



AI + Fundraising Webinar

OCTOBER 15, 2024



01 / WELCOME & INTRODUCTIONS

02 / AI + FUNDRAISING

03 / PANELIST DISCUSSION

04 / Q & A

05 / CLOSING

Introductions



A WARM WELCOME FROM

TODAY'S HOSTS



Greg Hagin

Principal & Managing Director
CCS Fundraising



Ashutosh R. Nandeshwar

Senior Vice President, Data Science & Analytics
CCS Fundraising

A WARM WELCOME TO
TODAY'S GUESTS



Jeff Kula

Senior Vice Chair,
Philanthropy
Cleveland Clinic



Craig Leonard

Executive Director,
Pipeline Development and Strategic Initiatives
University of Michigan



Lindsey Nadeau

Vice President,
Philanthropy Insight
UNICEF USA



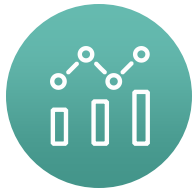
David Ritchie

Assistant Vice President,
Information Management and Analytics
Thomas Jefferson University Hospitals



**AI +
Fundraising**

CHALLENGES NONPROFIT LEADERS FACE



Overwhelmed by amount of data they have, and the fact that it is unorganized



Need to figure out how to design, implement, and enforce an appropriate **AI policy**



Employees have good ideas and are eager to explore, but there is **hesitation about letting them experiment with AI**



Do not know what **AI tools** they currently have, let alone what they could add

AI DEVELOPMENT TIMELINE

1950s

Alan Turing develops the Turing Test to evaluate the humanness of machine responses.

1980s

Neural networks develop significantly to mirror inter-neuron connections.

EARLY 2010s

Image classification and supercharged natural language research emerge; computer vision impacts autonomous vehicle research.

2018-2022

AI researchers and enthusiasts experiment with early LLMs, paving the way for advancements to the complex user interfaces.

1960s

Scientists develop Expert Systems to replicate human expert decision-making in specific fields.

2000s

IBM's Watson computer outperforms humans on Jeopardy! using natural language understanding.

LATE 2010s

Large-Language Models (LLMs) remarkably improve in generating coherent text.

WHAT IS AI?

TRADITIONAL AI

Uses algorithms and techniques that group or separate objects

Machine learning classification techniques

“Based on your history, you may also like XYZ...”

MODERN OR GENERATIVE AI

Uses natural language to make requests (Large Language Models)

Personalized emails, lists, reports, images, audio, video

Prompt-based creation of images, audio, and video

WHY SHOULD I USE AI IN FUNDRAISING?



Automated processes using AI can significantly uplift fundraising operations, particularly those with limited staff

Nonprofits can build **custom predictive models to acquire, segment, upgrade, and retain donors**

AI algorithms can predict the likelihood of future **donations**, then group donors and tailor communication and fundraising strategies

AI-powered chatbots on websites can engage with visitors: answer questions, direct donors to programs aligned with giving priorities, and facilitate donations

ChatGPT can generate marketing and business **development materials**: qualification emails, thank you or stewardship letters, proposal generation, and research profile creation

WHERE SHOULD I START?

IMPLEMENTATION

```
graph TD; A[IMPLEMENTATION] -.- B[Establish clear goals and assess data capabilities]; A -.- C[Develop necessary infrastructure and skills]; A -.- D[Start with pilot projects]; A -.- E[Measure impact and seek support];
```

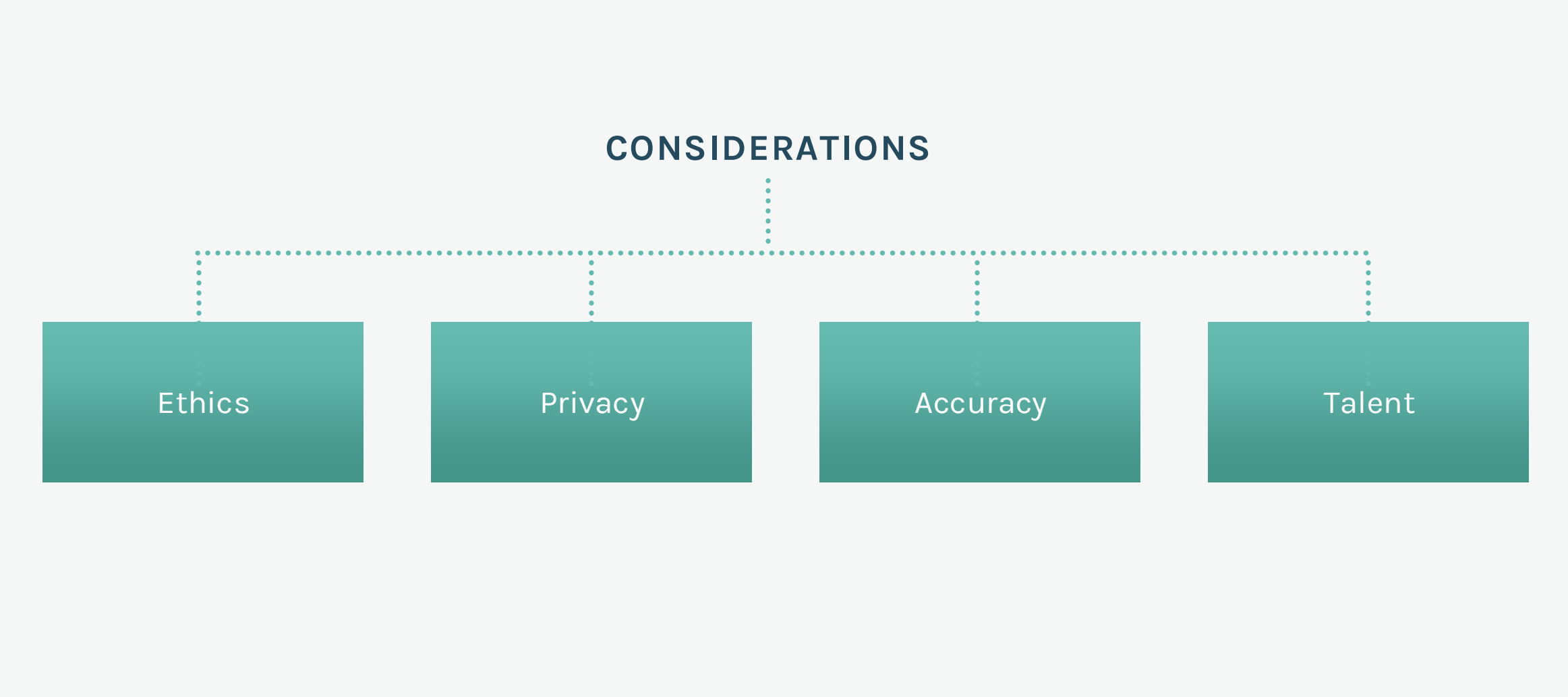
Establish clear goals and assess data capabilities

Develop necessary infrastructure and skills

Start with pilot projects

Measure impact and seek support

WHERE SHOULD I START?



The background is a dark teal to black gradient, overlaid with a complex pattern of glowing teal lines and white dots. The lines form a grid-like structure that recedes into the distance, creating a sense of depth. The white dots are scattered across the scene, some appearing as bright points of light and others as soft, out-of-focus bokeh. The overall aesthetic is futuristic and digital.

PANEL DISCUSSION

OUR PANELISTS



**Jeff
Kula**



Senior Vice Chair,
Philanthropy
Cleveland Clinic



**Craig
Leonard**



Executive Director,
Pipeline Development
and Strategic Initiatives
University of Michigan



**Lindsey
Nadeau**



Vice President,
Philanthropy Insight
UNICEF USA



**David
Ritchie**



Assistant Vice President,
Information Management
and Analytics
**Thomas Jefferson
University Hospitals**



**Greg
Hagin**



Principal &
Managing Director
CCS Fundraising

MODERATOR

A close-up, low-angle shot of a woman with dark hair and bangs, wearing round, light-colored glasses. She is looking slightly to the left of the camera. Her eyes are reflected with green and blue digital data patterns, suggesting she is looking at a computer screen. The lighting is dim and blue-toned, creating a tech-savvy or cybernetic atmosphere. The background is blurred, showing another person in a dark setting.

Q&A



Explore *AI in Fundraising* online in its interactive format

Greg Hagin

Principal and Managing Director
ghagin@ccsfundraising.com

Ashutosh Nandeshwar

Senior Vice President, Data Science & Analytics
anandeshwar@ccsfundraising.com

