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onecause® | WEBINAR

AI *in* Fundraising

ESSENTIAL STRATEGIES TO
Boost Nonprofit Impact



Nathan Chappell
MBA, MNA, CFRE
Co-Founder, Fundraising AI
Senior Vice President, DonorSearch



Wednesday, June 26, 2024



Let's Get Started!

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Meet Our Presenter

As a thought leader, public speaker, author, and inventor, Nathan is one of the world's foremost experts on the intersection between Artificial Intelligence and philanthropy. Nathan serves as SVP of DonorSearch AI, where he leads AI deployments for some of the nation's largest nonprofit organizations.

Nathan's subject matter expertise has been featured in several publications, including Fast Company, University of Notre Dame, and the Association of Healthcare Philanthropy.

In 2021, Nathan founded Fundraising.AI as a member-centric collaboration of nonprofit professionals with a focus on data ethics, data equality, privacy and security, and sustainability. Nathan presented the first TEDx on artificial intelligence and the future of generosity in 2018.

Nathan is a member of the Forbes Technology Council and holds a Masters in Nonprofit Administration from University of Notre Dame, an MBA from University of Redlands, a certificate in International Economics from University of Cambridge, and a certificate in Artificial Intelligence from MIT.



Nathan Chappell, MBA, MNA, CFRE

Co-founder, Fundraising AI

Senior Vice President, DonorSearch AI

AI in Fundraising

Nathan Chappell, MBA, MNA, CFRE

SVP, DonorSearch AI

Founder, Fundraising.AI



What's on your mind?

ME: I'm doing a presentation tomorrow for AI and nonprofit Fundraising called, "Essential Strategies to Boost Nonprofit Impact." Registrants submitted the attached questions they have about AI, with the idea that I can incorporate some of the questions in my presentation. Can you analyze these questions thematically within 5 or less buckets so I can incorporate within my time?

ChatGPT 4o: *(WAY TOO MUCH INFO TO COPY/PASTE)*

ME: Wow, that's way too much information. Can you distill down further into 5 directional questions that will cover the most ground?

What's on your mind?

ChatGPT 4o:

“Certainly, Nathan. Here are five directional questions that encapsulate the broad themes from the submitted questions:

1. What are the most effective AI applications and tools for nonprofit fundraising, and how can they be practically implemented to enhance various fundraising activities?

- This question covers the use cases, specific tools, and practical implementation strategies.

2. How can nonprofits balance the cost of AI solutions with their fundraising goals, and what are the best value options available for different budget levels?

- This addresses cost concerns and finding affordable solutions.

3. What ethical considerations and data privacy measures should nonprofits be aware of when incorporating AI into their fundraising efforts?

- This question encompasses ethical issues, data privacy, and trustworthiness.

4. How can AI be used to maintain and enhance a nonprofit's unique voice and mission without losing the human touch in donor engagement?

- This covers maintaining authenticity, donor engagement, and the human aspect.

5. What are the potential risks and challenges associated with using AI in fundraising, and how can nonprofits mitigate these to ensure successful implementation?

- This addresses potential downsides, risk management, and ensuring successful outcomes.

These directional questions should help structure your presentation to cover the broadest range of concerns and interests effectively.”

What's on your mind?

ME: Thanks so much. This is super helpful!

ChatGPT 4o: You're very welcome, Nathan! I'm glad I could help. If you need any more assistance or have any further questions as you finalize your presentation, feel free to ask. Good luck with your presentation!

ME: Can you take the 5 questions and distill them down to 5 words that capture the essence of the themes?

ChatGPT 4o: Applications – Cost – Ethics – Authenticity – Challenges

What is AI?

What's the best AI?

Will AI take my job?

Will AI change my job?

Am I supposed to be excited or scared?

How do I keep AI human?

Is it ethical?

Where do I start?

Is it secure?

What happens if I don't use it?

How do I find time to learn it?

Am I falling behind?

How much does it cost?

What is Responsible AI?

**WHAT WAS, IS NOT
WHAT WILL BE.**



1) NONPROFITS ARE NO LONGER COMPETING FOR DOLLARS



AI has created a Competition for Connection

97% of individuals are within three feet of their mobile devices 24 hours a day

The average person:

- Receives 333 emails per day
- Looks at their phone 144 times a day
- Scrolls 300 feet per day
- Sees 5,000 to 7,000 ad images per day

In 2010, the average number of algorithmic interactions per person, per day worldwide was **298**.

In 2010, the average number of algorithmic interactions per person, per day worldwide was **298**.

Next year, that number will be **4,909**.

“This is no longer a race to the bottom of the
brainstem.

It’s a race to intimacy.”

Tristan Harris, 2023

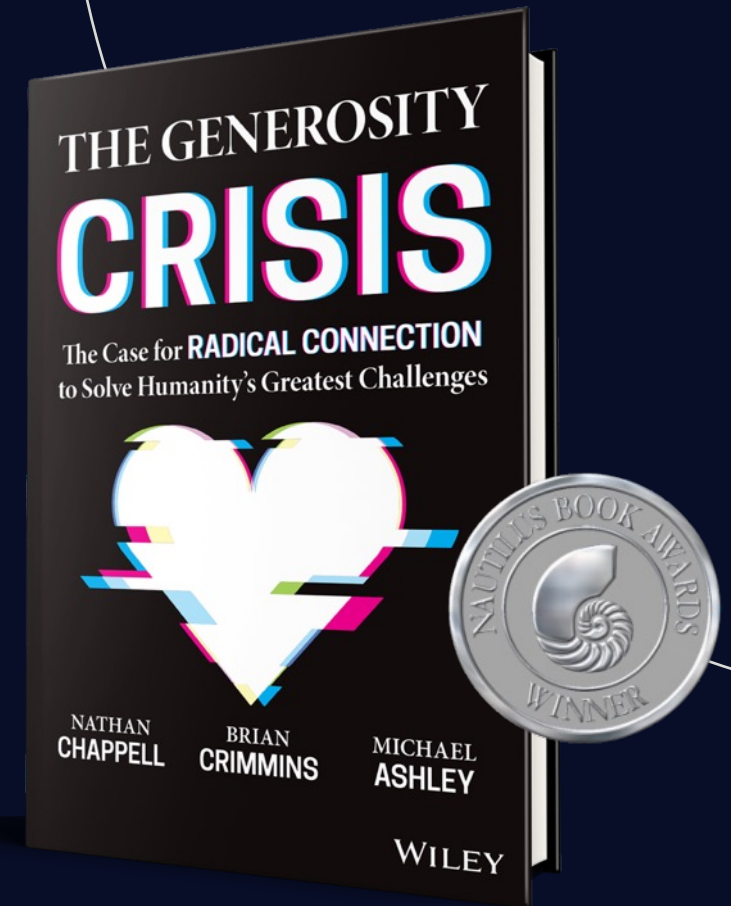
**The most valuable asset in the 21st century -
attention.**

Currency in the attention economy is connection.

Since 2000, there have been **systemic declines in charitable participation** in most developed nations.

Without change, the number of people in the US giving to nonprofits hits the **single digits in 49 years.**

“AI is the **only scalable solution** to help reverse systemic declines in charitable giving.”



2) YOUR AI TRANSFORMATION BEGAN NOV 30, 2022



**AI moved your cheese.
It's not coming back.**



Image Created using Dall-E 3

The **digital divide** will quickly
become a **digital chasm**.

12% of nonprofits are already using AI in their organizations.

65% are open to AI and need to learn more.

How, (not if) will AI
change your _____?

Take a deep breath.

70% of AI transformation has nothing to do with data or models.

Take a deep breath.

**AI transformation is not about replacing.
It's about augmenting.**

Take a deep breath.

AI transformation is iterative, not static by design.

AI can drive tremendous **precision, creativity** and **personalization** to the fundraising process.

Thanks to AI, we know more about the **motivations of giving** than any time in history.

ML, Machine Learning

AR, Augmented Reality

VR, Virtual Reality

DL, Deep Learning

NFT

Blockchain

Generative AI / Large Language Models

NLP, Natural Language Processing



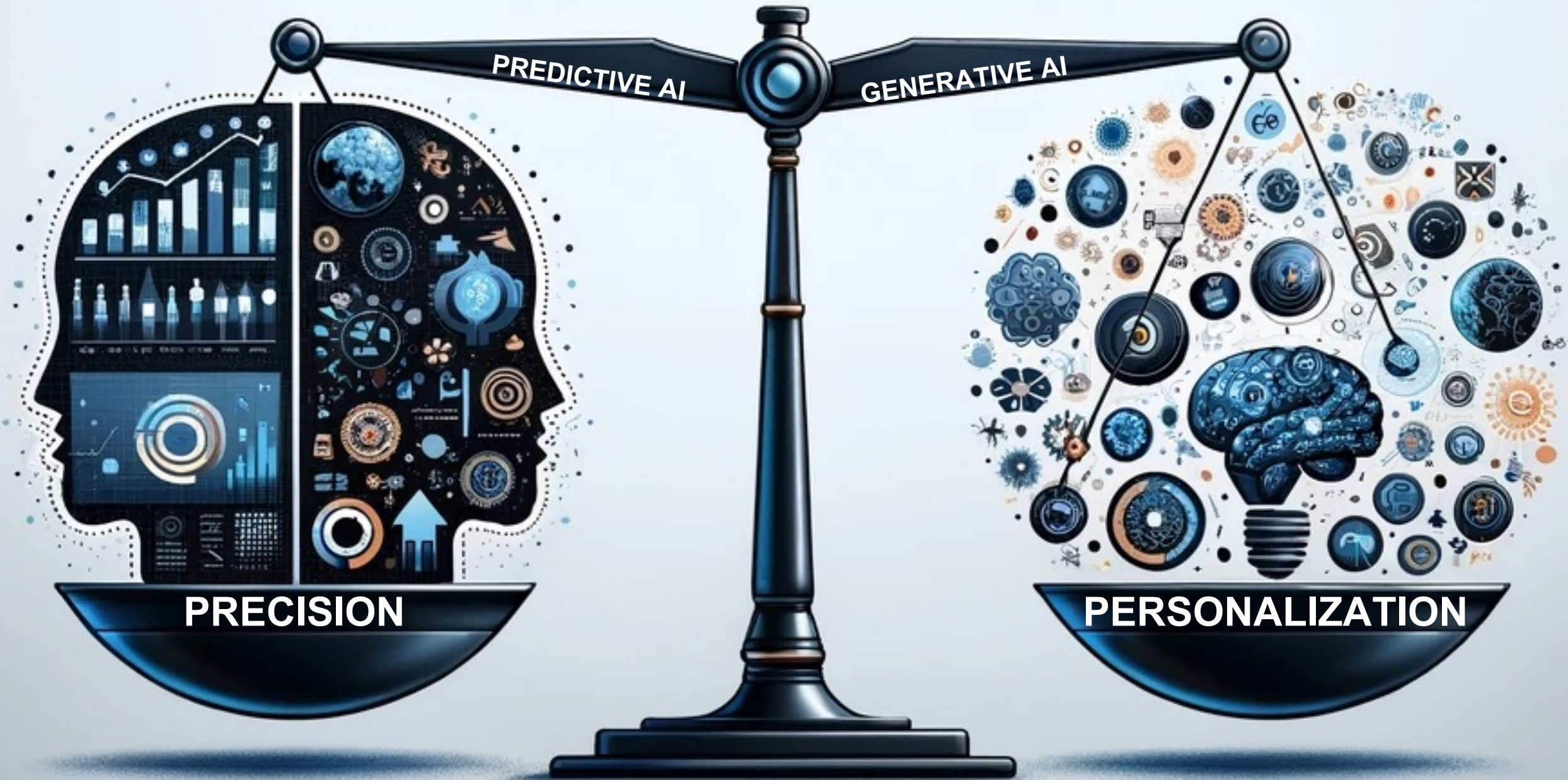
What's in your AI toolbox?

Precision philanthropy is here...
(for real this time).

THE FIVE ROI'S OF AI

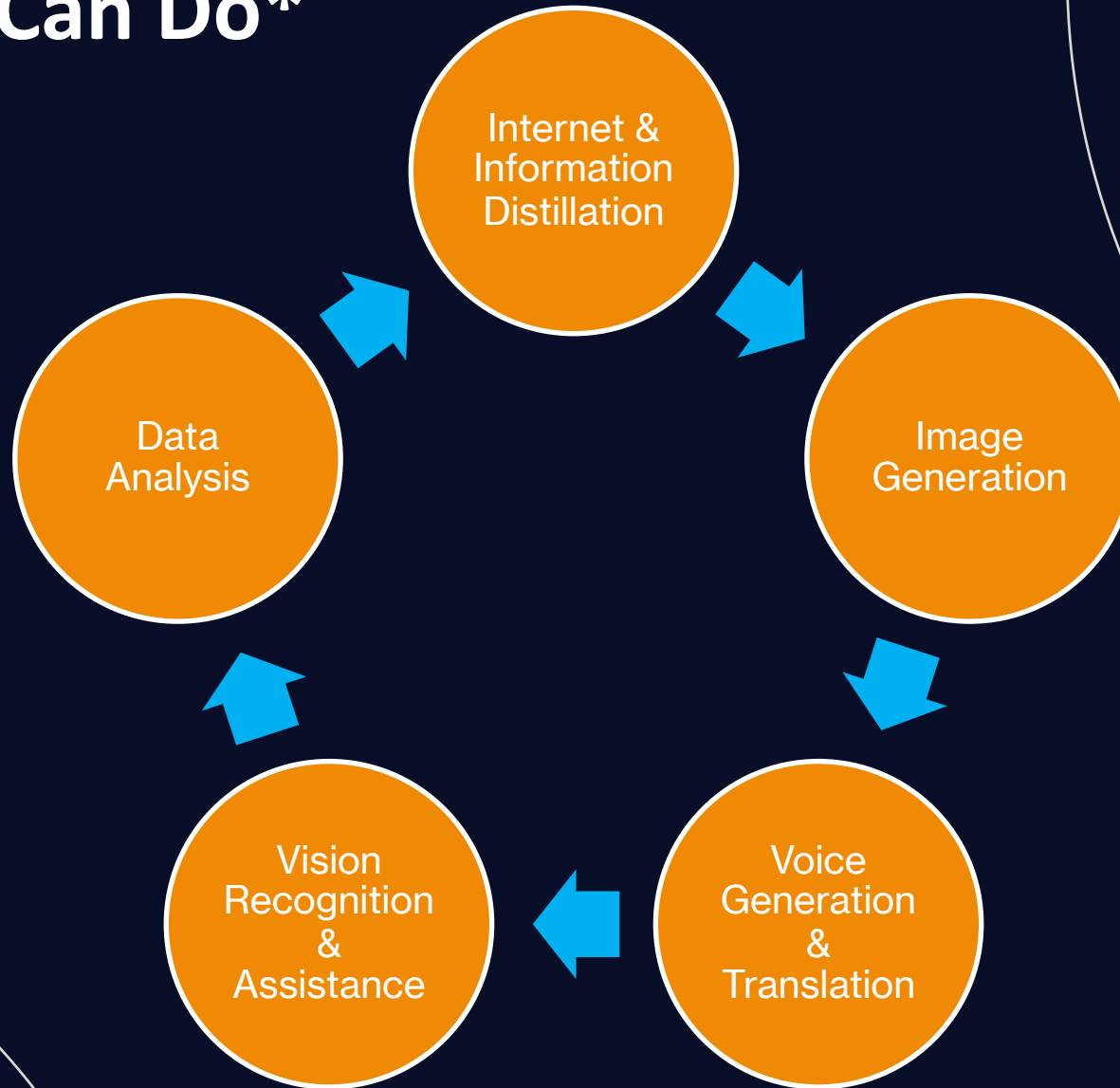
- Precision
- Personalization
- Efficiency (**faster**)
- Increased Quality (**better**)
- Improved Satisfaction (**happier**)

AI POWERED PRECISION PHILANTHROPY



In fundraising, Predictive AI can help identify donor patterns, while Generative AI can provide personalization, creativity and analysis significantly improving donor experience.

What GenAI Can Do*



5 TOP TIPS FOR WORKING WITH GEN AI

1. Verify then trust
2. Understand privacy settings
3. Speak to AI like a human - but tell it what kind of human you want it to be.
4. Always invite AI to the table.
5. Assume today will be the worst AI you will ever use.



**3) RESPONSIBLE AI IS
EVERYONES RESPONSABILITY**

*“This is going to be the **most productive decade** in the history of our species, but we need to learn **how and when to say no - collectively.**”*

Mustafa Suleyman, founder of Google's DeepMind.

The AI arms race has been focused on **bigger and better – not safer.**

Market drivers incentivize **scale above safety.**

While AI for nonprofits is a given.
Effective implementation is not.

Irresponsible AI practices **will** further
exacerbate and **accelerate** the decline in
charitable giving.

The **next 3-5 years** in fundraising will be defined by our sector's ability to leverage AI in a **Responsible** and **Beneficial** way.



FundraisingAI is an independent collaborative that exists to **understand** and promote the **development**, and **use** of **Responsible & Beneficial AI** for the global fundraising community.

www.fundraising.ai



What's on your mind?

Applications – Cost – Ethics – Authenticity – Challenges

LET'S CONNECT!



www.fundraising.ai



[Fundraising.AI](https://www.linkedin.com/company/fundraising-ai)

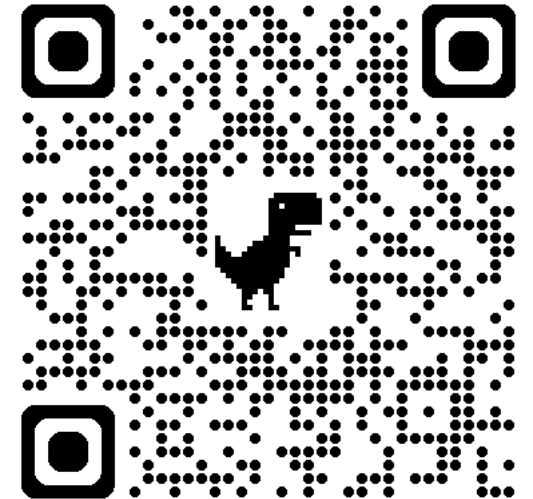
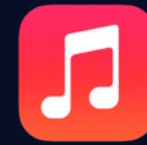


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Check out the
Fundraising AI
podcast



Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!!”

“I really enjoyed this format of the session! It gave me many insights that are real and applicable to the session attendees.”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

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ACCELERATE
Year-End Giving
The Power of DAF Fundraising

Mitch Stein
Head of Strategy, Chariot

Wednesday, July 10, 2024

CFRE

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Wednesday, July 24, 2024

CFRE

The State of Fundraising Events
Creative Strategies for *Enhanced Revenue and Impact*

Joey Goone
President
Utopia Experience

Claire Murad
CEO
Murad Auctions

Sabrina Roy
CEO & Founder
Fluid Events

Katherine DeFoyd
Founding Partner
Growth for Good

A vibrant night scene of a Nashville street, likely Broadway, featuring numerous neon signs. The most prominent is a large red neon sign for 'THE STAGE' with a guitar and a pig. Below it is a green neon sign for 'R-B-QUE'. American flags are hanging from the buildings. The background shows a street with other neon signs and a street lamp.

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Fundraising Software
to Raise and Reach More



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Full participation in AI in Fundraising: Essential Strategies to Boost Nonprofit Impact presented by OneCause for 1.0 points in Category 1.B – Education of the CFRE International Application for initial certification and/or recertification.

Recording and presentation slides will be emailed to all webinar registrants.



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