



DONORSEARCH

AI & The Future of Fundraising

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Introduction:



Scott Rosenkrans
Associate Vice President of
DonorSearch Ai

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Agenda for Today

- DonorSearch Overview
- AI & The Future of Fundraising
- Final Thoughts

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est. 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

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40 + CRM INTEGRATIONS



blackbaud®
Raiser's Edge NXT™


tessitura
NETWORK

 **donorperfect**

 **bloomerang**

 **ellucian**®

 Microsoft
Dynamics CRM

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**What *was*, is not
what *will be*.**

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**How, not if AI will
change your _____?**

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In 2010, the average number of algorithmic interactions per person, per day worldwide was 298.



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**Next year, that
number will be
4,909.**

AI Has Created A Competition for Connection

The Average Person:

- 
- Receives 333 emails per day
 - Scrolls 300 feet per day
 - Looks at their phone 344 times per day
 - Has 80 apps on their phone
 - Has 12 subscriptions
 - Sees 5,000 - 7,000 ad images per day

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Connection Conundrum



12 seconds

Average attention
span of human in
2000



9 seconds

Average attention
span of a goldfish



8 seconds

Average attention
span of human in
2023

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**“This is no longer a race to
the bottom of the brainstem.**

It’s a race to intimacy.”

- *Tristan Harris 2023*



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**If connection is the
currency in the
attention economy,
nonprofits need new
and better tools.**

**Nonprofits are not
competing for dollars
they are competing for
connection.**

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The need for AI innovation in charitable giving has never been greater.



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Since 2000, there have been systematic declines in charitable participation in most developed nations.

Without change, the number of people in the US giving to nonprofits hits the single digits in 49 years.

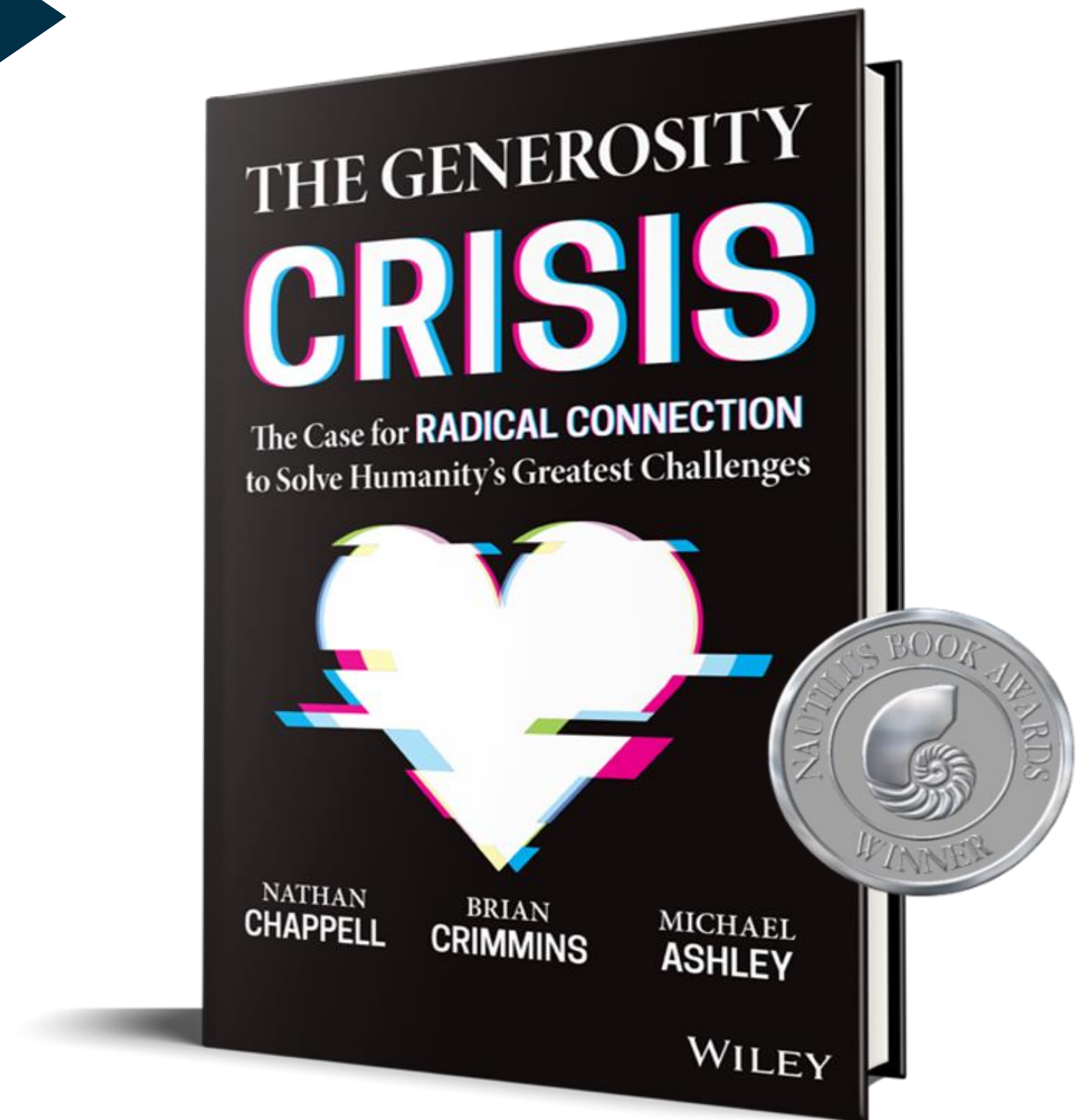
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Doing things the same way **will not yield different results.**

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“AI is the only scalable solution to help reverse systematic declines in charitable giving.”



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Thanks to AI, we know more about the motivations of giving than any other time in history.

AI can help build trust and empathy, and drive precision, creativity, and personalization throughout the fundraising process.

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**AI is ushering a new era of
precision philanthropy.**

ML,
Machine Learning

AR,
Augmented Reality

DL,
Deep Learning

VR,
Virtual Reality

NFT

Blockchain

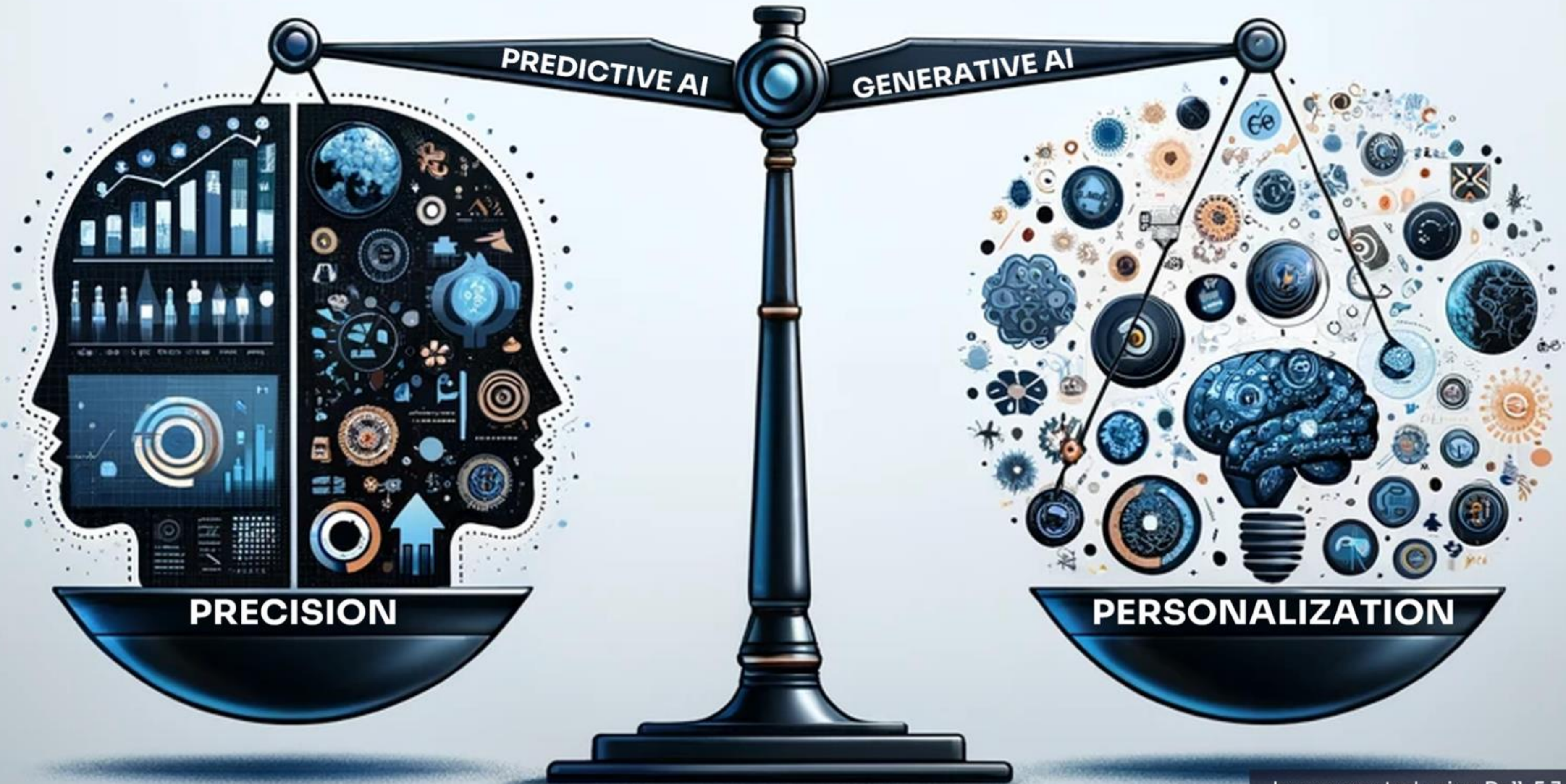
Generative AI,
Large Language
Models

NLP, Natural
Language
Processing



What's in your AI toolbox?

AI powered precision philanthropy



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PREDICTIVE AI can **SOLVE** modern fundraising challenges

- Will this prospect make their first gift?
- Will this donor give again within a specific time period?
- Which donors have a greater lifetime value?
- How likely will this donor become a monthly sustainer?
- Which donors are most likely to be retained?

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GENRATIVE AI can **TAKE ACTION** on those same fundraising challenges

- Design personalized marketing materials that appeal to individual donor interests.
- Introduce unique themes or experiences for our next fundraising event.
- Generate social media posts to effectively spread awareness about our cause.
- Creatively recognize donors in a way that encourages long-term relationships.
- Develop new engagement strategies to attract younger donors.

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Fundraising can now leverage **Predictive AI to identify and prioritize donors alongside **Generative AI** to personalize outreach and engagement.**

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The ROI's of AI

- **Precision + Personalization**
- **Efficiency Boosts**
- **Increased Quality of Work**
- **Improved Work Satisfaction**

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Dire Need for More Resources

74% of nonprofit employees said they are or will be looking for a new job this year

68% were uncertain if they would look for another nonprofit job

58% cited too much responsibility/not enough resources as the main issue

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Getting Started with AI

Begin by identifying areas where AI can add value, such as automating routine tasks, enhancing customer experiences, or analyzing large data sets. Then, proceed with these steps:

- 1. Educate Your Team:** Ensure that your team understands AI basics and its potential impact.
- 2. Data Assessment:** Evaluate the quality and quantity of your data, as AI's effectiveness depends heavily on this.
- 3. Set Realistic Goals:** Start with small, achievable projects to build confidence and learn.

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Resources and Support

Exploring AI can seem daunting, but numerous resources are available:

- 1. Online Courses and Workshops:** Platforms like Coursera, edX, and Udemy offer AI and machine learning courses.
- 2. Industry Conferences and Webinars:** Attend events to learn from experts and network with peers.
- 3. Consulting and Expert Advice:** Seek advice from AI consultants or industry experts to tailor AI solutions to your specific needs.
- 4. Online Communities and Forums:** Engage with online communities for support, insights, and shared experiences.

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Final Thoughts

- Are we in the game with the right tools to serve our mission?
- What happens if we don't change?
- What will it take to change?
- How do we change in a way that prioritizes mission over money and relationships over revenue through Responsible and Beneficial AI?



Next Steps...

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Ready to take your fundraising to the next level? Let us show you how!

Book a demo with one of our fundraising experts today to see how your organization can harness the power of predictive AI for your fundraising.

