



DONORSEARCH

AI and the Future of Philanthropy



MEET YOUR PRESENTERS



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SVP, DonorSearch AI



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SVP, Client Success &
Strategic Partnerships

DONORSEARCH AT A GLANCE

Established 2007



Successful entrepreneurs delivering FR intelligence technology to nonprofits.



100 employees in 35+ states!



Only company serving NP/FR AI market with 10+ dedicated inhouse staff



Family Owned & Operated.
13,000+ active clients.



We house 850+ Data Points
248 Mil+ Individuals.



Best in class datasets for wealth, philanthropy, and connections.



Best in class technology platform for classic wealth screening services
30m/month



Only company serving NP/FR market with inhouse Artificial Intelligence and Machine Learning technology.



Most experienced team supporting with 100+ Predictive AI/ML clients.
GenAI is next.

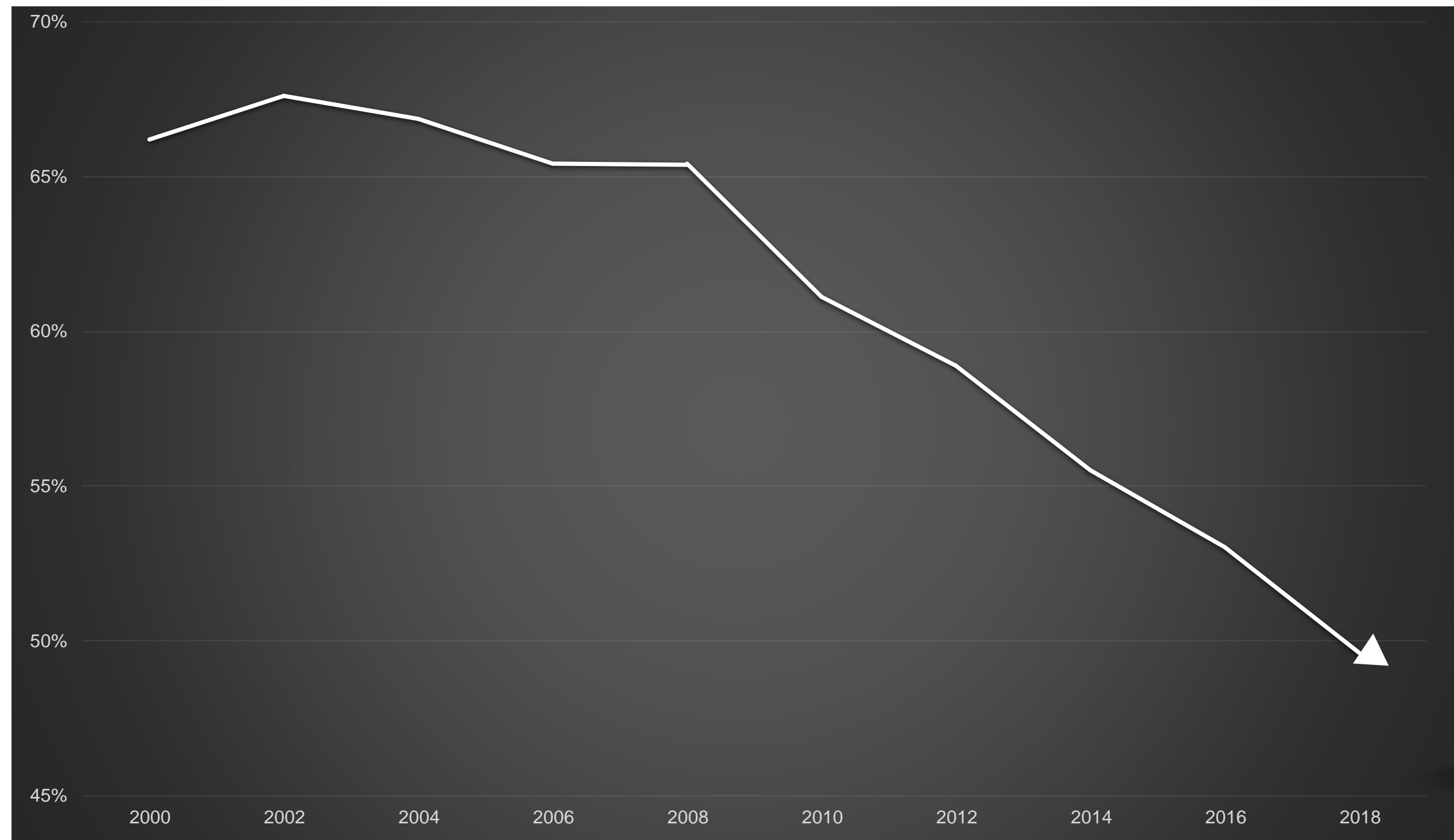


SOC2 Certified

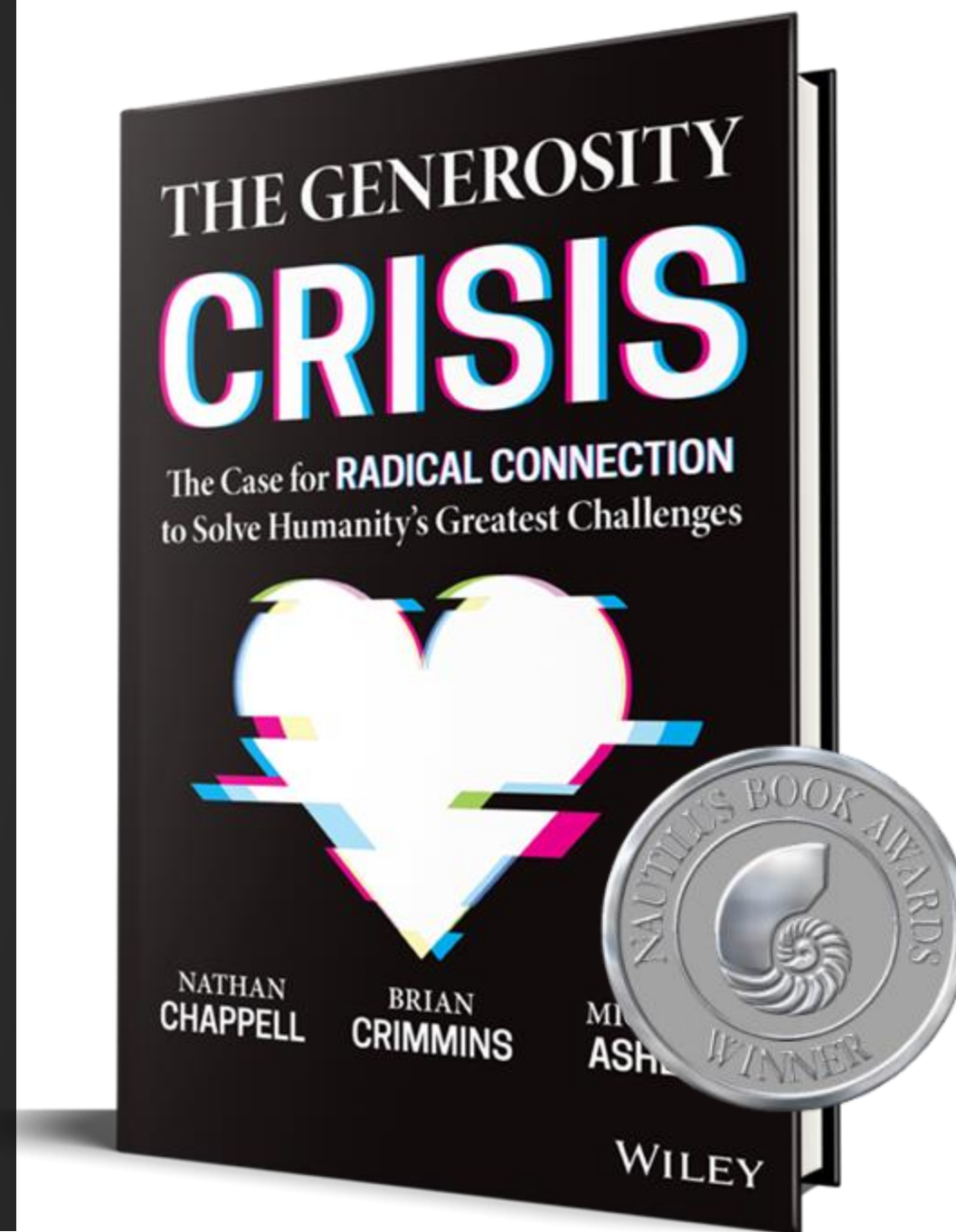


**The need for transformation in philanthropy has never
been greater**

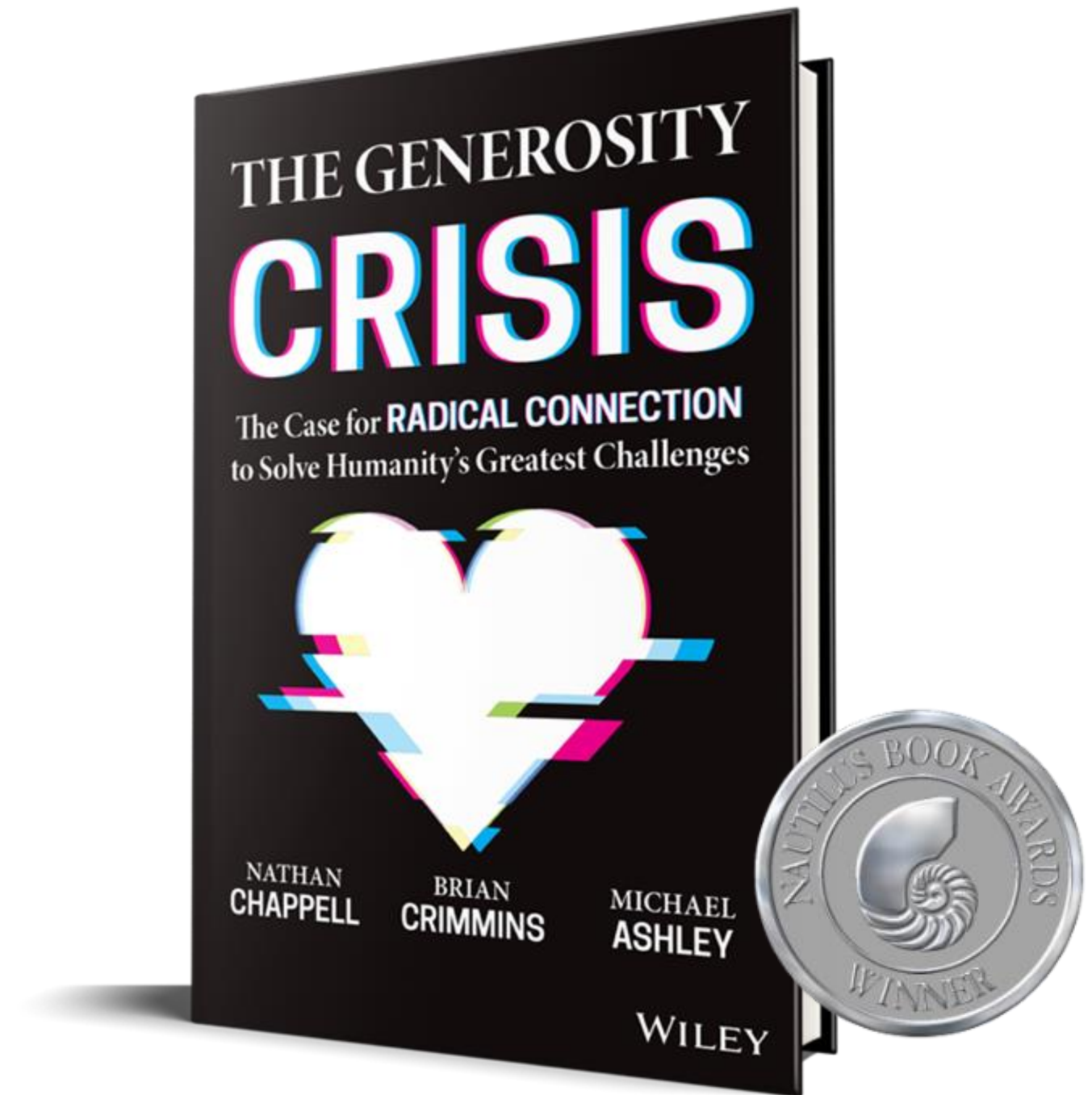
Donors and prospects have more options to give, trust less, are highly distracted and have a shorter attention span



Percentage of Households that Give to Nonprofit Orgs



“Used responsibly, *AI is the only scalable solution to help reverse systemic declines in charitable participation.*”



How much has our approach shifted?

The **next 3-5 years** in fundraising will reflect our sector's ability to leverage AI in a **Responsible** and **Beneficial** way

In fundraising, **Predictive AI** can help identify donor patterns, while **Generative AI** can provide personalization, creativity and analysis significantly improving donor experience.

AI POWERED PRECISION PHILANTHROPY



HOW NONPROFITS ARE USING AI



- Predicting Donor Behavior
- Content Creation & Editing
- Grant writing + Review
- DXO + Donor Relations
- Prospect Research + Bios
- Role Playing + Coaching
- Communications + Persona Development
- Data Analysis + Sentiment Analysis

“This is going to be the **most productive decade** in the history of our species, but we need to learn **how and when** to say no - **collectively**.”

Mustafa Suleyman, founder of Google's DeepMind

**While AI for nonprofits is a given -
Effective implementation is not.**

Irresponsible AI practices **will** further **exacerbate** and **accelerate** declines in charitable giving.

There is a **subtle, but profound** difference in **asking for money** and **manipulating someone** to give to a cause.

If you debate with an AI, they are 87% more likely to persuade you to their assigned viewpoint than if you debate with an average human.

Ethan Mollick, author “Co-Intelligence”
Professor, Warton School

Responsible AI
is Everyone's Responsibility.

What are your opinions about using AI for Fundraising?

Poll #1

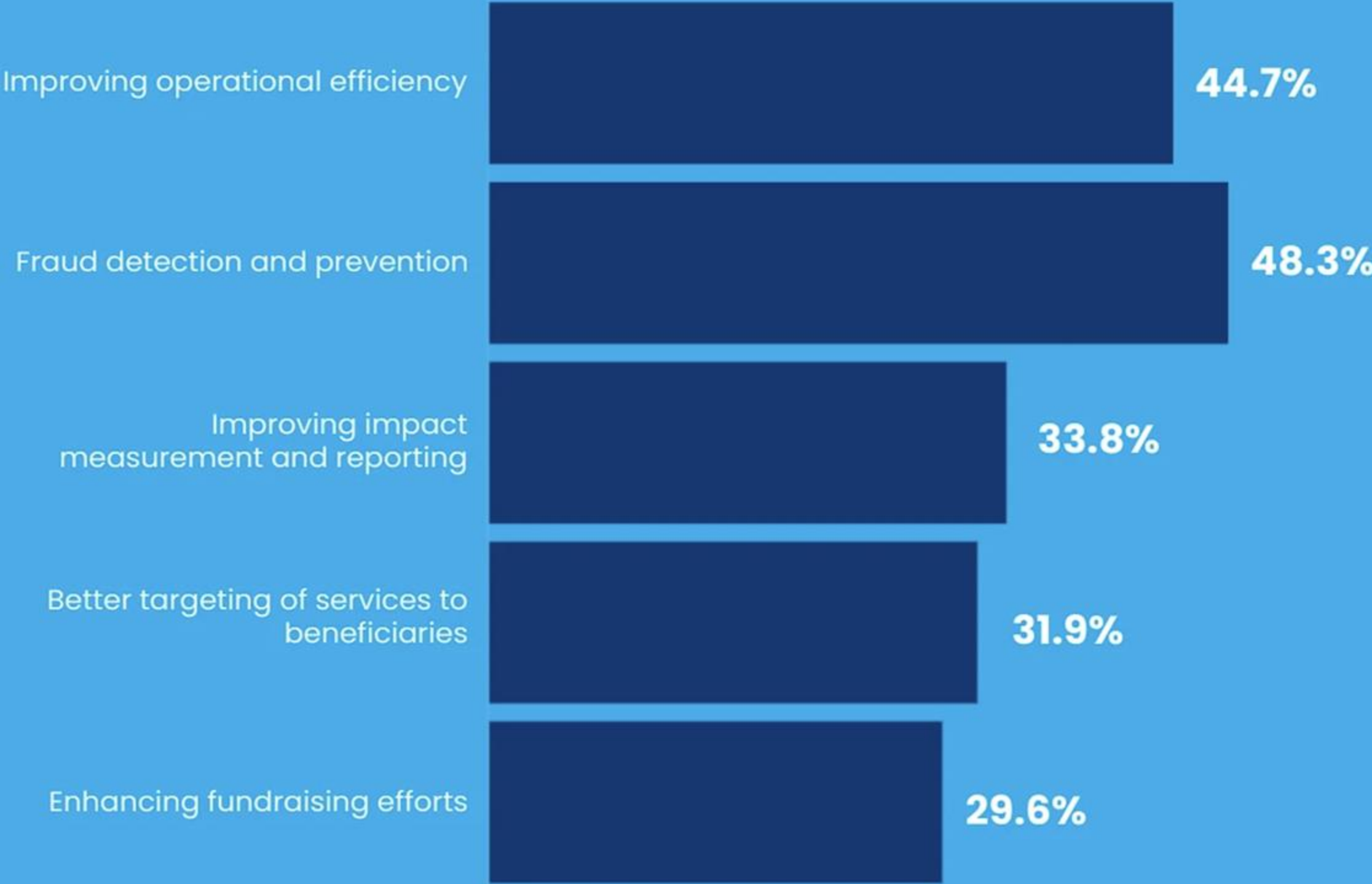
**Which area do you think AI could most benefit your organization?
(Select up to 3):**

- ☐ Improving Operational Efficiency
- ☐ Better Targeting of Services to Beneficiaries
- ☐ AI would not benefit my organization
- ☐ Enhancing Fundraising Efforts
- ☐ Improving Impact Measurement and Reporting
- ☐ Fraud Detection and Prevention

**But, what do donors think about
your use of AI?**

Which area do you think AI could most benefit charitable organizations?

(Select up to three)



Poll #2

How concerned are you about the following potential issues with AI use in your organization? (Select up to 3)

- ☐ **Privacy & Data Security Risks**
- ☐ **Lack of Human Touch in Interactions**
- ☐ **Potential for bias in decision-making**
- ☐ **Over-reliance on technology**
- ☐ **I'm not concerned about use of AI in my organization**

**But, what do donors think about
your use of AI?**

Hierarchy of AI-Related Concerns

How concerned are you about the following potential issues with AI use in charities?

60.0%

Privacy and data security risks



60.2%

Lack of human touch in interactions



39.1%

Potential for bias in AI decision-making



43.3%

Job displacement of charity workers



38.3%

Over-reliance on technology



Poll #3

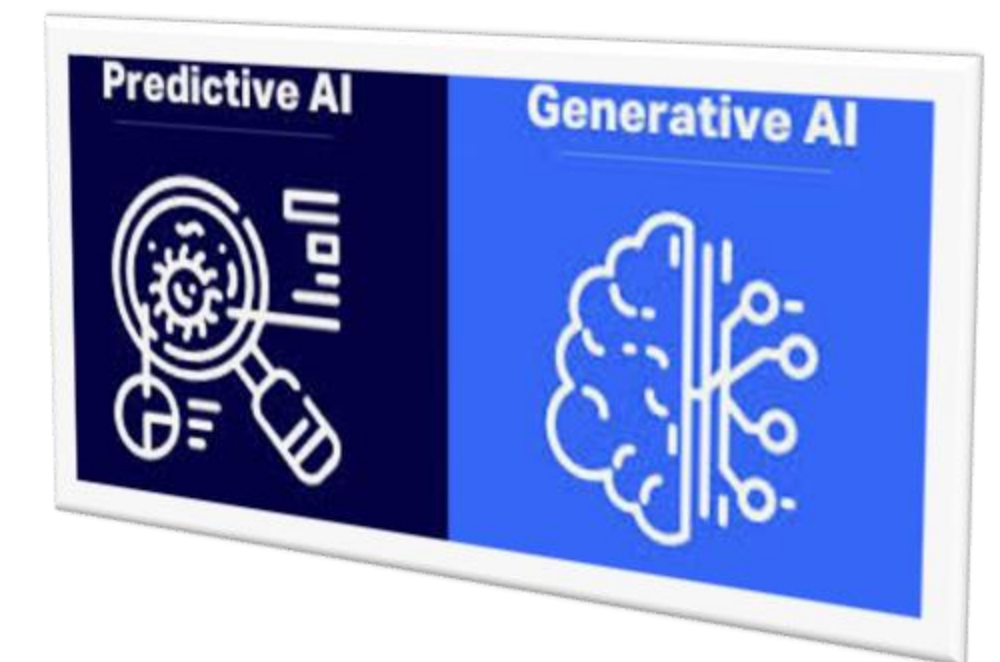
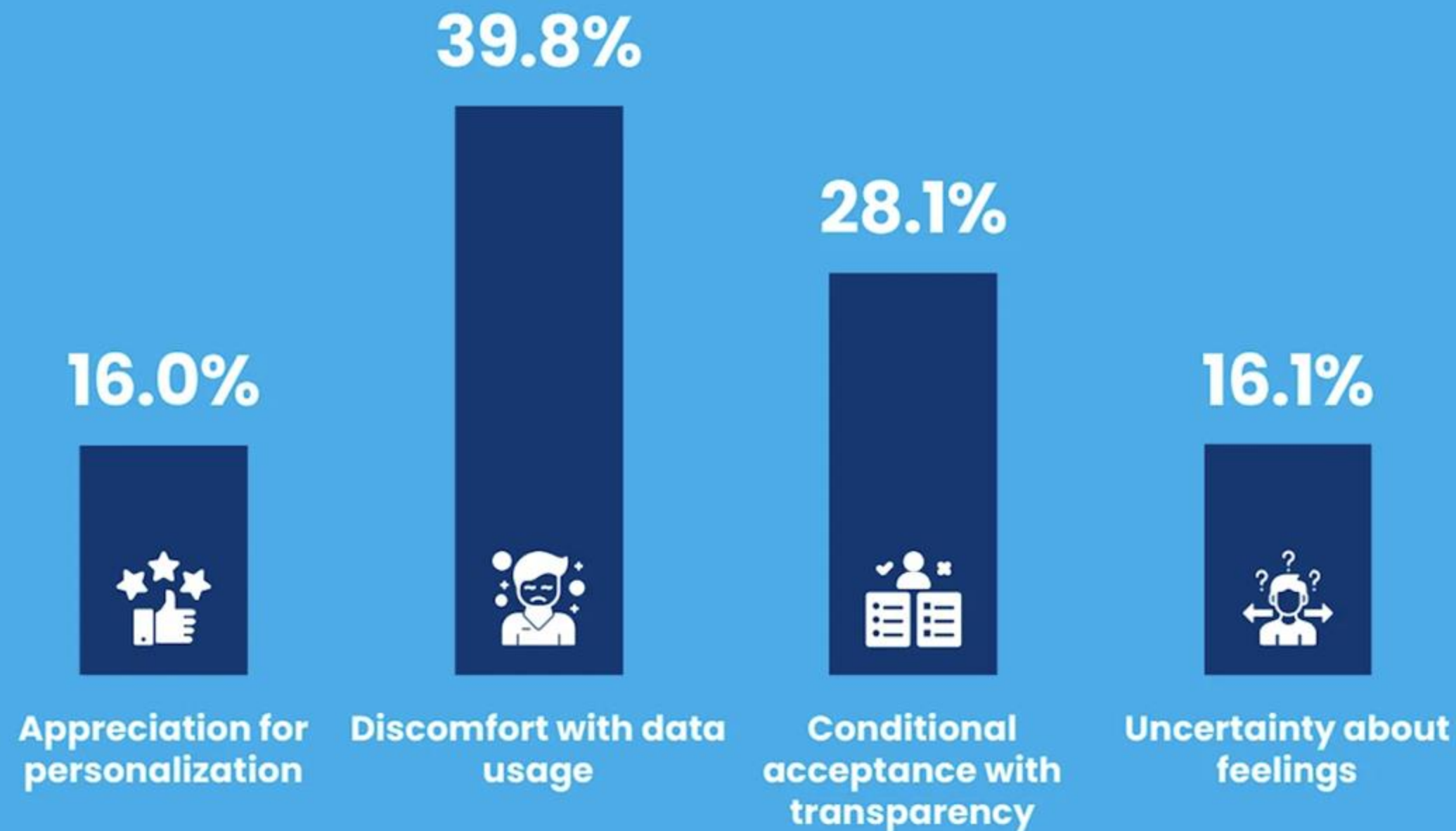
If your organization used AI to personalize donation appeals based on past giving and interests, how would you feel?

- ☐ **Appreciation for the personalization**
- ☐ **Discomfort with data usage**
- ☐ **Conditional Acceptance with Transparency**
- ☐ **Uncertain about how I feel**

**But, what do donors think about
your use of AI?**

Spectrum of Donor Reactions

If a charity used AI to personalize your donation appeals based on your past giving history and interests, how would you feel?



Poll #4

Which of the following AI Applications in fundraising concerns you the most?

- ☐ Automated decision-making for grant applications
- ☐ AI-generated content for fundraising appeals or reports
- ☐ Using AI bots, portrayed as a human, representing your organization

**But, what do donors think about
your use of AI?**

Which of the following AI applications in charities concerns you the most?



2.7

Automated
decision-making for
grant allocations



2.8

AI-generated content for
fundraising appeals or
reports



2.9

Using AI bots portrayed
as humans representing
a charity



Responsible AI is Everyone's Responsibility

- Build AI governance/use policies that prioritize **humanity over utility**
- Create goals that measure **short-term gains** but also evaluate **long-term implications**. (**Responsible + Beneficial**)
- Move from **shadow & passive** AI to **active** AI strategies
- **Disclose use** of AI to stakeholders **as appropriate**

Let's Connect!



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Resources

Responsible AI is Everyone's Responsibility

Responsible AI (RAI) refers to the development and use of artificial intelligence technologies in a manner that is **ethical, transparent, accountable**, and respects privacy and human rights.

Beneficial AI (BAI) goes beyond meeting ethical standards and short-term outcomes; it is about ensuring that AI technologies **actively and consistently contribute to long-term human welfare, societal well-being, and environmental sustainability**

Responsible AI is Everyone's Responsibility



FundraisingAI

is a fully independent collaborative that exists to understand and promote the development and use of Responsible and Beneficial AI for nonprofit fundraising. (fundraising.ai)

Our Favorite GENAI Tools

 ChatGPT	https://openai.com/chatgpt/
 Claude	https://claude.ai/
 Copilot	https://copilot.microsoft.com/
 Gemini	https://gemini.google.com/
 NotebookLM	https://notebooklm.google.com/
 perplexity	https://www.perplexity.ai/