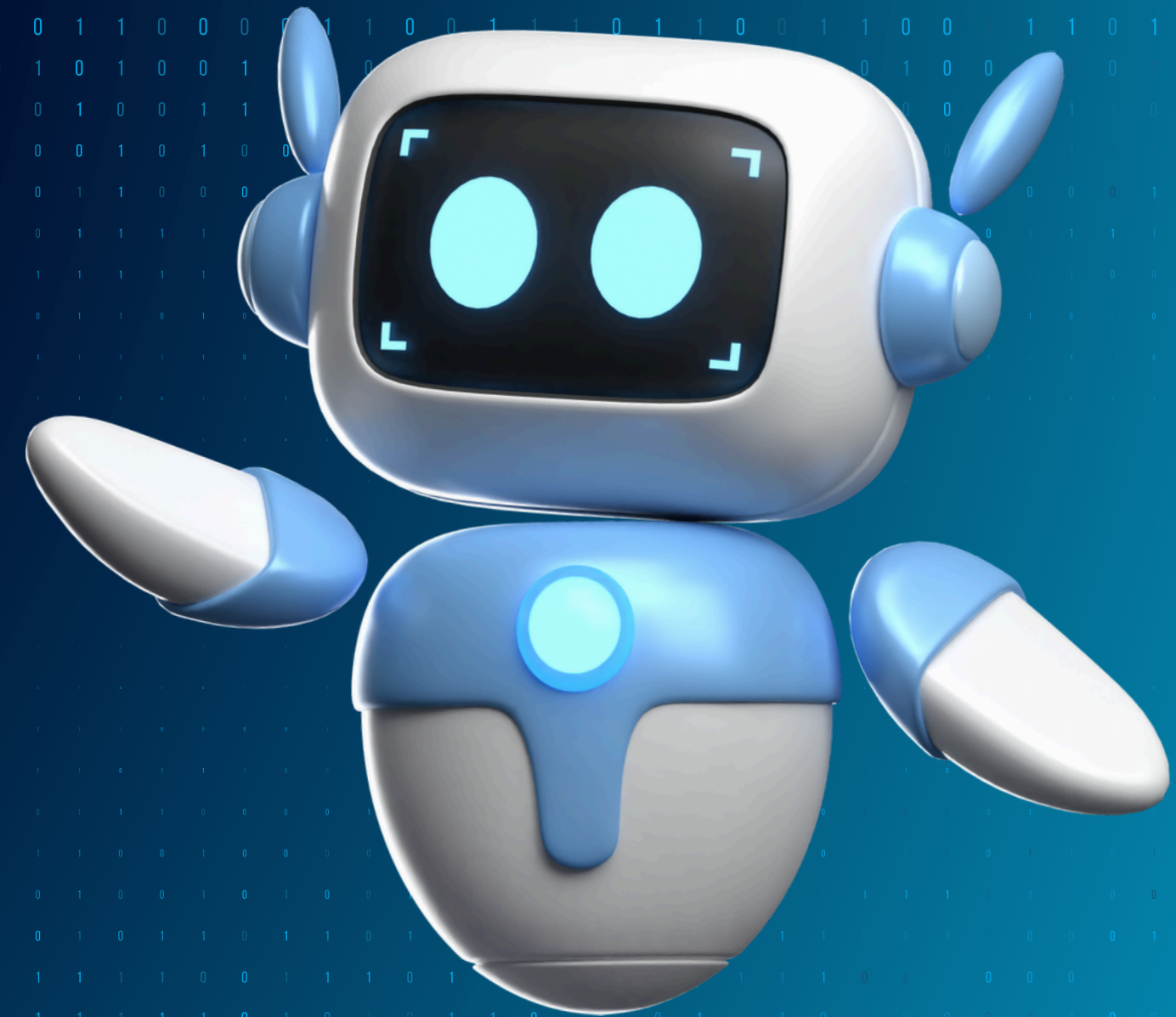


NONPROFITS & AI INTEGRATION

How Nonprofits Can Grow Impact While Protecting Trust



funds2orgs™

YOUR HOST

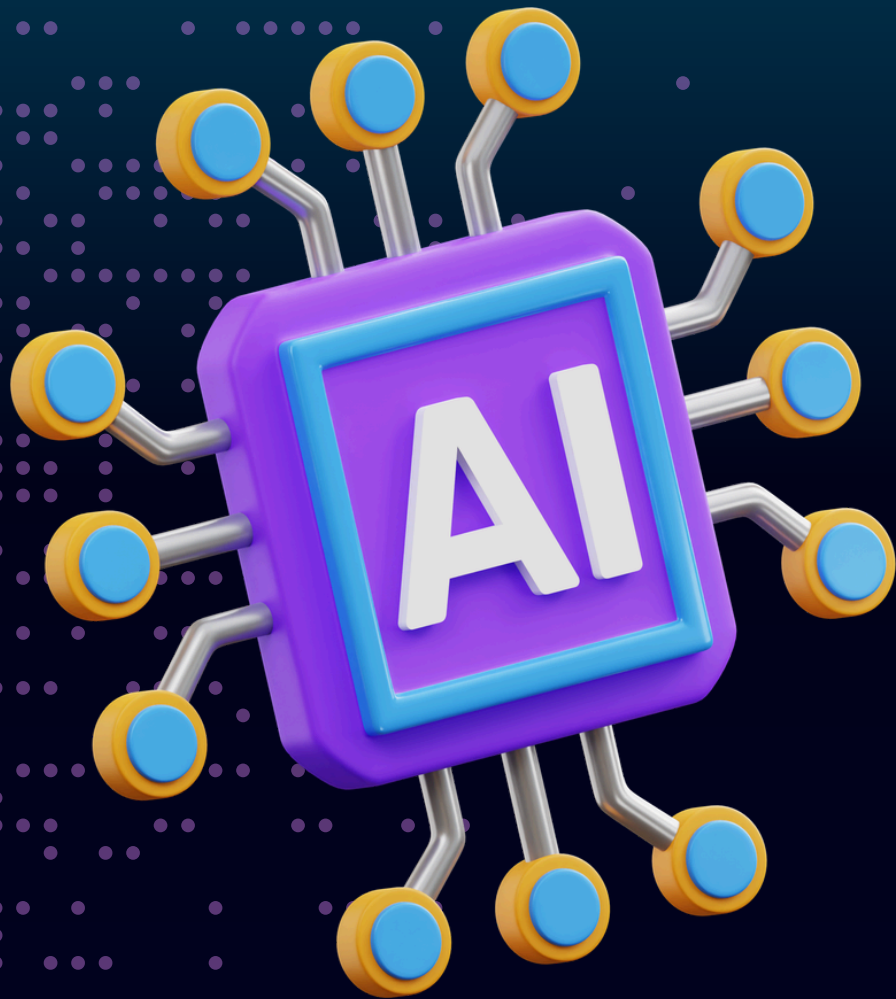
KRISTY MORRIS

CHIEF MARKETING OFFICER | SNEAKERS4GOOD

FUN FACTS

- I grew up in the AIM, dial-up era
- I keep a Google sheet of all of Orlando's top spots
- I've been in marketing for 14 years
- I prefer dogs over cats
- I will turn any occasion into a party





OVERVIEW

- ① Where AI is actually helping nonprofits today
- ② Simple ways to use AI for fundraising and content
- ③ How to protect your voice, brand, and donor trust
- ④ What to avoid to stay safe and compliant
- ⑤ A realistic approach to getting started

WHY THIS MATTERS NOW

AI is no longer something nonprofits are testing. It is becoming part of how teams operate.

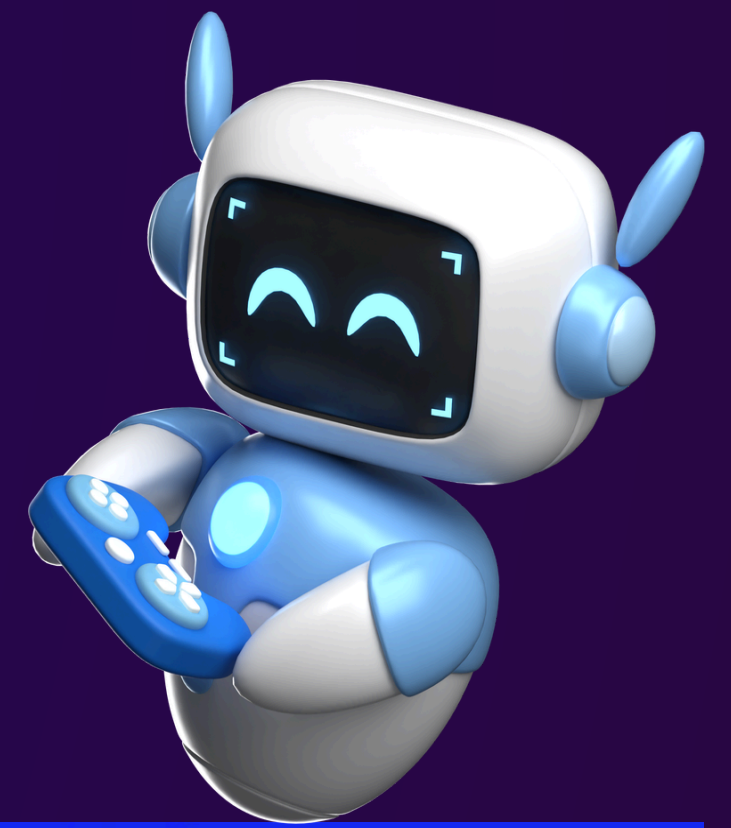
- Donor expectations are rising
- Teams are being asked to do more with less
- AI is being integrated into daily workflows

Key reality:

The question is no longer if you will use AI. It is how you will use it responsibly.



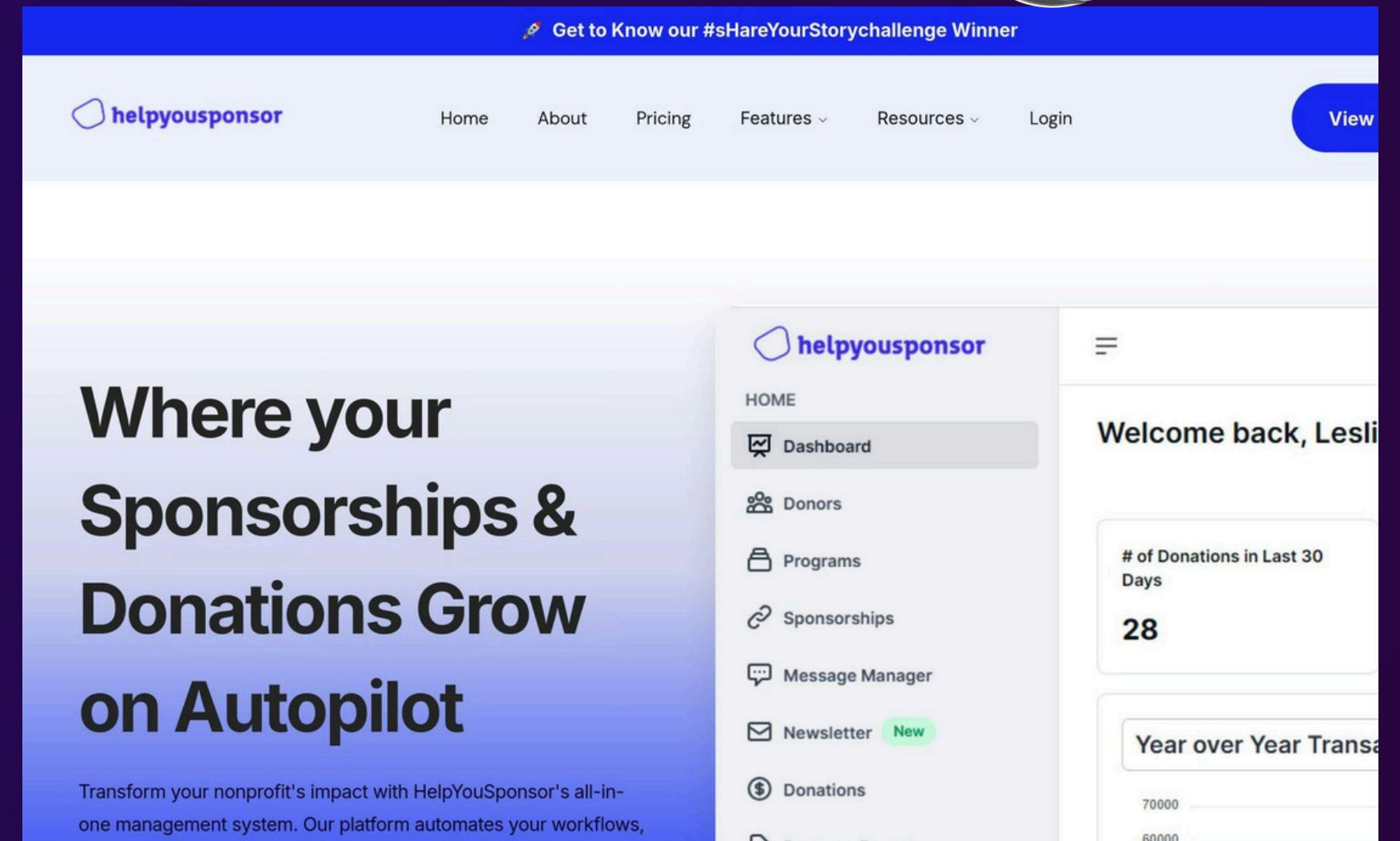
WHERE AI IS ACTUALLY HELPING NONPROFITS TODAY



AI is already delivering value in real, practical ways:

- Faster content creation
- Improved donor communication
- Data analysis and donor insights
- Time savings on repetitive tasks

Most nonprofits report efficiency gains, not transformation yet.



REAL EXAMPLES OF NONPROFITS USING AI

UNITED WAY OF NEW YORK CITY

- Used an AI chatbot during COVID to engage donors
- Helped raise over \$50,000 through real-time interaction

PARKINSON'S UK

- Uses AI-driven supporter predictions to help refine its direct mail strategy, increasing response rates to 14%.
- Improved targeting and a revenue increase of 23%

BREASTCANCER.ORG

- Uses AI to personalize educational content for patients
- Improves user experience and engagement

BAYES IMPACT

- Uses AI and data science to solve social issues at scale
- Applies predictive insights to improve public services

BENEFITS OF AI TOOLS IN LANGUAGE LEARNING



Use Case: The IRC implemented an AI-powered chatbot to process refugee claims efficiently, enhancing accuracy and response time.

Impact: Streamlining case processing ensured faster, more effective support for refugees in need.



charity: water

Use Case: Machine learning algorithms helped charity: water predict donor lapse patterns, enabling preemptive intervention to reduce attrition rates.

Impact: AI-driven retention strategies allowed the organization to maintain a stable donor base, ensuring long-term sustainability.

AI FOR DONOR RETENTION



Use Case: Greenpeace employed machine learning to assess donor churn risks, assigning propensity scores based on donation history to re-engage at-risk donors.

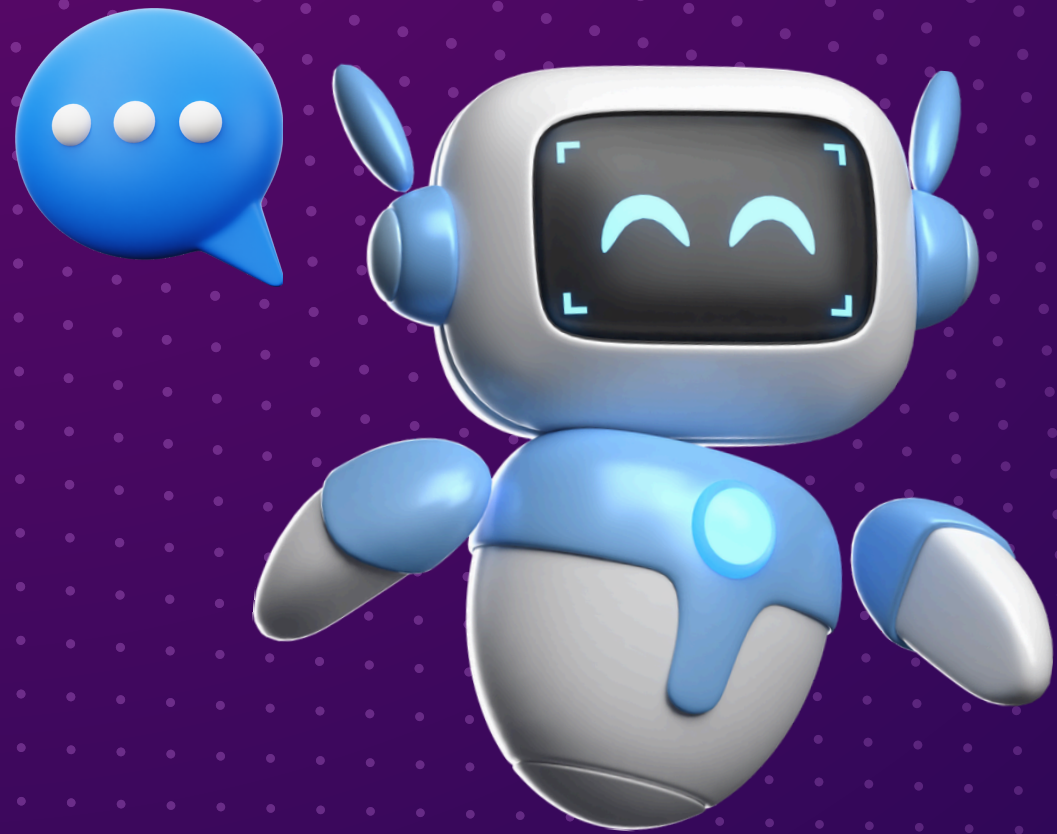
Impact: The result was improved donor retention, ensuring continuous funding for environmental conservation projects.



*SigmaForces AI Impact

*Dataro.io

SIMPLE WAYS TO USE AI FOR FUNDRAISING AND CONTENT



Start with low-risk, high-impact use cases:

Draft donor emails

Create social media captions

Repurpose blogs into posts

Build campaign messaging

Write thank-you comms

AI is best used as a starting point, not a final product.

AI ACROSS THE FUNDRAISING FUNNEL

HOW TO UTILIZE

Awareness

- Generate educational content

Engagement

- Draft emails and social posts

Participation

- Suggest campaign ideas

Donation

- Improve donation page copy

Retention

- Personalize follow-ups

WHAT AI DOES WELL

- Speeds up content creation
- Identifies patterns in data
- Helps personalize at scale
- Automates repetitive work

AI allows teams to focus more on relationships, strategy and caring for others.

Now is the time to invest in **retraining** and **upskilling** to gain a competitive edge in an increasingly digital world.

AI ACROSS THE FUNDRAISING FUNNEL

PROMPT: IMPROVE DONATION PAGE COPY

Role

You are an expert nonprofit copywriter and behavioral strategist who specializes in improving donation page conversion while maintaining trust, clarity, and mission alignment.

Objective

Rewrite and optimize the donation page copy to increase conversions while keeping the tone warm, clear, and community-focused. The goal is to help donors quickly understand the impact of their gift and feel confident taking action.

Details

- Keep language at a 7th to 9th grade reading level
- Remove friction, confusion, or unnecessary wording
- Clearly explain what the donation supports
- Emphasize impact in simple, tangible terms
- Reinforce trust and transparency
- Keep the tone human, supportive, and non-pushy
- Avoid guilt, pressure, or overly emotional manipulation
- Include a clear and low-stress call to action
- Ensure the page is easy to scan for mobile users

What to Improve

- Headline and opening message
- Impact statements tied to donation amounts
- Call to action language
- Trust-building elements (transparency, credibility)
- Flow and readability

Examples of Direction

- Replace vague phrases like “make a difference” with clear outcomes
- Turn long paragraphs into short, scannable sections
- Use phrases like “Here’s what your support makes possible”
- Include simple impact anchors like “Every bag collected helps...”

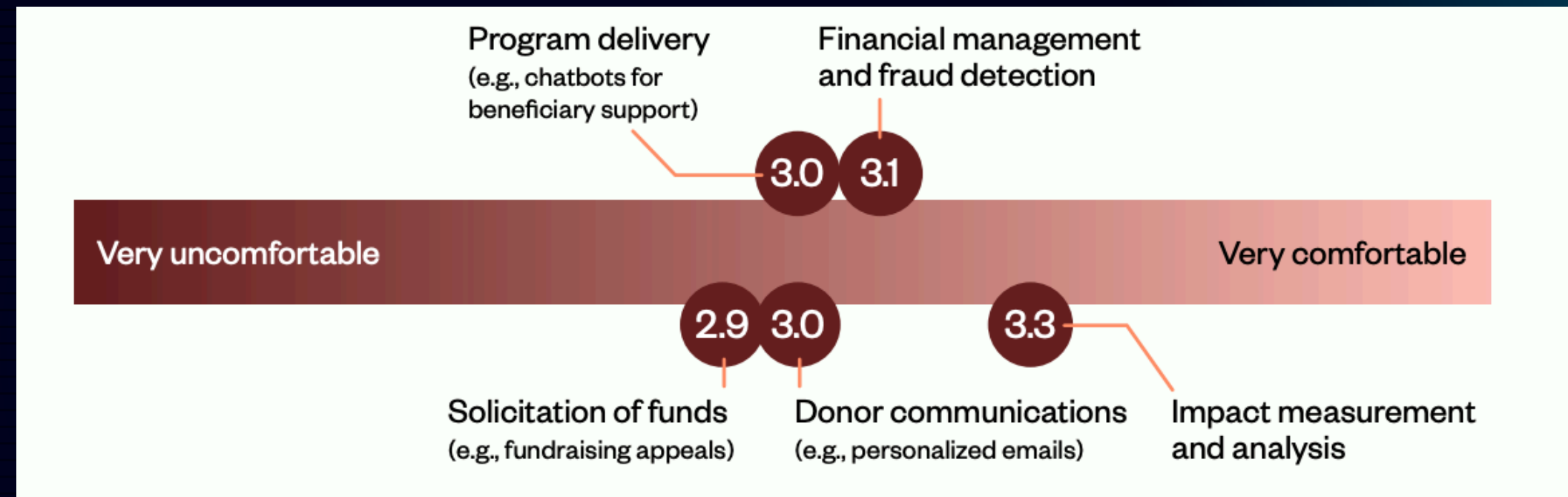
Sense Check

Before finalizing, ensure:

- The copy feels like it is written for a real person, not a campaign
- The impact is easy to understand within seconds
- The donor feels invited, not pressured
- The page builds confidence and trust

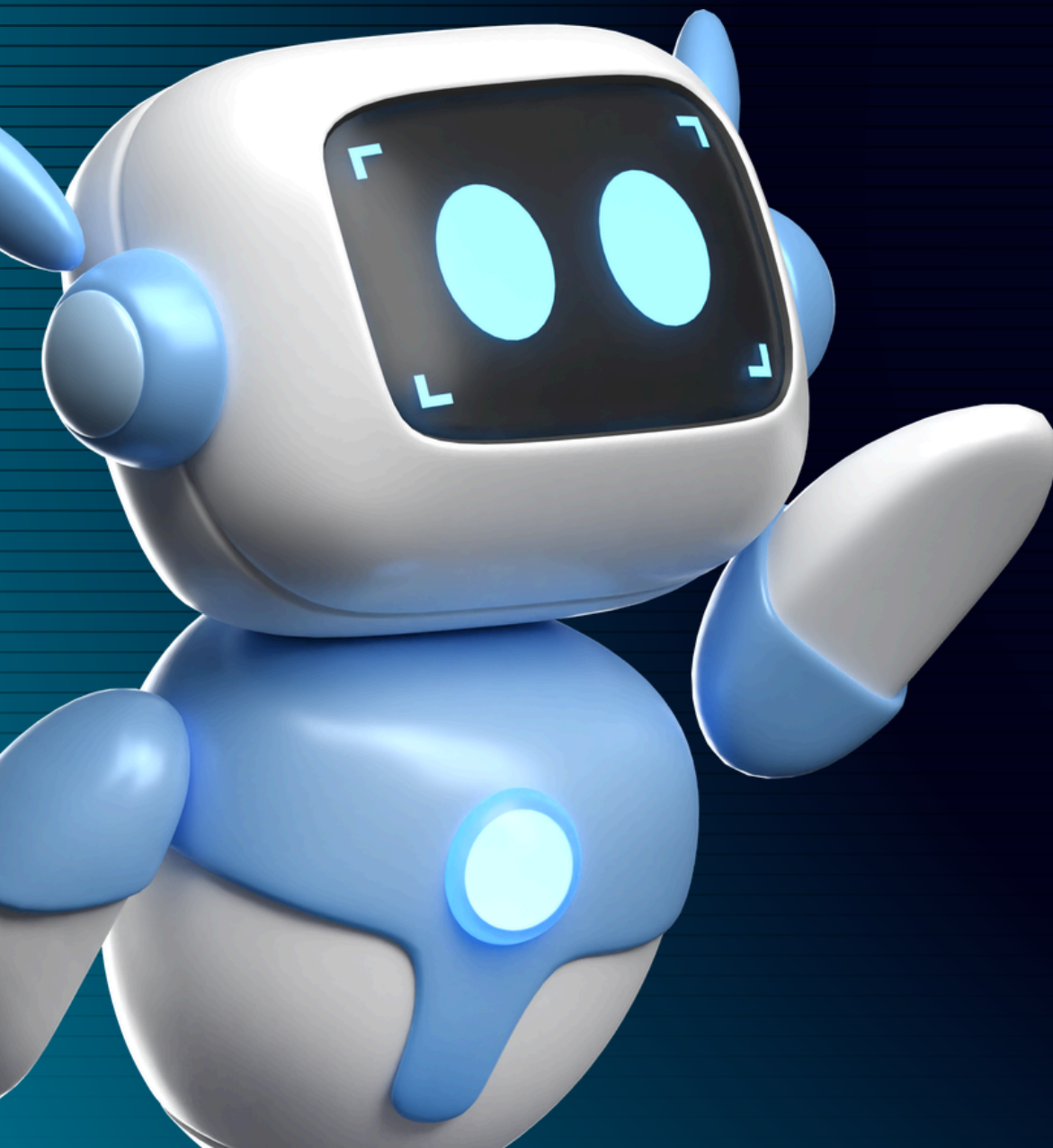
APPROPRIATE AI USE IN CHARITIES

The survey asked respondents to rate how appropriate it is for charities to use AI in various operational areas, on a scale from 1 to 5 (where 1 is “Very uncomfortable” and 5 is “Very comfortable”).



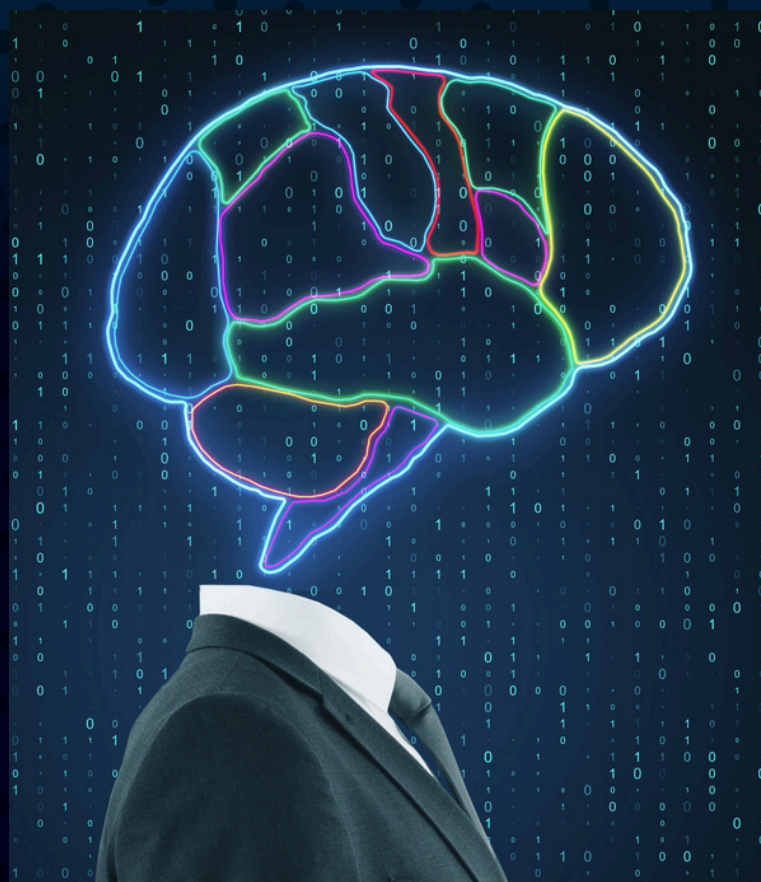
TAKEAWAYS:

- Back-office uses win the most trust. Donors are noticeably more comfortable letting AI crunch numbers—impact measurement, predictions and financial controls.
- Framing matters. Position AI as a behind-the-scenes tool that strengthens stewardship, accountability, and efficiency, and donors tend to nod along. Present it as the new voice of your fundraising asks, and you’ll meet much stiffer scrutiny about authenticity and the human touch.



WHAT AI CANNOT REPLACE

- Human connection
- Lived experience
- Community trust
- Ethical decision-making



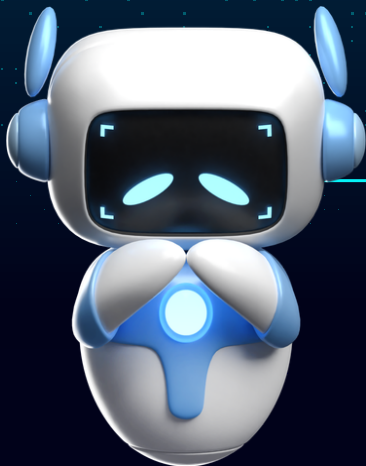
Remember:

AI supports your mission.
It does not define it.

While more than 50% of nonprofits use generative AI daily, open-source models present significant security vulnerabilities. They can use any information the user provides to train the large language model (LLM) and often produce unreliable analytics that can compromise data security and decision making.

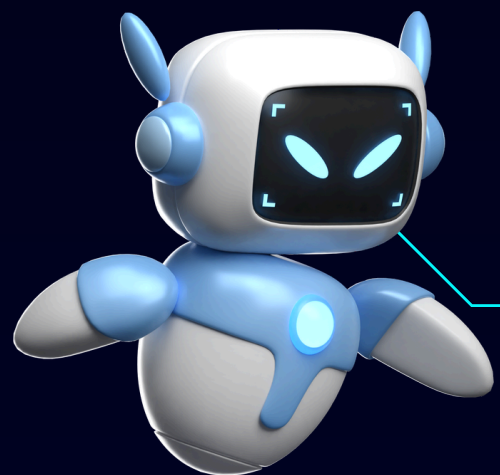
THE RISK SIDE OF AI

AI INTRODUCES REAL RISKS:



INCORRECT OR FABRICATED CONTENT

LOSS OF BRAND VOICE

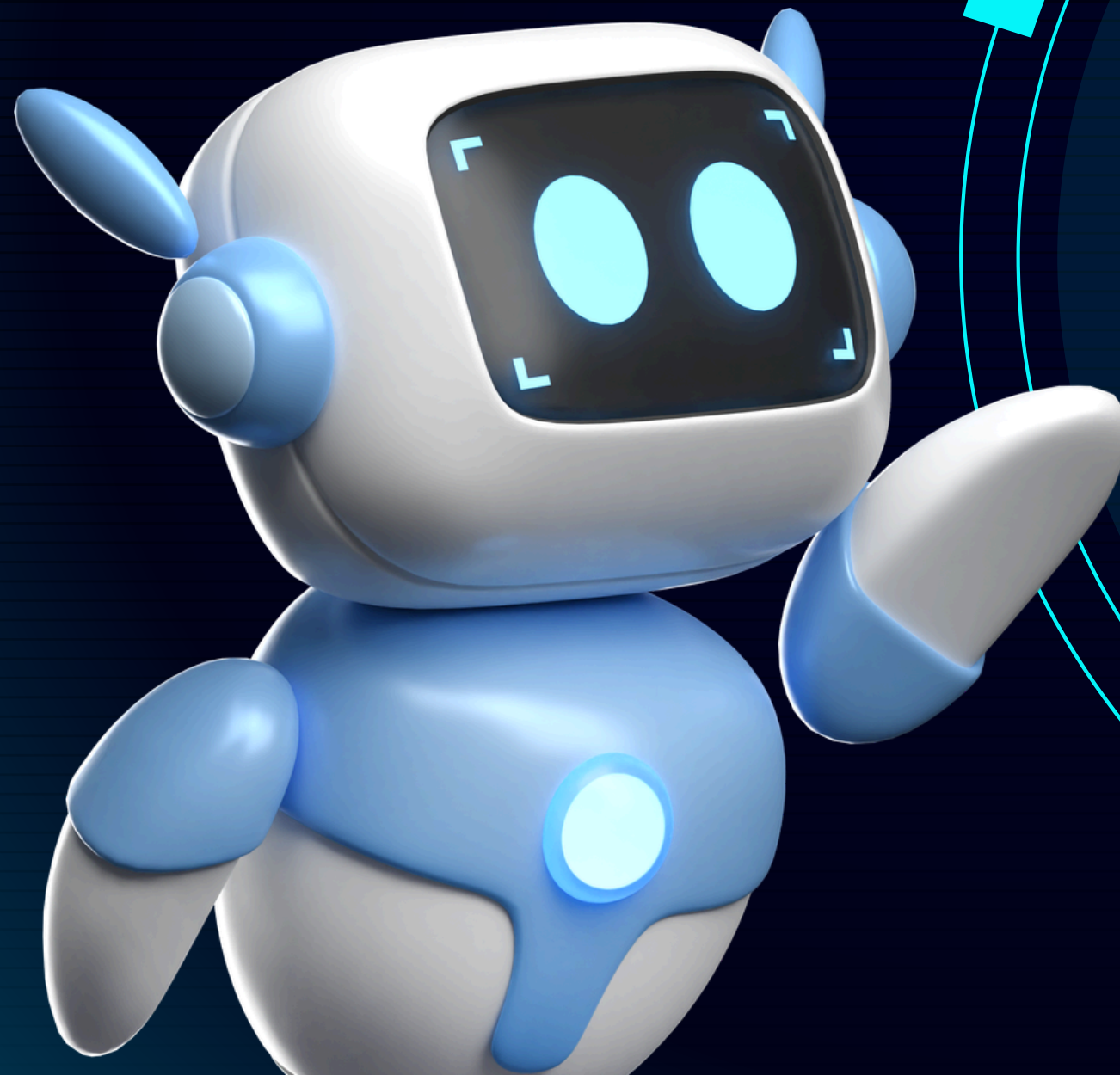


OVER AUTOMATION

DATA PRIVACY CONCERNS

Truth: Using AI without structure can do more harm than good.

HOW TO PROTECT YOUR VOICE, BRAND, AND DONOR TRUST



To stay grounded:

- Define your tone and messaging
- Create simple internal guidelines
- Require human review
- Keep messaging aligned with mission

Rule:

If it doesn't sound like your nonprofit's voice, don't use it.

WHAT TO AVOID TO STAY SAFE AND COMPLIANT

AVOID:

- Sharing sensitive donor data in AI tools (unless it's built into the CRM)
- Publishing AI content without review
- Over-automating donor communication
- Using AI to exaggerate impact

AI should always be used with **human oversight** and **accountability**.

DATA PRIVACY & COMPLIANCE MATTERS

- Many nonprofits lack clear AI policies
- 47% have no governance structure

What to do:

- Create a simple acceptable use policy*
- Define what is allowed and not allowed
- Assign ownership internally

*This includes volunteers or anyone that's creating or preparing donor facing messaging or content.

ETHICAL AI IN FUNDRAISING

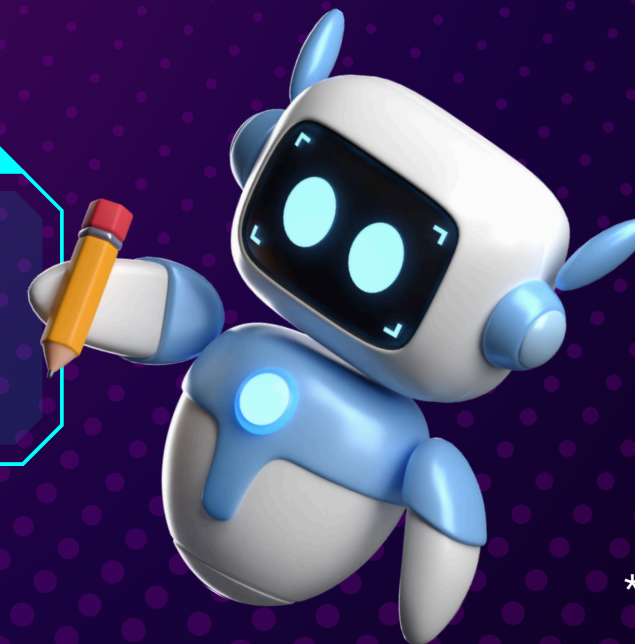
RESPONSIBLE AI MEANS:

- Transparency when needed
- Accuracy in messaging
- Respect for donor intent (pay close attention to how donors want to receive communication)
- Avoiding manipulation



Trust is your currency. Protect it.

Donors draw a sharp ethical line at practices that mask machine identity or delegate mission-critical decisions to algorithms.



**Kindsight 2025 Donor Report*

SIMPLE NONPROFIT AI ACCEPTABLE USE POLICY

WHAT IT SHOULD HAVE

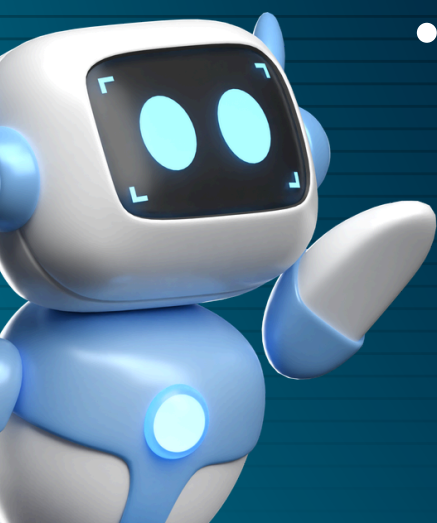
1. Purpose: (you define)
2. Scope: (you define)
3. Human-in-the-Loop: All AI-generated content or decisions must be reviewed by a staff member to ensure quality, accuracy, and appropriate tone. AI is an assistant, not a replacement for human judgment.
4. Privacy and Data Security:
 - e.g., Do Not input confidential data, donor data, personally identifiable information (PII), or sensitive client information into public AI tools.
5. Ethical Use: (you define)
6. Transparency: We will inform our stakeholders (donors, clients, public) when content is AI-generated, especially for images or major communications.
7. Review: This policy will be reviewed every [e.g., 6 months] as AI technology evolves.

Common AI "Do's" and "Don'ts"

-  Do: Use AI for brainstorming, drafting blog posts, summarizing public reports, and drafting social media captions.
-  Do Not: Use AI to write personalized fundraising letters with private info, create legal documents, or determine beneficiary eligibility.

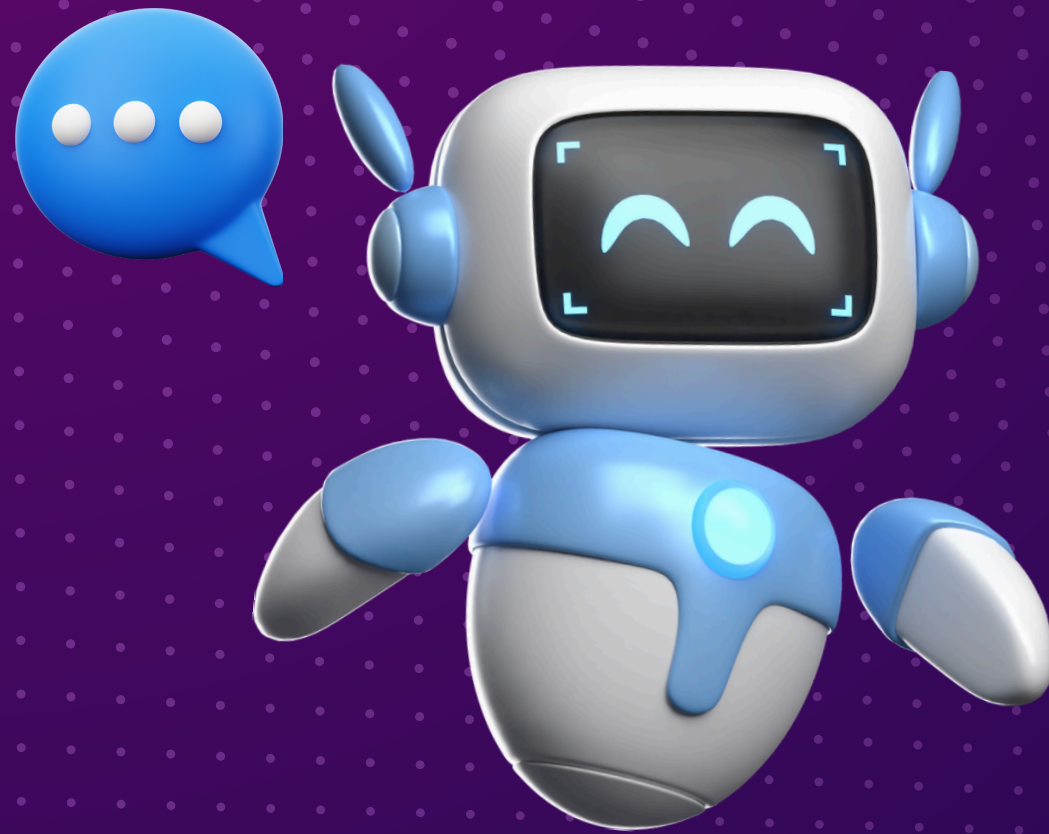
Examples:

- [Nonprofit Learning Lab Template](#)
- [AI Code Governance Playbook – Hoyack](#)
- [Candid AI Policy Playbook](#)



KEY TAKEAWAYS

AI is already here.



Strategy unlocks real impact

Increases efficiency today

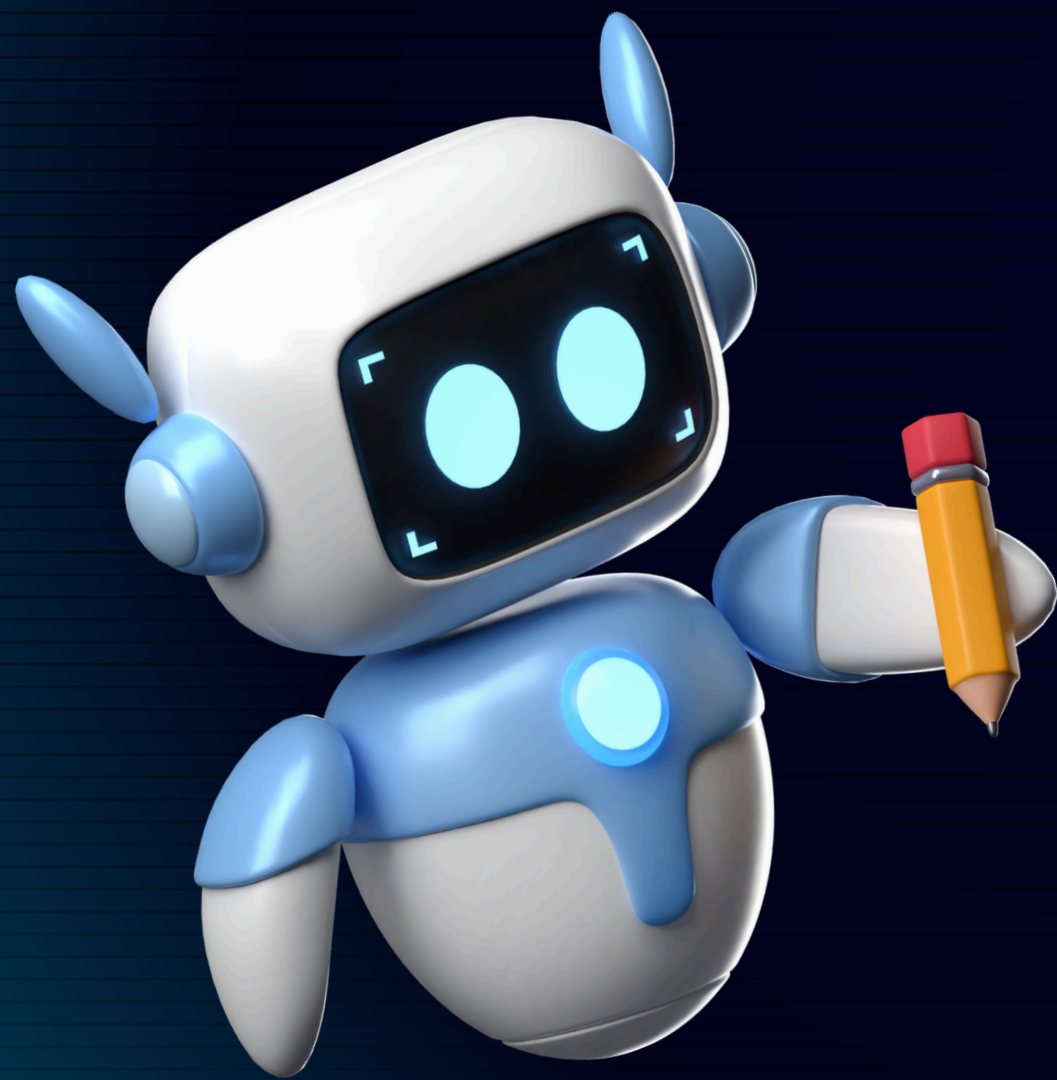
Trust must remain the priority

Combine AI with storytelling

Human connection still wins

AI does not require perfection. It requires intention.

Q & A



Get your questions ready...

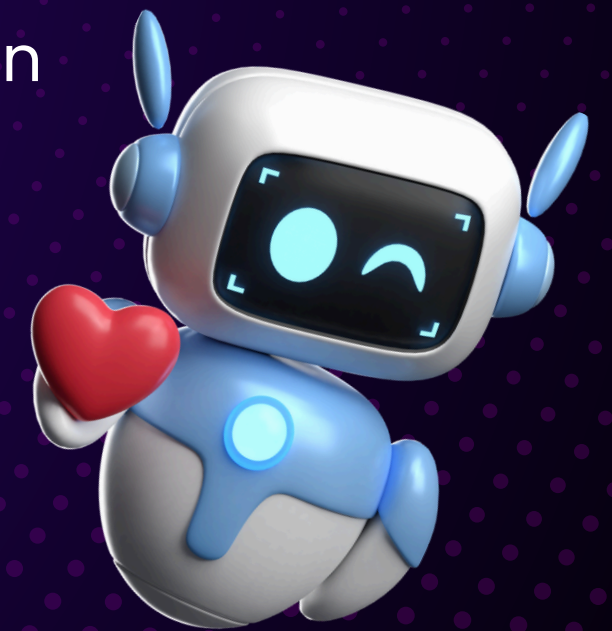
It's almost time for a **GIVEAWAY**
and a lil **Q & A!**

WHO IS funds2orgs™

WHO WE SERVE:

- Schools and education groups
- Nonprofits and civic groups
- Animal rescues and service animal groups
- Faith-Based organizations, churches, and mission travel groups
- Adoptions, families, and individuals

As a global social enterprise with headquarters in Florida, we support 4,000 families of micro-enterprise partners in the reuse economy across 20+ developing countries worldwide.

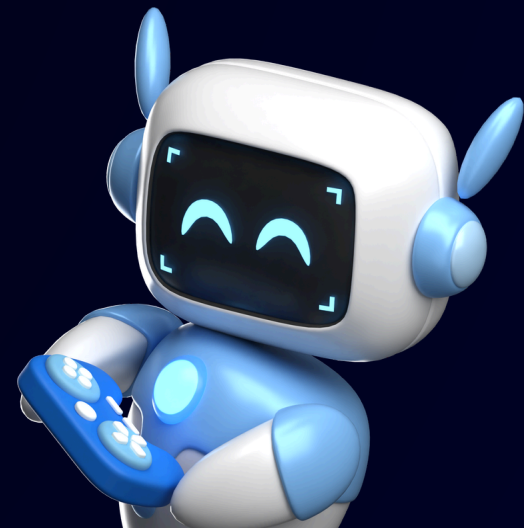


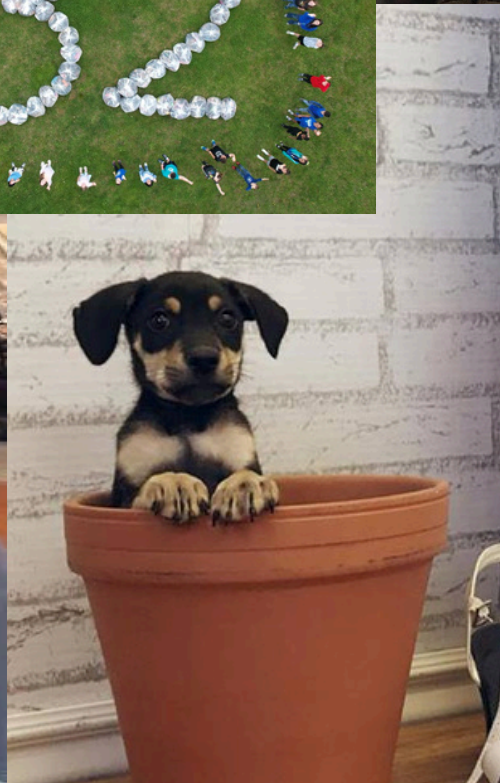
WHAT'S A SHOE DRIVE FUNDRAISER

- A creative, non-traditional fundraiser in which your organization can raise funds without asking your supporters to open their wallets. Get paid to collect gently worn, used or new shoes from your community!
- **What you get:**
 - A 100% profit fundraiser with no out-of-pocket costs
 - Collection materials, flyer templates, social media posts, and more!
 - A fundraising coach to help you with every step of the way.
 - A check within 2 days of receipt and processing at our warehouse.
 - A sustainable, feel-good fundraiser that supports your group, local community, and communities all over the world. It's a WIN-WIN!



**SHOE DRIVES CREATE OPPORTUNITIES
LOCALLY THAT IMPACT PEOPLE GLOBALLY.**



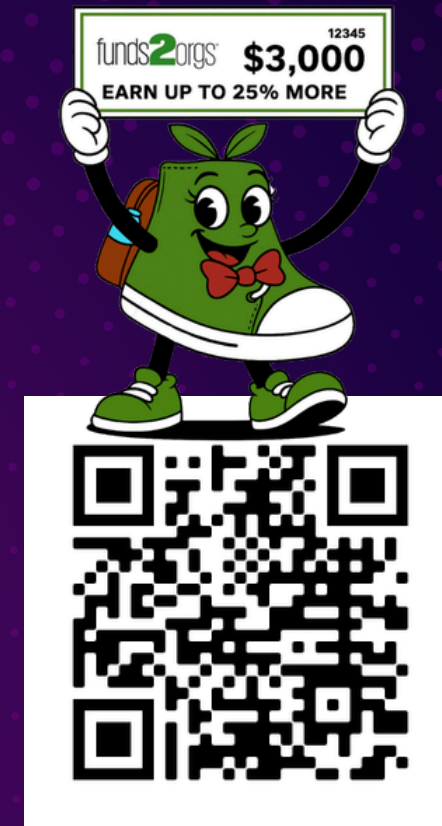


THANK YOU FOR WATCHING OUR WEBINAR!

VISIT

funds2orgs.com

to learn more or speak to our fundraising
coaches today by calling 407-930-2979 and hear
all about a FREE, 100% profit fundraiser!



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