



Fundraising in the Age of AI: Empowering Nonprofits With Advanced Tools

Publication Date: September 24, 2024

WELCOME

Today's Presenters



Brenda Kahler

Senior Director
Armanino
Advisory LLC



Morgan Falor

Director
Armanino Advisory
LLC



Chris Severs

Vice President, Digital Strategy
AMF Media Group

QUALIFICATION

Requirements to Qualify for CPE

**RESPOND**

Actively Respond to
Polling Questions

**STAY ON**

To qualify for the maximum
CPE credit participants must
stay on for 50 minutes and
respond to 3 out of 4 polling
questions.

FOR QUESTIONS

If you have technical
difficulties responding
to the polls, please send
an email to:

- ElevateLearn@armaninoLLP.com
- Please include the name/date of your session along with your poll response
- Any questions or comments for the faculty? Submit via chat

This course covers

Course Overview

- Identify the ways AI and digital tools are revolutionizing fundraising for nonprofits.
- Discover practical applications that enhance donor engagement and streamline development efforts.
- Gain knowledge from industry experts and hear real-world success stories on integrating AI and digital strategies into fundraising strategies.

Learning Objectives

KNOWLEDGE



Describe AI's transformative role in nonprofit fundraising.



Gain insight into AI applications for donor communications and engagement.



Identify how to implement AI-driven donor segmentation and predictive analytics.



Discover effective AI tools for enhanced data analysis and impact measurement.

CPE INFORMATION

Program Level: Basic

Field of Study: Specialized Knowledge

Delivery Method: Group Internet Based

Recommended CPE: 1.0

Audience: All

Program Prerequisite: None

Advanced Preparation: None

EXPLORING NEW AREAS

Agenda



The State of Fundraising Today



How can AI help you reach your fundraising goals?



AI and Digital Tools



Real-World Examples

FUNDRAISING IN THE AGE OF AI

Ồ đ ấ ớ ư đ ử ẫ ặ > ư - ~ >

Uf d d f t u >



WHAT TRENDS ARE COMMON ACROSS MULTIPLE INDUSTRIES?

Common Trends



Economic
Conditions



Impact of AI



Digital
Transformation



Recruitment &
Retention



Succession
Planning

Industry Commonalities



Topic	Tech: SAAS	Tech: Life Sciences	Real Estate	Nonprofit	Healthcare	MDW	Private Equity	Family Office	Prof. Services
Talent		✓	✓	✓		✓			✓
Impact of Artificial Intelligence (AI)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digital Transformation		✓		✓	✓	✓	✓	✓	
Financial Pressure				✓	✓	✓		✓	
Workforce Disruption				✓	✓	✓			
Competitive Threats					✓				
Giving Crisis/Donor Donations				✓					
Debt Markets							✓		
Valuation		✓					✓		
Fundraising				✓			✓		
Shifting Sales Models	✓			✓					
Required Profits	✓								
Economic Uncertainty		✓	✓	✓	✓	✓	✓		✓
Ease of Access to Providers								✓	
Return on Investment				✓		✓		✓	
Production Costs						✓			
Supply Chain		✓				✓			

2024 NONPROFIT SURVEY

Insights From Our Clients

What is most top of mind for your nonprofit right now?

Daily Operations (83%)

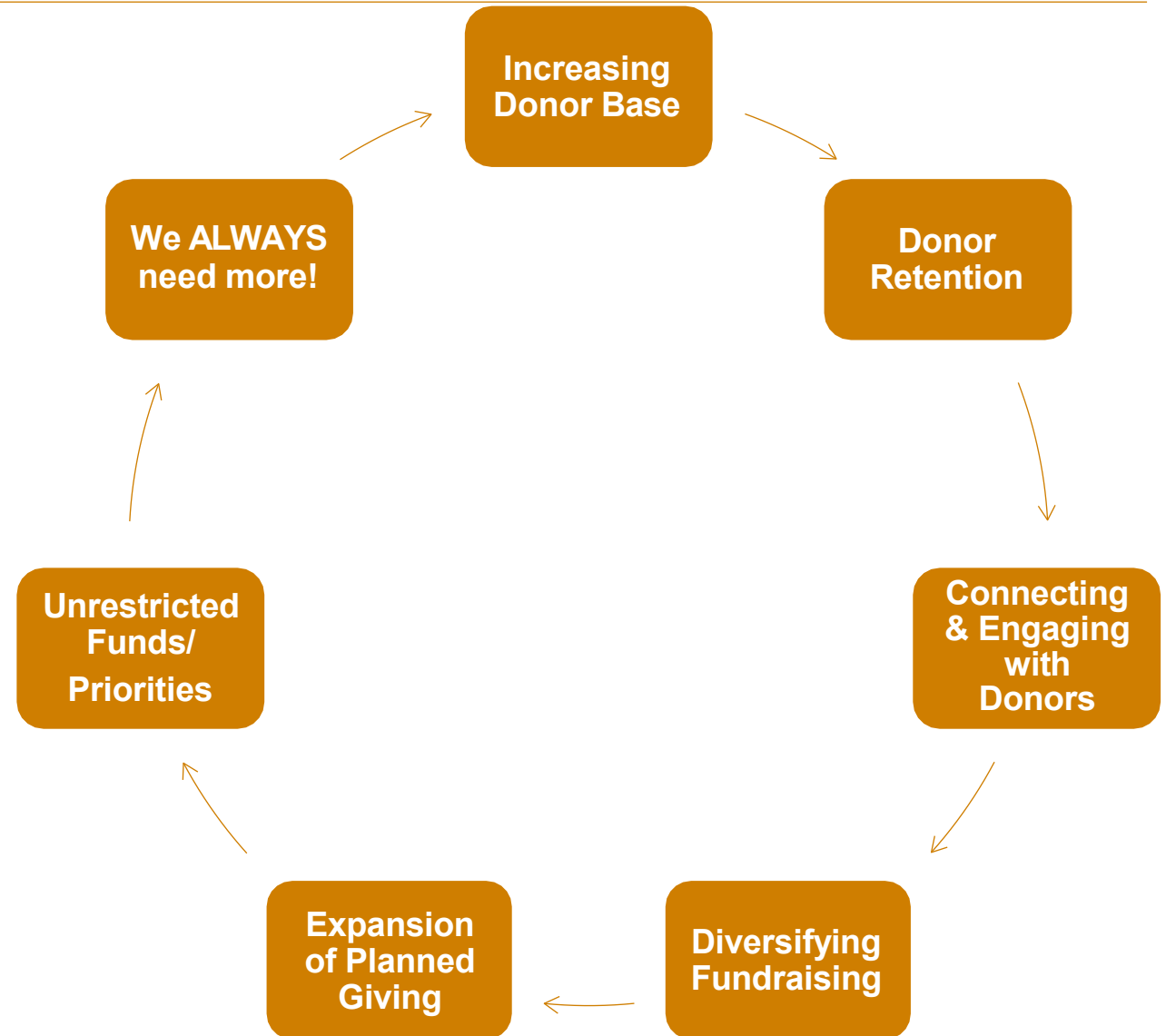
Labor & Staffing (75%)

Fundraising (63%)

2024 NONPROFIT SURVEY

Insights From Our Clients

What are you thinking about most when it comes to fundraising?



2024 NONPROFIT SURVEY

AI Insights From Our Clients

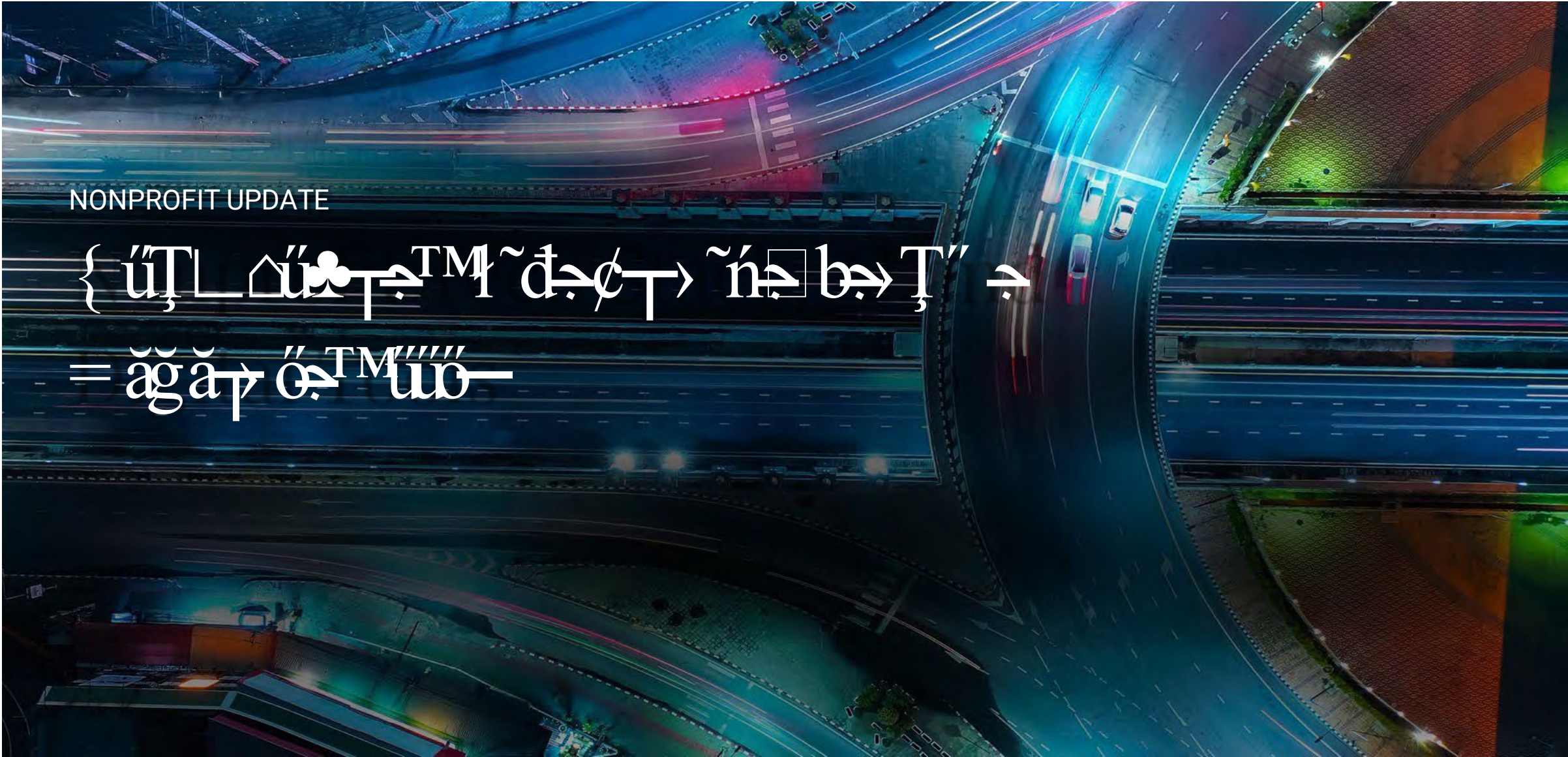
Where do you believe AI could help you improve most?

Reporting & Data Analytics (65%)

Admin Tasks (60%)

Fundraising & Communications (41%)

Impact Measurement (24%)



NONPROFIT UPDATE

{ ũTL ũ♣T™ ũđçT ~ñ▣bçT' ÷
= ägäT ŕŒ™ ũŵ—

△_ǎ♣_~ǎ>ô_b┘_lôô_ǎǎ_l┘_l

z > ~đǎ┘_l≠_l>△_ǎ┘_lǎ_lǎ_l

=H┘_l┘_l≠_l>△_ǎ┘_lǎ_lǎ_l

V_l┘_l△>_ǎǎ_l÷b

û õ

Generative AI

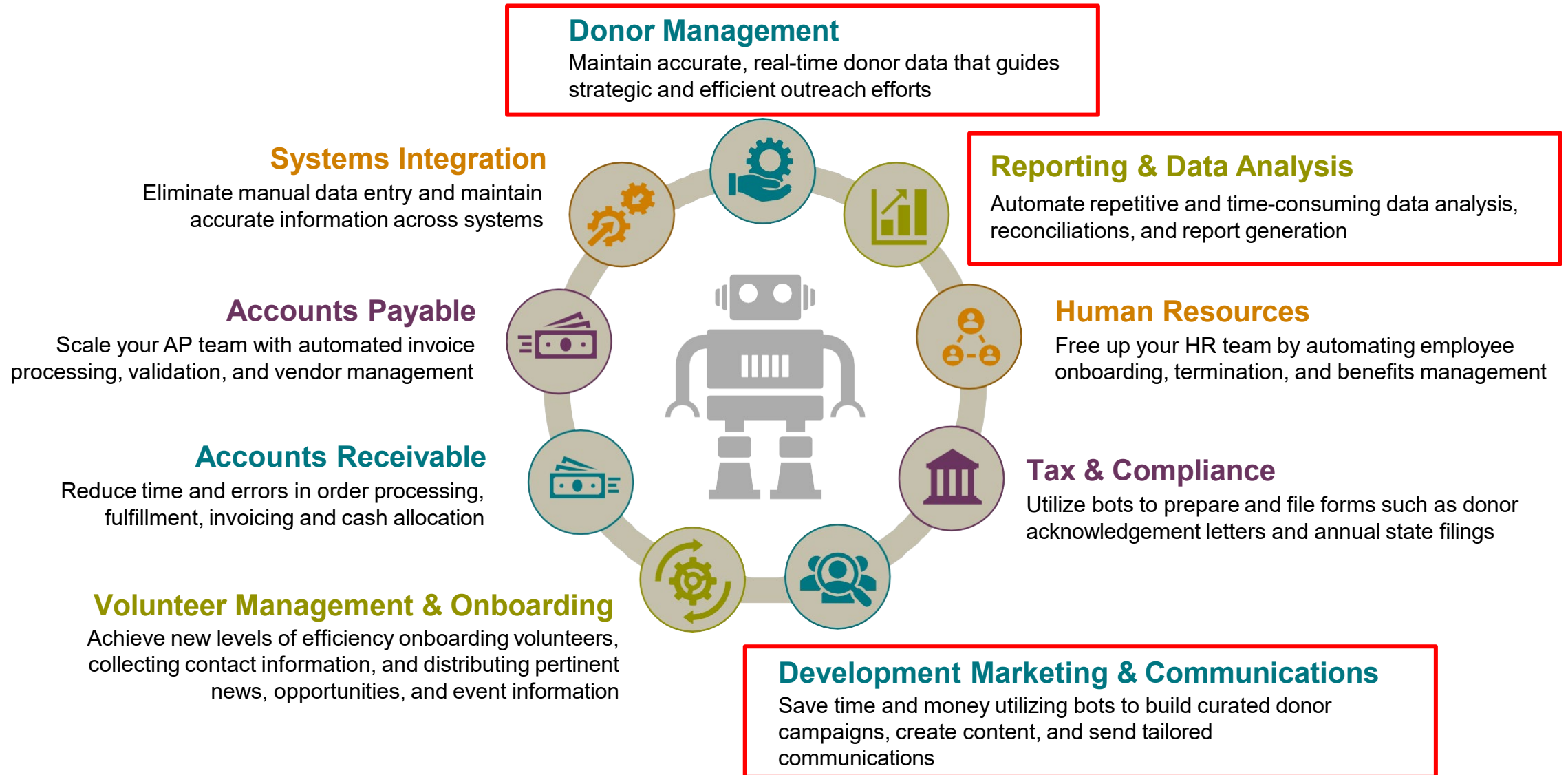
Here's What We See People Using Gen-AI For Currently

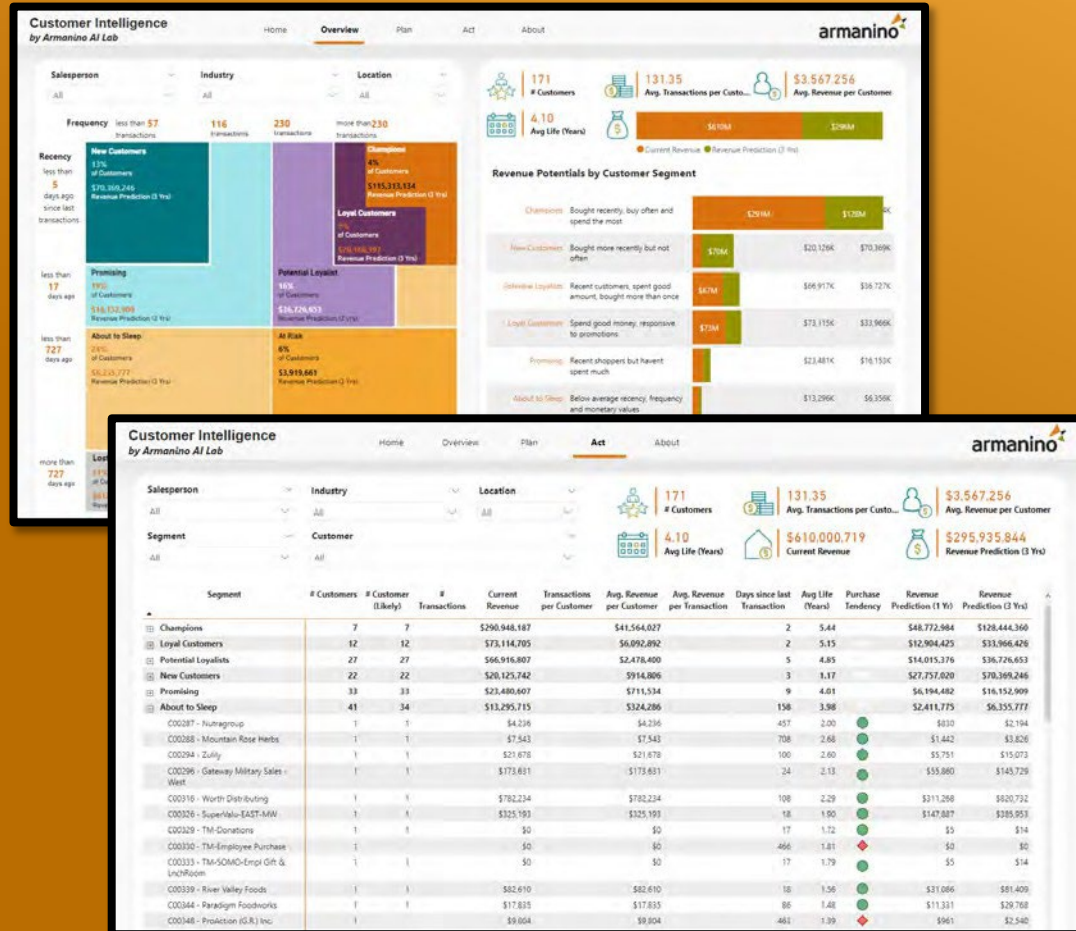
- Strategy Ideation
- Research & Sourcing
- Excel Model & Formula Development
- Meeting Prep
- Content Development
- Meeting & Workshop Analysis
- Engagement Scoping & Estimation
- Presentation Development
- Image Generation
- Stress Reduction through Productivity Boosting!

Predictive AI

Ways to Use Predictive AI

- Identifying who will give to your next appeal
- Mid-value donor potential
- Discerning major donor prospects
- Likelihood to become a monthly donor
- Recognizing who might leave a legacy gift
- Pinpointing who might upgrade their gift
- Reactivation potential
- Gift amount determination
- Understanding which channels best garner responses
- Calculating the optimum campaign size





Armanino

Donor Intelligence

- ❖ Powered by Armanino's proprietary Machine Learning analytics platform:
- ❖ Performs RFM segmentation on donor populations
- ❖ Predicts future lifetime value at the donor level
- ❖ Power BI dashboard accessible from any location
- ❖ Integrates with CRM and ERP platforms to provide real-time insights on customer behavior

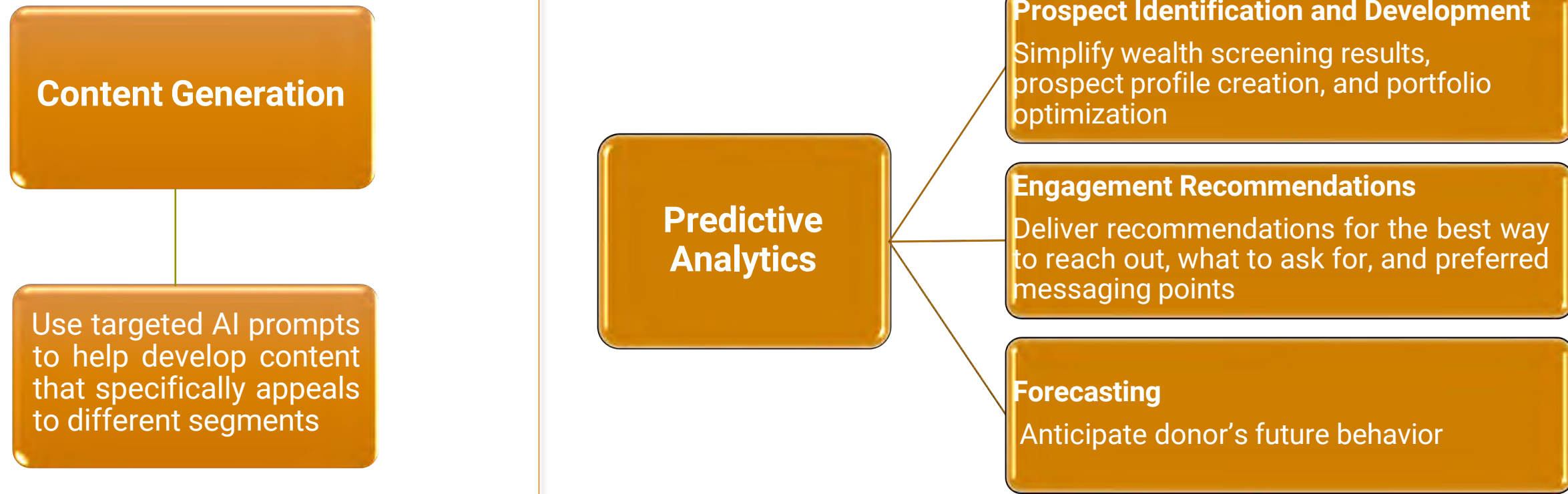


NONPROFIT UPDATE

U F T " △ ã - ã T g T M ü " > □ ↘
^ ü 7 > T ÷ b ^ 1 ö L ÷ À ü F ù t > ~ d ÷ À ü F ÷ V ü > ö ◀ ?

FUNDRAISING IN THE AGE OF AI

How Can AI Help Fundraising Efforts?



FUNDRAISING IN THE AGE OF AI

How Can AI Help Fundraising Efforts?

Maximize Marketing
Efforts

Enhance return on
marketing dollars with
conversion rate
efficiency

Constituent
Perception Tracking


Assess your supporter
sentiments across website
engagement, email open
and response rates, survey
responses and social media
interactions

FUNDRAISING WITH AI

Content Generation

THE POWER OF GENERATIVE AI

Create a Donor Thank You

 You

Create an email to thank a donor for donating to Meals on Wheels of the Monterey Peninsula.

 Copilot

Sure, here's a draft for your email:

Subject: Heartfelt Thanks for Your Generous Donation

Dear [Donor's Name],

I hope this message finds you well. On behalf of Meals on Wheels of the Monterey Peninsula, I want to extend our deepest gratitude for your generous donation. Your support is invaluable to us and makes a significant difference in the lives of the seniors we serve.

Thanks to your kindness, we can continue to provide nutritious meals, friendly visits, and safety checks to those who need it most. Your contribution helps ensure that our elderly neighbors can maintain their independence and well-being.

We are incredibly fortunate to have compassionate donors like you who share our commitment to caring for our community. Your generosity not only nourishes bodies but also warms hearts.

Thank you once again for your support. Together, we are making a meaningful impact.

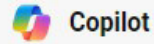
Warm regards,

[Your Name]

[Your Title]

THE POWER OF GENERATIVE AI

Add Content for a Specific Donor Preference



Absolutely, here's a revised draft:

Subject: Heartfelt Thanks for Supporting the Mental Health of Our Seniors

Dear [Donor's Name],

I hope this message finds you well. On behalf of Meals on Wheels of the Monterey Peninsula, I want to extend our deepest gratitude for your generous donation. Your support is invaluable to us and makes a significant difference in the lives of the seniors we serve.

We understand that mental health is just as important as physical health, especially for our aging community members. Thanks to your kindness, we can continue to provide not only nutritious meals but also the companionship and emotional support that are crucial for their well-being. Your contribution helps ensure that our elderly neighbors can maintain their mental health and overall quality of life.

We are incredibly fortunate to have compassionate donors like you who share our commitment to caring for the mental and emotional health of our community. Your generosity not only nourishes bodies but also lifts spirits and brings joy to those who need it most.

Thank you once again for your support. Together, we are making a meaningful impact on the mental health and happiness of our seniors.

Warm regards,

[Your Name]

[Your Title]

THE POWER OF GENERATIVE AI

Add Data-Driven Statistics



Certainly, here's the updated draft:

Subject: Heartfelt Thanks for Supporting the Mental Health of Our Seniors

Dear [Donor's Name],

I hope this message finds you well. On behalf of Meals on Wheels of the Monterey Peninsula, I want to extend our deepest gratitude for your generous donation. Your support is invaluable to us and makes a significant difference in the lives of the seniors we serve.

We understand that mental health is just as important as physical health, especially for our aging community members. Did you know that approximately 20% of people aged 55 years or older experience some type of mental health concern¹? Thanks to your kindness, we can continue to provide not only nutritious meals but also the companionship and emotional support that are crucial for their well-being. Your contribution helps ensure that our elderly neighbors can maintain their mental health and overall quality of life.

We are incredibly fortunate to have compassionate donors like you who share our commitment to caring for the mental and emotional health of our community. Your generosity not only nourishes bodies but also lifts spirits and brings joy to those who need it most.

Thank you once again for your support. Together, we are making a meaningful impact on the mental health and happiness of our seniors.

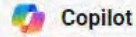
Warm regards,

[Your Name]

[Your Title]

THE POWER OF GENERATIVE AI

Add Verbiage Promoting New Giving Opportunities



Certainly, here's the updated draft with a planned giving ask included:

Subject: Heartfelt Thanks for Supporting the Mental Health of Our Seniors

Dear [Donor's Name],

I hope this message finds you well. On behalf of Meals on Wheels of the Monterey Peninsula, I want to extend our deepest gratitude for your generous donation. Your support is invaluable to us and makes a significant difference in the lives of the seniors we serve.

We understand that mental health is just as important as physical health, especially for our aging community members. Did you know that approximately 20% of people aged 55 years or older experience some type of mental health concern? Thanks to your kindness, we can continue to provide not only nutritious meals but also the companionship and emotional support that are crucial for their well-being. Your contribution helps ensure that our elderly neighbors can maintain their mental health and overall quality of life.

We are incredibly fortunate to have compassionate donors like you who share our commitment to caring for the mental and emotional health of our community. Your generosity not only nourishes bodies but also lifts spirits and brings joy to those who need it most.

As you continue to support our mission, we invite you to consider planned giving as a way to leave a lasting legacy. By including Meals on Wheels of the Monterey Peninsula in your estate plans, you can help ensure that future generations of seniors receive the care and support they need. For more information on planned giving options, please feel free to contact us.

Thank you once again for your support. Together, we are making a meaningful impact on the mental health and happiness of our seniors.

Warm regards,

[Your Name]

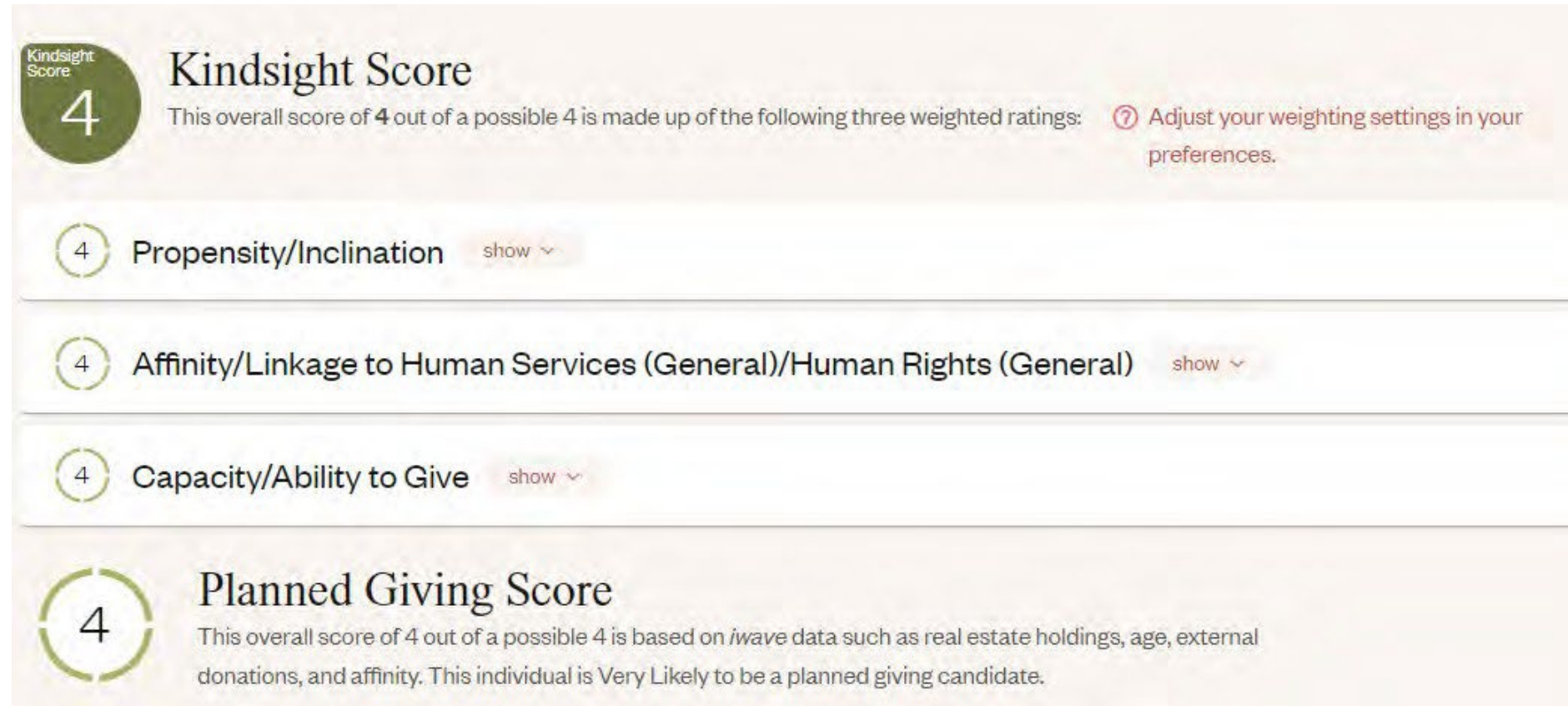
FUNDRAISING WITH AI

Predictive Analytics to Drive Strategy

PREDICTIVE ANALYTICS TO DRIVE ACTION

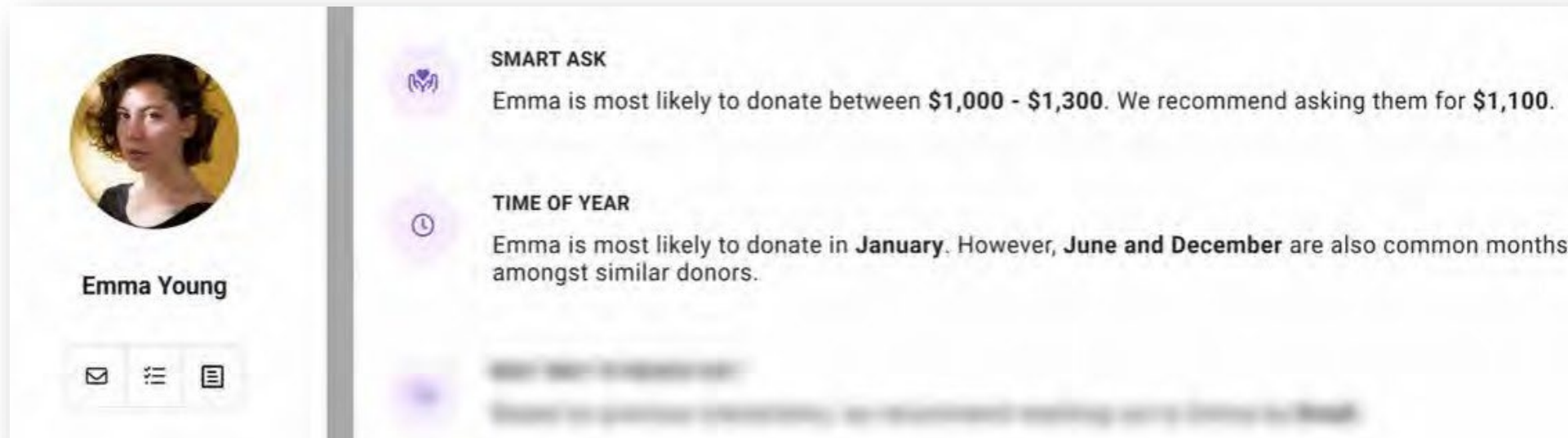
Prospect Identification

AI based tools can point you at the right donor at the right time – increasing efficiency and ROI



PREDICTIVE ANALYTICS TO DRIVE ACTION

Prospect Development and Behavior



The screenshot displays a prospect profile for Emma Young. On the left, there is a circular profile picture of a woman with curly hair, followed by her name "Emma Young" and three icons: an envelope, a list, and a document. To the right, under the heading "SMART ASK", it states: "Emma is most likely to donate between \$1,000 - \$1,300. We recommend asking them for \$1,100." Below this, under the heading "TIME OF YEAR", it states: "Emma is most likely to donate in **January**. However, **June and December** are also common months amongst similar donors." A third section, partially visible, is titled "BEST TIME TO ASK" and mentions "Based on previous experience, the best time to ask is during the week of..."

What is the ideal ask amount?

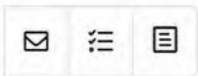
When is the best time to make an ask?

PREDICTIVE ANALYTICS TO DRIVE ACTION

Retention Alerts



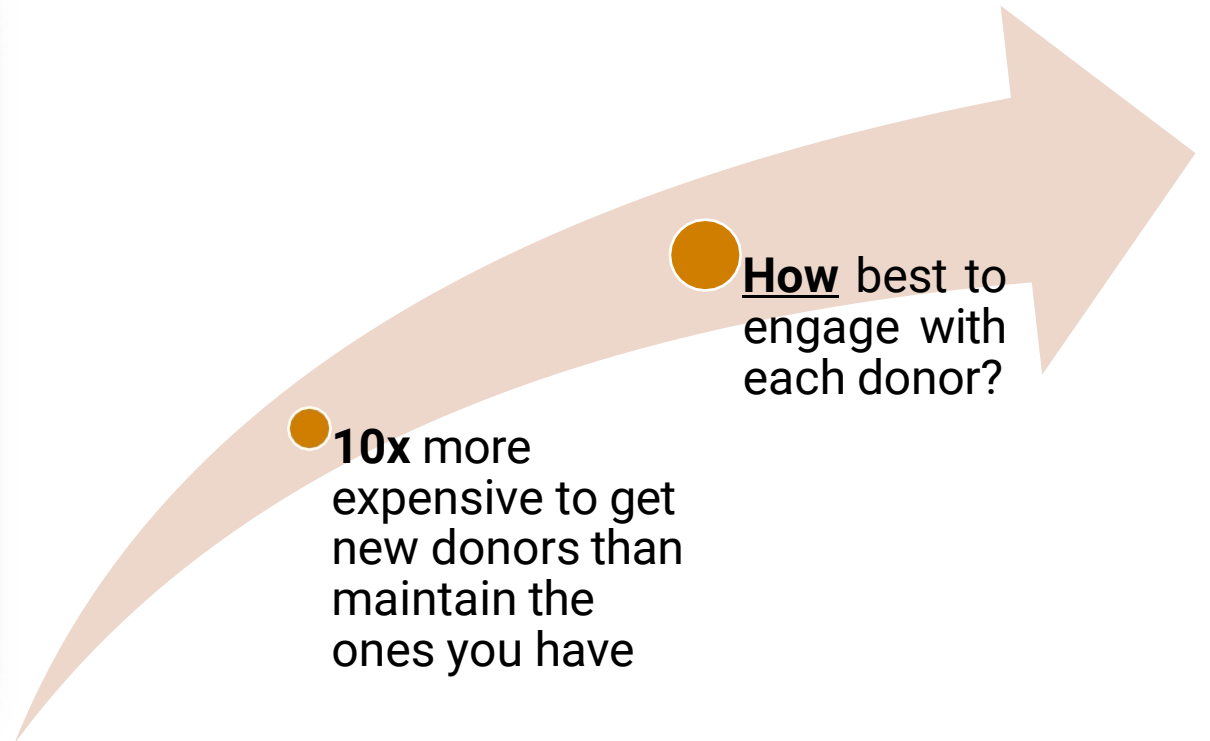
Kevin Bricknall



LAPSE POTENTIAL
Kevin has **Highly Likely** to become a lapsed donor.

BEST WAY TO REACH OUT
We recommend reaching out to Kevin by **Phone**.

MAX LIFETIME VALUE
Kevin has a max lifetime value of **\$2,560**



HOW WILL YOU GET THERE?

Connecting Data to Strategy with AI

Average gift size for retained donors is decreasing, notably during high inflation

Perform detailed capacity analysis and provide deliberate ask amounts in written and verbal communication (**AI can drive capacity analysis based on past behavior**)

New donors do not outpace lapsed donors in three of last five years

Create donor retention campaign, notably focused on at-risk segments (**AI can identify at-risk donors**)

Quantity of repeat retained donors is trending down

Perform targeted outreach to first time donors to steward them into a loyalist (**AI can assist in defining different segments for targeted campaign**)

Donor intelligence shows there is a lot of untapped donor capacity that could further the organization towards sustainability

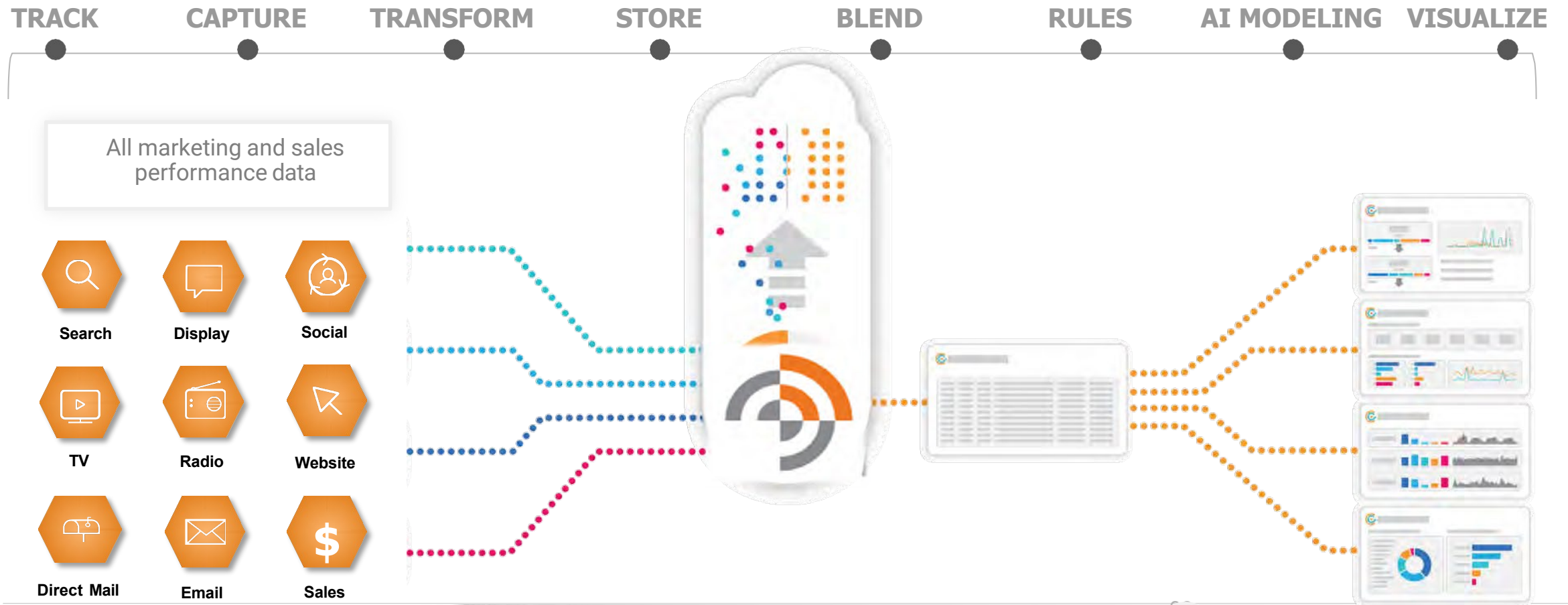
Focus on engaging and retaining current donors and prepare strategic large asks to foster more major gifts (**AI can inform you on what donors to ask first based on engagement behavior**)

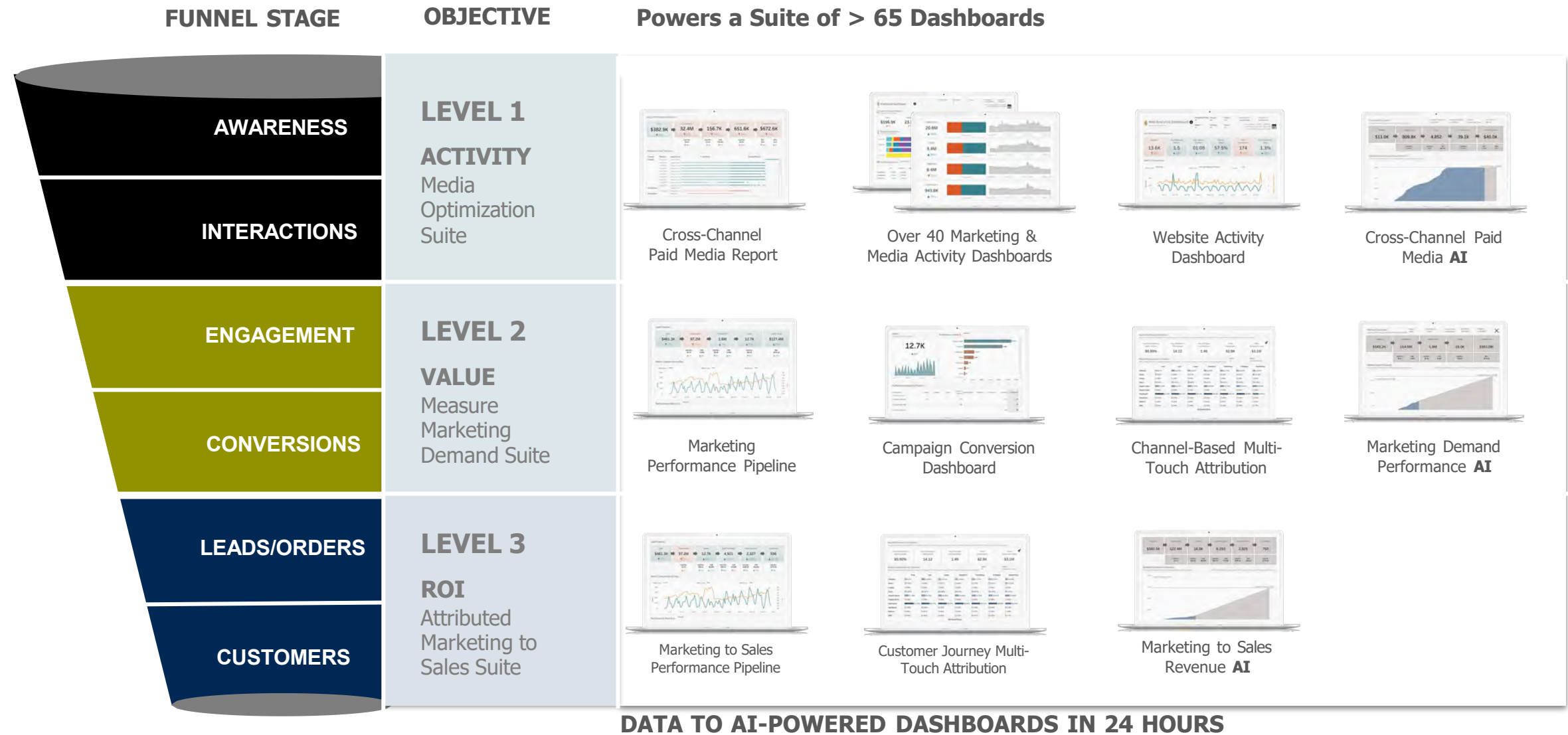
DRIVE GROWTH

AI and Digital Tools to Maximize Your Marketing Efforts and Drive Fundraising Success

DATA ANALYTICS

AI-Powered Single Source of Performance Truth



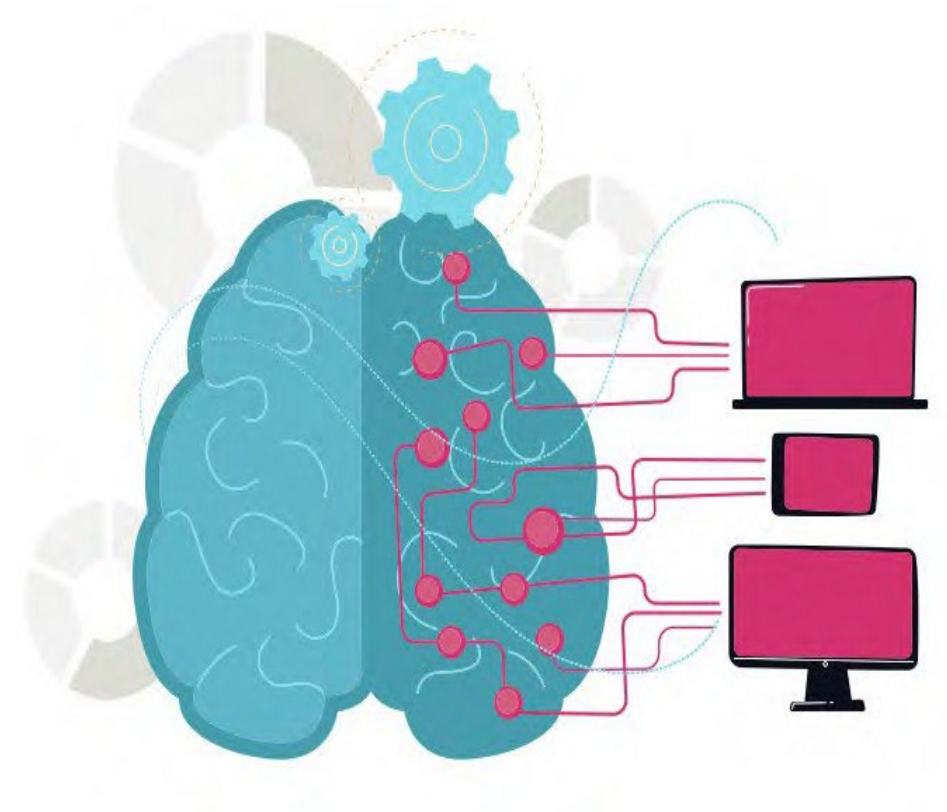


DATA TO AI-POWERED DASHBOARDS IN 24 HOURS

DATA ANALYTICS

AMF AI-Powered Analytics

- **Privacy Compliant** using a cookieless process to measure the impact of marketing across all media placements including online and offline.
- **Artificial Intelligence + Machine Learning** monitors all touch points across all marketing & sales channels to understand behavior that informs predictive model scenarios.
- **Delivers Forecasting + Predictive ROI Scenarios** to support goals & objectives across all key variables for marketing and sales performance.



AI-Powered Marketing to Sales Analytics Platform

Drive More Resources



Optimize your media mix and increase ROI with AMF's Reporting AI, to **achieve higher returns with the same investment**.

Reduce Waste



AMF's Reporting AI can **identify inefficiencies and reduce wasted spend**, helping you to improve your marketing efficiency by achieving the same result with less spend.

Drive Marketing to Opportunities



Run **real-time scenarios displaying impact to revenue and leads** to demonstrate results of budget requirements to meet objectives.

Predict Outcomes

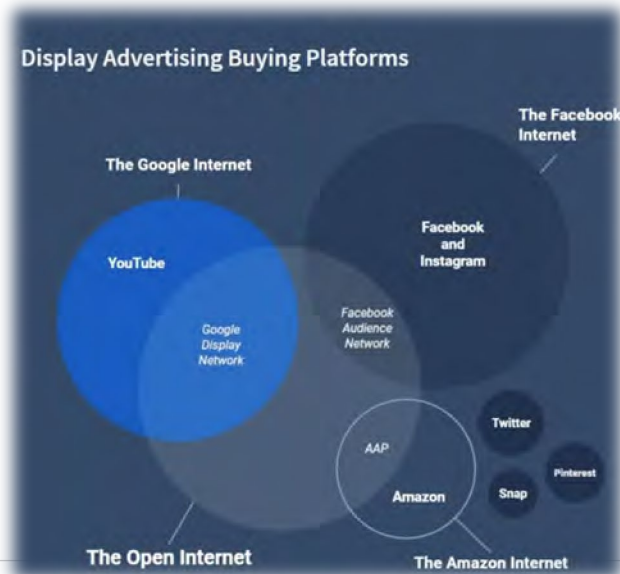


AI-powered recommendation engine **predicts optimal media mix with up to 99% accuracy** in real-time to maximize budget & ROI.

Data Management Platform

A (**DMP**) enhances data collection, audience segmentation, media buying, customer experience, compliance & decision-making, while also enabling data monetization, collaboration, scalability & providing a competitive advantage.

It compiles millions of data points to make algorithmic, deep-learning & immediate decisions on where to place your media investment for massive efficiencies.



Unifies, Segment & Activates YOUR Data!

A Data Management Platform (DMP) is a critical component of advertising technology that enables you to collect, organize & analyze your data to run effective ad campaigns.

DMP Key Features:

1. Data Collection:

Pixels / tags, server-to-server connections & website / mobile app APIs + offline sources, quickly ingest data to adapt to audience changes in real-time

2. Data Unification:

Consolidate data from many sources, while blending Your 1st Party + 3rd Party data for a more comprehensive, unified understanding of your audience

3. Data Segmentation:

Targets audiences based on behavioral, demographic, contextual & location data

4. Data Activation:

Activates across multiple channels (display, video, mobile, social, outdoor, audio), while bidding on ad inventory in real-time...all from ONE source!

TOOLS IN PRACTICE

Practical Application

Nonprofit Strategic Development Outsourcing *Drives 27% Surge* in Year-End Giving

TRANSFORMATION STORY: NONPROFIT SOCIAL SERVICES

“I’ve always known segmenting was the way to go, but I’ve never had the bandwidth to. Now we do.”

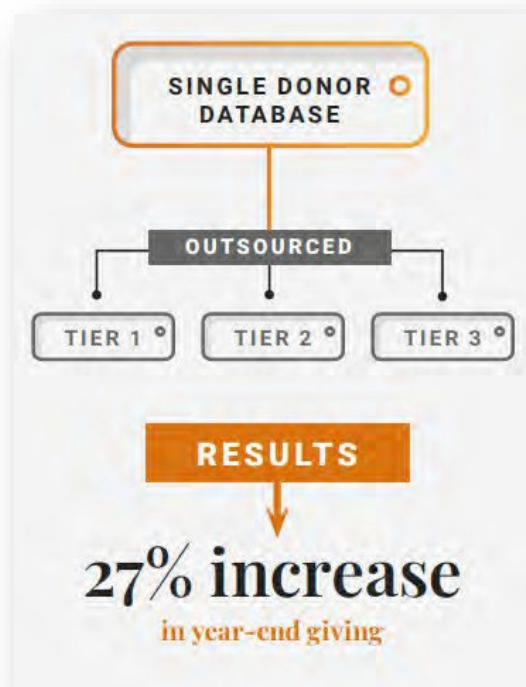
– Chief Development Officer

Business Problem:

- Post-pandemic, **higher costs** were keeping the client from expanding its reach
- In three years, costs had **escalated by nearly 18%**
- Client considered hiring a **major gifts officer** to move the needle on fundraising, but decision-makers worried about the **cost-benefit** and **long ramp-up time** for an internal hire

Solution:

- **Outsourcing** gave the client the ability to quickly put their foot on the gas!
- Tapping into Armanino’s SDO practice gave the client the **data and strategy** to energize its fundraising efforts
- Harnessing data to target the **right donors** at the **right time** with the **right dollar amount**, the client captured **27% more year-end donations** and invigorated its development strategy



LOOKALIKE TARGETING BEYOND SOCIAL MEDIA

Example of Using Your 1st Party Data

Your email list of 1000's of existing & past donors is provided to Armanino, where we hash (scrub) ALL PII or Personally Identifiable Information

This randomized data is then uploaded into our DMP, where it analyzes your 'current' customer traits to match with NEW prospect across the Open Internet

IE – we use your current customer profiles to find new customers who match their traits & interests, leading to highly efficient conversion rates



Source	Device	Gender	Age	Marital	Income	Education	Occupation	Interests	Location
Facebook	iPhone	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Twitter	Android	Male	35-44	Married	\$20K-\$29K	College	Software	Technology	California
LinkedIn	Desktop	Male	45-54	Married	\$30K-\$39K	University	Finance	Business	Illinois
Instagram	Android	Female	18-24	Single	\$5K-\$9K	High School	Art	Fashion	Florida
YouTube	Desktop	Male	25-34	Single	\$10K-\$19K	College	Music	Gaming	Texas
Spotify	iPhone	Female	18-24	Single	\$5K-\$9K	High School	Music	Art	California
Netflix	Desktop	Male	35-44	Married	\$20K-\$29K	College	Technology	Science	New York
Amazon	Desktop	Male	35-44	Married	\$20K-\$29K	College	Technology	Science	New York
Walmart	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Target	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Kroger	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
CVS	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Walgreens	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Costco	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Home Depot	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Lowes	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Tractor Supply	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
AutoZone	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
O'Reilly	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Acme	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Walmart	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Target	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Kroger	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
CVS	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Walgreens	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Costco	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Home Depot	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Lowes	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Tractor Supply	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
AutoZone	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
O'Reilly	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York
Acme	Android	Female	25-34	Single	\$10K-\$19K	High School	Marketing	Shopping	New York



ADVANCED DATA ANALYTICS & REPORTING

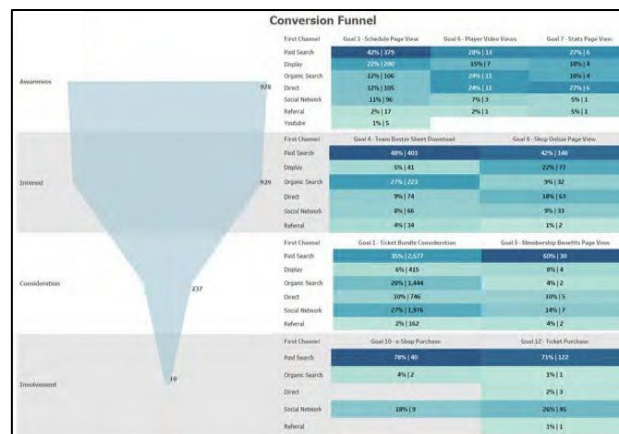
KPI Tracking & Optimizations in Real Time

- Actionable insights based on performance data that goes beyond the standard types of reporting often provided by other agencies and vendors



INSIGHTS FOR OPTIMIZATIONS

Overall Performance
Channel Performance
KPI Performance Trackers
Success Indicators
...and more!



INSIGHTS FOR CONVERSION FUNNEL

Conversion points to show where your customers are converting
Where they are converting most efficiently
Where they are falling off
Filtered by campaign to show best performers with full path to conversion



INSIGHTS FOR CUSTOMER SEGMENTATION

Customer segment comparisons
Customer population vs percent penetration
Customer buying behaviors
Seasonality Trends
Key Markets, Interests, Tactics...

OUR PROMISE TO YOU

ûł ăş › ġăŢł ðÀű ƒ⌘÷őűŢł Ţ-ă ố



ØŢ~ ũŢŢł Ţ-ăűŢ› ố
⌘⌘ű› ~đ

We're a vested, entrepreneurial partner who sees your organization through a 360 lens and finds opportunity at every stage



7 ũś ĢŨŢăŢđ
7 đ› Ţġł

Our experts provide guidance and support while quickly facilitating transformation that gives you a competitive advantage.



Ũű~ ƒł" ðűŢ
Àű ƒ

Our integrated teams and solutions deliver tailored insights to bring you more value and clarity throughout your journey.

Armanino is a leading national accounting and advisory firm, serving a wide range of clients across various industries. Our expertise spans from tax planning and financial auditing to operational strategy and technology implementation. We are committed to providing innovative solutions and exceptional service to our clients.



COMPLIANCE

- UBIT Tax Planning
- Form 990
- Nonprofit Formation
- Construction Cost Advisory



TRUST

- Financial Audit
- Benefit Plan Audit
- Internal Audit
- Single Audit
- Cybersecurity
- Restructuring
- Revenue Recognition



STRATEGY

- Operational Strategy
- Management Consulting
- Benchmarking
- Business Transformation
- Technology Roadmaps and RFPs



STAFFING

- HR Outsourcing
- Payroll
- Policies and Procedures
- Health and Benefits
- Executive Search
- Interim Placement



TECHNOLOGY

- ERP
- CRM
- FP&A
- Business Intelligence
- Managed Support and Services
- Automation



OUTSOURCING

- Bookkeeping
- Budgeting/Forecasting
- Account Receivable
- Accounts Payable
- Strategic Fundraising Development

THANK YOU

Questions?

Brenda Kahler
Senior Director, Armanino Advisory LLC
Brenda.Kahler@armanino.com

Morgan Falor
Director, Armanino Advisory LLC
Morgan.Falor@armanino.com

Chris Severs
AMF Media Group – VP of Client Growth
Chris.Severs@amfmediagroup.com



Leveraging Technology for Nonprofit Success Series

Look out for an invite for our 2025 series – Coming Soon!

WRAP UP

Thank you
for participating!

Be on the lookout for a
survey (via email) to give us
your feedback for this
training event

Additional questions? Reach out to us at
elevatelearn@armanino.com



Armanino Operates in an Alternative Practice Structure:

"Armanino" is the brand name under which Armanino LLP, Armanino CPA LLP, and Armanino Advisory LLC, independently owned entities, provide professional services in an alternative practice structure in accordance with law, regulations, and professional standards. Armanino LLP and Armanino CPA LLP are licensed independent CPA firms that provide attest services, and Armanino Advisory LLC and its subsidiary entities provide tax, advisory, and business consulting services. Armanino Advisory LLC and its subsidiary entities are not licensed CPA firms.