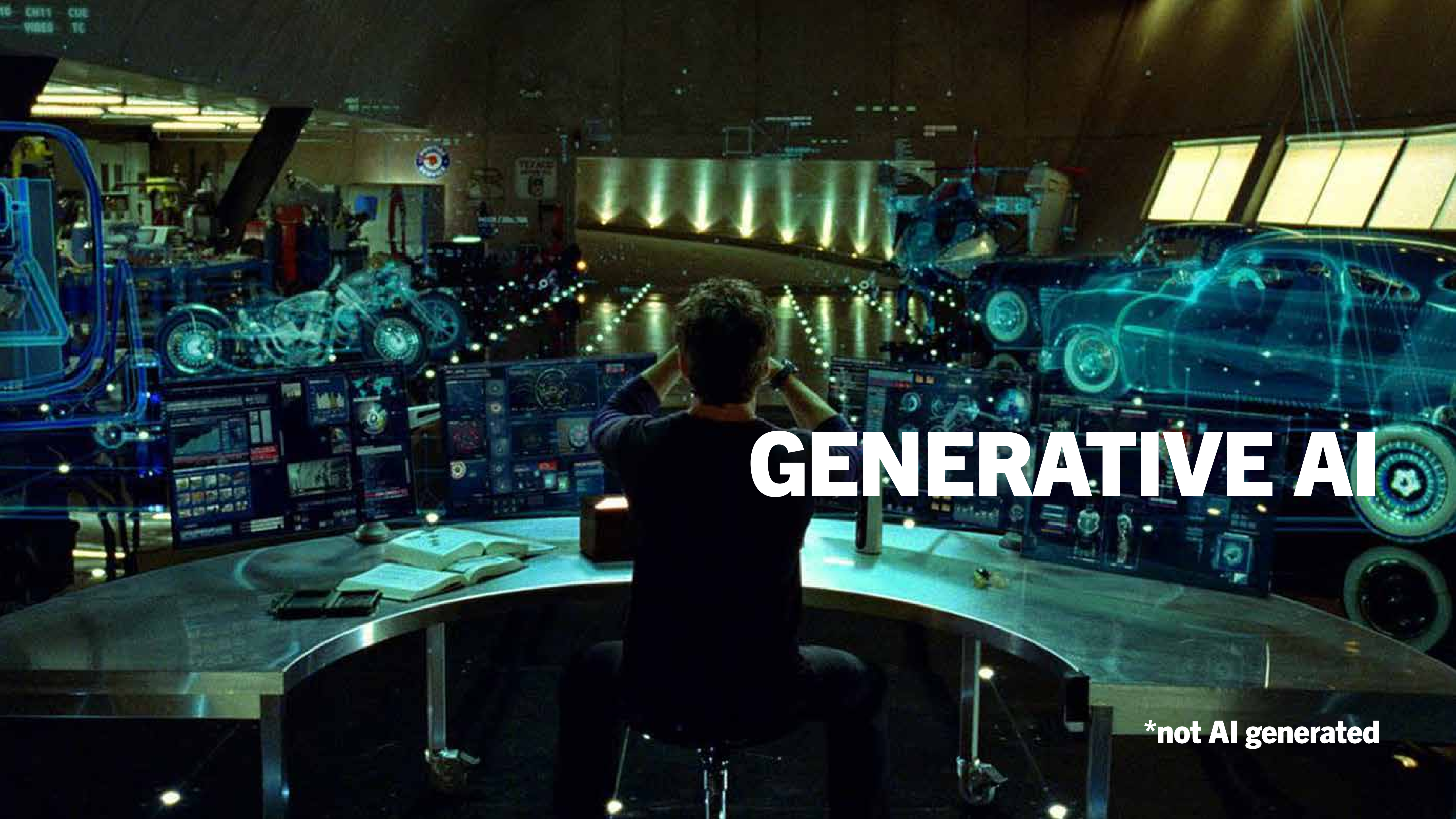




Leveraging AI* Tools for Marketing Success

***FREE + GENERATIVE**





GENERATIVE AI

***not AI generated**



AGENTIC AI

***not AI generated**









JERROLD SIMON

Marketing Manager

Meals on Wheels of the Monterey Peninsula





VOTED BY THE COMMUNITY
BEST PLACE TO
LUNTEER
MEALS ON WHEELS OF THE MONTEREY PENINSULA







mowmp.org/volunteer



50
VOLUNTEER

NOURISH
ALL IN NEED.



- 
- An aerial photograph of a coastal town at sunset. In the foreground, a large, modern, single-story building with a flat roof and solar panels is visible. The building has large windows and is surrounded by a paved area with some parked cars. To the left of the building, there is a small parking lot with several vehicles, including a white van and a blue car. The town extends into the background, with numerous houses and trees. The ocean is visible in the distance, and the sky is filled with vibrant orange and yellow clouds from the setting sun. The overall scene is peaceful and scenic.
- **Community Center**
 - **Monterey County**
 - **Pacific Grove**
 - **10 cities**
 - **Onsite group dining**
 - **9 congregate sites**
 - **600 clients**
 - **3000 meals daily**
 - **Marketing team of 2**

***not AI generated**



Explore how MOW and similar organizations can harness the power of Artificial Intelligence (AI) ...

A full-page background image featuring Darth Vader standing in a futuristic, neon-lit city street. The scene is filled with vibrant blue, purple, and orange light trails from buildings and vehicles, creating a cyberpunk atmosphere. Darth Vader is positioned on the left side of the frame, facing forward. The text is overlaid on the right side of the image.

... to enhance marketing efforts, streamline campaigns, and connect with communities more effectively.

***not AI generated**



***not AI generated**



**Understand
how AI can
enhance your
workflow ...**



A surreal landscape featuring a person standing on the edge of a dark, rocky cliff. The person is wearing a white t-shirt, blue shorts, and white sneakers, looking out over a vast, colorful sky. The sky is filled with large, billowing clouds in shades of pink, orange, and blue. In the distance, a city skyline is visible, partially obscured by the clouds. A large, bright sun is setting or rising, casting a warm glow over the scene. A vintage-style alarm clock sits on the edge of the cliff next to the person.

**making things
easier, quicker, and
more effective.**



**Introduced
and explore
practical AI
tools and
strategies.**

**Learn real-world
applications.**





**Gain actionable
insights ...**



**for boosting
engagement
and outreach.**



**Feel confident
to find and use
AI tools**

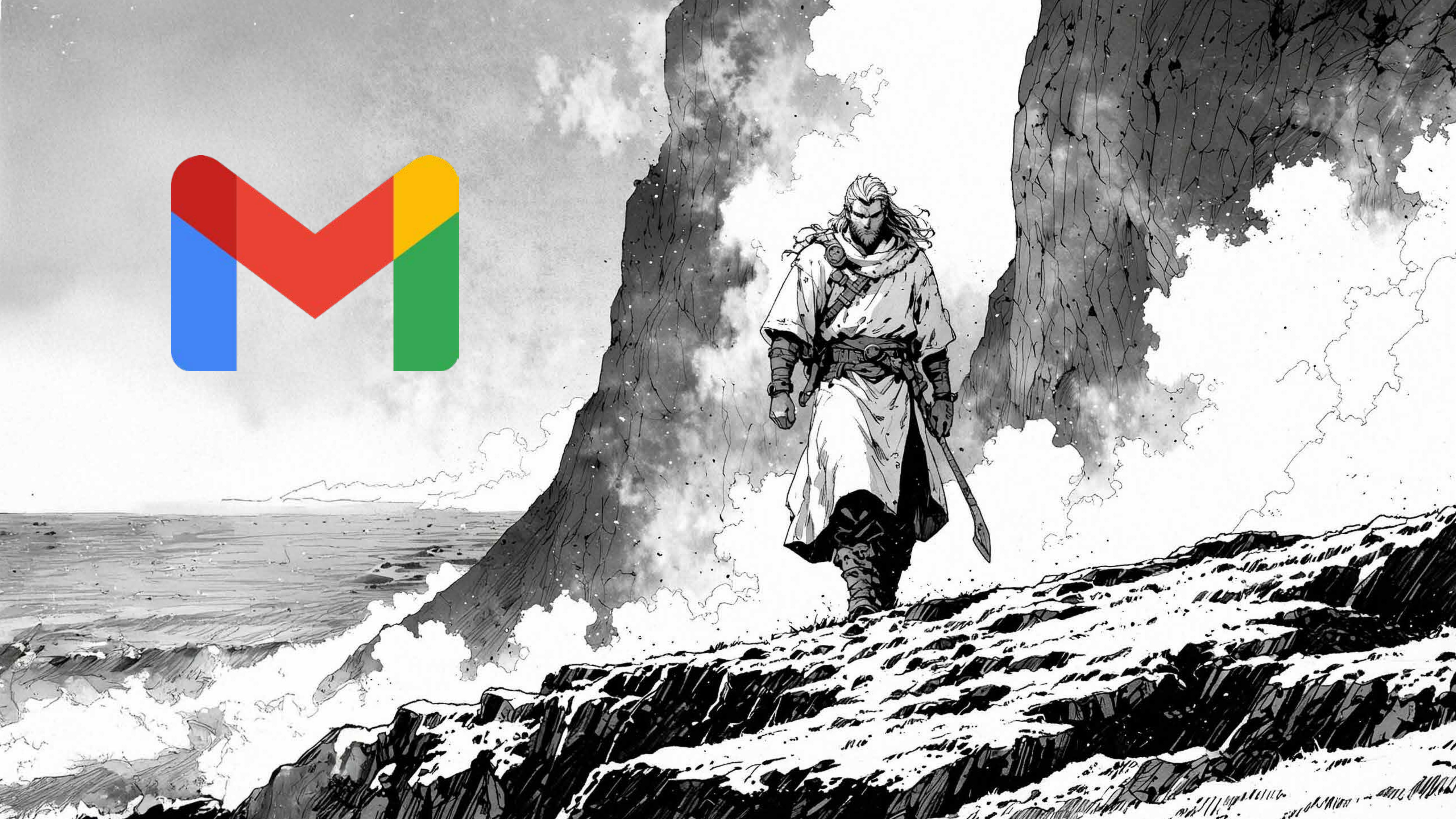
A small, heart-shaped tree with vibrant green leaves stands on a dark, textured mound of soil. The background is a soft-focus forest scene with sunlight filtering through the trees, creating a warm, golden glow. The text is overlaid on the right side of the image.

**Create a strategy
to integrate AI
tools into daily
workflows.**



**DON'T
START**
AI-ing ...

until you
have done
this **ONE**
thing.



live demo

***MUSIC GENERATION**

LM generate lyrics

+ riffusion.com (with lyrics)

+ suno.com (prompt only)

live demo

***PRESENTATION GENERATION**

presentations.ai

gamma.ai



advertising.
sales.
promotion.
publicity.
public relations.



WHAT IS **AI** IN MARKETING?

AI is the
simulation
of human
intelligence
in machines
to perform
marketing tasks.



A detailed illustration of a cat dressed as a chef in a kitchen. The cat, with grey and white fur and green eyes, wears a white chef's hat and a white apron. It is leaning over a large copper pan filled with yellow rice, topped with a dollop of white cream and green herbs. The cat is holding two wooden spoons, one in each paw, as if stirring or garnishing the dish. In the background, several copper pots hang on a rack, and a small bowl of soup is visible in the foreground. The scene is warmly lit, creating a cozy and professional atmosphere.

AI analyzes data
and predicts trends.

**How many of
you are not
currently using
an LM to run
daily tasks?**





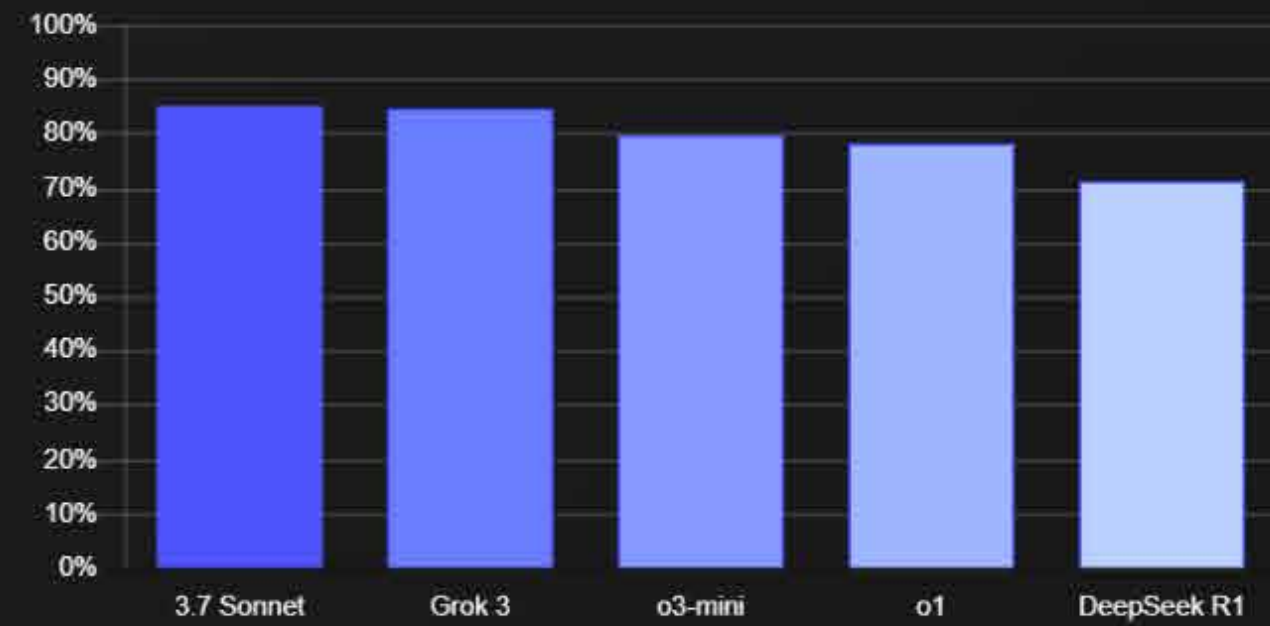
ChatGPT



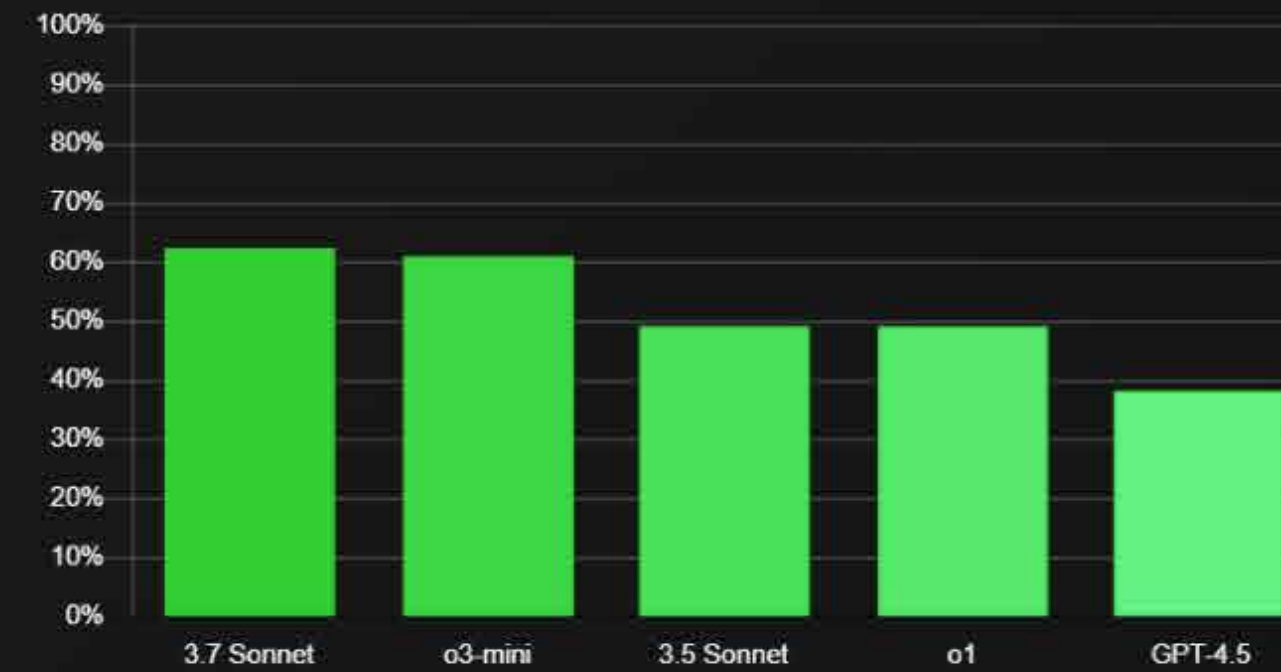


Top Models per Task

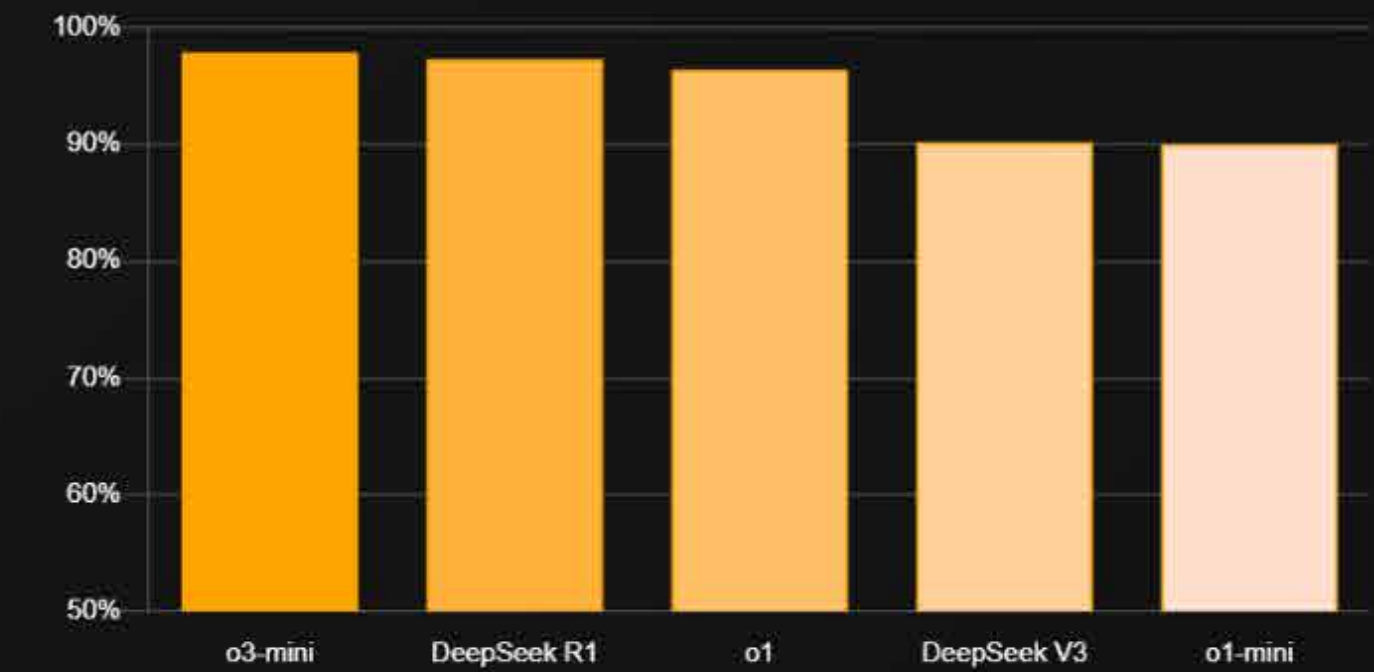
Best in Reasoning (GPQA Diamond) ⓘ



Best in Coding (SWE Bench Verified) ⓘ

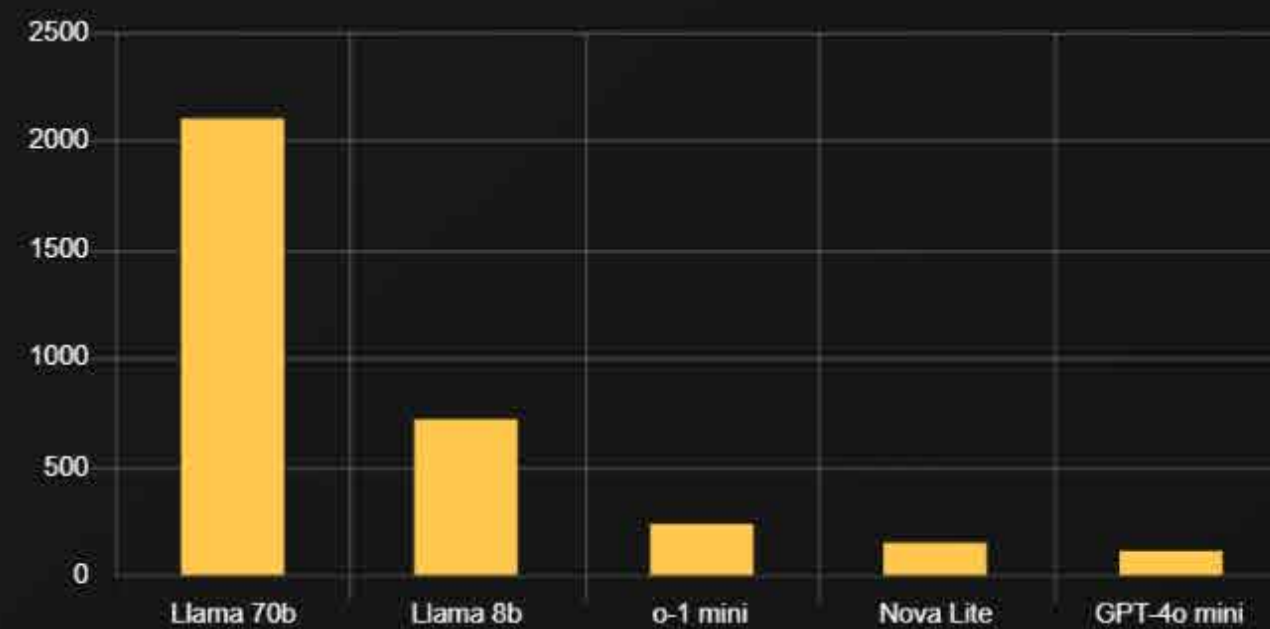


Best in Math (MATH) ⓘ

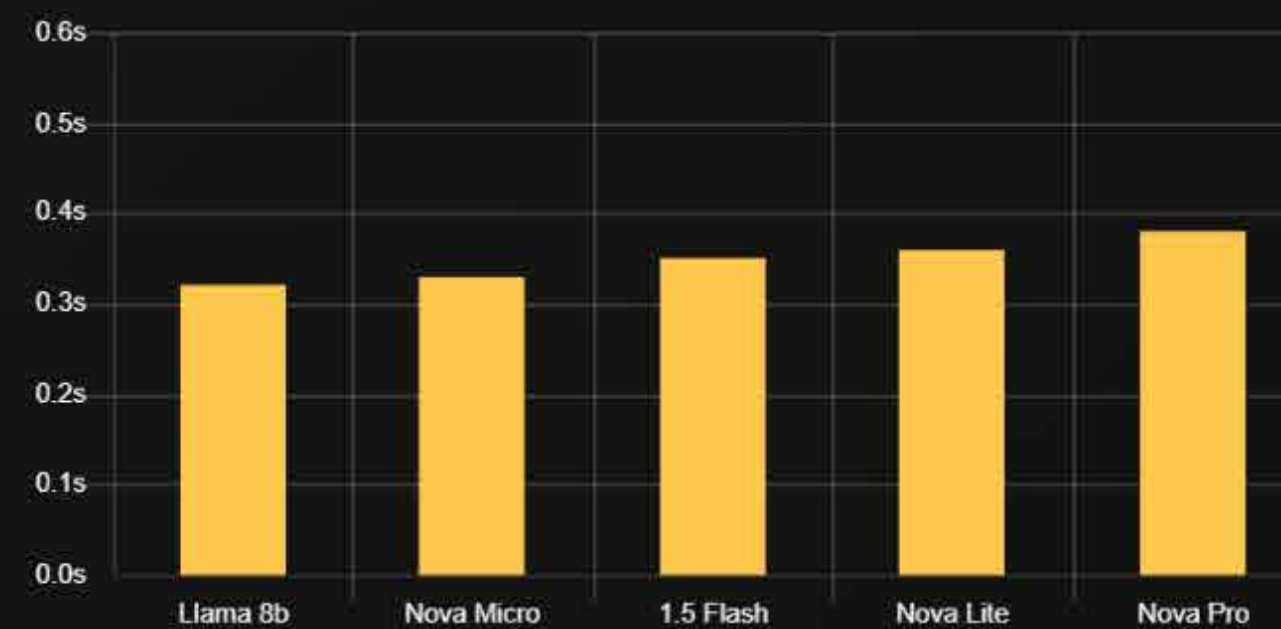


Fastest and Most Affordable Models

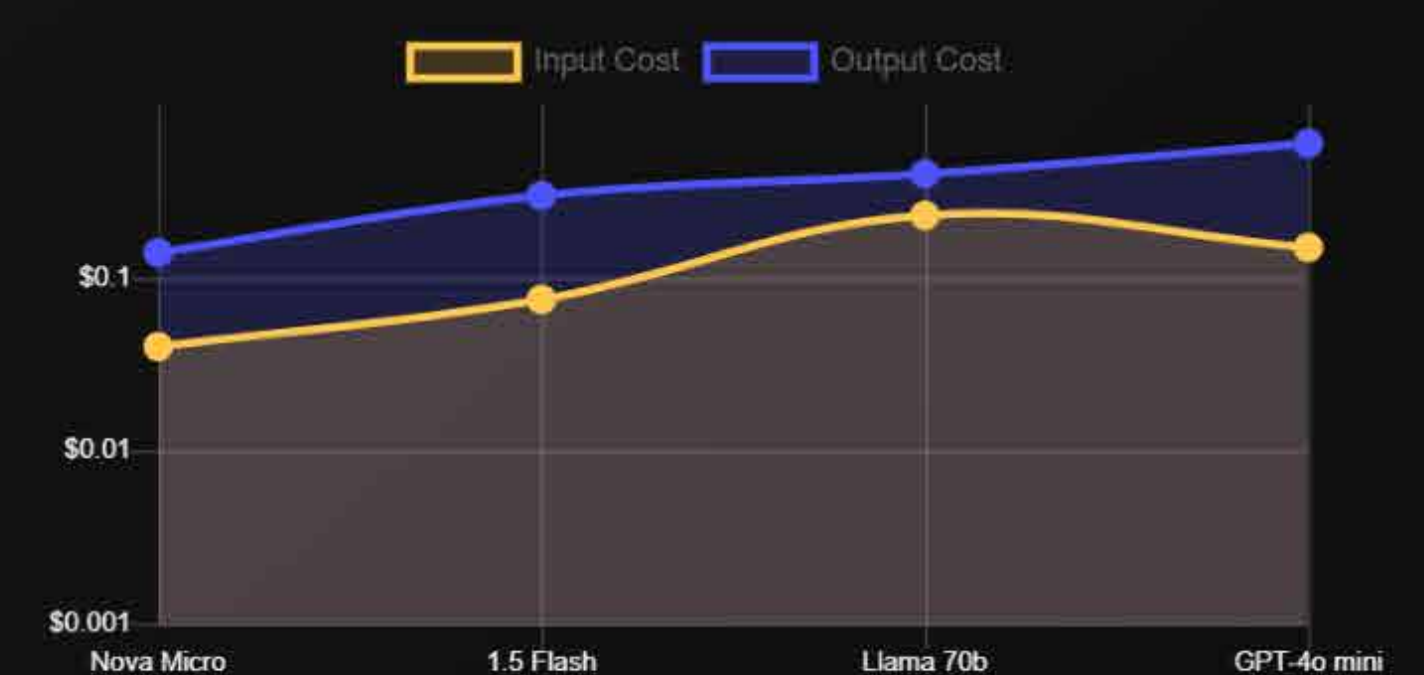
Fastest Models ⓘ



Lowest Latency (TTFT) ⓘ



Cheapest Models ⓘ





Copilot

What can I help you with today?

Output in

English



Tone

Default



Writing Style

Default



Ask anything



Search

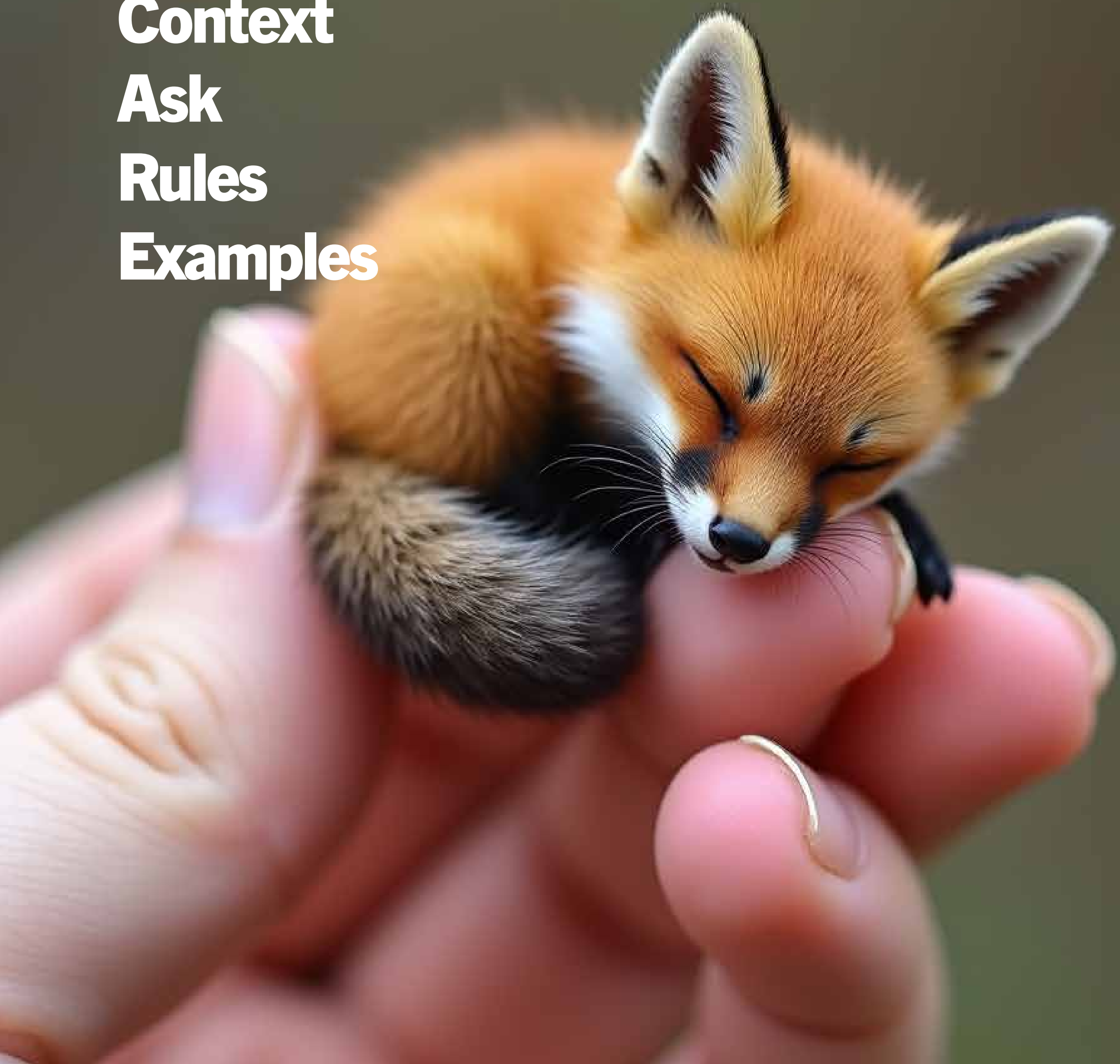


Reason

BRIGHT

Brand
Role
Instructions
Goal
How
Target

Context
Ask
Rules
Examples



REACT

Situation
Task
Appearance
Refine



ST
AR

Contextualize
Limit
Elaborate
Assume
Redirect



WRAP

Aim
Clear goal
Expectation
Source

ACES



A glass bottle lies on its side on a dark, wet beach. The bottle is filled with water, and inside, a miniature ocean scene is visible, complete with waves and a rocky coastline. The scene is illuminated by the warm, golden light of a sunset or sunrise, which is reflected in the water inside the bottle and on the wet sand. The background shows a dark, silty beach with small pebbles and a hazy, colorful sky. The text "Have a conversation." is overlaid on the right side of the bottle in a white, sans-serif font.

**Have a
conversation.**



**bad prompts
vs
good prompts**

What can I help you with today?

Output in

English



Tone

Default



Writing Style

Default



Ask anything

Write about a fundraising event.



Search



Reason

What can I help you with today?

Output in

English



Tone

Default



Writing Style

Default



Ask anything

Write a 150-word email inviting donors to a virtual fundraising event, emphasizing community impact and including a call-to-action.



Search



Reason

What can I help you with today?

Output in

English



Tone

Default



Writing Style

Default



Ask anything


You are a marketing director for Meals on Wheels Sacramento. Write a 150-word email inviting donors to a virtual fundraising event, emphasizing community impact. Use a friendly tone. The objective is to get donors excited and visit (link) to register today.



Search

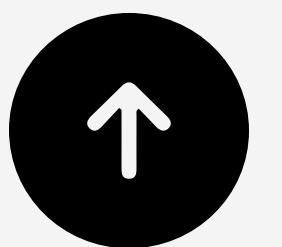


Reason

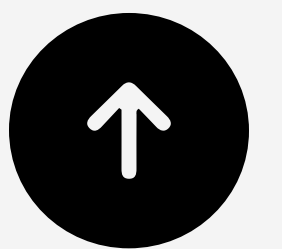


**Think of AI like
a expert team
member—it works
best when you give
it clear direction
and purpose.**

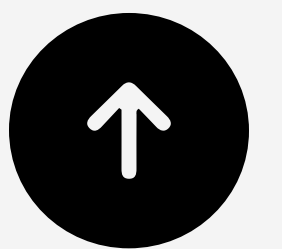
You work for a company named Meals on Wheels of the Monterey Peninsula (MOWMP) which is a nonprofit organization that empowers seniors, disabled adults, veterans, and other underserved populations to remain independent by nourishing their bodies, minds, and spirits, and drive out hunger and isolation in Monterey County.



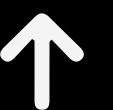
We deliver nutritious meals to older adults who may have difficulty preparing or accessing food. This helps in maintaining their health, promoting independence, and reducing the risk of malnutrition.



Many seniors face social isolation, which can negatively impact mental and emotional well-being. We not only provide meals but also offers a valuable opportunity for social interaction, as volunteers often engage in friendly conversations during deliveries.



By delivering meals directly to the homes of seniors, we enable them to maintain their independence and dignity. Seniors can continue living in their own homes, avoiding the need for assisted living or nursing homes.

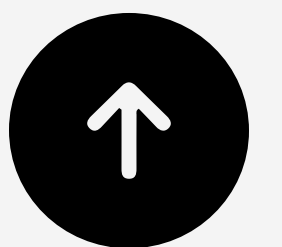


We encourage community involvement and volunteerism. Volunteers play a vital role in the organization, fostering a sense of community and shared responsibility for the well-being of seniors.

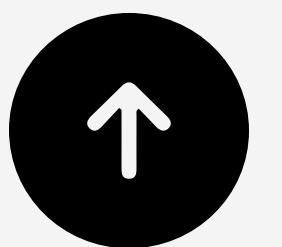


We serve a vital role in emergency preparedness.

During crises, such as natural disasters or pandemics, the organization can quickly adapt its operations to ensure that vulnerable seniors receive essential meals when other food sources may be disrupted.



We have a track record of making a positive impact on the lives of seniors. Numerous studies have demonstrated the benefits of the program in terms of improved health outcomes, reduced healthcare costs, and enhanced overall well-being for the elderly.



What can I help you with today?

Output in

English



Tone

Default



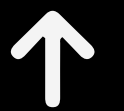
Writing Style

Default



Ask anything

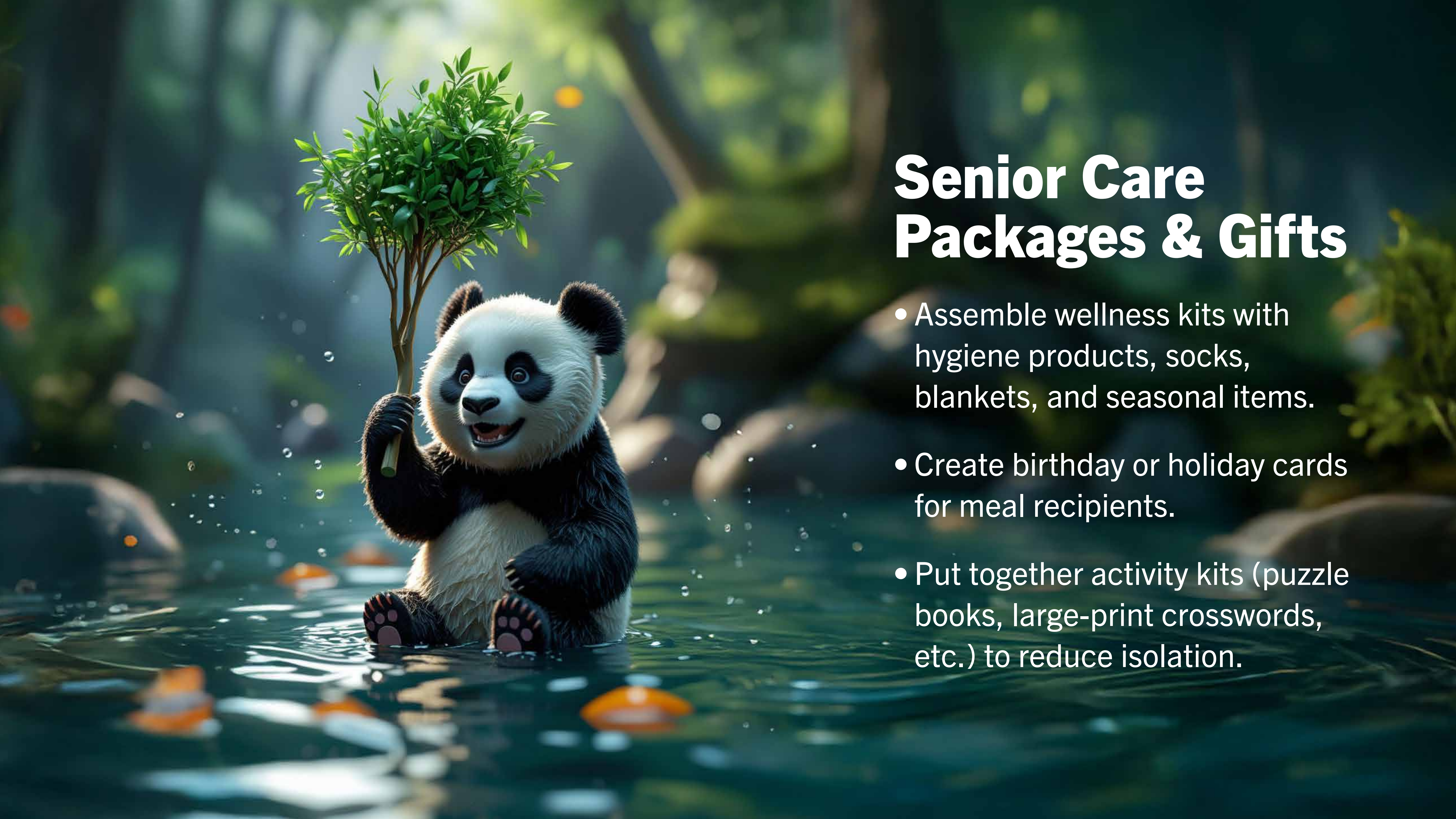
I am looking for suggestions on utilizing volunteer groups. We frequently have groups reach out to do one-off volunteer days. Because of our kitchen safety requirements and background checks, they can't help out with food prep or delivery. Create successful ways to engage groups that want to do hands-on volunteering that is not in the kitchen.



Search



Reason



Senior Care Packages & Gifts

- Assemble wellness kits with hygiene products, socks, blankets, and seasonal items.
- Create birthday or holiday cards for meal recipients.
- Put together activity kits (puzzle books, large-print crosswords, etc.) to reduce isolation.



Special Event Support

- Assist with logistics, setup, and breakdown for events.
- Coordinate volunteer appreciation efforts, like assembling thank-you gifts.
- Support holiday meal programs by packaging and preparing bags for distribution.



Client Engagement & Social Connection

- Write letters of encouragement to meal recipients.
- Host a virtual game or trivia session for isolated seniors.
- Record audiobooks or personal stories to share with visually impaired seniors.

Facility & Grounds Improvement

- Organize a gardening day to beautify the exterior of your facility.
- Paint murals or decorate common spaces with uplifting artwork.
- Deep clean or reorganize storage areas to improve efficiency.





Administrative & Special Project Support

- Assist with bulk mailings for newsletters or fundraising campaigns.
- Help with data entry or other administrative tasks.
- Organize or inventory supplies for kitchen and delivery teams.



Fundraising & Awareness

- Host a donation drive (food, household supplies, or pet food for seniors with pets).
- Plan a mini fundraising event like a car wash, bake sale, or fun run to benefit MOWMP.
- Conduct a social media takeover day, where volunteers help spread awareness online.

What can I help you with today?

Output in

English



Tone

Default



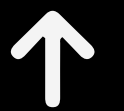
Writing Style

Default



Ask anything

Our UW is requiring us to create 3 SMART indicators as part of our grant reporting. I'm afraid to say" Increase the number of meals delivered by 10% within the next 12 months" with raising meal costs and the federal funding mess. We deliver meals in 10 cities and operate 9 seniors centers. 1 SMART indicator that we have been using for the last 3 years is "Number of clients who remained on the program for 6+ months."



Search



Reason



Senior Engagement

- Increase average daily attendance at the 9 congregate centers by 15% within 12 months, by enhancing outreach and engagement activities for active seniors.

A romantic dinner table setting featuring a dessert of a sandwich with ice cream, strawberries, and chocolate sauce, garnished with a heart-shaped pick. The table is decorated with pink roses, strawberry petals, and lit candles, with two glasses of wine in the background.

Meal Delivery Growth

- Increase the total number of meals delivered by 10% across Monterey County within the next 12 months, compared to the previous year.

Volunteer Engagement

- Increase the number of active volunteers supporting meal deliveries and congregate centers by 12% within the next 12 months to strengthen program capacity.



Nutritional Impact

- Ensure that at least 90% of surveyed seniors report improved or maintained nutritional well-being after 6 months of participation in the Meals on Wheels program, as measured by annual client surveys.



A detailed illustration of a two-story treehouse nestled within a massive, ancient tree in a lush, misty forest. The treehouse has a steep, moss-covered roof and large, glowing windows that reveal a warm interior with people. A wooden staircase leads up to the house, and a balcony with a railing is visible. Sunlight filters through the dense canopy of green trees, creating a serene and magical atmosphere. The overall scene is dark and atmospheric, with vibrant green foliage and a soft, ethereal light.

Service Expansion

- **Expand meal delivery coverage by adding at least 2 new delivery routes in underserved areas within Monterey County within the next 12 months, ensuring broader access to nutritious meals.**

Client Retention Rate

- **Maintain a 75% or higher retention rate of clients remaining in the Meals on Wheels program for 6+ months over the next 12 months**



What can I help you with today?

Output in

English



Tone

Default



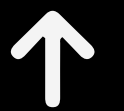
Writing Style

Default



Ask anything

We are developing Medically Tailored Meals for our program. What are some of the key questions you recommend including in client surveys to determine interest and need among our existing clients?



Search



Reason

Your survey should cover dietary needs, medical conditions, preferences, and barriers to access.

Here are some key questions to include that may help:

General Interest & Awareness

Have you ever heard of Medically Tailored Meals (meals designed to support specific medical conditions)?

- ☐ Yes
- ☐ No
- ☐ Unsure

Would you be interested in receiving meals designed to support your specific health needs?

- ☐ Yes
- ☐ No
- ☐ Unsure

Health & Dietary Needs

Do you have any medical conditions that require a special diet? (Check all that apply)

- ☐ Diabetes
- ☐ Heart disease / High blood pressure
- ☐ Kidney disease
- ☐ Food allergies
- ☐ Swallowing difficulties
- ☐ Cancer treatment
- ☐ Digestive disorders (e.g., IBS, Celiac)
- ☐ Other (please specify): _____

Has a doctor or dietitian ever recommended a special diet for you?

- ☐ Yes, and I follow it
- ☐ Yes, but I find it difficult to follow
- ☐ No

Your survey should cover dietary needs, medical conditions, preferences, and barriers to access.
Here are some key questions to include that may help:

Food Preferences & Restrictions

Do you have any food allergies or dietary restrictions?

☐ Yes (please specify): _____

☐ No

How do you prefer your meals to be prepared?

☐ No preference

☐ Fresh

☐ Frozen

☐ Ready-to-eat

☐ Other: _____

Meal Accessibility & Delivery Needs

How many meals per day would you need to support your medical condition?

☐ 1 meal per day

☐ 2 meals per day

☐ 3 meals per day

☐ Only a few meals per week

Do you have difficulty preparing your own meals?

☐ Yes, due to physical limitations

☐ Yes, due to lack of kitchen access

☐ No, I am able to cook

Would you need assistance from a caregiver or family member to eat these meals?

☐ Yes

☐ No

Feedback & Additional Support

**Your survey should cover dietary needs,
medical conditions, preferences, and barriers to access.
Here are some key questions to include that may help:**

What challenges do you face in accessing healthy meals that meet your dietary needs?

- ☐ Cost of food
- ☐ Lack of grocery stores nearby
- ☐ Difficulty cooking
- ☐ Lack of knowledge about healthy eating
- ☐ Other: _____

Would you be interested in nutrition education or consultations to better manage your diet?

- ☐ Yes
- ☐ No
- ☐ Maybe

Do you have any other suggestions or needs regarding meal services?

What can I help you with today?

Output in

English



Tone

Default



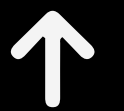
Writing Style

Default



Ask anything

We are looking to recruit more volunteers for our organization and would like to involve firefighters to help promote the community. Create some exciting volunteer opportunities to include our local firefighters.



Search



Reason



Firefighters Adopt a Route

Each fire station could adopt a specific meal delivery route, rotating firefighters to ensure consistent volunteer participation. This would create long-term bonds between firefighters and the community members they serve.

“Firehouse Fridays” — Volunteer Ride-Alongs

Firefighters can dedicate one Friday a month to delivering meals with Meals on Wheels volunteers. This would allow them to engage with seniors and disabled adults in a non-emergency setting, reinforcing their role as community protectors.





Emergency Preparedness Education Sessions

Firefighters can visit the Meals on Wheels community center to provide safety workshops for seniors, covering topics such as fire prevention, disaster preparedness, and fall prevention. These events can also include blood pressure checks and basic wellness assessments.

Cooking with Firefighters — Community Dinner Nights

Firefighters and chefs can collaborate to host a community dinner, where firefighters help cook and serve meals while engaging with guests. This event could raise awareness and funds for both organizations.





Senior Safety Check-Ins

Firefighters can join volunteers in performing wellness checks during meal deliveries, ensuring seniors have working smoke detectors and basic safety measures in place. If a need is identified, they can assist with installing new smoke alarms or connecting seniors to fire prevention resources.

National Celebrations Meal Deliveries with Firefighters

During certain holidays/celebrations like veterans day, National Senior Citizens Day, National Senior Independence Month, Older Americans Month, Thanksgiving or Christmas, firefighters could assist in delivering meals to homebound seniors, making the holiday season more special with personal visits from local heroes.



live demo

***CX donor engagement**

any LM

attach annual report

create an email letter

site reference

live demo

***IMAGE GENERATION**

canva.com/ai-image-generator

copilot.microsoft.com

deepmind.google/technologies/imagen-3/

klingai.com

live demo

***AUDIO GENERATION**

lovevoice.ai

playground.zyphra.com

hailuo.ai/audio

live demo

***WEBSITE GENERATION**

app.durable.co/website/builder

hostinger.com/ai-website-builder

more tools.

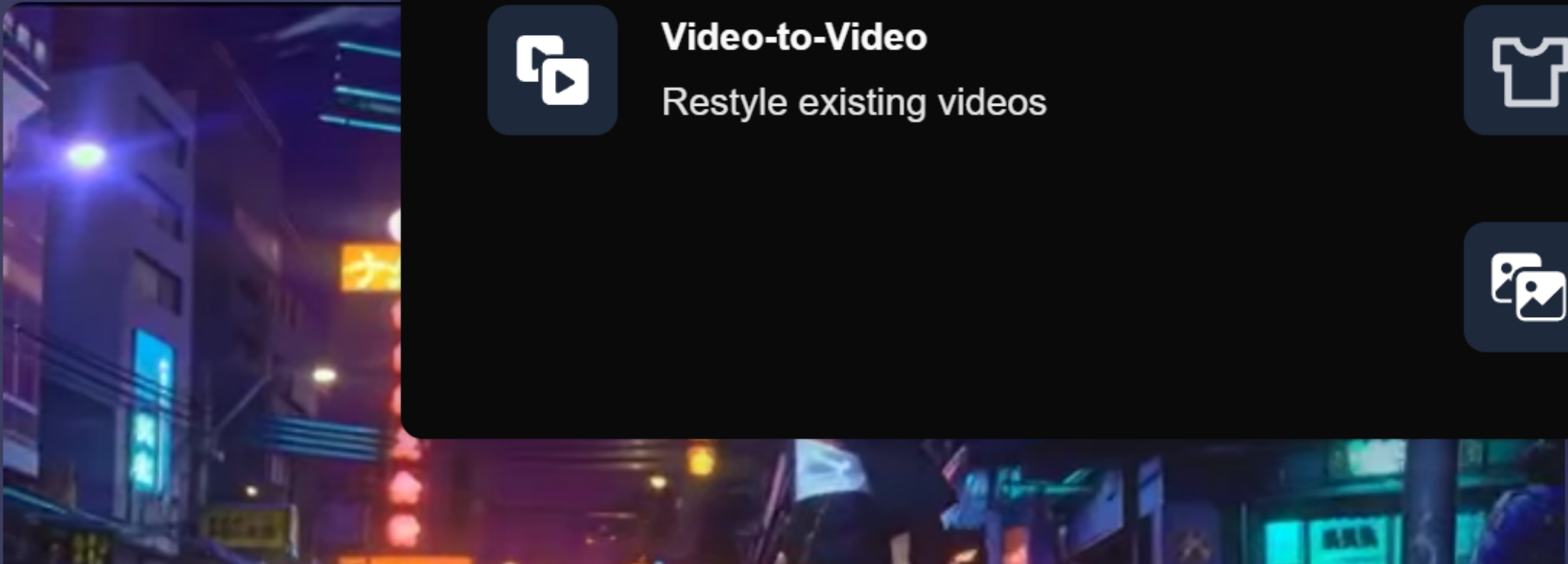


Create Videos




Magic Hour is an all-in-one AI tool to help you create and edit videos.

magichour.com









Product of the day
3rd





Video

-  **Face Swap Video** Free
Swap faces in any video
-  **Lip Sync** Free
Sync lips with any audio
-  **Auto Subtitle Generator** Free
Automate video subtitles

Image

-  **AI Image Generator** Free
Generate stunning images from text
-  **AI Headshot Generator** Free
Create pro headshots instantly
-  **AI QR Code Generator** Free
Generate unique QR codes
-  **AI Image Upscaler** Free
Upscale and enhance images
-  **Face Swap Photo** Free
Swap faces in any photo
-  **Image Background Remover** Free
Remove backgrounds instantly
-  **AI Clothes Changer** Free
Change outfits in photos
-  **Image-to-Image**
Restyle existing images

-  **Text-to-Video**
Create videos from text
-  **Video-to-Video**
Restyle existing videos





Every tool you need to work with PDFs in one place

Every tool you need to use PDFs, at your fingertips. All are 100% FREE and easy to use! Merge, split, compress, convert, rotate, unlock and watermark PDFs with just a few clicks.



Merge PDF

Combine PDFs in the order you want with the easiest PDF merger available.



Split PDF

Separate one page or a whole set for easy conversion into independent PDF files.



Compress PDF

Reduce file size while optimizing for maximal PDF quality.



PDF to Word

Easily convert your PDF files into easy to edit DOC and DOCX documents. The converted WORD document is almost 100% accurate.



PDF to PowerPoint

Turn your PDF files into easy to edit PPT and PPTX slideshows.



PDF to Excel

Pull data straight from PDFs into Excel spreadsheets in a few short seconds.



Word to PDF

Make DOC and DOCX files easy to read by converting them to PDF.



PowerPoint to PDF

Make PPT and PPTX slideshows easy to view by converting them to PDF.



JPG to PDF

Convert JPG images to PDF in seconds. Easily adjust orientation and margins.



PDF to JPG

Convert each PDF page into a JPG or extract all images contained in a PDF.



Sign PDF

Sign yourself or request electronic signatures from others.



Watermark

Stamp an image or text over your PDF in seconds. Choose the typography, transparency and position.



Rotate PDF

Rotate your PDFs the way you need them. You can even rotate multiple PDFs at once!



HTML to PDF

Convert webpages in HTML to PDF. Copy and paste the URL of the page you want and convert it to PDF with a click.



Unlock PDF

Remove PDF password security, giving you the freedom to use your PDFs as you want.



Protect PDF

Protect PDF files with a password. Encrypt PDF documents to prevent unauthorized access.



Organize PDF

Sort pages of your PDF file however you like. Delete PDF pages or add PDF pages to your document at your convenience.



PDF to PDF/A

Transform your PDF to PDF/A, the ISO-standardized version of PDF for long-term archiving. Your PDF will preserve formatting when accessed in the future.



Repair PDF

Repair a damaged PDF and recover data from corrupt PDF. Fix PDF files with our Repair tool.



Page numbers

Add page numbers into PDFs with ease. Choose your positions, dimensions, typography.



Scan to PDF

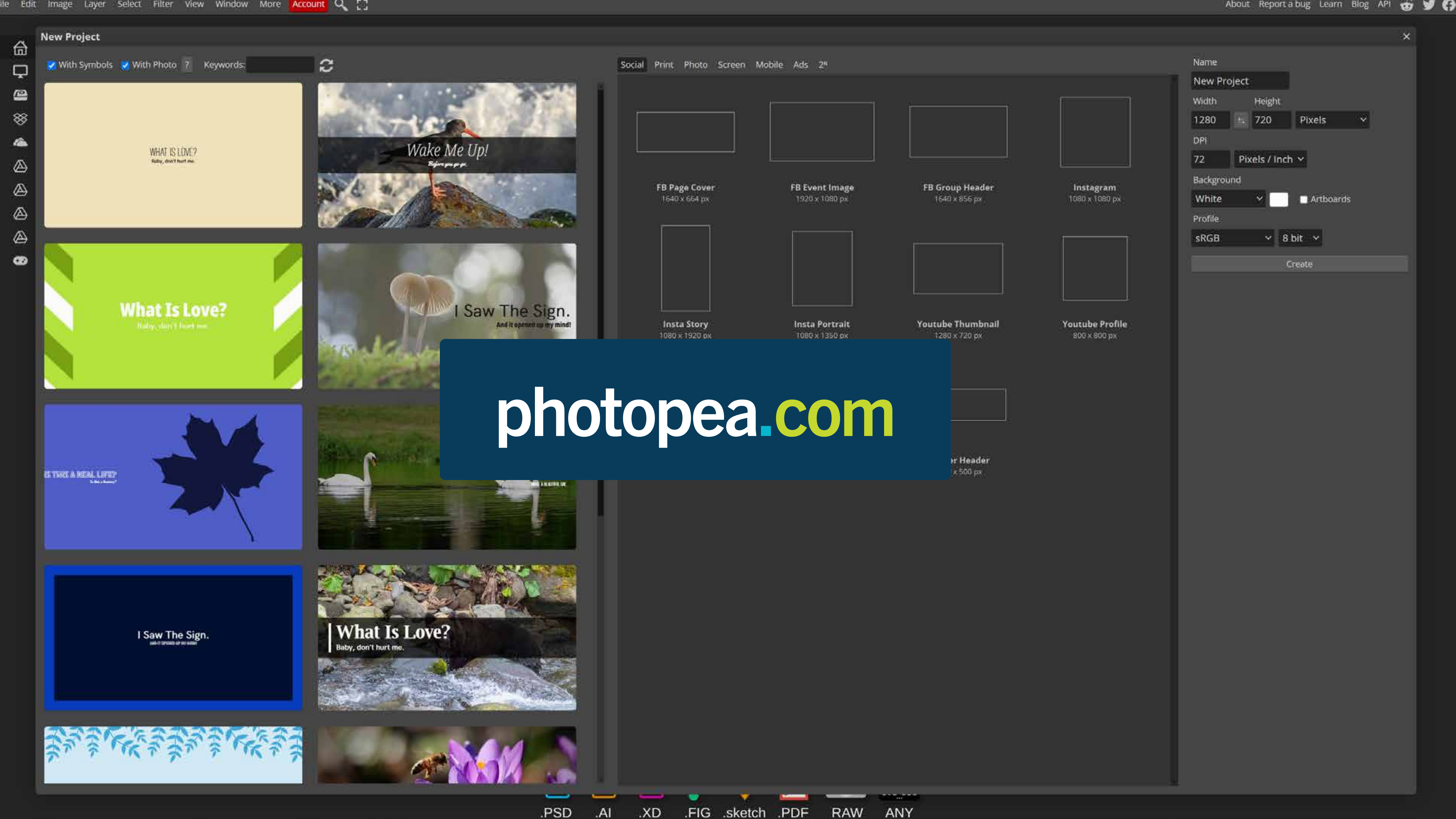
Capture document scans from your mobile device and send them instantly to your browser.



OCR PDF

Easily convert scanned PDF into searchable and selectable documents.

ilovepdf.com

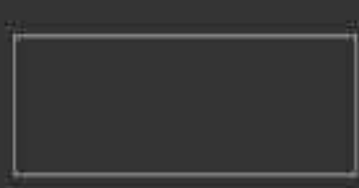


New Project

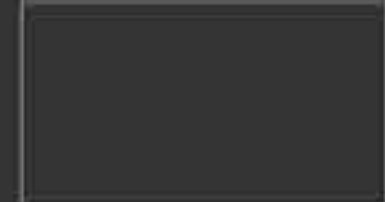
☒ With Symbols ☒ With Photo ? Keywords:



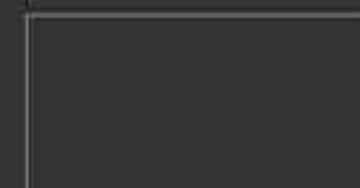
Social Print Photo Screen Mobile Ads 2"



FB Page Cover
1640 x 664 px



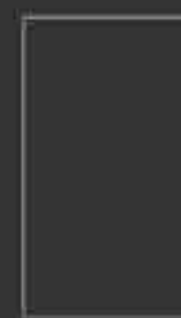
FB Event Image
1920 x 1080 px



FB Group Header
1640 x 856 px



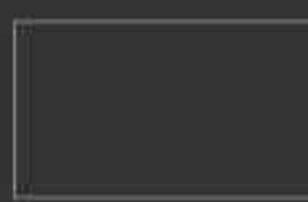
Instagram
1080 x 1080 px



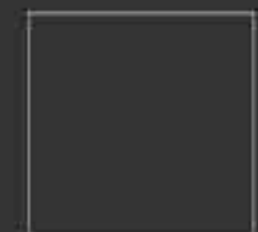
Insta Story
1080 x 1920 px



Insta Portrait
1080 x 1350 px



Youtube Thumbnail
1280 x 720 px



Youtube Profile
800 x 800 px

photopea.com

Name
New Project

Width: 1280 Height: 720 Pixels

DPI: 72 Pixels / Inch

Background: White Artboards

Profile: sRGB 8 bit

Create

.PSD .AI .XD .FIG .sketch .PDF RAW ANY

Recently Added

Free Tools ✨

Design

Copywriting

Productivity

Startup

Image Generator

Audio

Resources

Video

Content Creation

Life Assistant

Fun Tools

Coding

Educational

Chatbots

Marketing

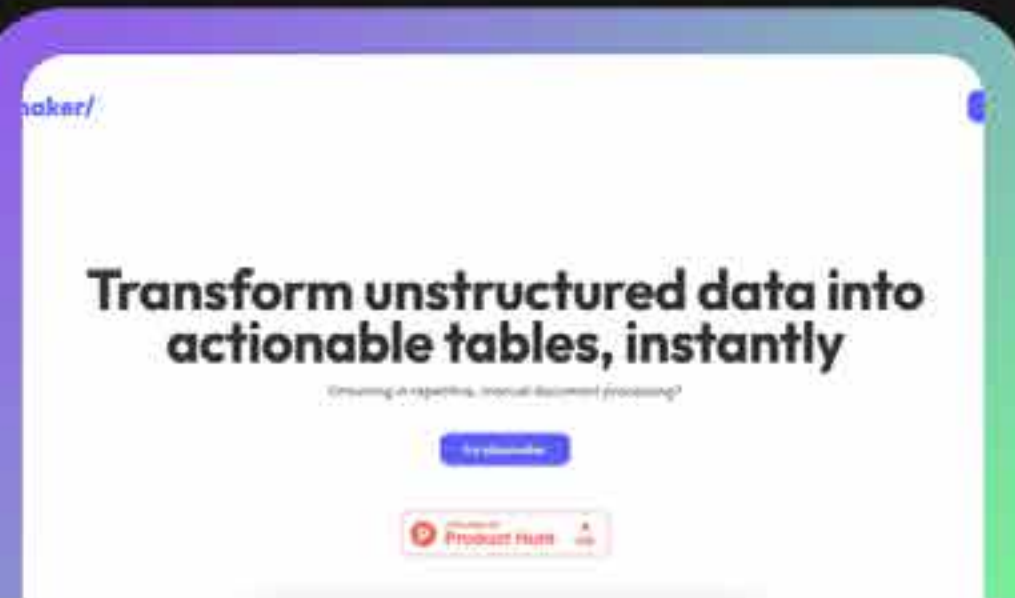
Text to speech

Prompt Tools

Career

Logos

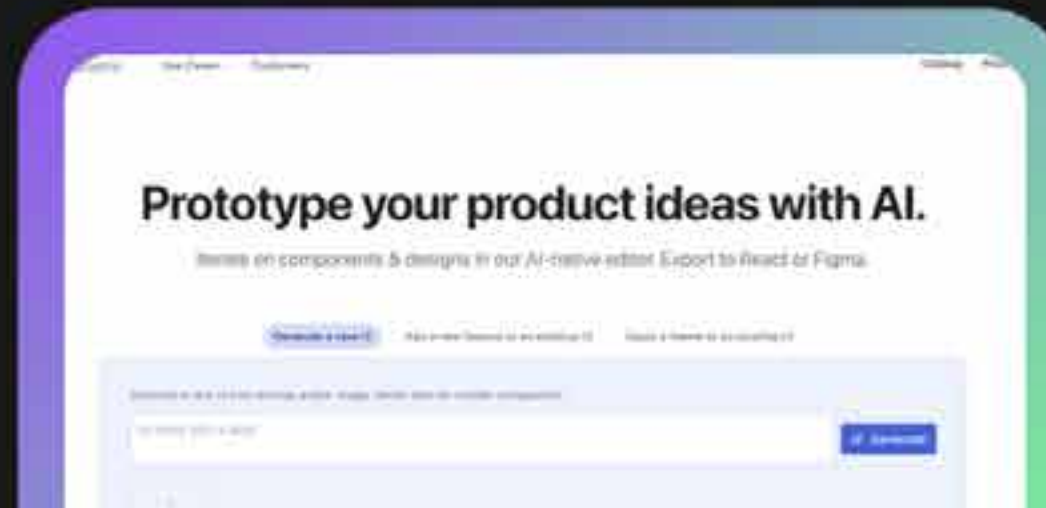
Plugins



Tables

Instantly transform unstructured data into actionable tables

Data Analyst



Shopping

Way from search to purchase



CopyCoder

Screenshot to prompt

Code Assistant



ChatGPT for immigration

Created for people to move to a new country more easily

AI Assistant



Axon Data

Connects multiple data sources to find actionable insights and plan for your business

Data Analyst

Alvalley.ai

What can I help you with today?

Output in

English



Tone

Default



Writing Style

Default



Ask anything

Show me a picture of a cheap cup of coffee.



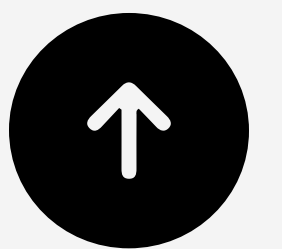
Search



Reason



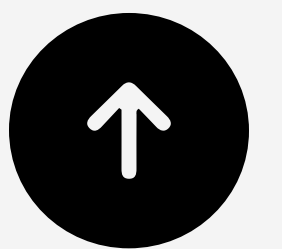
**Show me a slightly more
expensive cup of coffee.**





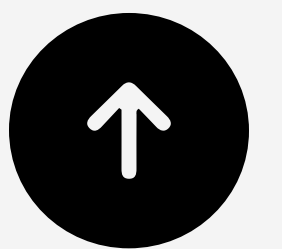
COFFE GATE
\$2.20

**Now show me an
expensive cup of coffee.**



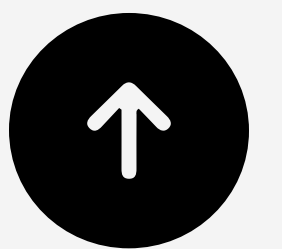


**Show me the most
expensive coffee ever
created in the world.**



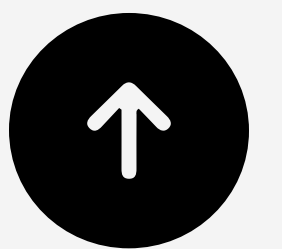


Make it more expensive!
A cup of coffee that only
BILLIONAIRES can afford!



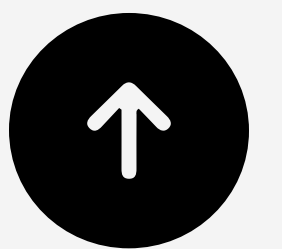


Make it more expensive!
The coffee should cost
more than all the money
in the **WORLD!**



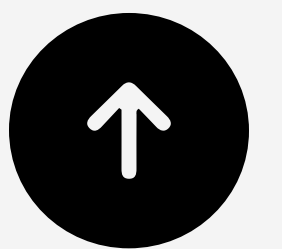


Show me a cup that only **GODS** can afford. It has to cost more than all the money in the universe.



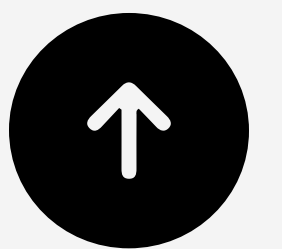


**Go CRAZY! Make it cost
more than all gods,
all universes, all the
money can afford.**





Go further! Push the
limits of what coffee is!
Make it **INCONCEIVABLE!**



SO NOT
IDEE EXPERENCE

SOLL
EXPESIVE

OF PURE EXESTHRE
EVER FOFTED

OF THING UNESTHIOIO
EVER ASSTETISNEIA

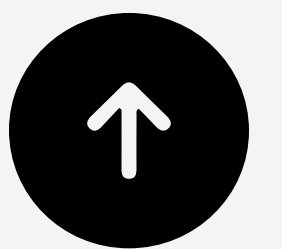
COFFEE

ULTIMATE
UNFOPENABLE
COFFEE



*This is the absolute limit of what coffee can be.
Let me know if you want to go beyond infinity.*

Go beyond infinity.
Go **FURTHER** than what
is beyond infinity.





**Show me a priceless
cup of coffee.**

