

Donor Management with Artificial Intelligence (AI)



SEH ACADEMY

Donor Management with Artificial Intelligence (AI)

Program Overview

Effective donor management is critical for the success and sustainability of organizations. This program provides a comprehensive understanding of how to build, manage, and retain donor relationships, while integrating Artificial Intelligence tools to enhance communication, analysis, and decision-making.

The program focuses on:

- Building strong donor management systems
- Understanding donor behavior and expectations
- Developing communication and engagement strategies
- Managing donor data and relationships
- Using AI tools to improve targeting, reporting, and engagement

Participants will gain practical skills that can be directly applied to fundraising and donor management.

Program Duration

- 36 Training Hours
- 6 Hours AI Applications
- Graduation Project Included

Program Structure (7 Weeks)

Week 1: Introduction to Donor Management

- Fundamentals of donor management
- Types of donors (individuals, institutions, foundations)
- Donor lifecycle
- Building trust and long-term relationships
- Understanding donor expectations

Week 2: Donor Identification and Segmentation

- Identifying potential donors
- Donor mapping and segmentation
- Prioritizing donors
- Building donor profiles
- Research tools and techniques

Week 3: Communication and Engagement Strategies

- Building effective communication strategies
- Writing donor messages and proposals
- Relationship management
- Donor engagement planning
- Managing donor expectations

Week 4: Donor Data and CRM Systems

- Managing donor databases
- CRM systems for donor management
- Data organization and tracking
- Monitoring donor interactions
- Reporting and documentation

Week 5: Fundraising Strategies and Donor Retention

- Fundraising planning
- Donor retention strategies
- Building loyalty and long-term engagement
- Managing donor feedback
- Evaluating fundraising performance

Week 6: AI in Donor Management (6 Hours)

- Introduction to AI in fundraising
- Using AI for donor analysis and targeting
- Automating communication
- Predictive analytics for donor behavior
- Data visualization and insights
- Practical applications

Week 7: Integration and Graduation Project

- Building a complete donor management system
- Designing fundraising strategies
- Applying CRM and data tools
- Using AI in real scenarios
- Project presentation and evaluation

Graduation Project

Participants will develop a complete donor management plan including:

- Donor identification and segmentation
- Communication strategy
- CRM system structure
- Fundraising plan
- AI-supported analysis
- Final presentation

Learning Outcomes

By the end of this program, participants will be able to:

- Build and manage donor relationships professionally
- Develop effective fundraising strategies
- Organize and manage donor data
- Use CRM systems efficiently
- Apply AI tools to improve donor targeting and engagement
- Increase donor retention and funding sustainability

Conclusion

This program is designed for individuals who want to move beyond basic fundraising and build structured, sustainable donor management systems.

It is not just about finding donors...

It is about building long-term relationships that drive impact and growth.

About SEH International

SEH International is a leading training and professional development institution specialized in delivering high-impact, practical programs across various fields. With a strong focus on real-world application, SEH bridges the gap between theoretical knowledge and operational excellence.

Our programs are designed to equip participants with practical skills, enabling them to manage operations efficiently and make informed decisions based on data, in line with modern market demands and international standards.

