

Quantifying Connection: The 5 Evolutions of AI in Philanthropy

Nathan Chappell



“Life moves pretty fast.



If you don't stop and look around once in a while, you could miss it.”

50-60% of private sector companies use AI. The average number of AI deployments per organization is 3.8.

Both figures have more than doubled since 2017.

“Current generative AI and other technologies have the potential to automate work activities that absorb 60 to 70 percent of employees’ time today.”

- McKinsey

“80% of workers are in occupations where at least one job task can be performed more quickly by AI.”

– Wall Street Journal

"GPT-4 is a tool, not a creature. It's easy to get confused. ... GPT-4 and systems like it are good at doing tasks, not jobs.”

- Sam Altman, OpenAI

“This is no longer a race to the bottom of the brainstem.

It’s a race to intimacy.”

Tristan Harris, 2023

The Competition for Connection

MISSION

"We exist to save our home planet."

VISION

"We exist to fight for a fairer, more beautiful world."

VALUES

"Human Rights & Dignity
Social & Economic Justice
Environmental
Protection, Restoration,
& Regeneration"

patagonia[®]



BEN & JERRY'S[®]



12 SECONDS

**AVERAGE ATTENTION
SPAN OF A HUMAN
IN 2000**



8 SECONDS

**AVERAGE ATTENTION
SPAN OF A HUMAN
NOW**



9 SECONDS

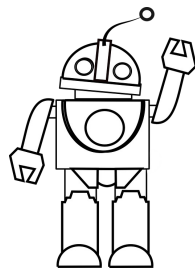
**AVERAGE ATTENTION
SPAN OF A GOLDFISH**

Six AI technologies that are changing charitable giving



ML / DL

Predictions



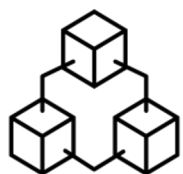
Automation

Support



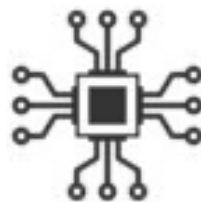
LLM/GPT

Personalization



Blockchain

Accountability



IoT

Measurement

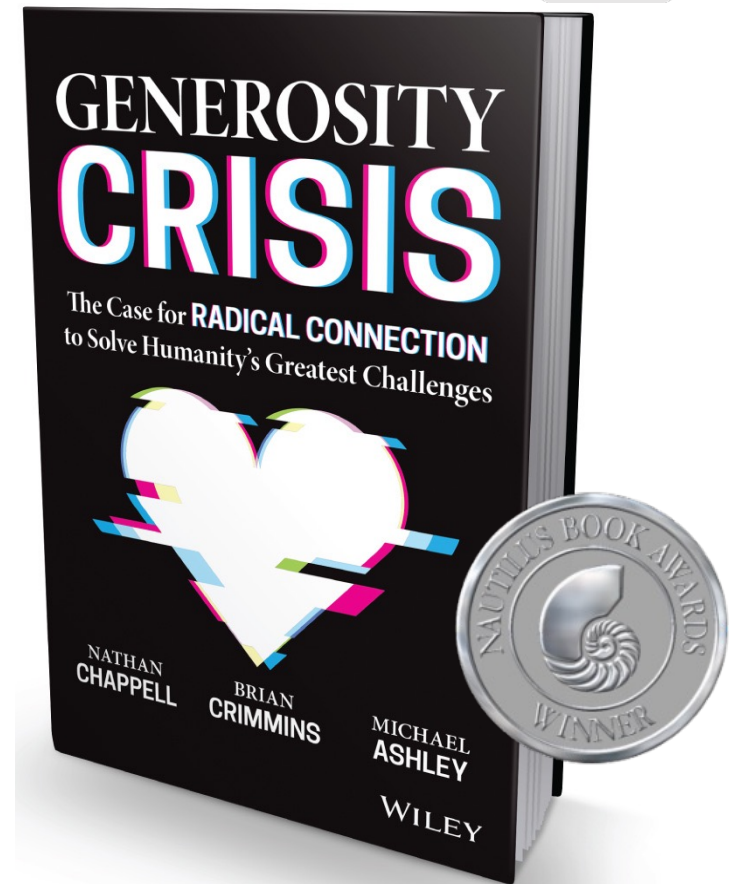


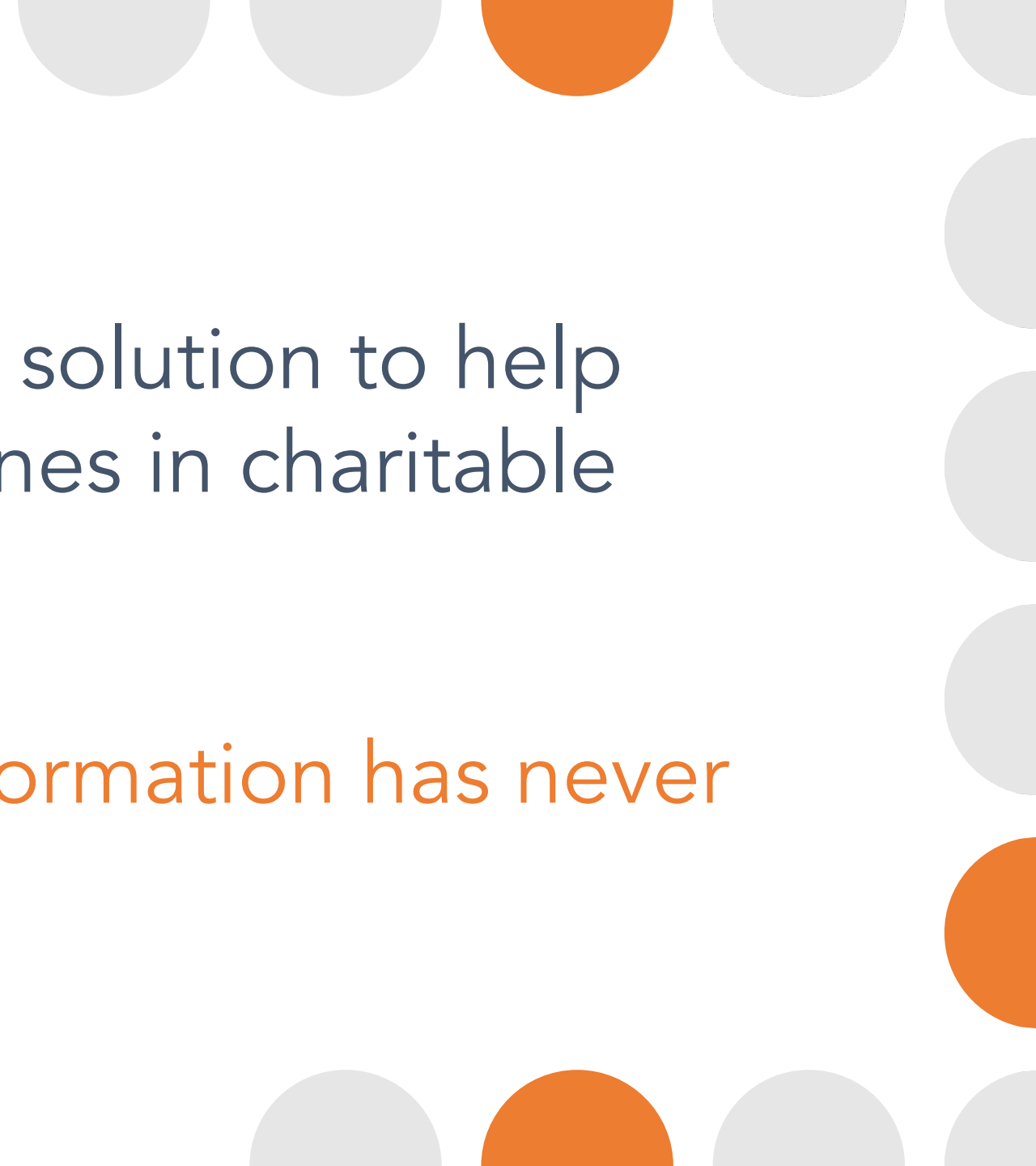
AR/VR

Empathy

"The Generosity Crisis is a required reading for our generation of professionals in the nonprofit sector."

Nonprofit Pro



A decorative pattern of overlapping circles is located in the top right and bottom right corners of the slide. The circles are arranged in a grid-like fashion, with some being light gray and others being a vibrant orange. The orange circles are positioned at the top-right and bottom-right corners of the grid.

AI is the only **scalable** solution to help reverse systemic declines in charitable participation.

The need for AI transformation has never been greater.



89% of nonprofits agree that AI will make them more efficient.

Only 28% have either implemented or experimented with it.

The ROI(s) of Evaluating AI

- Personalization & Precision
- Efficiency Boosts
- Increased Quality of Work
- Improved Employee Satisfaction

Practicalities of AI & Implications for Philanthropy

- Will AI replace fundraisers? What about nonprofits?
- Does prospect research shift to AI?
- How has AI increased expectations from donors?
- Are junior staff members no longer required?
- Is an AI “fact-checker” a new position?
- What will it take to change?
- What happens if you don't change?

5 Aha's of Using AI to Quantify Connection

First Evolution: People are complex – your models must be as well

Second Evolution: People are dynamic – your models need to be as well

Third Evolution: Donors and prospects are uniquely different

Fourth Evolution: It's **not** about more donors – it's about **better** donors

Fifth Evolution: Generosity requires trust. **NO black box**

**Responsible AI,
is everyone's Responsibility**





FundraisingAI

AI for nonprofits is a given.
Effective implementation is not.

Irresponsible AI practices will further **exacerbate**
and **accelerate** the decline in charitable giving.



FundraisingAI

Over four years engaging with hundreds of stakeholders determined three immediate priorities.

- 1. Framework for Responsible AI for Fundraising**
- 2. Global Summit on Responsible for Fundraising**
- 3. AI Readiness & Adoption Research Study**



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10 Tenets of Responsible AI for Fundraising

1. Privacy & Security
2. Data Ethics
3. Inclusiveness
4. Accountability
5. Transparency & Explainability
6. Continuous Learning
7. Collaboration
8. Legal Compliance
9. Social Impact
10. Sustainability



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FundraisingAI About FAI Summit **The Framework**

SAVE THE DATE

2023 Fundraising.AI Global Summit

The Fundraising.AI Global Summit will be the largest gathering of nonprofit and for-profit professionals and organizations to explore the role of Responsible AI in fundraising.

Save Your Spot October 23-24, 2023

FundraisingAI About FAI Summit **The Framework**

A Framework toward Responsible AI for Fundraising

Working together for Fundraising AI that supports a vibrant philanthropic sector.

While many Responsible AI frameworks exist within the for-profit and nonprofit sectors, there are no existing frameworks that address the fundraising profession, which represents almost \$500 billion annually in the United States, helping to support millions of charitable missions worldwide.

We aim to change that.

[Learn More](#)

FundraisingAI About FAI Summit **The Framework**

Building a Responsible AI Community for Fundraisers

We are a fully independent collaborative that exists to understand and promote the development and use of responsible AI for Nonprofit Fundraising.

[Sign The Framework](#)

VISIT: fundraising.ai

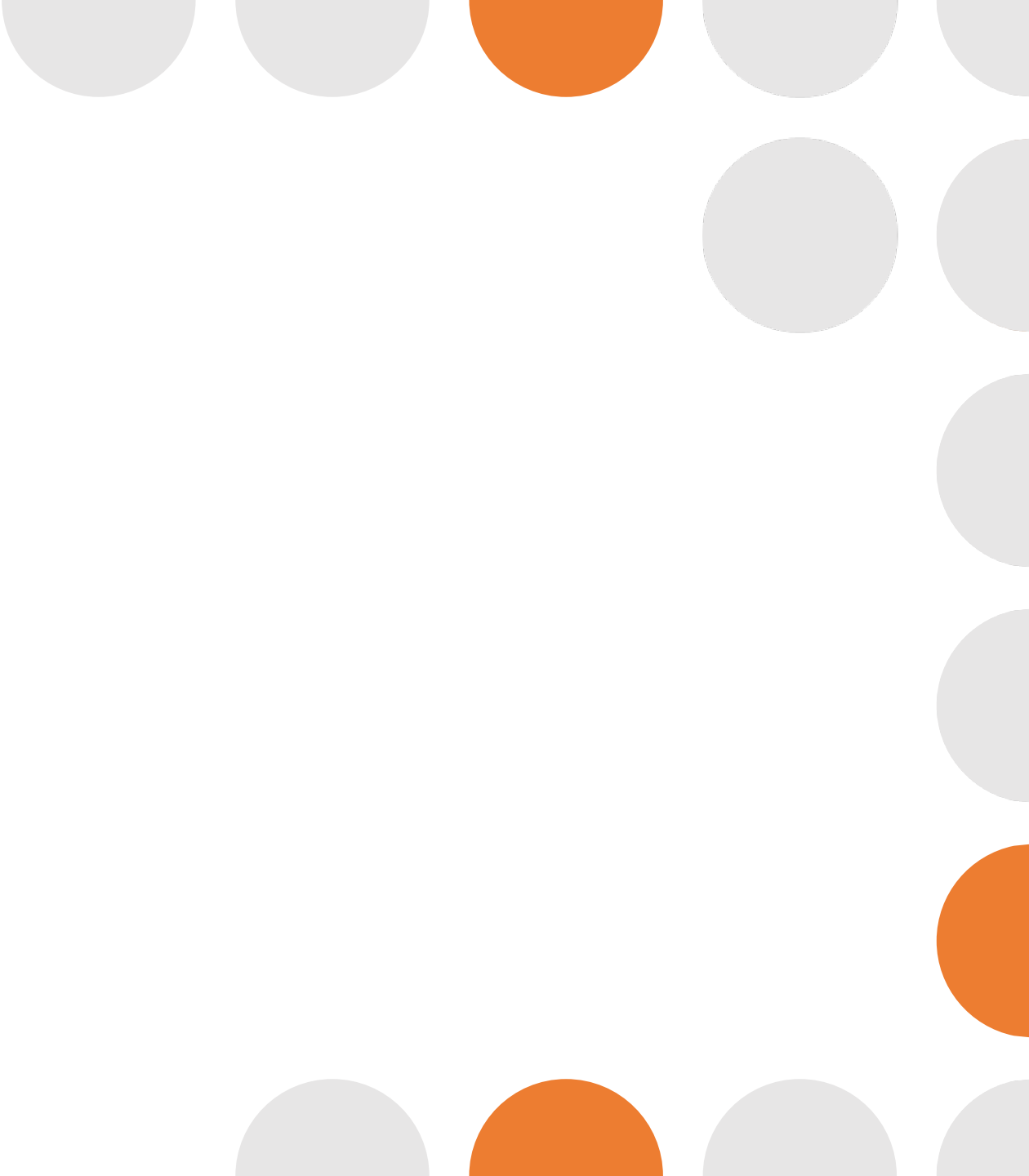


THANK YOU!

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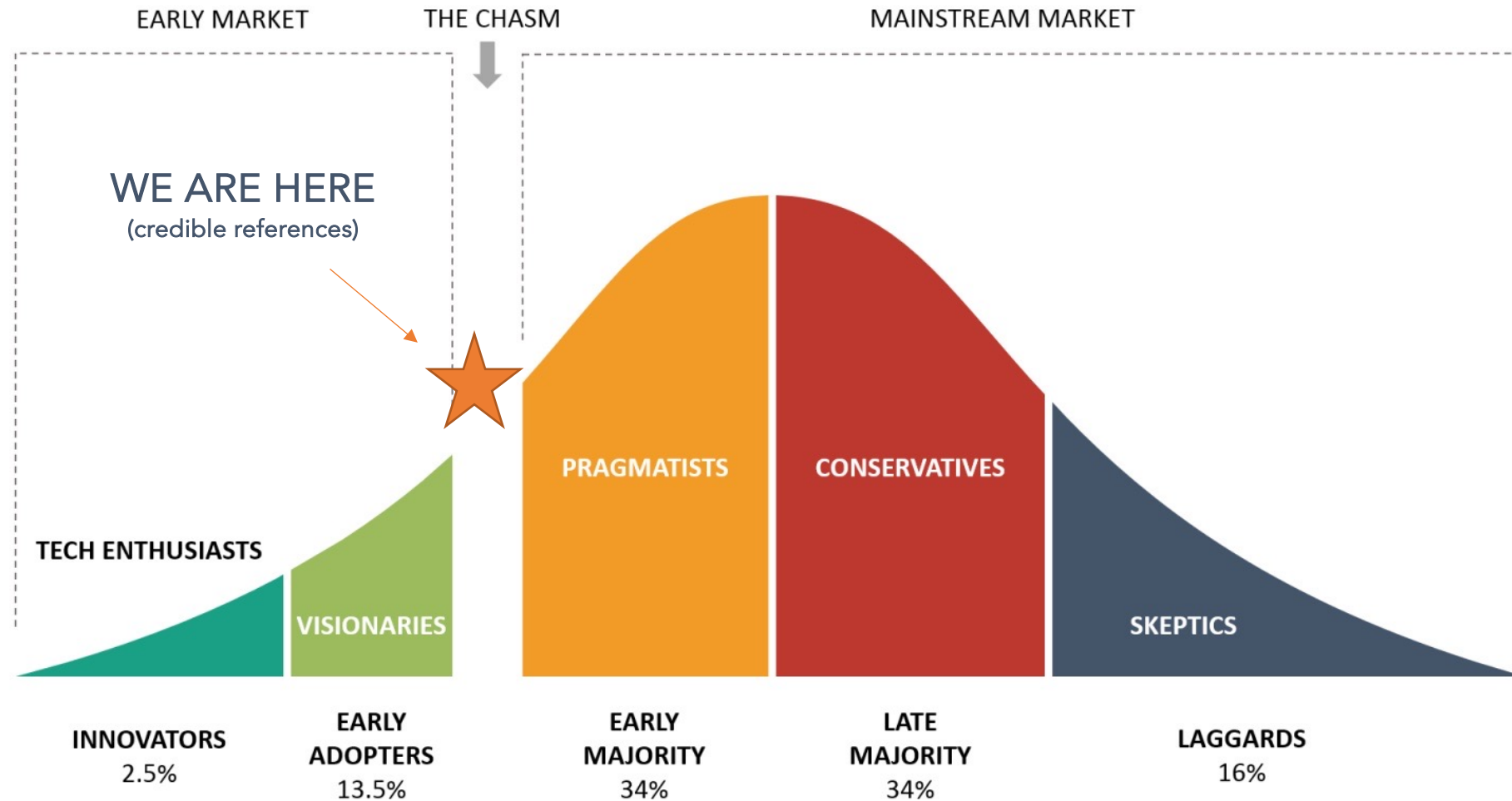
APPENDIX



**What was not possible,
is now possible.**




Crossing the Chasm - Technology Adoption Lifecycle





FundraisingAI Global Summit Sponsorships



FundraisingAI

The Fundraising sector represents a half-trillion industry, built extensively on trust.

Building a Responsible AI Framework for fundraising that protects and prioritizes trust is the **single greatest imperative facing the modern nonprofit.**