

1. Pro (Plus/Pro) ChatGPT Subscription

A. Description

1. User-facing subscription accessed at chat.openai.com or mobile apps.
2. No coding required—interact via conversational UI.

B. Cost Model

3. Flat fee: Plus \$20/mo; Pro \$200/mo
4. Predictable budgeting—same cost regardless of usage volume.

C. Features & Capabilities

5. Access to advanced models (GPT-4o, Pro mode).
6. Deep-research voice/video sessions.
7. Chat history, memory, UI tools (files, browsing).

D. Pros for PSA

8. Immediate access for staff—no developer needed.
9. Fixed cost fits small nonprofit budgeting.
10. Ideal for interactive research, governance workshops.

E. Cons for PSA

11. Cannot embed or automate within PSA website/apps.
12. Scaling limited by UI rate limits and manual workflows.
13. Decentralized chat logs—harder to audit or standardize.

2. OpenAI API Account

A. Description

1. Developer credentials for programmatic access to models.
2. Integrate AI into custom software, scripts, websites.

B. Cost Model

3. Usage-based billing: GPT-4.5 Turbo ~ \$0.003/input, \$0.0045/output per 1K tokens
4. No subscription fee; costs scale with calls made.
5. Can set hard usage limits to cap spending.

C. Features & Capabilities

6. System-level prompts, function calling, batch processing.
 7. Embeddings, fine-tuning, file ingestion, custom data pipelines.
 8. Automation: chatbots, summarizers, translators, analytics dashboards.
 - D. Pros for PSA
 9. Fully automatable—embed archive search, content generation, data extraction.
 10. Scales to any volume—batch-process thousands of posts or user queries.
 11. Centralized control—logging, permissions, versioning for governance.
 - E. Cons for PSA
 12. Variable costs—requires monitoring to prevent budget overruns.
 13. Needs developer resources for integration, maintenance.
 14. Less predictable spend compared to flat Pro fee.
3. Suggested PSA Roadmap
 - A. Short term (1–3 months)
 1. Subscribe to Pro for pilot users to explore capabilities.
 2. Develop and refine prompts in the UI; export transcripts for prompt library.
 - B. Mid term (3–6 months)
 3. Open API account in parallel.
 4. Build a minimal “archive-query” prototype; monitor token usage and cost.
 - C. Long term (6–12 months)
 5. Automate high-volume tasks (embeddings search, batch translation, report generation) via API.
 6. Retain Pro seats for interactive deep research, ethics/gov workshops.
 4. Key Questions for PSA Leadership
 - A. At what monthly query volume does API use become more cost-effective than Pro subscriptions?
 - B. How will PSA manage API key security, permissions, and usage logging?
 - C. When and how to negotiate an Enterprise plan for volume discounts or committed usage?