Lighten your Communication Load

Meet DonorPerfect's Fundraiser Bot

Hello!

I’m Rhea Wong

Fundraising consultant, author, 20+ years in the field as a frontline fundraiser

Hello!

I’m Julia Gackenbach

DonorPerfect Communications Manager, 10+ years in the field as a nonprofit development director

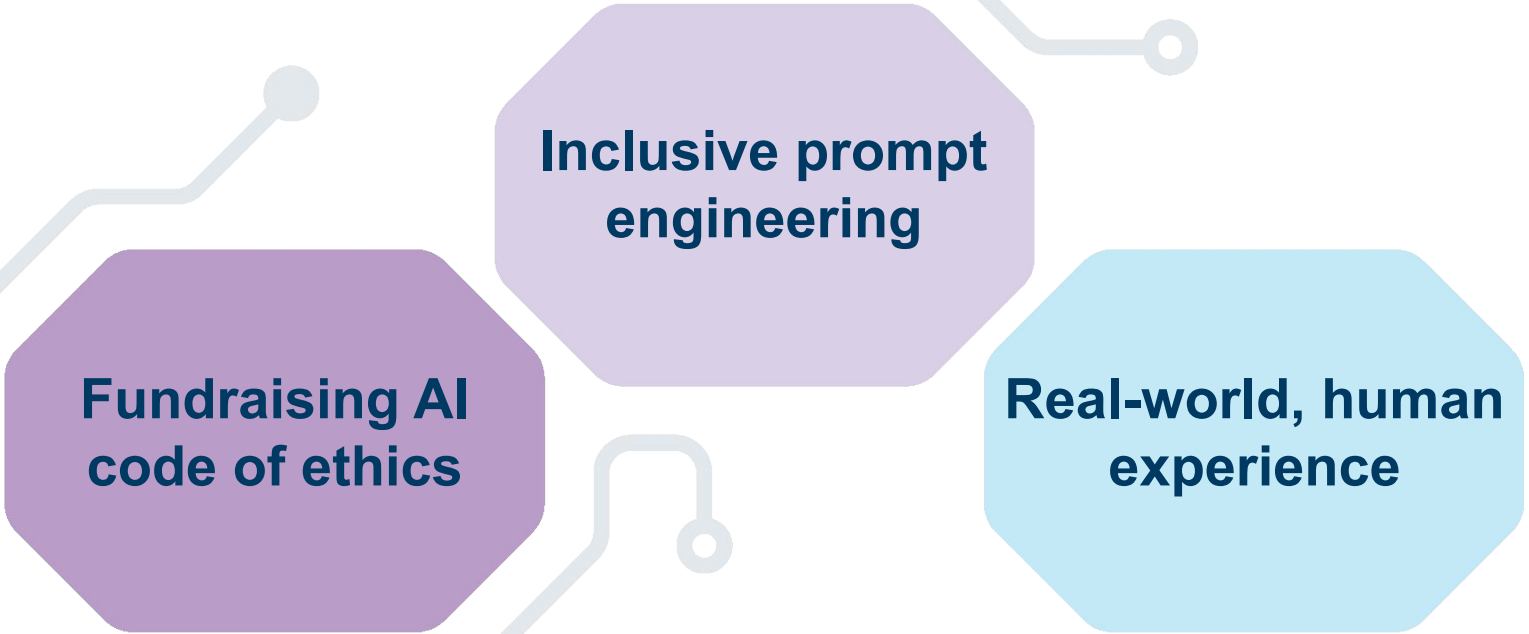
Poll

Where do you stand when it comes to Artificial Intelligence (AI)?

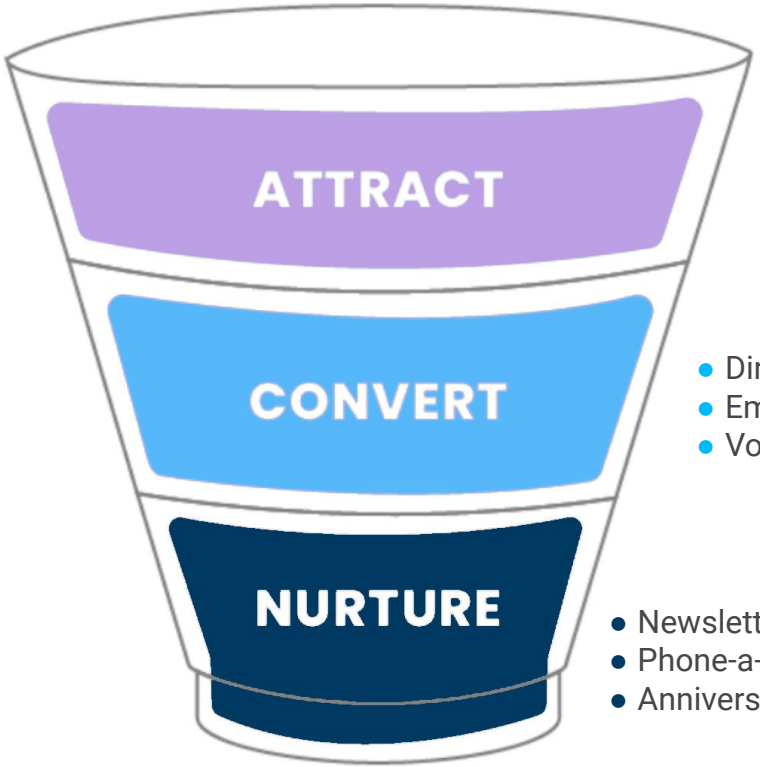
What is AI?

What do I need to be mindful of as I use it?

The Fundraiser Bot's foundation



How should I use AI to create content?



- Social media
- General awareness marketing
- Events

- Direct mail appeals
- Email campaigns
- Volunteer programs

- Newsletter
- Phone-a-thon
- Anniversary acknowledgements

Let’s try it: AI use case

AI is not cheating!

Smart use of new technologies help us get closer to our supporters.

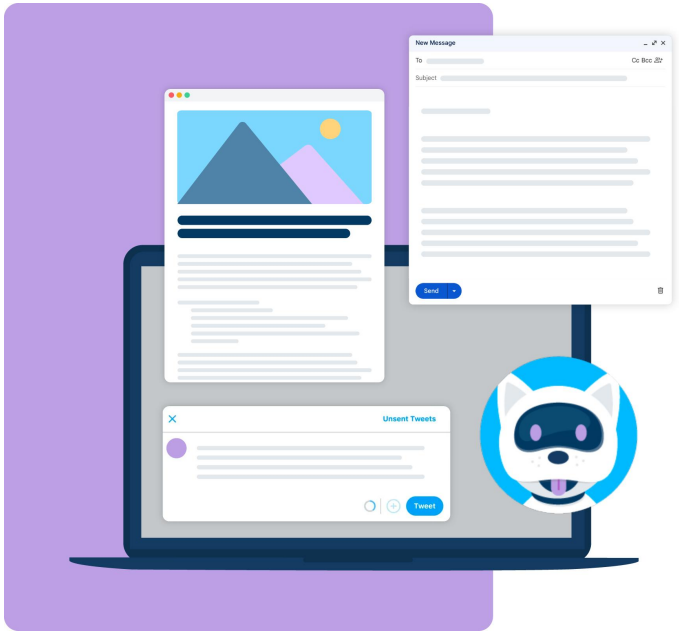
How long does it take...

How much time do you invest in creating your fundraising communications campaigns?

Quick! We need a campaign!

Your executive director wants to celebrate a recent win and encourage giving with a campaign. We need communications sent out by next week so the information is timely.

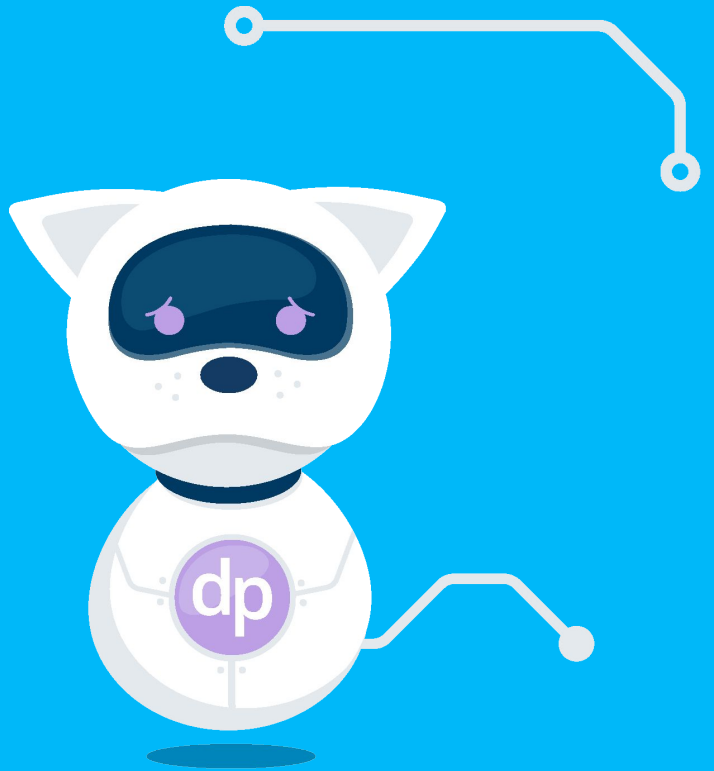
And... GO!



Old way

Creating everything yourself from scratch

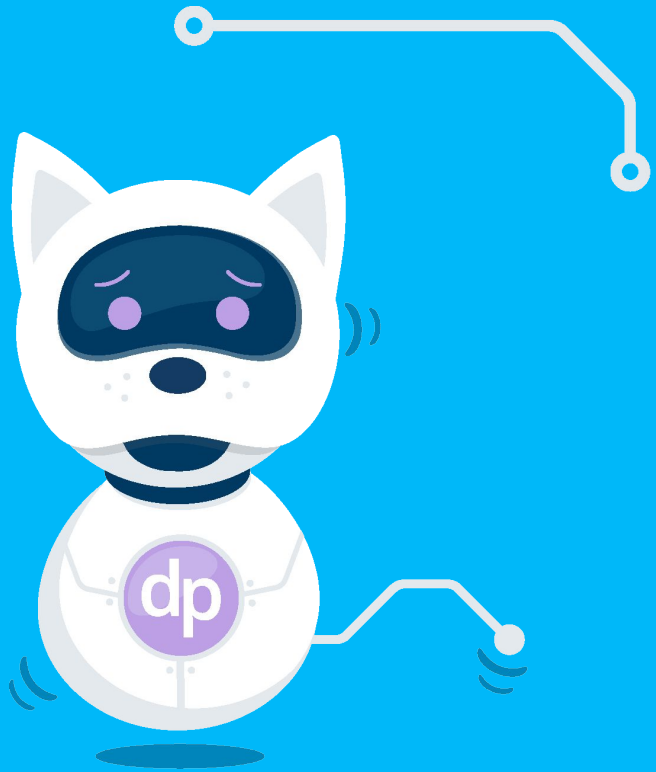
- Time-consuming and tedious
- Requires advance planning to account for multiple drafts and rounds of revisions
- Keeps fundraisers tied to their desks



Uncharted way

Creating prompts from scratch with new AI tools

- Pro: offers many avenues for experimentation
- Con: takes a large investment of time and energy to learn how to effectively use AI tools
- Is your output useful, usable, and time-saving? Or are you creating more work for yourself?



New way

DonorPerfect's Fundraiser Bot

- Generative AI tool powered by ChatGPT and engineered by fundraisers, for fundraisers
- We created and tested prompts behind the scenes
- You don't need to be a prompt engineer to get the most out of AI!

Introducing DonorPerfect's Fundraiser Bot

See it in action!

*ChatGPT is a product of OpenAI and subject to its terms and conditions.

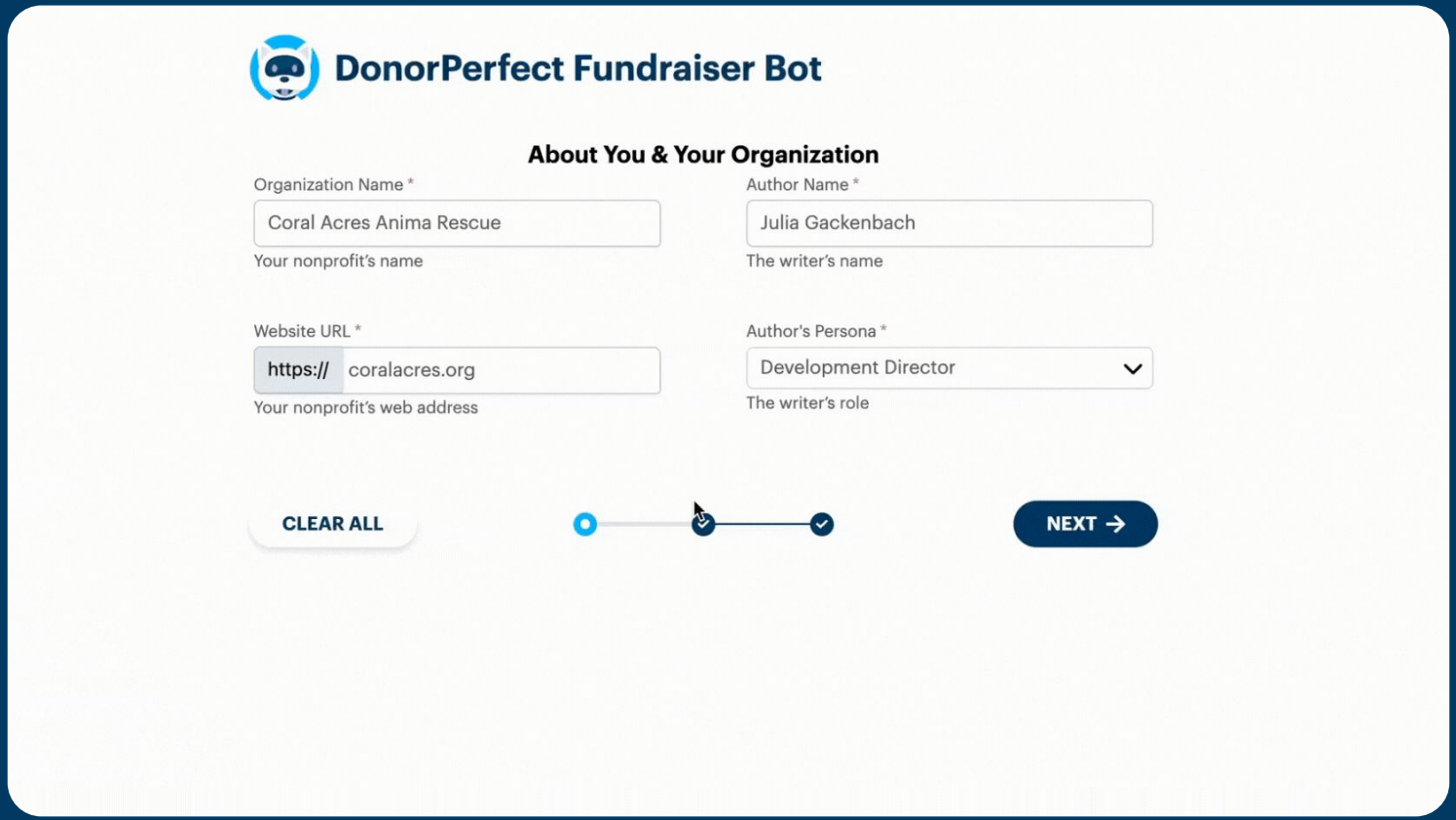
Welcome to the DonorPerfect Fundraiser Bot

Hi there! I'm here to help you create fundraising communications like emails, letters, social media posts and more.

I'm powered by ChatGPT* and free for nonprofits to use to help you raise money!

Please use this step-by-step tool to create fundraising appeals and other communication. All fields are required.

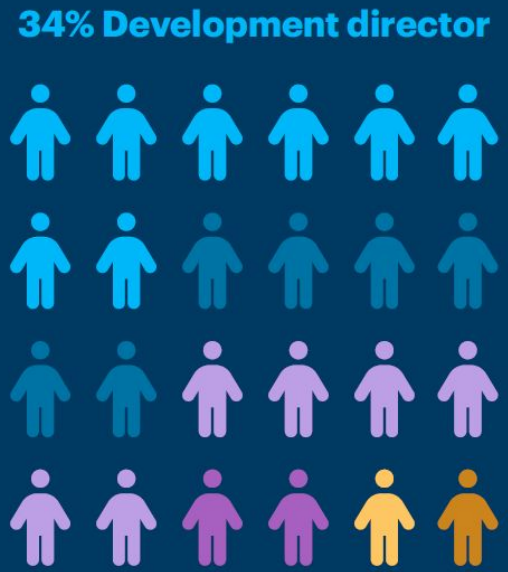
GET STARTED →

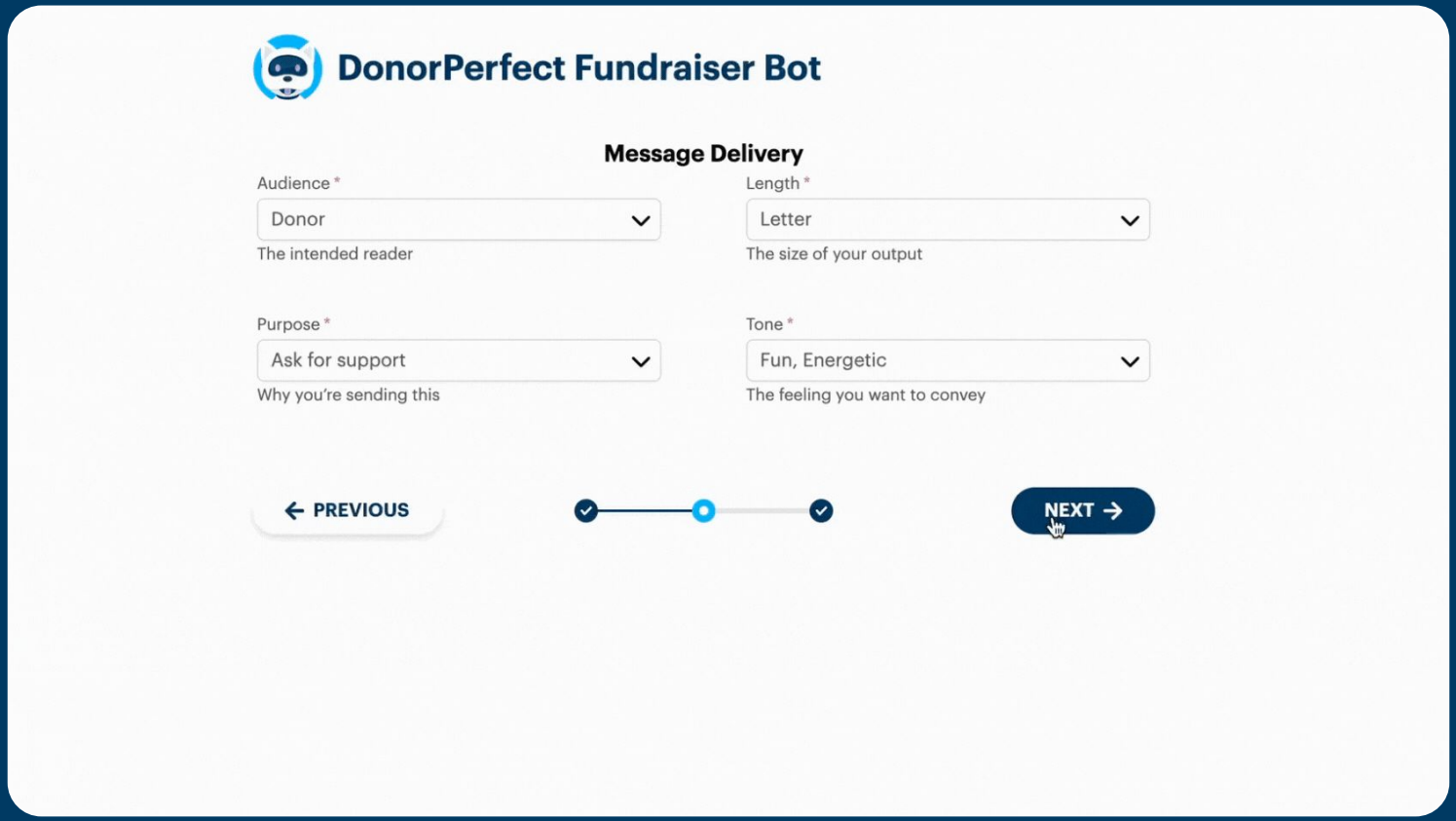

DonorPerfect Fundraiser Bot
About You & Your Organization
Organization Name *
Coral Acres Anima Rescue
Your nonprofit's name
Author Name *
Julia Gackenbach
The writer's name
Website URL *
https://
coralacres.org
Your nonprofit's web address
Author's Persona *
Development Director
The writer's role
CLEAR ALL
NEXT

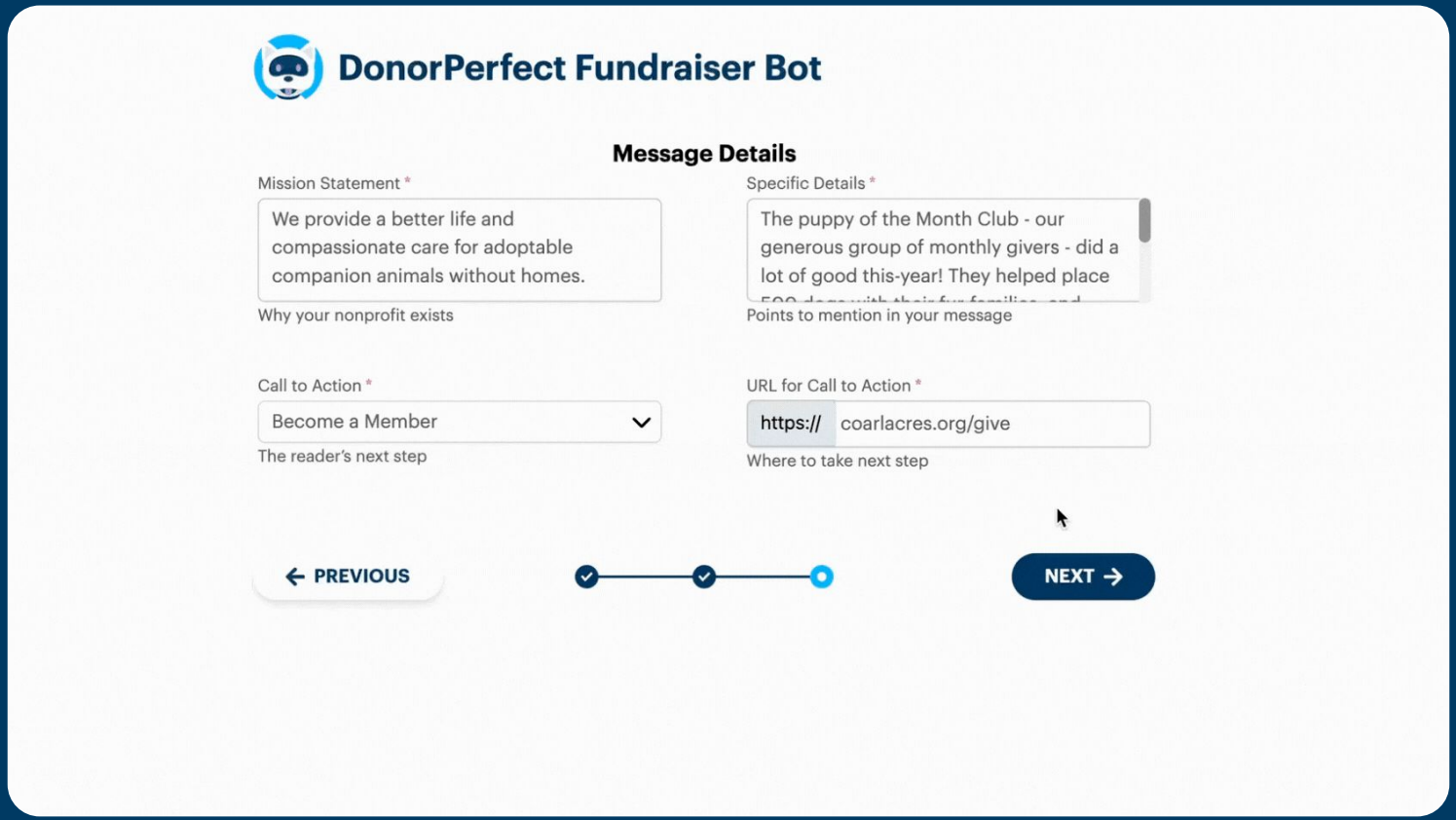
Voice of the sender

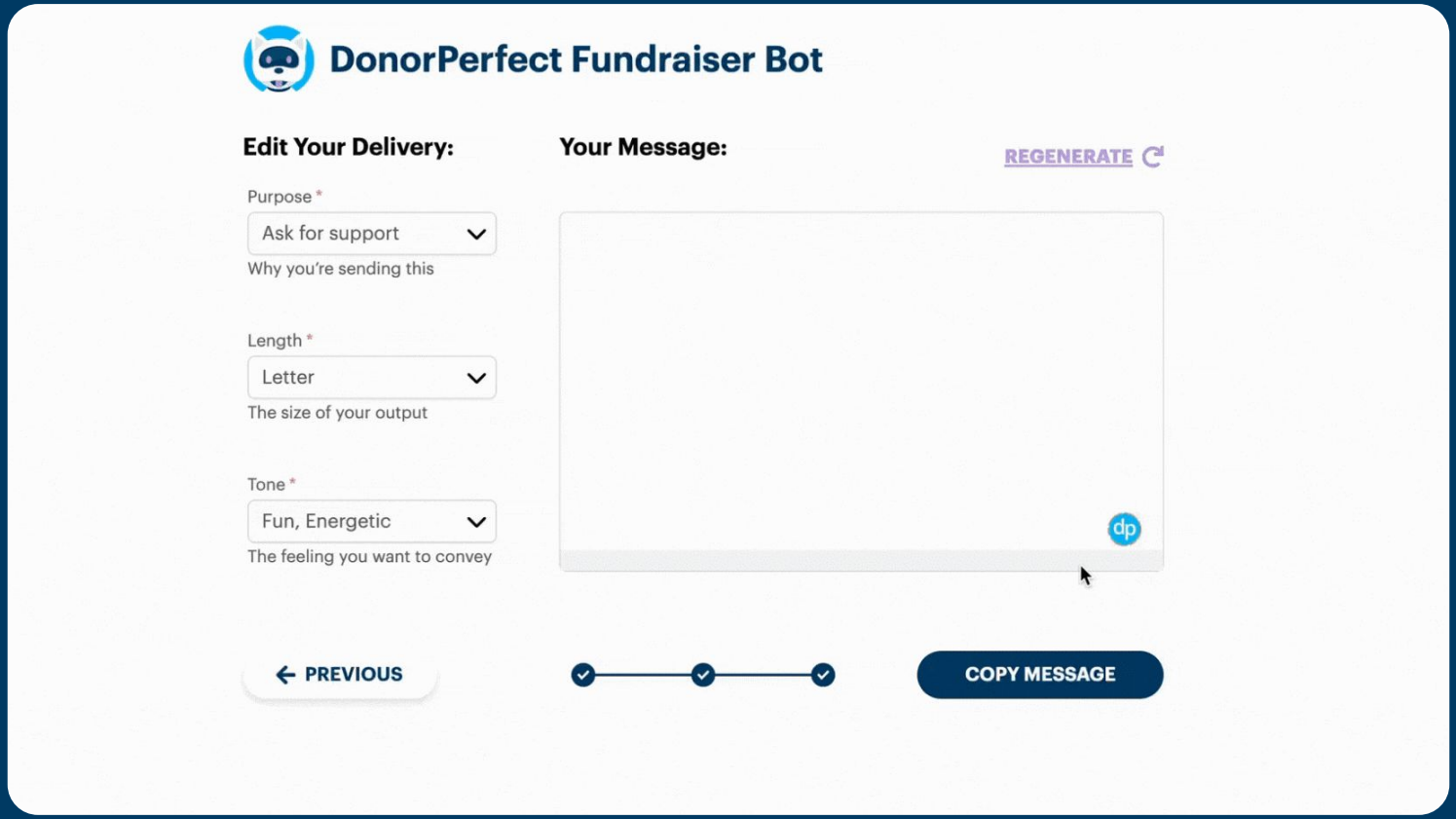
A familiar name can help donors feel confident about their giving. Here's who Fundraiser Bot users chose as the face of their campaign:

- Development Director
- Excecutive Director
- Other
- Board Member
- Nonprofit Founder
- Event Manager

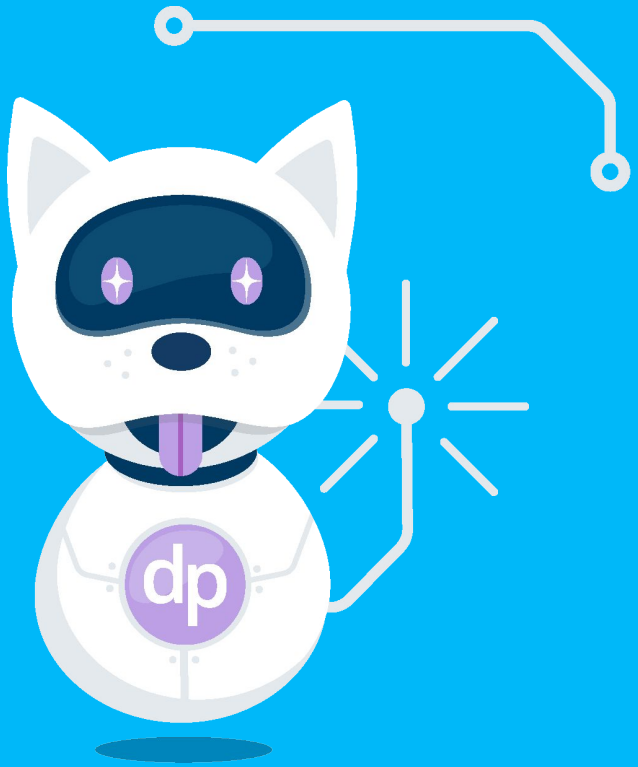



DonorPerfect Fundraiser Bot
Message Delivery
Audience *
Donor
The intended reader
Length *
Letter
The size of your output
Purpose *
Ask for support
Why you're sending this
Tone *
Fun, Energetic
The feeling you want to convey
PREVIOUS
NEXT


DonorPerfect Fundraiser Bot
Message Details
Mission Statement *
We provide a better life and compassionate care for adoptable companion animals without homes.
Why your nonprofit exists
Specific Details *
The puppy of the Month Club - our generous group of monthly givers - did a lot of good this-year! They helped place
Points to mention in your message
Call to Action *
Become a Member
The reader's next step
URL for Call to Action *
https:// coarlacres.org/give
Where to take next step
PREVIOUS
NEXT

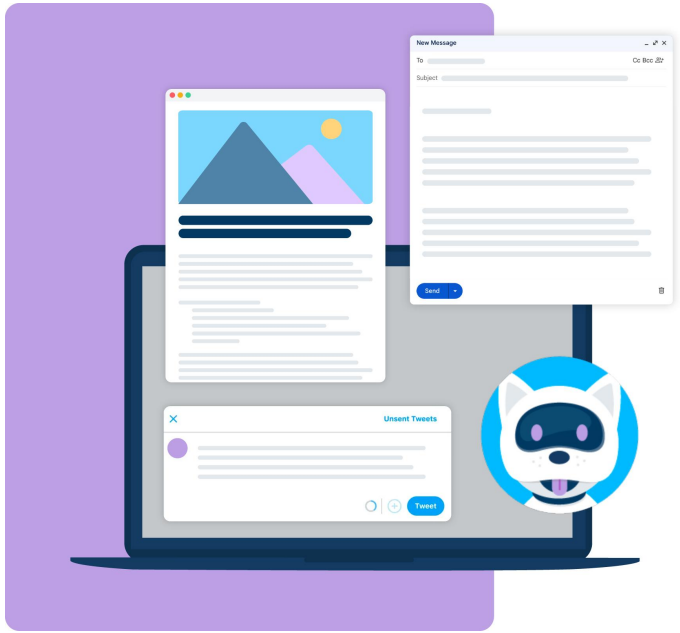

DonorPerfect Fundraiser Bot
Edit Your Delivery:
Your Message:
REGENERATE
Purpose *
Ask for support
Why you're sending this
Length *
Letter
The size of your output
Tone *
Fun, Energetic
The feeling you want to convey
PREVIOUS
COPY MESSAGE

You must proofread !



Quick! We need a campaign!

Your executive director wants to celebrate a recent win and encourage giving with a campaign. We need communications sent out by next week so the information is timely.



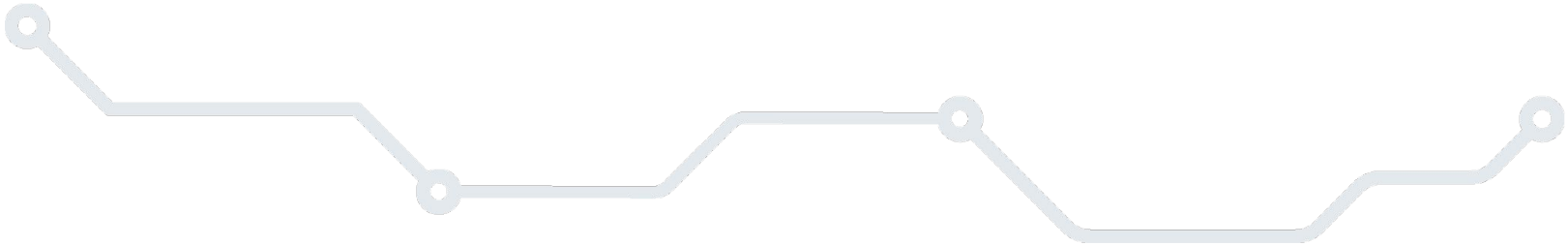
And... GO!

- Direct mail appeal
- Text-to-give appeal
- Blog post celebrating a recent win
- Thank-you video script for your board
- Email thank-you message for all donors

Multichannel e-book

donorperfect.com/multichannel

Fundraiser Bot demo



Direct mail appeal

Text-to-give appeal

Blog post

Thank-you video script

Email thank-you message

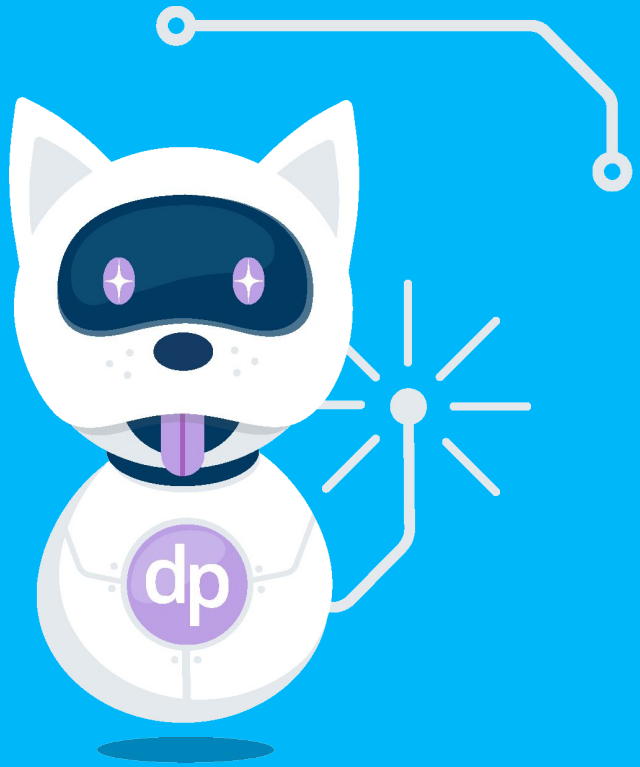
Now let's remix: Text Msg

Text-to-give message

Same inputs as the direct mail appeal, with a few minor adjustments

Length: Text Message

Call to Action: Please Give



DonorPerfect Fundraiser Bot

Give Feedback

Edit Your Delivery:

Purpose *
Ask for support
Why you're sending this

Length *
Letter
The size of your output

Tone *
Fun, Energetic
The feeling you want to convey

Your Message:

REGENERATE

Your Gift Makes a Difference at Coral Acres Animal Rescue!
Hello amazing donor,

I hope this message finds you well. As the key supporter of Coral Acres Animal Rescue, your generous gift continues to make a remarkable difference in transforming the lives of our four-legged friends. We are writing to extend our heartfelt appreciation for your continuous support and share an exciting update about Coral Acres Animal Rescue.

This year, our grand Puppy of the Month Club - our

PREVIOUS

COPY MESSAGE

Fundraiser Bot demo

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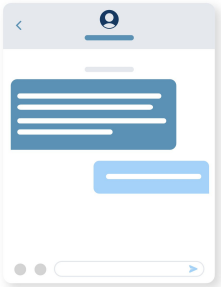
Direct mail appeal

Text-to-give appeal



Blog post

Thank-you video script

Email thank-you message

Now let's remix: Blog post

Same inputs as the direct mail appeal, with a few minor adjustments

Purpose: Communicate impact

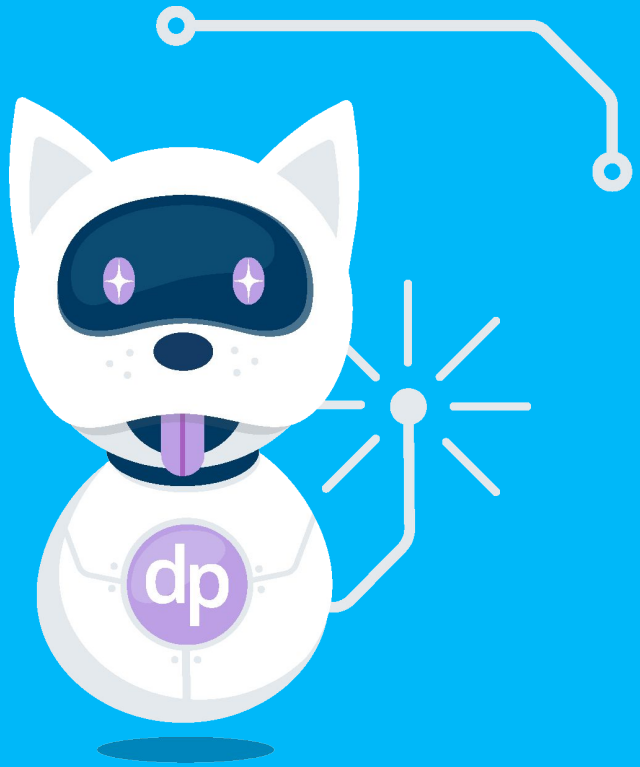
Specific Details:

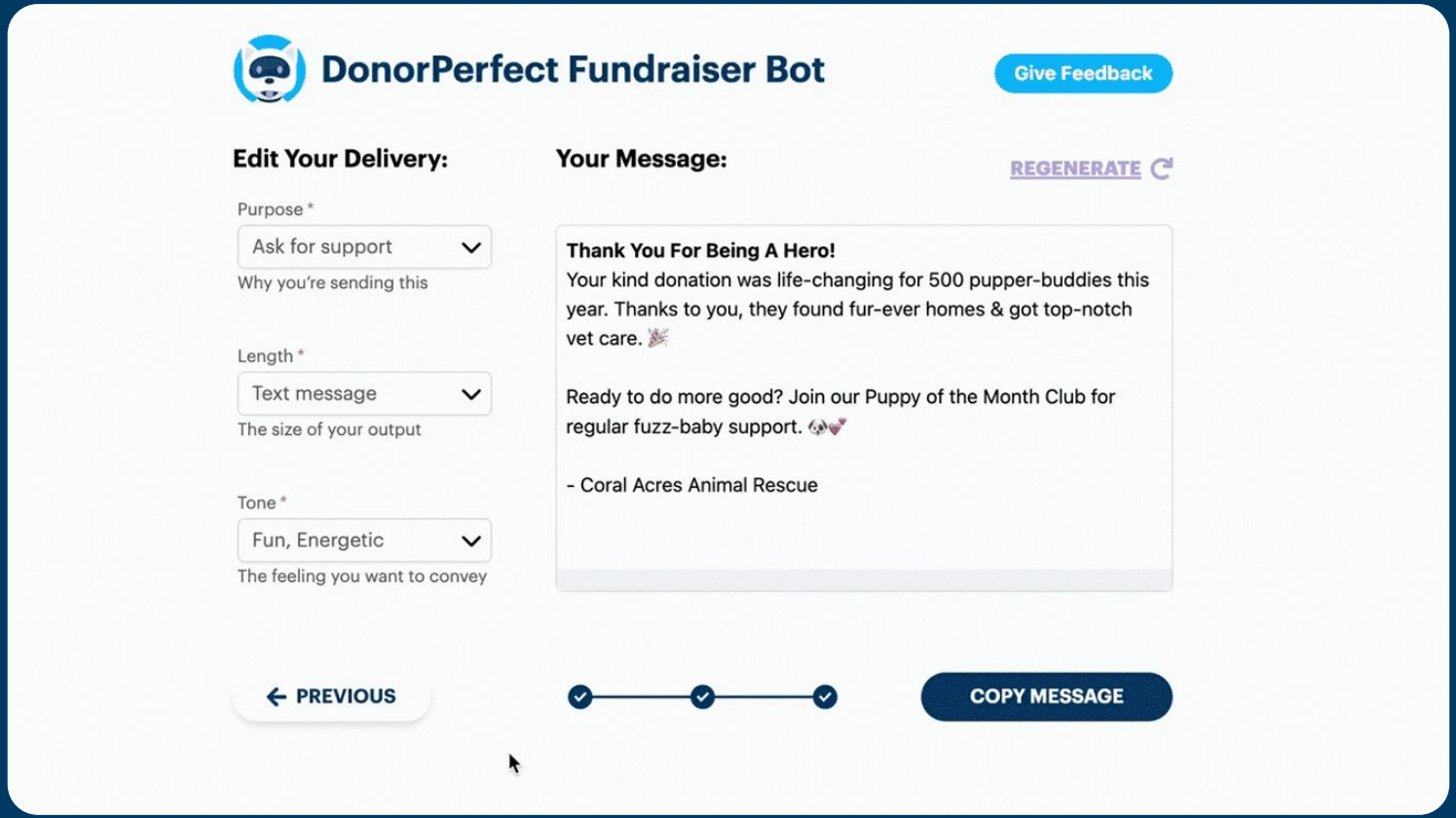
Add the following wins to the pre-existing content:

Volunteers with Puppy of the Month helped keep our dogs active with walks and playtime

The Puppy of the Month Club helped raise enough extra funds to hire a trainer for dogs to work with before being placed in homes.

Call to Action: Become a member

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Ask for support
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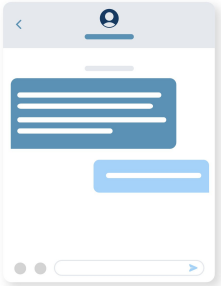
Tone *
Fun, Energetic
The feeling you want to convey
Thank You For Being A Hero!
Your kind donation was life-changing for 500 pupper-buddies this year. Thanks to you, they found fur-ever homes & got top-notch vet care.
Ready to do more good? Join our Puppy of the Month Club for regular fuzz-baby support.
- Coral Acres Animal Rescue
PREVIOUS
COPY MESSAGE

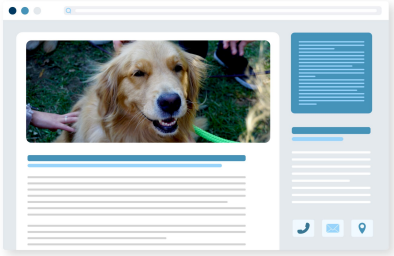
Fundraiser Bot demo

Direct mail appeal

Text-to-give appeal



Blog post



Thank-you video script

Email thank-you message

Now let's remix: Video script

Same inputs as the direct mail appeal, with a few minor adjustments

Audience: Major Donor

Length: Video Script

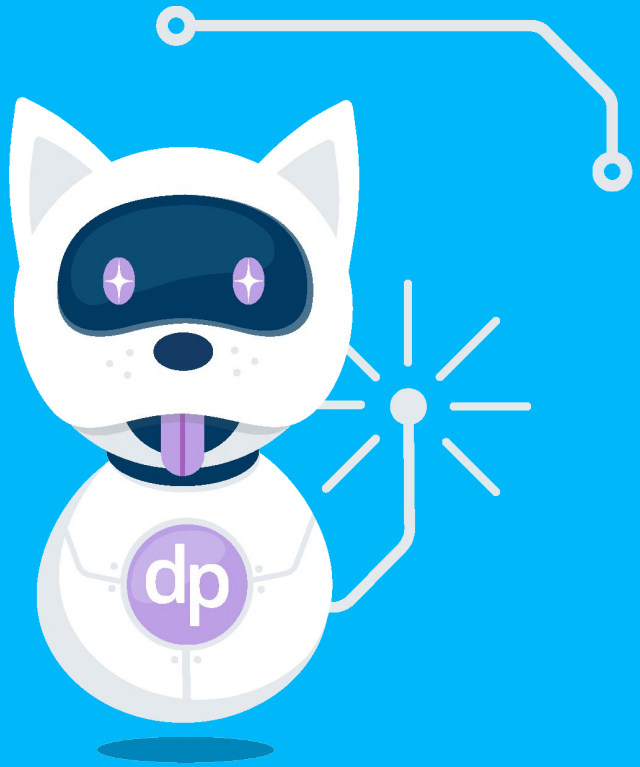
Purpose: Express gratitude

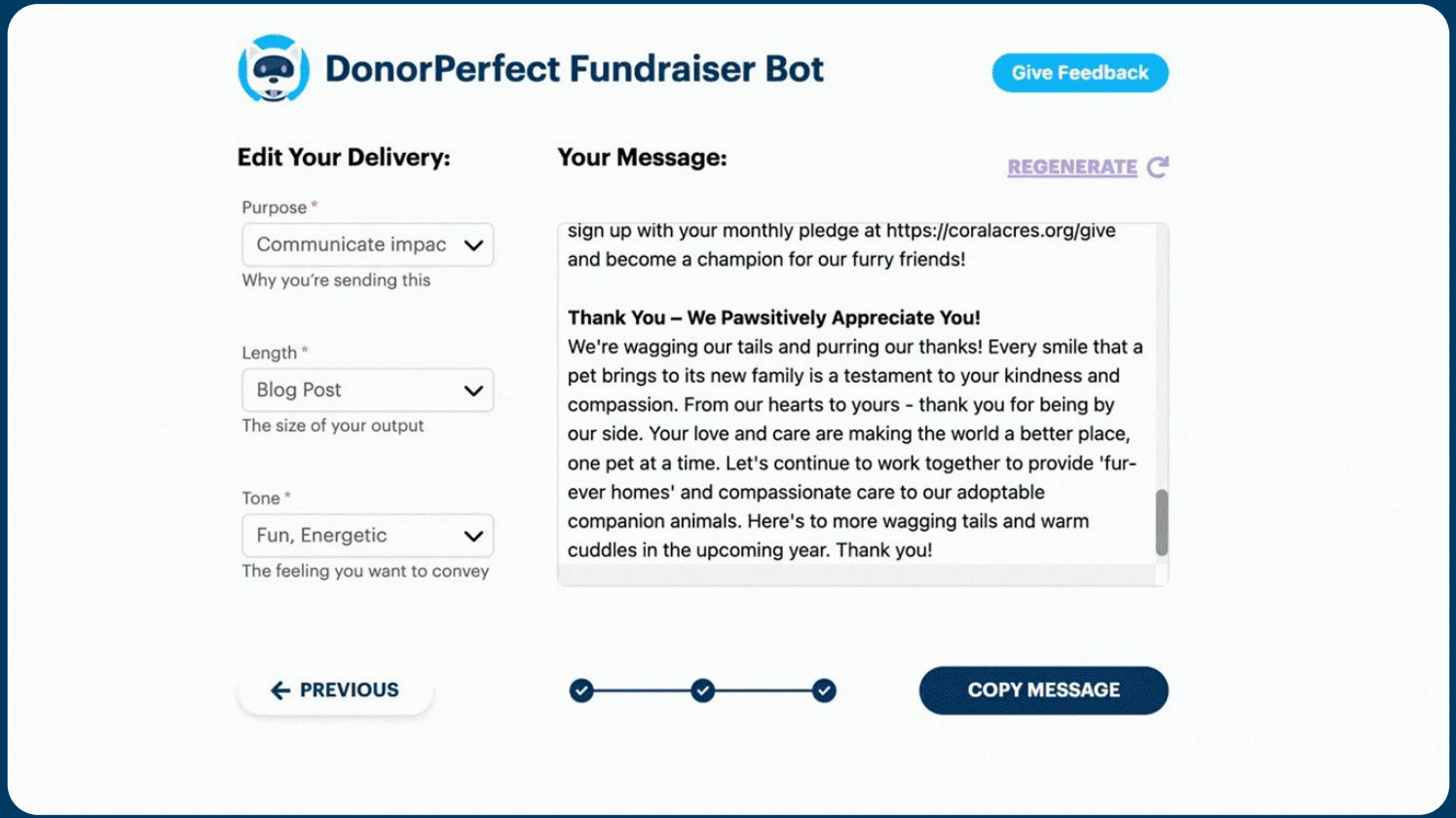
Specific details: (keep pre-existing content and add the following note)

We couldn't have started the Puppy of the Month Club without your hard work and dedication to getting it off the ground. Thank you!

Call to Action: Let's Connect

URL for Call to Action: your calendar

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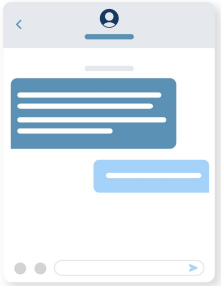
Edit Your Delivery:
Your Message:
REGENERATE
Purpose *
Communicate impac
Why you're sending this
Length *
Blog Post
The size of your output
Tone *
Fun, Energetic
The feeling you want to convey
sign up with your monthly pledge at https://coralacres.org/give and become a champion for our furry friends!
Thank You – We Pawsitively Appreciate You!
We're wagging our tails and purring our thanks! Every smile that a pet brings to its new family is a testament to your kindness and compassion. From our hearts to yours - thank you for being by our side. Your love and care are making the world a better place, one pet at a time. Let's continue to work together to provide 'fur-ever homes' and compassionate care to our adoptable companion animals. Here's to more wagging tails and warm cuddles in the upcoming year. Thank you!
PREVIOUS
COPY MESSAGE

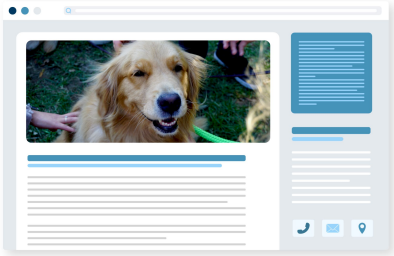
Fundraiser Bot demo

Direct mail appeal

Text-to-give appeal



Blog post



Thank-you video script

Email thank-you message

Now let's remix: Email

Same inputs as the direct mail appeal, with a few minor adjustments

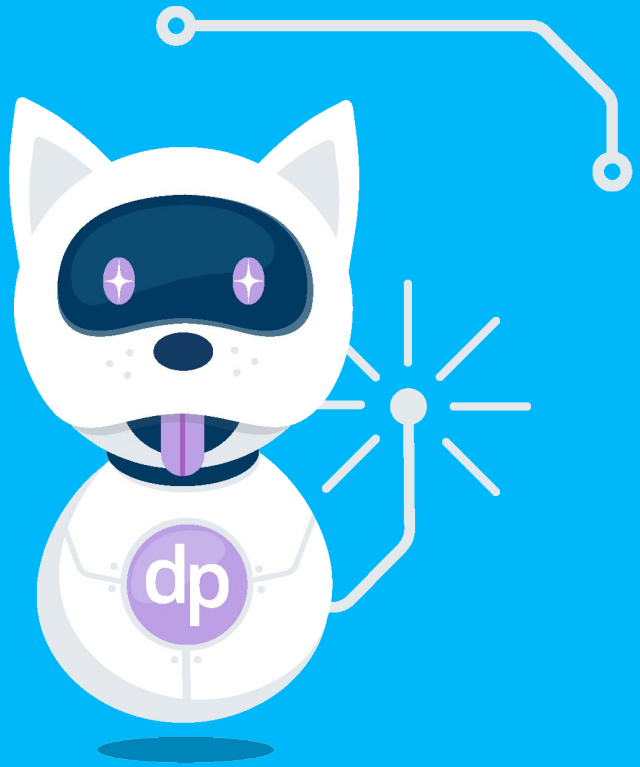
Audience: Donor

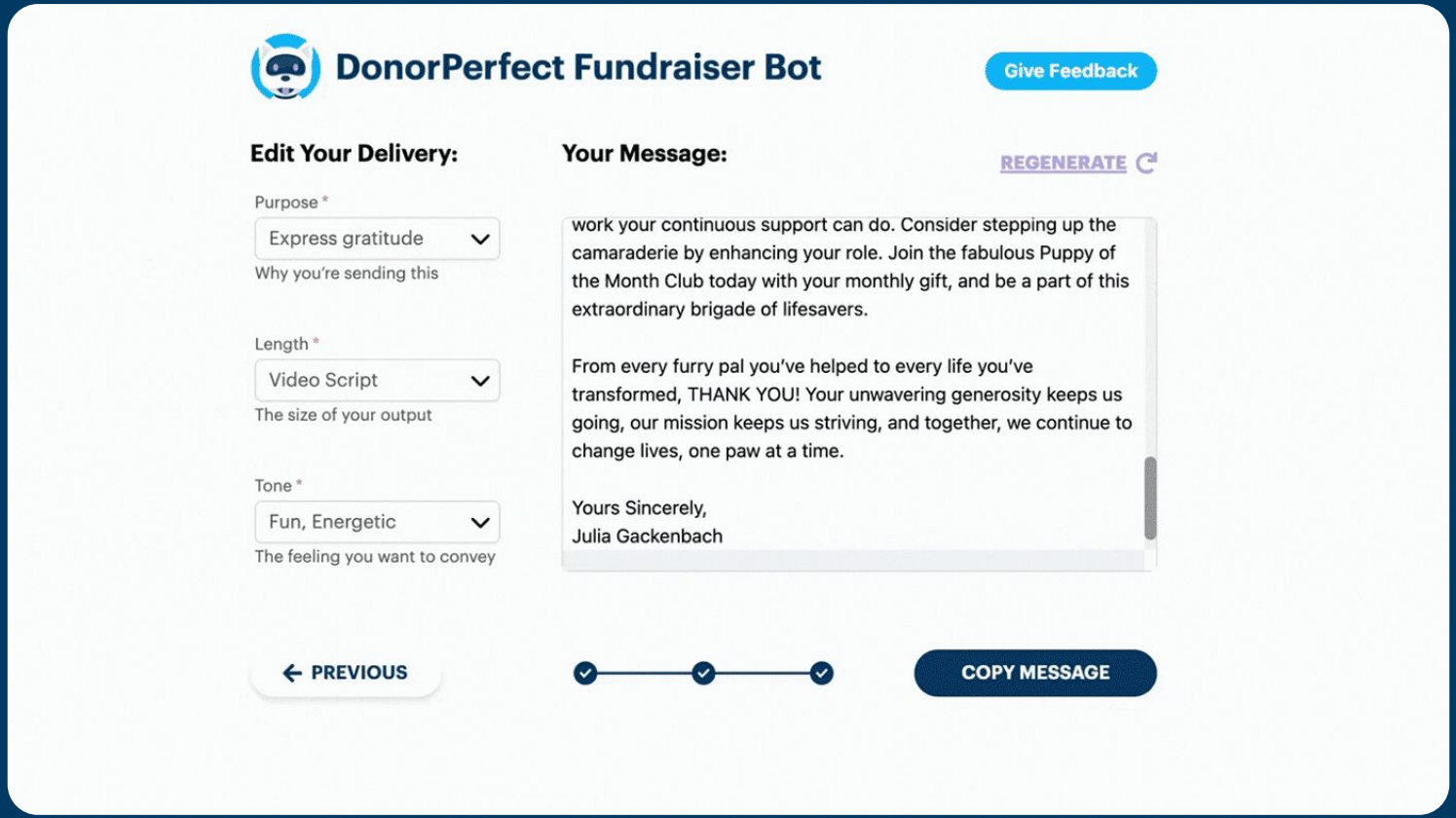
Length: Email

Purpose: Express gratitude

Call to Action: Get Involved

URL for Call to Action: coralacres.org/volunteer

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Why you're sending this
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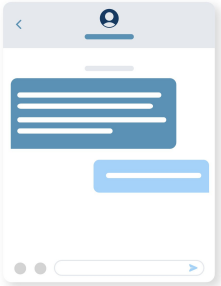
The feeling you want to convey
work your continuous support can do. Consider stepping up the camaraderie by enhancing your role. Join the fabulous Puppy of the Month Club today with your monthly gift, and be a part of this extraordinary brigade of lifesavers.
From every furry pal you've helped to every life you've transformed, THANK YOU! Your unwavering generosity keeps us going, our mission keeps us striving, and together, we continue to change lives, one paw at a time.
Yours Sincerely,
Julia Gackenbach
PREVIOUS
COPY MESSAGE

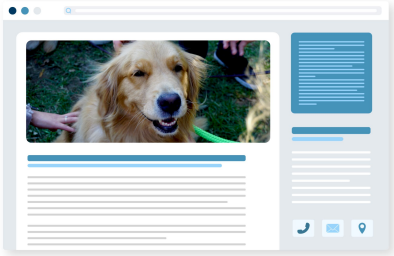
Fundraiser Bot demo

Direct mail appeal

Text-to-give appeal



Blog post



Thank-you video script

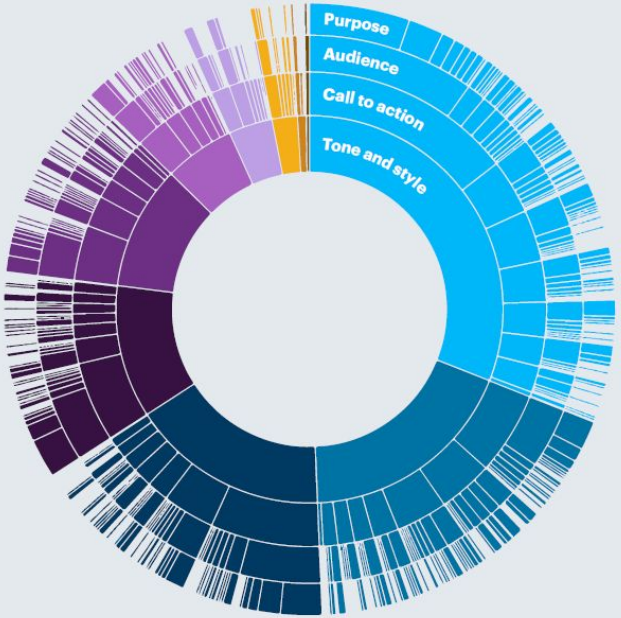
Email thank-you message

Level up!

What to do with your new-found time?

How nonprofits use the DonorPerfect Fundraiser Bot

Each line represents a unique use of the Fundraiser Bot. Some users returned to the bot as many as 14 times to adjust, repurpose, and refine their messaging for a variety of uses.



A/B test different messages

Segment A:

- Tone: clever, witty
- Purpose: express gratitude
- Call to Action: please give

Segment B:

- Tone: serious, focused
- Purpose: communicate impact
- Call to Action: become a member

Check off your to do list

39%
Email

17%
Social Post

11%
Letter

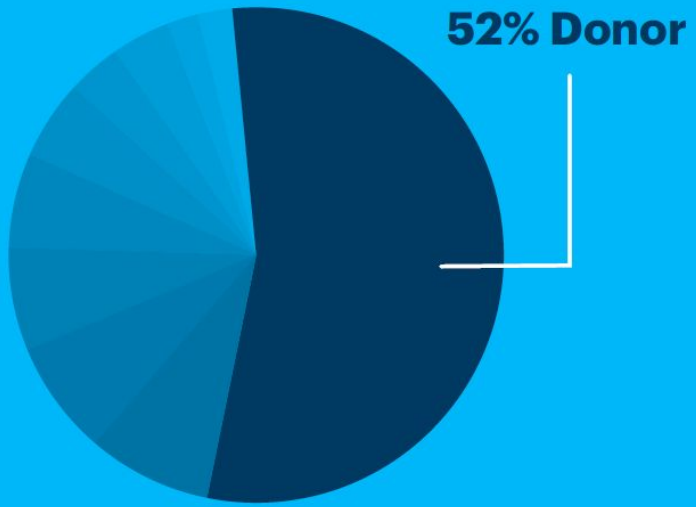
Communication type

The majority of users sought writing assistance for fundraising emails, with social posts and appeal letters following behind.

Get specific with your audience

Audience

The Fundraiser Bot does more than appeals! Nearly half of users asked the Fundraiser Bot to help them reach out to newsletter subscribers, event attendees, prospects, major donors, and more.



Create full campaigns for different segments

donorperfect

Prospects

- Email
- Text message
- Tone: fun and energetic
- Purpose: raise awareness

Donors

- Letter
- Text message
- Social post
- Tone: passionate, driven
- Purpose: ask for support

Major Donors

- One-pager
- Video script
- Blog post (donor feature)
- Tone: serious, focused
- Purpose: communicate impact

Now what?

Check your metrics

Refresh successful content

Try it now!

donorperfect.com/bot

Free chapter of Rhea's book!

Thanks!

Any questions?