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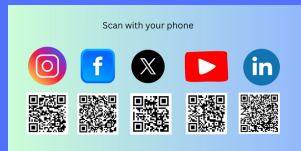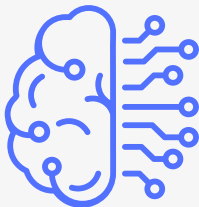
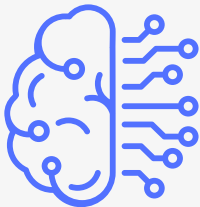Scan with your phone

FOLLOW MY ORG

AI-POWERED PHILANTHROPY: THE FUTURE OF FUNDRAISING IS HERE

EXPLORING ARTIFICIAL INTELLIGENCE TO BE MORE EFFICIENT

Presented By:

Lisa Mead

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SEND LISAMEAD591 AND YOUR MESSAGE TO 22333

WHITE CARD: QUESTIONS

BRIGHT CARDS: PROMPTS

About Me

Marketing & Partnership Director at TRIP (www.tripnet.org)

I have 25 years of experience in the nonprofit sector in the Triangle area. In my current role, I lead the organization's marketing strategy and corporate fundraising initiatives, working to enhance TRIP's visibility and impact nationwide. I cultivate and manage strategic partnerships with businesses, professional trade associations, and industry leaders; represent TRIP at national and regional conferences; and develop social media campaigns that advance the organization's mission to promote strong transportation infrastructure.

I earned my undergraduate degree from Florida State University and a graduate degree in Organizational Management from Pfeiffer University. I hold multiple professional designations, including Certified Fundraising Executive (CFRE), Grant Professionals Certification (GPC), and Certified Nonprofit Professional (CNP), and am a licensed fundraiser in the state of North Carolina. I am active member of the Association of Fundraising Professionals- Triangle Chapter and serve on various volunteer boards and appointed commissions, including the Wake County Library Commission and Town of Cary Information Services Board. I live in Cary with my three children (15, 14, 10), spouse, 2 barn cats, and 160 pound dog. I enjoy travel, and have been to all 50 states twice, over 30 countries, and Antarctica (second time this December)- which will be my oldest child's 7th continent.

WHAT IS ARTIFICIAL INTELLIGENCE (AI)?

Definition: AI is the simulation of human intelligence by machines, especially computer systems, to perform tasks that normally require human thought.

Core Capabilities:

- Learning – improving from experience (machine learning)
- Reasoning – making decisions or solving problems
- Understanding – interpreting language, images, or patterns
- Interacting – engaging with humans or environments in meaningful ways
- Examples: Chatbots, predictive text, image recognition, voice assistants, recommendation engines.

Key Point for Fundraisers: AI isn't magic—it's a tool that can help process data, save time, and inspire creative strategies.

»»»

TYPES OF AI

The most popular type of AI right now is Generative AI. For fundraisers, generative AI stands out because it directly helps with communication, storytelling, and efficiency, which are the backbone of philanthropy.

✳ GENERATIVE AI

- Creates new content (text, images, audio, video)
- Examples: ChatGPT, DALL·E, MidJourney

✳ MACHINE LEARNING (ML)

- Systems learn from data to make predictions or decisions
- Example: Predicting donor likelihood to give based on past behavior
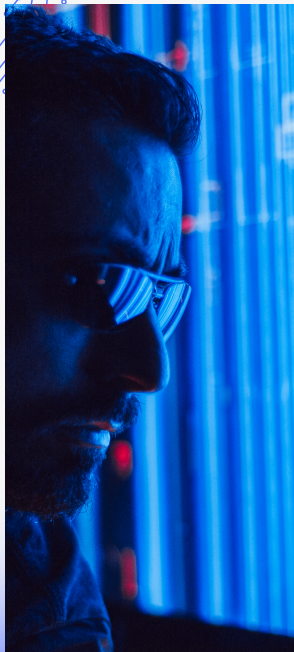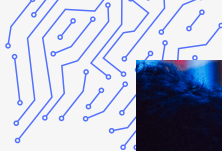
✳ NATURAL LANGUAGE PROCESSING (NLP)

- Enables AI to understand and generate human language
- Example: Writing personalized donor thank-you notes or summarizing reports

✳ PREDICTIVE ANALYTICS AI

- Uses patterns in data to forecast future outcomes
- Example: Identifying which lapsed donors are most likely to re-engage

HOW GENERATIVE AI WORKS

Think of AI like an intern who has read every book in the library. They don't have life experience, but they can quickly summarize, draft, or predict based on what they've absorbed.

GENERATIVE AI WORKS IN SIMPLE STEPS:

- Data Input → AI is trained on massive amounts of text, images, or numbers
- Patterns & Learning → Finds relationships and trends in that data
- Model Response → Generates predictions, answers, or new content
- Feedback Loop → Improves over time with corrections and more data

WHERE WE USE GENERATIVE AI TOOLS

WRITING

Generative AI (e.g., ChatGPT, Claude, Jasper)
- Helps craft donor thank-you letters, grant drafts, and impact stories.
- Can brainstorm creative campaign ideas.

DATA

Predictive Analytics (often built into CRM systems like Salesforce or Blackbaud)
- Identifies donors most likely to upgrade, lapse, or re-engage.
- Prioritizes outreach for major gifts.

REAL TIME ENGAGEMENT

Chatbots (on websites or event apps)
- Provide 24/7 engagement with donors.
- Answer questions about events, donations, or impact.

VISUALIZATION

Data Visualization AI (e.g., Tableau AI, Power BI with AI insights)
- Makes fundraising performance easy to understand at a glance.
- Useful for sharing progress with boards and donors.

➜ **SIMPLE PROMPT**

Write a thank-you note to a donor

Tell me six foundations in NC that support the unhoused

➜ **DETAILED PROMPT**

Write a 150-word thank-you email to a first-time donor who contributed $100 to our education program

➜ **CREATIVE PROMPT**

Generate 5 catchy social media post ideas for our nonprofit's summer fundraiser and write me a series of posts for X, Facebook, and IG

Create a graphic image featuring Michigan

➜ **ANALYTICAL PROMPT**

Summarize the key trends in donor giving from our 2024 annual report

Take this list of board members employers and tell me which ones offer matching for charitable contributions or have a foundation

WHAT IS A PROMPT?

Definition:
A prompt is a question, instruction, or request you give an AI to get a response.
- Think of it as the way you "talk" to AI so it knows what you want.

Why It Matters:
- The clearer and more specific your prompt, the better the AI's response.

CHALLENGES OF AI

AI can present challenges in fundraising because it may be inaccurate or biased if trained on flawed data. It often lacks important context about your organization or donors, which can lead to messages that miss the mark. Entering sensitive information into AI tools can create data privacy risks. Most importantly, AI cannot replace human empathy or the personal touch that builds lasting donor relationships.

Think of AI as a helpful assistant—but one that always needs your review and final touch.

1
Accuracy & Bias – Outputs may be wrong or reflect hidden bias

2
Lack of Context – Doesn't understand nuance or relationships

3
Data Privacy Risks – Sensitive donor info should not be entered

4
Not Human – Missing empathy, judgment, and creativity

TIPS

Do's ✅
- Review AI output for accuracy and appropriateness before sending.
- Maintain context by tailoring messages to your organization's history and donor relationships.
- Protect privacy: avoid entering sensitive donor data into public AI tools.
- Use AI as a helper to save time on drafting or formatting.
- Keep the human touch in all donor communications.

Don'ts ❌
- Don't assume AI is always correct—data bias can mislead.
- Don't rely on AI to replace personal relationships.
- Don't share confidential donor info with unsecure AI tools.
- Don't skip your final review of AI-generated content.
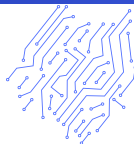
CONCLUSION

Final Thoughts

- AI is a tool, not a replacement for human connection.
- Use AI to enhance efficiency, not replace relationship-building.
- Always review AI outputs for accuracy, context, and tone.
- Protect donor privacy and sensitive information.
- Keep the human touch at the heart of fundraising.

THANK YOU

Let's try some real time exploring

Using the index cards, write down a prompt and we will try it