



# **Fundraise Smarter, Not Harder:**

How AI + Automation Drive  
Donations + Increase Efficiencies



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## Speaker

Marijana's career has been built on helping mission-driven organizations use technology to achieve new levels of success.

A former **Raise from Gravyty** customer, Marijana understands first-hand how artificial intelligence transforms what's possible in fundraising.



**Marijana Boone**

Director of Implementations and  
Head of Product

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**How can AI help?**

**Predict**

**Prioritize**

**Identify**



# What does the data say?



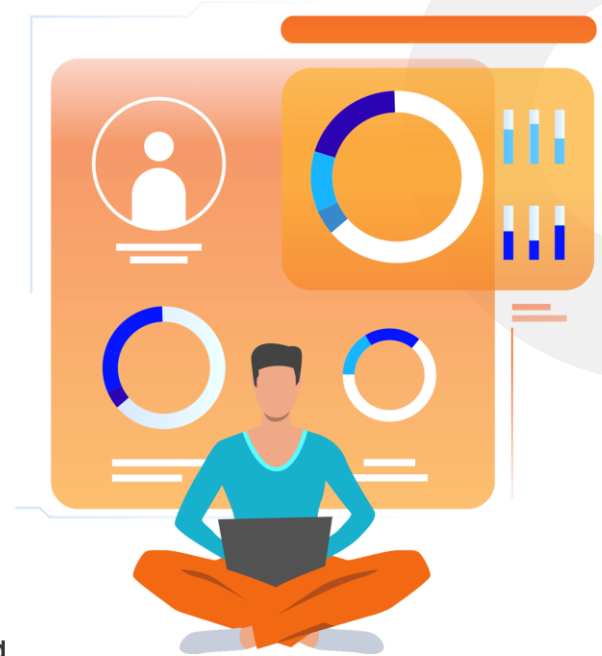
AI to generate revenue of \$800 billion worldwide in next 10 yrs



AI tools allow orgs to manage relationships at 4x previous rate



82% of fundraisers think AI is a long-term solution in fundraising



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## How AI can help you exceed your fundraising objectives

Most fundraisers only spend  
**30%** of their time on  
activities that actually bring  
in gifts.

A whopping **70%** of their  
time is spent on low-impact  
background tasks!

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## Strategize, create pipelines + manage prospects

*AI simplifies the entire process by using algorithms to determine who to qualify, cultivate or steward and even what amounts of money to request.*



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# Form a daily action plan

- Who to email?
- What to say?
- What has been asked?
- When to send?



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**Leverage auto-generated + personalized emails**





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## Steward donors with messaging that resonates



Be Unique



Be Precise.



Be Consistent



Be Attuned To Timing

# Keep records updated



Save time



More accurate data



Eliminate manual tasks



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# Increase fundraiser capacity



Make organization  
more effective



Hit target





# Thank you!

