



The AI Advantage: How Nonprofits Can Rise to the Top Using AI



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Agenda

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What is AI for
Nonprofits?

02

Key Benefits of AI for
Nonprofits

03

Considerations when
Adopting AI

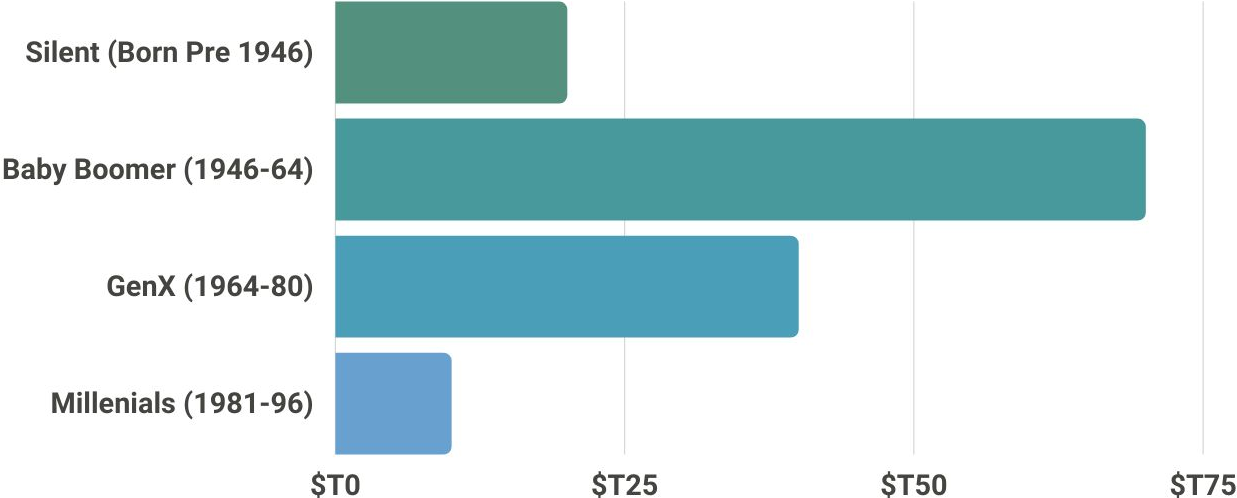
04

AI Tools for
Fundraising

05

Q&A

ASSETS BY GENERATION



Source: Board of Governors of the Federal Reserve System. As of Q1 2021.

The 4 Great Technological Revolutions



The Agricultural
Revolution



The Industrial
Revolution



The Computational
Revolution

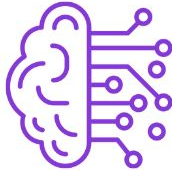


The AI
Revolution



ARTIFICIAL INTELLIGENCE

The ability of a computer to perform tasks that would typically require human intelligence and cognition



MACHINE LEARNING

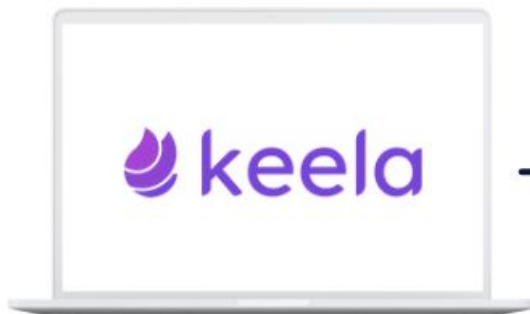
The capability of a machine to imitate intelligent human behavior

How do AI-Powered Systems Work?

Wealth Indicators

Demographic Data

Giving History



Predictions



RFM Score

Engaged! Sarah scores within the top **33%** of your organization with a RFM Score of **4.2**.



Donor Score

Engaged! Sarah scores within the top **41%** of your organization with a Donor Score of **37**.



Smart Ask

Sarah is most likely to donate between **\$57-\$104**. We recommend asking them for **\$140**.



Time Of Year

Sarah is most likely to donate in **Winter**.



Best Way To Reach Out

Sarah prefers to be reached out by **Mail**.

Key Benefits for Nonprofits

Predict Donor Behaviour



MAJOR DONOR POTENTIAL SCORE

1h ago

Sarah has High Potential to become a Major Donor with the Potential Score **43**.



LIKELIHOOD TO RECUR

2h ago

Sarah is **Very Likely** to convert to a Recurring Donor with the Likelihood Score **91**.



RECURRING DONOR LAPSE

6h ago

Sarah is an active donor and is **Unlikely** to lapse.

Increase Efficiency and Streamline Processes



**Data
Collection**



**Analyzing
Donors**



**Prospect
Research**



**Personalized
Communications**

Prioritize Donor Stewardship



RFM SCORE

1h ago

Champion! Sarah has the Recency Score of 5, Frequency Score of 5 and Monetary Score of 5. The average of RFM is **5.0**.



DONOR SCORE

2h ago

Engaged! Sarah scores within the top **33%** of your organization with a lifetime value of **\$13,368,000**.



ENGAGEMENT STAGE

6h ago

Donor/Volunteer. Sarah has demonstrated engagement by giving both time and money.

Optimize Donor Engagement



SMART ASK

1h ago

Sarah is most likely to donate between **\$13,000 - \$17,500**. We recommend asking them for **\$15,000**.



TIME OF YEAR

2h ago

Sarah is most likely to donate in **February**. However, **March** and **January** are also common months amongst similar donors.



BEST WAY TO REACH OUT

6h ago

Based on previous interactions, we recommend reaching out to Sarah by **Email**.

Considerations When Adopting AI



Considerations When Using AI for Nonprofits

1

Ethical Implications

Considerations When Using AI for Nonprofits

1

Ethical Implications

2

**Data Quality and
Availability**

Considerations When Using AI for Nonprofits

1

Ethical Implications

2

**Data Quality and
Availability**

3

**Transparency and
Explainability**

Considerations When Using AI for Nonprofits

1

Ethical Implications

2

**Data Quality and
Availability**

3

**Transparency and
Explainability**

4

Risk Management

Considerations When Using AI for Nonprofits

1

Ethical Implications

2

**Data Quality and
Availability**

3

**Transparency and
Explainability**

4

Risk Management

5

**Regulatory
Compliance**

AI Tools for Fundraising

ChatGPT

- Create custom donation appeals
- Social media posts
- Creative segmentation
- Donor stewardship
- Email templates
- Impact sharing
- Generating new ideas





Develop a brief yet compelling case statement for a major gift solicitation, outlining my organization's goals, accomplishments, and specific funding needs, to inspire potential major donors to make a significant investment.



Case Statement for Major Gift Solicitation



Dear [Potential Donor's Name],

I am writing to share an extraordinary opportunity to make a lasting impact through [Your Organization's Name]. Our mission is to [state your mission statement or purpose] and we have achieved significant milestones along the way.

Through our dedicated efforts, we have positively impacted countless lives, including [highlight a specific accomplishment and its impact]. We are proud of our track record of delivering tangible results and effecting change on a large scale.

To sustain and expand our impact, we have identified specific funding needs. These include [outline a major initiative or project], [describe a key program expansion], and [highlight an innovative research or development endeavor]. By investing in these areas, you will be instrumental in driving meaningful change and transforming lives.

As a major donor, your generosity will be celebrated and recognized. We value our partnership and offer various opportunities for recognition, such as [list recognition benefits]. Additionally, your gift will inspire others to join us in our mission, creating a ripple effect of positive change.

We invite you to seize this unique opportunity to be a catalyst for transformation. Your philanthropic investment has the power to make a profound difference. Let us come together to create a brighter future for those in need.

To discuss this opportunity further or address any questions, please contact me directly at [your contact information]. Thank you for considering this partnership and for your potential support.



What are 10 new fundraising ideas for a nonprofit to try in 2023?



Certainly! Here are ten new fundraising ideas for a nonprofit to consider in 2023:



1. **Virtual Fundraising Galas:** Host an online gala event with live-streamed performances, guest speakers, and an auction. Participants can purchase tickets and make donations through a dedicated event website.
2. **Peer-to-Peer Fundraising Challenges:** Encourage supporters to create their own fundraising campaigns on platforms like GoFundMe or Facebook. Provide them with resources, toolkits, and incentives to engage their networks and raise funds on your organization's behalf.
3. **Subscription Donations:** Create a subscription-based donation model where supporters can sign up for monthly contributions. Offer exclusive content, updates, or perks to incentivize ongoing support.
4. **Collaborative Partnerships:** Team up with local businesses, social enterprises, or other nonprofits to host joint fundraising events. This can include co-hosted concerts, charity runs, or even collaborative product sales.
5. **Impact Auctions:** Instead of traditional auction items, offer unique experiences related to your organization's mission. For example, you could auction off a chance to accompany scientists on a research expedition or participate in a community service project.
6. **Crypto Donations:** Embrace the growing popularity of cryptocurrencies by setting up a digital wallet to accept donations in Bitcoin or other cryptocurrencies. Publicize this option on your website and social media channels to attract tech-savvy donors.
7. **Crowdfunding for Specific Projects:** Launch crowdfunding campaigns to fund specific projects or initiatives. Clearly communicate the impact of each project and set achievable goals to motivate donors.
8. **Corporate Matching Programs:** Reach out to local companies and corporations to establish matching gift programs. Encourage their employees to contribute to your organization, with the company matching their donations.
9. **Virtual Fitness Challenges:** Organize virtual fitness events, such as virtual races or step challenges, where participants can join from anywhere. Participants can seek sponsorships or make donations to support your cause while achieving their fitness goals.
10. **Donor Appreciation Events:** Host exclusive events or experiences to recognize and appreciate your donors. This could include virtual dinners, virtual meet-and-greets with staff or beneficiaries, VIP access to events, or personalized thank-you letters.

Regenerate response

Compose a brief yet persuasive social media post for peer-to-peer fundraising, encouraging friends and followers to support [organization name] by making a donation and sharing the campaign with their own networks.



🌟 Calling all change-makers! 🌟



I need your help to make a difference! 🙌❤️ I'm raising funds for [Organization Name], an incredible organization dedicated to [cause or mission]. Together, we can create real impact and change lives! ✨

By making a donation, you'll directly support [Organization Name]'s vital work in [describe impact or initiatives]. Even a small contribution can go a long way in making a difference. 🙌



But don't stop there! You can amplify the impact by sharing this campaign with your network. Let's spread the word and inspire others to join us in making a change for the better. 🗣️🙌

Here's how you can help:

1] Donate: Visit [campaign website or donation link] and contribute what you can. Your support matters and will make a tangible difference.

2] Share: Spread the word! Share this campaign with your friends, family, and colleagues. Together, we can reach more people and create a wave of positive change. 🗣️📱

3] Champion: Be a champion for our cause! Start your own fundraising page and rally your network to support [Organization Name]. Every effort counts and brings us closer to our goal. 🙌 ✨

Let's show the world what we can achieve when we come together for a greater purpose. Together, we can create a brighter future! 🌈❤️

[Organization Name] | [Campaign Website or Donation Link] | #SupportChange
#MakeADifference

Automation

- Gift acknowledgement
- Tax receipting
- Fraud Detection
- Donor journeys



Chatbots

- Online donation support
- Volunteer recruitment
- Event promotion and management
- Program and general information support



Learn about mental health
Tips & info

Build your skills
Quizzes, games & activities

Connect with other youth
Support forums & real-life stories

Get crisis support right now
Text us

Work with a counsellor
Call or chat

Search programs near me
Support service directory



Kip the Website Helper

[Talk to someone](#) [Urgent Help](#)

Hi, I'm Kip, your website helper! Welcome to Kids Help Phone's new and improved site! I want to reassure you that our services are still available 24/7. Let's explore the site and ways to get support together! I'm here to help you find what you need. I'm not a real person, so if you'd like to speak to someone, you can select the Talk to Someone link at any time.

Please type your message here

Prospect Research Tools

- Prospect scoring and predictive analytics
- Natural language processing
- Data mining and analysis



Q&A