

The background of the slide features a grayscale image of a hand holding a glowing, pixelated sphere of light. Overlaid on this is a complex circuit board with a central square chip labeled "AI". Numerous thin, white lines representing data or connections radiate from the chip and the circuit board across the entire slide.

AI Myths Debunked: How to Grow Innovation in Your Fundraising Program

Presented by Anna Dirksen and Reed Tyler

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Introductions



Anna Dirksen
Solutions Advisor



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Associate Managing
Vice President,
Business Intelligence

Committed to
your success

Innovators focused
on impact



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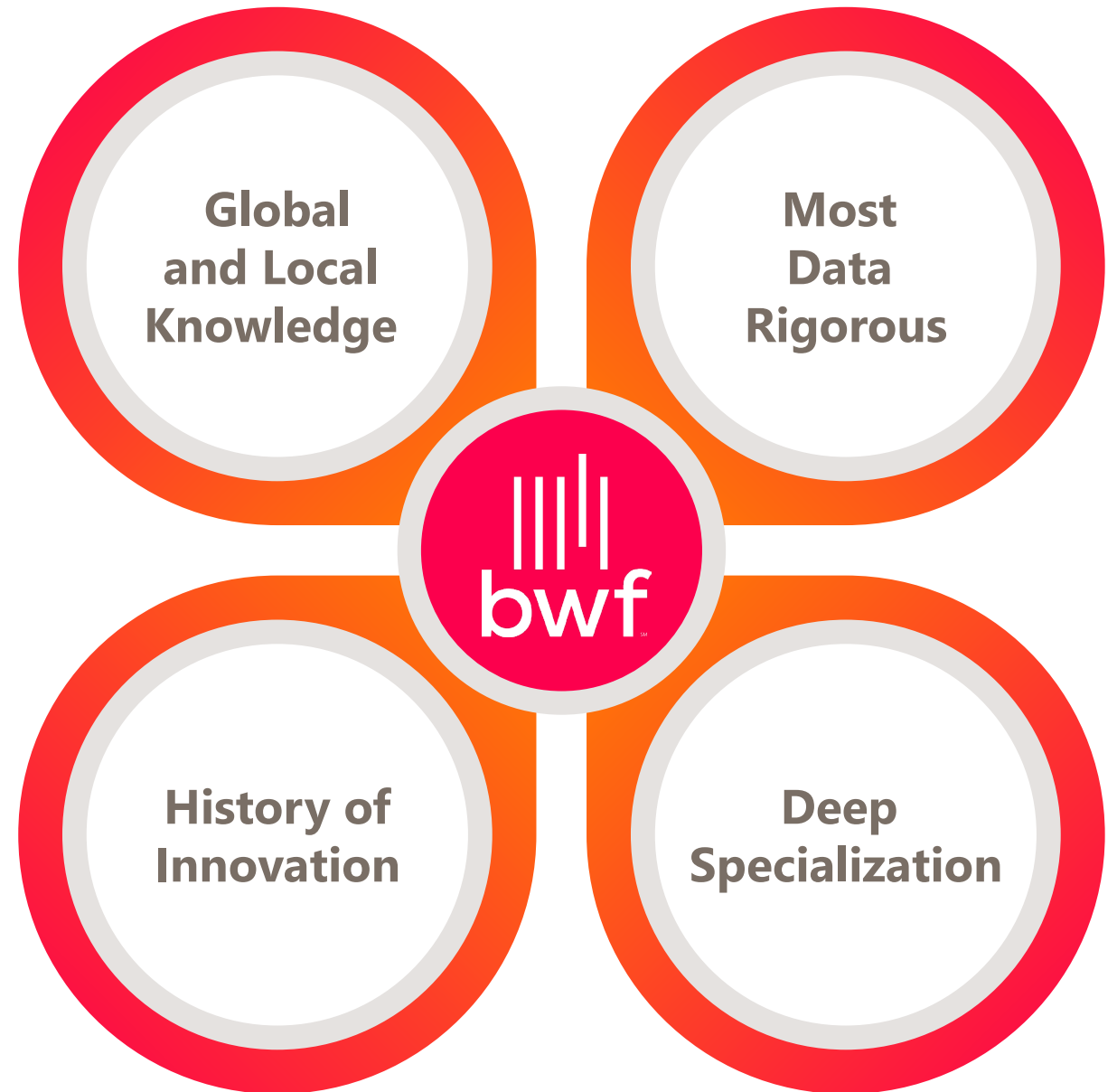
Prepared to make your
mission, our mission

Domain
expertise

Agenda

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-
-
-
- About BWF
- What exactly is AI?
- Six AI myths debunked
- Getting started with AI
- Questions

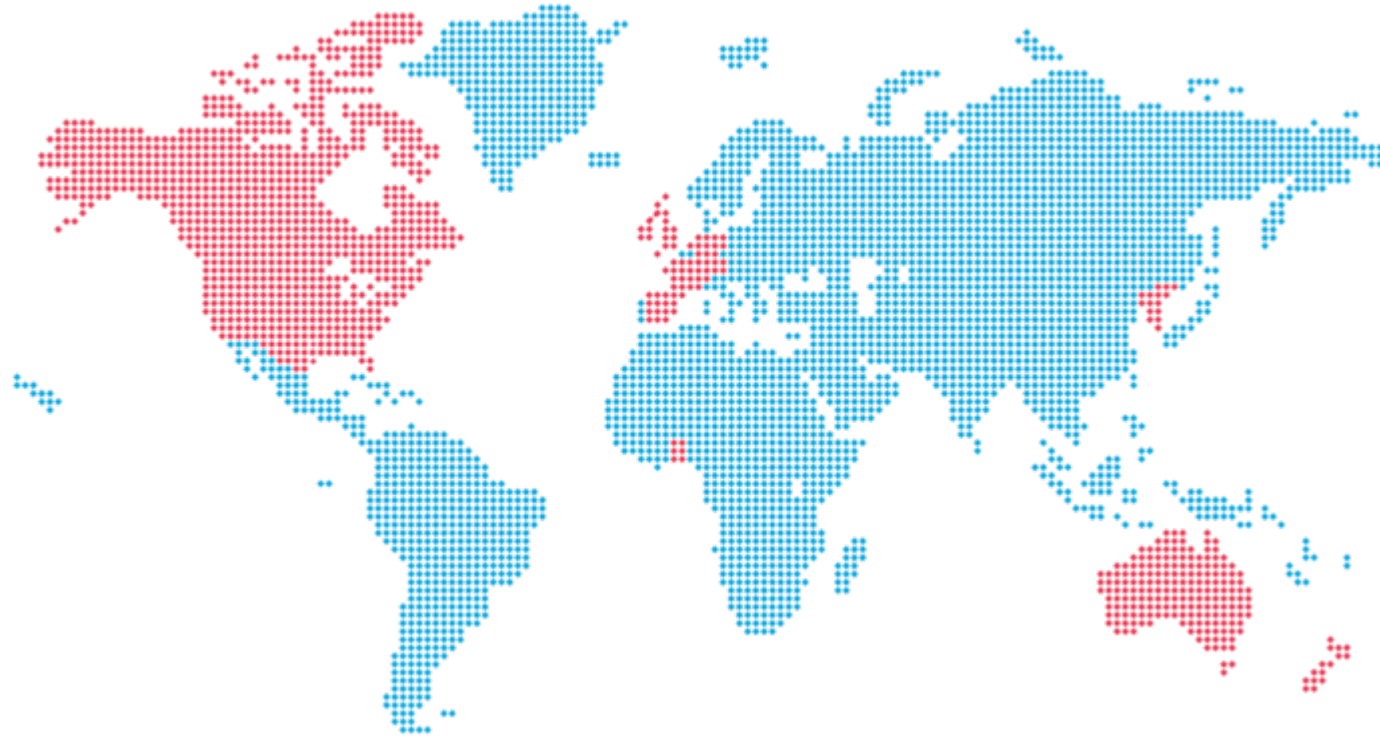
Empowering Nonprofits to Deliver on Their Promises



A Few Quick Facts About BWF

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You exist to change the world.
We exist to help make it happen.



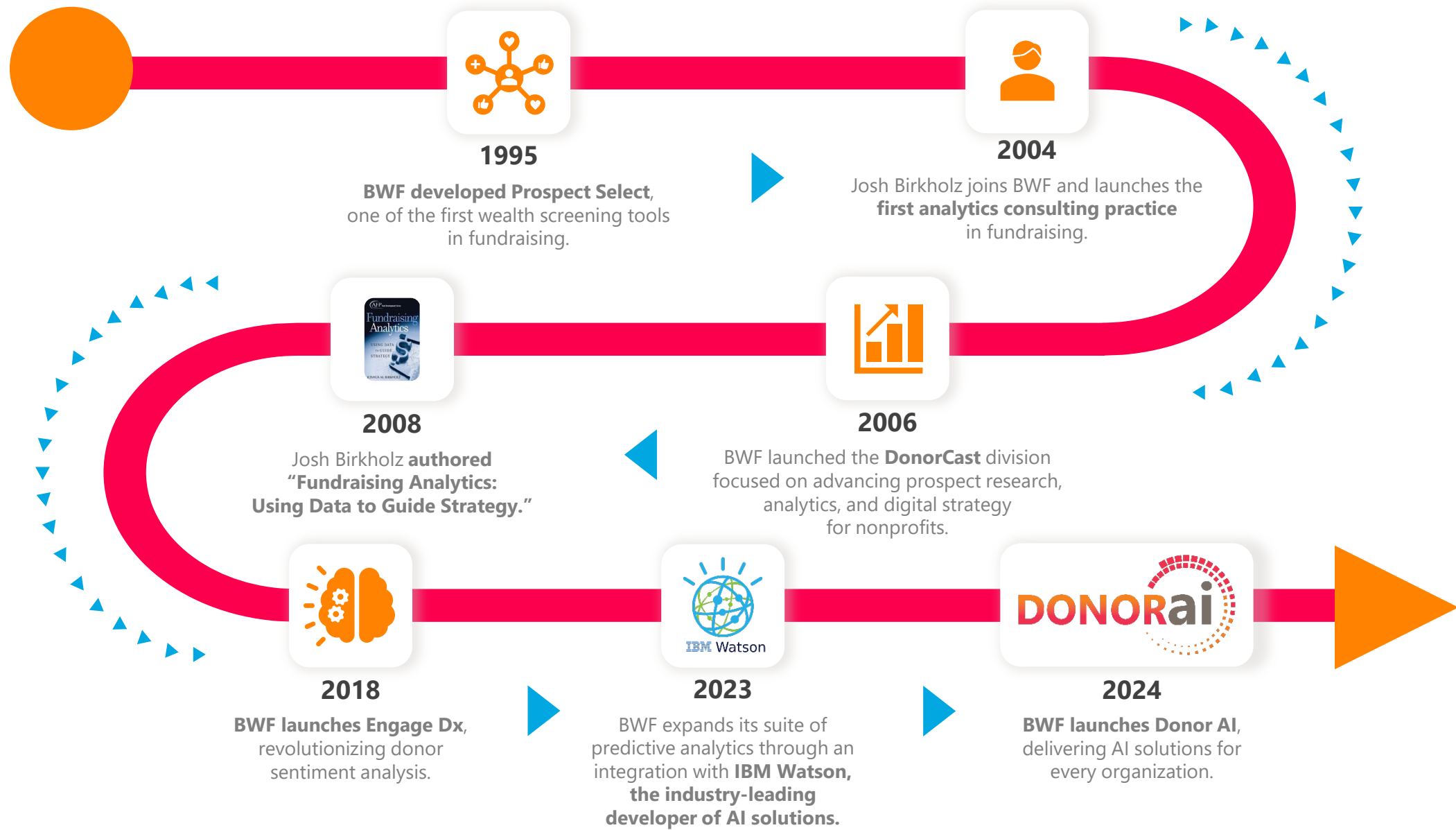
~275
Clients Annually

Advised
350+ Campaigns

Established in
1983

100+
Team Members

OUR STORY



What exactly is AI?

AI

Machine Learning

Natural Language Processing

Computer Vision

Robotics

Expert Systems

What is not AI?

**Not
AI**

Most Chatbots

Rule-based Automation

Common Workflows

Static Predictive Models

Rule-based Scoring

AI Applications in Fundraising



**Generative
Content**



Prospect ID



**Action
Recommendation**



**Business
Simulation**



**Donor Journey
Mapping**



**Constituent
Perception**

The Goal



**Getting more value from
your data to meet your
business needs**

Myths About AI's ...



Impact on Human Roles and Personalization

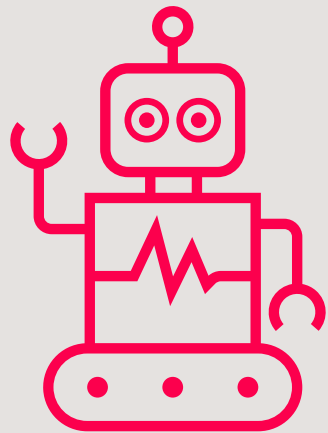


Accessibility and Cost



Risks and Reliability

AI's Impact on Human Roles and Personalization



Myth #1

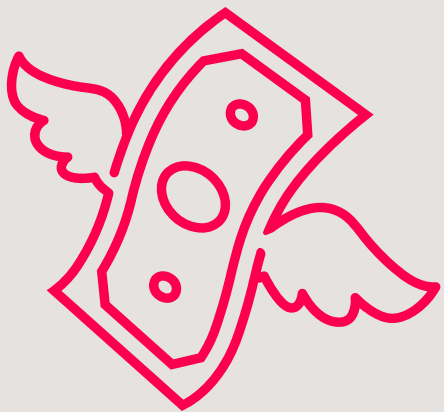
AI will take over jobs like prospect research or annual giving.

AI's Impact on Human Roles and Personalization



Myth #2
AI doesn't know our donors.

AI's Accessibility and Costs



Myth #3

**AI costs money we don't have
in the budget.**

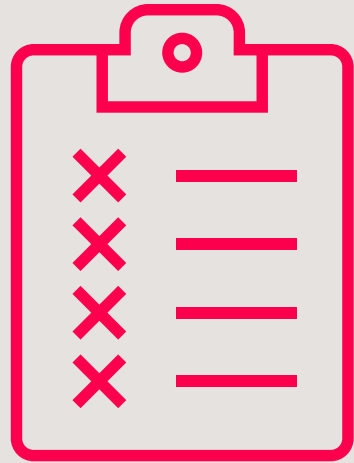
AI's Accessibility and Costs



Myth #4

My organization isn't big enough, or sophisticated enough, for AI.

AI's Risks and Reliability



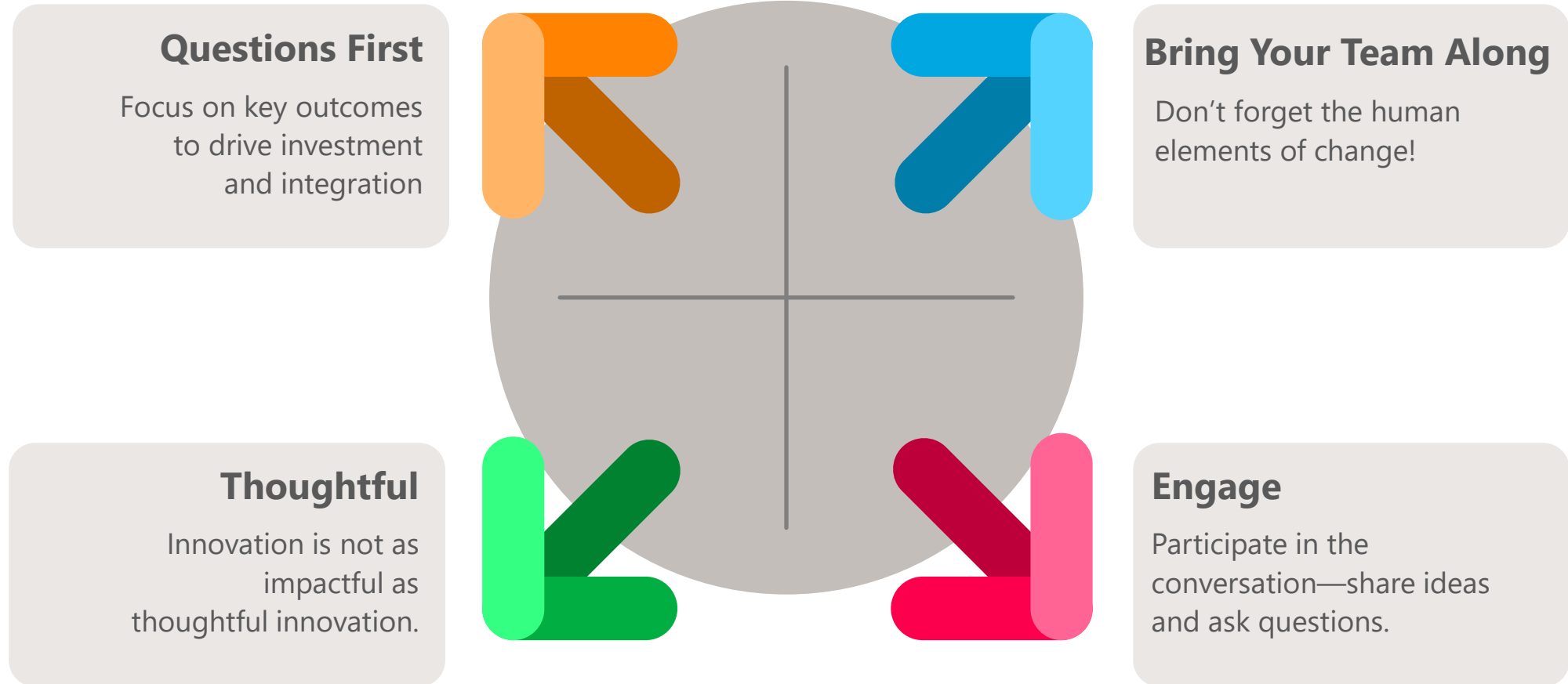
Myth #5
You can't trust AI results.

AI's Risks and Reliability



Myth #6
AI adds unnecessary security risk.

Where do we go from here?



Questions?



We Appreciate Your Feedback



Up Next ...



YOUR BLUEPRINT TO INCREASE DONOR RETENTION AND PIPELINE GROWTH



SEPTEMBER 26
1:00 PM (CT)

WEBINAR



Angela Altamore
Associate Vice
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Scan me

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