HUMCAP AI Academy – Foundation Series

AI-Powered Humanitarian Communications

Creating Professional Communication and Knowledge Products to Support Institutional Visibility and Fundraising

1. Course Title

AI-Powered Humanitarian Communications

Creating Professional Communication and Knowledge Products to Support Institutional Visibility and Fundraising

2. Course Description

Humanitarian organisations increasingly rely on high-quality communication to demonstrate results, strengthen institutional visibility, engage donors and support fundraising. At the same time, programme, MEAL, grants and communication teams are expected to work more closely together to transform programme evidence into compelling communication products.

This practical course demonstrates how Artificial Intelligence can help humanitarian professionals transform programme information into professional communication and knowledge products. Rather than focusing on individual software platforms, the course explores how AI can support the creation of reports, case studies, factsheets, presentations, communication plans, visual materials and other products while preserving organisational identity, accuracy and responsible communication practices.

3. Learning Objectives

By the end of the course participants will be able to:

- understand how AI can strengthen humanitarian communication, institutional visibility and fundraising support;
- transform programme information into communication and knowledge products;
- select appropriate categories of AI tools according to the communication product being developed;
- develop written, visual and digital communication products using AI;
- create communication materials that support donor engagement and organisational visibility;
- critically review and validate AI-generated communication products;
- apply responsible practices when using AI-generated text, images and visual content.

4. Target Audience

Designed for communication professionals, programme managers, MEAL specialists, grants staff and other humanitarian professionals involved in transforming programme information into communication and knowledge products that support institutional visibility, accountability and fundraising.

5. Course Programme

Module 1 – Communicating Humanitarian Impact

Participants explore the changing role of communication within humanitarian organisations and how AI is reshaping communication workflows. The module introduces the concept of communication and knowledge products, explains their contribution to institutional visibility and fundraising, and highlights why effective communication begins with strong programme evidence rather than technology.

Module 2 – Transforming Programme Information into Communication and Knowledge Products

This module demonstrates how AI can transform proposals, monitoring data, mission reports, evaluations, photographs and field notes into professional communication products. Participants develop practical outputs such as donor communication plans, annual reports, executive summaries, case studies, project factsheets, success stories and project highlights while learning how communication teams can extract valuable stories and messages from existing programme documentation.

Module 3 – Creating Visual Communication Products

Participants learn how AI can support the development of presentations, infographics, diagrams, posters, social media graphics, visual summaries and other communication materials. Rather than teaching a specific software platform, the module focuses on selecting appropriate AI tools according to the product being created and combining written and visual content effectively.

Module 4 – Responsible AI for Humanitarian Communications

The final module focuses on the responsible use of AI throughout the communication process. Participants examine copyright, intellectual property, AI-generated images, photo consent, dignity of affected populations, hallucinations, brand consistency and organizational approval processes, ensuring that all communication products remain accurate, ethical and trustworthy.

6. Methodology

Interactive live online training combining demonstrations, humanitarian case studies, facilitated discussions and practical exercises. Participants work with realistic programme documents and progressively transform them into a donor communication plan, project factsheet, case study, executive summary, presentation and visual communication products using AI while applying structured review and validation techniques.

7. Duration

8 hours

Delivered live online via Zoom.

8. Pre-requisites

No previous AI experience is required. Participants should have basic experience working in humanitarian or development organisations.

9. Materials Included

- Course handbook
- Communication and Knowledge Product Framework
- AI Tool Selection Guide
- Prompt Guide for Humanitarian Communications
- Donor Communication Plan Template
- Case Study Template

- Communication Product Review Checklist
- Responsible AI Checklist
- Practical exercises and reference resources
- Certificate of Completion