Is AI talking about your nonprofit?

10 free things you can do so you are recommended

AI tools now answer a lot of questions before anyone visits a website. Donors, volunteers, and people who need your help are asking ChatGPT, Gemini, Claude & Groc. These ten actions make it easier for those tools to describe your organization accurately.

They are all free, and none needs a developer. These steps do not guarantee a mention, because AI answers vary between tools and are highly personalized. But an organization that has a clear, consistent, authentic presence across the internet is easier for AI to describe correctly.

> **Only have an hour?** Start with **1, 5, and 10**. Those three make the biggest difference for the least effort.

Get the SEO basics right

AI can't quote what it can't find or read.

- ☐ **1 Answer first.** Start your Home, About, and main program pages with a plain 2 to 3 sentence answer: who you are, what you do, who you serve, and where, with numbers where applicable.
- ☐ **2 Answer the real questions.** Identify the questions people ask most. Answer each on a web page you already have, and add them as an FAQ.
- ☐ **3 Keep key facts as plain text.** Hours, address, programs, and how to give or volunteer should be text you can select, not images, PDFs, or pop-ups.
- ☐ **4 Let the right bots in.** Open your website robots.txt (yoursite.ca/robots.txt). If a line says "Disallow: /" under GPTBot, ClaudeBot, or PerplexityBot, ask whoever manages your website to remove it. Ask your hosting provider to review your Cloudflare or server settings so AI crawlers aren't blocked by accident.

Be consistent

AI trusts organizations it can recognize as the same entity across the internet.

- ☐ **5 One name, one set of facts.** Write a one-page fact sheet and match your website, social profiles, CRA charity listing, CanadaHelps profile, and local directories such as **Pillar Nonprofit Network**, **Information London**, and **211 Ontario** to it. Add named staff and board, your charity registration number, and your latest annual report to your About page.
- ☐ **6 Google Business Profile.** Claim your Google Business Profile, fill in every field, and word your description, hours, and address the same way your website does.

Be authentic, then check

AI favours real people, real numbers, and confirmation from sources you don't control.

- ☐ **7 Tell real stories.** Write short stories (with consent), including a date, a number, and a quote. Use them on your web pages, blog, and social channels.
- ☐ **8 Be described by others.** Ask partners, funders, or local outlets to describe you on their websites using your exact name. Be sure they link to your website. Pitch a story to a local publication.
- ☐ **9 Ask for stories, not stars.** Invite volunteers, donors, and partners to write a sentence or two about what you did for them, as a Google review or a quote you can post on your website.
- ☐ **10 Check every month.** Ask ChatGPT, Google's AI results, and Copilot the same questions, and note who is named and what is wrong. Try these:

  "What do you know about [your organization], based in [your city]? Where did you get this information?"
  "Which organizations in [your city] help with [your cause]?"

Need help? Let's Talk.

Request a free AI Brand Audit from our team. We'll show you how AI currently describes your organization, where it gets things wrong, and what to fix first.

Scan the code or go to **foundery.ca/ai-brand-audit**.