

AI Quick Reference for Chamber Professionals

AI for Chambers of Commerce: Best Practices, Pitfalls, and Picking the Right Tools · Chrissy George

● Pick the right tool for the job

TOOL	BEST FOR	WATCH FOR
ChatGPT	All-round drafting, brainstorming, and spreadsheet analysis. Creates images for flyers and social posts. Voice mode for thinking out loud on the road.	Confident wrong answers, and a lot of plan options to sort through.
Claude	Long documents like bylaws, grant guidelines, and legislation. Careful, natural writing for grants, board reports, and newsletters. Builds simple tools without code.	Tighter usage limits on the lower plans, and answers that can be more cautious.
Copilot	Chambers that work in Outlook, Word, Excel, and Teams. Free Copilot Chat uses the web and the open document. Paid Microsoft 365 Copilot also works with your email and files.	It sees whatever the user can see, so clean up sharing permissions first.
Gemini	Chambers that work in Gmail, Docs, Sheets, Drive, and Meet. Included in most Google Workspace business plans.	The same advice: fix who can see what before you turn it on.

Tip: there's no single winner. Many people use two tools: the one built into their office apps, plus ChatGPT or Claude for deeper writing and thinking.

● Check this setting this week

On free and personal plans, your chats can be used to train the AI. Here's how to turn that off:

- **ChatGPT:** Settings, then Data Controls, then turn off "Improve the model for everyone"
- **Claude:** Settings, then Privacy, then turn off "Help improve Claude"

Business and team plans don't train on your data by default.

● Stay in control: you decide what AI does on its own

AI can just do it

Internal drafts, summaries, and brainstorm

AI drafts, a person approves

Anything going to members, the public, or the board

A person only

Spending money, commitments, personnel matters, and acting on member data

● Personal or business account?

- On a personal account, the work belongs to the staff member and leaves when they do.
- In a business account, the chamber owns the workspace, an admin sets the rules once, and you can turn off access the day someone leaves.
- Business plans don't train on your data by default.

● Nonprofit pricing

- ChatGPT and Claude both offer nonprofit pricing on business plans, as low as about \$8 per user per month.
- Eligibility is verified through Goodstack and usually requires 501(c)(3) status.
- Most chambers are 501(c)(6), so check whether your chamber's foundation qualifies.

● Five questions to ask about any AI tool

1. Who makes it?
2. Where is my data stored?
3. Does it train on what I type?
4. Can I delete my data?
5. Does it offer business terms or security certifications?

Features, settings, and pricing as of October 2026. AI tools change often, so check each vendor's site for current details.

Five Habits of People Who Get Great Results from AI

Try one prompt this week. Replace anything in [brackets] with your own details.

1 Give it context going in

Tell it who it's for, your goal, the tone, the format, an example, and what to avoid.

Try this: "Write a warm, two-paragraph newsletter intro announcing our fall mixer. Our readers are busy small business owners, so keep it short and easy to read. Here's last month's intro so you can match our voice. Ask me any questions you need before you start."

2 Use it as a thinking partner

Bring your idea and let AI help you find the best solution. Double-check statistics, quotes, dates, laws, and local details.

Try this: "Attendance at our [event] has dropped two years in a row. My idea is to [your idea]. Before you weigh in, ask me questions to understand the situation. Then give me two other ideas and the pros and cons of each, including mine."

3 Stay in control

The person who owns the outcome owns the decision. When a new version comes out, test it on three real tasks before the whole team uses it.

Try this: "Draft a reply to this member's complaint. Give me two versions, one warm and one more formal. Don't promise refunds or commitments. Flag anything that would commit the chamber to an action, so I can decide."

4 Use it every day, and try one new thing each week

Start with a prompt, then add a file, a task, a new feature like voice or web search, a connection to your email or calendar, and a weekly scheduled task.

Try this: "Here are my notes from today's board meeting. Turn them into minutes: attendees, motions with who moved and seconded, decisions, and action items with owners and due dates. List anything unclear as a question instead of guessing."

5 Manage your context, so you're not starting over

Save your AI Brain and key documents in a project, keep each chat focused, save what works, and share only what the task needs.

Try this: "Summarize everything we've decided in this conversation into a short brief I can save for next time: the goal, key decisions, our voice, and any open items."

Build your chamber's AI Brain

An AI Brain is a one-page document about your chamber that you load into a project, so every conversation starts with your context.

"Interview me to create an AI Brain for our chamber. Ask me one question at a time about our mission, our members and community, our programs, events, and member benefits, our voice and tone, our key partners and yearly calendar, and anything you should never do or share. When we're done, write it up as a one-page document I can save and add to my AI projects."

Three things to do this week

1 Check your privacy setting, or move to a business account

2 Use AI every day, and try one new thing each week

3 Build your AI Brain with the prompt above



Get the slides, Prompt Pack, and Grant Workflow

Scan the code or visit cgtechmavensolutions.com/ccem. You can also book a free 20-minute AI Discovery Session there.

Chrissy George
CG Tech Maven Solutions
chrissy.george@cgtechmavensolutions.com
(314) 568-3996