

Beyond the AI Hype

**How Nonprofits Can Fundraise
Smarter, Move Faster, and
Protect Donor Trust**



September 16, 2026





Raisely (Velora Fundraising)

Raisely is an online fundraising platform that gives nonprofits an easy way to create donation pages, peer-to-peer campaigns, events, and more. Raisely is part of the Velora suite of nonprofit operations technology.



Dataro

Dataro provides predictive AI for nonprofit fundraising with tools that turn donor data into clear, ranked actions so your team can decide who to focus on, who to engage right now, and what to do next.

Today's Speakers



Natalie Freckleton
Velora

Director of Product



Salvatore Salpietro
Dataro

Chief Growth Officer

Agenda

Shifts in nonprofit fundraising & the AI landscape

Where AI creates practical fundraising value

Protecting donor trust

How to evaluate AI and get started

Q&A

What's Changed?

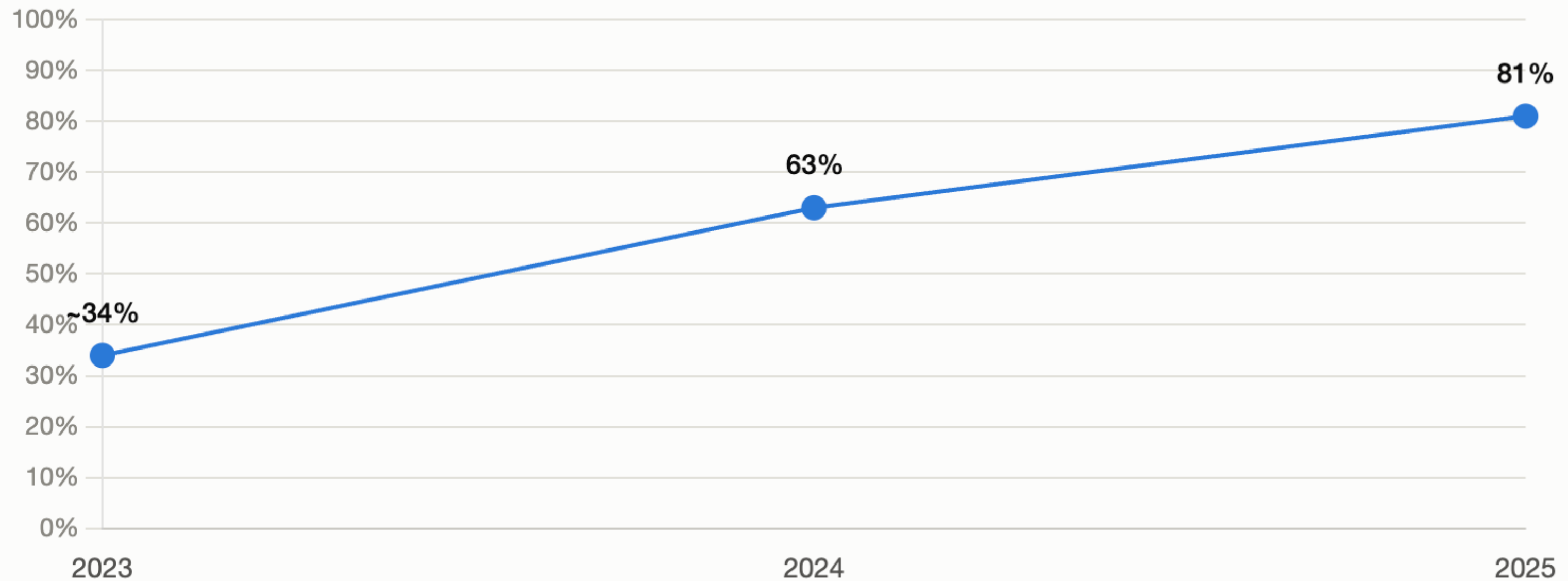
- AI is now embedded in a nonprofit's operating infrastructure
- Fundraising goals need to be accomplished in limited time *and* with growing expectations
- Fundraisers are moving forward with practical AI usage, without waiting on an “AI strategy”



What's Changed?

US nonprofit AI adoption more than doubled in three years

Share of US nonprofit newsrooms using AI tools



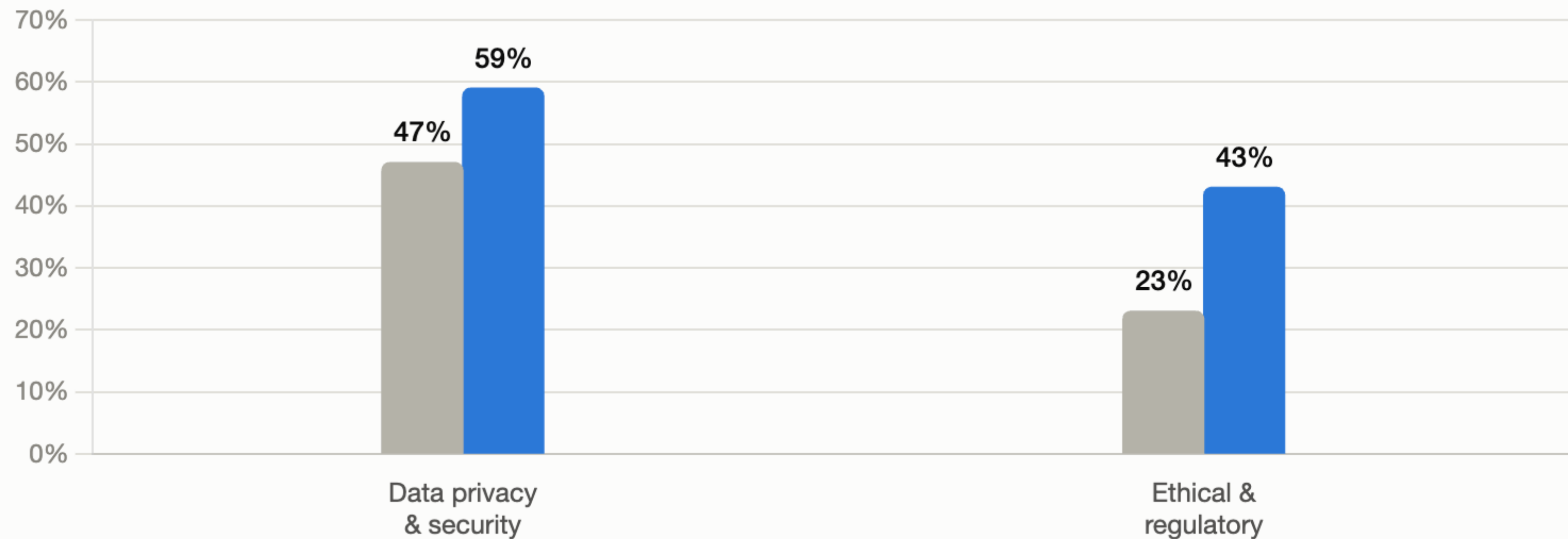
Source: Institute for Nonprofit News, 2026 Index. 2023 figure approximate.

What's Changed?

Nonprofit concern about AI is climbing as experience grows

Share of nonprofit leaders citing each concern

■ 2024 ■ 2025



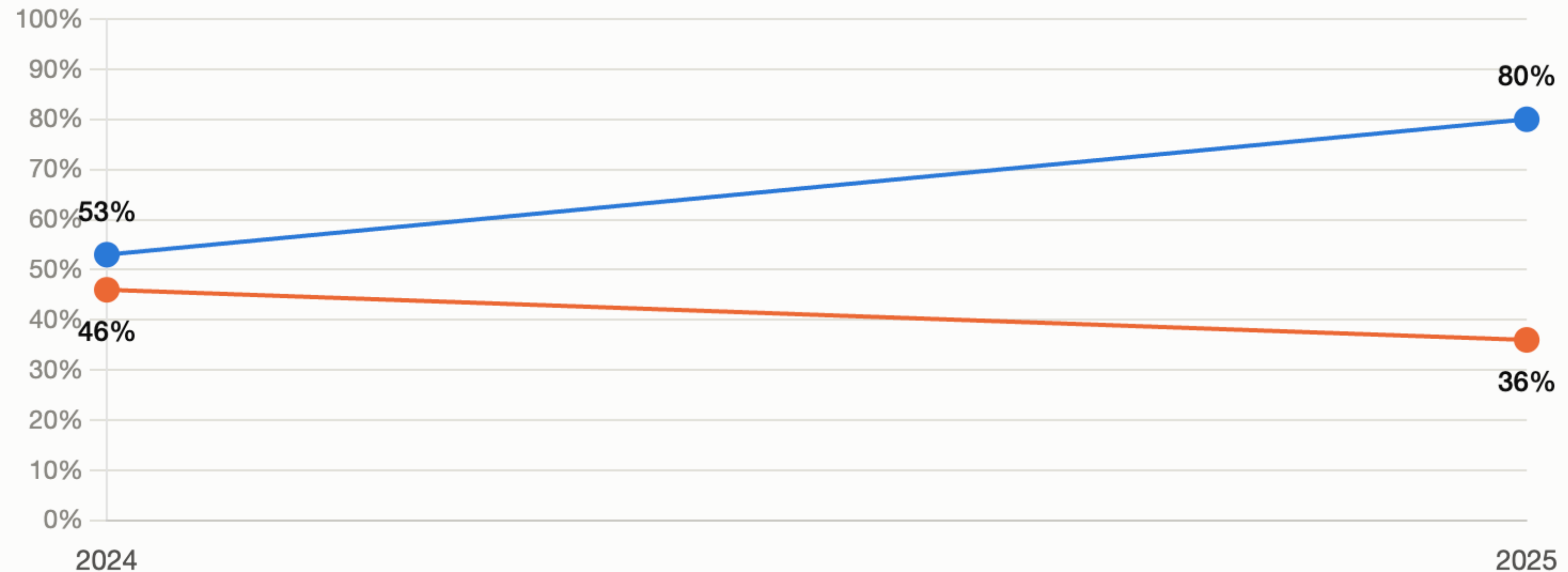
Source: AI in the Nonprofit Boardroom Survey, OnBoard (2024 vs 2025)

What's Changed?

Awareness is racing ahead of practice

Share of nonprofits, 2024 to 2025

■ Familiar with AI ■ Implementing responsible-AI practices



Source: AI Equity Project 2025, Candid (n=850 nonprofits)

What's Changed?

- Using AI to suggest amounts results in 30-40% larger average gifts
 - Yet only 9% use them
 - Only 3% use real-time AI insights
- 20% use AI to create/publish graphics
- 60% use AI to create/publish written content
- 88% use AI to research and generate ideas
- 5% use AI for segmenting donors

 Nonprofit Tech for Good
2026 Report

<https://report.nptechforgood.com/2026>

Where AI Creates Value

1. Improves the donor experience
2. Helps fundraisers understand performance
3. Protects team capacity



Where AI Creates Value

Questions to ask:

- Is it measurable?
- Does it *improve* efforts work or *replace* efforts?

Hard to measure, easier to implement: Drafting, summarizing, writing. Images. Documents.

Easier to measure, harder to implement:
Forecasting, segmentation and prediction.



Protecting Donor Trust

1. AI should support fundraiser judgement
2. Review data safeguards
3. Use transparency to build trust
4. Keep personalization centered on the donor
5. Validate your AI outputs

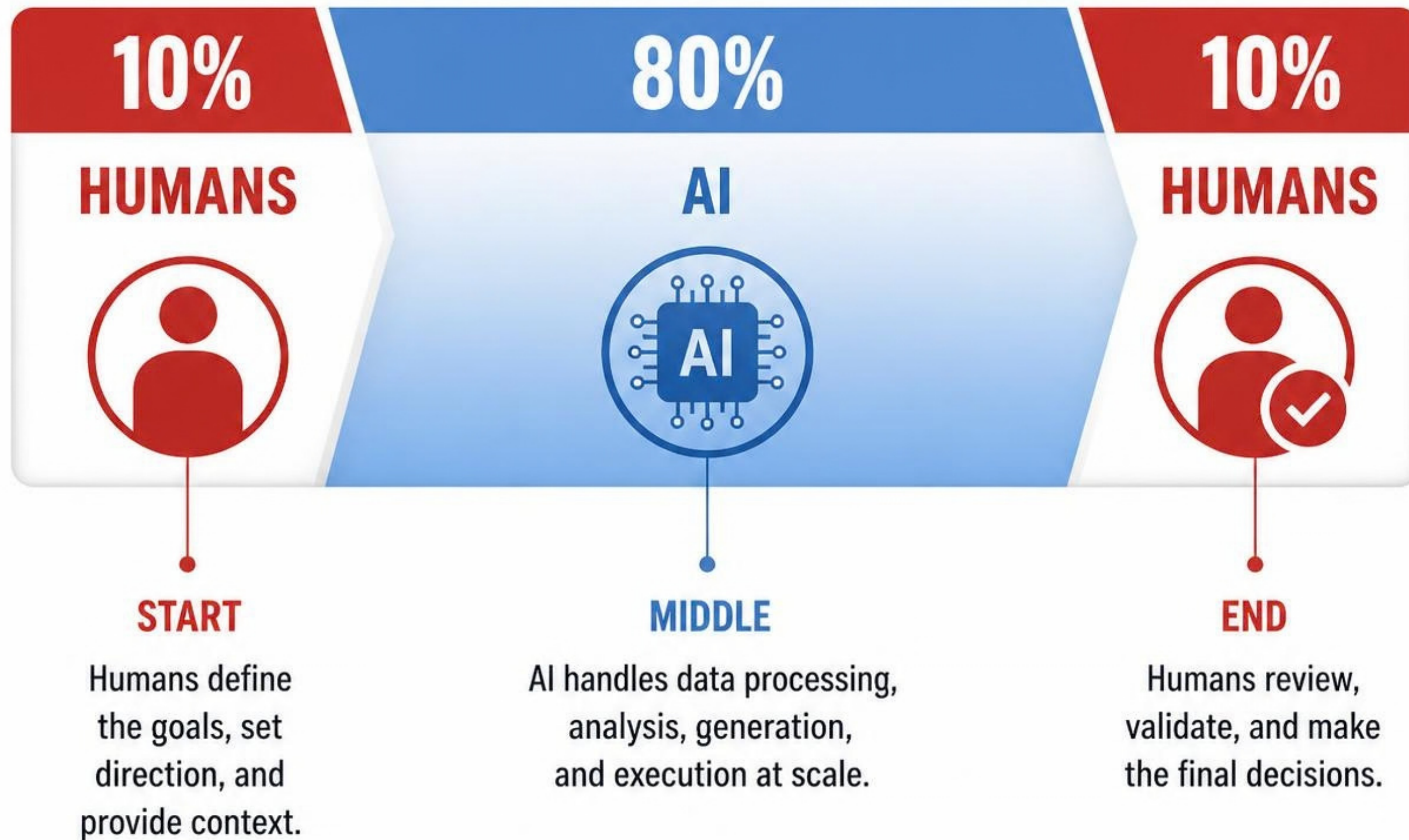


Protecting Donor Trust

Don't overthink it.

- Have a policy (more later)
- Donors aren't as worried as you are
- If using AI = more impact, donors will be OK

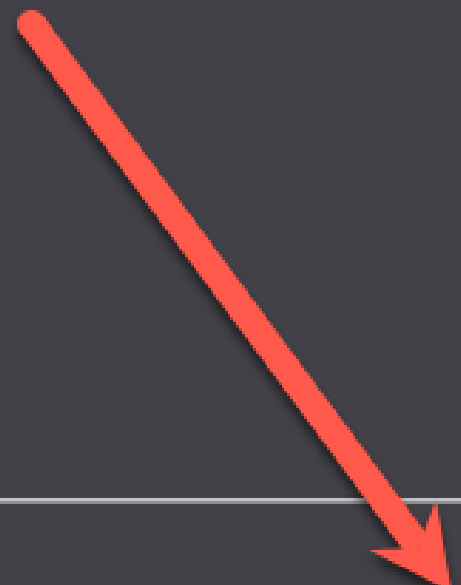
Protecting Donor Trust





Nic Miller • 1st
Marketing Engineer
[Visit my website](#)
3d •

Currently in London and just now seeing that the AI localization for our website translated "Cookies" to "Biscuits" 😂



Privacy Terms **Biscuits** Privacy Choices



22 8



Salvatore Salpietro • You

3d ...

CGO @ Dataro, ex-Fundraise Up | Unlocking Generosity Through Dono...

Maaaaan, and see... that's why we still need humans at the first 10% and last 10% of EVERYTHING that AI does.... more

Raisely
Powered by Velora

dataro



How to evaluate AI usage

Problem: What specific fundraising challenge are we trying to solve?



Data: What information does the AI need to access to be useful?



Trust: How is that information protected and used?

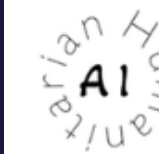


Human: Where is review and judgement required?



Value: What What observable improvement should result?

SAFE AI Framework

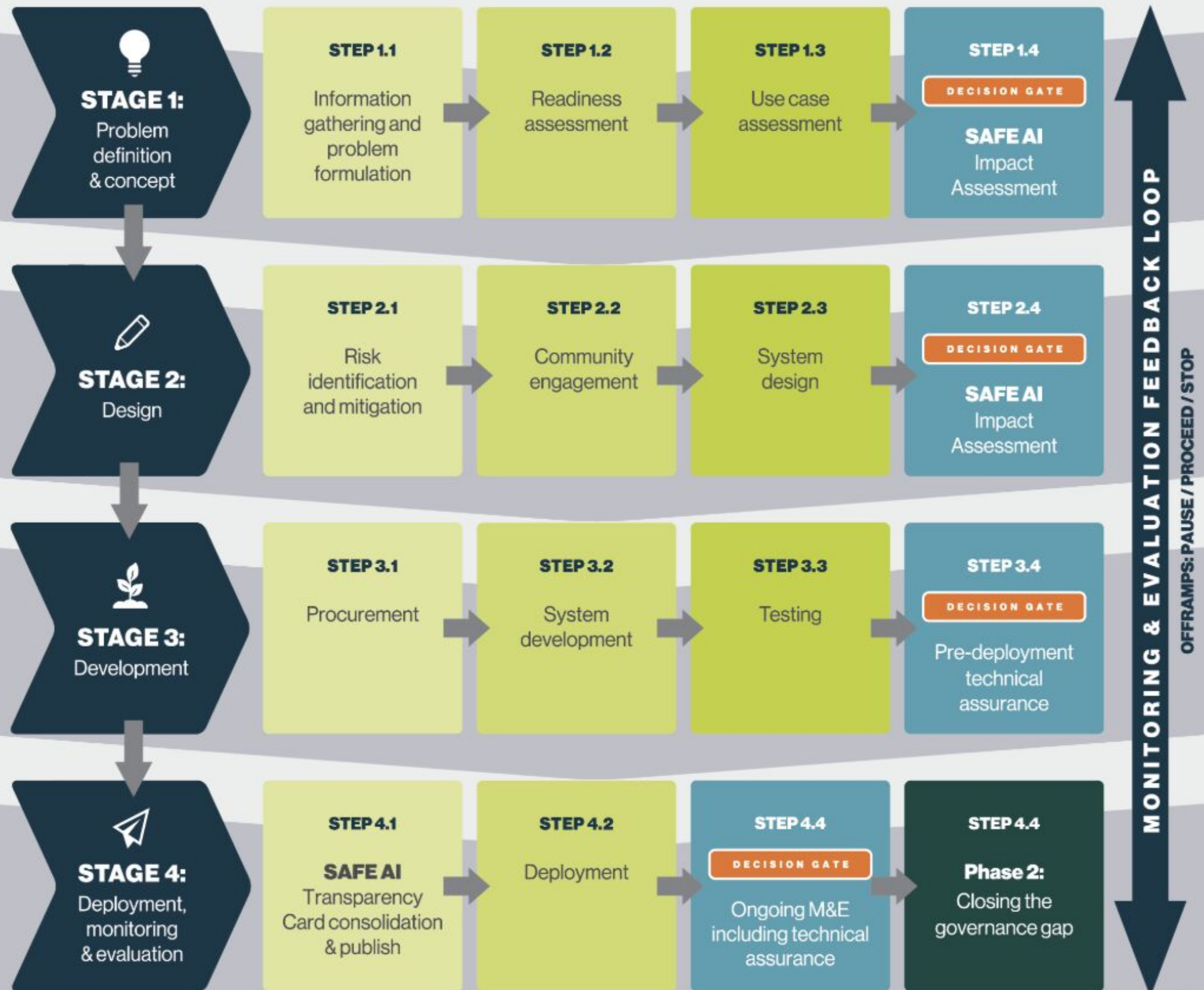


Humanitarian AI Advisory

The Alan Turing Institute



cdacnetwork.org/safe-ai



Set the Baseline: Entire Team

← Academy / Courses

AI Fluency for nonprofits

Build practical AI collaboration skills for nonprofit work using the 4D Framework: Delegation, Description, Discernment, and Diligence. Covers research, writing, data analysis, and organization-wide AI adoption while staying true to your mission and values.

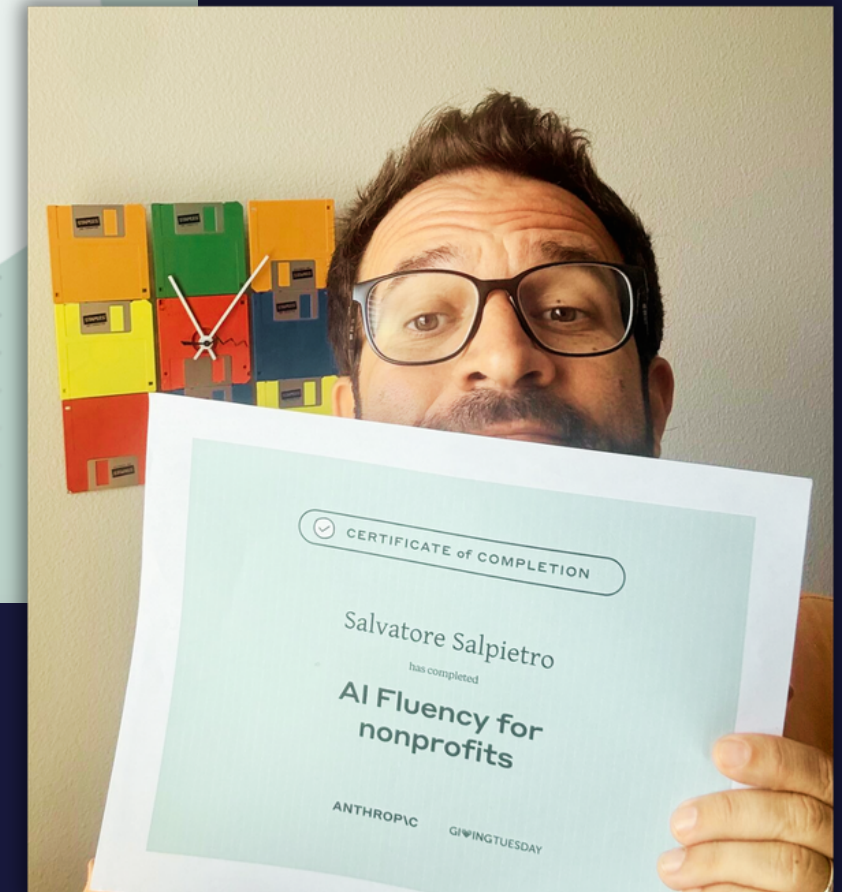
📖 9 lessons

🕒 4 hr

📝 1 quiz

🏆 Completion badge

Start course →



**GIVING
TUESDAY**

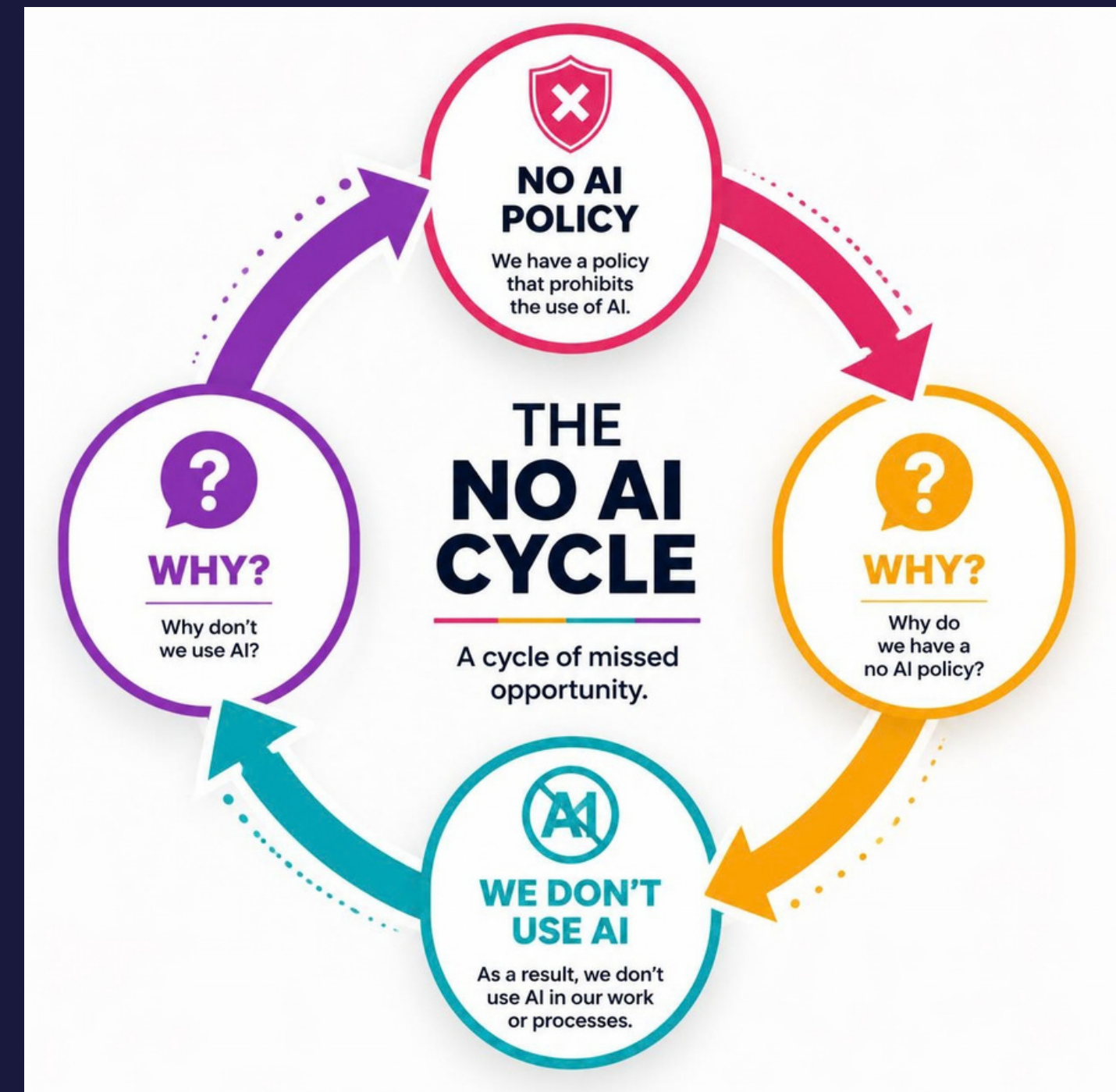
<https://academy.claude.com/courses/ai-fluency-for-nonprofits>

AI Policy

~76% Do Not Have an AI Policy

- **Governance:** who approves and oversees AI use.
- **Data privacy:** how you protect donor, client, and staff information.
- **Risk management:** how you handle accuracy, bias, and security.
- **Ethics:** how you keep AI aligned with your mission and values.

ffwd.org/nonprofit-ai-policy-builder



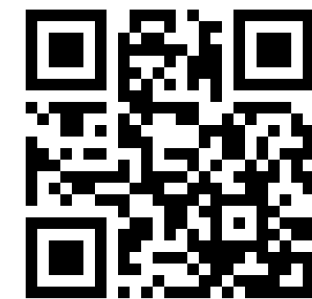
Got questions?

Ask away!



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Power top-tier campaigns
for your charity, all for free



Scan for more



Predictive AI for nonprofit
fundraising

Smart Audiences

33,760

High ROI direct mail campaign

12,002

Likely to convert to monthly giving

Prospect Report Completed

Time: 1min 43sec

Sources found: 57



Jane Hespen

Capacity: \$2M-5M

Affinity: Healthcare, Education

Generating personalized
outreach for Jane H

Email #1 - Initial Contact

Hello Jane,

I know you are a passionate supporter of arts education...