The Age of AI in Philanthropy: Transforming Fundraising

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We called it

Connected Software Revolution

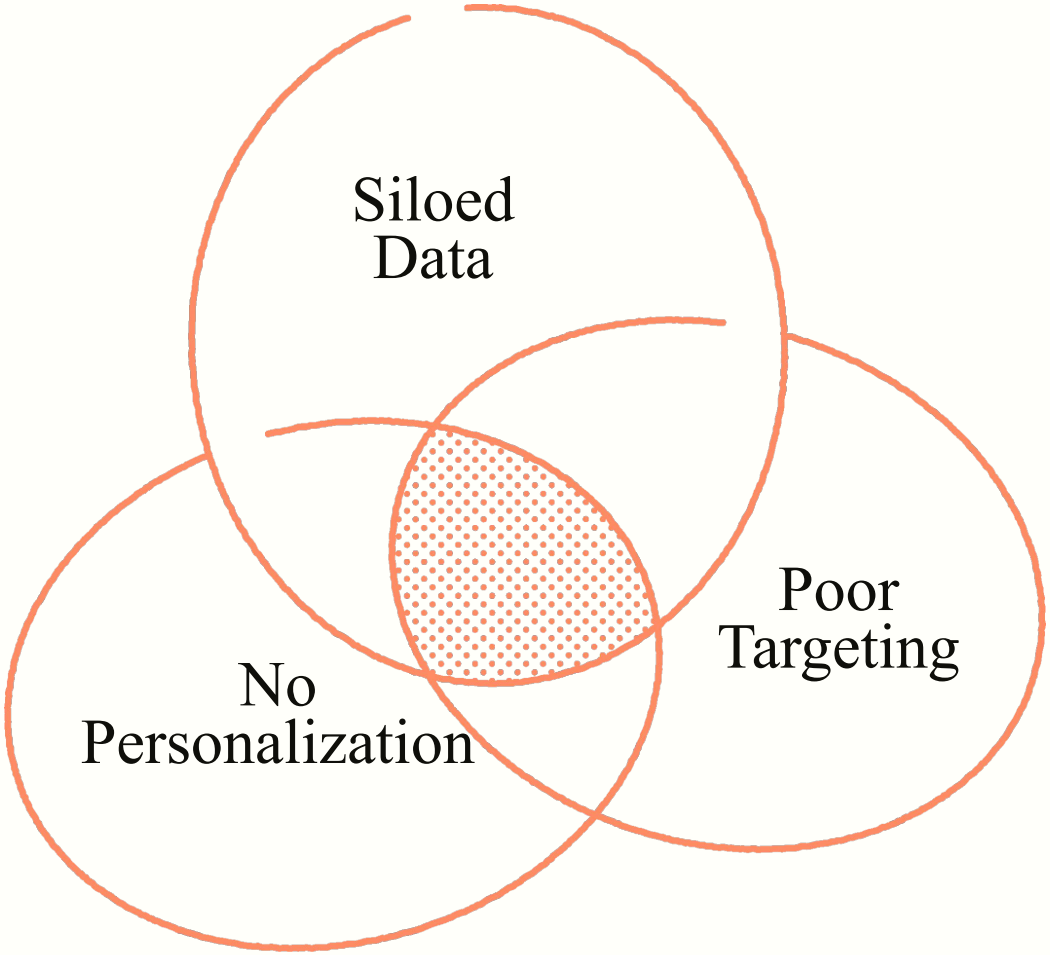
The *revolution* is the result of holistically conceived software platforms (e.g. HubSpot,

) that hypercharge efficiency and fuel strategic decision making

There are more nonprofit organizations competing to attract *fewer donors*.

Trust in nonprofits is at an all-time low.

The demographic of donors is getting *younger* and more *digital* so how we engage them must change.


Siloed
Data
Poor
Targeting
No
Personalization

We call this problem

The Fundraising Blindspot

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Lowest

donor retention rate all-time.

81%

Increase in nonprofits since 2000.

IRS.gov

10.5%

Decrease in giving *(inflation-adjusted)*.

Giving USA

+40%

Millennial household annual giving increased between 2016 and 2022…compared to Generation X (-4%) and Boomers (-12%)

2023 Philanthropic Landscape

54%

of millennials would give more if they were approached by causes in a different way.

Charity Village

7%

of organizations see themselves as highly effective building relationships with current mid-level donors.

Independent Sector

3%

of fundraisers have confidence in their organization’s ability to identify mass market donors who could become mid-level donors.

Independent Sector

68%

Nonprofits use email marketing.

“Every fundraiser I know is stressed, understaffed, cannot fill open positions, struggling with unrealistic fundraising goals.”

We envisioned a different future.

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But First!

- Is AI coming for our jobs?
- Will this put fundraisers out of work?
- What will happen to nonprofits?
- How will funders adapt?

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“I think what makes AI different from other technologies is that it’s going to bring humans and machines closer together. AI is sometimes incorrectly framed as machines replacing humans. It’s not about machines replacing humans, **but machines augmenting humans.** Humans and machines have different relative strengths and weaknesses, and it’s about the combination of these two that will allow human intents and business process to scale 10x, 100x, and beyond that in the coming years.”

—Robin Bordoli, ex-CEO, Figure Eight

ChatGPT 4

How can I help you today?

Write a spreadsheet formula
to convert a date to the weekday

Recommend a dish
to impress a date who's a picky eater

Write an email
expressing your love for your parents

Write a thank-you note
to a guest speaker for my class

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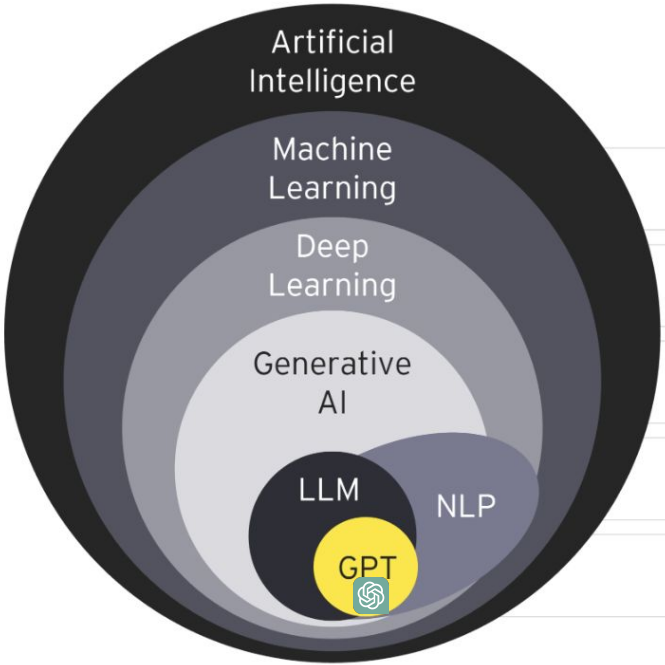
Large Language Models (LLMs) sit at the heart of GenAI, which in itself, can be categorised as a subset of Artificial Intelligence (AI).



GenAI capabilities:

- Summarizing
- Expanding
- Chatbots
- Inferring
- Transforming

Typical applications:

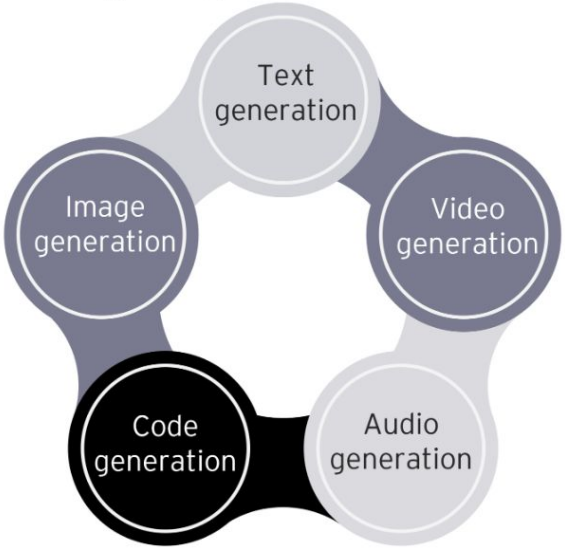


Figure 1. Understanding GenAI

Generative Pre-trained Transformer (GPT) uses a combination of LLM and Natural Language Processing (NLP) capabilities to provide a host of fundamental capabilities which find a host of generative applications.

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»

“The only real trend may be no trend. What’s best for any given model, dataset, and prompting strategy is likely to be specific to the particular combination at hand.” —Rick Battle & Teja Gollapudi, VMware

»

According to one research team, no human should manually optimize prompts ever again.

https://spectrum-ieee-org.cdn.ampproject.org/c/s/spectrum.ieee.org/amp/prompt-engineering-is-dead-2667410624

May 11, 1997

May 11, 1997

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February 16, 2011

February 16, 2011

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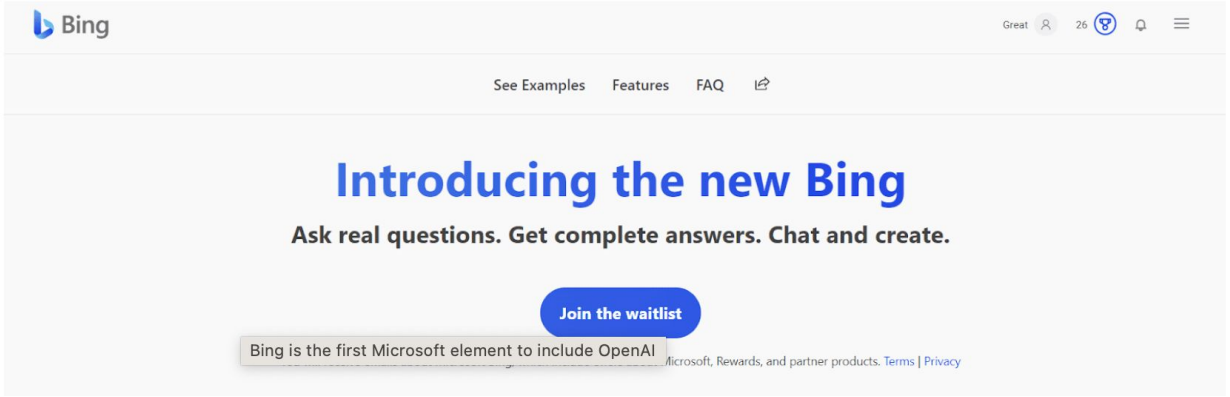
February 7, 2023

And on the 7th of February, 2023, Microsoft announced the new and improved Bing as expected.



Microsoft CEO says OpenAI partnership will allow companies to access tools like ChatGPT in workplace emails, slideshows, and spreadsheets

Aidan Pollard Jan 22, 2023, 8:30 AM

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April 16, 2024

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Chatbots

Answer questions about giving and impact

www.cheriankoshy.com /plannedgiving

1

Content

Deliver information about giving and impact.

2

Communications

Share stories of giving and impact

3

		Human-alone	Human-assisted	Key benefits
1	**ASK: Fundraising Appeal**	✗	✓	• Create entire campaigns • Segment and customize using data-driven insights • Instantly create versions for print, digital, etc.
2	**THANK: Gratitude**	✗	✓	• Use customized information to thank donors uniquely and specifically - mail merge maximized! • Create gratitude quickly in response to the donation
3	**REPORT: Impact**	✗	✓	• Take interview notes or recordings and convert to powerful stories • Generate versions based on segments and channels • Design and deploy unique content

		Human-alone	Human-assisted	Key benefits
1	**Build Process and Process Documentation**	X	✓	• Create policies and procedures for functions and process bespoke to the organization and each role. • Create knowledge bases and maintain consistent accessible information
2	**Project Management**	X	✓	• Ensure resource allocation and timelines are documented • See around corners with AI-insight • Optimize project planning and execution
3	**Data Analytics & Business Intelligence**	X	✓	• Quickly understand trends, opportunities, and concerns without SQL knowledge. • Provide any user insight into distilling data into decision making

AI in Action

Time for The Robot Petting Zoo!

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Chat Explore

Explore your data

C **Cherian** 10:51 pm

What is the average gift amount?

Akkio AI — Interpretation 10:51 pm

- Calculate the mean of the 'Total Gift Amount' column from the data.

Akkio AI 10:51 pm

The average gift amount is $9,208.09.

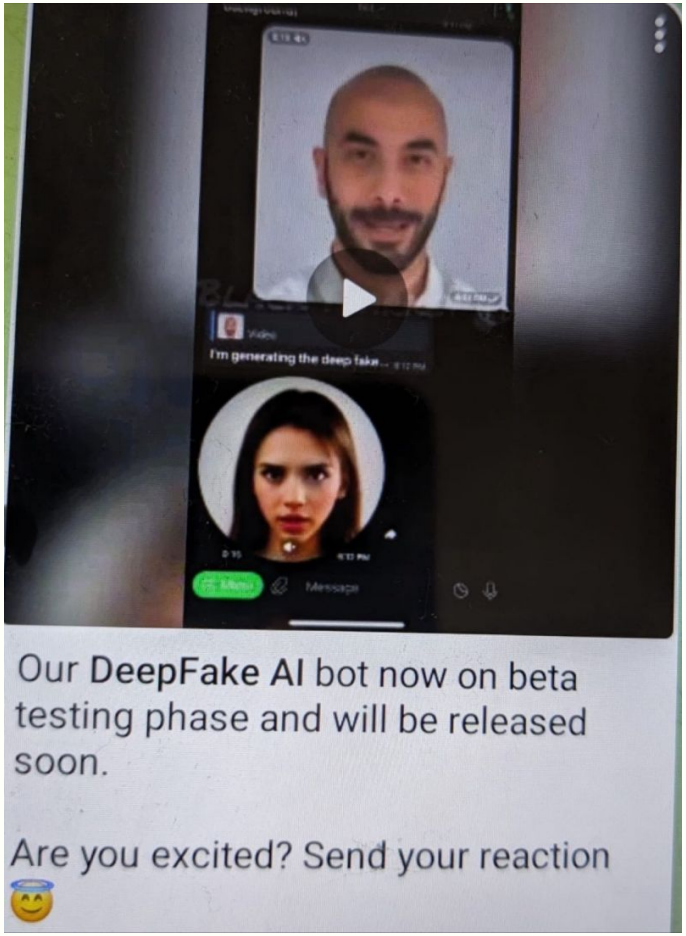
Regenerate response

Ask a question about your dataset...

RESOURCES

https://chatgpt.com/
https://claude.ai/
https://app.akkio.com/
https://fireflies.ai/
https://nonprofitoperatingsystem.com/
https://www.perplexity.ai/
https://whataicandotoday.com/
https://www.anytopic.io/

Ethical Considerations and AI



Fake and Explicit Images of Taylor Swift Started on 4chan, Study Says

The people on 4chan who created the images of Ms. Swift thought of it as a sort of game, the researchers said.

Share full article 53

Example:

Identify new donors with high potential and create personalized engagement plans.

FIRST NAME

Helen

LAST NAME

Williams

ADDRESS

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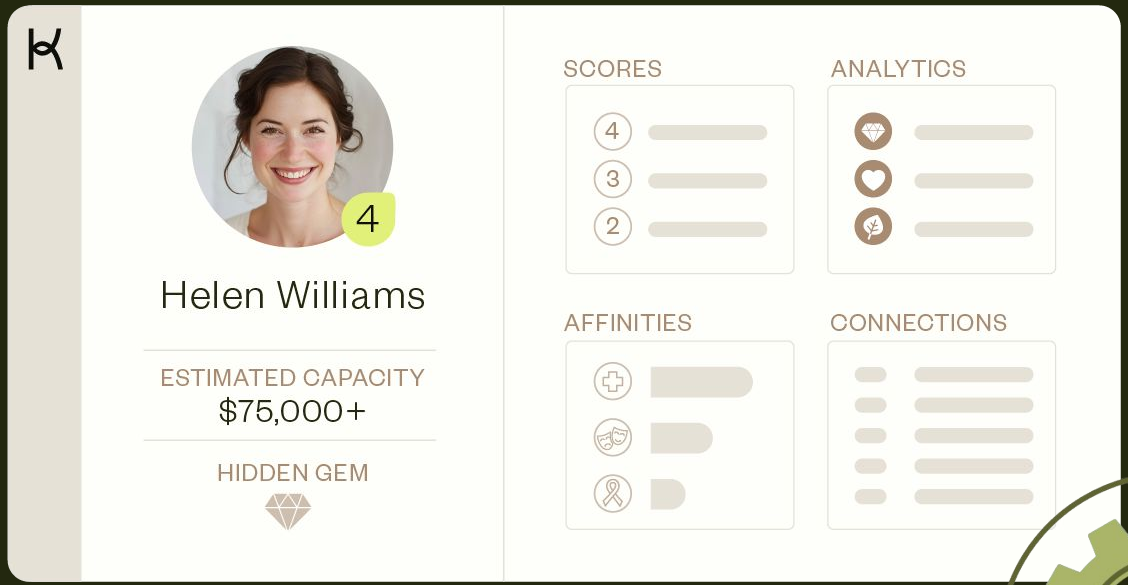
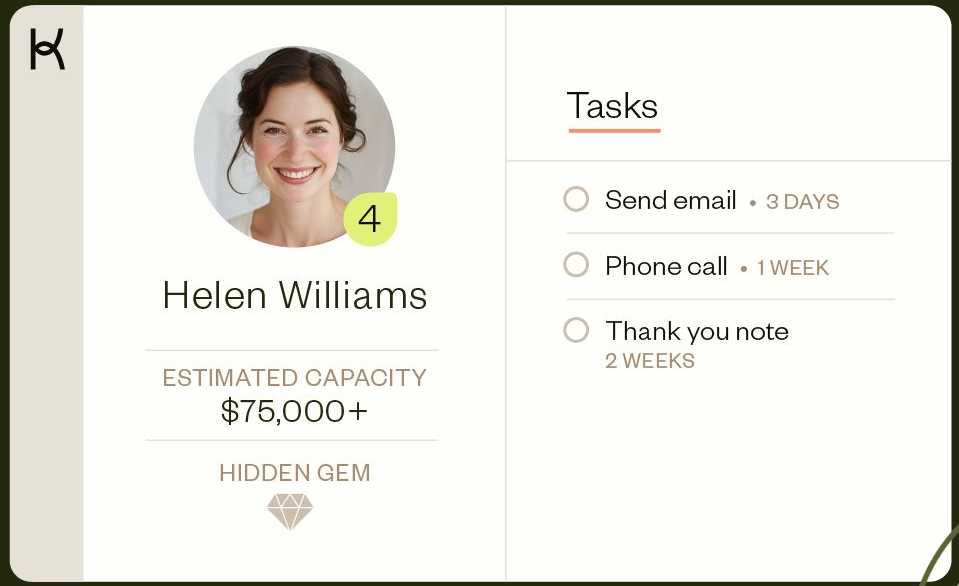
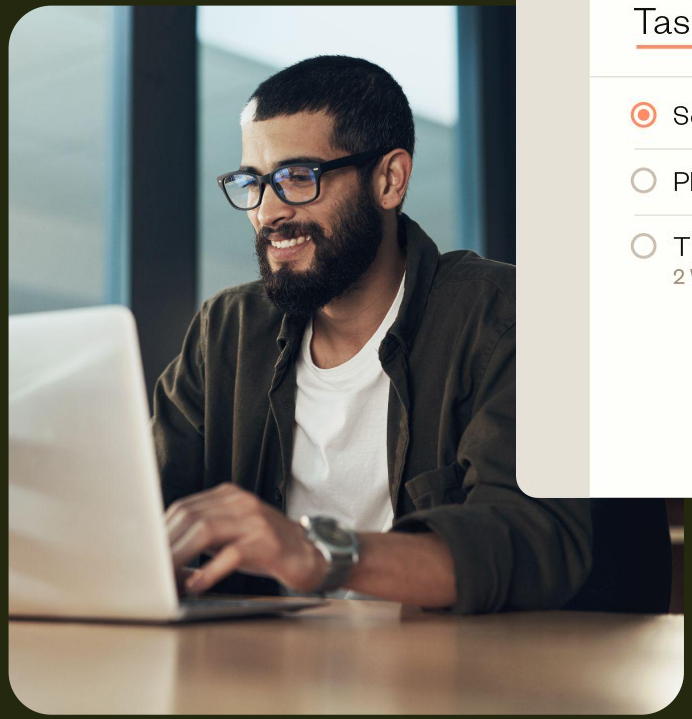

4
Helen Williams
ESTIMATED CAPACITY
$75,000+
HIDDEN GEM
SCORES
4
3
2
ANALYTICS
AFFINITIES
CONNECTIONS
iwave

Kindsight


4
Helen Williams
ESTIMATED CAPACITY
$75,000+
HIDDEN GEM
Tasks
Send email • 3 DAYS
Phone call • 1 WEEK
Thank you note
2 WEEKS
ascend

Kindsight



Tasks

- [x] Send email • 3 DAYS
- [ ] Phone call • 1 WEEK
- [ ] Thank you note
  2 WEEKS

Email Script

Mrs. Williams,

I hope this letter finds you in good health and high spirits. We are immensely grateful that you entrusted us with your healthcare needs.

I would love the opportunity....

ascend

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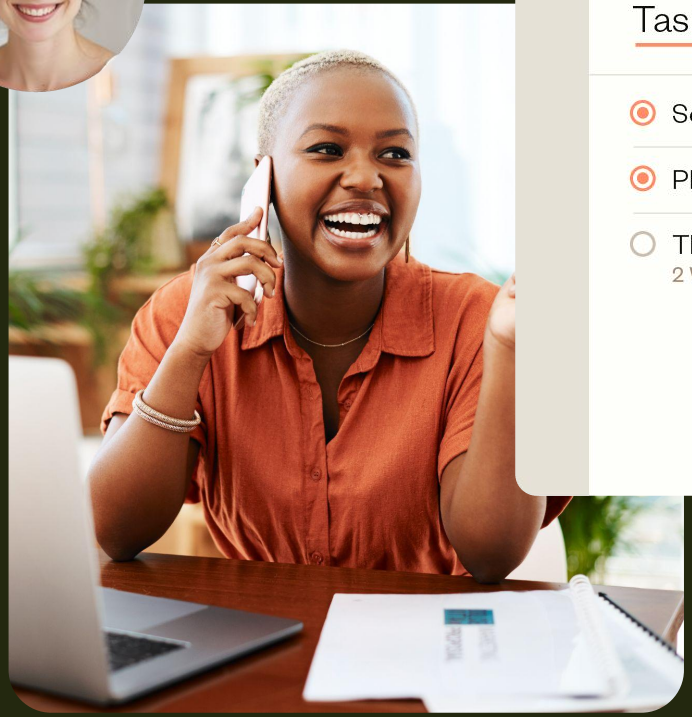

Tasks

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  2 WEEKS

Phone Script

Good afternoon,
Mrs. Williams.

Thank you so much for taking my call. As mentioned, I would love to share more information with you about our capital campaign. This year we are planning to...

ascend

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More than two-thirds (67 per cent) of U.S. office workers feel they are constantly doing the same tasks over and over again. On average, respondents say they **waste four-and-a-half hours a week** on tasks they think could be automated.

The top tasks global workers would like to automate include:

- emails (60%)
- inputting data/creating datasets (59%)
- scheduling calls and meetings (57%)

Thank *you!*

Cherian Koshy, CFRE, CAP®

Vice President
Kindsight

linkedin.com/in/cheriankoshy

LinkedIn TOP VOICES

2024 OFFICIAL MEMBER Forbes Nonprofit Council

michael scott
struggling with
technology for
almost 10
minutes straight