



The role of AI in fundraising

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Learning Outcomes

- Feel more confident in exploring and experimenting with AI tools
- Be able to articulate 2 specific ways AI can enhance your organisation's fundraising efforts
- Understand the importance of ethical considerations when using AI

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Refers to the use of artificial intelligence technologies to enhance and optimise various aspects of fundraising efforts

Introduction

AI is becoming a key tool for charities to boost their fundraising efforts. It gives us more time to interact with donors in the right way, so our message is heard. It also automates those time-consuming tasks, making fundraising more efficient.





Microsoft Copilot



Chat GPT



BY ANTHROPIC

Demystifying AI language



Machine Learning

This is learning from data and the computer will learn from examples just like we do.

Generative AI

This is where AI creates new content, like text, images. It's like your own personal creative assistant

AI as an Enhancer

AI can help us smarter, not harder. It's designed to enhance our abilities, not replace them.

Why AI is relevant to fundraising now

- Evolving donor landscape
- Need for data driven decision making
- Growing need for efficiency and optimisation of resources
- Impact of generative AI

AI uses in fundraising

- Donor research and segmentation
- Content creation
- Campaign optimisation
- Donor communication

Donor research and segmentation

- Analyse data from social media activity to past giving patterns
- AI can find donors who have given to similar causes
- Ability to create donor profiles which help understand interests, preferences and motivations for giving

Content creation

- AI can create draft emails, social media posts
- Input key information and AI will provide multiple versions of your message
- Help create visual content

AI examples



Learning Outcomes for training

- Increased awareness and understanding of AI's potential in fundraising
- Be able to articulate 2 specific ways AI can enhance your organisation's fundraising efforts

Revised outcomes

- Achieve better fundraising outcomes with AI by increasing donor engagement and optimising campaign strategies

Using AI to change the outcomes

Increased awareness and understanding of AI's potential in fundraising

Be able to articulate 2 specific ways AI can enhance your organisation's fundraising efforts

Change this into different language and make shorter

How about this:

"Boost AI's potential for fundraising by highlighting 2 specific benefits for your organisation."

What do you think?

Should be in outcomes language

Got it! How about this:

"Increase fundraising potential through AI by achieving higher donor engagement and optimized campaign strategies."

Does this work better?

Simpler

"Boost fundraising with AI by enhancing donor engagement and improving campaign strategies."

How's this?

Is boost a word you can use with outcomes?

"Boost" isn't typically used in the context of outcomes. How about "achieve" instead? Here's a simpler version:

"Achieve better fundraising outcomes with AI by increasing donor engagement and optimising campaign strategies."

Does this fit your needs?

Fundraising campaign optimisation

- Helps track key metrics like open rates and donation conversions
- Helps forecast donations based on historical data and current trends
- Helps quickly identify if a campaign is underperforming

Donor communication

- Personalised thank you notes
- ‘Chatbots’ can handle FAQs helping free up staff
- A chatbot on your website can answer questions about upcoming events, donation methods, and even tax deductibility

Using AI to help with grant applications

- Can help identify relevant opportunities
- Improves compliance and accuracy with the funder's guidelines
- Helps you understand the questions
- Helps you polish your narrative

Charity Excellence Framework



- No blank page and will help you organise your thoughts
- 17 simple questions that your charity should easily be able to answer
- Will provide a rough draft of an application for you to amend and enhance
- Can also provide template policies and procedures

www.charityexcellence.co.uk/

What funders say about the use of AI in applications

- Concerned that the text provided will be too generic
- Need for an authentic voice and perspective from the organisation
- Recognise can be a helpful tool for creating initial drafts
- [The National Lottery and Use of AI tools in funding applications](#)

Risks and challenges

- Look out for inaccuracies
- Only as good as the information you are providing it with
- Your data might not be private
- AI has an environmental impact

Ethical Considerations and Best Practice

- Data Privacy and Security
- Avoid the bias in the AI algorithms
- Maintain transparency with donors
- **Realise the importance of human oversight**

Key Takeaways

- In essence, AI can help you identify the right donors, craft compelling messages, optimise your campaigns, and provide exceptional donor experiences
- Remember, it's about using these tools to amplify your human efforts, not replace them



Thank you

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