



AI

IN FUNDRAISING



## PRAISE FOR AI IN FUNDRAISING

**“Traditional AI and generative AI are moving the efficiency frontier in many industries, fundraising included. With these technologies, organizations will be able to create more personalized and deeper donor relationships while being able to use their resources more effectively.”**

Nicolaj Siggelkow, David M. Knott Professor, Vice Dean MBA Program, and Co-Director, Mack Institute for Innovation Management at the Wharton School, University of Pennsylvania, and co-author of *Connected Strategy*

**“AI doesn’t just support the art of fundraising; it transforms it into a science of precision and personalization, enabling us to understand and connect with donors in unprecedented ways, ensuring that every message we send is not just heard, but felt.”**

Stephen Ibaraki, AI for Good Futurist Entrepreneur Investor Innovator, founder & chair outreach of the United Nations International Telecommunication Union Global AI for Good

**“This piece offers a compelling exploration of how AI revolutionizes fundraising strategies. With concise explanations, insightful analysis, and practical applications, it is an invaluable guide for leaders and organizations navigating the evolving philanthropic landscape.”**

Craig Leonard, Executive Director, Pipeline Development and Strategic Initiatives, University of Michigan

**“Elevate your nonprofit’s potential with *AI in Fundraising*. This insightful guide examines how AI technologies, from predictive modeling to generative AI, can be implemented to boost fundraising efforts, enhance donor satisfaction, and secure a sustainable future for nonprofits.”**

Max S. Bennett, co-founder of multiple AI companies, author of *A Brief History of Intelligence*

**“It’s a very thorough and easy to understand overview of how AI can be used in the fundraising space. I imagine many nonprofits are overwhelmed with where to start, and this can serve as a useful roadmap.”**

Jeff Kula, Senior Vice Chair, Philanthropy, Cleveland Clinic



**EXPLORE THIS PAPER ONLINE IN ITS  
INTERACTIVE FORMAT.**

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# INTRODUCTION

## ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) can play a crucial role in modern fundraising, allowing nonprofit organizations to enhance their strategies and increase efficiency by leveraging data, automation, and personalized communication. Utilizing AI can help nonprofits better engage prospects and donors, developing and implementing more successful fundraising campaigns. By integrating various AI capabilities in fundraising, nonprofits are better positioned to achieve their financial goals and further advance their mission.

# TIMELINE OF THE DEVELOPMENT OF AI



# / UNDERSTANDING AI

## A BRIEF HISTORY

Human brainpower has fascinated us for a long time, and we have tried to emulate it using various gadgets. Modern computers supercharged the pursuit to mimic the human brain's analysis and insight generation process. Because of decades of experimentation, AI has become more powerful and accessible than ever.

Since 2023, we've seen the democratization of Large-Language Models (LLMs) through ChatGPT. The simple interface allows anyone to make requests in simple, natural language instead of computer code. At the same time, excellent image generation via simple text prompts also became possible, fueling the growth of StableDiffusion, MidJourney, and OpenAI's DALL-E. We recently saw a demo of AI-generated sophisticated videos via simple text prompts. These developments indicate that tools will offer a one-stop shop experience from script generation to video creation, all with simple text commands.

Although the field of AI is only about eighty years old, given the current excitement over AI, it can be divided into two groups: Traditional AI and Modern AI.

### TRADITIONAL AI

Traditional AI is comprised of algorithms and techniques that group or separate objects, transactions, or entities via clustering, classification, or regression models. A familiar example is the prediction of whether someone would purchase something or at what price. "Based on your history, you may like these [things]," as seen on Amazon or Netflix, falls into this category using association rules or recommender systems.

A few examples of Traditional AI include machine learning classification techniques (e.g., fraudulent vs. non-fraudulent transactions), numeric prediction (e.g., following amount of next purchase), and segmentation (e.g., a group of customers likely to purchase the same item).

### MODERN AI

"Modern" or generative AI writes complete essays and articles, creates stunning images, and builds believable videos by providing simple instruction in the natural language rather than waiting for algorithms to predict a transactional value.

Generative (Gen) AI can help with bulk text generation, such as large batches of personalized email messages, or specific purposes, such as a detailed report. Users can also now create images, audio, and video with a few prompts. In addition, LLMs can help with text summarization, entity extraction, sentiment analysis, and document classification. Combining different outputs and controlling the layouts can create complicated documents with text and images.

# // AI FUNDRAISING APPLICATIONS

## WHAT AI MEANS FOR NONPROFIT FUNDRAISING

Both types of AI, Traditional AI and Modern AI, promise significant efficiency and productivity gains to nonprofit fundraising. With accurate and rich data, nonprofits can build custom predictive models to acquire, segment, upgrade, and retain donors. Major donor acquisition is possible with a targeted list of prospects likely to make these gifts. Donation upgrades are similarly possible when studying the whole transactional history by predicting the following gift amount. Personalized communication is possible through the segmentation of interests.

In addition, Modern AI can significantly uplift advancement operations with limited staff. For example, automated processes can create versions of acknowledgment letters for all donation designations or purposes. Rather than waiting for inspiration, a stewardship professional can edit and approve the versions for further automation to send these letters. Similarly, Gen AI-powered automation can create many stories around the potential impact of significant gifts. Gen AI-powered tools can help many nonprofits steward their donors and communicate the impact of their donations, among many other outcomes.

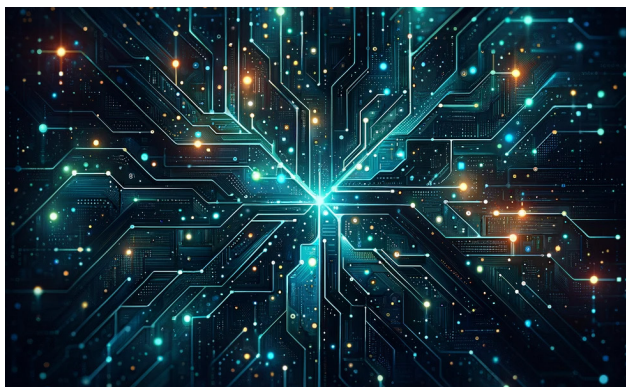


Image generated by ChatGPT

One of the most promising applications of AI in fundraising is likelihood prediction. By studying donor donation history in a dataset, AI algorithms can predict the likelihood of future donations, then group donors and tailor communication and fundraising strategies. A popular technique for these predictions is Random Forests, more commonly referenced as “decision trees,” graphical representations of all the possible solutions to a decision based on certain conditions. AI takes the manual decision-making process out of the mix and can help better target giving likelihood.

### Nonprofits can use AI-powered chatbots on their websites to:

- Engage with visitors
- Answer questions
- Facilitate donations
- Use if-and-then rules
- Reduce response time
- Direct donors to programs aligned with giving priorities

Tools like Chatfuel allow the creation of a chatbot without complicated programming, so almost any nonprofit organization can integrate this tool into its website.

In addition, AI language generation models like ChatGPT and the underlying generative pre-trained transformer (GPT) models can generate qualification emails, thank you or stewardship letters, proposal generation, and research profile creation for nonprofit fundraising. Integrating this capability increases efficiency, freeing up valuable staff time for other projects.

In *Connected Strategy*, authors Nicolaj Siggelkow and Christian Terwiesch describe how successful organizations grow via a connected customer relationship and delivery model. They state, "The connected customer relationship is what delights the customer. The connected delivery model is what allows the firm to create these relationships at low cost."

They argue that connected platforms allow organizations to recognize customer needs, identify a solution, and respond better to customer challenges, creating high customer service and increasing the customer's willingness to repeat business.

With AI and automation, nonprofits have a unique opportunity to use the available donor data to create donor engagement at scale, increasing the donors' delight and willingness to donate repeatedly. Siggelkow and Terwiesch claim that such a strategy not only results in better fundraising outcomes but also results in a competitive edge: "Firms pursuing a connected strategy have access to the data required for deep learning, making them a better partner in joint problem solving with the customer than their (unconnected) competitors."





WEALTH & DEMOGRAPHIC  
DATA ENRICHMENT

PREDICTIVE  
MODELING

PASS ON LEADS  
& PROSPECTS

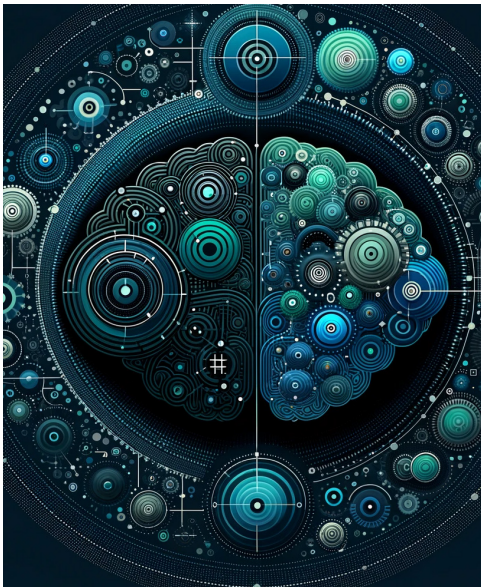


Image generated by ChatGPT

## SPOTLIGHT ON GRATEFUL PATIENT PROGRAMS

Healthcare fundraising often relies on the generosity of grateful patients and their families; however, it is challenging to identify potential supporters among hundreds or thousands of visits and patients. AI-enabled automation offers a new solution for nonprofits to connect with potential donors effectively. This technology automates data extraction and analysis, allowing organizations to identify patients most likely to express financial gratitude for their care. Using the nonprofit's criteria, the technology generates lists of qualified prospects based on wealth capacity, prospect information, and machine learning, significantly reducing the time required for data gathering, analysis, and prospect identification.



As we planned Canada's largest healthcare campaign ever, we understood our success would be dependent on investing in our technology systems and in particular advanced data analytics, predictive modeling, and artificial intelligence. This had to be an organization-wide commitment, sanctioned by our Board, and fueled with new investment. CDO leadership and engagement throughout the process would also be key. In the end, we raised \$1.7 billion from 1.3 million donors who in turn made more than 13 million gifts, exceeding all our expectations. Our big bet in believing in the power of AI and our relentless use of data to drive fundraising more than paid off.

- Ted Garrard, Former CEO, SickKids Foundation

Anticipate future needs with predictive analytics: Forecasting needs and trends can be the difference between thriving and merely surviving. AI-powered predictive analytics turns vast data repositories into actionable insights. For instance, a development director can anticipate the likelihood of a group of donors to respond to an upcoming campaign. On the other hand, healthcare administrators can foresee patient load spikes, ensuring adequate staffing and resource allocation. Both scenarios lead to better donor or patient experiences, efficient resource utilization, and improved bottom lines, all of which highlight the indispensable nature of AI in modern decision-making.

- "AI Use Cases for Nonprofit Leaders," Microsoft

# /// IMPLEMENTING AI IN YOUR FUNDRAISING STRATEGY

AI offers nonprofit professionals unprecedented ways to bolster their efforts while not replacing the need for human expertise. Once your organization has decided to implement AI to maximize your fundraising, the following provides a clear framework for effectively doing so.

## **Establish Clear Goals and Assess Data Capabilities**

Define the goals you hope to achieve with data science and AI, such as improving fundraising, donor engagement, or operational efficiency. Review your current data management practices and decide what infrastructure improvements are needed.

## **Develop the Necessary Infrastructure and Skills**

Invest in data storage and analytics tools suitable for your budget and scale. Train existing staff or hire new talent with data science, AI, and software development skills. Further, consider empowering employees who have ideation power but not necessarily the technical skills to experiment freely with Gen AI tools.

## **Start with Pilot Projects**

Identify small projects to address with data science and AI, such as understanding donor behaviors or implementing a chatbot to answer common queries on your website. Use these projects to test and refine your ideas.

## **Ensure Ethical Data Use and Compliance**

*For more information, go to [page 14](#)*

Create clear data use and protection policies, and ensure you're following privacy laws. Inform your constituents about how you handle their data.

## **Measure Impact and Seek Support**

Monitor the success of your data projects, keep improving, and share your successes to attract internal support and funding.



*Image generated by ChatGPT*

## It's critical to start **small**.

While Large-Language Models (LLMs) have a vast associative memory capacity, allowing impressive predictions, they currently lack an understanding of the meaning of the stored information. In his book *A Brief History of Intelligence: Evolution, AI, and the Five Breakthroughs That Made Our Brains*, Max Bennett stresses the importance of this understanding: “It is possible, perhaps inevitable, that continuing to scale up these language models by providing them with more data will make them even better at answering commonsense and theory-of-mind questions. But without incorporating an inner model of the external world or a model of other minds— without the breakthroughs of simulating and mentalizing—these LLMs will fail to capture something essential about human intelligence. And the more rapid the adoption of LLMs—the more decisions we offload to them—the more important these subtle differences will become.”

## //// LEADING NONPROFIT AND AI



Jefferson is applying the value of predictive modeling: “We created segments for qualifying prospects called a ‘faster funnel.’ Each segment receives different communication, such as videos or emails. We then evaluate the response rates for the segments to tweak its strategy and qualify prospects.”

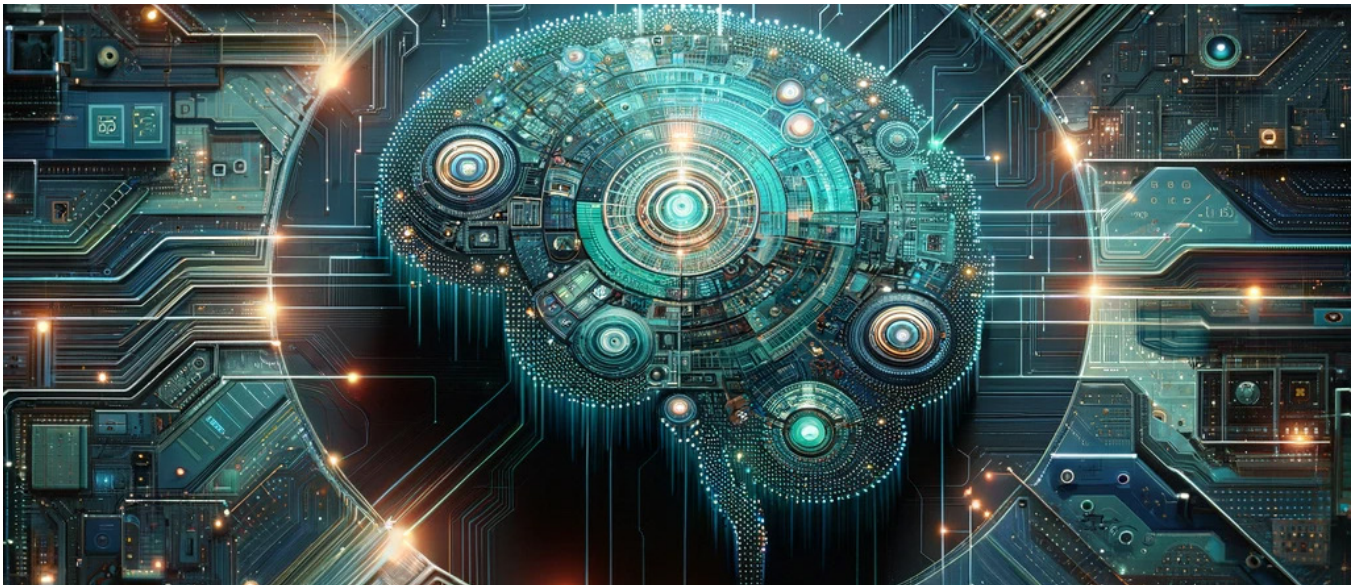


Image generated by ChatGPT

## ////// AI: WHAT ORGANIZATIONS ARE SAYING

### **UNORGANIZED DATA AND ITS GOVERNANCE ARE A CHALLENGE.**

Decision-makers are inundated with an overwhelming amount of data. While data is a powerful tool for informed decision-making, a large amount of unorganized data without proper governance can create significant challenges.

#### **Information Overload**

When data is abundant but disorganized, it leads to information overload. Decision-makers need help discerning relevant insights from the available data, but disjointed data sets often make that challenging.

#### **Quality Concerns**

Without governance, data accuracy or quality is difficult to achieve. Decisions based on poor-quality data can be worse than those made without data.

#### **Time and Resource Wastage**

Sifting through vast, unstructured data consumes valuable time and resources that could be better spent on strategic initiatives. This inefficiency can delay decisions and impact organizational agility.

#### **Security and Compliance Risks**

A lack of governance means data may not be managed in compliance with legal and ethical standards, exposing the organization to legal risks and reputational damage.

#### **Inability to Leverage Data Effectively**

Unorganized data hampers the ability to leverage advanced analytics and AI technologies, which perform better with high-quality data.

## **ORGANIZATIONS ARE FIGURING OUT THE APPROPRIATE AI POLICIES AND GOVERNANCE.**

It is crucial to govern safe AI use without stifling innovation. AI governance should guide and protect, not restrict—a balance vital to harnessing AI's full potential.

### **Foster Innovation**

Create an environment that encourages experimentation with AI, which is essential for breakthroughs and advancements.

### **Remain Flexible**

AI is evolving rapidly. Governance should be adaptable to embrace new technologies and methodologies.

### **Balance Ethics and Innovation**

Ensure AI is used responsibly to avoid ethical issues without letting it hinder creative exploration.

### **Manage Risks Wisely**

Effective governance is about managing risks, not eliminating them. Allow for calculated risks, which are essential for progress.

### **Stay Legally Compliant**

AI policies should comply with current laws and be prepared to adapt to future legal changes.



*Image generated by ChatGPT*

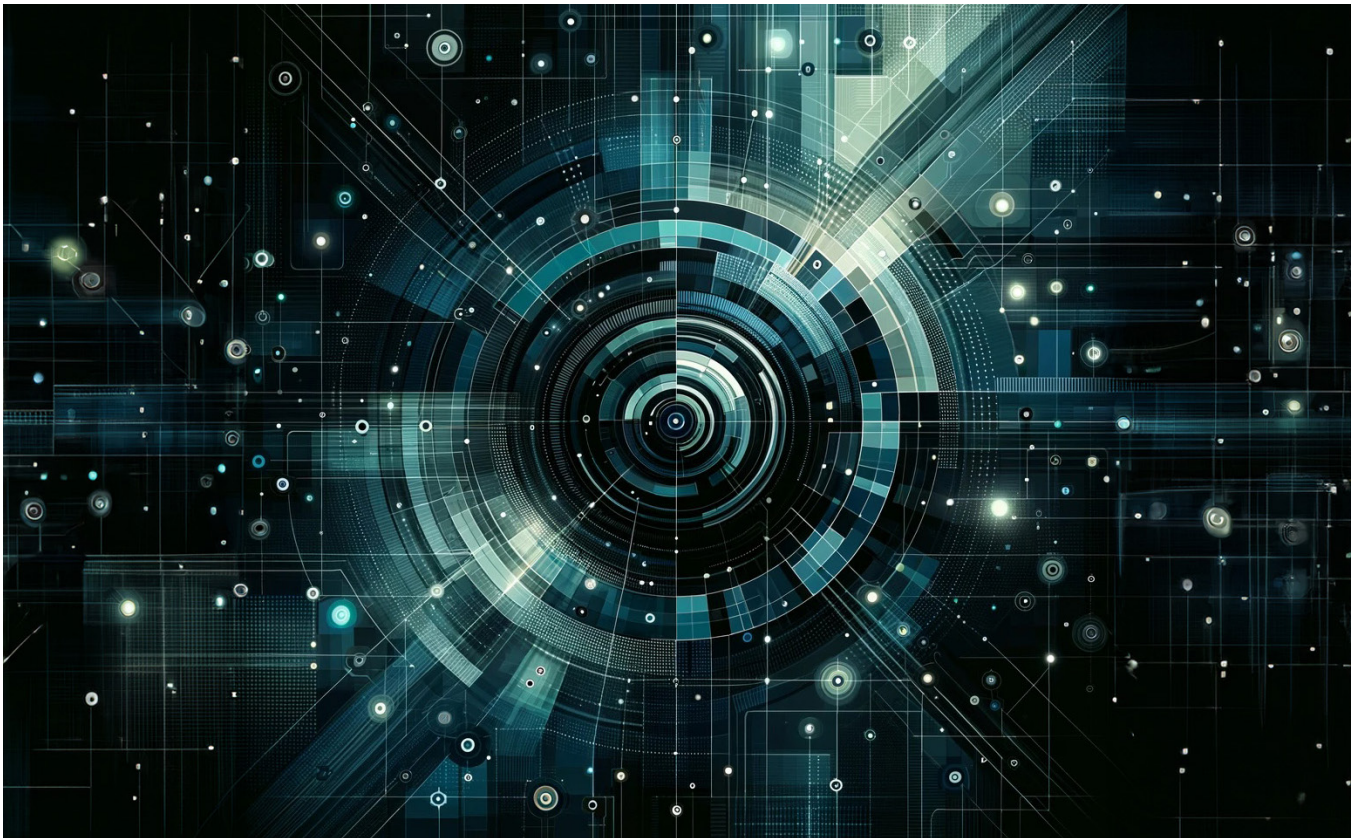


Image generated by ChatGPT

## **UTILIZE CAUTIOUS EXPERIMENTATION FOR MAXIMUM SUCCESS.**

Controlled AI experimentation can lead to innovative discoveries while ensuring safety and compliance.

### **Valuable Insights**

Frontline employees often have practical insights. Let them explore AI to find new uses in a controlled way.

### **Learn and Adapt**

Employees can provide direct feedback from their experiments, helping to improve effective use of AI tools.

### **Safe Innovation**

Allow experimentation within clear boundaries to ensure it does not cause reputational harm or break processes.

### **Risk Control**

Cautious experimentation manages risks, keeping your organization safe legally and ethically.

### **Stay Ahead**

Encouraging careful AI experimentation fosters a culture of learning and adaptation, giving your organization a competitive edge in attracting talent and improving processes.



Image generated by ChatGPT

## **THERE IS VALUE IN TRADITIONAL AI TOOLS.**

It's important for organizations not to overlook the value of automation, machine learning, and predictive modeling with the rise of Modern AI:

### **Cost-Effective**

Traditional AI tools are often more affordable than newer technologies, making them a practical choice for many applications.

### **Reliable and Tested**

These tools have been used effectually for many years, proving their reliability and effectiveness in various applications.

### **Widely Available**

Traditional AI tools are numerous and available for many use cases.

### **Data Efficiency**

They are especially good at handling structured data, a significant part of business analytics.

### **Compatibility**

These tools usually fit well with existing business systems, requiring less integration adjustment.

### **Balanced Strategy**

While exploring new AI is beneficial, Traditional AI ensures a stable and comprehensive approach.

# ///// CONSIDERATIONS

## ETHICS

There are important components to consider before any nonprofit implements AI in its fundraising strategies. For example, if winners write history and Large-Language Models (LLMs) are trained on historical data, who tells the stories of minoritized groups? The internet reflects a collective “us,” with anonymity often encouraging people to show their bad side. The LLMs are trained on vast amounts of data from websites such as Reddit and Wikipedia, and while most websites do not directly encourage bigotry, hatred, misogyny, racism, or any other bias, the overall tone and explicit language on the internet form the majority of the training data for these models. While the creators take precautions to avoid harm or spread bias, the imperfect models can generate offensive and [non-inclusive text and/or images](#).

Since the training models are black boxes, managing ethical risks and bias is more complex with Gen AI. In their article, “[Ethics and AI: 3 Conversations Companies Need to Have](#),” Reid Blackman and Beena Ammanath recommend understanding the sources of the AI models to create better strategies to mitigate bias.

“Understanding bias in AI requires, for instance, talking about the various sources of discriminatory outputs. That can be the result of the training data; but how, exactly, those data sets can be biased is important, if for no other reason than that how they are biased informs how you determine the optimal bias-mitigation strategy.”

## PRIVACY

The data used for predictive models or content generation can be used by companies offering prediction platforms to further train their models, a significant problem if sensitive data from other parties is used on these platforms without consent. There are guardrails to protect sensitive information, such as using trustworthy providers and declining to share your data with the provider for further training. Another concern is the ownership of the data used for training, as copyrighted material such as news articles or stock images forms a good chunk of these training datasets. Some companies have [sued OpenAI](#) and other [generative AI companies](#) for breach of intellectual property.

## ACCURACY

As the famous saying goes, “All models are wrong, but some are useful.” Mathematical models try to approximate a customer’s following action but will never be 100% accurate. Similarly, the LLMs can not only get the math wrong, they can also get the facts wrong. “Hallucination” is an industry term for this problem where an LLM confidently gives incorrect information. It is a misnomer: these models simply make things up, and the term hallucination minimizes the risks. If the LLM-generated text must be fact-based, then every word must be verified. As one [lawyer found out](#), one can risk their prestige and profession by unthinkingly trusting these models. [The Federal Trade Commission is also investigating](#) the harms of these inaccuracies.

While Gen AI can quickly analyze large amounts of information for new insights, it can spread bias and misinformation. Authors Henry A. Kissinger, Eric Schmidt, and Daniel Huttenlocher caution in their book *The Age of AI*: “AI’s effects on human knowledge are paradoxical... AI is capable of exploiting human passions more effectively than traditional propaganda. Having tailored itself to individual preferences and instincts, AI elicits responses its creator or user desires. Similarly, the deployment of AI intermediaries may also amplify inherent biases, even if these AI intermediaries are technically under human control. The dynamics of market competition prompt social media platforms and search engines to present information that users find most compelling. As a result, information that users are believed to want to see is prioritized, distorting a representative picture of reality.”

## TALENT

Automation has reduced many repetitive, often mundane, tasks. These new AI-powered generators promise to reduce many jobs’ workloads. One [OpenAI and University of Pennsylvania working research paper](#) suggests that “80% of the U.S. workforce could have at least 10% of their work tasks affected by the introduction of LLMs.” While every innovation has increased worker productivity and created new tasks for humans, AI can feel different; creativity has been the domain of humans, but AI has now breached it. If a job involves repetitive tasks requiring reading and responding to text without much critical thinking, it seems like it will be the first to be augmented via LLMs. In addition, creative tasks to generate evocative and original images seem to be under threat of replacement, as “A machine can’t do this” seems like a phrase from the past. However, it is important to remember that people are often willing to pay a premium for an expert’s specialized knowledge.

# //////// HARNESS YOUR FUNDRAISING POWER WITH AI

AI is a powerful tool for nonprofit organizations to utilize in fundraising. By leveraging both types of AI, Traditional AI and Modern AI, nonprofits can optimize their fundraising strategies and impact, enhance organizational efficiency, personalize communication, and build custom predictive models to acquire, segment, upgrade, and retain donors. As nonprofits consider implementing AI, it is important to:

Clarify goals and data capabilities.

Develop relevant infrastructure and skills.

Examine ethical considerations.

Start with a pilot project.

Monitor and share the ultimate impact.

With thoughtful consideration and application, AI has the potential to greatly advance nonprofit fundraising capacity and success.

In *Prediction Machines*, Ajay Agrawal and his colleagues suggest that AI has transformative potential for business strategies because predictions have become cheaper. They argue that leaders can gain a competitive advantage with AI: “Prediction machines enable managers to move beyond optimizing individual components to optimizing higher-level goals and thus make decisions closer to the objectives of the organization.”

While AI applications may seem daunting to fundraisers, they may already unknowingly use AI, as many common programs utilize AI discreetly or as a customer-facing feature. It is important to note that implementing AI will not replace individual workers but instead give fundraising teams more time to embrace new or different responsibilities that advance their organization’s mission. AI does not replace the vital personal connections with prospects and donors, and, in fact, with AI applications supporting other efforts, fundraisers should have more time to invest in these personal interactions. With the power of AI, nonprofit organizations can automate and optimize their fundraising practices to more effectively engage donors and make a more significant impact.

As Mustafa Suleyman describes in the book *The Coming Wave*, Gen AI represents the arrival of systems capable of performing tasks across numerous domains: “A more appropriate term for the technologies of the coming wave is ‘omni-use,’ a concept that grasps at the sheer levels of generality, the extreme versatility on display. Omni-use technologies like steam or electricity have wider societal effects and spillovers than narrower technologies. If AI is indeed the new electricity, then like electricity it will be an on-demand utility that permeates and powers almost every aspect of daily life, society, the economy: a general-purpose technology embedded everywhere.”



# ////////// GENERATIVE AI USE CASES

Below is a list of use cases showcasing how AI can be implemented to help with fundraising tasks, organized by category. The “prompt” is information fundraisers can enter into ChatGPT, including uploading data files or pasting large text, and the “response” is what would be provided. The fundraiser can take the response and adjust as needed on their own, or enter a revised prompt into ChatGPT to continue working on generating the most helpful response.

## I. AI CAN BE USED TO HELP IDENTIFY PROSPECTS

### Prompt

Extract names, organizations, and job titles from this text. Present this information in a table.  
[data file uploaded]

### Response

Here’s the table with the names, organizations, and job titles extracted from the text:

Name	Organization	Job Title
John Smith	ABC Company	CEO
Jane Doe	XYZ, Inc.	Executive Officer
Alex Miller	1-2-3 Ltd.	Co-Founder

## II. AI CAN BE USED TO HELP GENERATE PROPOSALS

### Prompt

Extract a list of topics with the most discussed topics at the top from this text. Don’t add any details.  
[data file uploaded]

### Response

- 1 AI’s role in predicting lung cancer metastasis
- 2 Implications of AI predictions on treatment decisions
- 3 Methodology and performance of AI in the study
- 4 Challenges in lung cancer treatment and diagnosis

### III. AI CAN BE USED TO HELP WITH CULTIVATION STRATEGIES

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#### Prompt

My nonprofit organization supports animal welfare organizations across the country. I want to increase our social media engagement. Create a content plan for a week.

#### Response

Creating a content plan for increasing social media engagement for an animal welfare organization involves a mix of informative, engaging, and visually appealing content. Here's a suggested content plan for a week:

##### Day 1: Motivation Monday

Post a motivational quote related to animal welfare and compassion.

##### Day 2: Educational Tuesday \*

Share a short video or infographic about responsible pet ownership, such as spaying/neutering, vaccinations, or adopting from shelters.

##### Day 3: Wildlife Wednesday

Showcase the beauty of wildlife by sharing stunning photos or videos of animals in their natural habitats.

##### Day 4: Throwback Thursday

Share heartwarming throwback photos or videos of animals that have been rescued or adopted through your organization in the past.

##### Day 5: Fun Friday

Post engaging and entertaining content, such as memes, gifs, or funny videos featuring animals.

##### Day 6: Spotlight Saturday

Feature a "Pet of the Week" from a local animal shelter or rescue group, along with information on how to adopt them.

##### Day 7: Support Sunday

Promote upcoming fundraising events, campaigns, or donation drives.

\*Here is an example of where human oversight matters - all the other days have alliteration, and this could be called Tutorial Tuesday to match!

### IV. AI CAN BE USED TO HELP WITH IMAGE GENERATION FOR CLIENT AND PROSPECT PROPOSALS AND REPORTS, AS WELL AS MARKETING AND BRANDING MATERIALS

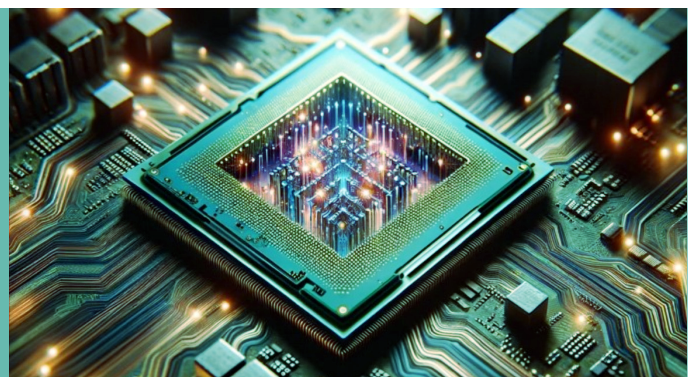
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#### Prompt

I am trying to raise money for a research lab. Create a 35mm macro photograph of a computer processor. Capture the essence of information movement through the circuits with moving lights.

#### Response

Image to the right



## CONTACT



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## INTERNAL RESOURCES

For further reading of CCS Fundraising publications and research:

- [Revolutionizing Fundraising Part I: 6 Ways AI is Transforming the Nonprofit Sector](#)  
*Artificial Intelligence (AI) has been making waves across industries, and the world of fundraising is no exception. So how can you leverage the power of data to raise dollars?*
- [Revolutionizing Fundraising Part II: 5 Nonprofit Sector AI Application Examples](#)  
*Artificial Intelligence can help nonprofits make strong connections, create lasting impact, and build a bright fundraising future.*
- [Revolutionizing Fundraising Part III: Guiding Questions for Nonprofit AI Implementation](#)  
*As access to AI-driven software increases, our guiding questions for AI implementation will help your organization decide whether and how to use artificial intelligence.*

### [CCS 2023 Philanthropic Landscape, 12th Edition](#)

*Featuring essential philanthropic research from all major sources in the industry, this exclusive report examines key themes in American philanthropy and the latest data on giving by U.S. individuals, foundations, and corporations.*

### [2024 CCS Philanthropy Pulse](#)

*The 2024 CCS Philanthropy Pulse report serves as a guide for fundraisers, offering insights into the modern strategies nonprofits employ for development and highlighting avenues for fundraising success.*

## EXTERNAL RESOURCES

For further reading of the external publications and research referenced in this paper:

Agrawal, Ajay. *Prediction Machines: The Simple Economics of Artificial Intelligence*. Harvard Business Review. April 17, 2018.

[“AI Use Cases for Nonprofit Leaders,”](#) Microsoft e-book.

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[www.ccsfundraising.com](http://www.ccsfundraising.com)

