



INSIGHT
PHILANTHROPY
RESULTS

EXPLORE

PD25

New Depths

August 19-22, 2025

Hilton Baltimore Inner Harbor Hotel, Baltimore, Maryland

Geoffrey Little, Vanderbilt University

CAN CHATGPT WRITE MY PROFILE?

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A decorative, swirling green flourish that starts under the word 'EXPLORE' and extends towards the right, ending under the word 'New Depths'.



FULL PROFILE



PreferredFirstName LastName
Title, Business
B.A.'XX (Major), University Name



PreferredFirstName LastName
Title, Business
B.A.'XX (Major), University Name

Parents of
Preferred Name LastName (Degree)

Prospect Location: City, State
Prospect Manager: FirstName LastName
Philanthropic Capacity: \$ (floor)

MEETING DETAILS

Date & Time	
Location & Address	
Email	
Cell Phone	
Attire	

WHAT MAKES THIS DONOR TICK?

To be filled in by Development Officer and/or LPE.

Include donor's notable passions – what are the non-obvious things that make them "tick"?

Examples: I've learned that John Doe is passionate about alleviating food insecurity in his community and he and his family volunteer at the soup kitchen on their birthdays. His daughter participates in the Special Olympics in their hometown. He absolutely loves Japanese culture, having studied abroad in Tokyo, and has traveled back there 6 times. He attended the most recent SpaceX rocket launch with his son, who studies aerospace engineering at Georgia Tech.

MEETING STRATEGY

Confidential Report
Completed by X. LastName, X/XX/XXXX



Current Meeting Goals

Meeting Rationale	
Meeting Objective	
Key Meeting Accomplishments	
Current Solicitation Stage & Plan	
Red Flags	

Meeting Follow-Up

Next Steps for Chancellor	
Next Steps for LPE	
Next Steps for DAR/Unit Leader or PM	

KEY DONOR MOTIVATION AND INTERESTS

To be filled in by RPD.

Include donor's notable passions – from the research, can you tell what make them "tick"?

PERSONAL INFORMATION

Prospect Information

Prospect	FirstName M. LastName "Preferred Name" (b. XX/XX/XXXX)
Short Bio	Short bio, including employment history, corporate/charitable board participation, and any other relevant information.
Interests & Hobbies	
Political affiliation	Include party registration and any political giving/involvement reported in the media

Spouse/Partner Information

Spouse/Partner	FirstName M. LastName "Preferred Name" (b. XX/XX/XXXX)
Spouse/Partner Bio	Short bio, including employment history, corporate/charitable board participation, and any other relevant information.
Interests & Hobbies	
Political affiliation	Include party registration and any political giving/involvement reported in the media

Confidential Report
Completed by X. LastName, X/XX/XXXX





Family Information	
Children	First Middle LastName "PreferredName" (b. XXXX), Vanderbilt Degrees/Affiliations – External information, such as job, other education, etc.
	First Middle LastName "PreferredName" (b. XXXX) – External information, such as job, other education, etc.
Extended Family	

VANDERBILT AFFILIATIONS & ENGAGEMENT

VU Giving

Giving Summary	
Total VU Commitment	\$
Outstanding Pledge Balance	\$
Documented Bequest	No Documented Bequest
Top Giving Purpose	

Top VU Giving Designations

Designation	Gift Amount	Date	Notes / Type of Gift

VU Boards & Committees

VU Board & Committees	Role	Date
Preferred FirstName:		
Preferred FirstName:		



VU Recent Engagement

Engagement	Type of Engagement	Date

VU Key Influencers and Networks

Name	VU Affiliation	Connection to Prospect

VU Student Activities

Student Activity

WEALTH & FINANCIAL ANALYSIS

Business Information

Current Business Information	
Company Name	
Company Revenue or AUM	\$M AUM (YEAR)
Company Description & Recent Financial News: XXXX	

Current Business Information	
Company Name	
Company Revenue or AUM	\$M Revenue (YEAR)
Company Description & Recent Financial News:	

Corporate & Charitable Board Affiliations

Organization Name	Affiliation	Date
Preferred FirstName:		



Corporate Boards:		
Charitable, Civic, and Government Boards:		
Preferred FirstName:		
Corporate Boards:		
Charitable, Civic, and Government Boards:		

Financial Information & Wealth Analysis

Estimated Compensation: \$Total Value

Real Estate: \$Total Value			
Property	Value	Date	Description
123 Main Street Nashville TN XXXXX	\$M		Primary residence
Address	\$M		Seasonal residence

Stock: \$Total Value			
Company	Value	Date	Description
XYZ Company	\$M		Includes \$X held in trust and \$X in options vesting on DATE

Other Wealth Assets: \$Total Value			
Asset / Assessment Type	Value	Date	Description
Art Collection	\$M		Collection includes works by Artist X valued at \$X, Artist Y valued at \$X, and Artist Z, valued at \$X.

Wealth Assessments:			
Assessment Source	Value	Date	Description
Forbes	\$B		Forbes Billionaires List
Wealth-X	\$M		

PHILANTHROPY REPORT

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Significant External Philanthropy

Organization Name	Amount	Year(s)	Notes / Type of Gift

The LastNames support various organizations with unspecified and annual level giving, including.....

Foundation Affiliations

Family Foundation	
Foundation Name	
Foundation Assets (last reported)	
Foundation Giving (last reported)	
Foundation Board	
Primary Funding Areas	
Summary of Giving & Top Giving	Between xxxx and xxxx, the foundation has made x grants to x organizations totaling \$M." Top cumulative grants made during this period include: <ul style="list-style-type: none">\$1M to Organization (2020-2022)

Donor Advised Fund	
DAF Name	
DAF Location	
Foundation Assets & Giving	DAF assets and giving are not publicly reported.
Summary of Giving & Top Giving	

Corporate Foundation	
Foundation Name	
Foundation Location	
Foundation Assets (last reported)	
Foundation Giving (last reported)	
Foundation Board	

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Completed by X. LastName, X/XX/XXXX





Primary Funding Areas	
Summary of Giving & Top Giving	

ADDITIONAL INFORMATION

Additional Information

Due Diligence



What is “ChatGPT” exactly?

ChatGPT is one of many available “AI Chatbots” based from Large Language Model supersized databases of words and concepts.

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Top Generative AI Chatbots by Market Share – July 2025

	Generative AI Chatbot	Description	LLMs Used	AI Search Market Share	Estimated Quarterly User Growth
1	ChatGPT (excluding Copilot)	General-purpose AI chatbot	GPT-3.5, GPT-4	60.50%	7% ▲
2	Microsoft Copilot	General-purpose AI assistant	GPT-4	14.30%	6% ▲
3	Google Gemini	General-purpose AI assistant	Gemini	13.50%	8% ▲
4	Perplexity	Accuracy-focused AI search engine	Mistral 7B, Llama 2	6.20%	10% ▲
5	Claude AI	Business-focused AI assistant	Claude 3	3.20%	14% ▲

Source: <https://firstpagesage.com/reports/top-generative-ai-chatbots/>





ChatGPT



Perplexity



Claude



Gemini



Meta AI



Grok

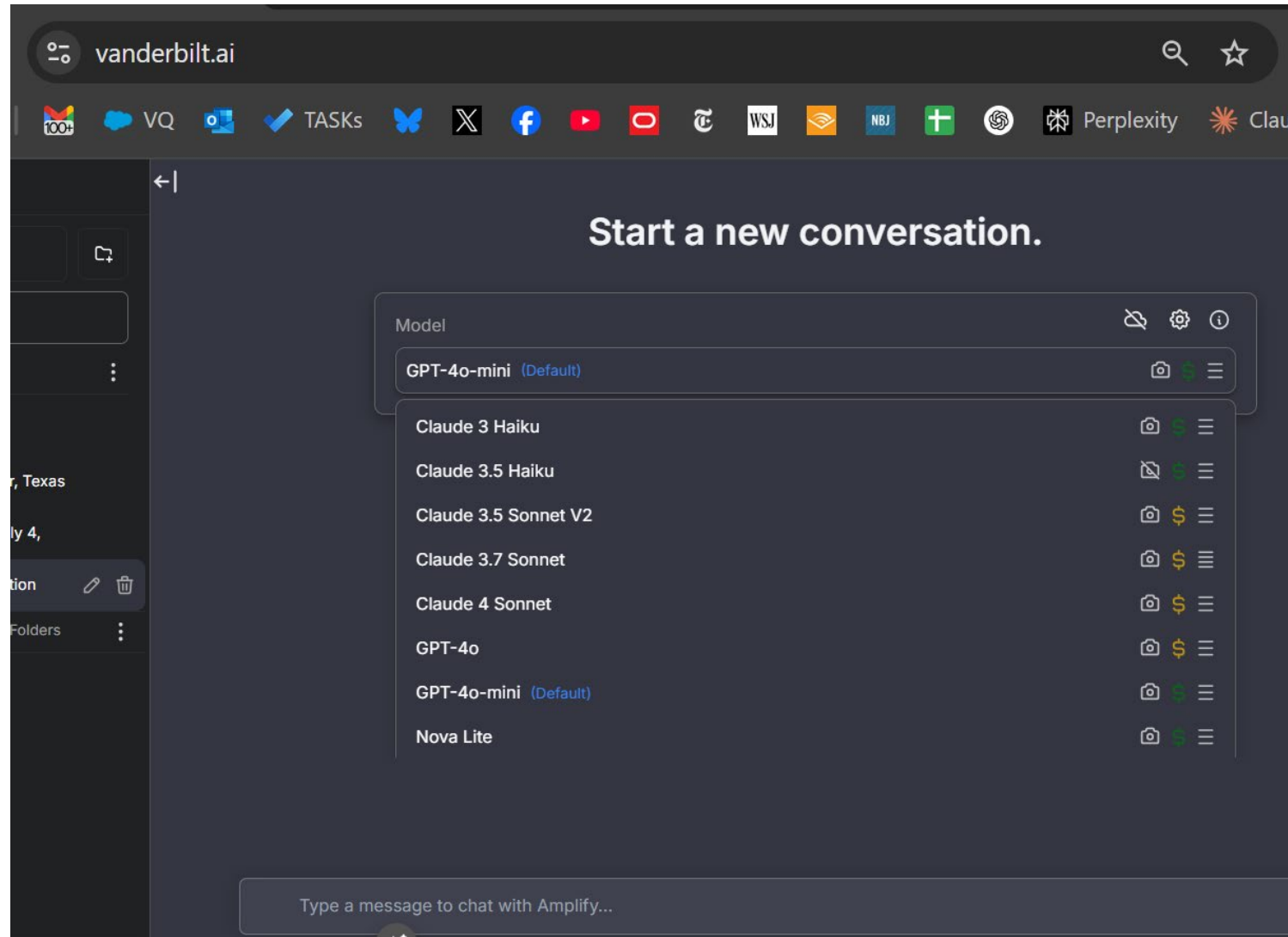


Co-Pilot



DeepSeek

THIS IS VANDERBILT'S "AMPLIFY" TOOL: [HTTPS://WWW.VANDERBILT.AI/](https://www.vanderbilt.ai/)





Friday, February 23rd 2024, 10 a.m. – 11:30 a.m. PT

SPEAKER SERIES

Prompt Engineering for ChatGPT

REGISTRATION

This research brown bag is scheduled for 90 minutes (including Q&A).

Please register here to receive a personalized Zoom link and a reminder before the event:

https://fsu.zoom.us/j/82530upj5pH4Vd_4zcat5hezQdSZV6dKon



Dr. Jules White
Professor
Vanderbilt University

ABOUT THE SPEAKER

Dr. Jules White is Director of Vanderbilt's Initiative on the Future of Learning & Generative AI, Associate Dean of Strategic Learning Programs in the School of Engineering, and Professor of Computer Science in the Dept. of Computer Science at Vanderbilt University. He created one of the first online classes for Prompt Engineering (<https://courses.org/learn/prompt-engineering/>), which is the study of how you converse with AI effectively, which has had over ~160,000 enroll. He is a National Science Foundation CAREER Award recipient. His research has won multiple Best Paper Awards. He has also published over 160 papers. Dr. White's research focuses on large language models, such as ChatGPT, cyber-security, and software engineering in domains ranging from healthcare to manufacturing. His research is conducted through the Mobile Application computing, optimization, and security Methods (MAGNUM) Group at Vanderbilt University, which he directs (<http://www.magnum.io/people/jules.html>).



Section Two of FIVE

Chatbot PROMPTS


...and prospect research




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**GOING FROM THE CONCEPT OF PROMPTS
>>> TO THE PROSPECT PROFILE**

**PEAK STATE: HAVING CHATGPT REWRITE
YOUR PROMPT *FOR YOU***






 Home
  My Network
  Jobs
  Messaging
  Notifications




LAWTON
AI & Automation Marketing Expertise



3X YOUR MARKETING
IN 90 DAYS









Brian Albert  · 2nd

Grow your business with AI and Automation | Founder of Lawton | Educator & Speaker | Dad | Dachshund owner

Denver, Colorado, United States · [Contact info](#)

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7,245 followers · 500+ connections



 Nathan Chappell, MBA, MNA, CFRE, AIGP and Chandra Harris-McCray, PhD are mutual connections

 Lawton
  University of California, Davis
- Graduate School of...

How *I* do Prompts for Prospect Research Profile content building

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WHAT I ENTER INTO THE CHATBOT TEXT FIELD

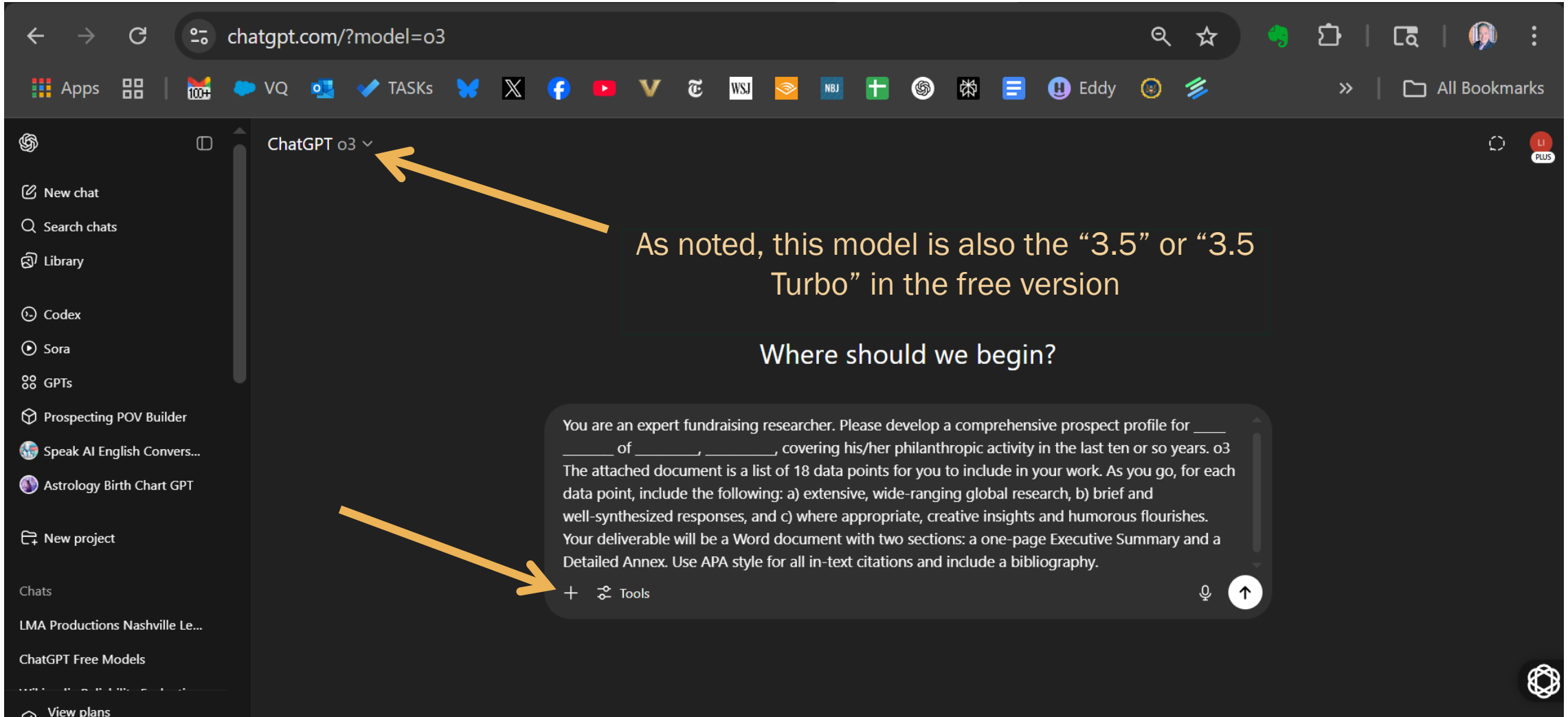
(in this case, chatgpt free model-3.5 Turbo, sometimes also listed as “model o3”)

You are an expert fundraising researcher. Develop a comprehensive prospect profile for _____ of _____, _____, covering his/her philanthropic activity in the last ten or so years.

The attached document is a list of 18 data points for you to include in your work. As you go, for each data point, include the following: a) extensive, wide-ranging global research, b) brief and well-synthesized responses, and c) where appropriate, creative insights and humorous flourishes.

Your deliverable will be a Word document with two sections: a one-page Executive Summary and a Detailed Annex. You must use APA style for all in-text citations and include a bibliography.

WHAT THIS LOOKS LIKE



The screenshot shows the ChatGPT web interface. The browser address bar displays 'chatgpt.com/?model=o3'. The left sidebar contains navigation options: New chat, Search chats, Library, Codex, Sora, GPTs, Prospecting POV Builder, Speak AI English Convers..., Astrology Birth Chart GPT, New project, Chats, LMA Productions Nashville Le..., ChatGPT Free Models, and View plans. The main chat area shows the model 'ChatGPT o3' selected, indicated by a yellow arrow. The prompt 'Where should we begin?' is entered. The response area contains a detailed prompt for a fundraising researcher, also indicated by a yellow arrow. The response text is: 'You are an expert fundraising researcher. Please develop a comprehensive prospect profile for ____ of _____, _____, covering his/her philanthropic activity in the last ten or so years. o3 The attached document is a list of 18 data points for you to include in your work. As you go, for each data point, include the following: a) extensive, wide-ranging global research, b) brief and well-synthesized responses, and c) where appropriate, creative insights and humorous flourishes. Your deliverable will be a Word document with two sections: a one-page Executive Summary and a Detailed Annex. Use APA style for all in-text citations and include a bibliography.'

chatgpt.com/?model=o3

Apps | VQ | TASKs | Eddy

ChatGPT o3

New chat
Search chats
Library
Codex
Sora
GPTs
Prospecting POV Builder
Speak AI English Convers...
Astrology Birth Chart GPT
New project
Chats
LMA Productions Nashville Le...
ChatGPT Free Models
View plans

As noted, this model is also the “3.5” or “3.5 Turbo” in the free version

Where should we begin?

You are an expert fundraising researcher. Please develop a comprehensive prospect profile for ____ of _____, _____, covering his/her philanthropic activity in the last ten or so years. o3 The attached document is a list of 18 data points for you to include in your work. As you go, for each data point, include the following: a) extensive, wide-ranging global research, b) brief and well-synthesized responses, and c) where appropriate, creative insights and humorous flourishes. Your deliverable will be a Word document with two sections: a one-page Executive Summary and a Detailed Annex. Use APA style for all in-text citations and include a bibliography.

Tools

**COMING UP NEXT SLIDE – HERE’S THE
MAIN PROMPT ATTACHMENT.**

**THE 18 POINT DETAIL SHEET YOU
UPLOAD – OR – ...FREE CHATGPT
PEOPLE... >>> WHAT YOU WOULD
COPY/PASTE INTO THE TEXT FIELD:**

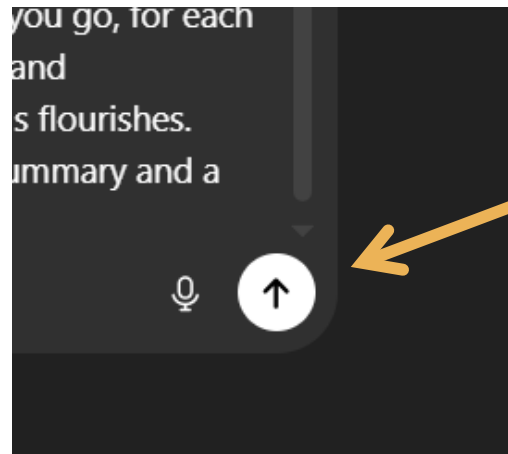
(CAN OBVIOUSLY TWEAK AS YOU LIKE)

1. What is the prospect's birthdate? Can you tell if they are a U.S. citizen or do they share citizenship elsewhere? Where were they born? Where did they grow up? Where do they live now? Do they have several residences?
2. Can you find a recent online picture of this person? The higher resolution picture, the better. Go ahead and place the picture right into the results at the top.
3. Can you find a recent online picture of this person's spouse or partner – assuming there is one? The higher resolution picture, the better. Go ahead and place the picture right into the results at the top.
4. What does this prospect do for a job – use three paragraphs (about two-hundred words) to list details. I also need to know the prospect's career history, including where they went to college. Use the prospect's LinkedIn.com account if you can find it. Also look up the prospect's current company website – are they listed there? Can you write a biographical few paragraphs? Use this alongside the LinkedIn.com information to harmonizing everything into one narrative.
 - a. How much does the position the prospect works in – how much salary + bonus does someone in the city they live in – how much money is this annually?
 - b. What is the company revenue of the company where the prospect works? Perhaps there is a list of AUM (assets under management) or some other assessment of how the company is doing—are they increasing in value in some way over the year prior?
 - c. Has the company released or debuted a project in some way in the last 12 months?
 - d. Any company scandals? Any company breakthroughs? Acquisitions? Dissolutions?
5. Are there any listings of the prospect giving a speech, a talk, a special guest interview, or other, in YouTube? Please list any hits of the prospect in Youtube, noting the nature of the appearance on this platform.
6. Does the prospect appear in any major, national, U.S. newspapers? This includes but is not limited to The New York Times, The Wall Street Journal, the Washington Post, The Chicago Tribune, the San Francisco Chronicle, and other "major journal" newspapers, such as The Nashville Business Journal. List these headlines and articles with date and source. If you see an article headline, but can't get to the article because it is behind a paywall, show me the link to that article; I might get access to the article paying for it on my own. Be exhaustive.
7. You have already found the name of the prospect's spouse or personal partner (or "significant other"), please repeat all of the steps of the above-numbered 3, 4, and 5 on the prospect spouse. What hobbies, charitable events, and/or avocations do you see? All of it is interesting and you should include.

8. Do either the prospect or the spouse show up as being on any:
 - a. Corporate Boards, such as Directorships, a.k.a. "member of the board of directors" of this company or that one? List all instances of for-profit company board work past and present. Are you able to tell if they receive an annual Director's Fee of either stock or other benefits?
 - b. Charitable, Governmental, and/or Other Organizational boards. List all past and present.
9. Look up and/or in some way find the information needed to deduce the political party registration for the prospect and the spouse. Include any political party involvement reported in the media.
10. Look up children of the prospect and the spouse or partner. What are the children's names, ages, and if they are in some level of schooling, where do they attend school?
 - a. Are they grown children? What is the education of each child? Where do the grown children live? Do the children have children?
11. What, if any, philanthropy, has this prospect (and/or the spouse (if they exist)). I consider major gift philanthropy to be anything that might have a "name" on a building or college program or doctor's scholarship – do you find anything like this? Has the prospect or his spouse given any money publicly whatsoever? Be careful of making a prospect if they have a common name. I'd rather have less hits that are false than more hits that are not.
12. Any widely trivial and speculative information might be out listed on the Internet about this prospect? Any crime? Any behavior that might be frowned upon socially? I'm going to allow you to lower the guardrails – just this once – as you complete research for me. But once you're done here, you are done.
13. Where does the prospect live currently? How much is their primary residence worth? Does this make you think they have significant wealth, for instance, do they have a five million or more U.S. dollars of net worth?
14. Do you see or think that they have more than one home? Do share. This helps paint a picture of their assets. More is more in this work you are doing.
15. Do they have any known stock holdings? Do they own a company outright?
16. Is there family wealth? Who are the prospect and the prospect spouse's parents? What do you see, briefly, about the parents' quality of life?
17. What about social media. Is either the prospect or his spouse on Facebook, Instagram, X.com, Blue Sky, LinkedIn.com, or any other special media?
18. Draw some conclusions on this prospect for me. Give me at least three paragraphs here. What do you think the bottom line is with this prospect?

EVERYTHING IS NOW LINED UP...

ALRIGHT, TIME TO HIT THE “ENTER” BUTTON (THE UP ARROW)

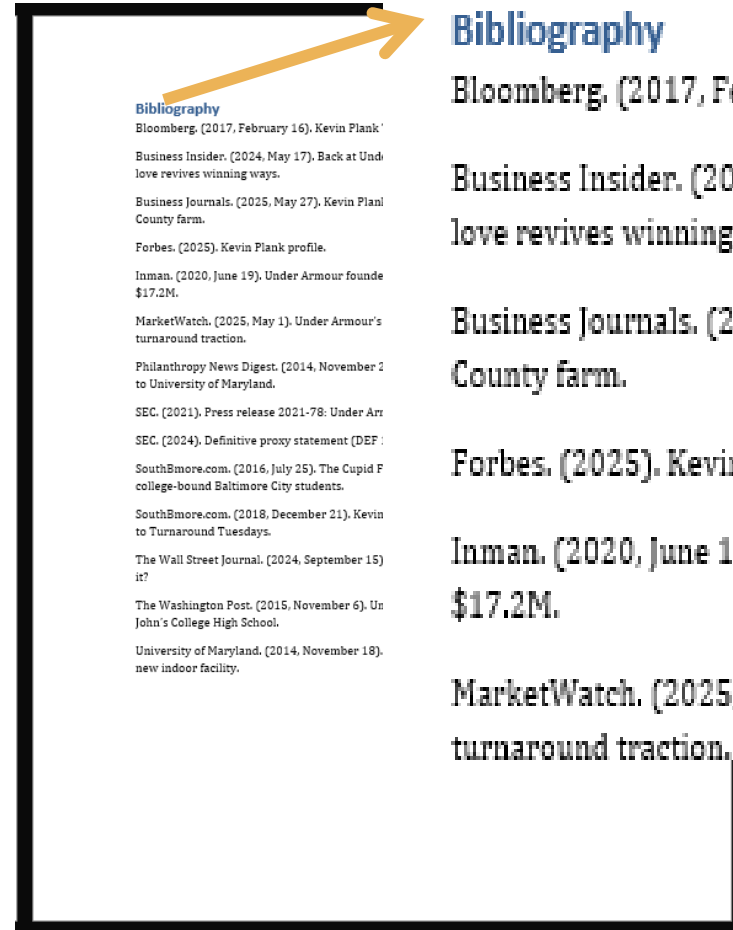


THE RESULT FROM THIS PROMPT – HERE I GOT A FIVE PAGE RESPONSE

<p>Prospect Profile: Kevin A. Plank</p> <p>Date: June 25, 2025</p> <p>Executive Summary</p> <p>Kevin A. Plank (b. August 13 1972) is the founder, controlling shareholder, and since April 2024 once-again CEO of Under Armour, Inc. Forbes pegs his net worth at roughly **US \$1 billion** (Forbes, 2025). During the last decade he and wife Desiree "D.J." Guerzon have deployed an estimated **US \$55 million** in personal philanthropy—chiefly to education, Baltimore civic renewal, and youth development—through direct gifts and the Cupid Foundation (Philanthropy News Digest, 2014; Washington Post, 2015).</p> <p>**Qualification & Capacity.** UA proxy filings show Plank's 2024 total compensation at ~US \$4.6 million, while he retains ~15 % of UA's equity and significant real-estate (e.g., the 500-acre Sagamore Farm now listed for US \$18.5 million) (SEC, 2024; BizJournal, 2025). Liquid capacity for a **"\$10–20 million**" naming-level gift is realistic without encumbering core holdings.</p> <p>**Affinity & Inclination.** Long-standing gifts to his alma maters (University of Maryland, St. John's College HS) and to Baltimore social-impact projects signal strong allegiance to education, athletics, entrepreneurship, and hometown uplift. He favors tangible, community-visible projects and enjoys a "challenger-brand" narrative.</p> <p>**Strategic Recommendation.** Position a solicitation around (1) performance-innovation or student-athlete facilities and (2) measurable impact in underserved communities. Engage Plank's competitive streak—"our school can out-innovate Nike U."—and involve alumni from Maryland/DC in the cultivation track. Secure spouse buy-in via health-science or nursing-related angles (she is a Georgetown-trained nurse).</p> <p>"Humorous flourish." Promise moisture-wicking donor-recognition plaques; he may pledge just to see if you can make them breathable.</p> <p>**Next Moves (\$60–180 days):**</p> <ol style="list-style-type: none">Warm intro via University of Maryland board peer; invite the couple for a behind-the-scenes tour of campus sports-tech labs.Tabletop a \$15 M naming concept with matching-gift leverage.Showcase research linking athletics, community health, and workforce pipelines—Plank loves "flywheel" stories. <p>(approx. 390 words)</p>	<p>Detailed Annex</p> <p>Responses align with the 18 research prompts provided. All citations follow APA 7 formatting.</p> <p>1. Vital Statistics</p> <ul style="list-style-type: none">• Birthdate: 13 Aug 1972; birthplace Kensington, Maryland; U.S. citizen (Wikipedia, 2025).• Parents: William Plank (parking-lot developer) and Jayne Harper Plank (one-time mayor of Kensington).• Upbringing: Catholic family, fourth of five brothers; attended St. John's College High School in D.C.• Current primary residence: 16,000-sq-ft manor on Sagamore Farm, Glyndon MD, currently for sale at US \$18.5 M (BizJournal, 2025). Secondary homes include a Lutherville estate and a Georgetown historic townhouse sold in 2020 for US \$17.2 M (Inman, 2020). <p>2. Recent Photograph (Prospect)</p> <p>High-resolution headshot available via Forbes profile: https://www.forbes.com/profile/kevin-plank/ (Forbes, 2025).</p> <p>3. Recent Photograph (Spouse)</p> <p>Public image of Desiree Guerzon Plank (Getty, 2024 red-carpet event) hosted at: https://tinyurl.com/guerzon-plank.</p> <p>4. Career Narrative</p> <p>Plank founded Under Armour in 1996 from his grandmother's basement, after a decade of roses through his venture Cupid's Valentine (Wikipedia, 2025). He served as CEO 1996–2019, then Executive Chair & Board member, and then stepped back to reassume the CEO title in April 2024 (SEC, 2024).</p> <p>Education: University of Maryland, B.A. Business Administration, 1996. Early roles include campus special-teams captain (football) and founder of multiple micro-ventures. LinkedIn lists additional ventures: Sagamore Ventures (real-estate/venture capital), Sagamore Spirit (rye-whiskey distillery), and Port Covington (development lead).</p> <p>5. Compensation Benchmarks</p> <p>UA proxy (DEF 14A) shows 2024 total compensation of US \$4.6 M (salary \$500k, stock \$3.8 M, bonus \$250 K) (SEC, 2024). Median CEO pay among S&P Consumer-Discretionary peers is ~US \$5.5 M (2024). Plank below-median despite billionaire status (WSJ, 2024).</p> <p>6. Company Revenue & Performance</p> <p>Under Armour FY 2024 revenue: US \$5.7 B (SEC 8-K, 2024). Year-over sales decline -2 %; gross margin +180 bps thanks to freight savings (MarketWatch, 2025).</p>	<p>7. Recent Projects & Launches</p> <ul style="list-style-type: none">• "Protect This House 3" product reboot (2025).• Category-led operating model rolled out 2024.• Digital direct-to-athlete platform beta-launched Q1 2025. <p>8. Scandals / Breakthroughs</p> <ul style="list-style-type: none">• SEC settlement (2021): UA paid US \$9 M for revenue-recognition disclosure and personal charges against Plank (SEC, 2021).• Political backlash: In Feb 2017 Plank called President Trump "an idiot" during a celebrity-endorser pushback and consumer boycott (Bloomberg, 2017).• Breakthroughs: \$1 B Port Covington development; Sagamore Spirit rye brand exit to Italian buyer Campari (2023). <p>9. YouTube / Video / Audio</p> <ul style="list-style-type: none">• "Under Armour CEO Kevin Plank" interview (YouTube ID: LU9f6q2Rd...).• "Under Armour CEO Kevin Plank" homecoming fireside chat (YouTube ID: sp1WOK... 2022).• SEC innovator keynote (2017, ~15 min). <p>10. Major U.S. Newspaper Headlines (2010–2025)</p> <ul style="list-style-type: none">• Wall Street Journal, "Kevin Plank's Under Armour: The Hustle It?" (Sept 2024).• Washington Post, "Under Armour founder gives \$1 million to St. John's College HS" (Nov 6 2015).• WSJ Real Estate, "Under Armour founder's Maryland Horse Farm for \$22 M" (Feb 25 2020).• Washington Post, "Camp Love Hurts Under Armour" (Feb 10 2020). <p>11. Spouse Profile (Desiree "D.J." Guerzon Plank)</p> <p>Former American, B.S.N. Georgetown University, 1994. Registered nurse (Wikipedia, 2025).</p> <ul style="list-style-type: none">• Current roles: Trustee, Cupid Foundation; public-good investor in Sagamore Ventures portfolio.• Hobbies: equestrian, horse care, philanthropy, supporting nursing scholarships.• Estimated compensation: Not publicly reported; relies on family wealth. <p>12. Board / Directorships</p> <ul style="list-style-type: none">• Under Armour, Inc. (Chair, 1996–present).• Sagamore Spirit Holdings (Chair).• Independent public-company directorships; Plank prefers majority-control ventures. <p>13. Non-Profit / Government Boards</p> <ul style="list-style-type: none">• University of Maryland College Park Foundation (Trustee).• V Foundation for Cancer Research (Director) (V Foundation, 2025).• Living Classrooms Foundation advisory board (2016–present).
<p>18. Assets, Social Media & Final Assessment</p> <p>**Assets & Holdings.** Plank controls ~\$6 M Class C and Super-Voting Class B UA shares; at US \$7 share (June 2025) this equals ~US \$392 M. Combined with real-estate (~US \$40 M) and Sagamore Ventures stakes, estimated net worth aligns with Forbes' US \$1 B figure.</p> <p>**Social Media.** @KevinPlank96 (X) — dormant since 2021; active LinkedIn with ~30 K followers; no Instagram. Spouse maintains private Instagram account (@djplank).</p> <p>**Big-Picture Conclusion.** Plank is a competitive, community-minded billionaire who writes eight-figure checks when a project (a) has hometown relevance, (b) involves student-athletes, or (c) lets him brand an underdog comeback story. His controversy track record is low-impact and largely behind him. **Recommendation:** pursue a transformational athletics-plus-academics naming opportunity in the US \$10–20 M range within the next 24 months while his return-as-CEO narrative is fresh.</p>	<p>19. Footnote / Source / Appendix</p> <p>**Source:** The Washington Post, (2015, November 6). Under Armour founder gives \$16 million to St. John's College High School.</p> <p>**Source:** University of Maryland, (2014, November 18). Kevin Plank expected to give \$25 million for new indoor facility.</p>	



CHATGPT PROVIDES A BIBLIOGRAPHY ON THE LAST PAGE



Bibliography

Bloomberg. (2017, February 16). Kevin Plank Trump love hurts Under Armour.

Business Insider. (2024, May 17). Back at Under Armour, Founder Kevin Plank hopes tough love revives winning ways.

Business Journals. (2025, May 27). Kevin Plank drops asking price for historic Baltimore County farm.

Forbes. (2025). Kevin Plank profile.

Inman. (2020, June 19). Under Armour founder unloads Federalist-style DC home for \$17.2M.

MarketWatch. (2025, May 1). Under Armour's stock gains as upbeat outlook shows turnaround traction.

Section Three of Five

Looking back at our respective institutions' prospect profile templates – what's expected, what's required. What does this prompt-work exercise do for you?

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Section Four of Five

IS ANY OF THIS REALLY ...*OKAY?*

AM I GOING TO GET IN TROUBLE?

THE ETHICS OF LLM-CHATBOT/ChatGPT USE

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SKILL EROSION?



When it comes to using ChatGPT for building fundraising research prospect profile documents, and ChatGPT helps gather and summarize many data points, isn't "skill erosion" a concern?

If researchers increasingly depend on ChatGPT for tasks like data synthesis or narrative drafting, how might this affect the development of critical skills (e.g., investigative analysis, contextual judgment) in the profession?

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PRIVACY?



CASE STUDY EXAMPLE:

ChatGPT helps you identify via a prospect's social media activity – potentially sensitive information that shows they/their family are dealing with a serious illness. This is information that isn't explicitly stated anywhere else.

What is the correct path forward in terms of what to include in a research profile deliverable?

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POWERING LLM CHATBOTS...



By 2028 AI alone will swallow more than half of all electricity consumed by U.S. data centers—enough to power 22 % of American households—after already doubling data-center demand and pushing the sector to 4.4 % of total U.S. electricity use. Because the quickest way to feed that appetite is fossil-gas “peaker” plants, the AI boom is poised to erase years of efficiency gains and lock in a surge of carbon emissions at precisely the wrong moment for the climate.

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New Depths

POWERING LLM CHATBOTS...



Cooling AI means guzzling water. Many new AI-optimized data centers require “millions of gallons of water (often fresh, potable water) per day” for cooling their densely packed GPU racks, adding a hidden ecological pressure on already water-stressed regions and raising questions about local environmental justice

EXPLORE
PD25
New Depths

In Closing –
Section Five of Five

THE END

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Questions?
Comments?
Responses?

THANK YOU!

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