donorperfect

COMMUNITY CONFERENCE SPARK

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Data + AI + Nonprofits + Equity & Inclusion

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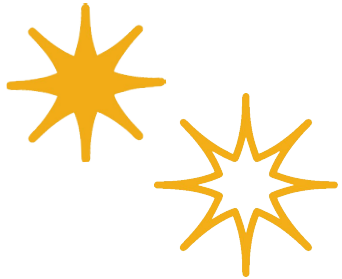
Centering Humans in AI and Personalization

(AI: Artificial Intelligence)

Land Acknowledgement

I respectfully acknowledge that I am fortunate to live, learn, and provide my services on the unceded territory of the Coast Salish Peoples, including the territories of the xʷməθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səl̓ílwətaʔ/Selilwitulh (Tsleil-Waututh) Nations.



AI is something that:

everybody* uses.

few care to talk about it.

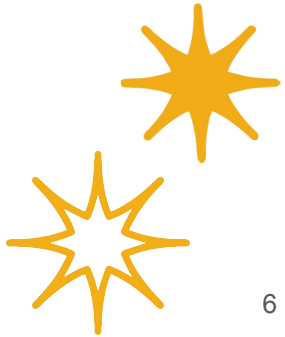
fewer fully understand.

**”Everybody” refers to those who are impacted by AI knowing or unknowingly.*

You have a min to form your thoughts

Complete this sentence:

Today, I believe the future with AI is: _____



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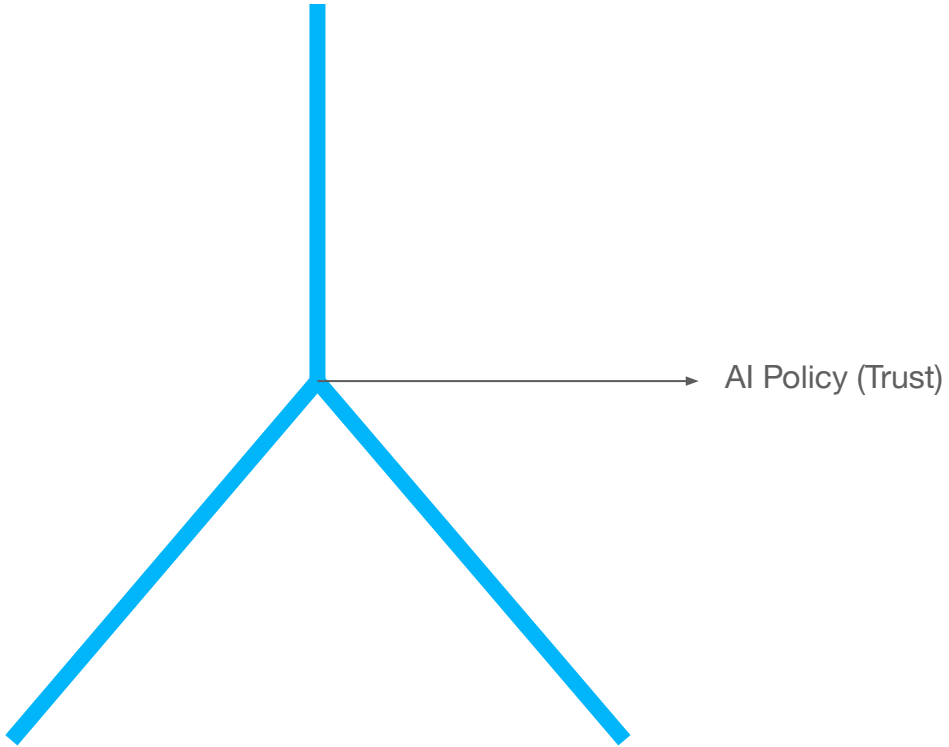
Here is see a common question I often collect:

Do you think the Nonprofit industry's use of AI to profile donors will drive more donors into DAFs because of their ability to keep donation behavior private?

What we do with the data? (Clarity)

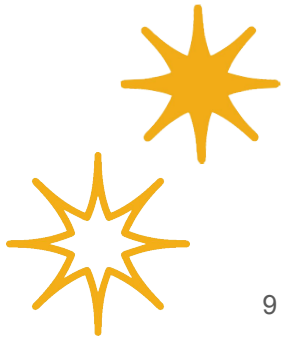


Why did we obtain the data?
(Accountability)

How did we obtain the data?
(Transparency)

Next 30 years with AI?

- AI is here to stay.
- AI will only grow in capacity from here –
  that means more areas of our lives will be affected by it.
- The growth rate of AI around us is expediting faster than we realize.



Our plan today:

A. Basics:

i. AI as it exists today
ii. What is “AI”?
iii. Personalization in fundraising: what can go wrong?
iv. What can *we* do?

B. Let’s talk!

Where am I coming into this conversation?

- Storyteller
- Facilitator
- Explorer
- Learner
- ~~Cautiously optimistic~~

Consciously optimistic

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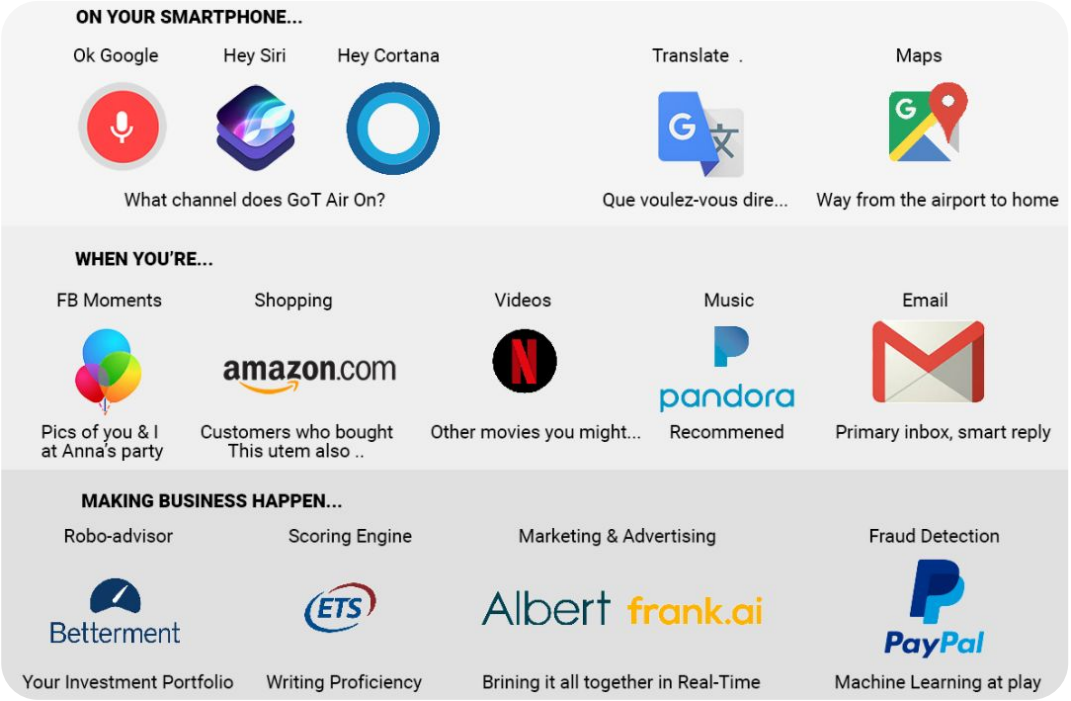
Personalization with AI today.

- Movies and shows recommendation
- News recommendation
- Personalized pricing and size for shopping
- Diet and exercise recommendations
- Picture edits for your preferences



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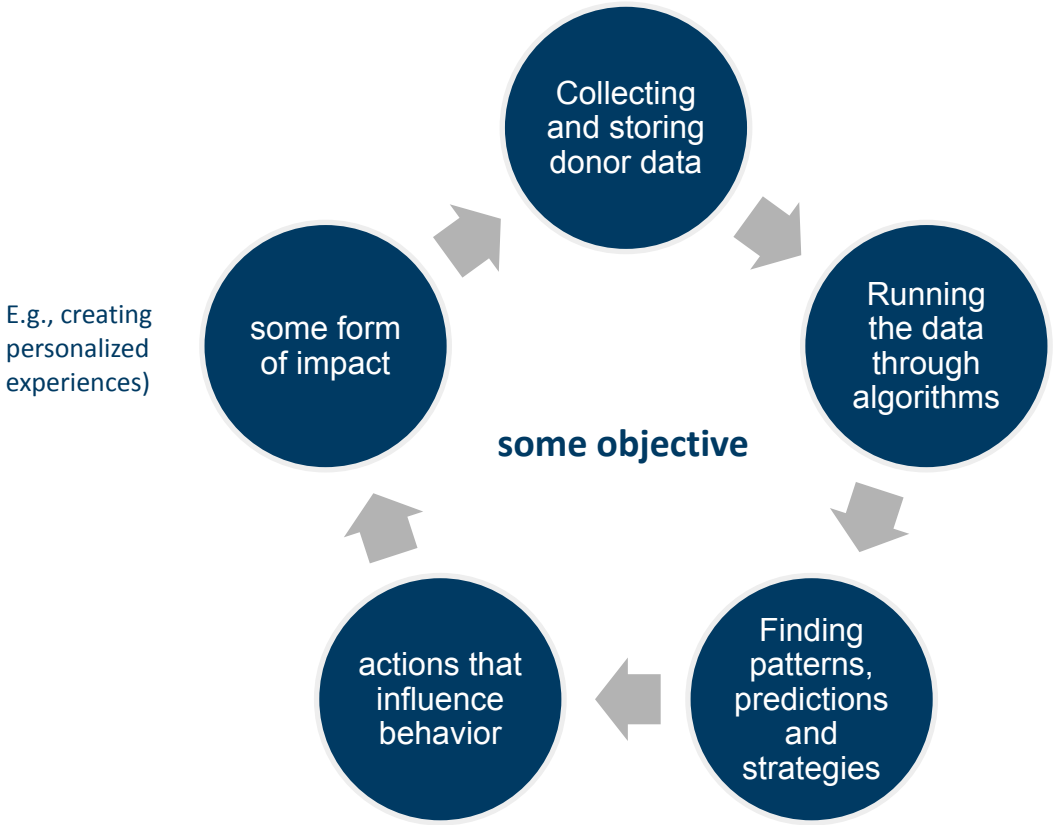
The wheel of AI:

"Flavors" of AI:

- Predictive Modeling
- Machine Learning
- Deep Learning
- Generative AI

And such…



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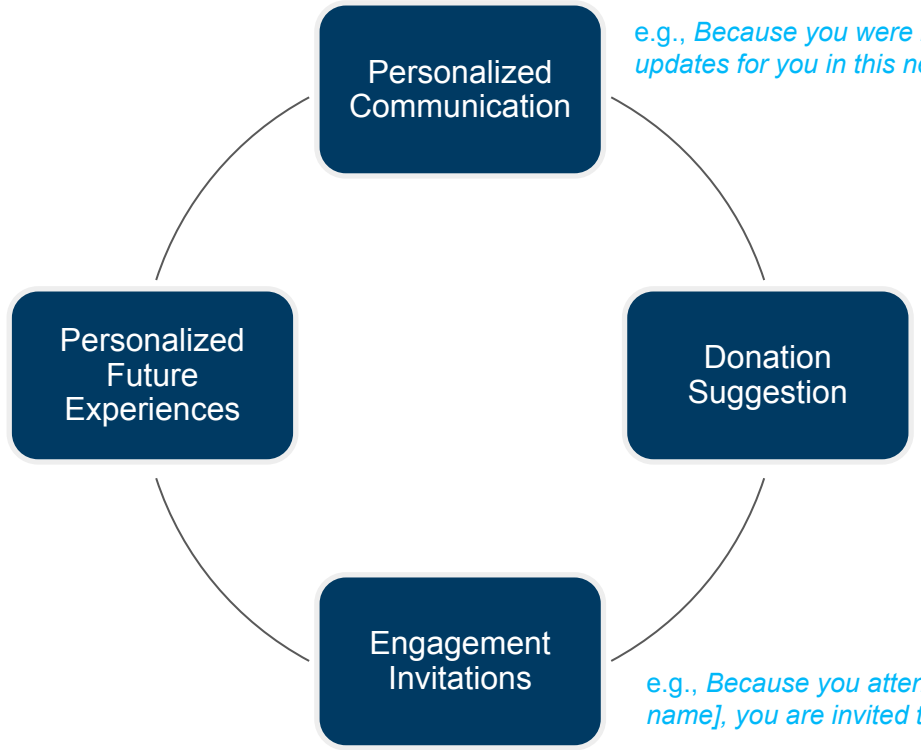
How does personalization look like in fundraising?



e.g., *Because you were interested in [activity], here are updates for you in this newsletter…*

e.g., *Because of your past involvement with us, here are suggested amounts for your next donation…*

e.g., *Because you attended our event [event name], you are invited to [another event]…*

e.g., *Because similar donors with [specific profile] choose [fund names and recognition options], here are four fund options for the new donors' next communication.*

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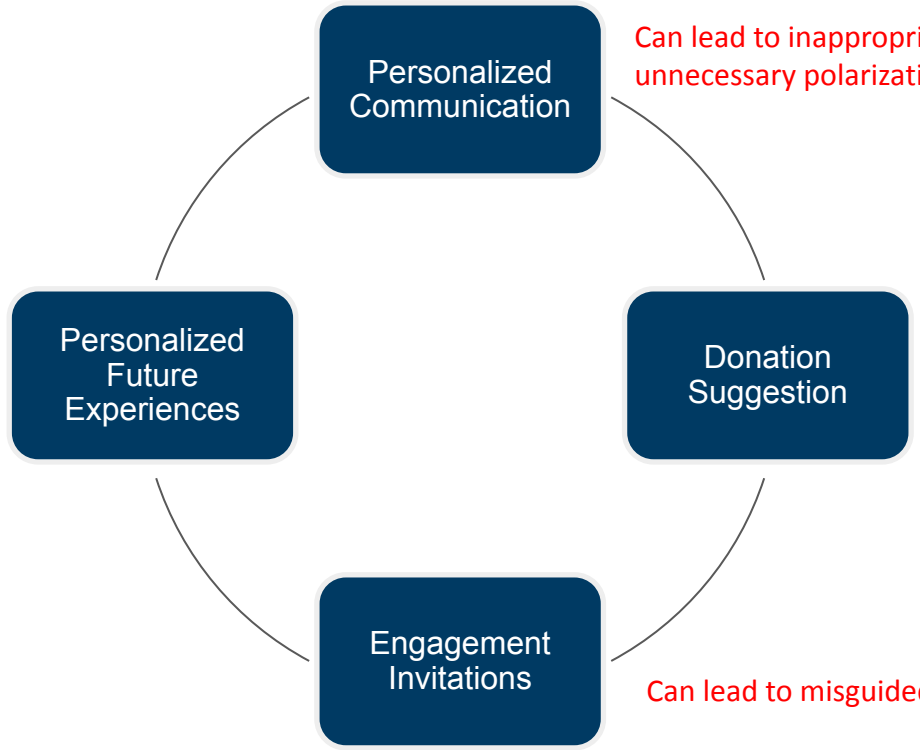
If we are not using personalization responsibly:



Can lead to inappropriate recommendations, unnecessary polarizations, algorithmic behaviors.

Can cause bias and discrimination, diminishing the spirit of generosity.

Can lead to misguided invitations.

Can alienate or exclude a potential donor.

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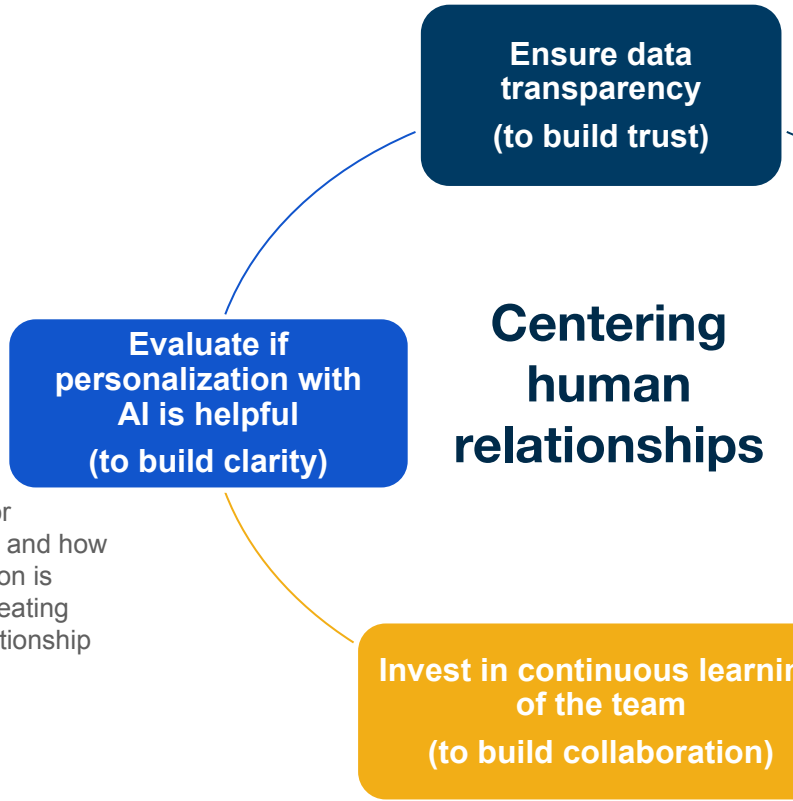
How do we center *humanity* in AI-based personalization?



- Be transparent about how donor data will be used for personalization.
- Obtain explicit consent from donors for data collection and personalization efforts.

- Collect relevant data to try, test, and evaluate personalization with donors.
- Create an in-house guide on checks you should do when personalizing outreach.

- Enable the entire team with learning opportunities around AI.

- Create space for conversations if and how AI personalization is supporting in creating trust-based relationship with donors.

Next 30 years with AI?

- AI is here to stay.
- AI will only grow in capacity from here – that means more areas of our lives will be affected by it.
- The growth rate of AI around us is expediting faster than we realize.

- **Question Yourself:**
  What do “I” and “we” need to do to approach AI in a humanity-first way?
- **Question Yourself:**
  How can we move away from the sense of competition, fear, and deficit to collaboration, confidence, and strengths regarding the algorithms around us?

Sector-wide study on Data and AI Equity:
https://survey.sogolytics.com/survey1.aspx?k=SsRUPRVWsSWsPsPsP&data=&lang=0&Uid=520738665

Links for you:

- **Namaste Data:** www.namastedata.org
- **LinkedIn:** http://www.linkedin.com/in/meenadas
- **Community-Centric AI Principles:** https://www.namastedata.org/ai
- **AI Advancement Lab:** https://data-is-for-everyone.teachable.com/p/ai-advancement-lab

What can you do now?

1. **Unpack** this session within your team and for yourself:
   a. What is *your* role with algorithms in generating trust with your community?
   b. What is *your team's* role with algorithms?
2. **Try this:** If you want to design your AI Values, read: Read this: https://www.namastedata.org/ and write what resonates most with you and why? Then repeat the exercise with your team.
3. **Explore the links included.**
4. **Reach out** with questions, thoughts and ideas.