

AI FOR NONPROFITS

Why it's the future of fundraising ... and why it's not as scary as it sounds

The recent explosion in 'give-tech' - technology that helps charities raise more funds - is a welcome trend. State-of-the-art innovation should serve the greater good. Data is at the heart of these solutions and savvy charities using their data to its full potential will thrive.

Machine learning is everywhere...except fundraising!



Voice recognition



Self-driving cars



Digital marketing

Until recently, nonprofits have been underserved by good technology and, in some cases, slow to adopt new solutions. But recent technical strides mean solutions that were previously out of reach are now available even to small charities.

So what do we mean when we say AI?

You're right - it's a buzzword! Really when people say AI they are talking about 'machine learning'. Ask 10 computer scientists what that is and you will probably get 10 different answers, but in essence it's a system that uses algorithms to find complex patterns in data in order to predict how that data will look in the future. While a human brain can often identify data trends instinctively, machine learning can uncover trends that even experienced users will miss. See where this is heading?

And how are nonprofits using it?

It's all about predicting how donors are likely to behave, so you know what to send them and when. This takes the guesswork out fundraising campaigns and raises more money.



Appeals



Regular Giving



Mid-Level



Stewardship

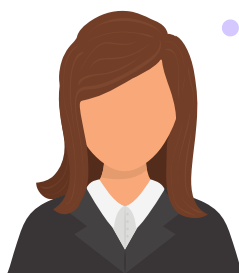


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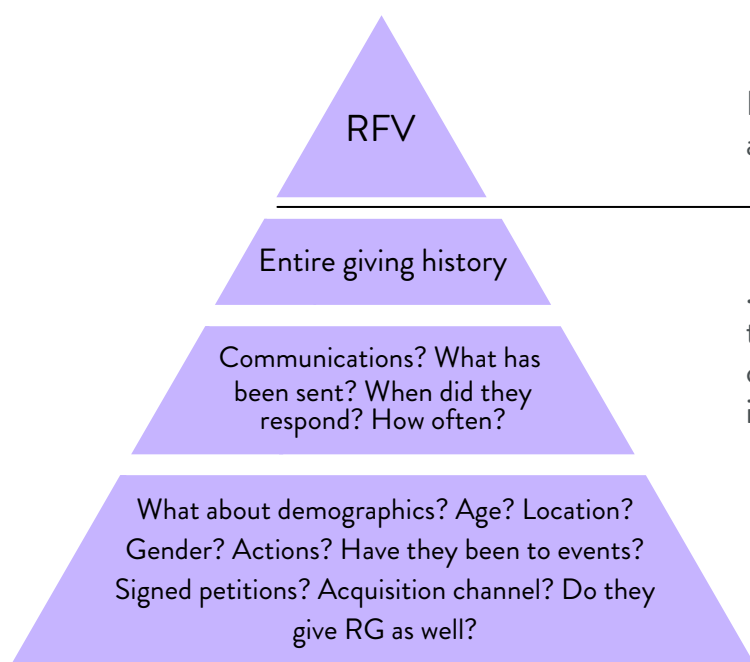
Imagine a direct mail appeal

Most charities still rely on 'segments' to choose which donors to include. But this system is out of date because it only looks at a few data points, i.e. recent giving history. You might be familiar with RFV - recency, frequency, value - analysis.

What's my budget?
How much is each package?
Which donors should I include?
Which donors should I exclude?



But what's missing? You're not using all the data!



By only using limited data, without any machine learning system...

...while ignoring the other data in their CRM, charities are missing out on gifts and spending too much in both time and resources.

FIND OUT MORE

Simply put, **AI is the new segmentation**. By using all data about your supporters and predicting what they'll do in the future at an individual level, you can create more targeted campaigns and raise more for your mission while spending less.

ABOUT DATARO

Dataro believes state-of-the-art innovation should serve the greater good. We're harnessing technology typically used by the big end of town to help not-for-profits fundraise smarter, so they can do incredible things in the world. [Try the demo here!](#)