

Reimagining fundraising - how to unlock more gifts with AI



dataro.io

About me

- John Roberts (JR)
- Head of UK Sales (Dataro)
- 10 years introducing new technologies to over >1,000 charities around the world
- Loves seeing tech make an impact and seeing non-profits smash goals!
- Living in Hampshire, UK!





dataro

Our mission is to set a new standard in charitable fundraising, using AI and BI to ensure every charity can make a bigger impact in the world.



Smarter fundraising for a better world

Since 2018



Agenda

 AI Masterclass: 8 Lessons in 8 Minutes

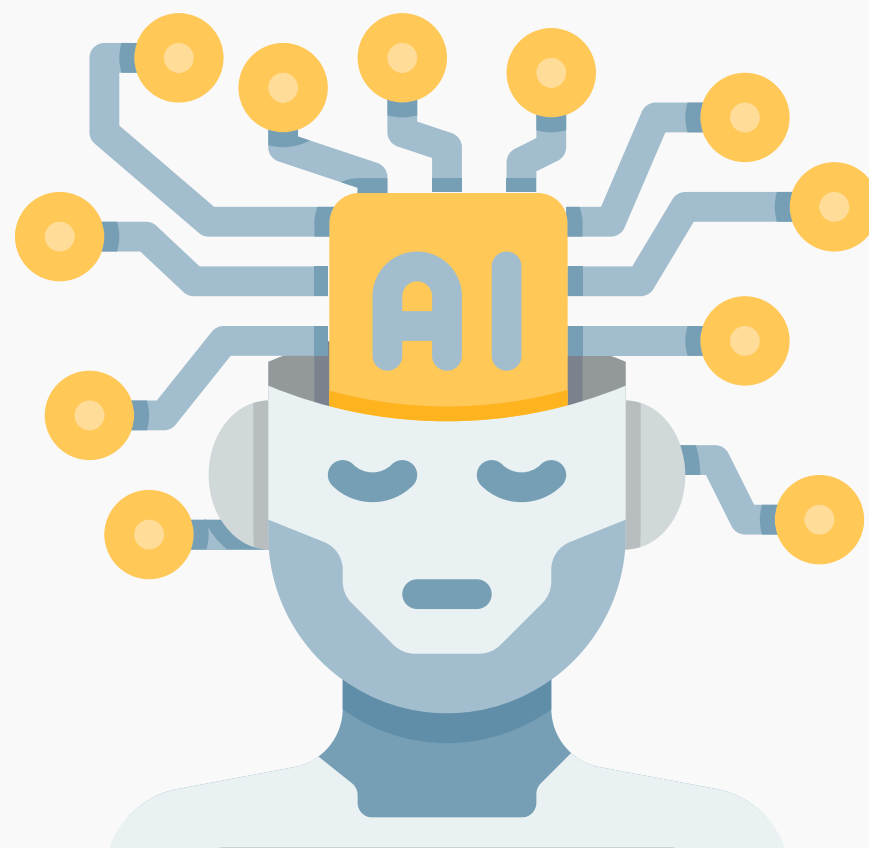
 Using AI in Fundraising

 How charities are already using AI to increase revenue

 Q&A



Why are we talking about AI?

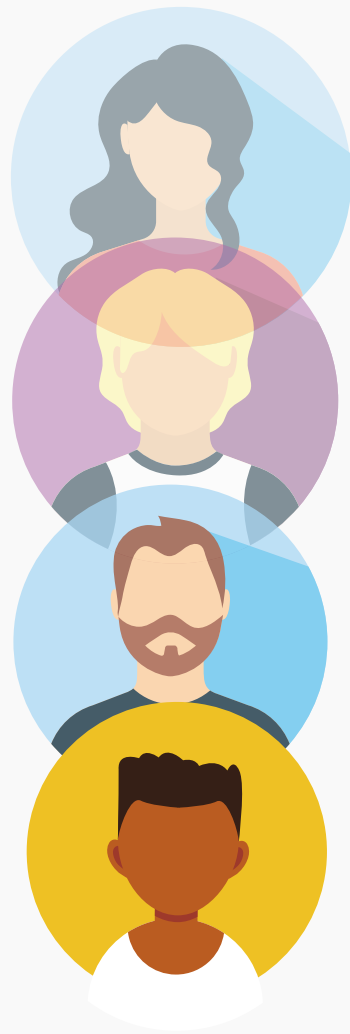


It's because charities have lots of donor data

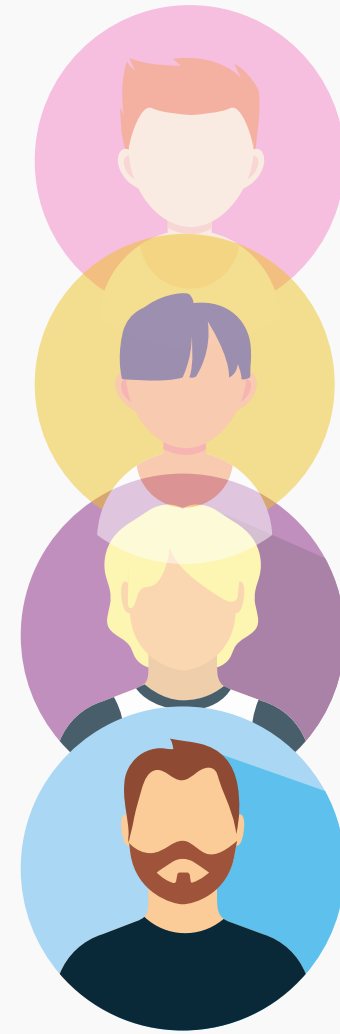


It can help charities raise more funds and further their mission!

Upgrade opportunitites



Reactivations



Mid-Level



Legacies



and much
more!

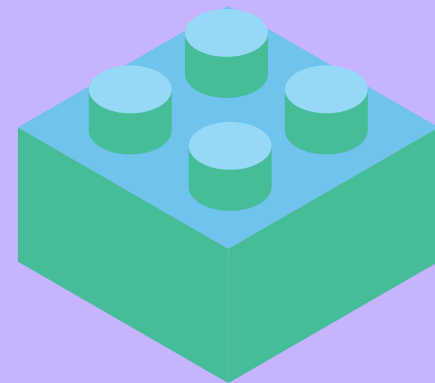




PART ONE

8 x AI principles

(in 8 minutes)



1. Two types of AI



PREDICTIVE AI

- Generates predictions
- Requires lots of data
- Learns from your data
- Better for tasks that require accuracy



GENERATIVE AI

- Generates new content
- Requires user 'prompts'
- Already learnt from other data (typically)
- Better for tasks that require creativity or speed



2. Predictive AI

=

**Machine Learning
(ML)**

=

Pattern analysis



3. Input to ML is historical data

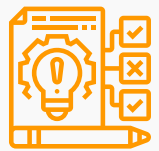
To predict an outcome (e.g. giving to an appeal) ML will...



1. Connect to data source
(e.g. charity's CRM)



2. Identify every historic instance of the fundraising action we're trying to predict
(e.g. giving a major gift, giving to an appeal, become a legacy donor)



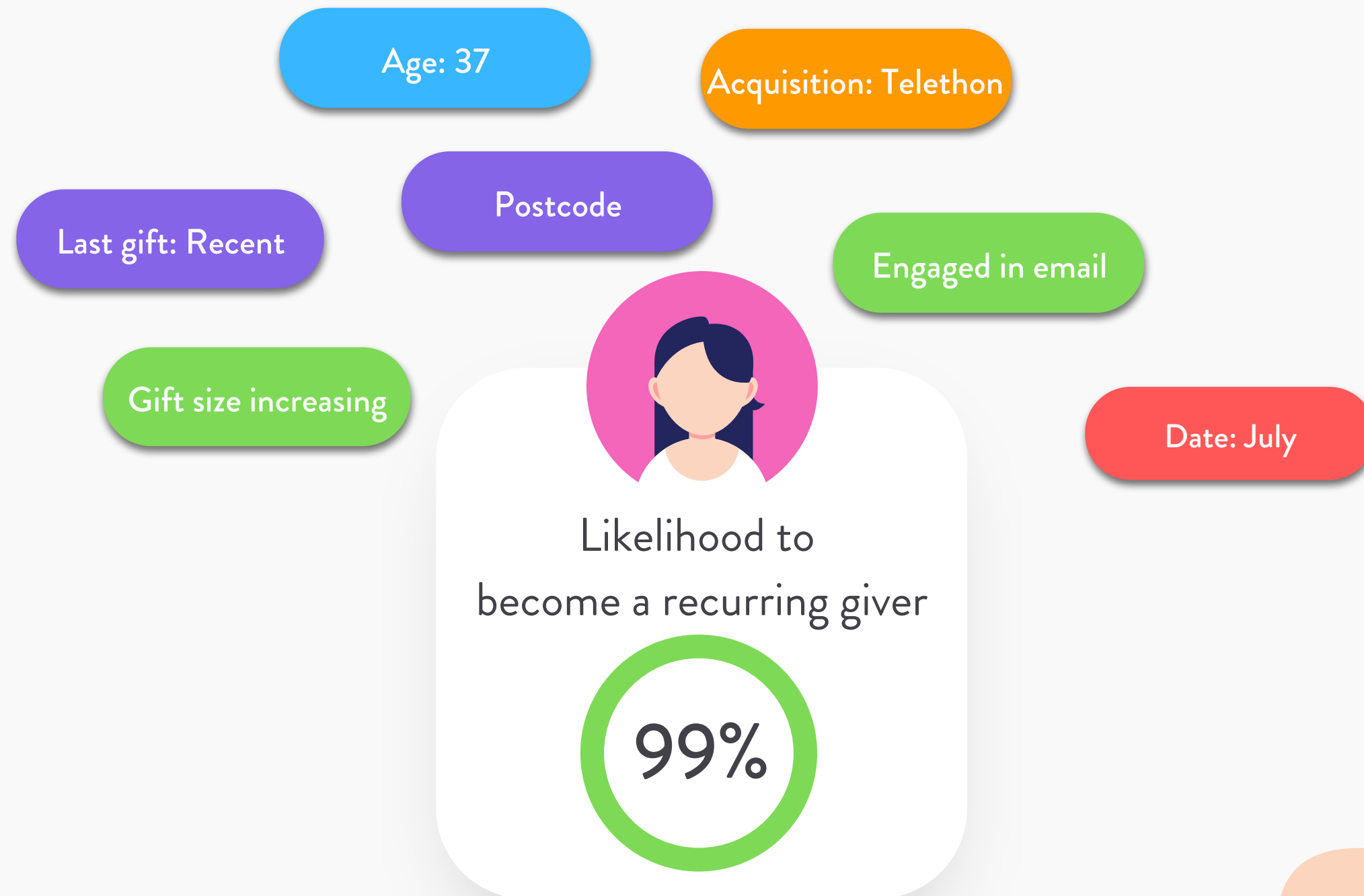
3. Analyse each one to identify common patterns
(e.g. transactions history, comms, actions, demographics)



4. These patterns are then used to pinpoint the best future prospects



4. Output of ML is future predictions



5. Generative AI

=

**Large Language Models
(LLM)**

=

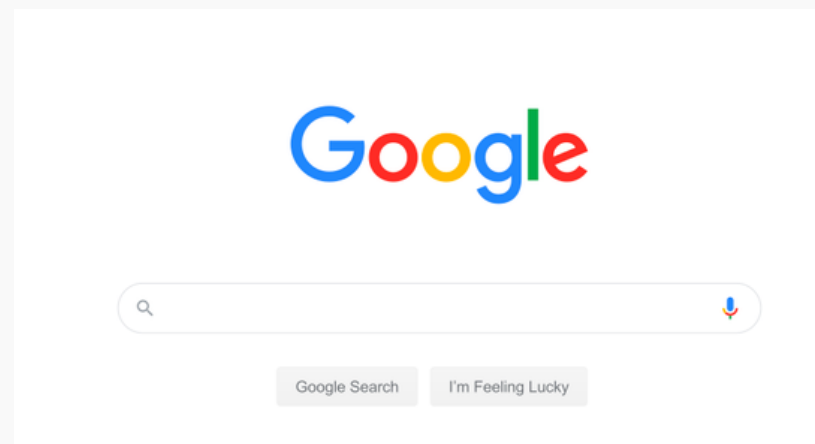
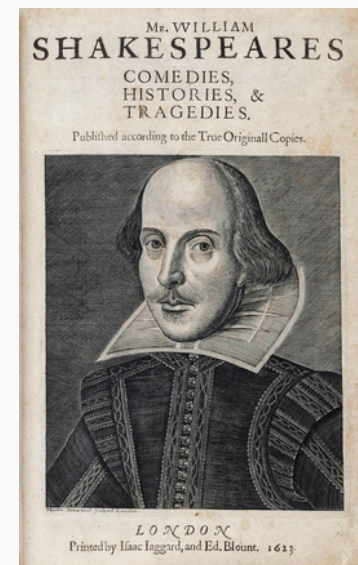
Chat GPT



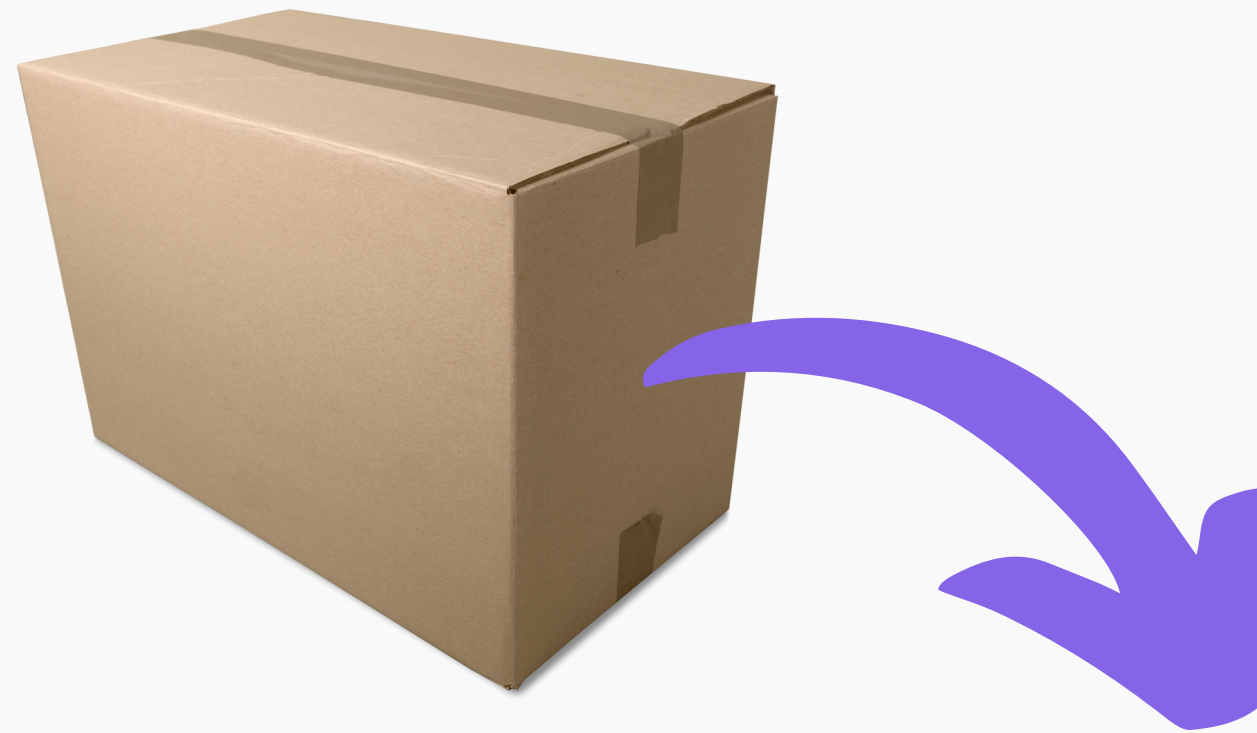
6. ~~Large~~ Huge Language Models



+100s GB words



7. LLMs are predicting the next word



What is the next word in this _____?



8. If AI were students?


Predictive AI

The student who has studied just 1 subject and takes the test over and over again to keep getting better...

Generative AI


The student who reads all the text books but never went to class....
so doesn't always know what is right and wrong!





PART TWO

Using AI in Fundraising



The **BIG opportunity** in fundraising



- Find the best prospects for every type of campaign
- Improve engagement with donors
- Reduce costs and improve efficiencies
- Boost your productivity
- Raise more funds for your cause!



The 4 W's (and H) of fundraising



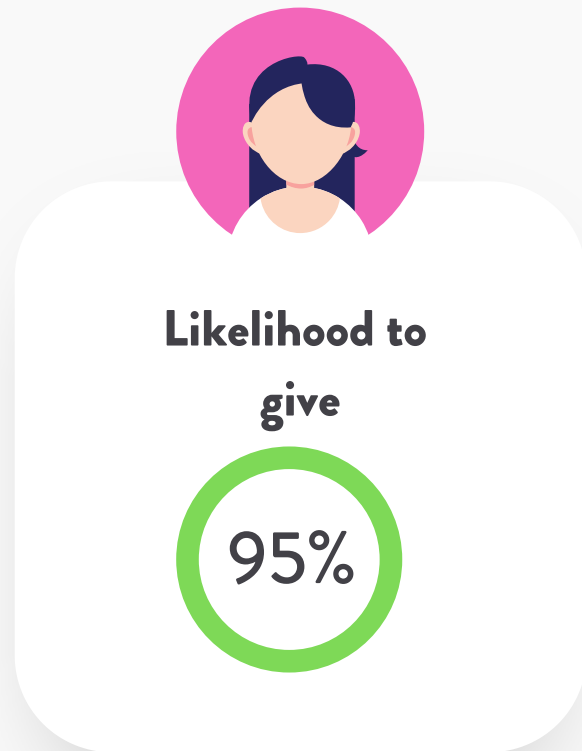
Likelihood to
give



Who
When
Why
How
What



AI informs the 4 W's (and H)



Who

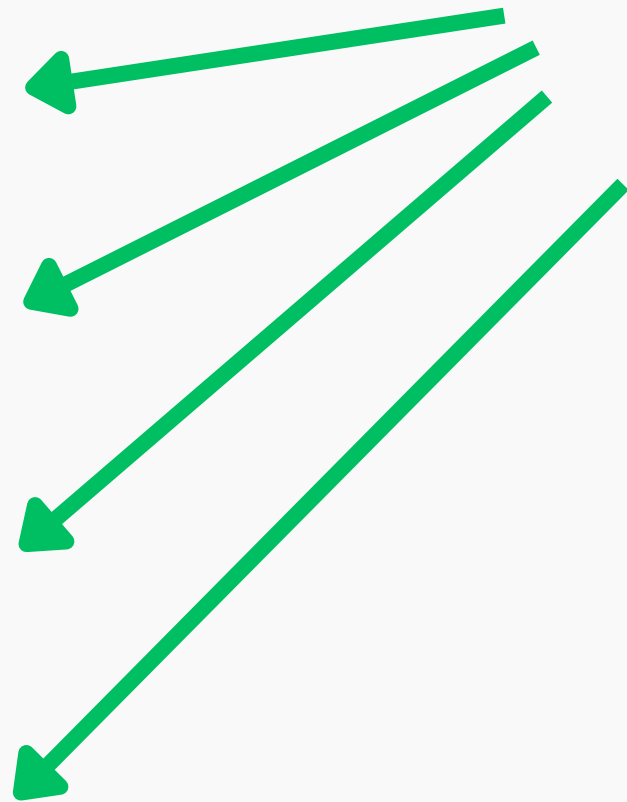
When

Why

How

What

Predictive AI
(ML)

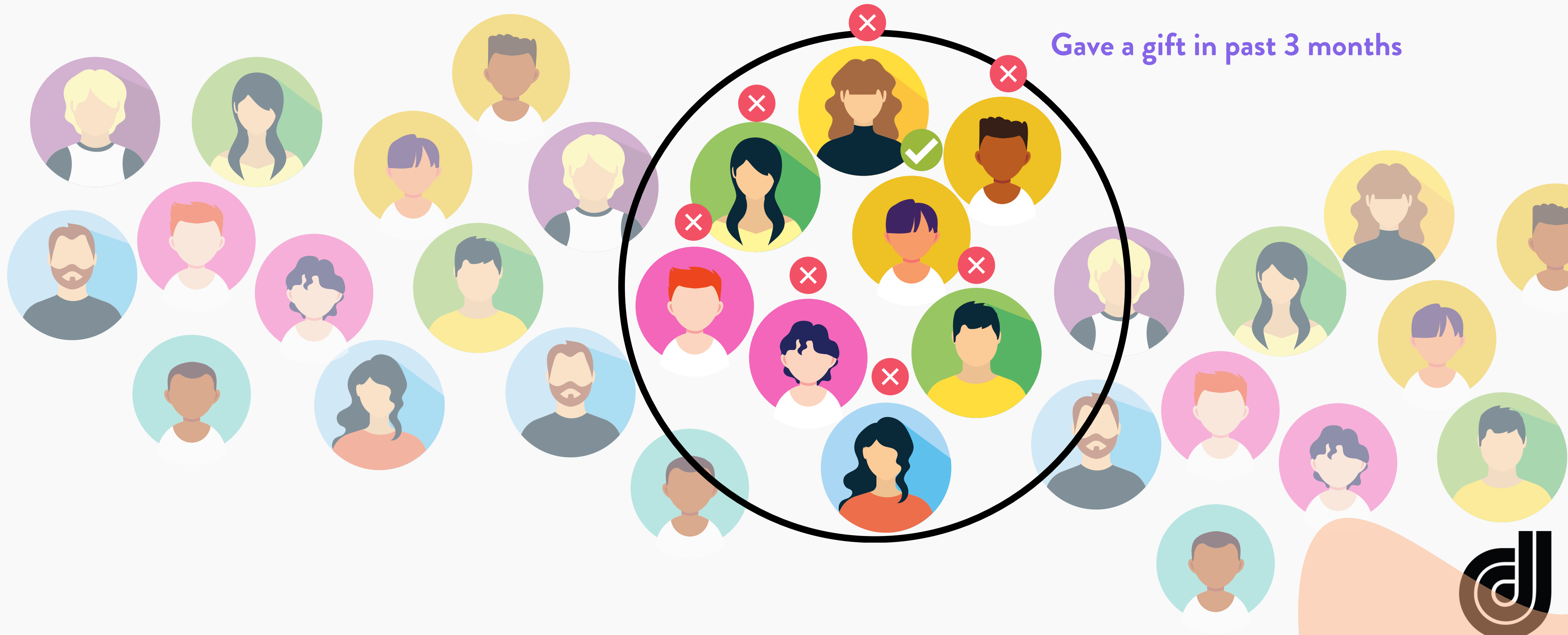


Generative AI
(LLM)

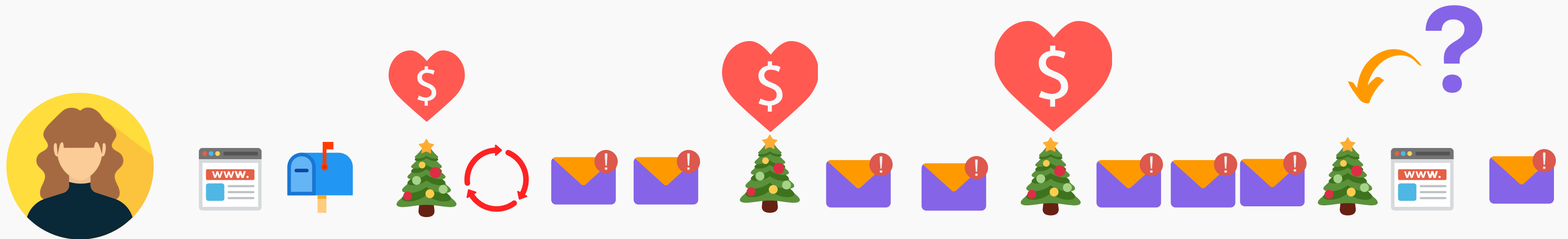


Fundraising without AI (the old way)

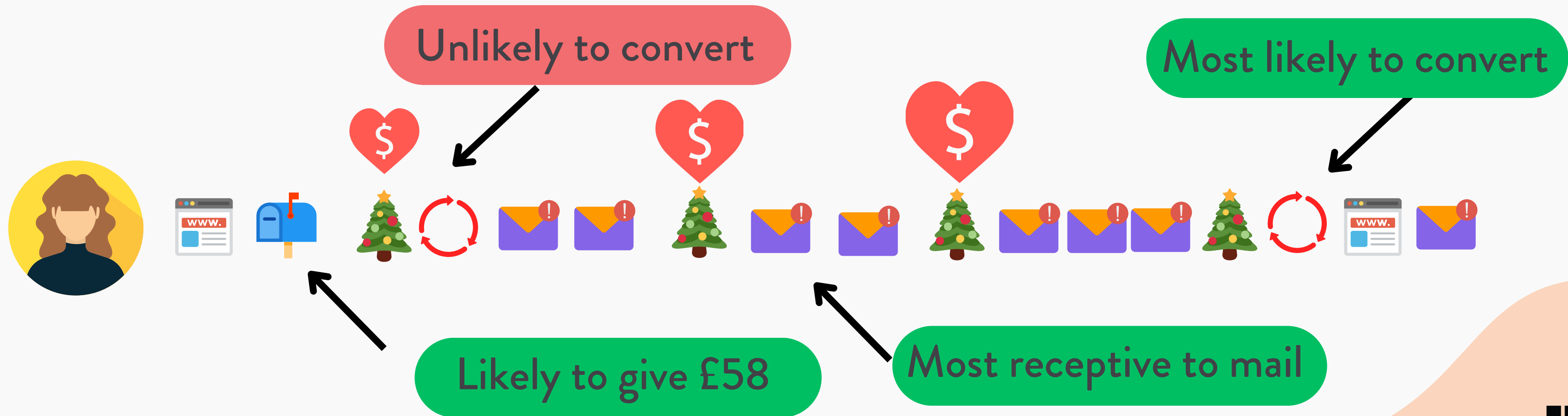
Treats donors like 'segments'

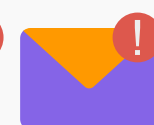
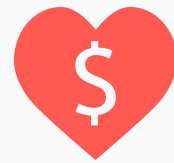


AI helps us treat them like individuals



AI helps treat them like individuals





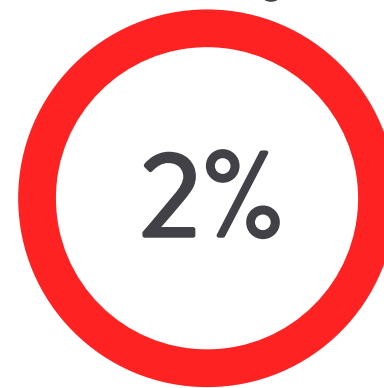
Likelihood to
give to an appeal



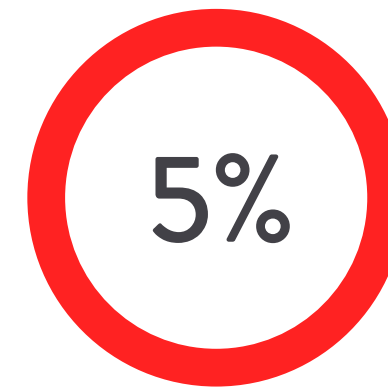
Likelihood to
convert to RG



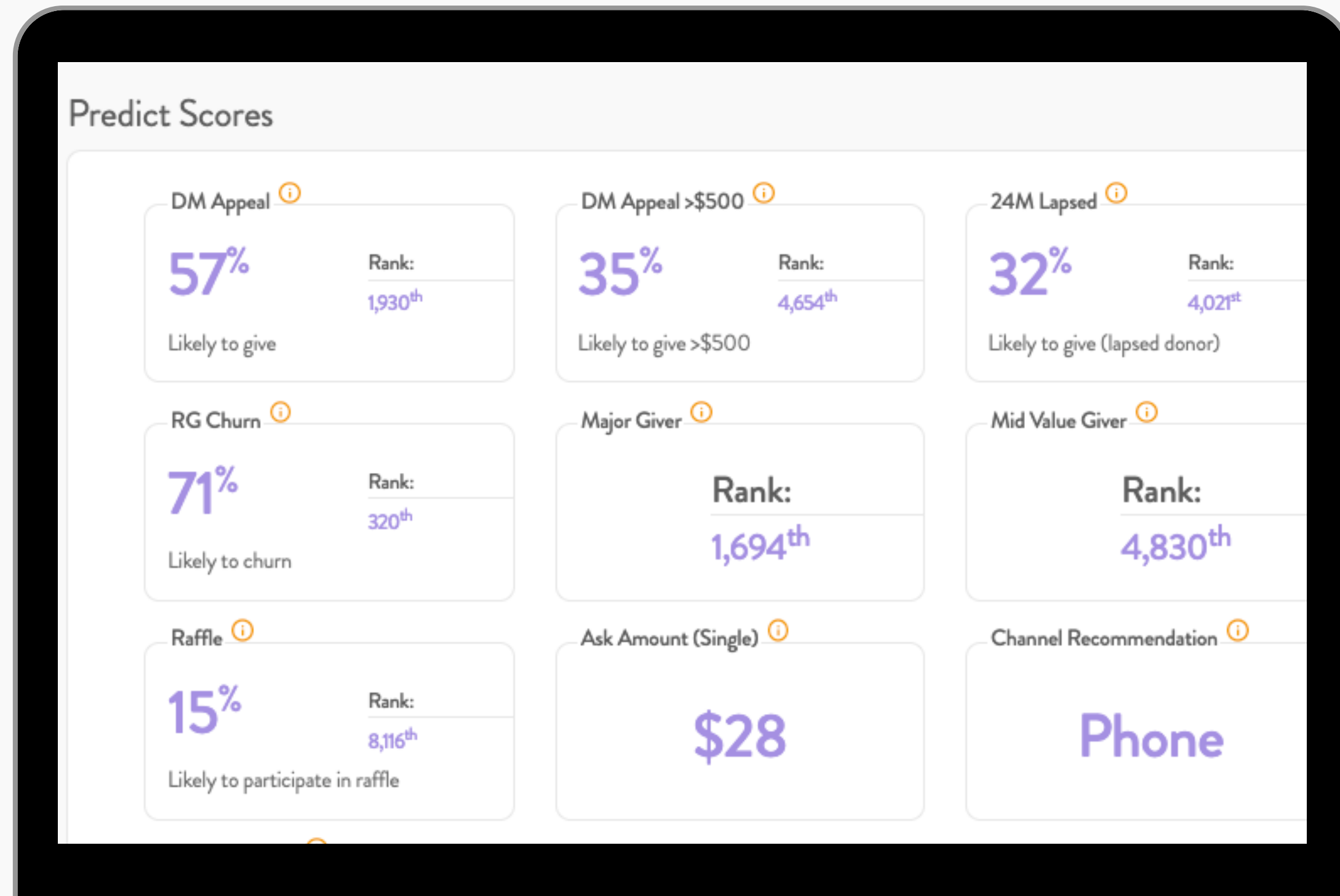
Likelihood to
become a major donor



Likelihood to
become a mid donor



Generating Ranks, Scores & Amounts for every donor



Fundraising AI in practice



Likelihood to become a recurring giver



Best monthly conversion prospects



Likelihood to give to next appeal



Donors most likely to give to an appeal



Likelihood to cancel active RG



Donors most likely to churn from RG



Likelihood to give a major gift



Best major donor prospects



10 ways to use Predictive AI

1. Who will give to your next **appeal**?
2. Who will become **mid-value** donors?
3. Who is a good **major donor** prospect?
4. Who is likely to convert to a **monthly donor**?
5. Who will leave a **legacy** gift?
6. Who will **upgrade** their gift?
7. Who will **reactivate**?
8. How much is the best **gift amount**?
9. Which **channel** will they most likely respond to?
10. What is the optimum **campaign size**?

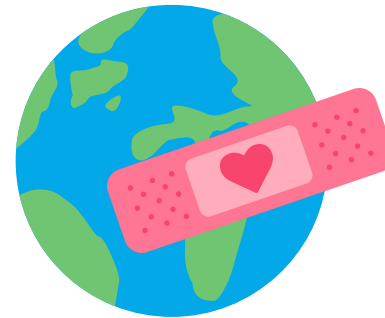




Predictive AI in fundraising



Right time



Right ask



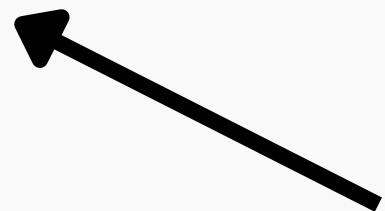
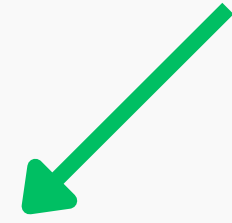
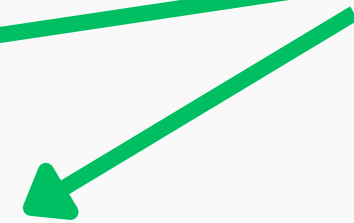
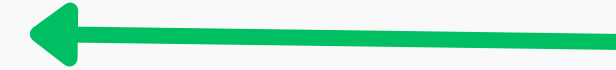
Improved donor
experience



The 4 W's (and H)

Who	Kate Smith
When	Now!
Why	Likely to give a £50 gift
How	Email
What	?

Predictive AI
(ML)



Generative AI



Likelihood to
give



**Generative AI is best used for
creating new fundraising content**



Creates first drafts 10x faster



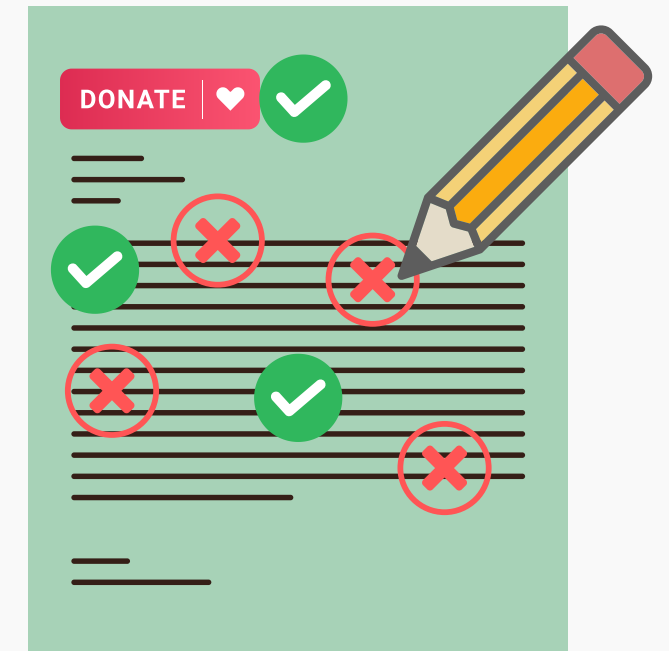
Letters



Emails &
subject lines



SMS &
social media



Enhance &
tailor copy



But using GPT takes skill

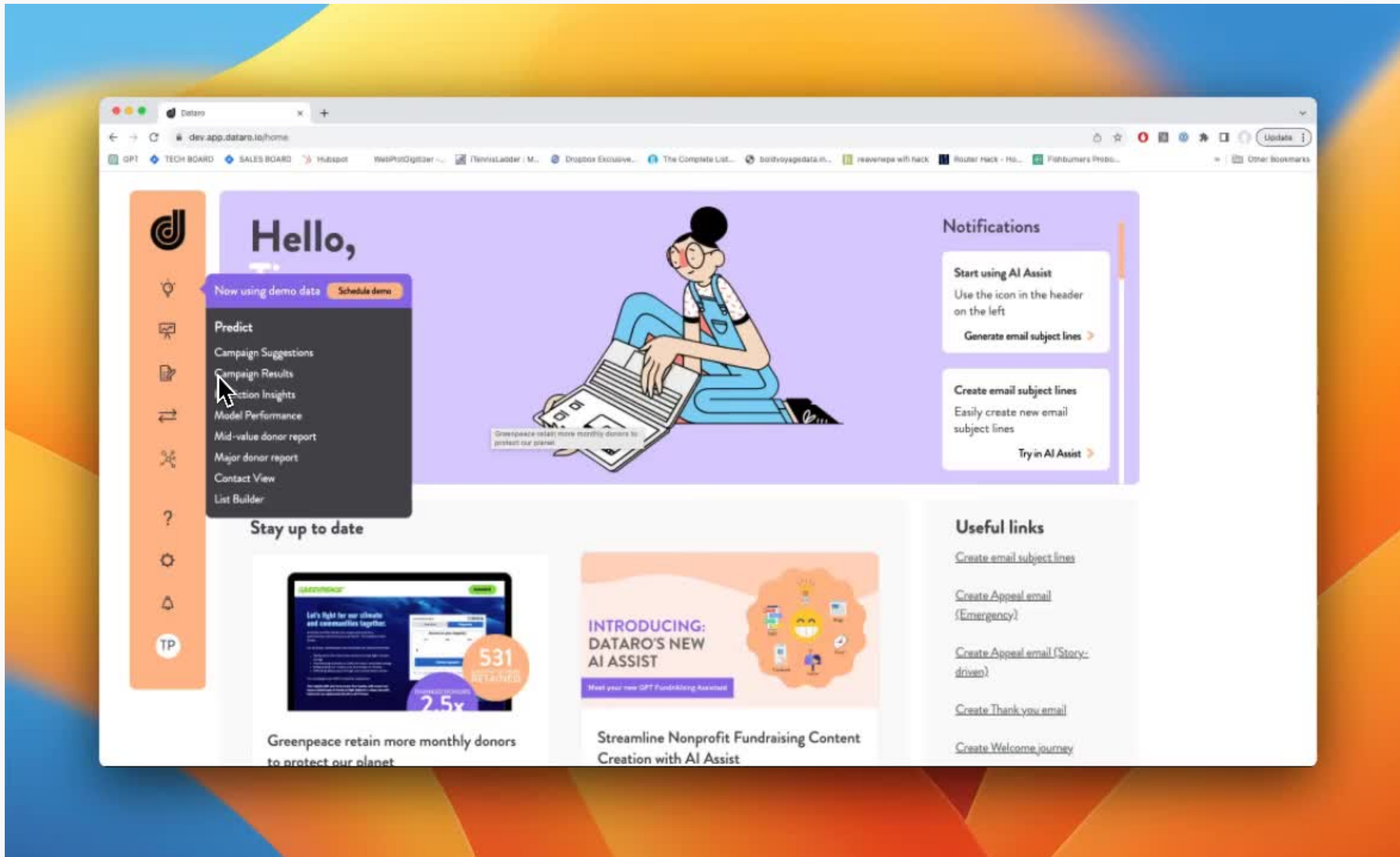


Incredibly easy to generate something good.



Very tricky to get something really good (and fundraising specific)





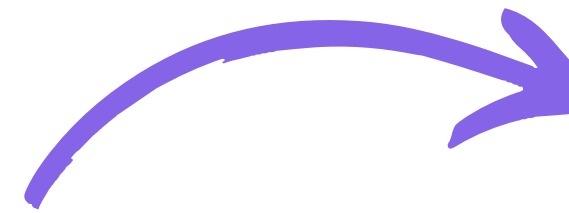
Check out dataro.io/ai-assist



But there a few risks...

- Perpetuating social biases
- False information (hallucinations)
- Plagiarising content

Avoid the common mistakes fundraisers make when using ChatGPT



Let's see some examples...



Appeals: Parkinson's UK

Increased first appeal net revenue by 23%

Received 411 extra gifts that would have been missed, worth over £15,000

ROI of >5.5 on initial Dataro investment

And then raised >£30,000 extra in the second appeal!

“This new way of predicting which supporters are likely to give means we can generate more revenue for our organisation, and send appeals only to those supporters who may be interested in receiving them. We’re now rolling out this technology for all of our appeals.”

Ceri Smith, Individual Giving Manager, Parkinson's UK

PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.



Appeals: UNHCR Australia

Tested Dataro's predictions **across four appeals**

Average appeal ROI **increased by 28%**

Average appeal costs **decreased by 23%**

"In targeting mailing volume at high propensity donors only, we can make significant savings in costs, without jeopardizing revenue"



UNHCR
The UN Refugee Agency
Australia for UNHCR





Uncovering the best legacy prospects

- Dataro used to identify the **best 500 prospects**
- Donors targeted via a TM campaign
- **22 donors pledged** to leave a legacy or confirmed they already have.
- Forecast value between **£440,000 - £1.1 million**



erskine.org.uk/legacies

ERSKINE
Caring for Veterans since 1916

<Addressee>
<Address line1>
<Address line2>
<Address line3>
<City>
<Postcode>


<ConsID>

"If our gift will secure future Veterans care; we know it won't be wasted at Erskine."

Dear <Salutation>.

At Erskine our mission is to offer Veterans their best possible future. There are so many ways kind people like you offer support. From donations, to attending events or volunteering, we're always in awe of the lengths people go to.

Today I'd like to introduce you to Bob and Edna. You'll find their story in the enclosed leaflet. They have chosen to support Erskine with a gift in their Will. Read on to find out how gifts in Wills help raise vital funds.

 **Gifts in Wills make up 50% of charitable income to care and support our brave Veterans.**

Half of the income Erskine receives comes from Gifts in Wills. It's a hugely special gift and something that we are incredibly grateful for. Each year Erskine needs to raise £10m to continue caring for our country's Veterans and their families.

You, our most loyal and longstanding supporters help us reach this goal.

Would you, <Salutation> consider a gift with a difference? This gift is one that would cost you nothing at present, but would reach us after you've gone. It's the kind of gift that you can add to your Will when the time is right and then forget about.

Please contact us

British Charity No 10208908

For more information on leaving a Gift to Erskine in your Will

Please tear off and return to:

Sarah Morgan
Legacy Officer
Erskine
Bishopston
Renfrewshire
PA7 5PU

Please amend your details if incorrect:

<Addressee>
<Address 1>
<Address 2>
<Address 3>
<City>
<County>
<Postcode>

<ConsID>

We appreciate that this is a private and personal matter. If you have or are considering leaving a gift to Erskine in your Will and wish to tell us it will give us the opportunity to thank you and invite you to future Meet Erskine events in your community.

We'd also like to keep you up to date with what is happening at Erskine (twice a year).

Please send me, in confidence, a copy of your Legacy Brochure and further information.

I have already remembered Erskine in my Will

I have now decided to include a gift to Erskine in my Will

Please do NOT write to me again about gifts in my Will

ERSKINE
Caring for Veterans since 1916

THE ASK

A gift in Will is sometimes known as a legacy and it is when a person chooses to also leave money or an item to a charity in their Will. You can set up a will or adjust a will at any point in your lifetime. For example, some people choose to leave 1% of their estate to a charity or a specific amount of money or item they would like to give.

I'm going to tell you a little about gifts in wills today if that's ok?

IF THEY DON'T WANT TO - "That is not a problem, I quite understand it is a personal decision, and one you will make in your own time. <GO TO CLOSE> **MARK AS - NO TO GIFT IN WILLS**

- Family and friends come first, once you have cared for them sometimes people like to leave a small gift to a charity in their will.
- Gifts in wills, or legacies, are vitally important to Erskine. They make up half of Erskine's voluntary income.
- Gifts in wills help us provide further beds, specialist nurses and equipment and to extend our recreational programme to benefit all our veterans. Independence is precious to the people we care for and your gift can help us purchase

Website: www.erskine.org.uk
Telephone: 0141 814 4616
Address: The Erskine Home, Bishopston, Renfrewshire, PA7 5PU
Outgoing CLI - 0745 8122802

ERSKINE
Caring for Veterans since 1916

qts.

physiotherapy equipment which allows greater access to mobility.

- They also help pay for our Activity Centre, which helps support younger Veterans living in the community, by offering them companionship and the opportunity to learn new skills
- And just to let you know, those who pledge gifts to Erskine are invited to exclusive events when they are held in their area.
- Have you ever considered leaving a gift to Erskine in your Will?

ERSKINE
Caring for Veterans since 1916

LEGACY FOR THEIR FUTURE

SUPPORTER CASE STUDY
Bob and Edna Robson first met in 2008 whilst they were both at the Union Jack Club in London.

Bob was gathering signatures to support the Gurkha Justice Campaign and he recalls noticing Edna for the first time. "I spots this petition and I was feeling up for it to sign her number down there too - which she did!"

After 14 years together Bob and Edna got married in August 2022 and live in Inchture, Perthshire. They have always been aware of Erskine and their work.

Me coming from Newcastle and Edna living in Scotland didn't faze me. I spent four years on Air Arm and as you can imagine I didn't appreciate at the time how beautiful Lottie is, it wasn't until I left moved up here so maybe about 25 years ago. They've always been someone I stood away in my memory in case I ever needed them."

Bob says "I couldn't put my finger on how I came to know of Erskine. It was well before I was here so maybe about 25 years ago. They've always been someone I stood away in my memory in case I ever needed them."

Edna Robson
"My dad was my hero. I'd get my pocket money and he'd say 'Here's your six pence and here's your Erskine box'."

I'd be so excited and ask dad if my pennies had got the soldier a new leg! To which he'd very cleverly reply to get him a locket. You need to keep collecting."

Bob Robson
Having been a Cadet in the Royal Northumberland Fusiliers and joining the Reserves (RAF), Bob later felt the Navy may be a better fit for him. In 1955 aged 17 he joined the Royal Navy and left as a Petty Officer after 12 years of service.

Mr Robson Sr, Bob's father, was also in the Forces and died serving in Germany during WW2.

British Charity Number 10208908

RG Optimisation: Erskine



Preventing RG Churn via 'Engage & Retain'

1. Identify donors with the highest 'churn score'
2. Engage these donors via a 'thank you' call
3. Retain more 'at risk' donors through re-invigorated relationships

75% reduction in churn (test vs. control)

- **18.6% > 4.6%**
- **61** donors **saved** in a single month
- Extremely robust **model validation**



Upgrade rates also boosted by 148%!

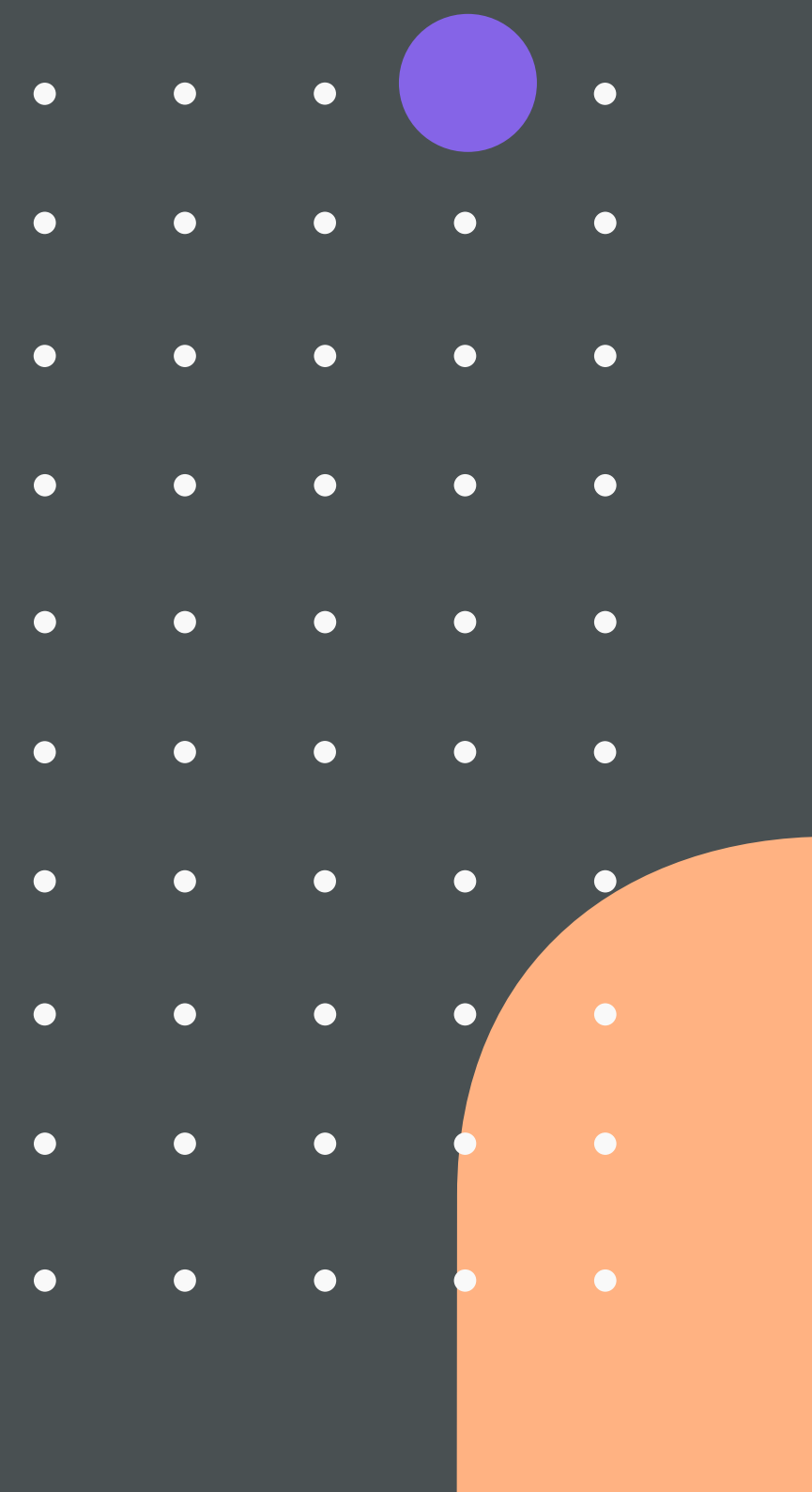
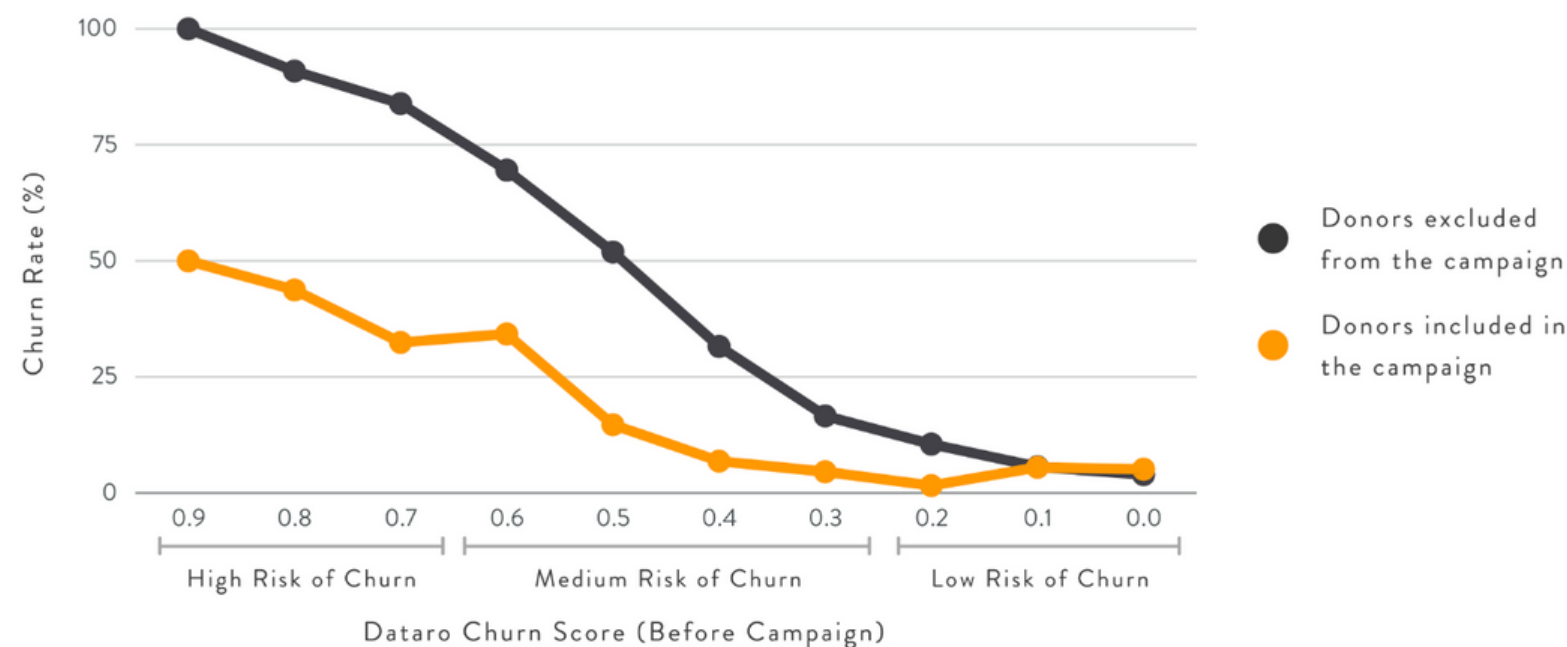


In 3 months with Dataro, Victor Chang Cardiac Research Centre...

- Launched 'engage & retain' strategy
- Successfully pinpointed the 'at risk' supporters
- Among the high-risk donors, churn reduced by **~50%**
- Saved an estimated **296** regular givers from churning
- And after 12 months had **saved ~900 RGs** from churning

"The thing that stood out for me the most was that we are able to be proactive in our retention strategies instead of reactive. I don't know a simpler and more accurate way than Dataro propensity scores to determine who and when to contact RGs for better retention."

Andrew Jung, F2F & Telemarketing Manager



Increasing Major Gift Income: The RFDS

Major Gift income jumped **15%** year on year

Confirmed the **capacity of donors** identified through previous wealth scans

Implemented a system for **prioritising top prospects** for research and stewardship

“Dataro’s AI donor predictions has made our major donor prospect research and stewardship process far more robust! Dataro’s major donor ranks and scores help us prioritise our prospect list. It has confirmed which donors we thought had capacity and that what we are doing to identify and steward people is working. We wouldn’t be without Dataro’s major donor predictions now.”

Naomi Lehrer - Philanthropy Manager



Royal Flying Doctor Service



Building a Mid-Value programme: Red Cross



Goal of identifying the best 'standard value' donors to **nurture** & **upgrade** to 'mid-value'

During 2022 Festive Appeal, **\$266k** generated by mid-value prospects identified **exclusively** by Dataro

34 prospects identified by Dataro successfully moved from standard to mid-value giving

45% YOY growth in base income



“Our investment in machine learning has paid off in identifying the most highly qualified mid-value prospects to be nurtured. We’re thrilled with our results so far and can’t wait to see what the next 12 months of stewardship effort delivers with our new group of prospects.”

Lenny Elario - Senior Fundraising lead





Q&A