dpCommunityConference

Hello, my name is Scott Rosenkrans

Associate Vice President of DonorSearch Ai

CONNECT WITH ME:

scott.rosenkrans@donorsearch.net

www.donorsearch.net

linkedin.com/in/scott-rosenkrans-916b9139/

AI & the Future of Fundraising

Scott Rosenkrans, Associate Vice President of DonorSearch Ai

What was, is not what will be.

How, not if AI will change your _____?

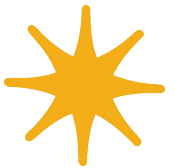
In 2010, the average number of algorithmic interactions per person, per day worldwide was 298.

Next year, that number will be 4,909.

AI Has Created A Competition for Connection

The average person:

- Receives 333 emails per day
- Looks at their phone 344 times per day
- Scrolls 300 feet per day
- Has 80 apps on their phone and 12 subscriptions
- Sees 5,000 to 7,000 ad images per day



Connection Conundrum

12 seconds

Average attention span of human in 2000

9 seconds

Average attention span of a goldfish

8 seconds

Average attention span of human in 2023

“This is no longer a race to the bottom of the brainstem. It’s a race to intimacy.”

- Tristan Harris 2023

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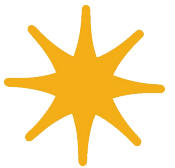
If connection is the currency in the attention economy, nonprofits need new and better tools.

Nonprofits are not competing for dollars they are competing for connection.

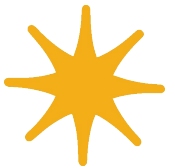
The need for AI innovation in charitable giving has never been greater.

Doing things the same way will not yield different results.

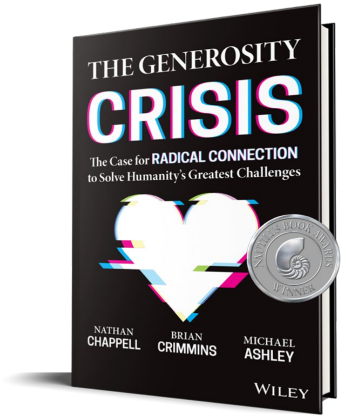


Since 2000, there have been systematic declines in charitable participation in most developed nations.

Without change, the number of people in the US giving to nonprofits hits the single digits in 49 years.

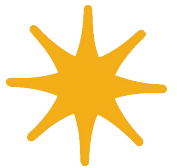


AI is the only scalable solution to help reverse systematic declines in charitable giving.”

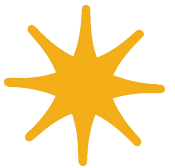


Thanks to AI, we know more about the motivations of giving than any other time in history.

AI can help build trust and empathy, and drive precision, creativity, and personalization throughout the fundraising process.



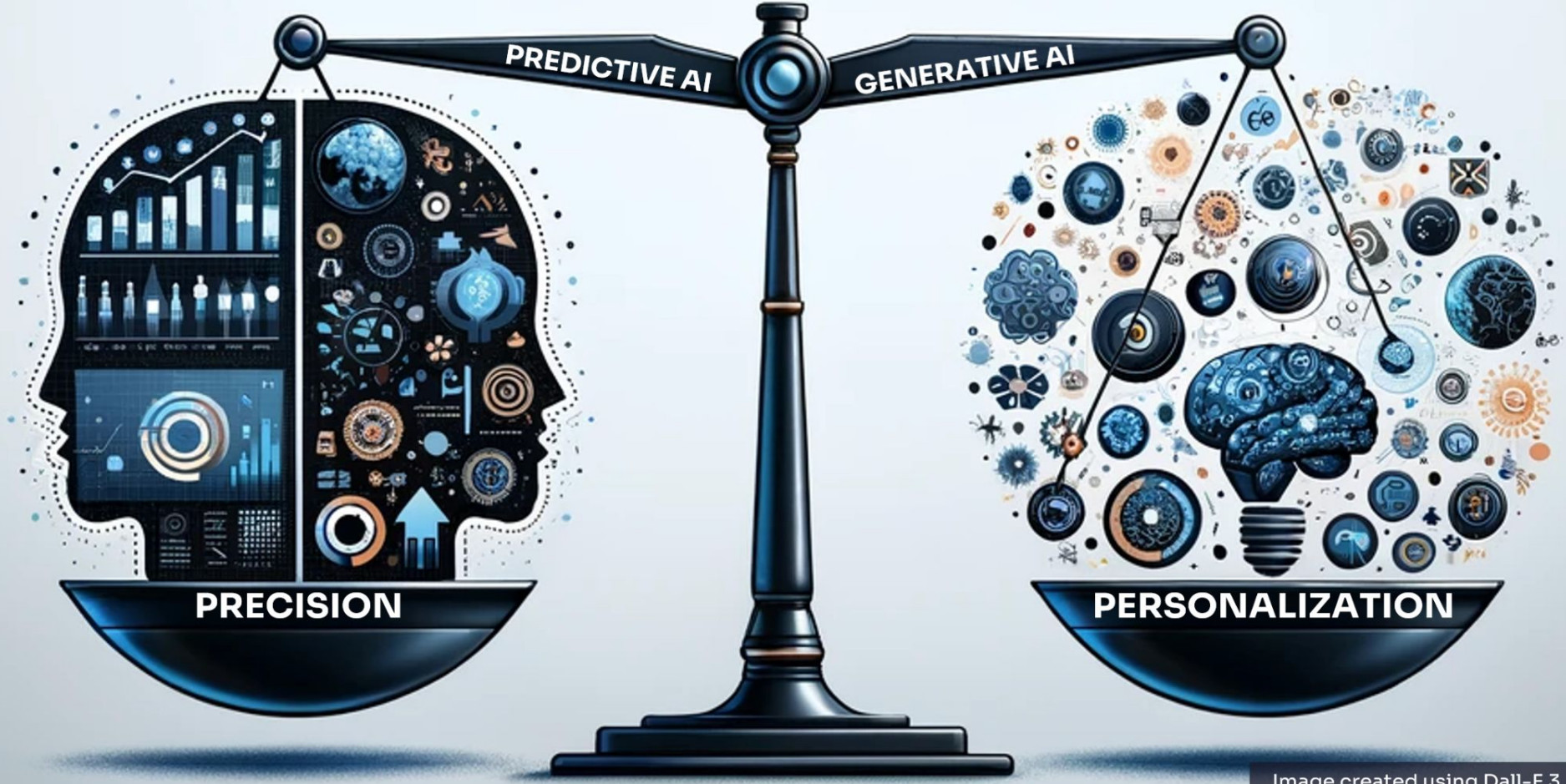
AI is ushering a new era of precision philanthropy.



ML,
Machine Learning
AR,
Augmented Reality
DL,
Deep Learning
VR,
Virtual Reality
NFT
Blockchain
What's in your AI toolbox?
Generative AI,
Large Language
Models
NLP, Natural
Language
Processing
Image created using Dall-E 3

Fundraising can now leverage Predictive AI to identify and prioritize donors alongside Generative AI to personalize outreach and engagement.

AI powered precision philanthropy



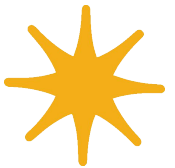
Predictive AI with DonorPerfect

Predictive AI

- MLR
- Retention
- Sustainer
- Upgrade
- Lifetime Value
- Acquisition

Parting Thoughts…

- Are we in the game with the right tools to serve our mission?
- What happens if we don't change?
- What will it take to change?
- How do we change in a way that prioritizes mission over money and relationships over revenue through Responsible and Beneficial AI?



Thank you!