

Navigating the AI Landscape

A Human-Centric Approach

dataro

Tim Paris, CEO

About me

- PhD in neuroscience
- CEO/Co-founder of Dataro
- Lover of fundraising data
- Recently moved to San Francisco





Our mission is to set a new standard in charitable fundraising, using AI and BI to ensure every charity can make a bigger impact in the world.



● Smarter fundraising
for a better world

Since 2017



Agenda

 Why nonprofits need AI

 AI in fundraising masterclass

 Deep dive into predictive + generative AI

 A charity's journey with AI

 Roadmap to implementing AI



A Quick Poll - #1



What excites you about AI?



A Quick Poll #2



What worries you about AI?





PART 1:

Why nonprofits need AI

Why nonprofits need AI innovation



Donors giving less



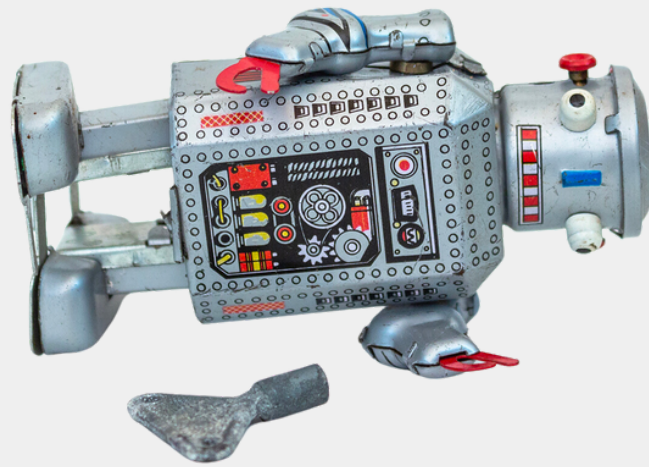
Donors expecting more



Too much data



How we view AI today



"Nothing can replace me"

"Humans need not apply"



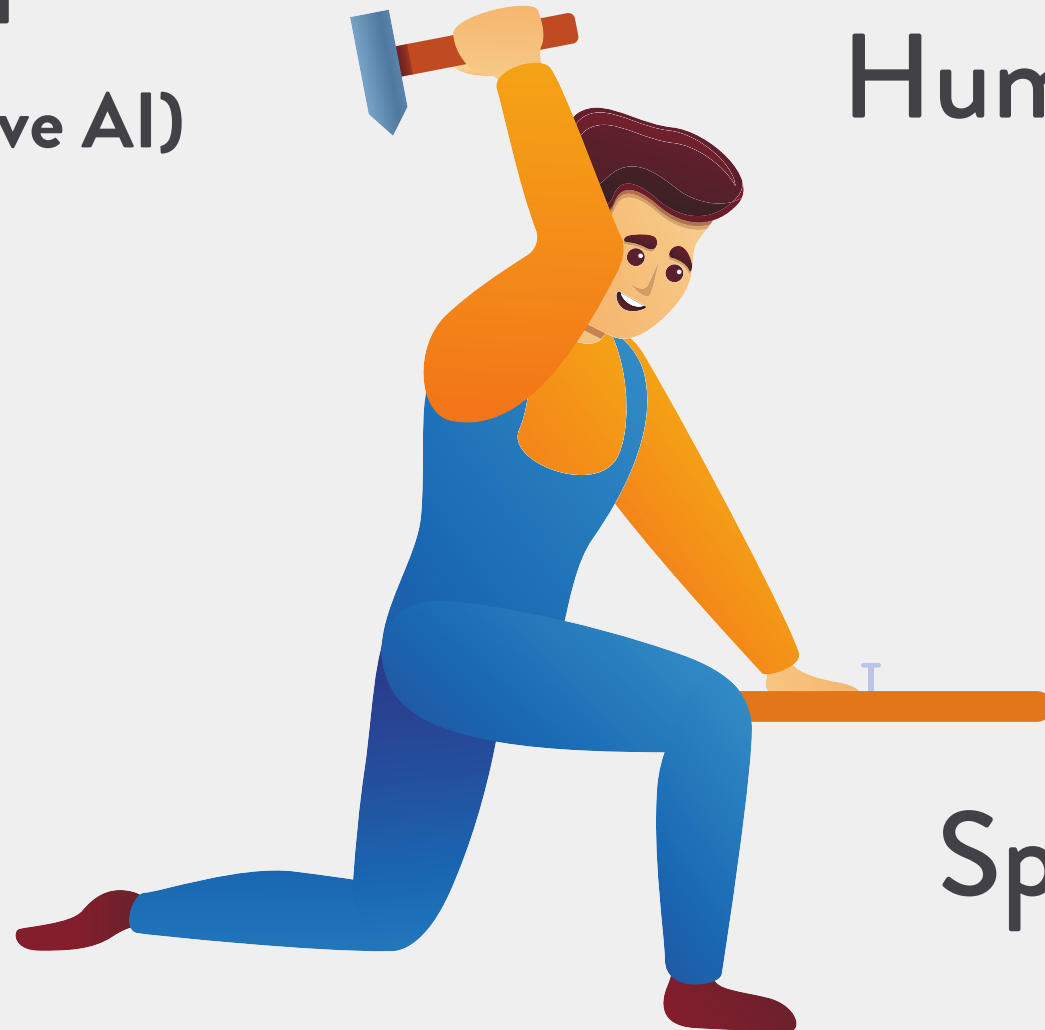
Robots can't hug



AI is more like a **hammer**

AI application
(eg Predictive or Generative AI)

Human hand, head & heart



Specific fundraising task



This is **human-centric AI**

AI application
(eg Predictive or Generative AI)

Human hand, head & heart

Leveraging AI technologies to
support and enhance
the work of fundraisers
(not replace them!)



Specific fundraising task



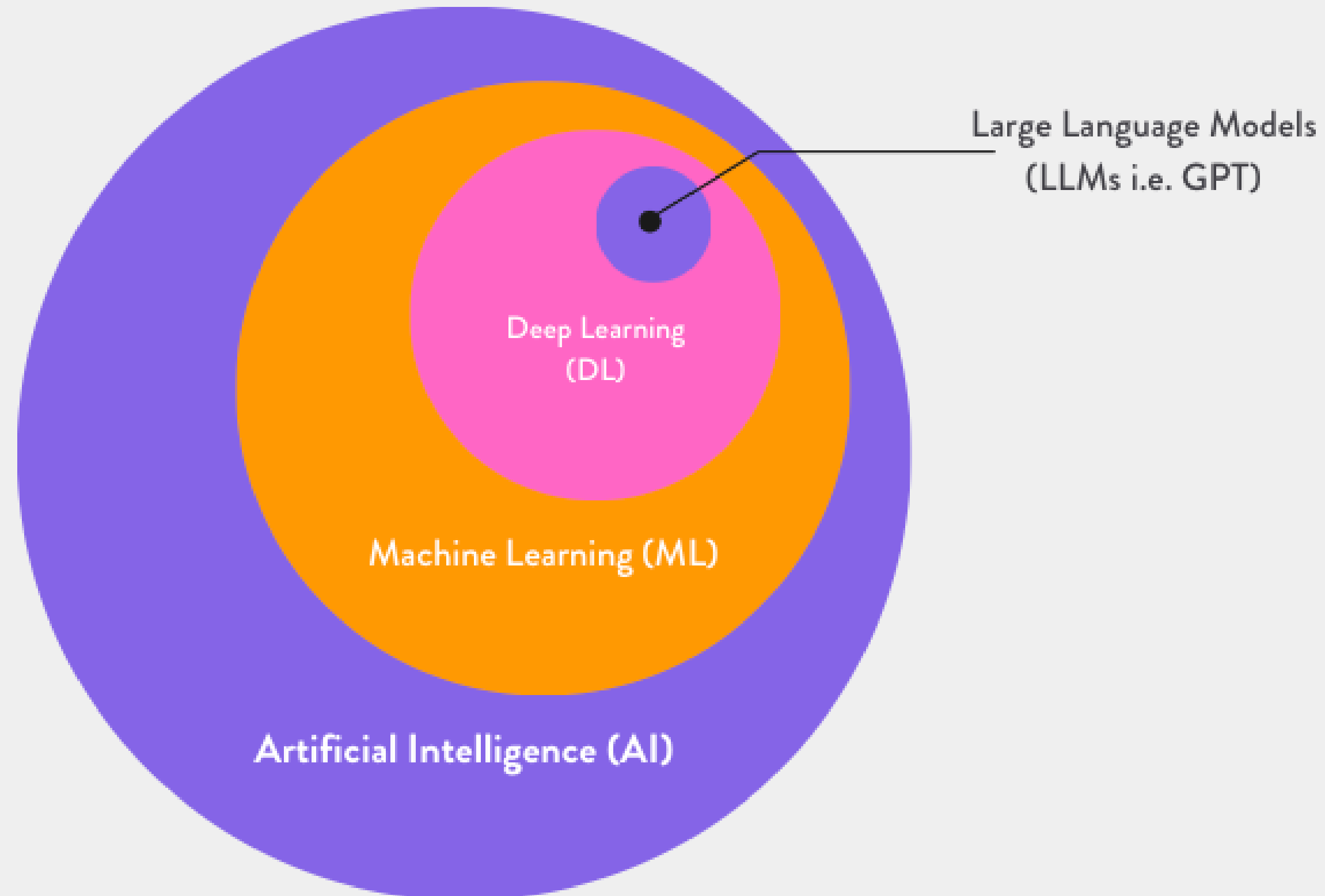


PART 2:

AI in fundraising

masterclass

1. AI is like an onion



2. Two Types of AI

PREDICTIVE AI

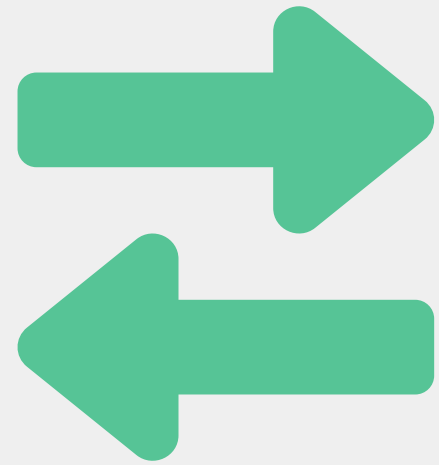
- Creates predictions
- Requires lots of data
- Learns from your data
- Better for tasks that require accuracy

GENERATIVE AI

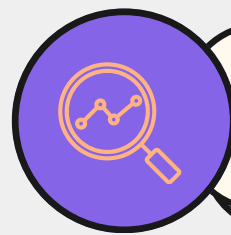
- Generates new content
- Doesn't require lots of data; already learned from other data (typically)
- Does require 'prompts' by the user
- Better for tasks that require creativity or speed



3. Predictive AI = Machine Learning



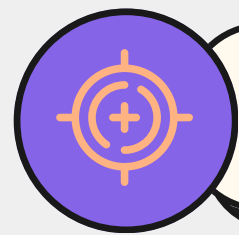
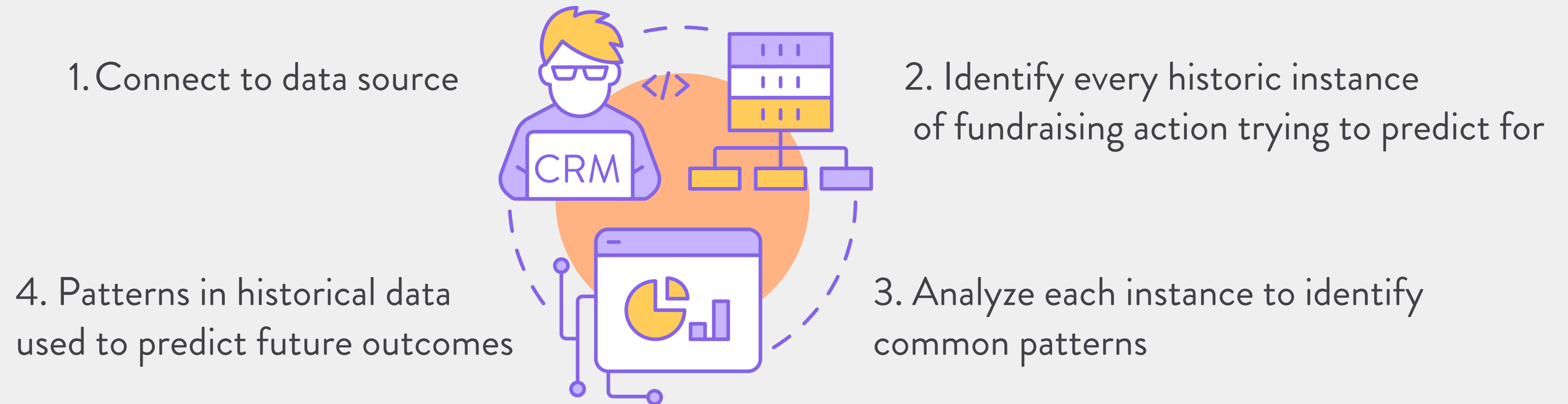
- Input = Historical data (your donor CRM data)
- Output = Future predictions (% likelihood of giving)



Think of Machine Learning as pattern analysis



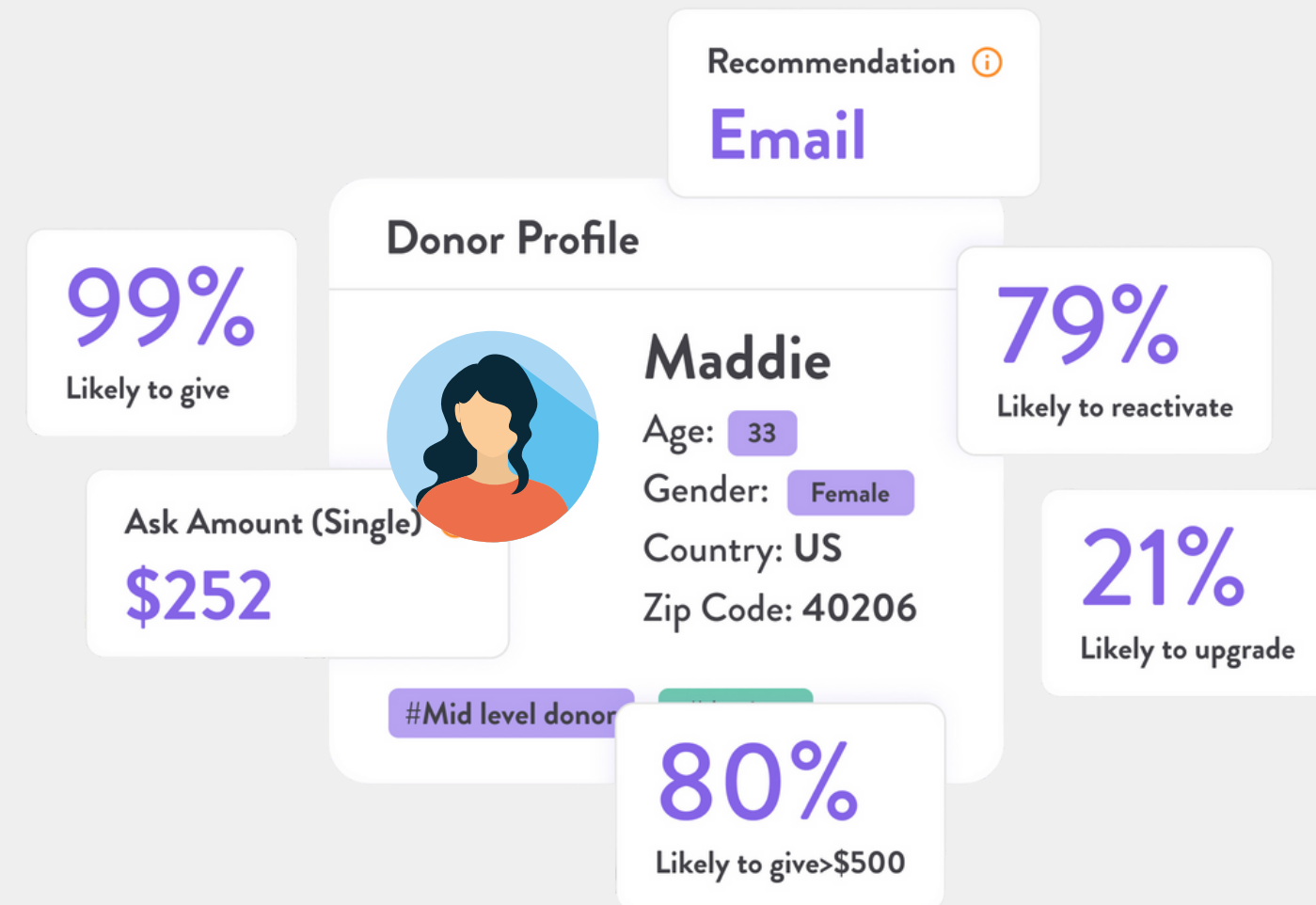
4. Input to ML is historical data



Uses ALL of your CRM data to find patterns in giving



5. Predictive AI Output



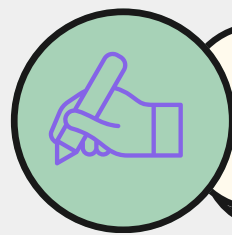
Predictive AI can also predict weather, movie recommendations, and drive a car



6. Generative AI = Large Language Models



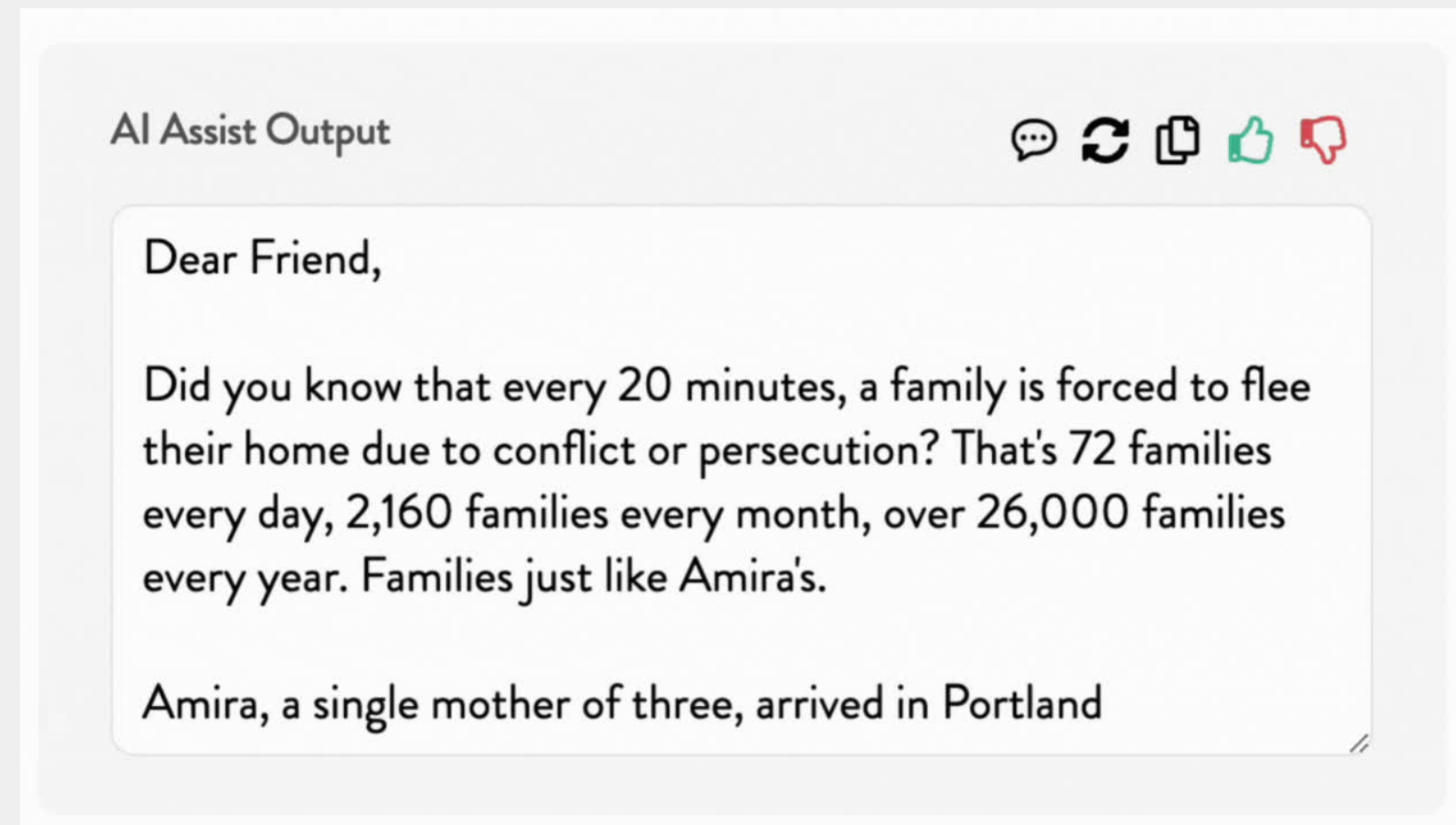
- Input = Natural language text/images (from the internet / books)
- Output = Human-like responses (to prompts)
(including written copy and images)



Think of Generative AI as ChatGPT (a chatbot) or DALL-E



7. Generative AI Output



Generative AI can also generate audio, text, and video



8. If AI were students?

Predictive AI

The student who has studied just 1 subject and takes the test over and over again to keep getting better...

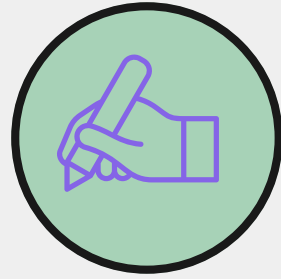
Generative AI

The student who reads all the text books but never went to class.... so doesn't always know what is right and wrong!



PART 3: **Deep dive into** **Predictive +** **Generative AI**





Generative AI use cases

- First draft of fundraising content
- Brainstorming ideas and strategy
- Grant proposals
- “Chat” with a donor segment
- Content editing (for language, tone, grammar etc)
- Report writing and template creation
- Writing code for data analysis



Generative AI is best used for **creating content**



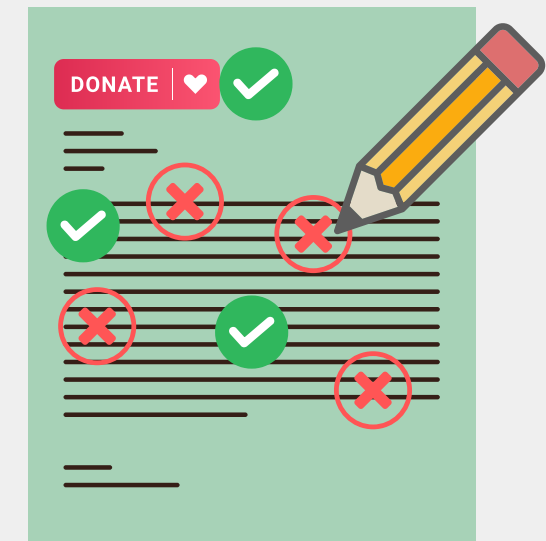
Letters



Emails & subject lines



SMS & social media



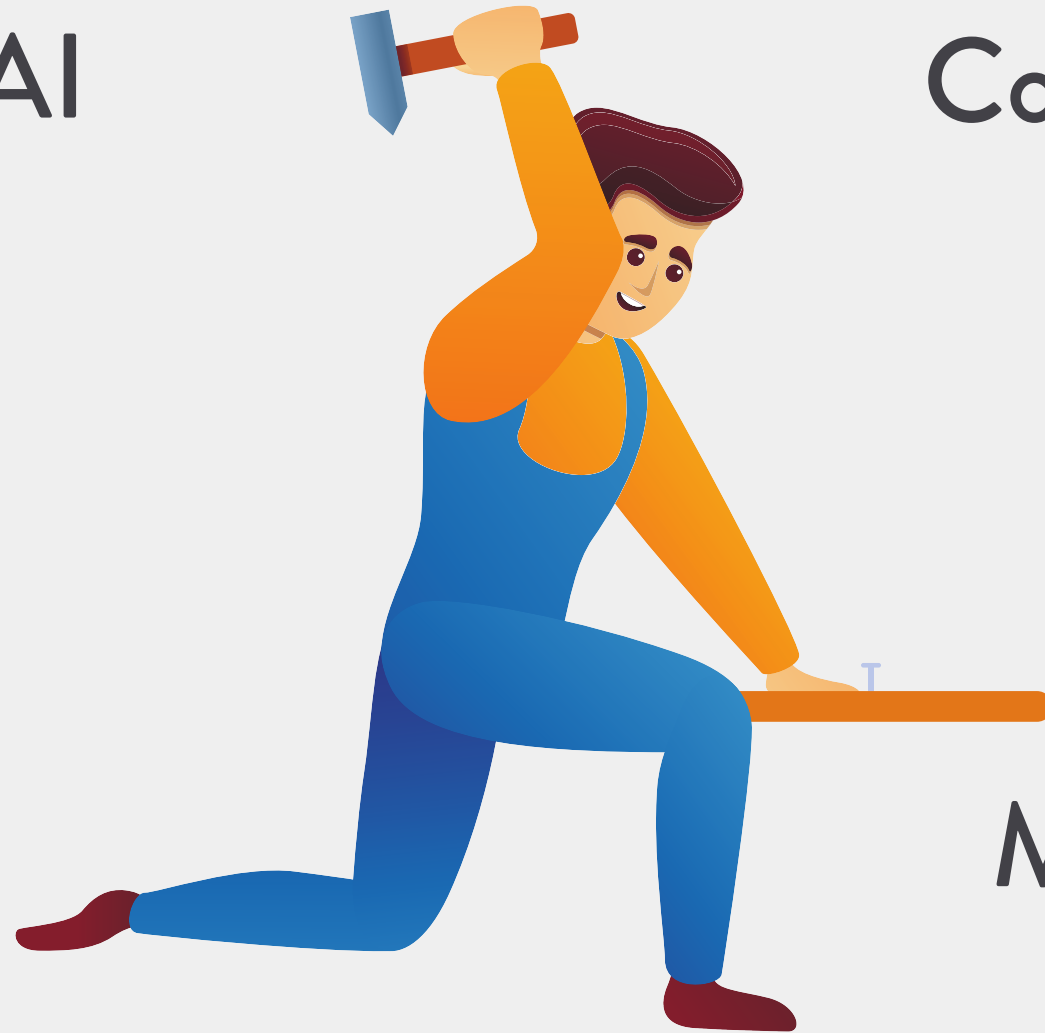
Enhance copy



Generative AI

Tool:
Generative AI

User:
Content creator



Task:
More communications



Volume of content is not the problem

<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Make-A-Wish	Jayce's intense medical journey - Your support provides kids with the hope, strength and joy of a wish.	2:02 PM
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Jonathan T.M. Reckf.	Urgent! We're facing a goal shortfall. - We need your help before midnight.	6:31 AM
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Oxfam America	In Timor-Leste, access to land is central to life and resilience - How Oxfam and partners are helping people secure a brighter future Friend, 63-year-old Laurinda has liv...	6:09 AM
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	carepackage@care.org	Emergency CARE Packages 2 for 1!! - Your gift doubles to save lives »	Apr 14
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	St. Jude Children's.	Tim, your weekly update and patient spotlight on Emma - From a magical town to a brave fight against eye cancer Our website Trouble viewing? Read this online. WEEKL...	Apr 13
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	The Nature Conserva.	Your guide to climate conversations - Let's talk about this serious issue	Apr 13
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	YIMBY Action	NEW EVENT: National YIMBY Policy Panel - Learn how YIMBY policies and reforms can address our nation's housing shortage Get pumped for this YIMBY panel discussion ...	Apr 12
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Alyssa Goad	Music to her ears - You made her smile like this Dear Tim, Isn't Marian's smile just infectious? You can't see it, but thanks to you, she's in the middle of a Music Therapy sessi...	Apr 12
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Make-A-Wish	Waiting wish kids need comfort and strength [Sign the Card] - Please, it will only take a moment, and it will bring a world of comfort.	Apr 12
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Gina Cummings, Oxfam	Action Alert: Protect Walmart and Amazon workers - How you can help ensure workers' rights Take action to support workers' rights: Urge Amazon and Walmart to stop t...	Apr 12
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Rabbi Kushi Schuste.	The Angel We Know Celebrating My Mother's Legacy on her 38th Yahrtzeit - View this email online Shabbat Shalom From Harford Chabad Candle Lighting Times forBel ...	Apr 12
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Jennifer Polk, Feed. 2	Midnight deadline: \$1 = 10 meals for our rural neighbors - Tim, The rate of hunger in America's rural communities is staggering—more than 90% of rural counties receive ...	Apr 11
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Australia for UNHCR	EARLY BIRD OFFER for our World Refugee Day celebration - Book now to save Nyadol Nyuon with Kakuma Secondary School student, Ayor Athian Akech You're invited to ...	Apr 11
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	St. Jude Children's.	Reflecting on loss this Mother's Day - We know how difficult life can be Our website Trouble viewing? Read this online. Our website Dear Tim, At St. Jude, we understand th...	Apr 11
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	The Nature Conserva.	For you: our free climate guide - Helpful tips for talking about climate change	Apr 11
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Habitat for Humanity	Due April 15: See your statement inside - Help us reach the \$1 million goal before April 15.	Apr 11
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Jennifer Polk, Feed. 2	48 hours to help get meals to rural communities in hunger crisis - The very same communities that grow the food we eat are facing hunger. Feeding America. DONATE ...	Apr 10
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Violette, Senior Ca.	🚨What makes the ocean special to you? - Discover how our new boat will make waves in ocean protection Hi Tim, For me, the ocean's magic lies in its extraordinary creat...	Apr 10
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Mayo Clinic	Trouble sleeping? It might be biology - Also, migraine treatment research, A-fib connect group, black bean wraps and more. If you are having trouble reading this email, re...	Apr 10
<input type="checkbox"/>	<input type="star"/>	<input type="dropdown"/>	Felicity Wever, UNI.	Tim, this effects all of us - But children are the hardest hit For Every Child, Safety View in Browser Thank you for helping children get the vital supplies they need. 10-mont...	Apr 10



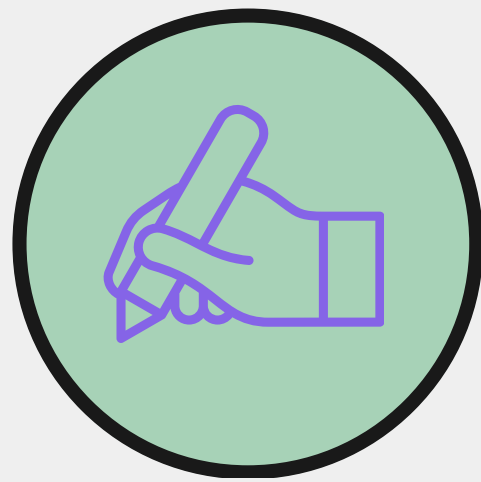
Why are we not getting through?



- Large databases with many different programs
- Siloed ‘programmatic’ view of the donor
- Unclear next best action for individual donors
- Time-consuming to analyse data or create segments
- Segmentation is a “broadside” and not 1-to-1



Better quality content is the solution

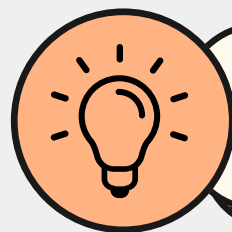


+



Generative AI
(tailored content)

Predictive AI
(targeted to donor)



Less broad brush content > personalized, relevant content



A fundraising campaign **today**



... treats donors like **segments**



Segmentation vs AI Predictions

**Most charities only use
3 data points in
selecting donors for
fundraising campaigns**

Fundraising Data

[
Last gift
Gift count
Gift value
All transactions history
All commitments
All communications
All actions
Age
Gender
Location
Payment method
Acquisition channel
Relationships
Education
Memberships
...

**AI can take into account
hundreds of data points
and rigorously evaluate
which factors are important
and how they relate**



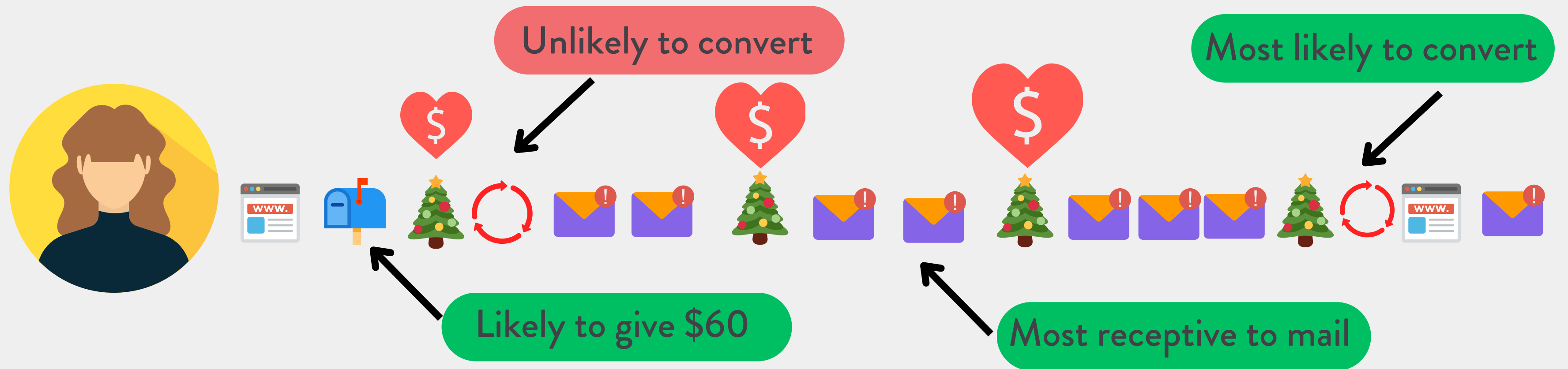
Predictive AI helps us treat donors like **individuals**



What does **this** donor want next?



Predictive AI works at all stages of the donor journey





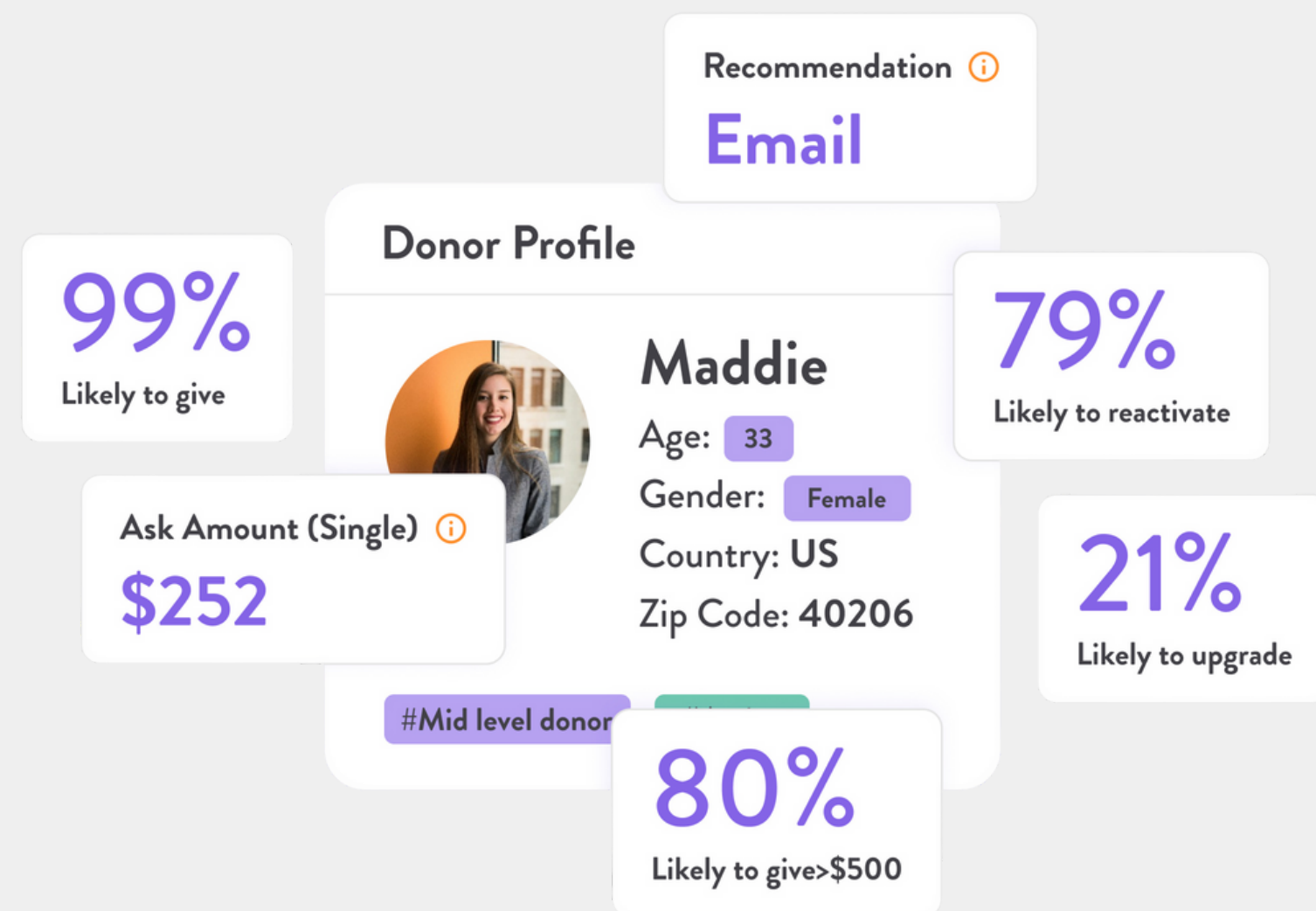
Using Predictive AI in fundraising

1. Who will give to your next **appeal**?
2. Who will become a **mid-value** donors?
3. Who is a good **major donor** prospect?
4. Who is likely to convert to a **monthly donor**?
5. Who will leave a **legacy** gift?
6. Who will **upgrade** their gift?
7. Who will **reactivate**?
8. How much is the best **gift amount**?
9. Which **channel** will they most likely respond to?
10. What is the optimum **campaign size**?





Predictive AI = precision targeting



- Identify **WHO** to ask > Maddie
- Know **WHEN** to ask > Now
- Know **WHY** to ask > Single gift
- Know **HOW** much to ask > \$252
- Know **HOW** to ask > email

Should we send her on the mid-value appeal journey?





Predictive AI in practice

- Personalized next-best actions (for personalized donor journeys)
- Personalized recommended ask amounts
- Advanced targeting with AI segmentation
- Recommended campaign size for ROI optimization
- Predictive analytics for churn prevention
- Time and resource savings in operations (list building, data analysis)
- Actionable insights to inform donor retention strategies and develop single view of donor (no more program siloes)



The **impact** of predictive AI in fundraising



+15% major gift
revenue lift YOY
by identify & nurturing the
right prospects



2.5x reduction
in monthly donor churn
rates, improving donor
retention.



+45% income
45% lift in standard-value
revenue YOY from mid-
value donor prospects



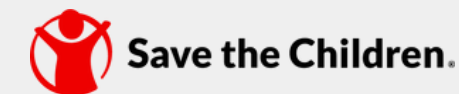
\$266k mid-level
donations generated
from new prospects in
one direct mail appeal



\$800k
in additional gifts
over 12 months of direct
mail appeals



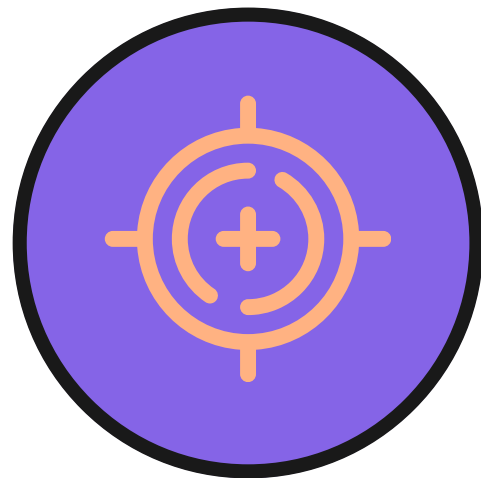
50% increase
in conversion rates for
monthly donor conversion
campaign



Combining Predictive + Generative AI

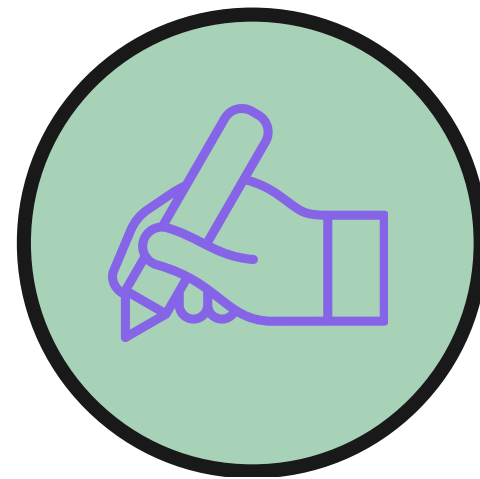


Predictive + generative = **personalized** fundraising



Predict donor behavior for
more **targeted** comms

(donor predictions)



Create content faster for
more **personalized** comms

(new content)



Better donor experiences
and loyalty


(donor retention)



Dataro Predict + AI Assist =



Recommendation ⓘ
Email

Donor Profile

Maddie
Age: 33
Gender: Female
Country: US
Zip Code: 40206
#Mid level donor

99%
Likely to give

Ask Amount (Single) ⓘ
\$252

79%
Likely to reactivate

21%
Likely to upgrade

80%
Likely to give >\$500

AI Assist
Create
Create Journeys
Enhance
Settings

Create Journeys
Recurring Donor Conversion
Recurring Donor Upgrade
Recurring Donor Retention
Recurring Donor Reactivation
Mid-value Donor Journey

Choose content to include in journey ⓘ
Email (Thank You), Phone Call Script, Upgrade SMS
Email (Thank You)
Email (Ask)
Phone Call Script
Voicemail Script
Upgrade SMS
Email (Reminder)

Email (Thank You)
Subject Line: Your Impact Is Changing Lives, [Donor Name]!
Dear [Donor Name],
I hope this message finds you well. I am writing to express our

Phone Call Script
'Hello [Donor name], my name is [Caller's Name] and I'm calling on behalf of Refugee Collective. I wanted to take a moment to express our deepest gratitude for your

Voicemail Script
'Hello [Donor name], my name is [Caller's





PART 4:

A real journey with AI

Bat Conservation International's mission
is to end bat extinction worldwide.



Amy Dana (CFRE, bCRE-Pro)
Database Manager



How our AI journey started



“Nah, we don’t need another ratings vendor...”



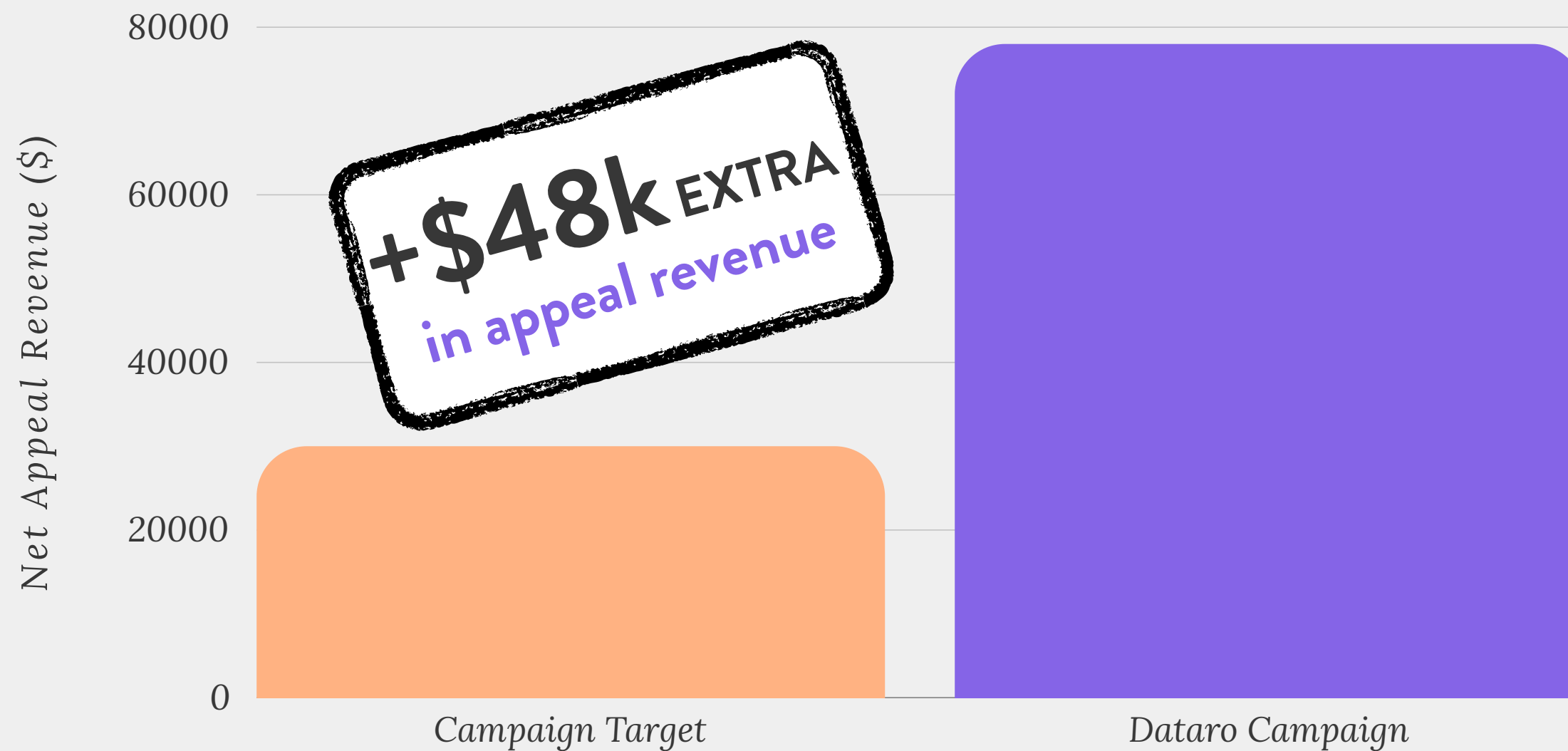
How our AI journey started



“Hang on, AI can do that?”



Leveraging AI in BCI's fundraising



- +160% lift in net revenue
- +42% lift in response rates
- \$100 lift in ave gift size
- Campaign ROI +750%
- 2,300 fewer letters sent
- \$5k saved in mail cost
- 1x \$10k gift (we would have missed!)

SPRING 2022 APPEAL



Why I learned to love AI

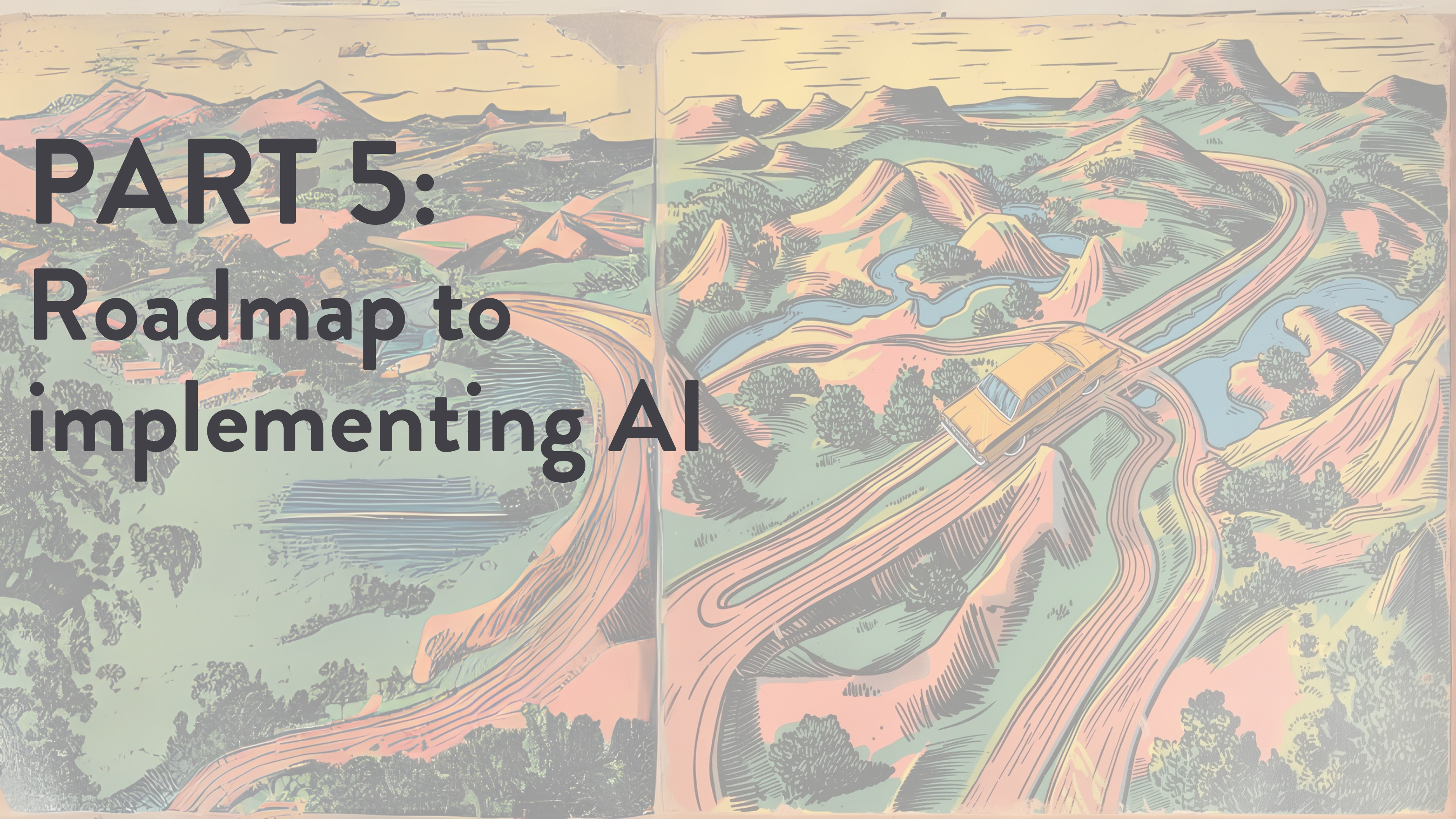
- Small shops can't do it all
- Need simple-to-understand, actionable data
- We track gift history – let the machine tell you where to go next
- Spend more time personalizing, less time calculating list sizes and ask ladders
- Time to move beyond just wealth predictors for major gift asks



What we learned along our AI journey

- AI alone isn't the answer (still need right ask, right timing)
- The output is as good as the input
- Personal info (solicit codes, etc) outweigh any AI ranking
- AI can help generate ideas but copy still needs human touch
- Decide who fits which category best (annual ask vs recurring gift upgrade)
- Still need to fact-check content and use judgement
- You won't be less busy, just busy in a different way



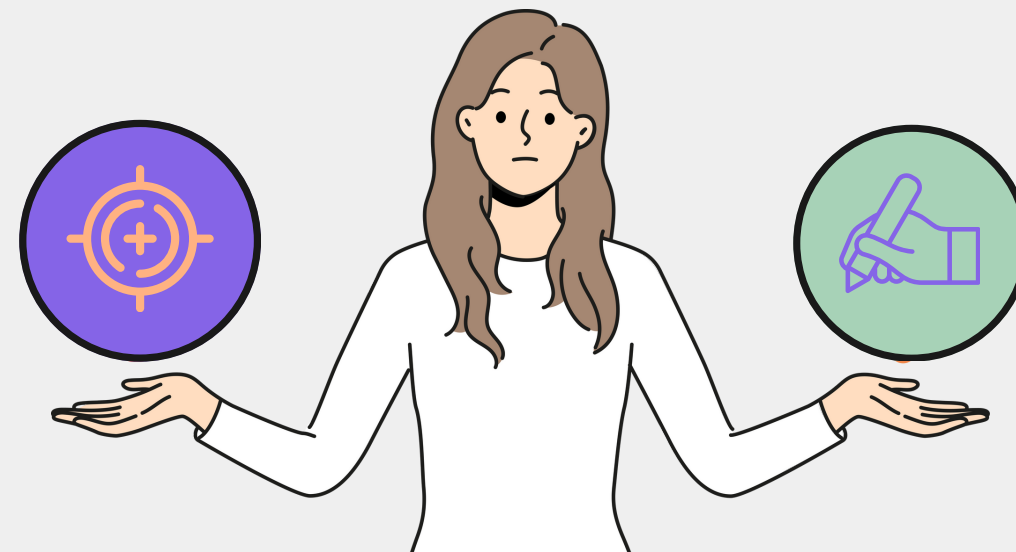


PART 5: Roadmap to implementing AI

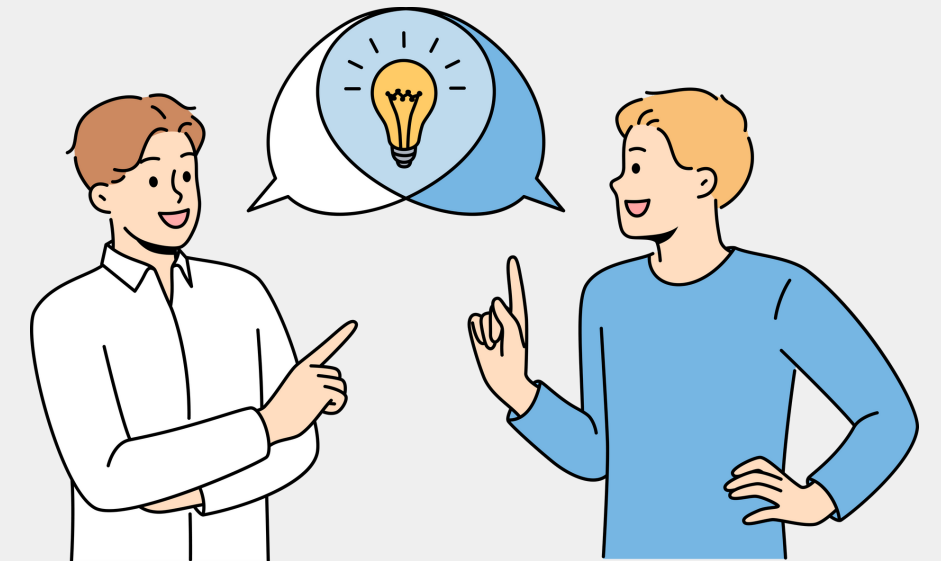
How to get started with AI



Define the problem(s)
you need to solve for



Understand the use
case of each tool



Team consensus
& understanding

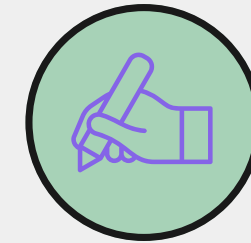


Which AI technology is **right for your needs?**



Predictive AI

- Generates predictions
 - Requires lots of data
 - Learns from your data
 - Better for tasks that require accuracy
- + **More efficient campaigns**
+ **More gifts**
+ **Less wastage**
+ **Happier donors**



Generative AI

- Generates new content
 - Requires only user input
 - Learned from other data
 - Better for tasks that require creativity or speed
- + **Save time creating**
+ **More relevant content**
+ **Happier donors**

Predictive + generative = **personalized fundraising**



Requirements of **responsible** AI adoption



Predictive AI

- Privacy by design
- Data security and compliance with laws
- Do you have the right data?
 - 10,000 + records
 - 2 years of historical data
- Transparency around model performance and factors



Generative AI

- Never input sensitive info
- Beware of hallucinations & always fact-check
- Mitigate against AI and human biases
- Guidelines for ethical usage
- Consider copyright / attribution issues



The future

- Embracing AI doesn't mean replacing the human touch
- AI enhances our ability to understand, engage & serve donors
- As AI matures, its potential in donor retention grows
- AI helps donors have better, more personalized experiences
- As competition increases, nonprofits using AI will retain donors
- Optimize nonprofit resources to drive more impact
- AI isn't a silver bullet! (need good strategy and practices)





Final Thought

"AI can accurately predict the next step on your donors giving journey, so you know who to reach out to, when, why, how, and what to say!"

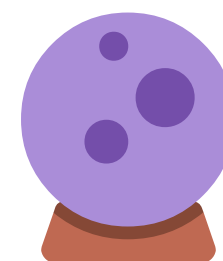


/TimParis

tim@dataro.io

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www.dataro.io/signup

Dataro Predict
(Predictive AI)



AI Assist
(Generative AI)



Book a
1:1 discovery
demo

