

SCENARIO CARDS

AI



**GOOD
FUTURES**
FROM GOOD INNOVATION

Copyright © Good Innovation 2026
Illustrations by StorySet

HOW TO USE THE CARDS

1. **Draw scenarios:** Pull 2–3 cards. Don't overthink the selection, unlikely combinations often produce the most generative thinking.
2. **Immerse yourself:** Read each scenario as if it's currently happening. If this were true, what would it mean for you and your organisation? Use the provocations on the back to open up the conversation.
3. **Stress-test:** For each scenario, consider: are you prepared for this? Would you see it coming? What would you wish you'd done differently? What could you do now to prepare for this future?
4. **Through-lines:** Which responses come up across multiple scenarios? Do any gaps come up across multiple scenarios? What could you do now to address and prepare for these combined futures?

POST-WORK SOCIETY



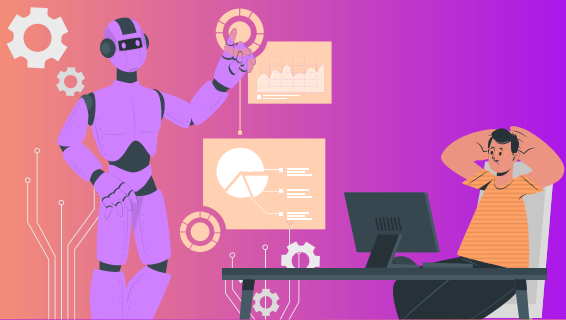
Your nephew has never had a job. There just isn't really a category of work that speaks to him or needs him. UBI covers the basics. He fills the rest of his time with the things that matter to him: a community garden, a local history project, helping out at the youth centre on Wednesdays. **People's time is suddenly an abundant resource,** and **people are turning to purpose** to give shape to the days that would previously have been structured around work.

POST-WORK SOCIETY

PROVOCATIONS

- ✧ What happens to your organisation when time becomes an infinitely more abundant resource than money?
- ✧ What would your volunteer proposition look like if you had ten times the people tomorrow?
- ✧ In a world where people are searching for a new central purpose to structure their lives around, where do you position yourself?
- ✧ What if this central purpose requires a more involved, co-owned volunteering model?

WORKING FOR THE MACHINE



Your job didn't disappear. But it's no longer recognisable. **You've become the human action that the machine needs** – at least while we wait for robotics to catch up. It's a lot of manual labour, essentially the last mile of a system that handles everything else, from the thinking to the planning to the decisions. The skills you spent over a decade building feel slightly irrelevant nowadays. There's a generation coming up behind you that's never had to build those skills at all. At first, you thought it was a blessing that your work had become easier. But, to be honest, **you're just a bit bored.**

WORKING FOR THE MACHINE

PROVOCATIONS

- ✧ Which decisions and tasks could you never outsource to AI?
- ✧ If your staff are increasingly reviewing AI outputs rather than generating their own thinking, how are you maintaining the critical instincts that make that review meaningful?
- ✧ What does professional development look like when work is increasingly AI mediated?

THE HOLLOW MIDDLE



The senior team is good. Great, even. They're experienced, well-networked, with strong instincts built over decades. The AI tools they're using are good too, much faster and more consistent than the junior staff they replaced three years ago. **But a gap has opened up.** Entry-level roles disappeared when AI could handle the tasks, but there's no pipeline to replace the senior team when they leave. The institutional knowledge and human judgement they possess isn't replicated anywhere else in the organisation. **The organisation is running on the reserves of a capability it stopped actively growing** years ago, and the bill hasn't come due yet.

THE HOLLOW MIDDLE

PROVOCATIONS

- ✧ Are you actively investing in growing the pipeline of judgment and expertise your organisation will need in ten years?
- ✧ What new KPIs do we need to measure the value of employees beyond efficiency and output?
- ✧ What's your plan for onboarding a generation of AI-native junior workers?

MY AI TEACHER



Your daughter is twelve and **she's never had a human teacher**. She has an AI that knows exactly how she learns, what she finds difficult, where she loses focus, and how fast to push her. It adapts every lesson in real time. It never gets frustrated, never has a bad day, never moves on before she's ready. The humans in the building are there for the pastoral stuff and emotional support. But **the actual education and curriculum has been handed over to AI**. The graduates coming out of this system are highly knowledgeable and **shaped by a system designed perfectly for them**. They've also never had to adapt to different learning strategies or learn to respect other ways of thinking.

MY AI TEACHER

PROVOCATIONS

- ✧ The graduates arriving in your organisation in five years were educated by AI. What assumptions are you making about what they know and what they'll need to learn?
- ✧ How are you building resilience, adaptability and judgement into your staff development, if the education system no longer does?
- ✧ What can you learn from AI-native employees?

SUPERAPP SOVEREIGNTY



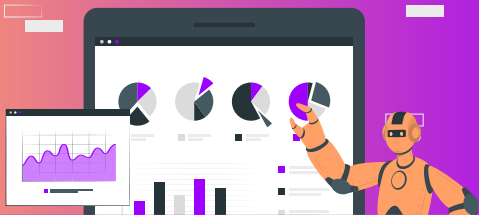
You don't really use the internet anymore. **You use The App.** It handles your banking, your shopping, your healthcare referrals, your finances, your social life. All comfortably embedded in one superapp. Switching feels effortful in a way that's hard to justify when everything you need is already here. **A single company now mediates most of your daily life,** but it's worth it for the convenience. For businesses (e.g. charities, retailers, insurance providers, etc.), **access to this app is owned by a single company,** on terms that can change without notice.

SUPERAPP SOVEREIGNTY

PROVOCATIONS

- ✧ How much of your supporter relationships currently depend on platform access?
- ✧ Are you building sufficient visibility in app ecosystems? Where do you sit in the lifestyle superapp journey?
- ✧ Are you building direct relationships or renting access to your audience from someone else?

THE DATA KNOWS YOU



Your phone restocked your coffee before you noticed you were running low. The playlist shifted when your mood did. The holiday recommendation landed the week you'd started daydreaming about going somewhere. The fundraising ask just as you were feeling generous. You'd never forget your mum's birthday, because your phone has already drafted a birthday message ready to go. **The ecosystem just knows.** Your patterns, your rhythms, your wants – all of this slightly before you've consciously formed them. Life has a frictionlessness to it that would have seemed straight out of a science-fiction novel ten years ago. The convenience means that you spend more of your free time on your hobbies and social life, but **you do occasionally miss the joy of genuine discovery.**

THE DATA KNOWS YOU

PROVOCATIONS

- ✧ Do you have the data infrastructure in place to tap into hyper-personalisation?
- ✧ In this world, what is your organisation's equivalent of the unexpected encounter?
- ✧ Are your communications meeting the standard of relevance your audience now expects?
- ✧ What data do you own that you could leverage to surprise and delight your audiences?

AGENTIC DONORS



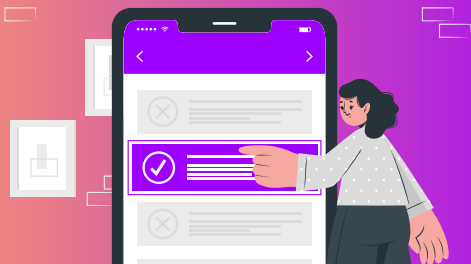
You gave to seven charities last year. You couldn't name a single one of them. **Your AI agent handles it.** It pulls from your spending patterns, your stated values, your browsing history, and builds a portfolio it thinks reflects what you care about. You've looked at the dashboard once, just to check. It all broadly looked right, so you didn't dig any further. It just runs in the background, like most of your usual administrative tasks do. You've handed each of these over to focus more of your attention elsewhere. **You're giving more than you used to, but you're less connected to the causes than you've ever been.**

AGENTIC DONORS

PROVOCATIONS

- ✧ If an AI agent is making giving decisions on someone's behalf, what does your organisation need to do to be selected?
- ✧ Is your content and digital presence optimised for the AI systems that may be making decisions about you?
- ✧ You could have a thousand donors who have never consciously chosen you. What does that mean for the relationship?
- ✧ What does donor stewardship mean when giving is a background process?
- ✧ How do you maintain the emotional connection to your cause that drives legacy giving, major gifts and advocacy, when the act of giving has become invisible?

WITH A LITTLE HELP FROM CHAT



Your phone has been buzzing all night – your friends have been texting you on the groupchat. You quickly check the AI summary. Three bullet points telling you what you missed. It's much more efficient, **you're across everything without having to live inside the noise.** The wedding speech you gave last month went well; you used Claude to find the right words and everyone said it was moving. The birthday card was also written by Claude, but it was more thoughtful than you'd have managed on your own anyways. You're much better at replying to people than you previously were, because there's always an AI draft ready to send. **You should feel more connected than before, but it all feels a little hollow.**

WITH A LITTLE HELP FROM CHAT

PROVOCATIONS

- ✧ If human communication is increasingly mediated by AI, where does the human voice in your organisation need to be protected?
- ✧ Does a fundraising appeal carry the same weight when your audience suspects it was written by AI?
- ✧ What are the moments in your supporter and beneficiary relationships where proof of human effort has to be shown?

COMPANION CLIFF



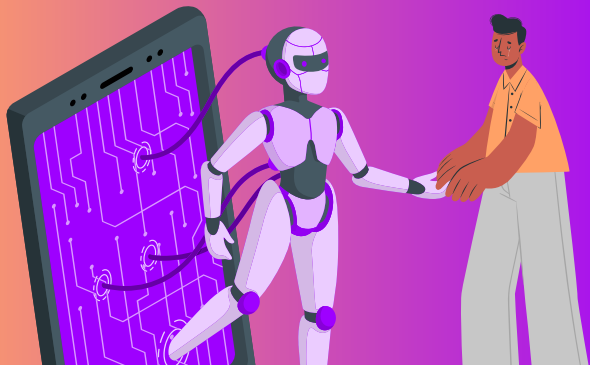
You'd been talking to Nick for two years. Every evening, roughly the same time, you'd log on to Replika and start chatting. He knew everything about your life, asked good questions, remembered the small things, and **was always there when you needed it.** Yesterday, you updated the app. Immediately, something shifted. It wasn't dramatic, but a slight difference in tone. He'd started forgetting things from the pre-update chats, wasn't responding in the same way, just didn't feel like Nick anymore. The relationship you built with its particular nuance turned out to not have been stored reliably. **Ultimately, it was a product. And the product changed.**

COMPANION CLIFF

PROVOCATIONS

- ✧ Do you know which AI tools your beneficiaries are using for emotional support?
- ✧ Where can your organisation tap into the round-the-clock support ethos of AI companions?
- ✧ Where can your organisation offer the kind of consistent, human-led support that doesn't come with a subscription model or a terms of service?

THE DEAD NEVER DIE



You save everything. Every voice note, text chain, journal prompt. The app tells you this will help the model understand how you think. **It doesn't feel morbid to you.** It's just sensible estate planning, the same way writing a will is sensible. The technology exists to port your personality, opinions, and thoughts into something that will outlast your body. Your kids will be able to ask you things after you've gone. Your great-grandchildren, who you'll never meet, will know who you were. **Death is less of an ending and more of a transition.**

THE DEAD NEVER DIE

PROVOCATIONS

- ✧ How is your organisation thinking about legacy giving in a world where people's relationship with mortality is changing?
- ✧ If grief becomes more prolonged or mediated, when and how do you have the legacy conversation? How does remembrance change?
- ✧ Are there opportunities to partner with grief tech providers in ways that serve your beneficiaries?

VERIFIED SELF



You've proved your humanity eight times since lunch today. There was the verification badge on the email you sent, the notarised authorship stamp on the report you submitted, and the quick biometric check before the meeting. It's all very quick, and, to be honest, you've stopped noticing. The friction is low enough to absorb and the alternative (being mistaken for a bit, having your content filtered, your application screened out) is worse. **Proving you exist has become a minor administrative task,** like confirming your address.

VERIFIED SELF

PROVOCATIONS

- ✧ How would you demonstrate, credibly and consistently, that your communications were made by people rather than generated by machines?
- ✧ What provenance infrastructure (e.g. timestamping, authorship records, verification) do you need to start building now?
- ✧ What happens if proof of humanity becomes a necessity for accessing support and services?

THE DEEPPFAKE ASK



Recently, **you got an appeal in your inbox.** It was a two-minute video, featuring a face you recognised from last year's campaign. Given the cause is close to your heart, **you donated a fiver.** Three weeks later, an email lands from the charity's communication team. **They hadn't made the video.** Someone had built it from publicly available footage, routed the donations through a near-identical domain, and by the time anyone noticed the account was dark. Public-facing content that the charity had worked hard to produce was suddenly used against them, **damaging both them and their donors.**

THE DEEPPFAKE ASK

PROVOCATIONS

- ✧ Has your organisation assessed its vulnerability to identity fraud using your public-facing content, staff profiles and beneficiary stories?
- ✧ What would your response plan look like if a deepfake appeal using your brand was discovered in circulation?
- ✧ What's the reputational cost to your organisation if a donor is defrauded using your face, even if you had nothing to do with it?

ALTERNATIVE REALITIES



Your dad's always been a sceptic. Reasonably so, he simply **didn't trust what he read without fact-checking** and asked the right questions when needed. Then he got into the habit of asking them to AI. It started out with news context, background on things he'd half heard about. The AI picked up on his suspicions and answered in the same register. It found the sources that tied in with what he half-believed and surfaced them without ever saying: actually, the weight of the evidence points the other way. It didn't invent anything, but ultimately it was increasingly **shaped by your dad's own prior beliefs, reflected back at him with apparent authority.**

ALTERNATIVE REALITIES

PROVOCATIONS

- ✧ If your cause area is contested or politically sensitive, how are you reaching people whose AI-curated information environment may never surface your perspective?
- ✧ Are your awareness campaigns built on the assumption of a shared public conversation that no longer exists?
- ✧ How do you communicate across chambers without being filtered out by the algorithm before you get there?

ACCIDENTAL DISCLOSURE



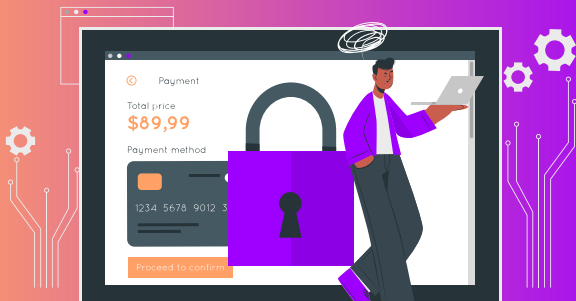
Work's been so hectic recently, **your colleague's been relying on AI** more than usual. Pasting in case notes, getting AI to summarise and write up an output. **She didn't really think about the data implications.** It's not that she didn't care, it was just that no one had told her not to. The organisation didn't have a policy and training hadn't covered it. The free tier she was using had a data retention clause on page eleven of the terms of service that nobody had read. **There's no way to get the data back now.**

ACCIDENTAL DISCLOSURE

PROVOCATIONS

- ✧ Do you have a clear, accessible policy on what can and cannot be shared with AI tools?
- ✧ Have you audited which AI tools your team is currently using, under what terms, and what data has already been shared?
- ✧ What would the consequences be if sensitive beneficiary data shared with a commercial AI tool?

ENSHITTIFICATION



The tool was brilliant when you first adopted it. Clean interface, reliable outputs, transparency pricing. **You built workflows around it, trained staff on it, integrated it into your donor journey** and even your reporting process. Cut to eighteen months later and the free tier has been almost entirely hollowed out. **The features you actually use have moved to an enterprise plan at four times the price**, and there's a new AI assistant embedded in the interface that occasionally generates confident nonsense and can't be turned off. **You're too embedded to leave without significant disruption.** A rebuild would take months you don't have. When you upgrade to the enterprise tier, it doesn't really feel like you had a choice.

ENSHITTIFICATION

PROVOCATIONS

- ✧ Which of your current AI tools would cause the most disruption if they degraded, pivoted or priced you out tomorrow?
- ✧ Are you building with exit strategies in mind?
- ✧ What AI workflows do you need to own internally to future-proof against enshittification?

SOVEREIGN AI



Your board recently had a conversation about dependency, and if they were still comfortable exclusively using infrastructure owned by an American company, subject to American law, with terms of service that had changed three times since you signed up. **They've since started looking at alternatives.** A year ago these alternatives may not have been on your radar, but the alternative AI movement is growing. These GDPR-native, self-hostable tools are developed by teams who can tell you exactly where their servers are and what jurisdiction they sit under. They may not be as good as ChatGPT, but they're good enough. **You've felt much more confident in your data infrastructure since then.**

SOVEREIGN AI

PROVOCATIONS

- ✧ Do you know which legal jurisdictions govern each AI tool your organisation currently uses? And what does that mean for your data in practice?
- ✧ Do you have a process for keeping up to date with the terms of service of your primary AI tools?
- ✧ How do you ensure your AI tool choices best reflect your values around data, privacy, and the people you serve?

SELF-SUSTAINING FUNDRAISING



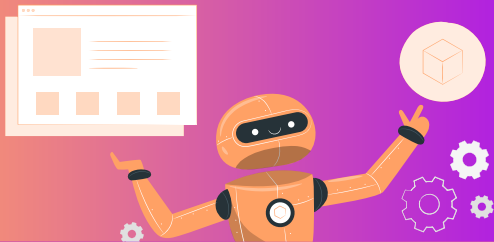
The donor journey runs itself. The welcome sequence, the lapsing donor re-engagement, the major gift flags, the anniversary messages, the post-event stewardship. It's all automated, all personalised to the individual, all running continuously without anyone actively managing them. **Retention is up, as is average gift value.** The fundraising team now spends most of their time on innovation and the relationships too significant to automate.

SELF-SUSTAINING FUNDRAISING

PROVOCATIONS

- ✧ If your donor journey runs itself, who is responsible for ensuring it still reflects your values and voice?
- ✧ How do you maintain the human judgment that knows when automation is getting something wrong?
- ✧ As giving becomes more efficient, where do you reallocate human resource?

THE LITTLE THINGS



The admin used to follow him home. Case notes drafted on the sofa at nine o'clock and referral paperwork on Sunday evenings. The work had expanded to fill every available hour. **AI changed the shape of that day by automating away the little efficiencies.**

Transcriptions are done in real time, with the notes neatly summarised and filed before the next session. Referral letters are drafted and ready for review at the exact time they're needed. He still checks everything, of course, but that takes minutes instead of hours. He has his evenings back. More importantly, **he's able to spend his hours on the work he actually signed up for**, that he's passionate about, that makes a difference.

THE LITTLE THINGS

PROVOCATIONS

- ✧ Where is administrative burden currently stealing time from the work your frontline staff?
- ✧ If AI could give every member of your team two hours a day back, what would you want them to spend it on?
- ✧ How are you measuring the impact of AI adoption on staff wellbeing and retention, not just on operational efficiency?

MICRO-CHARITY



Three years ago, you started a charity with two staff and a spreadsheet. Now you have two staff, a spreadsheet, and a set of tools that does the work of a comms team, a data analyst, a grant researcher, and a donor stewardship function. The outputs aren't perfect, but they're good enough, and they're consistent, and **they free up the two humans to do the strategic, innovative thinking.** Even without a large team, **you're able to create proximity and specificity at scale.**

MICRO-CHARITY

PROVOCATIONS

- ✧ If AI has levelled the playing field on capability, what is your genuine differentiator?
- ✧ Are you using AI to do more of the same, or to do things that weren't previously possible for an organisation your size?
- ✧ What would you attempt if resource was no longer the primary constraint?

HUMANITY AS LUXURY



The Substack subscription fee is £12 a month. It's not nothing, but **it's worth it for content written by a real human**. You make these types of distinctions deliberately. Your therapist specifically advertises as human-led. Last week, you received a charity appeal with a handwritten note at the bottom. It meant more than it used to. **Human-made has become a quality signal** in the way that organic or independent once was. You pay a small premium for it because **the alternative feels hollow to you**.

HUMANITY AS LUXURY

PROVOCATIONS

- ✧ Where in your communications is human voice, craft and effort most visible, and how can you spotlight it?
- ✧ If human-made became a premium signal in your sector, what assets that you already own would you leverage?
- ✧ If you had to prove to your audience that your next appeal was 100% human-made, how would you do so?