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AI in Philanthropy

A digital helping hand that makes a difference.

THE SALVATION ARMY
DOING THE MOST GOOD
MERRY CHRISTMAS. THANK YOU FOR YOUR DONATION.

Poll

Have you ever used AI?

- Yes
- No

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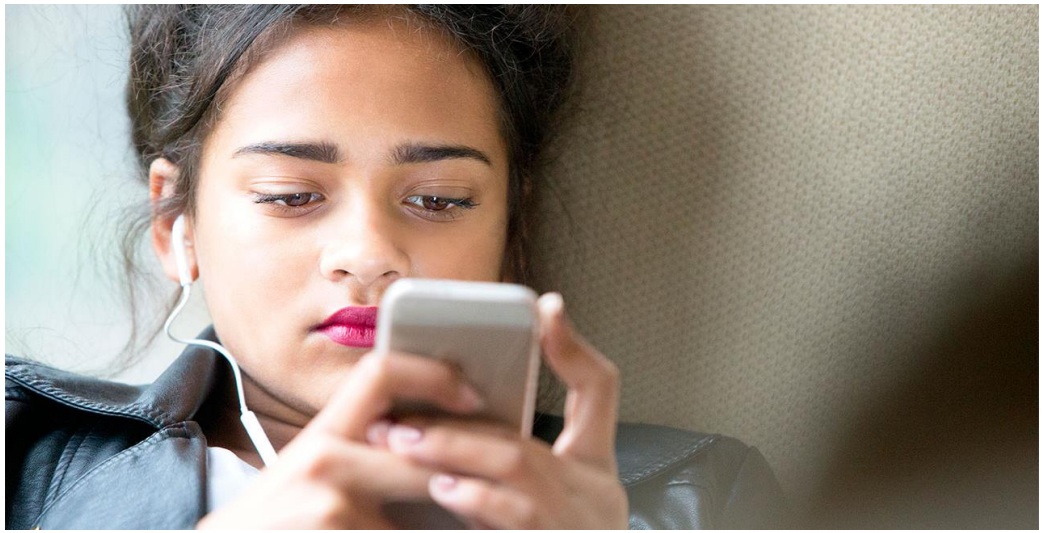
Agenda

1. AI in Action
2. The Fundraiser’s Dilemma
3. A True Virtuous Loop
4. What’s Possible
5. Closing

Facial Recognition to Find Refugees



ML for Suicide Prevention

Automated Chatbots for Disaster Relief

Donor Modeling for Fundraising

Poll

Has your organization adopted new technology since the start of the pandemic?

- YES
- NO

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Donations are the lifeblood of all organizations.

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The Fundraiser's Dilemma

- Who should you target?
- What's the right message?
- How to deliver the message?

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What Guides Your Decisions

- Prospect Engagement + Relationship
- Donation History
- Wealth Analysis
- Your Gut

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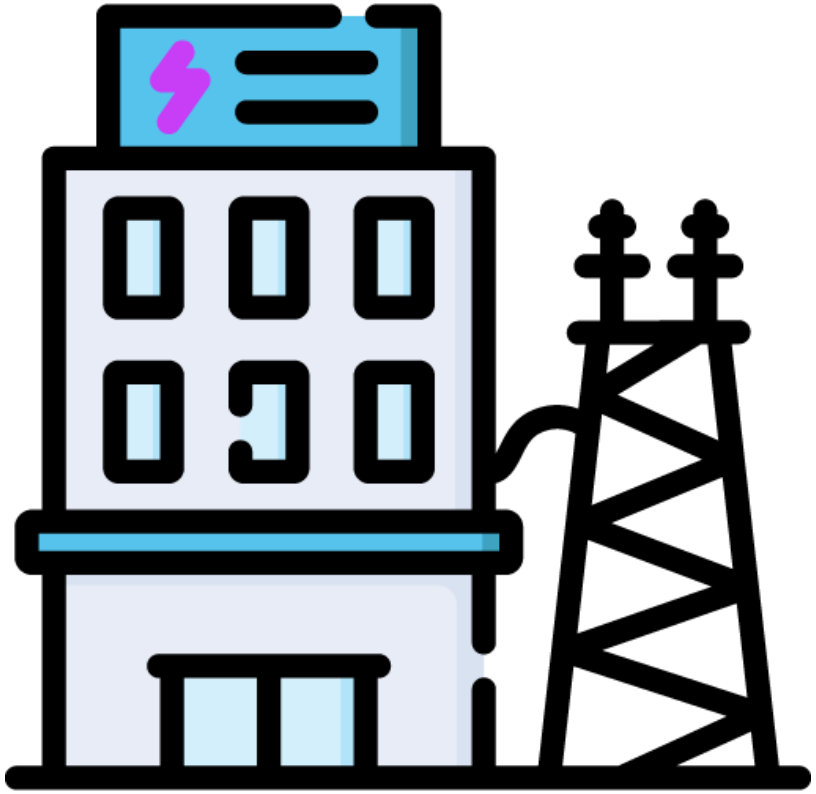
Turn Up the Power With Third-Party Data + AI



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A Wealth of New Knowledge

Donor + Prospect Demographics

Giving + Spending Capacity

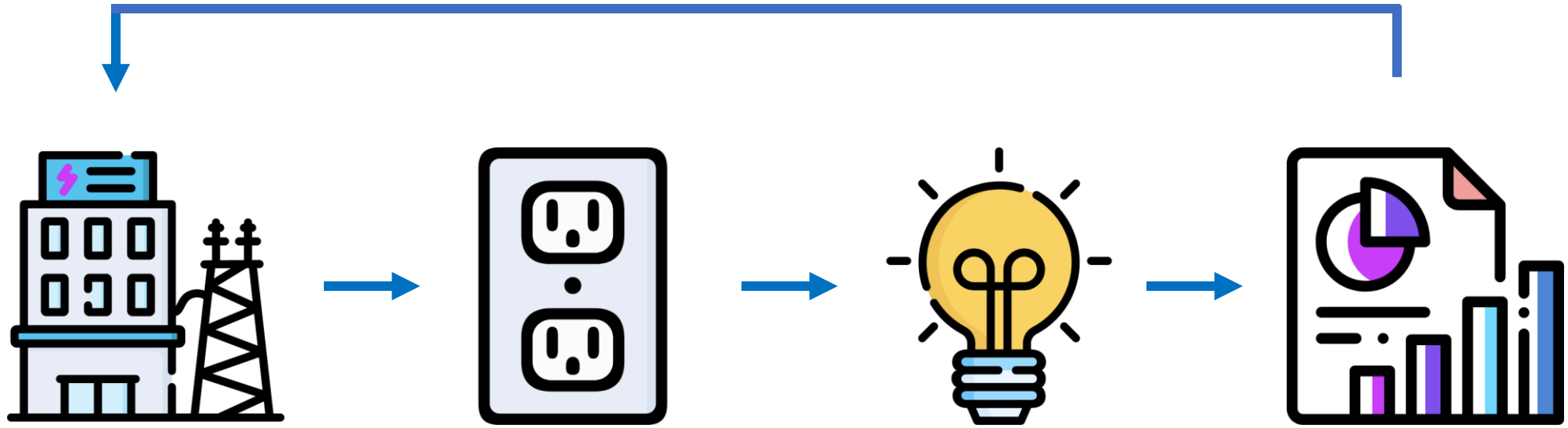
Wealth Scoring

Preferred Channel Preference

Presence of Specific Household Members

Personal Affinities

Developing a True Virtuous Loop



Power

Identify + Enrich

Access

Model + Segment

Action

Target + Deliver

Results

Prove + Repeat

Poll

What would you do with Enriched Analytics?

- Donor Analysis / Persona Development
- Targeted Fundraising Outreach
- Major Gifts Engagement
- Location-based Analysis

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Donor Analysis and Persona Development

Donor Demographics

Personalized Messaging

Best and Emerging Personas

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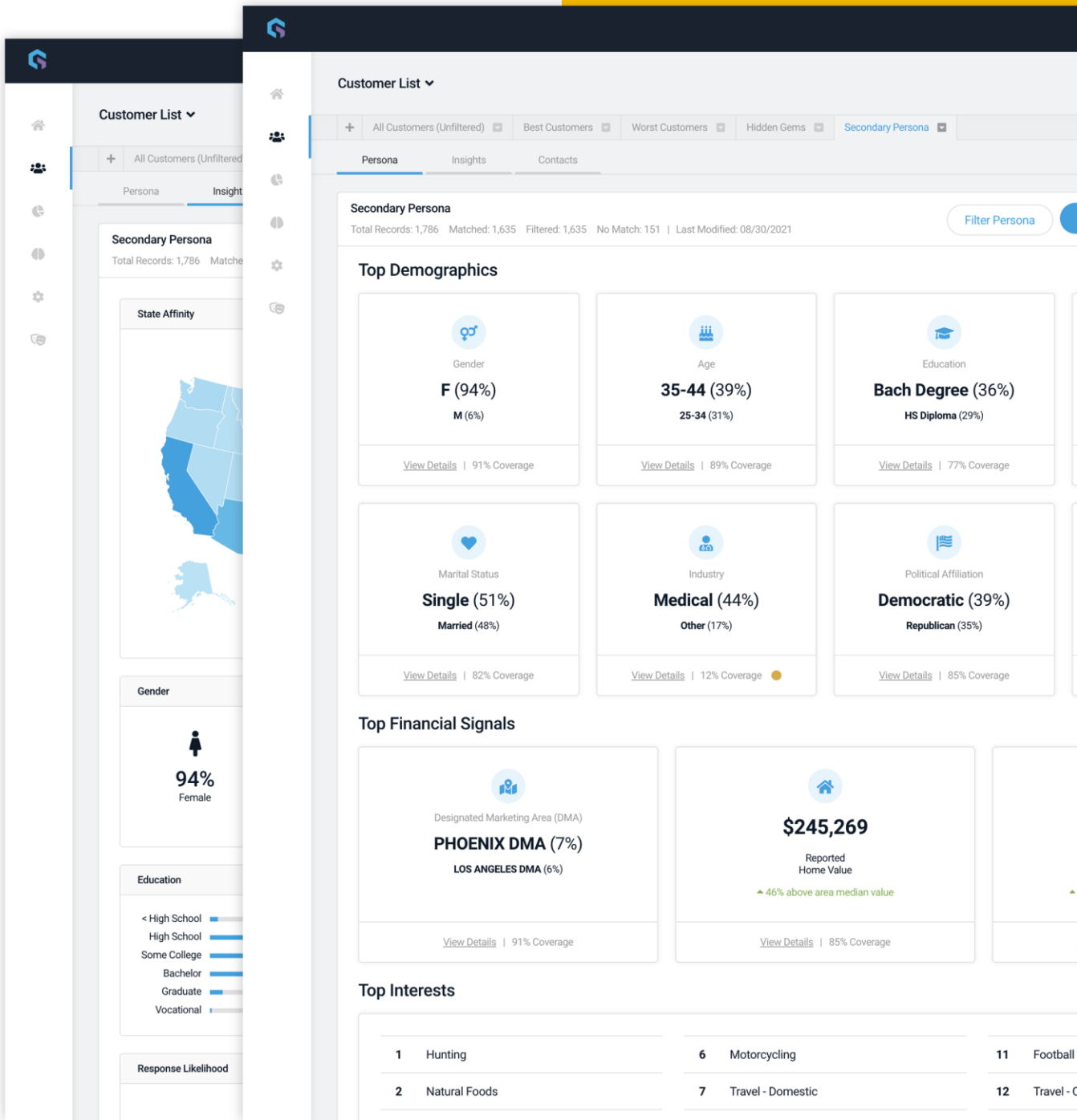

Enriched Fundraising Outreach

Household Targeting

Device Targeting

Social Media Targeting

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High Value Engagements

Wealth ≠ Major Gifts

Capacity + Affinity = Lifetime Major Gifts

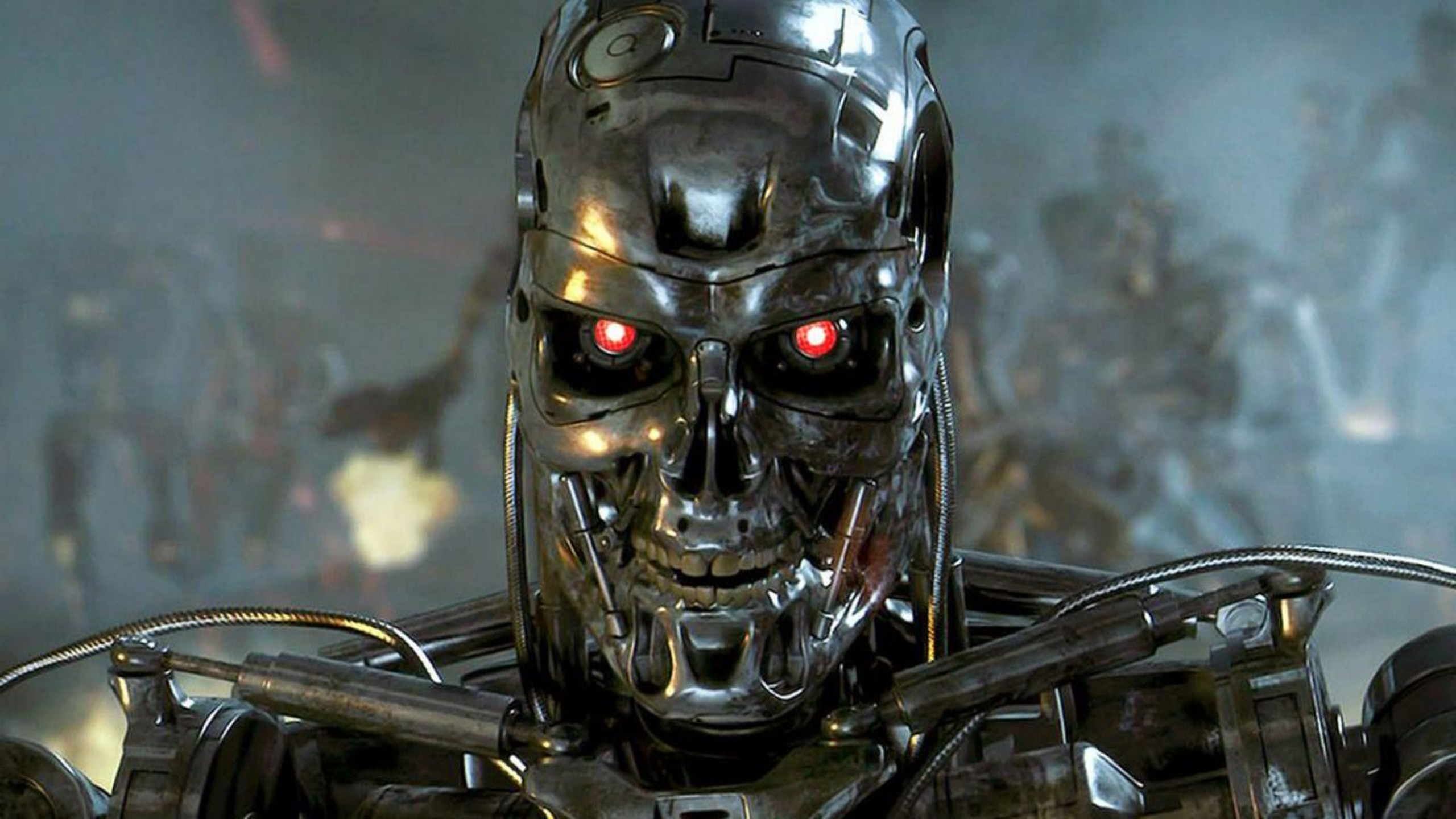
Hidden Gems

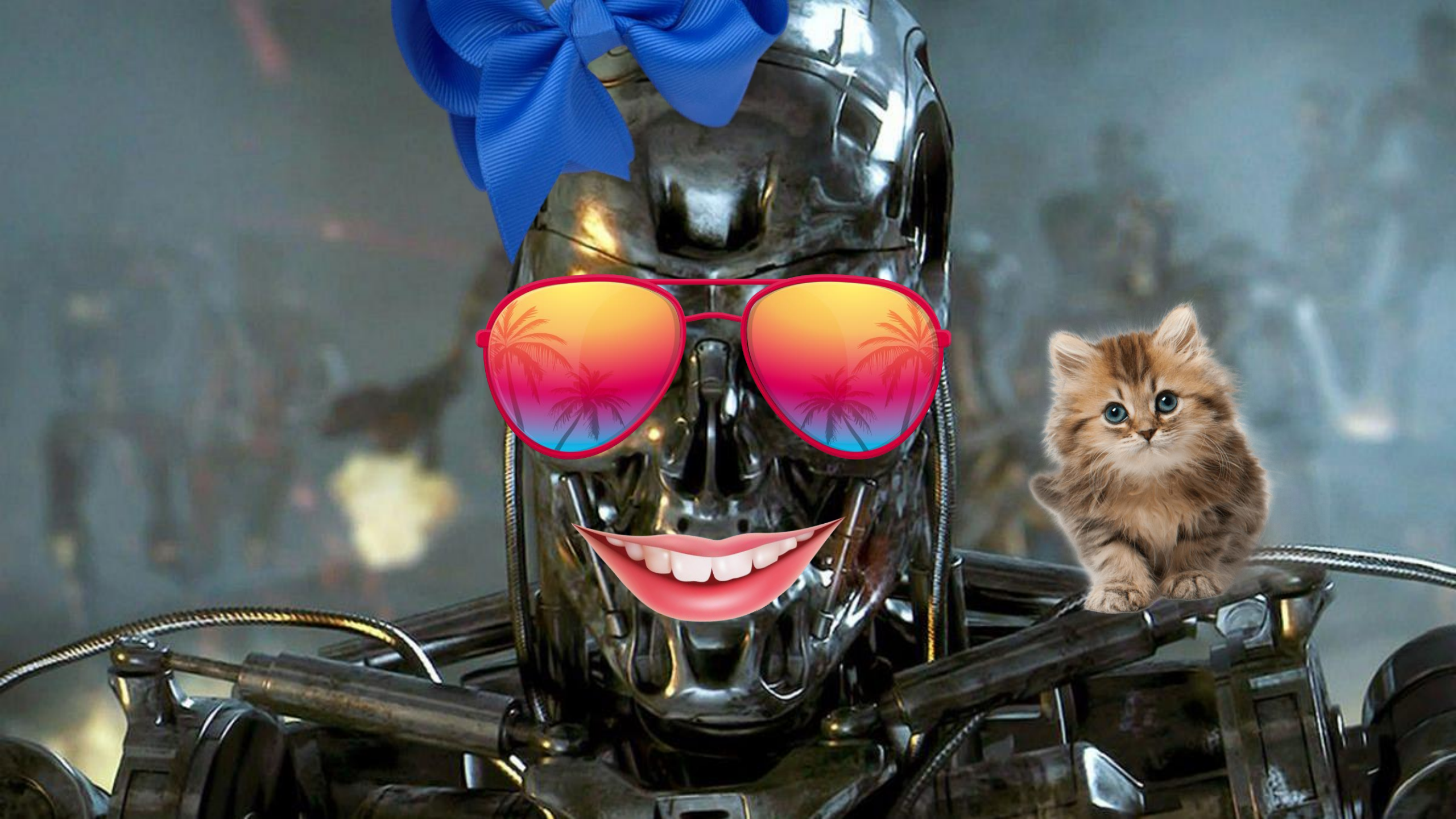
Location-based Listening

Visitor Identity Resolution

Pre and Post Event Engagement

Visitor Modeling





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QUESTIONS?

Now is my time to hear from you!

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