



Nonprofit Technology Research

This comprehensive research report examines how U.S. nonprofit organizations adopted and implemented artificial intelligence technologies for donor identification, prospecting, and fundraising between April 2023 and April 2026.

The analysis covers specific AI tools and platforms being deployed, implementation strategies and organizational approaches, measurable outcomes and ROI data, detailed case studies from organizations of all sizes, a focused examination of Colorado's nonprofit AI ecosystem, ethical considerations and governance frameworks, emerging trends for 2025-2026, and comparative analysis across regions and sectors. Drawing on data from thousands of nonprofits, vendor reports, industry surveys, and real-world implementations, this report reveals the gap between widespread AI adoption (92% of nonprofits) and transformational impact (only 7% reporting major improvements), providing actionable insights for nonprofit leaders navigating the AI landscape.

THE TAKEAWAY

#1

AI adoption among U.S. nonprofits surged from 31% in April 2023 to 92% by April 2026, representing one of the fastest technology adoption curves in the sector's history, yet only 7% report major improvements in organizational capability or fundraising effectiveness.

#2

The 'efficiency plateau' persists because 65% of nonprofits use AI reactively and individually rather than systematically, with only 18% reporting operational use across team workflows and just 7% embedding AI into organizational goals and budgets.

#3

Predictive analytics demonstrates measurable impact: organizations using AI for donor identification see donors give 7x more, achieve 36% improvement in response rates for recurring donor conversion, and experience 20-30% increases in donation amounts.

#4

Governance gaps create significant risks, with 47% of nonprofits having no AI policy whatsoever and 82% using AI without formal frameworks, despite data leakage through AI tools becoming the number one channel for unauthorized data loss.

#5

Implementation success depends on foundational changes rather than technology sophistication: data infrastructure quality, centralized documentation of proven approaches, simple governance policies, basic measurement systems, and staff training prove more critical than advanced AI capabilities.

#6

Colorado has emerged as a regional leader in nonprofit AI adoption support through coordinated infrastructure including the Colorado Nonprofit Association's AI Roundtable Series, OpenAI's Nonprofit AI Jam partnership, and local consulting expertise specifically serving the nonprofit sector.

#7

Donor retention improvements represent AI's most significant potential impact, with organizations implementing predictive analytics achieving 12% improvement in retention rates and AI-powered engagement strategies producing 264% increases in recurring donors.

#8

The sector faces a critical skills gap: 60% of nonprofits lack in-house expertise to assess AI tools, only 4% have dedicated AI training budgets, and 69% of nonprofit marketers using generative AI have received no formal training.

#9

Agentic AI—systems that actively plan, prioritize, and draft personalized outreach—represents the cutting edge for 2026, with

early adopters reporting tripled major gifts outreach and unlocked mid-level giving that previously slipped through organizational cracks.

#10

Ethical frameworks are emerging but implementation remains inconsistent: only 15% of nonprofits disclose AI use to stakeholders, 23% of foundations explicitly reject AI-generated grant applications, and algorithmic bias affects up to 38.6% of AI-generated results, requiring systematic oversight and transparency.



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The nonprofit sector has entered a pivotal moment in its relationship with artificial intelligence. Between April 2023 and April 2026, AI adoption among U.S. nonprofits surged from 31% to 92%, representing one of the fastest technology adoption curves in the sector's history.<sup>[1][2]</sup> Yet this widespread adoption masks a profound paradox: while nearly all nonprofits now use AI in some capacity, only 7% report major improvements in their organizational capability or fundraising effectiveness.<sup>[1][5]</sup>

This comprehensive analysis examines how nonprofits have implemented AI for donor identification, prospecting, and fundraising during this three-year period. The research reveals a sector in transition—moving from experimental curiosity to strategic implementation, but struggling to bridge the gap between tool adoption and transformational impact. The findings draw on data from thousands of nonprofits, vendor reports, industry surveys, and case studies to provide a detailed picture of AI's actual role in nonprofit fundraising.

The report addresses eight critical dimensions: the specific AI technologies being deployed, implementation strategies and challenges, measurable outcomes and ROI, organizational case studies, a focused examination of Colorado's nonprofit AI ecosystem, ethical considerations and governance frameworks, emerging trends for 2025-2026, and comparative analysis

across regions and sectors. Throughout, the analysis distinguishes between marketing hype and documented reality, identifying both genuine innovations and persistent barriers to effective AI adoption.

For Colorado nonprofits and those nationwide, this research provides a roadmap through the AI landscape—revealing which strategies are producing measurable results, which tools are becoming essential infrastructure, and which implementation approaches separate organizations achieving transformation from those stuck on an "efficiency plateau."

## The State of AI Adoption in Nonprofit Fundraising

### KEY POINTS

AI adoption has accelerated dramatically, but most organizations remain in early implementation stages with limited strategic integration. The sector faces a critical gap between widespread tool usage and meaningful organizational transformation.

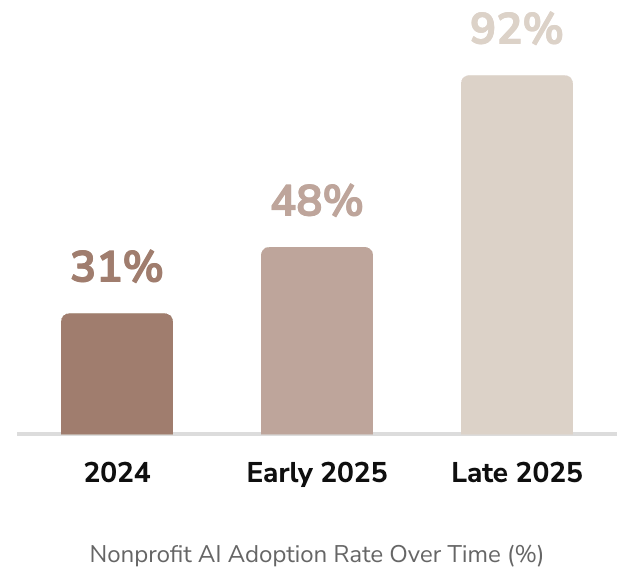
### Adoption Rates and Timeline

The pace of AI adoption in the nonprofit sector has been extraordinary. In 2024, 31% of nonprofits reported using AI; by 2025, that figure had jumped to 48%, with an additional 19% planning adoption within the year.<sup>[3]</sup> By late 2025, a benchmark study of 346 nonprofits found that 92% were using AI in some capacity.<sup>[1][5]</sup>

However, this rapid adoption tells only part of the story. The vast majority of nonprofits characterize their AI use as "reactive and individual"—65% describe their approach as one-off prompts and personal experimentation rather than systematic organizational implementation.<sup>[1]</sup> Only 18% report operational use across team workflows, and a mere 7% have embedded AI into organizational goals, budgets, and performance indicators.<sup>[1]</sup>

The sector remains in what researchers call "curiosity mode." According to the 2025 AI Equity Report, 60% of nonprofits lack in-house expertise to assess AI tools, and only 4% have

dedicated AI-specific training budgets.<sup>[2][6]</sup> This creates a fundamental capacity constraint: organizations are experimenting with AI tools but lack the infrastructure to deploy them strategically.



## The Efficiency Plateau

**7%**

Nonprofits reporting major improvements from AI (%)

Despite widespread adoption, only 7% of nonprofits report major improvements in their ability to achieve their mission through AI.<sup>[1][5]</sup> The remaining 79% report only small to moderate efficiency gains—faster drafts, quicker research, improved content quality—but not the transformational capacity expansion that AI promises.<sup>[1]</sup>

We've been using AI for over a year now. Everyone on my team uses ChatGPT for drafts and research. We're definitely faster. But if you asked me if we've fundamentally changed what we're capable of as an organization, I honestly don't think so. We're just doing the same things more efficiently.

This "efficiency plateau" stems from how organizations are implementing AI. Eighty-one percent use AI individually and on an ad hoc basis, while only 4% have documented, repeatable workflows.<sup>[1]</sup> Knowledge remains siloed with individual staff members rather than

becoming institutionalized. As one survey respondent noted, "AI needs to be integrated more across systems. Right now, it's hard to automate because different AIs are working in different systems."<sup>[5]</sup>

## Governance and Policy Gaps

A critical governance gap compounds these implementation challenges. Forty-seven percent of nonprofits have no AI governance policy whatsoever.<sup>[1][5]</sup> Without clear guidance on what is encouraged, what requires approval, and what is off-limits—particularly regarding donor data—leaders struggle to scale AI experimentation safely across teams.<sup>[1]</sup>

The policy gap is even more striking when examined closely. According to the 2025 AI Equity Project, only 15% of surveyed U.S. and Canadian nonprofits have successfully implemented an AI policy.<sup>[18]</sup> This means 85% of organizations using AI lack formal frameworks for responsible implementation, creating significant risks around donor data usage, algorithmic bias, and staff accountability.<sup>[18]</sup>

Organizations without policies face a "Wild West" scenario where staff experiment independently with AI tools, often using personal accounts and unmanaged platforms. As one higher education leader described it: when asked whether institutions are using generative AI, most say no—but when asked how staff are using it personally, "they have many examples. It's the Wild West."<sup>[20]</sup>

## Measurement and Accountability

Outcome tracking remains "very rare" across the sector.<sup>[1]</sup> Most organizations rely on informal observation rather than systematic metrics to evaluate AI's impact. Without defined benchmarks, nonprofits cannot determine whether AI is expanding fundraising capacity or simply accelerating existing tasks.<sup>[1]</sup>

This measurement deficit creates a vicious cycle. Organizations cannot demonstrate ROI without metrics, making it difficult to justify additional investment in AI infrastructure, training, or governance. Meanwhile, the lack of measurement prevents organizations from learning what works and iterating toward more effective implementations.

# Specific AI Technologies and Tools in Nonprofit Fundraising

## KEY POINTS

Nonprofits are deploying a diverse array of AI technologies, from basic chatbots to sophisticated predictive analytics platforms. Adoption rates vary dramatically by tool type, with consumer-facing applications seeing higher uptake than backend analytics systems.

## Predictive Analytics and Donor Scoring

Predictive analytics represents one of the most mature AI applications in nonprofit fundraising, yet adoption remains surprisingly low. Only 13% of nonprofits use predictive AI software for donor prospecting,<sup>[6]</sup> and just 2.3% utilize predictive AI to identify donors most likely to become mid-level or major donors.<sup>[2]</sup>

These tools analyze hundreds of data points—including age, net worth, life stage, donor-season trends, and past giving patterns—to forecast donor behavior.<sup>[14]</sup> Modern predictive models evaluate 100+ factors compared to traditional RFM (recency, frequency, monetary value) analysis, which considers just three attributes.<sup>[14]</sup> The result is precision scoring that directly correlates to donor value for specific campaign strategies.

Organizations using predictive analytics have demonstrated significant impact. According to research, "Top Prioritized Prospects" identified through predictive analytics donate seven times more compared to other donors.<sup>[8]</sup> UNICEF Australia achieved 26% more net revenue and 35% better campaign ROI using predictive analytics while simultaneously reducing costs by \$30,000 through sending 15,000 fewer mailers.<sup>[8]</sup>

Specific predictive capabilities include:

- **Likelihood to donate:** Assigning probability scores to each person in the database showing who's most likely to give when contacted<sup>[8]</sup>
- **Major donor identification:** Analyzing characteristics of current major donors to find similar prospects in the database<sup>[8]</sup>

- **Donor churn risk:** Flagging supporters who might be drifting away before they actually stop giving<sup>[8]</sup>
- **Upgrade opportunities:** Identifying donors showing signs of deepening engagement and capacity for larger gifts<sup>[8]</sup>
- **Optimal ask amounts:** Recommending the right ask for each donor based on wealth, capacity, demographic, and behavioral data<sup>[24]</sup>

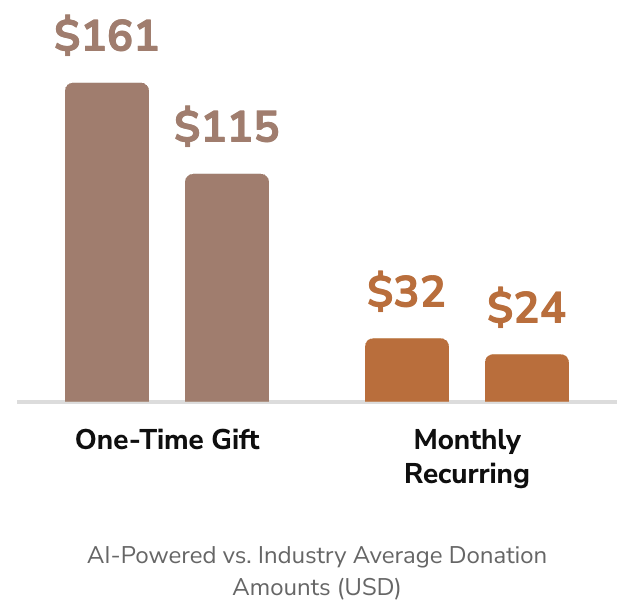
Leading platforms in this space include Dataro AI Platform, which offers predictive AI models with ROI guarantees and claims 85% accuracy in predictive modeling,<sup>[21]</sup> and DonorSearch Ai, which enriches donor data with hundreds of additional variables to identify who is most likely to make a major gift in the next 12 months.<sup>[24]</sup>

## Smart Donation Forms and Email Optimization

Smart donation forms represent the most adopted AI fundraising tool, used by 4.5% of nonprofits.<sup>[2]</sup>

These platforms use predictive AI to personalize donation amounts by processing donor data in CRM systems or, for anonymous website visitors, non-PII data such as web browser and zip code.<sup>[2]</sup>

The financial impact is measurable. Nonprofits using AI donation forms without using personally identifiable information see average one-time donations of \$161 compared to the industry average of \$115 (40% higher), and average monthly recurring donations of \$32 compared to the industry average of \$24 (33% higher).<sup>[6]</sup>



Smart email sending, used by 4.1% of nonprofits, employs predictive AI to analyze each subscriber's past open and click activity to determine the optimal time to send emails.<sup>[2]</sup> This capability is typically offered as an affordable paid upgrade by most email marketing platforms.<sup>[2]</sup>

## AI Chatbots and Conversational Interfaces

Nearly 25% of nonprofits now use AI-powered chatbots and virtual assistants for website support, donor assistance, marketing content generation, and social media sentiment analysis.<sup>[3]</sup><sup>[4]</sup> These tools provide 24/7 engagement capabilities that free staff from routine inquiries.

The American Red Cross deployed "Clara," a blood donation chatbot that handles routine inquiries about eligibility and donation processes, serving as the first point of contact on their website.<sup>[27]</sup> By handling these inquiries, Clara frees staff to focus on high-level engagement.<sup>[27]</sup>

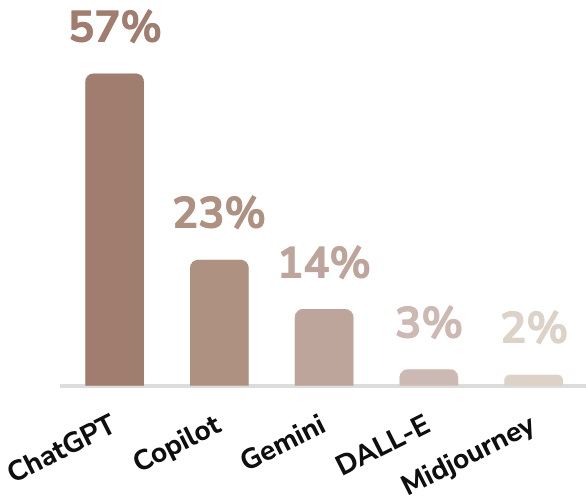
United Way of New York City demonstrated AI chatbot effectiveness during the COVID-19 pandemic, using an AI chatbot to engage donors and raise over \$50,000, highlighting AI's value in rapid deployment and crisis fundraising scenarios.<sup>[13]</sup>

However, donor perception of chatbots remains mixed. Only 4.5% of donors use chatbots like ChatGPT and Claude to find and research causes, but those who do and subsequently donate give an average gift of \$250—more than double typical online gifts.<sup>[6]</sup>

Generative AI for Content Creation

ChatGPT dominates generative AI adoption among nonprofits, with 57% of organizations using it, followed by Copilot (23%) and Gemini (14%).<sup>[6]</sup> However, image generation tools like DALL-E (3%) and Midjourney (2%) see minimal adoption.<sup>[6]</sup>

The top three ways nonprofits use AI chatbots are to check grammar, spelling, and punctuation (53%), help brainstorm headlines and subject lines (53%), and create first drafts of content (39%).<sup>[6]</sup> Notably, 82% of nonprofits use AI informally/ad-hoc, mostly to generate content like drafting donor emails.<sup>[6]</sup>



Generative AI Tools Used by Nonprofits (% adoption)

Despite this widespread use, only 15% of nonprofits disclose their use of generative AI tools to stakeholders,<sup>[6]</sup> and 69% of nonprofit marketers using generative AI have not received

formal training.<sup>[6]</sup> This creates significant risks around content accuracy, brand consistency, and donor trust.

## Agentic AI and Fundraising Assistants

Agentic AI—systems that actively plan, prioritize, and draft personalized outreach on behalf of fundraising teams—represents the cutting edge of nonprofit AI adoption. Currently, only 1.2% of nonprofits use agentic AI software for fundraising,<sup>[2]</sup> but 2026 is positioned as the pivotal year for this technology.<sup>[2]</sup>

Virtuous Momentum exemplifies this category. The platform doesn't just respond to prompts; it plans, prioritizes, and acts. Every morning, gift officers receive a prioritized inbox showing exactly who to contact, why, and what to say. The AI factors in urgency, giving potential, and engagement history to surface donors needing attention.<sup>[24]</sup>

Teams using Momentum report tripling their major gifts outreach and unlocking mid-level giving that previously slipped through the cracks.<sup>[24]</sup> One user set aside six hours for an email campaign expecting to need all that time, but with Momentum the entire process took 20 minutes.<sup>[5]</sup>

## Wealth Screening and Prospect Research

AI-powered prospect research platforms have evolved significantly, offering customizable capacity, affinity, and giving propensity scoring tailored to individual nonprofit requirements.<sup>[23]</sup> Almost half of individual donations come from less than 1% of a nonprofit's donor base, making accurate prospect research tools critical for maximizing fundraising efficiency and ROI.<sup>[23]</sup>

Leading platforms include:

- **iWave:** Aggregates data from 44+ vetted sources into unified 360° donor profiles with AI-powered scoring that customizes capacity, affinity, and giving propensity measures.<sup>[23]</sup>
- **DonorSearch:** Focuses on high-volume list generation based on past giving as the best predictor of future generosity.<sup>[23]</sup>

- **WealthEngine:** Provides insight into donor wealth through indicators like real estate holdings, stock ownership, lifestyle markers, and estimated net worth.<sup>[23]</sup>
- **Windfall:** Uses deterministic algorithms and verified data sources to calculate household net worth, surfacing wealth indicators like liquidity events, real estate holdings, and career intelligence.<sup>[23]</sup>

Real-time alerts and live profile monitoring have become key differentiators, enabling nonprofits to act on life events—donations, real estate transactions, job changes—that signal shifts in donor capacity or interest.<sup>[23]</sup>

## Grant Writing and Management AI

Grant management represents one of the most time-consuming parts of nonprofit operations, and AI delivers some of the fastest time savings in this area.<sup>[24]</sup> Instrumentl's Apply Advisor drafts tailored proposal responses using past successful applications and organizational data, saving an average of 3.3 hours per grant application.<sup>[24]</sup>

Award Assistant automates post-award management by scanning grant documents, agreements, and funder emails to extract key requirements, generate shareable team summaries, and turn compliance tasks into trackable action items.<sup>[24]</sup> Trusted by 5,500+ nonprofits, Instrumentl plans start at \$299/month with a 14-day free trial.<sup>[24]</sup>

## Real-Time Fundraising Intelligence

Only 1.3% of nonprofits use real-time fundraising intelligence software,<sup>[2]</sup> but these tools represent a significant opportunity. Fundraising intelligence software uses machine learning to analyze donor data in real-time to visualize giving trends and forecast revenue.<sup>[2]</sup> Platforms like Avid offer fundraising intelligence as a paid upgrade, providing capabilities that were previously available only to large organizations with dedicated analytics teams.<sup>[2]</sup>

## CRM-Integrated AI Features

Major CRM platforms have integrated AI capabilities directly into their systems, making sophisticated analytics accessible without separate tools. Salesforce Nonprofit Cloud with

Einstein AI offers Einstein Lead Scoring for prospect identification, Einstein Analytics for predictive insights, Einstein Activity Capture for automatic data entry, and Einstein Email Insights for communication optimization.<sup>[21]</sup>

Blackbaud Raiser's Edge NXT includes Prospect Insights, which combines wealth screening and predictive modeling to identify and qualify major gift prospects.<sup>[38]</sup> The platform provides automated insights revealing priority prospecting areas, automated acknowledgments and moves management workflows, and dashboard-driven reporting.<sup>[38]</sup>

## Implementation Strategies and Organizational Approaches

### KEY POINTS

Successful AI implementation requires far more than tool adoption—it demands systematic workflow redesign, data infrastructure investment, staff training, and governance frameworks.

Organizations achieving transformation distinguish themselves through operational changes rather than technology sophistication.

### The Implementation Gap

The distinction between AI adoption and AI transformation lies in implementation approach. Organizations achieving major impact have stopped viewing AI as an individual productivity enhancement and instead embedded it into team operational rhythms.<sup>[5]</sup> The investment required proves more modest than most organizations assume: a centralized document capturing proven prompts and approaches, a single-page acceptable use policy created in one focused meeting, basic measurement systems to track outcomes across departments, and adopting the right tools to form an integrated system.<sup>[5]</sup>

Create Efficient Workflows and Document Processes.

Organizations that have started capturing workflows and documenting their approaches describe accelerating returns. New staff get trained quickly, everyone uses proven approaches, and teams iterate rather than starting from scratch.<sup>[5]</sup>

## Data Infrastructure as Foundation

AI is only as good as the data it receives.<sup>[20]</sup> Before donor relations teams experiment with generative AI tools, institutions must address data harmonization across systems, establish a single source of truth for donor records, implement clear governance policies, define review workflows, and establish bias mitigation safeguards.<sup>[20]</sup>

In donor relations, poor data weakens trust. AI only speeds up whatever data condition already exists—whether good or bad.<sup>[20]</sup> Organizations should create a single "source-of-truth" inventory that lists where key information lives and who owns it, then identify and standardize a few must-have fields across all data sets to ensure they can talk to each other (e.g., donor\_ID or beneficiary\_ID).<sup>[44]</sup>

Clean, well-labeled data is the single biggest accelerator (and risk-reducer) when scaling AI beyond pilots.<sup>[44]</sup> Data quality issues—incomplete records, duplicate entries, and outdated information—can skew results. The solution requires establishing strong data governance practices from day one and making data hygiene a regular part of routine operations.<sup>[8]</sup>

## Phased Implementation Approach

The biggest mistake nonprofits make with AI is jumping straight into buying platforms.<sup>[44]</sup> A much more effective approach starts with thorough analysis of current processes: identify time-consuming tasks where staff spend the most time on work they don't enjoy and that doesn't fully utilize their skills, break down those tasks to understand each step involved, and map out what data is required, what decisions are made, and where bottlenecks exist.<sup>[44]</sup>

The recommended implementation framework follows these steps:<sup>[44]</sup>

1. **Audit Current Processes:** Identify repetitive tasks ripe for automation
2. **Pilot Free & Low-Cost Tools:** Test free tiers first, then scale to paid plans as ROI becomes evident

3. **Train Your Team:** Offer brief workshops on AI tool best practices and ethical use
4. **Maintain Human Oversight:** Use AI to augment—not replace—staff expertise
5. **Monitor & Iterate:** Track metrics like productivity gains, donor engagement rates, and time saved

Organizations should generate evidence of whether AI can save time, cut costs, or improve outcomes inside 90 days.<sup>[44]</sup> Begin by picking one pilot project that really matters—a task the team repeats often, finds frustrating, and can be measured easily (think hours spent, error rates, or turnaround time). The pilot should run for twelve weeks or less.<sup>[44]</sup>

## Integration with Existing Systems

Customizable CRMs like Salesforce and Blackbaud platforms have become top choices because they offer full ecosystems of nonprofit apps and partner integrations, creating highly connected toolkits that actively contribute to analytics efforts.<sup>[16]</sup> The trend shows 90% of organizations using three or more third-party systems beyond their main CRM, with 79% using five or more systems.<sup>[13]</sup>

However, integration challenges persist. Raiser's Edge NXT has limited external integrations and relies on third-party tools like Omatic to connect with platforms outside the Blackbaud ecosystem.<sup>[22]</sup> In contrast, Salesforce platforms offer open APIs and broader native integration ecosystems.<sup>[22]</sup>

Case studies demonstrate that data consolidation and workflow automation directly address common nonprofit pain points. FreedomWorks experienced disorganized donor systems leading to communication errors and wasted resources, with inefficient data processes and poor integration between Salesforce, Fundraise Up, and HubSpot leading to duplicate records and slowed operations.<sup>[22]</sup> After implementing NPSP (Nonprofit Success Pack), they optimized donor management workflows, enhanced integrations for seamless data synchronization, eliminated duplicate records, and resolved API issues for smooth system performance.<sup>[22]</sup>

## Staff Training and Change Management

Adopting AI is as much a human challenge as a technological one.<sup>[44]</sup> Leaders must consider staff skills and capacity: Is the team equipped to use new tools? Is there sufficient digital

literacy? What are people's concerns with AI? The goal is to foster a culture where AI is viewed as a tool to augment the team and free up time for more meaningful work, rather than as a threat to jobs.<sup>[44]</sup>

Staff concerns about job displacement represent a significant barrier to AI adoption, requiring open conversations framing AI as a tool to augment human capabilities and free staff for more meaningful work.<sup>[32]</sup> Over half of nonprofit workers are unsure how to use AI appropriately.<sup>[41]</sup> They may be excited (or nervous) about AI but don't have guidance on what's okay and what's not. This confusion can lead to two problems: either people avoid using AI at all (missing out on potential benefits), or they use it in risky ways.<sup>[41]</sup>

AI literacy should include prompt writing skills, bias awareness, ethical considerations, review standards, and confidentiality best practices.<sup>[20]</sup> Organizations should provide staff training and adoption support, as change management and additional training can drive adoption to modern capabilities, equipping teams to leverage powerful predictive analytics for donor retention.<sup>[33]</sup>

## The Role of Human Oversight

AI should never replace genuine gratitude, fabricate emotion, or generate final donor-facing content without human review.<sup>[20]</sup> Generative AI can draft, outline, and summarize, but it cannot feel gratitude, understand the nuance in a donor's lifetime relationship, or replace the relational capital built over years of stewardship and relationship building by humans.<sup>[20]</sup>

The institutions succeeding in utilizing AI are not allowing AI to "run" their donor communications. They are using it as a copilot, accelerating preparation so humans can focus on meaning.<sup>[20]</sup> In donor relations, authenticity is a strategy. AI is infrastructure.<sup>[20]</sup>

Organizations should start with internal efficiencies—meeting summaries, report outlines, segmentation brainstorming, process documentation, training materials—and avoid starting with direct donor appeals, major gift communications, or principal gift proposals.<sup>[20]</sup>

## Organizational Size Considerations

Small organizations (fewer than 50 staff) report moderate impact at slightly higher rates than large organizations (41% versus 34%).<sup>[1]</sup> While larger nonprofits may have more resources,

they also face greater coordination and compliance complexity.<sup>[1]</sup>

Small nonprofits can implement AI solutions without requiring dedicated technical staff or coding knowledge.<sup>[45]</sup> The source identifies a strategic approach: starting with one specific tool that addresses the organization's most pressing operational challenge rather than attempting comprehensive implementation.<sup>[45]</sup>

For larger nonprofits, an AI governance policy might integrate with existing governance structures (e.g., data governance committee or risk management framework).<sup>[41]</sup> It could be worthwhile to form an AI oversight group that includes IT, legal/compliance, and program representatives to evaluate new AI proposals and monitor usage.<sup>[41]</sup>

## Measurable Outcomes and Return on Investment

### KEY POINTS

Organizations implementing AI strategically report significant improvements in donor retention, fundraising efficiency, and staff productivity. However, measuring impact remains a critical challenge, with most nonprofits lacking systematic metrics to evaluate AI's contribution to mission achievement.

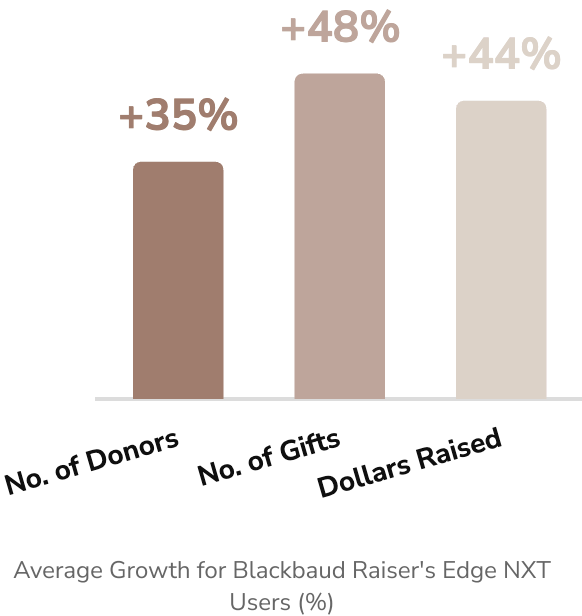
## Fundraising Revenue and Donor Growth

The most comprehensive outcome data comes from Blackbaud Raiser's Edge NXT customers, who experience on average: 35% growth in number of donors, 48% growth in number of gifts, and 44% growth in total dollars raised.<sup>[38]</sup> These figures represent averages across thousands of organizations using the platform's AI-enhanced capabilities.

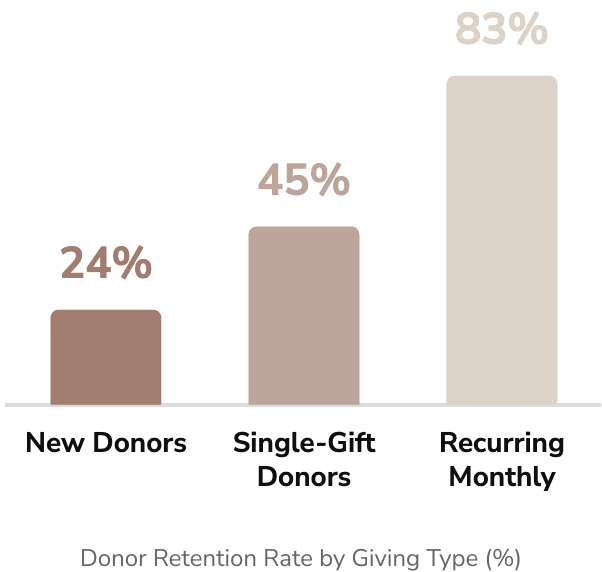
However, sector-wide data presents a more modest picture. Only 30% of nonprofits report that AI has boosted fundraising revenue in the past 12 months.<sup>[6][28]</sup> This gap between platform-specific results and sector-wide outcomes suggests that success depends heavily on implementation quality rather than tool adoption alone.

Organizations using predictive AI for fundraising see 20-30% increases in donation amounts.<sup>[13]</sup> More specifically, nonprofits using predictive analytics to identify donors likely to become sustainers improved response rates by 36%.<sup>[14]</sup>

The American Cancer Society utilized machine learning to optimize communication channels and achieved a 400% increase in donation conversion rates.<sup>[13]</sup>



## Donor Retention Improvements



Donor retention represents one of AI's most significant potential impacts, given that median retention rates for new donors hover around just 24%, while repeat donors are retained at much higher rates.<sup>[33]</sup> Predictive AI can identify donors likely to lapse, flag alumni engagement patterns, and surface affinity signals from behavior, helping teams act before issues grow.<sup>[20]</sup>

Organizations implementing AI-powered donor engagement strategies have demonstrated measurable retention improvements. Animal Haven partnered with AI platform Fundraise Up and used its analyses to tailor donation experiences in real-time. Since applying AI in 2019, the organization reports a 264% increase in recurring donors.<sup>[27]</sup>

Recurring monthly donors are retained at nearly 2x the rate of single-gift donors (83% vs 45%) and have 5.4x the lifetime value.<sup>[34]</sup> AI tools can help identify which donors are most likely to convert to recurring giving, enabling targeted cultivation strategies.

Colorado-specific data shows that predictive donor modeling and personalized outreach through AI has demonstrated measurable impact with over 12% improvement in donor retention rates.<sup>[9]</sup> This provides concrete evidence of ROI for Colorado nonprofits considering AI adoption.<sup>[9]</sup>

## Operational Efficiency and Time Savings

Organizations typically see 15-20 hours weekly saved on administrative tasks through AI implementation.<sup>[13]</sup> A nonprofit development consultant reported freeing up 15 hours per week by using AI for routine summarizing and research tasks, allowing reallocation to higher-value strategic work.<sup>[12]</sup>

Custom GPT implementations are being used by nonprofit consultants to dramatically reduce proposal development time (approximately 30% reduction) by leveraging organizational knowledge bases containing previous successful grant applications, program descriptions, impact data, and testimonials.<sup>[12]</sup>

Specific time savings examples include:

- **Grant writing:** Instrumentl's Apply Advisor saves an average of 3.3 hours per grant application<sup>[24]</sup>
- **Email campaigns:** One user set aside six hours for a campaign but completed it in 20 minutes using AI-powered tools<sup>[5]</sup>
- **Annual savings:** Organizations with budgets over \$700K report annual savings of \$5,000+ through AI implementation<sup>[32]</sup>

## Cost Reduction Through Precision Targeting

Predictive modeling enables cost reduction through precision targeting by eliminating wasted spending on prospects unlikely to give.<sup>[14]</sup> UNICEF Australia saved \$30,000 by sending

15,000 fewer mailers while simultaneously achieving 26% more net revenue and 35% better campaign ROI using predictive analytics.<sup>[8]</sup>

Good360 employs machine learning to optimally match product donations with community needs, reporting an increase of over 25% in operational efficiency.<sup>[13]</sup> Feeding America uses AI to optimize food distribution logistics, with algorithms analyzing historical data and current trends to predict demand across different regions, minimizing food waste and ensuring timely delivery.<sup>[13]</sup>

## Donor Lifetime Value Growth

By year five, the lifetime value (LTV) of a donor can reach \$500 USD. By year 10, LTV triples to \$1,550 USD, revealing the compounding value of donor retention.<sup>[34]</sup> Donors who support multiple programs (e.g., appeals, recurring giving, events) are retained longer and have higher LTV. A donor giving to two programs may see their LTV quadruple compared to a single-program donor.<sup>[34]</sup>

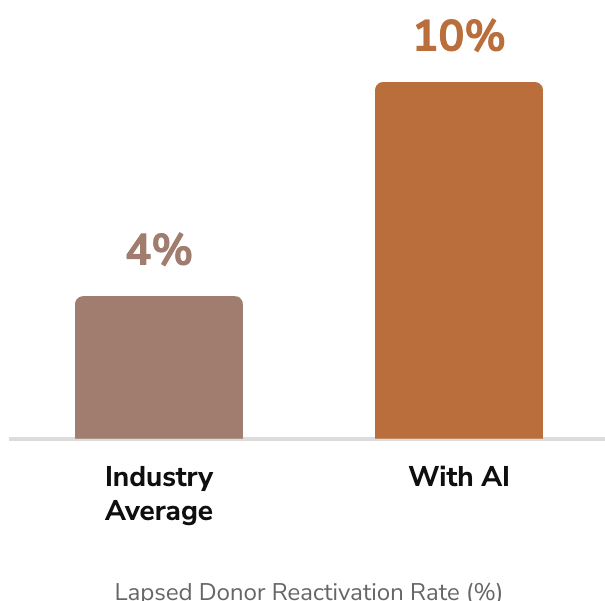
Average gift size has nearly doubled in the last 10 years, from \$727 in 2016 to \$1,346 in 2025.<sup>[15]</sup> Large organizations received 84.5% of annual revenue from major gifts, compared with 51.7% for small organizations.<sup>[15]</sup> This bifurcation suggests that AI-powered major gift identification and cultivation strategies are becoming essential competitive advantages.<sup>[15]</sup>

## Digital Fundraising Performance

Digital fundraising increased by approximately 11% year over year, peaking at nearly 15% growth in November.<sup>[15]</sup> This significantly outperformed traditional channels, suggesting that AI-optimized online donation platforms represent a high-ROI investment area for nonprofits.<sup>[15]</sup>

The average one-time donation for donation forms utilizing AI without using personally identifiable information (PII) is \$161 compared to the industry average of \$115, and the average monthly recurring donation is \$32 compared to the industry average of \$24.<sup>[6]</sup> This represents a 40% improvement for one-time gifts and 33% improvement for recurring gifts.<sup>[6]</sup>

## Reactivation of Lapsed Donors



Reactivated lapsed donors have significantly better retention (40.4%) than new donors (27.9%), making reactivation campaigns more cost-effective than new donor acquisition while building a more loyal donor base.<sup>[34]</sup> However, on average, just 9.8% of lapsed donors are reactivated annually, and the Fundraising Effectiveness Project reports that reactivation rates for lapsed donors is as little as 4% and has been steadily declining.<sup>[34]</sup>

Nonprofits using Dataro's AI donor propensities to help identify the best lapsed donors to re-engage achieve a 10% recapture rate, far above the industry benchmark of 4%.<sup>[34]</sup> Child Cancer

Foundation recently reactivated hundreds of donors in their appeal using Dataro's AI donor predictions, with 87% of revenue from lapsed donors coming from the top-ranked donors.<sup>[34]</sup>

## Implementation Timeline and ROI Period

Time to implement varies significantly by platform maturity and organizational size. Raiser's Edge NXT averages 3 months implementation time with a 17-month return on investment period.<sup>[38]</sup> Specialized AI tools range from 2-6 months for implementation.<sup>[21]</sup>

Industry-wide, 30% of nonprofits say that AI has boosted fundraising revenue in the past year.<sup>[28]</sup> Organizations typically see positive ROI within 6-12 months through efficiency gains and improved fundraising effectiveness.<sup>[13]</sup>

## The Measurement Challenge

Despite these documented successes, measurement remains critically underdeveloped. The report describes outcome tracking as "very rare," with most organizations relying on informal observation rather than systematic metrics.<sup>[1]</sup> Without defined benchmarks, nonprofits cannot

easily determine whether AI is expanding fundraising capacity or simply accelerating existing tasks.<sup>[1]</sup>

This measurement deficit creates challenges for demonstrating value to boards and funders. When presenting technology investments to boards or including them in grant proposals, organizations should focus on capacity metrics rather than technology features: staff time reallocation, process efficiency, and data accuracy improvements.<sup>[4]</sup>

## Case Studies and Organizational Examples

### KEY POINTS

Real-world implementations reveal both the transformative potential and practical limitations of AI in nonprofit fundraising. Success depends less on organization size than on strategic implementation, data quality, and organizational readiness for change.

### Large National Organizations

**American Cancer Society** exemplifies sophisticated AI implementation at scale. The organization utilized machine learning to optimize communication channels and achieved a 400% increase in donation conversion rates.<sup>[13]</sup> This success demonstrates how predictive AI can transform donor engagement when deployed systematically across multiple channels.

**charity: water** implemented AI-powered chatbots for donor engagement, resulting in a 30% increase in donor retention rates.<sup>[13]</sup> The organization's success with conversational AI shows how automated engagement can maintain personal connection while scaling donor stewardship capacity.

**HIAS (Hebrew Immigrant Aid Society)** leveraged AI to analyze email campaigns and predict which appeals would drive the highest donations, leading to a 230% increase in contributions.<sup>[13]</sup> This case demonstrates the power of predictive analytics in campaign optimization—moving beyond intuition to data-driven decision-making about messaging and timing.

**United Way of New York City** demonstrated AI's crisis response capabilities during the COVID-19 pandemic, using an AI chatbot to engage donors and raise over \$50,000.<sup>[13]</sup> This success highlighted AI's value in rapid deployment and crisis fundraising scenarios, where traditional relationship-building timelines are compressed.

**American Red Cross** deployed "Clara," a blood donation chatbot that handles routine inquiries about eligibility and donation processes.<sup>[27]</sup> By serving as the first point of contact on their website, Clara frees staff to focus on high-level engagement.<sup>[27]</sup> The organization has also established a dedicated innovation team using AI for supply-demand forecasting and conversational chatbots, even posting volunteer opportunities for "Generative AI Engineers" to support disaster and blood donation systems.<sup>[19]</sup>

## Mid-Sized Organizations with Documented Results

**Animal Haven** provides one of the most compelling mid-market case studies. The organization partnered with AI platform Fundraise Up in 2019 and used its analyses to tailor donation experiences in real-time, increasing conversion rates and donor retention. Since its application of AI, Animal Haven reports a 264% increase in recurring donors.<sup>[27]</sup>

**One Acre Fund**, a nonprofit supporting smallholder farmers in Africa, deployed AI to tailor communication to each farmer's situation, delivering personalized reminders and advice. The result: loan repayment rates jumped by 18%, enabling One Acre Fund to reinvest savings and serve more farmers across Kenya, Rwanda, Uganda, and beyond.<sup>[44]</sup>

**Victory Mission** achieved a 75% monthly donor increase after implementing Virtuous CRM with AI capabilities.<sup>[37]</sup> **Lahai Health** saw a 38% annual revenue increase, while **North Central University** saved 520 hours annually, and **Atlas Free** reduced reporting time by 30%.<sup>[37]</sup> These verified client results demonstrate measurable outcomes across different organizational contexts.

**Child Cancer Foundation** recently reactivated hundreds of donors in their appeal using Dataro's AI donor predictions. As a result of improved targeting, 87% of revenue from lapsed donors came from the top-ranked donors identified by the AI system.<sup>[34]</sup>

## Small Nonprofit Implementations

**Food Bank clients** using TrueSense Marketing's predictive modeling to identify donors likely to become sustainers improved response rates by 36%.<sup>[14]</sup> This demonstrates that even small organizations can achieve significant improvements through targeted AI applications.

**FreedomWorks** experienced disorganized donor systems leading to communication errors and wasted resources, with inefficient data processes and poor integration between Salesforce, Fundraise Up, and HubSpot leading to duplicate records.<sup>[22]</sup> After implementing Salesforce NPSP, they optimized donor management workflows, enhanced integrations for seamless data synchronization, eliminated duplicate records, and resolved API issues for smooth system performance.<sup>[22]</sup>

**Housing Alexandria** faced outdated systems that made it hard to access and use data effectively, limiting their ability to gain insights, tailor communications to stakeholders, and track campaign success.<sup>[22]</sup> After implementing NPSP, they upgraded their systems to include user-friendly interfaces for better data visualization, implemented analytics tracking for actionable insights, and integrated data-driven personalization into email communications. These improvements boosted stakeholder confidence through reliable data, tailored engagement, strengthened donor relationships, and accurate analytics that empowered better decision-making.<sup>[22]</sup>

## Higher Education and Healthcare

**Schwartz Center** struggled with disorganization in managing program and donor data, making it hard to track progress or make informed decisions, with outdated integrations leading to errors in financial reports and stakeholder communication.<sup>[22]</sup> After implementing Salesforce Nonprofit Cloud, they centralized data systems, streamlining program and financial tracking. The CRM upgrade enhanced accuracy, and automated reporting eliminated manual errors and saved time.<sup>[22]</sup>

**The Adventure Project** faced scattered donor records and manual processes that made it difficult to access, update, and use donor information efficiently, leading to errors and wasted time.<sup>[22]</sup> Salesforce NPC centralized and organized donor data for better management, implemented real-time tracking, and automated financial and donor interaction records, simplifying day-to-day tasks. These updates streamlined donor data management, reduced

errors, provided actionable insights, and enabled personalized outreach with a 360-degree view of donor relationships.<sup>[22]</sup>

## International and Global Organizations

**UNICEF Australia** provides one of the most comprehensive case studies with documented financial impact. The organization saw 26% more net revenue and 35% better campaign ROI using predictive analytics, while saving \$30,000 by sending 15,000 fewer mailers.<sup>[8]</sup> These aren't just impressive numbers—they represent real impact for the communities they serve.<sup>[8]</sup>

**Feeding America** uses AI to optimize food distribution logistics, with algorithms analyzing historical data and current trends to predict demand across different regions. This predictive capability enables optimized routes and distribution schedules, minimizing food waste and ensuring timely delivery to communities in need.<sup>[13]</sup>

**Good360** employs machine learning to optimally match product donations with community needs, reporting an increase of over 25% in operational efficiency.<sup>[13]</sup>

## AI-Native Nonprofits

A new generation of "AI-native nonprofits" is emerging—organizations that incorporate artificial intelligence into their program design, infrastructure, and organizational culture from inception.<sup>[13]</sup> These entities operate more like software companies, with AI managing operations, reporting, and service delivery, enabling them to scale impact without proportional increases in overhead costs.<sup>[13]</sup>

**Spring ACT** exemplifies this approach with Sophia, a chatbot that assists survivors of domestic violence in 172 countries, providing 24/7 anonymous support in over 20 languages.<sup>[13]</sup> This global reach with a small team demonstrates the scalability potential of AI-native approaches.<sup>[13]</sup>

**CareNX Innovations' Fetosense** reduces maternal and infant mortality rates through portable AI-powered fetal monitoring systems deployed in more than 2,500 clinics across six nations, achieving a 30% decrease in NICU admissions.<sup>[13]</sup>

AI-native nonprofits achieve cost-effectiveness ratios 300-500% better than traditional organizations.<sup>[13]</sup> Fast Forward research shows 43% of AI-powered nonprofits open-source their tools, indicating emerging collaborative models where shared learning and experimentation can multiply impact and reduce duplication across the sector.<sup>[11]</sup>

## Implementation Failures and Lessons Learned

Not all implementations succeed. Organizations that launch large AI projects prematurely without proper workflow mapping, data quality assessment, or staff training risk failure.<sup>[32]</sup> The biggest mistake nonprofits make with AI is jumping straight into buying platforms, trying to shoehorn shiny new AI platforms with loads of cool-sounding features into their existing processes. It rarely works and rarely delivers real value for the organization.<sup>[44]</sup>

One education nonprofit received a large grant to build tutoring software that would dramatically expand its virtual reach. The software was a success, but the executive director later confided that they were scrambling to fundraise for the infrastructure to keep it running.<sup>[11]</sup> This case illustrates the hidden costs of AI implementation that extend beyond initial tool acquisition.

## Colorado Nonprofit AI Ecosystem

### KEY POINTS

Colorado has emerged as a regional hub for nonprofit AI innovation, with active state-level support, local consulting expertise, university partnerships, and coordinated capacity-building initiatives that distinguish it from other states.

### State-Level Infrastructure and Support

Colorado has developed distinctive infrastructure supporting nonprofit AI adoption. The **Colorado Nonprofit Association** has positioned itself as a central convening organization, offering multiple programmatic supports including:

**AI Roundtable Series:** The Association facilitates bi-monthly virtual AI roundtable cohorts throughout 2026, meeting every other month from 10:00 AM - 11:00 AM on Mondays.<sup>[30]</sup> These sessions are led by nonprofit practitioners, technology professionals, and peers actively exploring and implementing AI tools in their organizations.<sup>[30]</sup> The roundtables focus on practical and strategic uses of AI, providing ongoing opportunities for networking, peer learning, and sharing real-world insights.<sup>[30]</sup>

**Nonprofit Tech Summit 2026:** Colorado Nonprofit Association hosts an annual technology summit designed for nonprofit professionals at every level, offering practical, accessible learning to help organizations strengthen their technology foundations and plan for the future.<sup>[31]</sup> Sessions are tailored for a wide range of missions, budgets, and technical skill levels, with two focused tracks: Leadership & Strategy for executive directors, board members, and senior leaders, and Skills & Foundations for staff building digital confidence or supporting tech improvements.<sup>[31]</sup>

The summit addresses topics including technology planning, cybersecurity, data management, AI and digital policies, and long-term sustainability, with all sessions centering equity, accessibility, and mission alignment.<sup>[31]</sup> The event's sold-out status in 2026 indicates strong demand among Colorado nonprofits for practical guidance on technology implementation, including AI.<sup>[31]</sup>

**OpenAI Nonprofit AI Jam:** In July 2025, OpenAI selected Denver as one of 10 regional hubs nationwide for its Nonprofit AI Jam program, partnering with Community Resource Center, Colorado Nonprofit Association, and Philanthropy Colorado.<sup>[29]</sup> This hands-on event allows nonprofit teams to build practical AI solutions in a single day, guided by OpenAI Academy facilitators, trusted technical mentors, local partners, and peer collaboration.<sup>[29]</sup>

OpenAI's explicit focus on "closing the capacity gap" and learning from "real world challenges" suggests that equitable AI adoption barriers for nonprofits remain significant enough to warrant dedicated intervention programs.<sup>[29]</sup> The provision of free travel and lodging support acknowledges that geographic and financial barriers prevent nonprofit participation in AI training, particularly for smaller or rural organizations.<sup>[29]</sup>

## Local Consulting and Technical Expertise

Colorado has developed local AI consulting capacity specifically serving nonprofits. **Deborah Sherman**, founder of AIEZ.ai in Denver, is a Cornell-certified AI consultant and agentic builder who delivers AI advisory services, agent workflows, and governance frameworks.<sup>[10]</sup> Sherman provides training through Colorado Nonprofit Association on "AI for Fundraising and Donor Engagement," covering AI-assisted prospect research, personalized appeal writing at scale, grant narrative drafting, and donor stewardship communications.<sup>[10]</sup>

The training emphasizes practical, accessible AI tools for nonprofits, focusing on free tools and templates that development professionals can immediately implement.<sup>[10]</sup> This suggests a democratization approach to AI adoption rather than expensive enterprise solutions.<sup>[10]</sup>

**ETS AI Consulting** provides Colorado-specific AI training services for nonprofits, with particular attention to state regulatory context including Colorado SB205 compliance requirements.<sup>[32]</sup> The firm reports measurable outcomes: nonprofits save 5+ hours weekly and \$5,000+ annually (for organizations with budgets over \$700K) through AI implementation.<sup>[32]</sup>

ETS AI Consulting's approach addresses the documented gap between nonprofit AI readiness and actual implementation, offering structured implementation frameworks described as "crawl → walk → run" approaches rather than ad-hoc AI adoption.<sup>[32]</sup> The firm emphasizes that small nonprofits can adopt AI without dedicated technical staff by focusing on high-impact use cases and proper training.<sup>[32]</sup>

**BetterWorld Technology**, a Microsoft Partner serving Colorado nonprofits, sponsored the 2026 Nonprofit Tech Summit and provides AI readiness and security assessments.<sup>[9][31]</sup> The firm's positioning indicates the presence of local, specialized vendors who understand both nonprofit sector needs and enterprise-grade AI tools, addressing potential gaps in local expertise.<sup>[9]</sup>

## Colorado-Specific Training and Education

Colorado Nonprofit Association offers dedicated training on "AI for Fundraising and Donor Engagement," emphasizing that AI makes personalized donor thank-you letters, prospect research without expensive databases, and compelling campaign appeals possible "today,

with free tools."<sup>[10]</sup> The practical session shows development professionals how to integrate AI into their fundraising workflow without losing the human connection that drives giving.<sup>[10]</sup>

The training explicitly addresses the balance between AI efficiency gains and maintaining authentic donor relationships, with attention to transparency and ethical disclosure of AI use in donor communications.<sup>[10]</sup> Participants practice with real prompts and leave with templates they can customize for their next campaign.<sup>[10]</sup>

ETS AI Consulting provides training focused on donor engagement, grant writing, and segmentation tools, helping executive directors produce stronger proposals and donor messaging in a fraction of the time.<sup>[32]</sup> One testimonial states: "This training gave me confidence and ease of use with AI that I didn't have before. We identified over six thousand dollars in annual savings, and I now save about five hours every week using the workflows we set up."<sup>[32]</sup>

The firm also offers training that prepares organizations for Colorado's upcoming AI regulations, covering safe use, data protection, and building internal AI guidelines.<sup>[32]</sup> This Colorado-specific regulatory focus distinguishes the state's training ecosystem from generic national offerings.

## Regional Trends and Comparisons

Colorado's approach appears more coordinated and systematic than many other states. The Brookings Institution identifies significant regional disparities in AI readiness, with metropolitan areas like the Bay Area leading in AI adoption.<sup>[19]</sup> This geographic divide creates unequal access to AI technologies across the nonprofit sector, potentially exacerbating existing inequalities between well-resourced urban organizations and smaller regional nonprofits.<sup>[19]</sup>

However, Colorado's infrastructure—combining state association support, local consulting expertise, national partnerships (OpenAI), and dedicated training programs—positions it as a regional leader in nonprofit AI adoption support. The emphasis on equity, accessibility, and mission alignment in Colorado programming<sup>[31]</sup> suggests intentional efforts to prevent the digital divide from widening within the state's nonprofit sector.

## Colorado Nonprofit Examples

While the research materials do not provide extensive documentation of specific Colorado nonprofit AI implementations, the infrastructure and support systems indicate active adoption. The Colorado Nonprofit Association's programming would not be sustainable without significant member demand and engagement.<sup>[30][31]</sup>

The emphasis on practical implementation, peer learning, and real-world case sharing in Colorado programming suggests that local nonprofits are moving beyond curiosity to active implementation. The sold-out status of the 2026 Tech Summit<sup>[31]</sup> and the bi-monthly AI roundtables<sup>[30]</sup> indicate sustained, ongoing interest rather than one-time awareness initiatives.

## Challenges, Barriers, and Ethical Considerations

### KEY POINTS

Despite rapid adoption, nonprofits face significant obstacles including skills gaps, data quality issues, privacy concerns, algorithmic bias risks, and governance deficits. Ethical frameworks are emerging but implementation remains inconsistent across the sector.

### Skills and Capacity Constraints

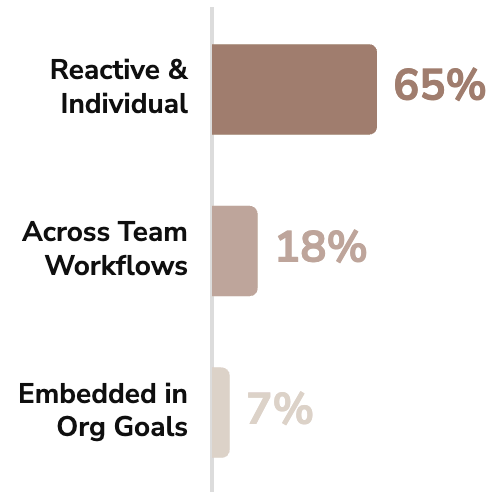
The expertise gap represents one of the most significant barriers to effective AI adoption. Sixty percent of nonprofits lack in-house expertise to assess AI tools,<sup>[2][6]</sup> and only 4% have dedicated AI-specific training budgets.<sup>[2][6]</sup> This creates a fundamental capacity constraint where organizations experiment with AI tools but lack the infrastructure to deploy them strategically.

More than half of nonprofit leaders say staff lack expertise to use or even learn about AI, and 41%

of AI-powered nonprofits cite lack of in-house technical expertise as a barrier to effective implementation.<sup>[11]</sup> Less than one-third of fundraisers feel equipped to explore AI in their organizations.<sup>[43]</sup>

Forty percent of nonprofits say that no one in their organization is educated in AI.<sup>[6]</sup> This skills deficit is particularly concerning given that "AI Literacy" was named the fastest-growing skill of 2025 by LinkedIn.<sup>[2]</sup> The sector risks remaining "stuck in curiosity mode" without substantial investment in staff training and literacy development.<sup>[2]</sup>

Sixty-nine percent of nonprofit marketers using generative AI have not received formal training.<sup>[6]</sup> This lack of training creates risks around content accuracy, brand consistency, and donor trust, as staff use tools without understanding their limitations or appropriate applications.



AI Implementation Maturity Across Nonprofits (%)

## Data Quality and Infrastructure Issues

Data quality issues undermine AI effectiveness and fairness.<sup>[43]</sup> Poor data health can skew results, leading to biased recommendations and ineffective targeting. The solution requires establishing strong data governance practices from day one and making data hygiene a regular part of routine operations.<sup>[8]</sup>

Nonprofit technology budgets are severely misaligned with transformation needs: 54% goes to hardware/equipment while only 14% funds software, 12% services, and just 1% training—the opposite of private sector IT budgets where 35% goes to personnel and 21% to software.<sup>[11]</sup> This misallocation leaves nonprofits with inadequate investment in the data infrastructure, integration, staffing, and training that enable AI success.

Organizations should create a single "source-of-truth" inventory that lists where key information lives and who owns it, then identify and standardize a few must-have fields across all data sets to ensure they can talk to each other.<sup>[44]</sup> Without this foundation, AI implementations fail to deliver value.

## Privacy and Security Concerns

Data leakage through AI tools has become the number one channel for unauthorized data loss from organizations.<sup>[41]</sup> A recent report found that 77% of employees have shared sensitive company data with tools like ChatGPT, often from unmanaged personal accounts. Nearly 40% of files uploaded to such AI tools contain personally identifiable information (PII).<sup>[41]</sup>

If members start wondering, 'What is my association doing with my data? Is some algorithm out there training on my personal info?' that trust will begin to erode.

Regulations like GDPR in Europe and HIPAA in the U.S. impose strict requirements on handling personal data, and leaking such data via AI tools creates a "ticking compliance time bomb" for organizations.<sup>[41]</sup> If an organization inadvertently lets member data slip into an AI model without proper safeguards or consent, it may be on the wrong side of privacy laws, not to mention facing a public relations nightmare.<sup>[41]</sup>

Seventy percent of nonprofit professionals are concerned about data privacy and security, 63% worry about accuracy, and 57% are concerned about representation and biases in the use of generative AI.<sup>[6]</sup> Fifty-seven percent of consumers globally feel that AI poses a significant threat to their privacy.<sup>[28]</sup>

A significant cybersecurity confidence gap exists among nonprofit leaders, with only 38% reporting high confidence in their ability to protect sensitive data while 56% report only moderate confidence.<sup>[3]</sup> Advanced cybersecurity safeguards remain inconsistently implemented across the nonprofit sector, with only one-third of organizations conducting regular penetration testing despite its importance for identifying vulnerabilities.<sup>[3]</sup>

## Algorithmic Bias and Fairness

Bias in AI systems affects up to 38.6% of results presented as "facts."<sup>[28]</sup> A study from the USC Information Sciences Institute discovered the effects of bias on up to 38.6% of results that AI presented as "facts."<sup>[28]</sup> As organizations train AI tools, they must use data sets that accurately represent the demographics of their audience.<sup>[28]</sup>

Nonprofits must actively address biases and disparities throughout the entire AI system lifecycle by developing frameworks to monitor, evaluate, and design AI systems through principles including non-discrimination and prevention of bias, representative and high-quality data, fairness, equality, and inclusiveness in impact and design.<sup>[42]</sup>

Health justice has become a particular focus, with nonprofits exploring AI's role in promoting equitable healthcare access. This involves using AI to analyze health data and improve care delivery in underserved communities, while confronting the risk that biased training data or unequal digital access could misdiagnose conditions, divert resources toward majority populations, or automate triage rules that deprioritize those already marginalized.<sup>[19]</sup>

## Accuracy and Hallucination Risks

ChatGPT has a 15% hallucination rate even as the lowest among leading generative models.<sup>[28]</sup> This creates substantial factual accuracy risks for nonprofit communications. Nonprofits must fact-check all outputs to ensure that their content, from grant writing to donor messaging, is entirely accurate.<sup>[28]</sup>

Human verification and review of AI outputs remains critical for nonprofit operations. One consultant caught and removed fabricated statistics in AI-generated content, highlighting the need for quality control processes.<sup>[12]</sup> Organizations should accept AI outputs without verification at their peril, as this represents one of the most common pitfalls in AI implementation.<sup>[12]</sup>

## Donor Perception and Trust Issues

Donor perception of AI use in nonprofits is mixed and nuanced by donor capacity. Sixty-seven percent of online donors agree that nonprofits should use AI to assist in their marketing, fundraising, and administrative tasks.<sup>[6]</sup> However, only 43% of donors overall say AI would have a positive or neutral effect on their giving, with 31% saying they would be less likely to donate.<sup>[6]</sup>

The more generous the donor, the more likely they are to support AI use—30% of high-capacity donors support nonprofit AI use compared to only 13% of small donors.<sup>[6][13]</sup> This

stratification suggests wealth correlates with AI acceptance, creating potential equity issues in how nonprofits communicate about AI use to different donor segments.

Sixty-three percent of fundraisers are unsure about using generative AI for donor communications because it seems less personal, though 82% are comfortable using AI for donor research.<sup>[6]</sup> This asymmetry indicates trust concerns around donor-facing applications versus backend analytics.

Only 15% of nonprofits disclose their use of generative AI tools to stakeholders.<sup>[6]</sup> This transparency gap poses major risks to donor trust—if supporters feel an organization is misleading them, they won't trust it with their funds.<sup>[28]</sup>

## Cost and Resource Constraints

Only 20% of funders currently provide grantees with money for technology tools and resources, revealing a critical funding gap despite 96% of nonprofits that invest in technology improving program delivery and 89% experiencing increased organizational capacity.<sup>[11]</sup>

AI adoption creates unexpected ongoing costs: 48% of AI-powered nonprofits report higher technology-related expenses after adoption, and 84% say additional funding is essential to sustain development, primarily for training, data management, and integration support.<sup>[11]</sup>

Budget constraints often make organizations hesitate, but predictive analytics doesn't require a massive investment upfront. Organizations can start small with one specific challenge, test their approach, and scale based on results. Many organizations see positive ROI within the first few months.<sup>[8]</sup>

## Governance and Policy Deficits

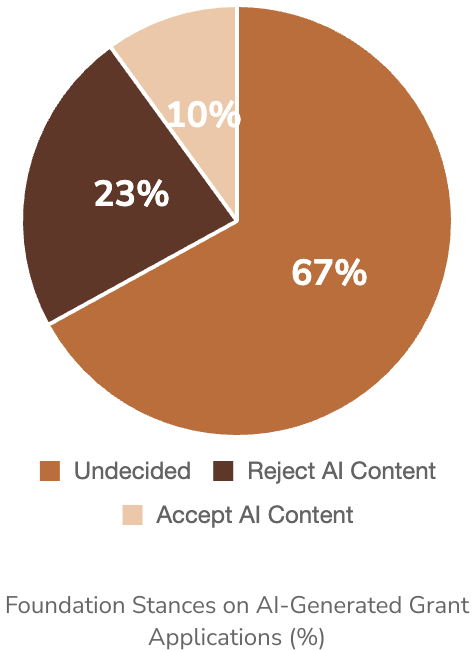
Forty-seven percent of nonprofits have no AI governance policy,<sup>[1][5]</sup> and 82% of nonprofits use AI but less than 10% have formal policies governing its use.<sup>[13][19]</sup> This massive gap between adoption and governance creates both opportunities and significant risks that organizations can't afford to ignore.<sup>[19]</sup>

Without clear guidance on what is encouraged, what requires approval, and what is off-limits—particularly when donor data is involved—leaders struggle to scale AI experimentation

safely across teams.<sup>[1]</sup> Fear-based policies may be counterproductive, driving staff to use unapproved tools without disclosure and preventing organizations from learning about actual risks and improving guidance.<sup>[18]</sup>

High-stakes tasks involving eligibility decisions, crisis communications, sensitive case notes, and HR decisions are identified as inappropriate for AI use, establishing clear boundaries for nonprofit AI applications.<sup>[18]</sup> Some use cases are too high-stakes, too sensitive, or too relational—where tone, empathy, and accountability matter as much as accuracy.<sup>[18]</sup>

## Foundation and Funder Policies



Foundation gatekeeping on AI-generated content is creating uncertainty: 23% of foundations explicitly reject AI-generated grant applications, while 67% remain undecided, creating compliance challenges for nonprofits seeking funding.<sup>[6]</sup> This policy fragmentation forces nonprofits to navigate different requirements across funders, adding complexity to grant writing processes.

The Center for Effective Philanthropy reports that nearly 90% of foundations provide no AI implementation support, and fewer than 15% plan to increase this in the next three years.<sup>[11]</sup>

Three-quarters of nonprofits believe funders have little to no understanding of their AI-related needs, and fewer than 20% have ever discussed AI with funders.<sup>[11]</sup>

## Ethical Frameworks and Responsible AI

The Fundraising.AI collaborative has developed the first sector-specific ethical framework for AI in fundraising, filling a gap that existed despite numerous responsible AI frameworks in other industries.<sup>[42]</sup> The framework mandates biannual reviews and amendments to address the rapid pace of AI technological development.<sup>[42]</sup>

Key principles include:<sup>[42]</sup>

- **Data governance:** Organizations must establish and maintain comprehensive data-security and governance policies as a foundation for any AI deployment
- **Fairness and bias mitigation:** Actively address biases throughout the entire AI system lifecycle
- **Human oversight:** Any AI system that makes critical decisions without human involvement must be subject to ongoing human review and authorization
- **Transparency:** When agentic AI actions directly affect donors or beneficiaries, organizations should disclose that such interactions were generated or influenced by an AI agent
- **Donor protection:** Fundraising AI systems must not exploit donor vulnerabilities or use undue influence, manipulation, deception, or coercion

Blackbaud's research identifies data quality issues as a fundamental challenge undermining AI effectiveness and fairness.<sup>[43]</sup> The framework distinguishes responsible AI implementation through six core principles: fairness, transparency, accountability, data privacy/security, inclusiveness, and human oversight, specifically tailored for nonprofit contexts.<sup>[43]</sup>

## Change Management and Staff Resistance

Approximately one-third of nonprofits cite ethical concerns and employee resistance as significant barriers to AI adoption.<sup>[13][19]</sup> Staff concerns about job displacement represent a significant barrier, requiring open conversations framing AI as a tool to augment human capabilities and free staff for more meaningful work.<sup>[32]</sup>

The goal is to foster a culture where AI is viewed as a tool to augment the team and free up time for more meaningful work, rather than as a threat to jobs.<sup>[44]</sup> Organizations must consider staff skills and capacity: Is the team equipped to use new tools? Is there sufficient digital literacy? What are people's concerns with AI?<sup>[44]</sup>

Over half of nonprofit workers are unsure how to use AI appropriately.<sup>[41]</sup> They may be excited (or nervous) about AI but don't have guidance on what's okay and what's not. This confusion can lead to two problems: either people avoid using AI at all (missing out on potential benefits), or they use it in risky ways.<sup>[41]</sup>

## Current Trends and Future Directions (2025-2026)

### KEY POINTS

The nonprofit AI landscape is evolving rapidly, with agentic AI, real-time impact measurement, platform consolidation, and ethical governance emerging as defining trends. Organizations are moving from experimentation to strategic integration, though significant gaps remain.

### The Rise of Agentic AI

Agentic AI—systems that actively plan, prioritize, and draft personalized outreach on behalf of fundraising teams—represents the cutting edge of nonprofit AI adoption. While currently only 1.2% of nonprofits use agentic AI for fundraising,<sup>[2]</sup> 2026 is positioned as the pivotal year for this technology.<sup>[2]</sup>

Agentic AI will redefine nonprofit operations through autonomous AI agents capable of managing complex workflows and decision-making processes.<sup>[13]</sup> These systems will enable small teams to manage large-scale operations more effectively.<sup>[13]</sup> Early forms of agentic AI are beginning to emerge in nonprofit operations, representing the frontier of AI adoption beyond current chatbot and automation implementations.<sup>[3]</sup>

The August 2025 Momentum acquisition by Virtuous brings genuine innovation—GPT-powered email drafting and automated engagement plans specifically for major donor cultivation.<sup>[37]</sup> This positions Virtuous ahead of competitors in AI-powered gift officer productivity.<sup>[37]</sup> Teams using Momentum report tripling their major gifts outreach and unlocking mid-level giving that previously slipped through the cracks.<sup>[24]</sup>

### Convergence of Predictive and Generative AI

In 2026, fundraisers are embracing artificial-intelligence tools that fuse two capabilities: prediction and generation.<sup>[17]</sup> For years, predictive AI has helped fundraisers identify who is most likely to give, when to reach out, and how much to request. Generative AI can write compelling, human-sounding outreach. In practice, these technologies have often operated in

silos: One tells fundraisers whom to engage while the other helps draft what to say. In 2026, the two are merging into a single assistant.<sup>[17]</sup>

A fundraiser will log in to their customer relationship management system to find a ranked list of donors ready to hear from them, alongside personalized messages that reflect each donor's history, motivations, and interests.<sup>[17]</sup> This goes beyond efficiency—it's a giant leap toward what experts call "precision philanthropy," or the use of data to reach the right donors in the right way at the right time.<sup>[17]</sup>

## Real-Time Impact Measurement

By 2026, voice AI systems are expected to reach out to beneficiaries of global nonprofits, asking direct questions about program effectiveness and creating real-time impact transparency.<sup>[13]</sup> This development will enable funders to demand genuine impact data rather than just activity metrics, fundamentally changing how nonprofit effectiveness is measured and funded.<sup>[13]</sup>

Real-Time Impact Analytics will become standard, with AI systems continuously monitoring program outcomes and adjusting strategies based on real-time feedback.<sup>[13]</sup> This capability will transform how nonprofits demonstrate accountability to funders and stakeholders.<sup>[13]</sup>

Donors recognize this opportunity, with 33.8% seeing impact measurement and reporting as a key area for AI application.<sup>[44]</sup> AI-powered analytics can process vast amounts of data to assess program effectiveness with greater accuracy and nuance, allowing nonprofits to move beyond simple metrics and provide more sophisticated, data-driven evidence of their outcomes.<sup>[44]</sup>

## Platform Consolidation and Integration

The biggest operational change happening in nonprofit technology isn't about individual tools—it's about integration.<sup>[4]</sup> Organizations are finally moving away from the "tool for every task" mentality that created data silos and workflow chaos. Smart nonprofits are consolidating around integrated platforms like modern CRMs and ERPs that eliminate manual data transfer and enable real-time insights.<sup>[4]</sup>

This shift addresses what many organizations experience: being 6-18 months behind the technology curve because staff are too busy managing disconnected systems to implement improvements.<sup>[4]</sup> Modern CRMs with AI capabilities now offer impact dashboards that convert program data into funder visualizations. This isn't a nice-to-have anymore—it's becoming a baseline expectation, especially for organizations competing for global NGO funding or foundation grants.<sup>[4]</sup>

The 2026 nonprofit sector is moving toward integrated platforms that combine CRM, donor management, marketing automation, volunteer management, wealth screening, and AI capabilities in single systems rather than point solutions.<sup>[24]</sup> Ninety percent of nonprofits use three or more third-party systems beyond their main CRM, with 79% using five or more systems,<sup>[13]</sup> indicating need for better integration.<sup>[13]</sup>

## Multimodal AI Capabilities

OpenAI introduced GPT-5 in 2025, the company's smartest and fastest model yet.<sup>[28]</sup> The growth of multimodal AI is a trend that nonprofits should keep an eye on. These tools can process information from a variety of modalities or data types, including text, images, audio, and video.<sup>[28]</sup>

Multimodal AI capabilities that process text, images, audio, and video simultaneously are emerging as a significant trend for comprehensive donor data analysis.<sup>[28]</sup> This enables more sophisticated analysis of donor engagement across multiple channels and formats.

## Collaborative Intelligence Partners

In 2026, a new type of AI fundraising tool—collaborative intelligence partners—is taking over the field.<sup>[17]</sup> While single-purpose automation tools exist, fundraisers need an assistant that integrates into their workflow to handle administrative tasks, analyze donor data, and draft personalized outreach, freeing them to focus on building relationships.<sup>[17]</sup>

A truly collaborative AI tool will incorporate an organization's unique voice and strategy to ensure authentic and effective communications.<sup>[17]</sup> This will turn organizational knowledge into a tangible asset. For example, a platform could synthesize past meeting notes with the

latest programmatic updates—information that once lived in separate documents—and then suggest personalized talking points for upcoming meetings.<sup>[17]</sup>

## Enhanced Donor Personalization

Today's donors expect seamless digital experiences, personalized interactions, and clear evidence of success—exactly like what they receive from tech-savvy organizations in the private sector.<sup>[27]</sup> By integrating predictive AI into operations, nonprofits can deliver these expectations to donors without requiring massive budgets or technical expertise.<sup>[27]</sup>

AI-powered tools can conduct real-time A/B testing, adjusting email subject lines, donation requests, and messaging styles to maximize engagement.<sup>[27]</sup> They can optimize the donation experience by suggesting donation amounts and tailoring the process in real-time to each donor's preferences.<sup>[27]</sup>

Sixty-one percent of consumers say they expect more personalized service with AI.<sup>[44]</sup> Donors and beneficiaries' expectations are also going to change. Donors will expect the same level of personalization from the causes they support.<sup>[44]</sup>

## Regulatory and Compliance Evolution

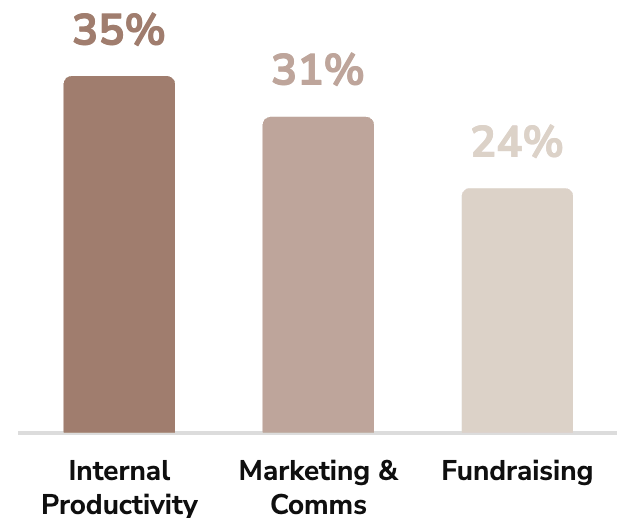
Your nonprofit must be aware of AI regulations governing your state or country.<sup>[28]</sup> For example, charities operating in the European Union should be aware of the EU AI Act, which establishes a risk-based system for classifying AI tools. The U.S. currently doesn't have any overarching federal laws regulating the development and use of AI, but some states have specific laws, such as the Colorado AI Act.<sup>[28]</sup>

Colorado-specific AI regulations are creating demand for specialized training that prepares organizations for upcoming requirements, covering safe use, data protection, and building internal AI guidelines.<sup>[32]</sup> This Colorado-specific regulatory focus distinguishes the state's training ecosystem from generic national offerings.<sup>[32]</sup>

## Shift from Adoption to Strategic Implementation

The statistic that 92% of nonprofits use AI in some form, while only 7% see major improvements, illustrates a critical point: adoption without strategic implementation creates busywork, not capacity.<sup>[4]</sup> Organizations are recognizing that AI literacy must be built internally before making significant investments. Understanding how AI works—and doesn't work—prevents expensive mistakes and helps evaluate vendor claims more effectively.<sup>[4]</sup>

What we're seeing is that AI only drives meaningful impact when nonprofit organizations rethink how work gets done—not when it's treated as a side experiment individuals run in isolation.<sup>[5]</sup> The teams pulling ahead are the ones willing to clarify their strategy, establish simple guardrails, and intentionally integrate AI into how decisions are made.<sup>[5]</sup>



Top Reasons Nonprofits Use AI (% of organizations)

## Democratization Through Low-Cost Tools

Small nonprofits can access enterprise-grade AI capabilities through free and low-cost tools, democratizing technology access across organizational sizes and budgets. OpenAI offers a 20% discount on ChatGPT Team and a 50% discount on ChatGPT Enterprise for eligible nonprofits.<sup>[24]</sup> Google Workspace for Nonprofits provides access to Gemini, and Canva offers its premium features at no cost for nonprofit organizations.<sup>[24]</sup>

Cloud-based services often offer tiered pricing models, allowing organizations to pay for only what they need.<sup>[27]</sup> Additionally, many AI tools come with free or low-cost plans for small organizations.<sup>[27]</sup> This accessibility is enabling smaller nonprofits to compete with larger organizations on donor engagement and operational efficiency.<sup>[45]</sup>

## Emphasis on Responsible AI and Governance

The most successful AI fundraising tools in 2026 will prioritize trustworthiness, transparency, and ethical data use over pure technical accuracy or efficiency.<sup>[17]</sup> Donor data protection concerns are becoming a primary decision factor for tool adoption, not a secondary consideration.<sup>[17]</sup>

The winning tool will be transparent, safe, and ethical, extending a fundraiser's empathy rather than eliminating it.<sup>[17]</sup> In 2026, the most popular AI fundraising tool won't be the flashiest. It will be the one that predicts wisely, generates responsibly, and above all helps humans connect with humans.<sup>[17]</sup>

Formal governance structures like AI councils and committees are recommended as foundational to responsible AI, yet the research suggests most organizations lack these oversight mechanisms.<sup>[43]</sup> Organizations are increasingly adopting AI policy frameworks before rolling out tools, addressing data privacy, donor transparency, and the boundaries between AI-generated and human-created communications as core governance issues.<sup>[24]</sup>

## Comparative Analysis Across Regions and Sectors

### KEY POINTS

AI adoption patterns vary significantly by organization size, geographic location, and mission focus. These variations reveal structural inequities in access to AI capabilities and highlight the need for sector-specific implementation strategies.

### Organizational Size and Capacity

A significant bifurcation exists between large and small nonprofit organizations. In 2025, large organizations experienced 11.7% revenue growth while small organizations declined 6.4% year-over-year,<sup>[15]</sup> indicating that AI adoption may be creating a widening performance gap between organizational sizes.<sup>[15]</sup>

Large organizations received 84.5% of annual revenue from major gifts, compared with 51.7% for small organizations.<sup>[15]</sup> This suggests that smaller nonprofits lack the capacity or tools (potentially AI-driven) to effectively identify and cultivate major donors.<sup>[15]</sup>

However, small organizations (fewer than 50 staff) report moderate impact at slightly higher rates than large organizations (41% versus 34%).<sup>[1]</sup> While larger nonprofits may have more resources, they also face greater coordination and compliance complexity.<sup>[1]</sup> This suggests that organizational size and complexity may actually hinder rather than facilitate effective AI implementation in some contexts.<sup>[1]</sup>

The AI fundraising software market is stratified by organizational size and budget, with clear pricing tiers ranging from \$30K-\$1.5M annually depending on nonprofit revenue levels.<sup>[21]</sup> Small nonprofits (\$100K-\$1M revenue) are recommended toward entry-level solutions like Bloomerang and Keela, while large nonprofits (\$10M+ revenue) are directed toward Salesforce, Blackbaud, or Bonterra.<sup>[21]</sup>

## Geographic Disparities

The Brookings Institution identifies significant regional disparities in AI readiness, with metropolitan areas like the Bay Area leading in AI adoption.<sup>[19]</sup> This geographic divide creates unequal access to AI technologies across the nonprofit sector, potentially exacerbating existing inequalities between well-resourced urban organizations and smaller regional nonprofits.<sup>[19]</sup>

Colorado has developed distinctive infrastructure supporting nonprofit AI adoption that distinguishes it from other states. The coordinated approach—combining state association support (Colorado Nonprofit Association), local consulting expertise (AIEZ.ai, ETS AI Consulting, BetterWorld Technology), national partnerships (OpenAI), and dedicated training programs—positions Colorado as a regional leader in nonprofit AI adoption support.<sup>[9] [10] [29] [30] [31] [32]</sup>

North American nonprofits show distinct patterns compared to global trends. In 2023, overall donor retention dropped to 46.6% for North American nonprofits compared to 57.1% globally.<sup>[34]</sup> However, North American nonprofits led the way in growing their recurring donor bases by 5.4% compared to global averages.<sup>[34]</sup>

## Sector-Specific Adoption Patterns

Financial management dominates AI adoption, with organizations using AI for forecasting, budgeting, and payment automation.<sup>[19]</sup> This makes sense because financial tasks offer immediate, measurable benefits while building organizational confidence with AI technologies. However, nonprofits aren't stopping at administrative tasks—36% now use AI for program optimization and impact assessment, demonstrating how organizations are moving beyond back-office applications to leverage AI for core mission work.<sup>[19]</sup>

Data and analytics adoption varies significantly by nonprofit sector:<sup>[3]</sup>

- **Healthcare nonprofits** utilize service history data, analytics tools, and automated case note capabilities to improve care coordination
- **Education organizations** use participation, performance, and engagement data to enhance instruction, monitor progress, and guide program design
- **Social services and community-based nonprofits** apply client data and engagement metrics to evaluate program effectiveness, allocate resources more efficiently, and demonstrate impact to funders

The top three reasons nonprofits use AI are for internal productivity (35%), marketing and communications (31%), and development and fundraising (24%).<sup>[6]</sup> This distribution suggests that operational efficiency remains the primary driver of AI adoption across sectors, with fundraising-specific applications representing less than a quarter of use cases.

## Donor Demographics and Giving Patterns

The "fewer donors, more dollars" trend has accelerated, with average gift size nearly doubling over the past decade (from \$727 in 2016 to \$1,346 in 2025).<sup>[15]</sup> This suggests that AI-powered major gift identification and cultivation strategies are becoming essential competitive advantages.<sup>[15]</sup>

Gifts of \$1,000 or more grew by roughly 4.7% year over year, while gifts under \$1,000 declined by about 1.1%.<sup>[15]</sup> The smallest donor group (\$1–\$100), who made up 57.0% of all donors in Q1 2025, experienced an 11.1% year-over-year drop.<sup>[35]</sup>

This bifurcation has direct implications for AI investment priorities. Midlevel donors remain an "often overlooked and under-engaged donor segment" despite their importance as a pipeline to major giving, presenting a specific opportunity where AI tools including "Agentic AI" can help nonprofits with segmentation and personalization at scale.<sup>[15]</sup>

## Digital vs. Traditional Fundraising Channels

Digital fundraising significantly outperformed traditional channels with approximately 11% year-over-year growth, peaking at nearly 15% in November.<sup>[15]</sup> This suggests that AI-optimized online donation platforms represent a high-ROI investment area for nonprofits.<sup>[15]</sup>

End-of-year giving concentration (36% of annual revenue in Q4, with 18% in December alone) suggests that AI-powered campaign optimization and relationship-building throughout the first half of the year could significantly improve fundraising efficiency and ROI.<sup>[15]</sup>

## Adoption by Technology Maturity

Organizations can be categorized by their technology maturity and AI readiness. Digitally mature nonprofits are four times more likely to achieve their goals,<sup>[11]</sup> establishing clear ROI for technology investment but demonstrating that maturity requires comprehensive, sustained funding beyond initial tool acquisition.<sup>[11]</sup>

The technology stack complexity is increasing: 90% of nonprofits use three or more third-party systems beyond their main CRM, with 79% using five or more systems.<sup>[13]</sup> This indicates that successful AI adoption requires integration capabilities and data management sophistication that many organizations lack.

## Funder and Foundation Perspectives

Only 20% of funders currently provide grantees with money for technology tools and resources,<sup>[11]</sup> revealing a critical funding gap despite 96% of nonprofits that invest in technology improving program delivery and 89% experiencing increased organizational capacity.<sup>[11]</sup>

Three-quarters of nonprofits believe funders have little to no understanding of their AI-related needs, and fewer than 20% have ever discussed AI with funders.<sup>[11]</sup> This communication gap prevents nonprofits from accessing the support they need to implement AI effectively.

Foundation gatekeeping on AI-generated content varies: 23% of foundations explicitly reject AI-generated grant applications, 10% accept them, and 67% remain undecided.<sup>[6]</sup> This policy fragmentation forces nonprofits to navigate different requirements across funders, adding complexity to grant writing processes.

## International Comparisons

While this research focuses on U.S. nonprofits, international data provides useful context. The typical global nonprofit retained 57.1% of donors in 2023, compared to 46.6% for North American nonprofits.<sup>[34]</sup> By the end of 2024, overall donor retention was projected to drop further to 55.6% globally.<sup>[34]</sup>

UNICEF Australia provides one of the most comprehensive international case studies, achieving 26% more net revenue and 35% better campaign ROI using predictive analytics while saving \$30,000 by sending 15,000 fewer mailers.<sup>[8]</sup> This demonstrates that AI effectiveness is not limited to U.S. organizations.

Fast Forward research shows 43% of AI-powered nonprofits open-source their tools,<sup>[11]</sup> indicating emerging collaborative models where shared learning and experimentation can multiply impact and reduce duplication across the sector globally.<sup>[11]</sup>

## Conclusions and Strategic Implications

The three-year period from April 2023 to April 2026 represents a watershed moment in nonprofit AI adoption. The sector has moved from cautious experimentation to widespread implementation, with 92% of nonprofits now using AI in some capacity. Yet this rapid adoption has not translated into transformational impact for most organizations. Only 7% report major

improvements in their ability to achieve their mission, revealing a critical gap between tool adoption and strategic integration.

The research reveals several key findings that should inform nonprofit strategy:

**Implementation matters more than technology.** Organizations achieving transformation distinguish themselves not through advanced technology but through foundational operational changes: centralized documentation of proven approaches, simple governance policies, basic measurement systems, and integrated tool adoption. The investment required is modest—days to establish rather than months—but creates compounding value over time.

**Data infrastructure is foundational.** AI is only as good as the data it receives. Organizations must address data harmonization, establish single sources of truth, implement clear governance policies, and ensure data quality before investing in sophisticated AI tools. Without this foundation, AI implementations fail to deliver value regardless of the sophistication of the technology deployed.

**The efficiency plateau is real.** Most nonprofits are accelerating existing workflows without fundamentally expanding organizational capabilities. Sixty-five percent characterize their AI use as reactive and individual rather than systematic and organizational. Breaking through this plateau requires rethinking workflows and establishing guardrails, not simply adopting more tools.

**Governance gaps create significant risks.** Forty-seven percent of nonprofits have no AI governance policy, creating vulnerabilities around donor data usage, algorithmic bias, and staff accountability. Organizations need clear guidance on what is encouraged, what requires approval, and what is off-limits—particularly regarding donor data.

**Skills and training are critical bottlenecks.** Sixty percent of nonprofits lack in-house expertise to assess AI tools, and only 4% have dedicated AI-specific training budgets. The sector risks remaining "stuck in curiosity mode" without substantial investment in staff training and literacy development.

**Measurement remains underdeveloped.** Most organizations rely on informal observation rather than systematic metrics to evaluate AI's impact. Without defined benchmarks, nonprofits cannot determine whether AI is expanding fundraising capacity or simply accelerating existing tasks, making it difficult to justify additional investment.

**Donor trust requires transparency.** Only 15% of nonprofits disclose their use of generative AI tools to stakeholders, creating significant risks to donor trust. Transparency about AI use builds trust rather than eroding it, making disclosure of AI implementation a strategic advantage rather than a liability.

**Colorado has emerged as a regional leader.** The state's coordinated approach—combining association support, local consulting expertise, national partnerships, and dedicated training programs—provides a model for other states seeking to support nonprofit AI adoption equitably.

**The future is agentic and integrated.** Agentic AI systems that actively plan, prioritize, and act on behalf of fundraising teams represent the next frontier. Platform consolidation is replacing tool proliferation, with organizations moving toward integrated systems that eliminate data silos and enable real-time insights.

For nonprofits considering AI adoption, the path forward is clear: start with data infrastructure and governance, pilot specific high-impact applications, document what works, train staff systematically, and measure outcomes rigorously. The organizations that will thrive are those treating AI as capacity building rather than as an end in itself—using AI and automation to handle routine tasks, unified platforms to eliminate data silos, and analytics to demonstrate impact more effectively to funders.

The nonprofit sector stands at a crossroads. AI has the potential to democratize sophisticated fundraising capabilities, enabling small organizations to compete with large ones on donor engagement and operational efficiency. But realizing this potential requires moving beyond curiosity to strategic implementation, beyond individual experimentation to organizational transformation, and beyond tool adoption to systematic integration. The next three years will determine whether the sector bridges the gap between adoption and impact, or whether the efficiency plateau becomes a permanent ceiling on AI's contribution to nonprofit effectiveness. ■

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## Sources

Trade Publication / Industry News [1]

*"A new benchmark study from Virtuous and Fundraising.AI finds that 92% of nonprofits are using AI tools in some capacity, yet just 7% report major improvements in their organizational capability — a gap described as an 'efficiency plateau.'"*

NONPROFIT PRO

**Nonprofit AI Adoption Hits 92%, But Only 7% See Major Impact**

Nonprofit AI adoption reaches 92%, but only 7% report major fundraising impact, according to a new 2026 benchmark study from Virtuous and Fundraising.AI.

FEBRUARY 17, 2026

Trade Publication / Industry News [1]

*"Nearly four in five respondents report small to moderate improvements from AI use. Those gains tend to show up in faster drafts, quicker research, and improved content quality — valuable efficiencies for time-strapped teams, but largely incremental. Only 7% say AI has led to major strategic impact, such as doubling prospect research capacity or reallocating staff time from execution to strategy."*

NONPROFIT PRO

**Nonprofit AI Adoption Hits 92%, But Only 7% See Major Impact**

Nonprofit AI adoption reaches 92%, but only 7% report major fundraising impact, according to a new 2026 benchmark study from Virtuous and Fundraising.AI.

FEBRUARY 17, 2026

Trade Publication / Industry News [1]

*"Sixty-five percent characterize their AI use as reactive and individual, such as one-off prompts and personal experimentation. Just 18% report operational use across team workflows, and only 7% say AI is embedded into goals, budgets, and performance indicators."*

NONPROFIT PRO

**Nonprofit AI Adoption Hits 92%, But Only 7% See Major Impact**

Nonprofit AI adoption reaches 92%, but only 7% report major fundraising impact, according to a new 2026 benchmark study from Virtuous and Fundraising.AI.

FEBRUARY 17, 2026

Trade Publication / Industry News [1]

*"Eighty-one percent of organizations report using AI individually and on an ad hoc basis, while only 4% say they have documented, repeatable workflows. In practice, experimentation often remains personal rather than institutional. The knowledge lives with individual staff members instead of becoming part of how the organization operates."*

NONPROFIT PRO

**Nonprofit AI Adoption Hits 92%, But Only 7% See Major Impact**

Nonprofit AI adoption reaches 92%, but only 7% report major fundraising impact, according to a new 2026 benchmark study from Virtuous and Fundraising.AI.

FEBRUARY 17, 2026

Trade Publication / Industry News [1]

*"Governance gaps compound the issue. Nearly half of the respondents report having no formal AI policy. Without clear guidance on what is encouraged, what requires approval, and what is off-limits — particularly when donor data is involved — leaders may struggle to scale experimentation safely across teams."*

NONPROFIT PRO  
**Nonprofit AI Adoption Hits 92%, But Only 7% See Major Impact**

Nonprofit AI adoption reaches 92%, but only 7% report major fundraising impact, according to a new 2026 benchmark study from Virtuous and Fundraising.AI.  
FEBRUARY 17, 2026

Trade Publication / Industry News [1]

*"Measurement is equally limited. The report describes outcome tracking as 'very rare,' with most organizations relying on informal observation rather than systematic metrics. Without defined benchmarks, nonprofits cannot easily determine whether AI is expanding fundraising capacity or simply accelerating existing tasks."*

NONPROFIT PRO  
**Nonprofit AI Adoption Hits 92%, But Only 7% See Major Impact**

Nonprofit AI adoption reaches 92%, but only 7% report major fundraising impact, according to a new 2026 benchmark study from Virtuous and Fundraising.AI.  
FEBRUARY 17, 2026

Trade Publication / Industry News [1]

*"What we're seeing is that AI only drives meaningful impact when nonprofit organizations rethink how work gets done — not when it's treated as a side experiment individuals run in isolation. The teams pulling ahead are the ones willing to clarify their strategy, establish simple guardrails, and intentionally integrate AI into how decisions are made."*

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Trade Publication / Industry News [1]

*"Small organizations, defined as those with fewer than 50 staff, report moderate impact at slightly higher rates than large organizations (41% versus 34%). While larger nonprofits may have more resources, they also face greater coordination and compliance complexity."*

NONPROFIT PRO  
**Nonprofit AI Adoption Hits 92%, But Only 7% See Major Impact**

Nonprofit AI adoption reaches 92%, but only 7% report major fundraising impact, according to a new 2026 benchmark study from Virtuous and Fundraising.AI.  
FEBRUARY 17, 2026

Trade Publication / Industry News [1]

*"Among nonprofits not yet using AI, 48% cite lack of training, while 44% say they need guidance on getting started. For those already using AI regularly, concerns shift to privacy and security (32%), as well as time constraints (31%)."*

NONPROFIT PRO  
**Nonprofit AI Adoption Hits 92%, But Only 7% See Major Impact**  
Nonprofit AI adoption reaches 92%, but only 7% report major fundraising impact, according to a new 2026 benchmark study from Virtuous and Fundraising.AI.  
FEBRUARY 17, 2026

Trade Publication / Industry News [1]

*"The question isn't whether nonprofits should use AI. I think that debate is largely settled. The real question is how quickly nonprofit teams are adopting AI and fundamentally re-thinking their workflows. Our data shows most organizations are still in the early innings with AI: one person using ChatGPT to help draft an appeal, while the rest of the team is still buried in manual processes and disconnected systems. That's not a strategy. It's a workaround."*

NONPROFIT PRO  
**Nonprofit AI Adoption Hits 92%, But Only 7% See Major Impact**  
Nonprofit AI adoption reaches 92%, but only 7% report major fundraising impact, according to a new 2026 benchmark study from Virtuous and Fundraising.AI.  
FEBRUARY 17, 2026

Industry Blog/Resource Center [2]

*"The most recent Nonprofit Tech for Good Survey reveals that the vast majority of nonprofits are not using AI for fundraising. In fact, the nonprofit sector has barely entered the early adoption phase, as visualized by the Rogers' Technology Adoption Curve. If you are a nonprofit professional who has worried that your nonprofit is moving too slowly to adopt AI, worry not! There is still ample opportunity to reap the benefits of early adoption, provided your nonprofit has a budget to experiment with new AI fundraising tools and staff who are enthusiastic and empowered to deploy these new tools."*

NONPROFIT TECH FOR GOOD  
**New Data Reveals Most Nonprofits Aren't Using AI for Fundraising**  
Data showing specific AI tool adoption rates among nonprofits, including smart donation forms (4.5%), smart email sending (4.1%), and other AI fundraising applications.  
JANUARY 9, 2026

Industry Blog/Resource Center [2]

*"In 2026, the adoption rate of AI in fundraising will grow as nonprofit professionals increase their AI literacy and fundraising platforms expand their AI toolsets. However, it's worth noting that currently, 60% of nonprofits report a lack of in-house expertise to assess AI tools, and only 4% have AI-specific training budgets, according to the must-read 2025 AI Equity Report. At that level of investment in AI, the nonprofit sector is at risk of remaining stuck in curiosity mode, or worse, willfully illiterate in AI despite 'AI Literacy' being named the fastest-growing skill of 2025 by LinkedIn."*

NONPROFIT TECH FOR GOOD

**New Data Reveals Most Nonprofits Aren't Using AI for Fundraising**

Data showing specific AI tool adoption rates among nonprofits, including smart donation forms (4.5%), smart email sending (4.1%), and other AI fundraising applications.

JANUARY 9, 2026

Industry Blog/Resource Center [2]

*"4.5% of nonprofits utilize smart donation forms. Smart fundraising software uses predictive AI to personalize donation form amounts by processing the donor data (PII) in your CRM, or for anonymous website visitors, non-PII data, such as web browser, zip code, etc. Slowly, more fundraising platforms are offering smart fundraising, also known as intelligent fundraising, and in the years to come, all fundraising platforms will have to roll out smart fundraising software or risk becoming obsolete."*

NONPROFIT TECH FOR GOOD

**New Data Reveals Most Nonprofits Aren't Using AI for Fundraising**

Data showing specific AI tool adoption rates among nonprofits, including smart donation forms (4.5%), smart email sending (4.1%), and other AI fundraising applications.

JANUARY 9, 2026

Industry Blog/Resource Center [2]

*"4.1% of nonprofits utilize smart email sending. Smart email sending uses predictive AI to analyze each subscriber's past open and click activity to determine the best time to send them emails. It's an affordable paid upgrade offered by most email marketing platforms. Email is a powerhouse for online fundraising and growing monthly giving programs, so experimenting with smart email sending is a must for nonprofits in 2026."*

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NONPROFIT TECH FOR GOOD

**New Data Reveals Most Nonprofits Aren't Using AI for Fundraising**

Data showing specific AI tool adoption rates among nonprofits, including smart donation forms (4.5%), smart email sending (4.1%), and other AI fundraising applications.

JANUARY 9, 2026

Industry Blog/Resource Center [2]

*"2.3% of nonprofits utilize predictive AI to identify donors who are most likely to become mid-level or major donors. Predictive AI fundraising software can analyze the data in your CRM to identify the donor prospects who are most likely to become mid-level donors, major donors, and planned givers. Until recently, utilizing this AI fundraising method required investing in a third-party fundraising software, but in the years to come, this type of predictive AI fundraising software will become standard and offered by most fundraising platforms."*

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NONPROFIT TECH FOR GOOD

**New Data Reveals Most Nonprofits Aren't Using AI for Fundraising**

Data showing specific AI tool adoption rates among nonprofits, including smart donation forms (4.5%), smart email sending (4.1%), and other AI fundraising applications.

JANUARY 9, 2026

Industry Blog/Resource Center [2]

*"1.3% of nonprofits use real-time fundraising intelligence software. Fundraising Intelligence software uses machine learning to analyze donor data in real-time to visualize giving trends and forecast revenue. A handful of fundraising platforms offer fundraising intelligence as a paid upgrade, but a new platform named Avid is the fundraising intelligence tool to watch in 2026."*

NONPROFIT TECH FOR GOOD

**New Data Reveals Most Nonprofits Aren't Using AI for Fundraising**

Data showing specific AI tool adoption rates among nonprofits, including smart donation forms (4.5%), smart email sending (4.1%), and other AI fundraising applications.

JANUARY 9, 2026

Industry Blog/Resource Center [2]

*"1.2% of nonprofits use agentic AI software for fundraising. 2026 will be the year of AI agents, or so we've been told. Currently, only 1.2% of nonprofits are utilizing AI agents, such as Salesforce Agentforce or OpenAI Operator, and even then, at the most basic level. Using AI agents to automate intermediate and advanced fundraising workflows hasn't begun yet, and 2026 will start to reveal whether AI agents can be deployed effectively to streamline nonprofit fundraising."*

NONPROFIT TECH FOR GOOD

**New Data Reveals Most Nonprofits Aren't Using AI for Fundraising**

Data showing specific AI tool adoption rates among nonprofits, including smart donation forms (4.5%), smart email sending (4.1%), and other AI fundraising applications.

JANUARY 9, 2026

Professional Services Firm Blog [3]

*"AI adoption among nonprofits increased from 31% in 2024 to 48% in 2025, representing a significant year-over-year increase. Within the next year, another 19% of organizations plan to adopt AI, bringing adoption close to two-thirds of the sector."*

GRASSI

**Strategic Technology Planning for Nonprofits: 2026 Priorities - Grassi**

Analysis of nonprofit technology adoption priorities for 2026, including AI implementation trends, data and analytics usage, and cybersecurity considerations based on survey data from over 200 nonprofit leaders.

DECEMBER 23, 2025

Professional Services Firm Blog [3]

*"The most common use case for AI today is automating routine administrative tasks, freeing staff to focus on higher-value, mission-driven work. Nearly a quarter of organizations also report using chatbots and virtual assistants to provide website support, assist donors, generate marketing content and support social media sentiment analysis."*

GRASSI

**Strategic Technology Planning for Nonprofits: 2026 Priorities - Grassi**

Analysis of nonprofit technology adoption priorities for 2026, including AI implementation trends, data and analytics usage, and cybersecurity considerations based on survey data from over 200 nonprofit leaders.

DECEMBER 23, 2025

Professional Services Firm Blog [3]

*"Across the sector, nonprofits are prioritizing core systems and foundational capabilities that improve operational efficiency and create more reliable data environments. By strengthening these foundations, leaders are better positioned to use data more effectively, explore practical AI applications and implement cybersecurity practices that keep pace as the technology evolves."*

GRASSI

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Analysis of nonprofit technology adoption priorities for 2026, including AI implementation trends, data and analytics usage, and cybersecurity considerations based on survey data from over 200 nonprofit leaders.

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Professional Services Firm Blog [3]

*"With more sophisticated data foundations in place, AI is beginning to support more complex, insight-driven activities, including: Fundraising and donor strategy, using machine learning to analyze donor databases and support more targeted segmentation."*

GRASSI

**Strategic Technology Planning for Nonprofits: 2026 Priorities - Grassi**

Analysis of nonprofit technology adoption priorities for 2026, including AI implementation trends, data and analytics usage, and cybersecurity considerations based on survey data from over 200 nonprofit leaders.

DECEMBER 23, 2025

*"Accounting, compliance and risk management tools are the most widely adopted solutions, reflecting a sector-wide emphasis on governance and oversight. Many organizations have also made substantial investments in cybersecurity systems, data storage solutions and virtual collaboration tools as they move toward more connected, integrated technology environments."*

GRASSI

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Analysis of nonprofit technology adoption priorities for 2026, including AI implementation trends, data and analytics usage, and cybersecurity considerations based on survey data from over 200 nonprofit leaders.

DECEMBER 23, 2025

Professional Services Firm Blog [3]

*"Fifty-six percent of nonprofit leaders report being only somewhat confident in their ability to protect sensitive data, while just 38% say they are very confident."*

GRASSI  
**Strategic Technology Planning for Nonprofits: 2026 Priorities - Grassi**  
Analysis of nonprofit technology adoption priorities for 2026, including AI implementation trends, data and analytics usage, and cybersecurity considerations based on survey data from over 200 nonprofit leaders.  
DECEMBER 23, 2025

Professional Services Firm Blog [3]

*"Dual-factor authentication and regular cybersecurity training are widely adopted and represent the most common controls in place today. Nearly half of organizations outsource cybersecurity functions, reflecting limited internal capacity. Only one-third conduct penetration testing regularly, despite its role in identifying vulnerabilities before incidents occur."*

GRASSI  
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DECEMBER 23, 2025

Professional Services Firm Blog [3]

*"As nonprofits strengthen the quality and visualization of their data, many organizations are beginning to build on that foundation through machine learning, which uses historical data to identify patterns and support prediction, and early forms of agentic AI, a newer class of systems designed to carry out multi-step tasks based on defined objectives."*

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DECEMBER 23, 2025

Professional Services Firm Blog [3]

*"By assessing current systems, data quality and governance practices, leaders can better understand how future investments should be sequenced to minimize risk and maximize mission impact."*

GRASSI  
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Analysis of nonprofit technology adoption priorities for 2026, including AI implementation trends, data and analytics usage, and cybersecurity considerations based on survey data from over 200 nonprofit leaders.  
DECEMBER 23, 2025

Industry Blog/Resource Platform [4]

*"AI use in nonprofits jumped from 31% in 2024 to 48% in 2025, with another 19% planning adoption within the next year. By late 2025, 92% of 346 surveyed nonprofits reported using AI in some form. But here's the reality check: Only 7% of those organizations reported major organizational or fundraising improvements from their AI investments. That's what researchers are calling the 'efficiency plateau'—lots of adoption, limited transformational impact."*

OPENGRANTS

**Nonprofit Technology Trends 2026: What Leaders Need to Know Beyond the Hype**

Analysis of AI adoption in nonprofits, showing 92% using some form of AI by late 2025, but only 7% reporting major improvements. Covers practical AI applications, platform consolidation trends, and implementation strategies for nonprofit leaders.

MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"The nonprofits seeing real value from AI aren't using it for flashy applications. They're automating the mundane work that eats up staff time: Administrative automation: Invoice processing, data entry, and back-office operations. Donor support chatbots: Nearly 25% of nonprofits now use AI for donor support and social media analysis, freeing staff from routine inquiries. CRM enhancements: AI-powered donor segmentation, retention scoring, and personalized outreach that provides a 360-degree view across channels."*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"Meanwhile, the advanced AI applications remain largely untapped. Only 1.2% of nonprofits use agentic AI for fundraising, and just 1.3% use real-time fundraising intelligence tools like Avid for revenue forecasting. The barriers are real: 60% of nonprofits lack in-house AI expertise, and only 4% have dedicated AI training budgets. Most organizations remain in what the 2025 AI Equity Report calls 'curiosity mode.'"*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"If you're considering AI, start with CRM-embedded features for donor retention rather than standalone AI tools. The organizations gaining competitive advantage are those using AI within existing platforms, not those adding new AI-specific tools to their stack."*

OPENGRANTS

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MARCH 31, 2026

*"The biggest operational change happening in nonprofit technology isn't about individual tools—it's about integration. Organizations are finally moving away from the 'tool for every task' mentality that created data silos and workflow chaos. Smart nonprofits are consolidating around integrated platforms like modern CRMs and ERPs that eliminate manual data transfer and enable real-time insights."*

OPENGRANTS

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MARCH 31, 2026

*"This shift addresses what many organizations experience: being 6-18 months behind the technology curve because staff are too busy managing disconnected systems to implement improvements."*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"Low-code/no-code tools are becoming essential for time-strapped teams. These platforms let program managers and development staff build applications and digitize workflows without waiting for IT support (or hiring IT support you can't afford). The role realignment is significant—staff who used to spend hours on manual data entry can focus on program delivery and donor relationships."*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"Modern CRMs with AI capabilities now offer impact dashboards that convert program data into funder visualizations. This isn't a nice-to-have anymore—it's becoming a baseline expectation, especially for organizations competing for global NGO funding or foundation grants."*

OPENGRANTS

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"Cybersecurity and data storage investments are no longer optional. They're now top funding priorities alongside accounting and compliance tools, driven by both regulatory requirements and donor expectations for data protection."*

OPENGRANTS

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"Nonprofits are finally using data for more than compliance reporting. The shift toward operational data use is creating opportunities for predictive analytics and transparency that directly impact fundraising and program effectiveness."*

OPENGRANTS

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"The most successful implementations focus on actionable insights rather than data collection for its own sake: Predictive donor tools: Machine learning algorithms identify which donors are likely to give, upgrade, or lapse, allowing for targeted retention efforts. Real-time program dashboards: Converting beneficiary feedback and program data into visual stories for funders, replacing static spreadsheet reports."*

OPENGRANTS

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"AI-assisted dashboards that turn beneficiary data into compelling visuals are helping organizations demonstrate ROI to donors more effectively than traditional narrative reports."*

OPENGRANTS

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"Digital fundraising continues to grow, but the successful approaches are less flashy than you might expect. The organizations seeing results focus on fundamentals: mobile-first donation pages, strong website user experience, and consistent multichannel marketing."*

OPENGRANTS

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"The key insight: donor preferences are shifting toward organizations that demonstrate operational competence through their digital presence. A smooth donation process and timely, personalized follow-up communications signal organizational effectiveness to potential major gift prospects."*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"After years of overpromised solutions, nonprofit leaders prioritize peer-proven tools with demonstrable dollar impact. AI CRMs that save administrative time and enable more donor outreach resonate more than abstract productivity promises."*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"Before adding new tools, audit your existing technology stack for overlaps and inefficiencies. Most organizations can consolidate to 1-2 core platforms (typically a CRM plus an ERP or accounting system) while eliminating redundant subscriptions."*

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MARCH 31, 2026

*"Rather than purchasing standalone AI tools, explore AI features within your current CRM or donor management system. Start with donor segmentation and retention scoring—applications with clear ROI metrics. Automate routine tasks like invoice processing and donor acknowledgment emails. Track time savings to justify expanded implementation."*

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MARCH 31, 2026

*"When presenting technology investments to boards or including them in grant proposals, focus on capacity metrics rather than technology features: Staff time reallocation: 'AI-powered donor segmentation freed 8 hours weekly for direct donor cultivation, resulting in 3 new major gift prospects.' Process efficiency: 'Automated invoice processing reduced month-end close from 5 days to 2 days, enabling faster program reporting to funders.' Data accuracy improvements: 'Unified CRM eliminated duplicate donor records, improving targeted campaign response rates by 15%.'"*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"The statistic that 92% of nonprofits use AI in some form, while only 7% see major improvements, illustrates a critical point: adoption without strategic implementation creates busywork, not capacity. Build AI literacy internally before making significant investments. Understanding how AI works—and doesn't work—prevents expensive mistakes and helps you evaluate vendor claims more effectively."*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"Focus on problems, not solutions. Start with your most time-consuming manual processes and work backward to find technology solutions, rather than starting with trendy tools and looking for applications."*

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**Nonprofit Technology Trends 2026: What Leaders Need to Know Beyond the Hype**

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"The nonprofit organizations positioning themselves for success in 2026 and beyond are those treating technology as capacity building rather than as an end in itself. They're using AI and automation to handle routine tasks, unified platforms to eliminate data silos, and analytics to demonstrate impact more effectively to funders."*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"You don't need to be on the cutting edge of technology to gain competitive advantage. You need to be thoughtful about applying proven tools to your specific operational challenges. In a sector where most organizations remain 6-18 months behind the technology curve, systematic implementation of mature technologies often provides more benefit than early adoption of emerging tools."*

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MARCH 31, 2026

Industry Blog/Resource Platform [4]

*"Start with the fundamentals: unified data, automated routine tasks, and clear impact measurement. The flashier applications can wait until you've built a solid technological foundation that actually serves your mission."*

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MARCH 31, 2026

Vendor Blog/Research Report [5]

*"92% of nonprofits are now using AI in some capacity. That represents remarkable adoption for a technology that barely existed in its current form two years ago. Nearly every organization we surveyed has moved past the 'should we try this?' phase and into active experimentation."*

VIRTUOUS

**2026 Nonprofit AI Adoption Report: What 346 Nonprofits Revealed About AI in Fundraising**

Benchmark study of 346 nonprofits surveyed in December 2025 revealing the gap between AI adoption (92%) and transformative impact (7%), with analysis of barriers, success factors, and the 'AI adoption paradox'

FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"Only 7% of those organizations report major improvements in their ability to achieve their mission. Consider that contrast for a moment. 92% adoption. 7% transformation. We call this the AI adoption paradox."*

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VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"The vast majority of organizations are hitting what our research identifies as an efficiency plateau. They are accelerating existing workflows without fundamentally expanding what they can accomplish as a team, such as scaling personalized donor outreach or automating manual steps in your team's internal workflows."*

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VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"One fundraising leader we surveyed described this perfectly: 'We've been using AI for over a year now. Everyone on my team uses ChatGPT for drafts and research. We're definitely faster. But if you asked me if we've fundamentally changed what we're capable of as an organization, I honestly don't think so. We're just doing the same things more efficiently.'"*

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VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"Organizations not yet using AI cite: Lack of training (48%), Need for guidance on getting started (44%), Capability concerns (44%). Organizations already using AI daily face entirely different challenges: Time and capacity constraints (31%), Privacy and security concerns (32%), Staff skepticism based on experience (19%)."*

VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"47% of organizations have no AI governance policy. Additionally, 81% are using AI on an ad hoc basis without any documentation of what actually works. Consider what that means in practice. Multiple people on the same team are solving identical problems in isolation. Successful approaches remain invisible to others."*

VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"One responder articulated this challenge clearly: 'AI needs to be integrated more across systems. Right now, it's hard to automate because different AIs are working in different systems.'"*

VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"The organizations achieving substantial outcomes are approaching implementation differently. These organizations have stopped viewing AI as an individual's productivity enhancement. Instead, they have embedded it into their team's operational rhythms."*

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VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"The investment required proves more modest than most organizations assume: A centralized document capturing proven prompts and approaches, A single-page acceptable use policy created in one focused meeting, Basic measurement systems to track outcomes across departments, Adopting the right tools to form an integrated system."*

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VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"One responder captured the approach simply: 'Create Efficient Workflows and Document Processes.' Organizations that have started capturing workflows and documenting their approaches describe accelerating returns. New staff get trained quickly. Everyone uses proven approaches. Teams iterate rather than starting from scratch."*

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VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"We're at a unique moment...with most nonprofits having implemented AI and few using it to fully change their everyday practices. It's a moment that won't last forever, but we believe it is an important one. With everyone still learning, it's an easy time to step in and lead your team towards operational changes that impact everyone's day-to-day workflows for the better...using AI."*

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VIRTUOUS

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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"Virtuous Momentum helps gift officers start each day knowing exactly which donors to prioritize, draft personalized outreach in seconds, and manage growing portfolios without sacrificing relationship quality. One gift officer shared: '[Virtuous Momentum] keeps me going, gives me a plan in the morning, allows me to plan for those donor phone calls that I need to make.'"*

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VIRTUOUS  
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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"Another user set aside six hours for a recent email campaign, expecting to need all of that time. With Momentum, the entire process took 20 minutes. As they described it: 'For a recent email campaign, I set aside six hours, expecting to need all of that time, but with [Virtuous] Momentum the entire process only took 20 minutes. The ease and efficiency were incredible.'"*

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VIRTUOUS  
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FEBRUARY 16, 2026

Vendor Blog/Research Report [5]

*"Virtuous Insights uses predictive machine learning to surface high-value prospects, identify donors at risk of lapsing, and recommend the right ask amounts based on wealth and engagement data. The tool combines your CRM data with third-party signals to reveal patterns that static reports simply cannot capture."*

VIRTUOUS  
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FEBRUARY 16, 2026

Nonprofit Industry Blog/Resource Site [6]

*"70% of nonprofits believe AI can help reduce workload and improve communications, but 60% say they lack the in-house expertise to assess tools, and only 4% have AI-specific training budgets."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**  
AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"40% of nonprofits say that no one in their organization is educated in AI."*

NONPROFIT TECH FOR GOOD  
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2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"76% of nonprofits do not have an AI policy."*

NONPROFIT TECH FOR GOOD  
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2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"70% of nonprofit professionals are concerned about data privacy and security, 63% worry about accuracy, and 57% are concerned about representation and biases in the use of generative AI."*

NONPROFIT TECH FOR GOOD  
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2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"More than a third of nonprofit professionals (37%) are actively involved in wider discussions on AI. Those not involved cite a lack of awareness of opportunities for involvement, not being asked to get involved, and resource limitations."*

NONPROFIT TECH FOR GOOD  
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2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"75% of nonprofits believe that generative AI has the potential to transform their marketing efforts, but only 25% have 'concrete ideas' for how generative AI is applicable in their organization."*

NONPROFIT TECH FOR GOOD  
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2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"The top three reasons nonprofits use AI are for internal productivity (35%), marketing and communications (31%), and development and fundraising (24%)."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**  
AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"Nonprofits are using a wide range of AI chatbots, with the most popular being ChatGPT (57%), followed by Copilot (23%) and Gemini (14%). Very few nonprofits are using AI tools to create imagery, such as DALL-E (3%) and Midjourney (2%)."*

NONPROFIT TECH FOR GOOD

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2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"The top three ways nonprofits use AI chatbots are to check grammar, spelling, and punctuation (53%), to help brainstorm headlines and subject lines (53%), and to create first drafts of content (39%)."*

NONPROFIT TECH FOR GOOD

**2026 AI Marketing & Fundraising Statistics for Nonprofits**

AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.

2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"82% of nonprofits are using AI informally/ad-hoc, mostly to generate content like drafting donor emails."*

NONPROFIT TECH FOR GOOD

**2026 AI Marketing & Fundraising Statistics for Nonprofits**

AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.

2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"Only 15% of nonprofits disclose their use of generative AI tools."*

NONPROFIT TECH FOR GOOD

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AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.

2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"69% of nonprofit marketers that use generative AI have not received formal training."*

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NONPROFIT TECH FOR GOOD

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AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.

2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"Only 4% of nonprofits utilize smart fundraising donation forms and less than 1% use real-time fundraising intelligence."*

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NONPROFIT TECH FOR GOOD

**2026 AI Marketing & Fundraising Statistics for Nonprofits**

AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.

2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"67% of online donors agree that nonprofits should use AI to assist in their marketing, fundraising, and administrative tasks."*

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NONPROFIT TECH FOR GOOD

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AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.

2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"63% of fundraisers are unsure about using generative AI for donor communications because it seems less personal, but 82% are comfortable using AI for donor research."*

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NONPROFIT TECH FOR GOOD

**2026 AI Marketing & Fundraising Statistics for Nonprofits**

AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.

2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"The more generous the donor, the more likely they are to support nonprofits using AI – 30% for high donors, 19% for medium donors, and 13% for small donors."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**

AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"30% of nonprofits say that AI has boosted fundraising revenue in the past 12 months."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**

AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"The average one-time donation for donation forms utilizing AI without using personally identifiable information (PII) is \$161 compared to the industry average of \$115, and the average monthly recurring donation is \$32 compared to the industry average of \$24."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**

AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"13% of nonprofits use predictive AI software for donor prospecting."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**

AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"43% of donors say that AI use would have a positive or neutral effect on their giving. 31% say they would be less likely to donate. 9% would be more likely to donate."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**  
AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"23% of foundations will not accept grant applications with content created by generative AI. 10% will. 67% are undecided about whether to accept AI-generated applications."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**  
AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"4.5% of donors use chatbots, like ChatGPT and Claude, to find and research causes."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**  
AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"Donors who give as result of visiting a nonprofit's website from a chatbot are less likely to donate right away, but when they do give, the average gift is \$250."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**  
AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"Nonprofit board members says the top three benefits of using AI are: minutes automation (82%), document summaries (75%), and director prep (63%)."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**  
AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Nonprofit Industry Blog/Resource Site [6]

*"41% agree that AI would greatly benefit nonprofits and 36% agree that AI would directly impact their fundraising strategies."*

NONPROFIT TECH FOR GOOD  
**2026 AI Marketing & Fundraising Statistics for Nonprofits**  
AI enables nonprofits to increase fundraising revenue by optimizing donor engagement, predicting giving patterns, and personalizing outreach. Comprehensive statistics on AI adoption in the nonprofit sector.  
2025-2026 (CURRENT)

Professional Association Blog [7]

*"By leveraging AI tools during prospect research, you and your team will experience a variety of advantages, such as: More comprehensive and accurate information on each of your prospective major donors. More thorough analyses of prospect research data, providing deeper insights into potential donors' giving capacities and likelihood of engaging with your nonprofit. Highly tailored outreach through prioritization of prospect lists and personalized fundraising content generation. Automation of mundane tasks like data transfer and report creation, allowing you to spend less time on those aspects of major gift fundraising and more time building relationships with prospects."*

CFRE (CERTIFIED FUND RAISING EXECUTIVE)  
**AI and Prospect Research: What Your Nonprofit Should Know**  
A guide exploring the benefits of leveraging AI to enhance nonprofit prospect research processes with actionable implementation steps, published by CFRE.  
JUNE 4, 2024

*"Your organization can maximize these benefits by integrating both predictive and generative AI tools into your prospect research strategy. Predictive AI solutions analyze data to look for trends and make suggestions based on those insights. The tools under this category that are most useful for prospect research are known as predictive modeling solutions. These segment and prioritize prospect lists so you know which prospects are most likely to respond, contribute to and become long-term donors to your organization."*

CFRE (CERTIFIED FUND RAISING EXECUTIVE)  
**AI and Prospect Research: What Your Nonprofit Should Know**  
A guide exploring the benefits of leveraging AI to enhance nonprofit prospect research processes with actionable implementation steps, published by CFRE.  
JUNE 4, 2024

*"Generative AI solutions use data patterns to produce original content. There are two types of generative AI tools your nonprofit might use for prospect research. Prospect generator solutions provide custom reports to organize and summarize important details on each of your potential donors, while content creation tools help you design outreach materials tailored to each prospect's background and interests."*

CFRE (CERTIFIED FUND RAISING EXECUTIVE)  
**AI and Prospect Research: What Your Nonprofit Should Know**  
A guide exploring the benefits of leveraging AI to enhance nonprofit prospect research processes with actionable implementation steps, published by CFRE.  
JUNE 4, 2024

Professional Association Blog

[7]

*"AI solutions are intended to supplement—not replace—the prospect research tools you already leverage, such as your organization's constituent relationship management (CRM) system and third-party prospect research databases. Here is a basic step-by-step breakdown of how to use all of these tools in the prospecting process, from identification to outreach: 1. Review your CRM to identify any potential major donors among your nonprofit's existing supporter base. 2. Leverage a prospect research database to gather demographic, psychographic, wealth, and philanthropic data on the prospects you've identified, as well as find additional prospects outside your existing donor base. 3. Transfer these prospects' data to a predictive modeling solution that will analyze the information and prioritize your list to show who your most viable prospects are."*

CFRE (CERTIFIED FUND RAISING EXECUTIVE)

**AI and Prospect Research: What Your Nonprofit Should Know**

A guide exploring the benefits of leveraging AI to enhance nonprofit prospect research processes with actionable implementation steps, published by CFRE.

JUNE 4, 2024

Professional Association Blog

[7]

*"Generate AI-powered prospect reports on your potential donors—starting at the top of your priority list and working your way down—to help you decide how best to reach out to each of them. Create individualized outreach materials such as email templates, direct mail copy, and phone call talking points with your AI content creation tools. For best results, use your AI solutions' outputs as a starting point and revise them to infuse a personal touch."*

CFRE (CERTIFIED FUND RAISING EXECUTIVE)

**AI and Prospect Research: What Your Nonprofit Should Know**

A guide exploring the benefits of leveraging AI to enhance nonprofit prospect research processes with actionable implementation steps, published by CFRE.

JUNE 4, 2024

Professional Association Blog [7]

*"To further minimize these risks, ensure your organization uses AI responsibly. In the context of prospect research, this includes: Adhering to all applicable privacy laws when analyzing prospect data. Taking security precautions as you handle sensitive information. Identifying and addressing biased outputs to create inclusive processes and outreach materials. Being transparent with your community about how your nonprofit uses AI."*

CFRE (CERTIFIED FUND RAISING EXECUTIVE)

**AI and Prospect Research: What Your Nonprofit Should Know**

A guide exploring the benefits of leveraging AI to enhance nonprofit prospect research processes with actionable implementation steps, published by CFRE.

JUNE 4, 2024

Professional Association Blog [7]

*"When you hold AI prospect research training sessions for your team, include a segment on responsible AI use, and have participants pledge to uphold these principles to ensure everyone is on the same page as you get started."*

CFRE (CERTIFIED FUND RAISING EXECUTIVE)

**AI and Prospect Research: What Your Nonprofit Should Know**

A guide exploring the benefits of leveraging AI to enhance nonprofit prospect research processes with actionable implementation steps, published by CFRE.

JUNE 4, 2024

Professional Association Blog [7]

*"While many of these risks—such as data breaches, noncompliance with legal requirements and unintentional bias—are real, they shouldn't deter you from using AI for prospect research because the potential benefits to your organization are much more impactful."*

CFRE (CERTIFIED FUND RAISING EXECUTIVE)

**AI and Prospect Research: What Your Nonprofit Should Know**

A guide exploring the benefits of leveraging AI to enhance nonprofit prospect research processes with actionable implementation steps, published by CFRE.

JUNE 4, 2024

Blog/Digital Agency [8]

*"Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize fundraising strategies. Instead of relying on gut feelings or outdated segmentation methods, nonprofits can now predict who will donate, when they'll give, and how much they're likely to contribute."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Organizations using predictive analytics have seen their 'Top Prioritized Prospects' donate seven times more compared to other donors. This isn't just about raising more money - it's about building deeper relationships with supporters while making every dollar of your fundraising budget work harder."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Predictive AI is your strategic advisor. It analyzes data to forecast future outcomes and make recommendations. This technology answers questions like 'Who should we ask for a major gift?' or 'Which donors are at risk of stopping their monthly contributions?' It's all about using existing information to predict what comes next."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"The shift from traditional fundraising to data-driven approaches is happening fast. As one industry expert noted, 'The art of nonprofit fundraising is quickly becoming a science.' With donor competition intensifying and funding becoming less predictable, nonprofits that accept predictive analytics gain a significant advantage in identifying, engaging, and retaining supporters."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Generative AI is your creative assistant. It creates new content from scratch – writing email appeals, designing social media posts, or even generating thank-you videos. This technology takes your ideas and turns them into polished communications that engage your supporters."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Think of Predictive AI as telling you who to talk to and what to ask for, while Generative AI helps you craft how to say it. One informs your strategy, the other helps with execution."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"UNICEF Australia saw 26% more net revenue and 35% better campaign ROI using predictive analytics, while saving \$30,000 by sending 15,000 fewer mailers. These aren't just impressive numbers - they represent real impact for the communities they serve."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Likelihood to donate is probably the most valuable prediction. By looking at past donor patterns, we can assign each person in our database a probability score. This means we know who's most likely to say 'yes' when we reach out, whether they're brand new prospects or longtime supporters."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Major donor identification is where things get really exciting. The system analyzes what makes your current major donors special, then finds people in your database who share those same characteristics. It's like having a talent scout for philanthropy, helping you find hidden gems among your supporters."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Donor churn risk predictions act like an early warning system. They flag supporters who might be drifting away before they actually stop giving. This gives us time to reach out with special attention, saving relationships that would be much harder (and more expensive) to rebuild later."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Data quality issues top the list of challenges. Incomplete records, duplicate entries, and outdated information can skew your results. The solution? Establish strong data governance practices from day one and make data hygiene a regular part of your routine."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"The technical expertise gap worries many organizations, especially smaller nonprofits. You might not have data scientists on staff, and that's perfectly fine. Working with experienced consultants or technology partners can bridge this gap while building internal capacity over time."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Data privacy and ethics require careful attention in today's environment. Your donors trust you with their information, and that trust is sacred. Be transparent about how you use data, secure it properly, and always comply with relevant regulations. Ethical AI practices aren't just good business – they're essential for maintaining donor relationships."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.

OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Budget constraints often make organizations hesitate, but predictive analytics doesn't require a massive investment upfront. Start small with one specific challenge, test your approach, and scale based on results. Many organizations see positive ROI within the first few months."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.  
OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Traditional donor segmentation has been the backbone of fundraising for decades, but it's a bit like driving while only looking in your rearview mirror. Most nonprofits use RFM segmentation - grouping donors by how recently they gave (Recency), how often they give (Frequency), and how much they typically donate (Monetary value). This approach is descriptive, telling you what happened in the past."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.  
OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Predictive analytics for fundraising flips this approach. Instead of being descriptive (what happened), it's predictive (what will happen). Rather than looking backward at historical patterns, it looks forward to anticipate future behavior."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.  
OCTOBER 24, 2025

Blog/Digital Agency [8]

*"Small nonprofits actually have some advantages when it comes to implementing predictive analytics. You're typically more agile, can make decisions faster, and often have cleaner data because you haven't been collecting it for decades across multiple systems."*

KNDR.DIGITAL

**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**

Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.  
OCTOBER 24, 2025

Blog/Digital Agency [8]

*"The focus on high-impact predictions is especially valuable for smaller organizations. Instead of trying to predict everything, you can zero in on the predictions that will make the biggest difference. Maybe that's identifying your top 50 major donor prospects, or finding which 200 lapsed donors are most likely to return."*

KNDR.DIGITAL  
**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**  
Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.  
OCTOBER 24, 2025

Blog/Digital Agency [8]

*"When your fundraising team knows exactly which donors are most likely to upgrade their giving or which supporters might be at risk of lapsing, they can spend their time building deeper relationships instead of shooting in the dark. This creates a data-driven culture where every decision is informed, every outreach is purposeful, and every donor feels truly understood."*

KNDR.DIGITAL  
**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**  
Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.  
OCTOBER 24, 2025

Blog/Digital Agency [8]

*"The future of fundraising is already here for organizations brave enough to accept it. It's intelligent, personalized, and incredibly impactful. Whether you're a small nonprofit with hundreds of donors or a large organization with thousands of supporters, the opportunity to build a smarter fundraising future is within reach."*

KNDR.DIGITAL  
**Unlock Donor Potential: A Guide to Predictive Analytics in Fundraising**  
Predictive analytics for fundraising uses data, statistical algorithms, and machine learning to forecast donor behavior and optimize nonprofit fundraising strategies.  
OCTOBER 24, 2025

Nonprofit Association Event/Webinar Resource [9]

*"AI as a Mission Enabler: Not a futuristic idea, but a present-day force transforming how nonprofits work and serve communities."*

COLORADO NONPROFIT ASSOCIATION  
**AI for Impact: How Nonprofits Are Harnessing Artificial Intelligence to Amplify Mission**  
Colorado-specific webinar event covering AI applications for nonprofits including predictive donor modeling, personalized outreach, and automated reporting that improved donor retention by over 12%. Presented by BetterWorld Technology and Microsoft.  
DATE NOT SPECIFIED IN SOURCE MATERIAL

Nonprofit Association Event/Webinar Resource [9]

*"Fundraising & Donor Engagement: Predictive donor modeling, personalized outreach, and automated reporting improved donor retention by over 12%."*

COLORADO NONPROFIT ASSOCIATION  
**AI for Impact: How Nonprofits Are Harnessing Artificial Intelligence to Amplify Mission**  
Colorado-specific webinar event covering AI applications for nonprofits including predictive donor modeling, personalized outreach, and automated reporting that improved donor retention by over 12%. Presented by BetterWorld Technology and Microsoft.  
DATE NOT SPECIFIED IN SOURCE MATERIAL

Nonprofit Association Event/Webinar Resource [9]

*"Responsible AI principles - Transparency, Consent, Accountability, and Equity - are presented as essential to maintaining donor and public trust."*

COLORADO NONPROFIT ASSOCIATION  
**AI for Impact: How Nonprofits Are Harnessing Artificial Intelligence to Amplify Mission**  
Colorado-specific webinar event covering AI applications for nonprofits including predictive donor modeling, personalized outreach, and automated reporting that improved donor retention by over 12%. Presented by BetterWorld Technology and Microsoft.  
DATE NOT SPECIFIED IN SOURCE MATERIAL

Nonprofit Association Event/Webinar Resource [9]

*"Humans + Data + Empathy: AI should empower human judgment, not replace it."*

COLORADO NONPROFIT ASSOCIATION  
**AI for Impact: How Nonprofits Are Harnessing Artificial Intelligence to Amplify Mission**  
Colorado-specific webinar event covering AI applications for nonprofits including predictive donor modeling, personalized outreach, and automated reporting that improved donor retention by over 12%. Presented by BetterWorld Technology and Microsoft.  
DATE NOT SPECIFIED IN SOURCE MATERIAL

Nonprofit Association Event/Webinar Resource [9]

*"Every AI project is a cybersecurity project. Responsible AI principles and strong AI governance frameworks ensure innovation doesn't outpace protection."*

COLORADO NONPROFIT ASSOCIATION  
**AI for Impact: How Nonprofits Are Harnessing Artificial Intelligence to Amplify Mission**  
Colorado-specific webinar event covering AI applications for nonprofits including predictive donor modeling, personalized outreach, and automated reporting that improved donor retention by over 12%. Presented by BetterWorld Technology and Microsoft.  
DATE NOT SPECIFIED IN SOURCE MATERIAL

Nonprofit Association Event/Webinar Resource [9]

*"AI amplifies mission, efficiency, and trust. Start with strategy, not tools. Build a culture of learning and cybersecurity."*

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COLORADO NONPROFIT ASSOCIATION

**AI for Impact: How Nonprofits Are Harnessing Artificial Intelligence to Amplify Mission**

Colorado-specific webinar event covering AI applications for nonprofits including predictive donor modeling, personalized outreach, and automated reporting that improved donor retention by over 12%. Presented by BetterWorld Technology and Microsoft.

DATE NOT SPECIFIED IN SOURCE MATERIAL

Nonprofit Association Event/Webinar Resource [9]

*"Top AI Use Cases for Nonprofits: Grant Writing & Reporting: AI-assisted drafting saves weeks of staff time while improving clarity and compliance. Program Design & Service Delivery: AI helps nonprofits analyze feedback, anticipate demand, and measure real outcomes. Communications & Storytelling: Tools like Copilot and Canva Magic Write accelerate content creation while keeping brand consistency. Operations & HR: Automated meeting summaries, onboarding plans, and budgeting free up staff for higher-impact work."*

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COLORADO NONPROFIT ASSOCIATION

**AI for Impact: How Nonprofits Are Harnessing Artificial Intelligence to Amplify Mission**

Colorado-specific webinar event covering AI applications for nonprofits including predictive donor modeling, personalized outreach, and automated reporting that improved donor retention by over 12%. Presented by BetterWorld Technology and Microsoft.

DATE NOT SPECIFIED IN SOURCE MATERIAL

Nonprofit Association Event/Webinar Resource [9]

*"Pilot one AI workflow within the next 90 days. Update data and cybersecurity policies. Engage BetterWorld for an AI Readiness & Security Assessment."*

COLORADO NONPROFIT ASSOCIATION

**AI for Impact: How Nonprofits Are Harnessing Artificial Intelligence to Amplify Mission**

Colorado-specific webinar event covering AI applications for nonprofits including predictive donor modeling, personalized outreach, and automated reporting that improved donor retention by over 12%. Presented by BetterWorld Technology and Microsoft.

DATE NOT SPECIFIED IN SOURCE MATERIAL

Nonprofit Association Event/Webinar Resource [9]

*"Technology + Trust: Every AI initiative must be built on strong cybersecurity, data governance, and ethical use frameworks."*

COLORADO NONPROFIT ASSOCIATION

**AI for Impact: How Nonprofits Are Harnessing Artificial Intelligence to Amplify Mission**

Colorado-specific webinar event covering AI applications for nonprofits including predictive donor modeling, personalized outreach, and automated reporting that improved donor retention by over 12%. Presented by BetterWorld Technology and Microsoft.

DATE NOT SPECIFIED IN SOURCE MATERIAL

Nonprofit Association, Training/Educational Resource [10]

*"What if you could write personalized donor thank-you letters in minutes instead of hours? Research prospective major donors without expensive databases? Create compelling campaign appeals that actually sound like your organization? AI makes all of this possible—today, with free tools."*

COLORADO NONPROFIT ASSOCIATION

**AI for Fundraising and Donor Engagement**

Colorado Nonprofit Association training on integrating AI into fundraising workflows, covering prospect research, personalized communications, grant writing, and donor stewardship while maintaining ethical practices and authentic relationships.

DATE NOT SPECIFIED IN SOURCE

Nonprofit Association, Training/Educational Resource [10]

*"This practical session shows development professionals how to integrate AI into their fundraising workflow without losing the human connection that drives giving. We'll cover AI-assisted prospect research, personalized appeal writing at scale, grant narrative drafting, and donor stewardship communications."*

COLORADO NONPROFIT ASSOCIATION

**AI for Fundraising and Donor Engagement**

Colorado Nonprofit Association training on integrating AI into fundraising workflows, covering prospect research, personalized communications, grant writing, and donor stewardship while maintaining ethical practices and authentic relationships.

DATE NOT SPECIFIED IN SOURCE

Nonprofit Association, Training/Educational Resource [10]

*"The session balances efficiency with ethics. AI can help you do more with less, but donors give to people, not algorithms. We'll discuss transparency, when to disclose AI use, and how to maintain authentic relationships while leveraging technology."*

COLORADO NONPROFIT ASSOCIATION  
**AI for Fundraising and Donor Engagement**  
Colorado Nonprofit Association training on integrating AI into fundraising workflows, covering prospect research, personalized communications, grant writing, and donor stewardship while maintaining ethical practices and authentic relationships.  
DATE NOT SPECIFIED IN SOURCE

Nonprofit Association, Training/Educational Resource [10]

*"Participants will practice with real prompts and leave with templates they can customize for their next campaign."*

COLORADO NONPROFIT ASSOCIATION  
**AI for Fundraising and Donor Engagement**  
Colorado Nonprofit Association training on integrating AI into fundraising workflows, covering prospect research, personalized communications, grant writing, and donor stewardship while maintaining ethical practices and authentic relationships.  
DATE NOT SPECIFIED IN SOURCE

Nonprofit Association, Training/Educational Resource [10]

*"Deborah Sherman is a Cornell-certified AI consultant, agentic builder, and founder of AIEZ.ai in Denver, where she delivers AI advisory services, agent workflows for businesses and governance frameworks for anyone navigating the AI era."*

COLORADO NONPROFIT ASSOCIATION  
**AI for Fundraising and Donor Engagement**  
Colorado Nonprofit Association training on integrating AI into fundraising workflows, covering prospect research, personalized communications, grant writing, and donor stewardship while maintaining ethical practices and authentic relationships.  
DATE NOT SPECIFIED IN SOURCE

Think Tank / Nonprofit Research Organization [11]

*"Nearly two-thirds of nonprofits report using AI—mostly for communications, productivity, and fundraising. Ninety percent say they want to deepen their adoption, underscoring both the enthusiasm and the urgency for investment."*

BRIDGESPAN GROUP  
**Closing the Nonprofit Funding Gap in the Age of AI**  
Bridgespan report analyzing how nonprofits are adopting AI for communications, productivity, and fundraising, with emphasis on funding gaps and the need for 'pay-what-it-takes' approach to technology as core operating cost.  
OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Ninety-six percent of nonprofits that invest in technology improve program and service delivery, 89 percent experience increased organizational capacity and growth, and 82 percent achieve greater financial stability, according to NTEN, a nonprofit tech advocate."*

BRIDGESPAN GROUP

**Closing the Nonprofit Funding Gap in the Age of AI**

Bridgespan report analyzing how nonprofits are adopting AI for communications, productivity, and fundraising, with emphasis on funding gaps and the need for 'pay-what-it-takes' approach to technology as core operating cost.

OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Only 20 percent of funders currently provide grantees with money for technology tools and resources. Moreover, NTEN's 2024 Digital Investment Report found that just 11 percent of nonprofits say foundation grants contribute significantly to their technology budgets."*

BRIDGESPAN GROUP

**Closing the Nonprofit Funding Gap in the Age of AI**

Bridgespan report analyzing how nonprofits are adopting AI for communications, productivity, and fundraising, with emphasis on funding gaps and the need for 'pay-what-it-takes' approach to technology as core operating cost.

OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Of the budgets nonprofits do have, 54 percent goes to hardware and equipment, compared with just 14 percent for software, 12 percent for services, and 1 percent for training. In other words, hardware eats up most of the tech budget while the enablers of transformation (software, integration, staffing, and training) remain severely underfunded."*

BRIDGESPAN GROUP

**Closing the Nonprofit Funding Gap in the Age of AI**

Bridgespan report analyzing how nonprofits are adopting AI for communications, productivity, and fundraising, with emphasis on funding gaps and the need for 'pay-what-it-takes' approach to technology as core operating cost.

OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"By contrast, tech spending is critical for the private sector where money is allocated for a full range of costs. Forrester estimates that personnel costs account for 35 percent of enterprise IT budgets, while software represents 21 percent, with the remainder divided across hardware, infrastructure, and external services."*

BRIDGESPAN GROUP

**Closing the Nonprofit Funding Gap in the Age of AI**

Bridgespan report analyzing how nonprofits are adopting AI for communications, productivity, and fundraising, with emphasis on funding gaps and the need for 'pay-what-it-takes' approach to technology as core operating cost.

OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Fast Forward found that 48 percent of AI-powered nonprofits report higher technology-related expenses after adopting AI, and 84 percent say additional funding is essential to sustain development, largely because AI tools require ongoing training, data management, and integration support."*

BRIDGESPAN GROUP

**Closing the Nonprofit Funding Gap in the Age of AI**

Bridgespan report analyzing how nonprofits are adopting AI for communications, productivity, and fundraising, with emphasis on funding gaps and the need for 'pay-what-it-takes' approach to technology as core operating cost.

OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"The Center for Effective Philanthropy's AI With Purpose report found that three-quarters of nonprofits believe funders have little to no understanding of their AI-related needs, and fewer than 20 percent have ever discussed AI with funders."*

BRIDGESPAN GROUP

**Closing the Nonprofit Funding Gap in the Age of AI**

Bridgespan report analyzing how nonprofits are adopting AI for communications, productivity, and fundraising, with emphasis on funding gaps and the need for 'pay-what-it-takes' approach to technology as core operating cost.

OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"One education nonprofit we heard from received a large grant to build tutoring software that would dramatically expand its virtual reach. The software was a success, but the executive director later confided that they were scrambling to fundraise for the infrastructure to keep it running."*

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"When only one percent of nonprofit tech budgets go to training, the sector lacks the capacity to sustain new tools. Funders who support training and talent alongside technology (e.g., tech capacity grants, AI literacy training, and unrestricted funding) can turn one-off pilots into drivers of long-term impact."*

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Fast Forward found that 43 percent of AI-powered organizations open-source their tools, meaning the source code is publicly available, allowing anyone to use, modify, and distribute it. Investing in and supporting shared platforms and knowledge exchange multiplies the impact of each investment and avoids duplication."*

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"The Center for Effective Philanthropy and Fast Forward both highlight this gap: more than half of nonprofit leaders say staff lack expertise to use or even learn about AI, and 41 percent of AI-powered nonprofits cite lack of in-house technical expertise as a barrier."*

BRIDGESPAN GROUP

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"We have seen that this capacity building can take many forms. It might mean hiring dedicated advisors, embedding tech-savvy leaders into grantmaking teams, or appointing board members with digital transformation experience (such as those trained through Board.dev)."*

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Competition for this kind of talent is fierce, and salaries for experienced professionals often far exceed traditional nonprofit compensation bands. Funders can prepare for this reality by supporting grantees in budgeting accordingly, whether through flexible funding, salary benchmarking, or shared staffing models."*

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Technology budgets often focus narrowly on hardware, licenses, or initial implementations. But the real costs are broader and ongoing. This is especially true with AI."*

BRIDGESPAN GROUP

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"In-kind contributions, such as 'free' credits or licenses, should be carefully factored into real costs since these supports can shift suddenly. We have seen this play out when providers such as Microsoft and DoorDash, which supported hundreds of nonprofits with delivery tools during the pandemic, later moved to paid models, creating significant and unexpected budget pressures."*

BRIDGESPAN GROUP

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Effective SOWs are co-developed with nonprofits to define needs, implementation plans, and adoption supports with clear accountabilities, including training and continued vendor support for a set period after launch."*

BRIDGESPAN GROUP

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"The reality is that technology isn't a one-time expense. The Center for Effective Philanthropy reports that nearly 90 percent of foundations provide no AI implementation support, and fewer than 15 percent plan to increase this in the next three years."*

BRIDGESPAN GROUP

**Closing the Nonprofit Funding Gap in the Age of AI**

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Digitally mature nonprofits are four times more likely to achieve their goals, establishing clear ROI for technology investment but demonstrating that maturity requires comprehensive, sustained funding beyond initial tool acquisition."*

BRIDGESPAN GROUP

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OCTOBER 27, 2025

Think Tank / Nonprofit Research Organization [11]

*"Organizations are eager to modernize, but funding gaps keep meaningful progress out of reach. These experiences reinforce what the data show: technology succeeds only when it is resourced as part of an organization's core infrastructure, not treated as a side project or discretionary expense."*

BRIDGESPAN GROUP

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OCTOBER 27, 2025

Blog

[12]

*"I'm a former tech executive who co-founded two nonprofits. One of them, Hack the Hood, is now 11 years old and has served over 3,000 young people. As an executive director for a decade, I raised over \$25 million from various funding sources. As a nonprofit development consultant, I've developed a passion for helping organizations utilize AI to achieve similar or even better results with significantly fewer resources."*

SUSAN MERNIT (INDEPENDENT CONSULTANT BLOG)

**Case Study: How I Use AI to Scale Nonprofit Impact (4/4)**

Practical case study from a nonprofit consultant detailing how AI is used to streamline grant writing, content creation, and relationship management with real results. Offers concrete implementation examples relevant to the research plan.

MARCH 2, 2025

Blog

[12]

*"Before AI: I spent countless hours each week writing grant narratives, crafting emails, summarizing research, and creating content. These essential yet time-consuming tasks restricted my ability to concentrate on strategy work. After AI: I've restructured my workflow to utilize AI for regular summarizing and research tasks, freeing up more than 10 hours each week for the work only humans can do: writing, building relationships, developing strategies, and guiding clients."*

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MARCH 2, 2025

Blog

[12]

*"I've created custom GPT Research Brains for client work. For example, one GPT for a small nonprofit organization contains: Selection of previous successful grant applications, Program descriptions and impact data, Strategic plans and evaluation results, Testimonials and user stories. When a new funding opportunity appears, I: Upload the RFP to my client's custom GPT, Ask it to analyze alignment with our programs, Have it highlight points of alignment and difference with the funder and the RFP, Incorporate these findings into my starting point to develop a draft proposal. This approach cuts proposal development time by roughly 30% while ensuring I leverage substantial past narratives."*

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MARCH 2, 2025

Blog

[12]

*"For my own marketing and client communications work: I use my 'Susan's Brain' custom GPT to edit content in my authentic voice. It creates consistent blog posts, newsletters, and social media that sound like me. I review, refine, and approve everything before it goes out. The results? My content production has increased while improving consistency and engagement rates."*

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MARCH 2, 2025

Blog [12]

*"After client meetings or funder conversations: I dictate rough notes into my phone or a notepad. Ask AI to organize and structure them into coherent summaries. Have it draft follow-up emails that maintain my voice and relationship style. Review and personalize before sending. This system ensures I have good follow-up and notes."*

SUSAN MERNIT (INDEPENDENT CONSULTANT BLOG)

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MARCH 2, 2025

Blog [12]

*"What Works Best: Using AI to edit drafts and outlines rather than creating first drafts. Creating custom GPTs that know your specific context and voice. Maintaining human review of all AI-generated content. Starting with non-critical applications before expanding."*

SUSAN MERNIT (INDEPENDENT CONSULTANT BLOG)

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MARCH 2, 2025

Blog [12]

*"Common Pitfalls: Accepting AI outputs without verification (I once caught and removed fabricated statistics). Not documenting successful prompts for repeated use. Using the wrong AI tool for a specific task and feeling frustrated because it doesn't work well. The key insight: AI is a thought partner, not a replacement for human judgment. Organizations that see the greatest benefits maintain this balance."*

SUSAN MERNIT (INDEPENDENT CONSULTANT BLOG)

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MARCH 2, 2025

Blog

[12]

*"The metrics that matter most to me: Time saved: About 15 hours weekly redirected to higher-value work. Proposal output: It is so much easier to generate quality drafts more quickly. Content production: Increased without sacrificing quality. Client satisfaction: Improved as I spend more time on strategic guidance. But perhaps most importantly, I've reduced 'administrivia,' making my work more sustainable."*

SUSAN MERNIT (INDEPENDENT CONSULTANT BLOG)

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MARCH 2, 2025

Blog

[12]

*"If you're inspired to try a similar approach: Begin with one repetitive writing task you do frequently. Experiment with AI assistance for that specific application. Document your process and results. Gradually expand to other areas as you build confidence."*

SUSAN MERNIT (INDEPENDENT CONSULTANT BLOG)

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Practical case study from a nonprofit consultant detailing how AI is used to streamline grant writing, content creation, and relationship management with real results. Offers concrete implementation examples relevant to the research plan.

MARCH 2, 2025

Blog

[12]

*"The nonprofit sector faces increasing demands with limited resources. AI won't solve all our challenges, but it can help us focus our human talents where they matter most—on the relationships, creativity, and strategic thinking that drive real impact."*

SUSAN MERNIT (INDEPENDENT CONSULTANT BLOG)

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Practical case study from a nonprofit consultant detailing how AI is used to streamline grant writing, content creation, and relationship management with real results. Offers concrete implementation examples relevant to the research plan.

MARCH 2, 2025

Blog/Nonprofit Technology Consulting [13]

*"82% of nonprofits now use AI in some capacity, yet only 10% have formal policies governing its use. This adoption surge represents both tremendous opportunity and significant challenges as organizations navigate the intersection of technology and social good."*

SIGMA FORCES

**How Nonprofits Are Leveraging AI for Social Impact in 2025**

Reports that organizations using AI for fundraising see 20-30% increases in donations through predictive analytics, with specific metrics on AI-driven fundraising outcomes and ROI for nonprofits in 2025.

2025

Blog/Nonprofit Technology Consulting [13]

*"The statistics tell a compelling story: 82% of nonprofits now use AI in some capacity, yet only 10% have formal policies governing its use. This adoption surge represents both tremendous opportunity and significant challenges as organizations navigate the intersection of technology and social good. From revolutionizing fundraising strategies to enhancing program delivery and streamlining operations, AI is enabling nonprofits to do more with less while maintaining the human connection that lies at the heart of their work."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Organizations are recognizing AI's potential to address their most pressing challenges: 58% of nonprofits cite hiring and retention as their biggest external barrier, surpassing concerns around funding (55%) and economic instability (49%). AI offers a pathway to address these staffing challenges through automation and efficiency gains."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Organizations like charity: water have implemented AI-powered chatbots for donor engagement, resulting in a 30% increase in donor retention rates. Similarly, HIAS (Hebrew Immigrant Aid Society) leveraged AI to analyze email campaigns and predict which appeals would drive the highest donations, leading to a 230% increase in contributions."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"The American Cancer Society exemplifies this approach, utilizing machine learning to optimize communication channels and achieve a 400% increase in donation conversion rates."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Organizations utilizing AI in fundraising efforts see 20-30% increases in donation amounts."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Good360 employs machine learning to optimally match product donations with community needs, reporting an increase of over 25% in operational efficiency."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"With 35% of nonprofits struggling with time-consuming manual reporting and 34% lacking real-time visibility into key metrics, AI offers significant relief."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"United Way of New York City demonstrated AI's crisis response capabilities during the COVID-19 pandemic, using an AI chatbot to engage donors and raise over \$50,000. This success highlighted AI's value in rapid deployment and crisis fundraising scenarios."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Feeding America uses AI to optimize food distribution logistics, with algorithms analyzing historical data and current trends to predict demand across different regions. This predictive capability enables optimized routes and distribution schedules, minimizing food waste and ensuring timely delivery to communities in need."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Spring ACT exemplifies this approach with Sophia, a chatbot that assists survivors of domestic violence in 172 countries, providing 24/7 anonymous support in over 20 languages. This global reach with a small team demonstrates the scalability potential of AI-native approaches."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"CareNX Innovations' Fetosense reduces maternal and infant mortality rates through portable AI-powered fetal monitoring systems deployed in more than 2,500 clinics across six nations, achieving a 30% decrease in NICU admissions."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"By 2026, voice AI systems are expected to reach out to beneficiaries of global nonprofits, asking direct questions about program effectiveness and creating real-time impact transparency. This development will enable funders to demand genuine impact data rather than just activity metrics, fundamentally changing how nonprofit effectiveness is measured and funded."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"A new generation of 'AI-native nonprofits' is emerging—organizations that incorporate artificial intelligence into their program design, infrastructure, and organizational culture from inception. These entities operate more like software companies, with AI managing operations, reporting, and service delivery, enabling them to scale impact without proportional increases in overhead costs."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"AI-native nonprofits achieve cost-effectiveness ratios 300-500% better than traditional organizations."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Organizations typically see 15-20 hours weekly saved on administrative tasks through AI implementation."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Phased Implementation allows organizations to start with simple, high-impact applications before expanding to more complex systems. Beginning with tools like AI-powered email optimization or basic chatbots can provide immediate value while building organizational confidence and expertise."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Collaborative Approaches enable smaller nonprofits to pool resources for AI implementation. Partnerships with technology companies and educational institutions can provide access to expertise and tools that individual organizations might not afford independently."*

SIGMA FORCES

**How Nonprofits Are Leveraging AI for Social Impact in 2025**

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2025

Blog/Nonprofit Technology Consulting [13]

*"Cloud-Based Solutions reduce infrastructure requirements and upfront costs. Many AI tools now operate as software-as-a-service (SaaS) solutions, making them accessible to organizations with limited technical resources."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Transparency ensures stakeholders understand when and how AI is used. Organizations should provide clear disclosures, document AI tools publicly, and be transparent about data collection methods."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"43% of donors say AI use would have a positive or neutral effect on their giving, while 31% say they would be less likely to donate. Interestingly, the more generous the donor, the more likely they are to support AI use—30% for high donors versus 13% for small donors."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"AI implementation costs vary significantly based on scope and approach. Cloud-based AI tools can start as low as \$50-200 monthly for basic functions like email optimization or chatbots. More comprehensive implementations involving custom development or enterprise solutions may range from \$5,000-50,000 annually. However, organizations typically see positive ROI within 6-12 months through efficiency gains and improved fundraising effectiveness."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"The primary risks include algorithmic bias that could disadvantage certain communities, data privacy breaches that compromise donor or beneficiary information, and over-reliance on automation that reduces human connection. Additional concerns include job displacement fears among staff and the potential for AI to perpetuate existing inequalities if not carefully managed."*

SIGMA FORCES

**How Nonprofits Are Leveraging AI for Social Impact in 2025**

Reports that organizations using AI for fundraising see 20-30% increases in donations through predictive analytics, with specific metrics on AI-driven fundraising outcomes and ROI for nonprofits in 2025.

2025

Blog/Nonprofit Technology Consulting [13]

*"Small nonprofits can leverage free and low-cost AI tools, seek pro bono support from technology companies, participate in nonprofit-specific AI programs like Google's \$30 million Generative AI Accelerator, and start with simple applications before expanding."*

SIGMA FORCES

**How Nonprofits Are Leveraging AI for Social Impact in 2025**

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2025

Blog/Nonprofit Technology Consulting [13]

*"Agentic AI will redefine nonprofit operations through autonomous AI agents capable of managing complex workflows and decision-making processes. These systems will enable small teams to manage large-scale operations more effectively."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"Real-Time Impact Analytics will become standard, with AI systems continuously monitoring program outcomes and adjusting strategies based on real-time feedback. This capability will transform how nonprofits demonstrate accountability to funders and stakeholders."*

SIGMA FORCES

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2025

Blog/Nonprofit Technology Consulting [13]

*"The trend shows 90% of organizations using three or more third-party systems beyond their main CRM, with 79% using five or more systems."*

SIGMA FORCES

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2025

Vendor Blog [14]

*"Rising costs, declining response rates, and donor fatigue make it essential to target the right people, with the right message, at the right time. That's where predictive modeling comes in. Rather than casting a wide net and watching ROI decline, nonprofits can use advanced data analytics and artificial intelligence (AI) to identify their most valuable donors before they even ask for a gift."*

TRUESENSE MARKETING

**How Predictive Modeling Helps Nonprofits Find Their Best Donors**

Detailed analysis from TrueSense on how predictive modeling identifies top donors, optimizes outreach, and boosts ROI with advanced AI analytics for nonprofit fundraising.

NOT SPECIFIED

Vendor Blog

[14]

*"Predictive modeling goes far beyond traditional donor analysis. Whereas older segmentation methods such as RFM (recency, frequency, monetary value) examine only what donors have already done, predictive modeling forecasts what they're likely to do next. AI models can predict which individuals will be most likely to respond to a particular campaign, which donors are primed for reactivation, and which prospects have the highest potential to become major supporters."*

TRUESENSE MARKETING

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NOT SPECIFIED

Vendor Blog

[14]

*"The power of this approach lies in its precision. Rather than making decisions about where to spend your next dollar at a cohort or segment level, predictive modeling allows you to make these decisions at the individual donor level. This means you can tailor your outreach strategy to each person's unique giving patterns and motivations, rather than treating all donors the same."*

TRUESENSE MARKETING

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NOT SPECIFIED

Vendor Blog [14]

*"Modern predictive models evaluate more data points than traditional methods. RFM considers just three attributes, but advanced AI tools — such as TrueSense Marketing's GPS — analyze 100+ factors, including age, net worth, life stage, donor-season trends, and past giving patterns. This comprehensive analysis produces a single score that directly correlates to the value of a donor for a specific campaign strategy."*

TRUESENSE MARKETING

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NOT SPECIFIED

Vendor Blog [14]

*"For donor marketing efforts, predictive modeling helps to identify the most responsive segments and create highly personalized direct mail pieces, email campaigns, social media ads, PSAs, and search engine marketing ads that resonate with each recipient. This forward-looking approach improves ROI for donor marketing campaigns while strengthening donor relationships."*

TRUESENSE MARKETING

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Detailed analysis from TrueSense on how predictive modeling identifies top donors, optimizes outreach, and boosts ROI with advanced AI analytics for nonprofit fundraising.

NOT SPECIFIED

Vendor Blog [14]

*"Predictive modeling solves multiple fundraising challenges simultaneously. Organizations can use these models to: Reactivate lapsed donors with an engaging offer; Identify engaged donors who are ready to upgrade their giving amount or frequency; Discover new prospects who are most likely to become first-time donors."*

TRUESENSE MARKETING

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Detailed analysis from TrueSense on how predictive modeling identifies top donors, optimizes outreach, and boosts ROI with advanced AI analytics for nonprofit fundraising.

NOT SPECIFIED

Vendor Blog [14]

*"We used predictive modeling to identify donors who are likely to become sustainers for some of our food bank clients. This model improved response rates by 36%."*

TRUESENSE MARKETING

**How Predictive Modeling Helps Nonprofits Find Their Best Donors**

Detailed analysis from TrueSense on how predictive modeling identifies top donors, optimizes outreach, and boosts ROI with advanced AI analytics for nonprofit fundraising.

NOT SPECIFIED

Press Release / News

[15]

*"Our 2025 data shows a stark difference in the performance of large organizations versus small organizations—a bifurcation that has become more evident in the last two years. For a while now, the sector has seen the trend of 'fewer donors, more dollars' play out, with the average gift size nearly doubling in the last ten years. But it's only in the last two years that small organizations in particular have faced growing challenges with major giving, contributing to the performance gap we're seeing."*

PRNEWswire

**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Press Release / News

[15]

*"Large organizations finished the year with approximately 11.7% revenue growth year over year. Midsize organizations saw modest growth of approximately 2%. Small organizations ended 2025 down approximately 6.4%."*

PRNEWswire

**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Press Release / News

[15]

*"Gifts of \$1,000 or more grew by roughly 4.7% year over year, while gifts under \$1,000 declined by about 1.1%. Large organizations received 84.5% of annual revenue from major gifts, compared with 51.7% for small organizations."*

PRNEWswire

**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Press Release / News [15]

*"Digital fundraising increased by approximately 11% year over year, peaking at nearly 15% growth in November."*

PRNEWswire  
**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Press Release / News [15]

*"Average gift size has nearly doubled in the last 10 years, from \$727 in 2016 to \$1,346 in 2025."*

PRNEWswire  
**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Press Release / News [15]

*"While major gifts drove the greatest gains in 2025, midlevel donors remain an often overlooked and under-engaged donor segment. Fundraisers should consider how AI tools including Agentic AI can help fill this gap."*

PRNEWswire  
**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Press Release / News [15]

*"Online giving continues to outperform, indicating strong ROI for the organizations who prioritize this platform. Fundraising teams should consider leveraging AI-optimized online donation forms to capitalize on this opportunity."*

PRNEWswire  
**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Press Release / News

[15]

*"What's inspiring optimism in this moment is that we're beginning to see the very capacity constraints smaller organizations have typically faced in the past—building a strong midlevel pipeline, sustaining consistent stewardship, and identifying major-gift potential—become more achievable as teams adopt AI to strengthen segmentation, surface next-best actions, and personalize outreach at scale."*

PRNEWswire

**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Press Release / News

[15]

*"Blackbaud (NASDAQ: BLKB) is the world's leading provider of AI-powered solutions for social impact. Serving nonprofits, educational institutions, companies committed to corporate social responsibility, and individual change makers, Blackbaud propels impact at scale with the sector's most intelligent solutions for fundraising and engagement, education solutions, financial management and CSR and grantmaking."*

PRNEWswire

**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Press Release / News [15]

*"Corporate giving should be considered as a pathway to major giving. The ability to pool funds from employee giving and matching gift programs provides a significant revenue opportunity, as well as an opportunity to steward new supporters in the form of individual employees, many of whom are Gen Z and Millennial givers that have high rates of participation in workplace giving and volunteering programs."*

PRNEWswire

**New Blackbaud Institute Data Shows Resilience in 2025 Charitable Giving, Highlights Areas of Opportunities for Nonprofits in 2026**

Authoritative data from the Blackbaud Institute showing 2025 charitable giving trends, revenue outcomes, and opportunities for nonprofits in 2026, based on broad sector-wide research.

MARCH 18, 2026

Vendor Blog / SaaS Company [16]

*"The problem is that actually putting that data to work for their mission is something that many organizations aren't equipped to tackle effectively. A lack of expertise and time can create a gap between gathering data and then using it to drive outreach and appeal strategies."*

Dataro

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"Artificial intelligence and machine learning tools for nonprofits have significantly shrunk that gap, making it easy for nonprofits to begin fully leveraging their data to boost fundraising results. But to use these new tools to their greatest effect, you'll need a solid foundation of data."*

Dataro

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"Predictive fundraising analytics (also called propensity modeling) involves finding trends in your historical data to make predictions about future donor behavior. This can mean simply comparing performance metrics over time to make logical inferences about how trends are likely to continue. Nonprofits are also increasingly using AI software to generate deeper, individualized predictive insights."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"Customizable CRMs like Salesforce and Blackbaud platforms have become top choices for exactly this reason. With a full ecosystem of nonprofit Salesforce apps and Blackbaud partners, you can create a highly connected toolkit that actively contributes to your analytics efforts."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"To top off your data infrastructure and generate as much value as possible, use integrated AI and machine learning tools to handle the predictions. Predictive analytics can be extremely complicated and is difficult to get just right. AI technology simplifies the process by generating lists of ideal donors for appeals or who may be at risk of lapsing, amongst other things."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"Dataro's solution uses AI to assign each of your donors a propensity score and rank (showing you how likely each individual is to take a particular action). With these insights reported straight to your CRM, you can then easily sort donors by their propensity markers to generate a targeted campaign list—no need for complex filters and confusing reports."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company

[16]

*"Although it's useful as a foundational tactic, traditional analytics strategies like RFM segmentation can be limiting, particularly when it comes to predictive analytics. The process of studying all of the possible data to make accurate predictions is extremely complex, if not impossible, to handle on your own. After all, so many factors go into a donor's ultimate decision to give (or not give)—simply grouping donors based on top-level RFM markers will still leave you open to surprises."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company

[16]

*"The bottomline is that traditional segmentation and prediction strategies are inefficient, time-consuming, and often inaccurate. That's where machine learning comes in. AI and machine learning tools can make analytics predictions that would be incredibly complicated to generate otherwise. It studies your data to find trends and make predictions down to the individual level—no more clustering donors into vague RFM segments."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"The machine learning software analyzes your fundraising data, splitting it into hundreds of discrete 'features' like gift recency and donor age. The artificial intelligence then combs through these features to find trends, patterns, and relationships. It uses these insights to begin training algorithmic models that can make predictions for the specific propensity you're looking for, like churn likelihood."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"Machine learning can make accurate predictions and completely replace the time-consuming process of studying your data to develop targeted campaign lists. This helps you raise more money for your mission without draining your team's time and attention along the way."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"If you use integrated AI tools like Dataro, you'll receive new rounds of predictive insights on a weekly basis."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"Remember that the value of your data compounds over time as your database grows. As long as you're shaping it and maintaining it in ways that are truly valuable for your nonprofit's goals, you're on the right track."*

DATARO

**Fundraising analytics: 20 critical metrics & how to use them**

Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.

FEBRUARY 7, 2025

Vendor Blog / SaaS Company [16]

*"Data hygiene ensures the long-term value and usefulness of your nonprofit's data, and it should be built into your recurring activities. Many organizations schedule regular data reviews to check for technical issues and data entry mistakes."*

DATARO  
**Fundraising analytics: 20 critical metrics & how to use them**  
Comprehensive guide from Dataro covering ROI calculation methods, key fundraising metrics, and how predictive analytics tools translate into measurable outcomes for nonprofit donor prospecting.  
FEBRUARY 7, 2025

News/Trade Publication - Nonprofit Sector [17]

*"Nonprofits are addicted to the hamster wheel of fundraising, and in 2026, artificial intelligence may supersize both the wheel and the addiction. For decades, organizations have churned out endless solicitations in search of new donors. It's a losing game: Email response rates are stuck below 1 percent, only 19 percent of first-time donors give again, and development staff are burning out at alarming rates."*

CHRONICLE OF PHILANTHROPY  
**Good News — and Bad News — About AI and Fundraising in 2026**  
Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.  
NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"Now comes AI. Soon, artificial intelligence will be part of every fundraising platform, screening donors, drafting solicitations, and predicting lapses. It will be seductively easy to press go and unleash a torrent of even more requests. The danger is clear: AI could speed up the hamster wheel by flooding inboxes and accelerating donor fatigue."*

CHRONICLE OF PHILANTHROPY  
**Good News — and Bad News — About AI and Fundraising in 2026**  
Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.  
NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"By sucking up rote, administrative tasks, AI can free staff to do what machines can't: listen, connect, solve problems, and build genuine relationships with donors. This is, after all, why fundraisers were attracted to the work in the first place. AI should help slow the wheel, not spin it faster."*

CHRONICLE OF PHILANTHROPY  
**Good News — and Bad News — About AI and Fundraising in 2026**  
Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.  
NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"Used wisely, it can give nonprofits the time and space to restore what's been lost in fundraising over decades of transactions: trust, community, and authentic connection. My greatest fear is that nonprofits will use AI to chase more gifts, faster. My greatest hope is that they'll use it to chase deeper relationships instead."*

CHRONICLE OF PHILANTHROPY

**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"In 2026, fundraisers will embrace artificial-intelligence tools that fuse two capabilities: prediction and generation. For years, predictive AI has helped fundraisers identify who is most likely to give, when to reach out, and how much to request. Generative AI, on the other hand, can write compelling, human-sounding outreach. In practice, these technologies have often operated in silos: One tells fundraisers whom to engage while the other helps draft what to say. In 2026, the two will merge into a single assistant."*

CHRONICLE OF PHILANTHROPY

**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"A fundraiser will log in to their customer relationship management system to find a ranked list of donors ready to hear from them, alongside personalized messages that reflect each donor's history, motivations, and interests. This goes beyond efficiency. It's a giant leap toward what I and others call 'precision philanthropy,' or the use of data to reach the right donors in the right way at the right time."*

CHRONICLE OF PHILANTHROPY

**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"The AI tool fundraisers actually embrace won't simply be the most accurate or articulate. It will be the most trustworthy. Donors are increasingly protective of their personal data, and fundraisers can't afford to jeopardize relationships through opaque algorithms or tone-deaf automation."*

CHRONICLE OF PHILANTHROPY

**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"The winning tool will therefore be transparent, safe, and ethical, extending a fundraiser's empathy rather than eliminating it. In 2026, the most popular AI fundraising tool won't be the flashiest. It will be the one that predicts wisely, generates responsibly, and above all helps humans connect with humans."*

CHRONICLE OF PHILANTHROPY

**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"Technology and data analytics will reshape how fundraising success is measured. Given that many nonprofits now use artificial intelligence, digital-engagement tools, and a wide variety of metrics, fundraisers will increasingly need to be both data and tech savvy. They'll also need to proactively adjust strategies — tweaking campaigns midway through, for example — based on what the data reveals."*

CHRONICLE OF PHILANTHROPY

**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"If they're relying heavily on AI, fundraisers will have to ensure that transparency, ethical data use, and authentic donor relationships remain at the heart of their work. Challenges such as federal funding cuts, tax policy changes, declining donor retention, and burnout aren't surmountable if the field works in silos."*

CHRONICLE OF PHILANTHROPY

**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"In 2026, a new type of AI fundraising tool — collaborative intelligence partners — will take over the field. While single-purpose automation tools exist, fundraisers need an assistant that integrates into their workflow to handle administrative tasks, analyze donor data, and draft personalized outreach, freeing them to focus on building relationships."*

CHRONICLE OF PHILANTHROPY  
**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"A truly collaborative AI tool will incorporate an organization's unique voice and strategy to ensure authentic and effective communications. This will turn organizational knowledge into a tangible asset. For example, a platform could synthesize past meeting notes with the latest programmatic updates — information that once lived in separate documents — and then suggest personalized talking points for upcoming meetings."*

CHRONICLE OF PHILANTHROPY  
**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"Fundraisers in the Donor Participation Project constantly complain about the struggle to move beyond generic communication. New AI tools will solve this by synthesizing a donor's entire journey — from event attendance to online interactions — to help fundraisers craft individualized messages, strengthening the connection in a way that mass emails can't."*

CHRONICLE OF PHILANTHROPY  
**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"Fundraisers are often drowning in data but starved for next steps. In 2026, new AI tools will analyze past interactions and donations to suggest the most effective outreach. This will help fundraisers be more thoughtful and responsive so they can engage with donors as partners not data points."*

CHRONICLE OF PHILANTHROPY  
**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

News/Trade Publication - Nonprofit Sector [17]

*"Collaborative AI tools that treat fundraising as a human-centric craft, not a transactional process, will become the new standard in 2026."*

CHRONICLE OF PHILANTHROPY  
**Good News — and Bad News — About AI and Fundraising in 2026**

Chronicle of Philanthropy opinion piece examining AI's impact on nonprofit fundraising in 2026, including critical perspectives on how AI may amplify existing fundraising challenges and dependencies.

NOVEMBER 12, 2025

Nonprofit Sector Resource/Blog [18]

*"Nonprofits are choosing how they use generative AI tools intentionally—drafting donor appeals, summarizing meeting notes, translating materials, brainstorming program ideas, and saving time on everyday administrative tasks. But as AI enters more workflows, so do new risks: data privacy slip-ups, hallucinations, overconfidence, bias, and harm to trust with clients, donors, volunteers, and communities."*

CANDID  
**Getting started on a responsible AI use policy for nonprofits**

Candid, a highly authoritative nonprofit sector resource, outlines key risks of AI adoption including data privacy, hallucinations, bias, and erosion of donor trust, with guidance on responsible AI policy development.

JANUARY 29, 2026

Nonprofit Sector Resource/Blog

[18]

*"A responsible AI use policy is a practical set of agreements that helps staff use generative AI tools safely, consistently, and in a human-centered way. It's a guide that protects people, respects their data, and strengthens accountability—while giving staff the confidence to explore with good judgment."*

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CANDID

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JANUARY 29, 2026

Nonprofit Sector Resource/Blog

[18]

*"According to the 2025 AI Equity Project, only 15% of surveyed U.S. and Canadian nonprofits have successfully implemented an AI policy—which means no policy is perfect or complete. The success of a responsible AI use policy doesn't depend on sophistication (i.e., legal complexity and exhaustive rules) or polish (i.e., fancy language, perfect formatting, or a corporate tone). It depends on how joyfully the policy language permits staff to build a trust-enabling relationship with AI—and with each other about AI."*

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CANDID

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JANUARY 29, 2026

*"Ground the policy in values like privacy, transparency, equity, accessibility, consent, human oversight, and accountability. These values signal to staff—and the public—what you refuse to trade away for speed and efficiency."*

CANDID

**Getting started on a responsible AI use policy for nonprofits**

Candid, a highly authoritative nonprofit sector resource, outlines key risks of AI adoption including data privacy, hallucinations, bias, and erosion of donor trust, with guidance on responsible AI policy development.

JANUARY 29, 2026

*"Some use cases are too high-stakes, too sensitive, or too relational—where tone, empathy, and accountability matter as much as accuracy. Consider a clear 'do not use AI' list for tasks such as: Making or recommending eligibility decisions for services, benefits, or funding; Drafting communications in moments of crisis, grief, domestic violence, or trauma response; Creating or rewriting client case notes with sensitive personal data; Conducting performance/disciplinary HR analysis or employee monitoring."*

CANDID

**Getting started on a responsible AI use policy for nonprofits**

Candid, a highly authoritative nonprofit sector resource, outlines key risks of AI adoption including data privacy, hallucinations, bias, and erosion of donor trust, with guidance on responsible AI policy development.

JANUARY 29, 2026

Nonprofit Sector Resource/Blog [18]

*"Don't copy a template without adapting it to your data practices, jurisdiction, and community context. Don't make it overly restrictive or legally binding. Fear-based policies drive AI use underground, where staff use unapproved tools, don't disclose AI assistance, and avoid asking questions—so risks go unreported and guidance can't improve."*

CANDID  
**Getting started on a responsible AI use policy for nonprofits**  
Candid, a highly authoritative nonprofit sector resource, outlines key risks of AI adoption including data privacy, hallucinations, bias, and erosion of donor trust, with guidance on responsible AI policy development.  
JANUARY 29, 2026

Nonprofit Sector Resource/Blog [18]

*"Do keep it simple and adaptable so staff remember it—and you can iterate. Do write in plain/accessible language. If staff need a lawyer to interpret the policy, it won't shape behavior. Do design for real roles and workflows (fundraising, programs, finance, operations, communications), not just IT."*

CANDID  
**Getting started on a responsible AI use policy for nonprofits**  
Candid, a highly authoritative nonprofit sector resource, outlines key risks of AI adoption including data privacy, hallucinations, bias, and erosion of donor trust, with guidance on responsible AI policy development.  
JANUARY 29, 2026

Nonprofit Sector Resource/Blog [18]

*"The healthiest AI cultures aren't built on fear or hype—they're built on clarity, consent, and shared responsibility. Name what feels safe, what doesn't, and what must always stay human-led. Then invite staff to learn together."*

CANDID  
**Getting started on a responsible AI use policy for nonprofits**  
Candid, a highly authoritative nonprofit sector resource, outlines key risks of AI adoption including data privacy, hallucinations, bias, and erosion of donor trust, with guidance on responsible AI policy development.  
JANUARY 29, 2026

*"The nonprofit sector is at a crossroads with artificial intelligence. While 82% of nonprofits now use AI, according to the 2024 Nonprofit Standards Benchmarking Survey, less than 10% have formal policies governing its use. This massive gap between adoption and governance is creating both opportunities and significant risks that organizations can't afford to ignore."*

WHOLE WHALE

**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**

Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.

2025

*"Financial management dominates AI adoption, with organizations using AI for forecasting, budgeting, and payment automation. This makes sense because financial tasks offer immediate, measurable benefits while building organizational confidence with AI technologies. But, nonprofits aren't stopping at administrative tasks—thirty-six percent now use AI for program optimization and impact assessment, demonstrating how organizations are moving beyond back-office applications to leverage AI for core mission work."*

WHOLE WHALE

**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**

Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.

2025

*"The Brookings Institution reports that nonprofits are increasingly adopting AI tools for strategic decision-making processes, using AI technologies to analyze large datasets for informed decisions about resource allocation and future initiatives. This strategic application of AI suggests the sector is maturing in its approach to these technologies."*

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WHOLE WHALE  
**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**  
Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.  
2025

*"Perhaps most interesting is how AI is revolutionizing philanthropic efforts. Organizations are using AI to gain insights into donor behavior and preferences, allowing them to tailor their approaches and maximize fundraising impact. This data-driven approach to philanthropy represents a fundamental shift in how nonprofits engage with supporters."*

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WHOLE WHALE  
**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**  
Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.  
2025

*"The primary obstacles include lack of knowledge, infrastructure, and funding. These aren't surprising challenges, but they're preventing many organizations from effectively integrating AI technologies into their operations. More concerning is that approximately one-third of survey respondents cite ethical concerns and employee resistance as significant barriers."*

WHOLE WHALE

**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**

Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.

2025

*"The Brookings Institution also identifies significant regional disparities in AI readiness, with metropolitan areas like the Bay Area leading in AI adoption. This geographic divide creates unequal access to AI technologies across the nonprofit sector, potentially exacerbating existing inequalities between well-resourced urban organizations and smaller regional nonprofits."*

WHOLE WHALE

**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**

Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.

2025

*"United Way Worldwide demonstrates a high-level commitment to AI ethics through CEO Angela Williams' participation on the AI Ethics Council, a joint initiative led by Sam Altman and OpenAI to promote ethical AI use. While they haven't published a standalone AI policy document, their active participation in high-level ethics forums suggests a structured internal approach to AI governance."*

WHOLE WHALE

**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**

Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.

2025

*"The American Red Cross has taken a more operational approach, establishing a dedicated innovation team that uses AI for supply-demand forecasting and conversational chatbots. They've even posted volunteer opportunities for 'Generative AI Engineers' to support disaster and blood donation systems, demonstrating structural AI adoption. Their AI applications include 'Clara' chatbots, automated damage assessment through AWS and computer vision partnerships, and satellite-imaging AI for mapping vulnerable regions with Intel."*

WHOLE WHALE

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2025

*"The International Red Cross (ICRC) introduced an AI principles framework in late 2024, focusing on ethics, neutrality, and humanitarian protection. This framework includes partnerships with organizations like EPFL to responsibly deploy AI, serving as an exemplar for responsible sector-wide deployment."*

WHOLE WHALE

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2025

*"Oxfam International has articulated a comprehensive, rights-based approach to AI governance, one that is rooted in fairness, accountability, and transparency, in its January 2025 submission to the UN Working Group on Business and Human Rights. By grounding AI safeguards in the UN Guiding Principles and its own humanitarian mission, Oxfam offers a strong model for how international nonprofits can balance technological innovation with ethical responsibility across diverse cultural contexts."*

WHOLE WHALE

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Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.

2025

Nonprofit Technology Consulting Blog [19]

*"Save the Children has focused their AI guidelines specifically on child protection and privacy. Their approach ensures AI applications enhance educational and health outcomes for children without compromising safety or privacy, showing how organizations can tailor policies to their unique mission requirements."*

WHOLE WHALE  
**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**  
Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.  
2025

Nonprofit Technology Consulting Blog [19]

*"Organizations are increasingly focusing on tailoring AI governance frameworks to protect vulnerable populations, designing AI with intentional boundaries to ensure tools don't inadvertently harm those they aim to help."*

WHOLE WHALE  
**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**  
Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.  
2025

Nonprofit Technology Consulting Blog [19]

*"Health justice has become a particular focus, with nonprofits exploring AI's role in promoting equitable healthcare access. This involves using AI to analyze health data and improve care delivery in underserved communities, while confronting the risk that biased training data or unequal digital access could misdiagnose conditions, divert resources toward majority populations, or automate triage rules that deprioritize those already marginalized."*

WHOLE WHALE  
**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**  
Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.  
2025

*"Some organizations are also leveraging AI to foster inclusive governance structures and promote equitable participation in democratic processes. They use AI to enhance transparency, accountability, and representation in decision making so that diverse voices are heard and valued. At the same time, algorithms trained on skewed data or deployed without oversight can automate exclusion, amplify misinformation, or concentrate power."*

WHOLE WHALE

**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**

Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.

2025

*"The 2025 landscape reveals that successful AI adoption in nonprofits requires more than just implementing new technologies. Organizations need to balance innovation with ethical responsibility, develop formal policies that address their specific mission requirements, and learn from sector leaders who have established comprehensive frameworks."*

WHOLE WHALE

**Top Nonprofit AI Policies 2025: Analysis and Trends - Whole Whale**

Data-driven analysis revealing that 82% of nonprofits use AI but only 10% have formal policies, with examination of governance approaches from major organizations like United Way, Red Cross, Oxfam, and Save the Children.

2025

Nonprofit Consulting Blog [20]

*"Recent sector conversations and institutional case studies show a clear trend: while many nonprofit and higher education organizations say they are 'not officially using generative AI,' staff members are already experimenting on their own. As one higher education leader described it, when asked whether institutions are using generative AI, most say no—but when asked how staff are using it personally, 'they have many examples. It's the Wild West.' That gap, between experimentation and governance, is the real risk."*

DONOR RELATIONS GROUP (DRG)  
**AI in Donor Relations: From Curiosity to Responsible Use**

Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.

2025

Nonprofit Consulting Blog [20]

*"AI should never: Replace genuine gratitude. Fabricate emotion. Generate final donor-facing content without human review. Operate without clear data governance."*

DONOR RELATIONS GROUP (DRG)  
**AI in Donor Relations: From Curiosity to Responsible Use**

Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.

2025

Nonprofit Consulting Blog [20]

*"Generative AI can draft. It can outline. It can summarize. However, it cannot feel gratitude. It cannot understand the nuance in a donor's lifetime relationship. And it cannot replace the relational capital built over years of stewardship and relationship building by humans."*

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2025

Nonprofit Consulting Blog [20]

*"The institutions that are succeeding in utilizing AI are not allowing AI to 'run' their donor communications. They are using it as a copilot. They are using it to accelerate preparation so humans can focus on meaning. In donor relations, authenticity is a strategy. AI is infrastructure."*

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2025

Nonprofit Consulting Blog [20]

*"Predictive AI can: Identify donors likely to lapse. Flag alumni engagement patterns. Surface affinity signals from behavior. Help prioritize outreach based on data. As outlined in Salesforce's higher education framework, predictive AI 'makes predictions based on what it sees in existing data,' helping teams act before issues grow. This supports retention strategy, a major sector need given declining donor retention rates nationally."*

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2025

Nonprofit Consulting Blog [20]

*"AI-powered virtual engagement officers and chatbots have successfully engaged donors while maintaining transparency and escalation to human staff. AI agents and chatbots can: Answer routine donor FAQs. Provide 24/7 basic assistance. Route inquiries appropriately. Assist with campaign segmentation. Support alumni engagement outreach. But even in advanced 'virtual engagement officer' pilots, transparency and human oversight remain non-negotiable."*

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2025

Nonprofit Consulting Blog [20]

*"Generative AI can draft first versions of stewardship emails, summarize meeting notes, create impact report outlines, and produce segmented message variations. It delivers 'pre-packaged actions to drive value faster,' but only when fueled by trusted, unified data."*

DONOR RELATIONS GROUP (DRG)  
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Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.  
2025

*"AI is only as strong as the data infrastructure behind it. Data harmonization, single source of truth CRM systems, and privacy protections are foundational. Institutions must ensure compliance with privacy regulations and mitigate bias before deploying AI tools in donor-facing environments."*

DONOR RELATIONS GROUP (DRG)  
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2025

*"One of the most critical themes across both of the reports above is this: AI is only as good as the data it receives. Before donor relations teams experiment with generative AI tools, institutions must address: Data harmonization across systems. Single source of truth for donor records. Clear governance policies. Defined review workflows. Bias mitigation safeguards. Without unified data, AI creates risk. With unified data, AI creates leverage."*

DONOR RELATIONS GROUP (DRG)  
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Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.

2025

*"In donor relations, poor data weakens trust. AI only speeds up whatever data condition is already there—whether good or bad."*

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Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.

2025

*"One question Advancement leaders are beginning to ask is whether donors must consent to the use of artificial intelligence when their information is analyzed or when AI tools support engagement. At present, most privacy and fundraising ethics frameworks focus less on the technology used and more on how donor data is protected and stewarded. The Association of Fundraising Professionals' Code of Ethical Standards requires organizations to safeguard donor information and use it only in ways donors would reasonably expect."*

DONOR RELATIONS GROUP (DRG)  
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Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.  
2025

*"In practice, this means institutions typically do not need separate AI consent policies today, but they do need clear governance structures, responsible data-use policies, and transparency about how donor information is handled. Ultimately, the standard should remain unchanged: donor trust. Advancement has always operated on the premise that donor information is entrusted to institutions rather than owned by them."*

DONOR RELATIONS GROUP (DRG)  
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2025

*"Whether data is analyzed by a staff member or an AI-enabled tool, the responsibility remains the same: protect donor information, use it only in ways that support mission and relationships, and ensure transparency about how data informs engagement."*

DONOR RELATIONS GROUP (DRG)  
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2025

Nonprofit Consulting Blog [20]

*"Start with internal efficiencies: Meeting summaries, Report outlines, Segmentation brainstorming, Process documentation, Training materials. Avoid starting with: Direct donor appeals, Major gift communications, Principal gift proposals."*

DONOR RELATIONS GROUP (DRG)

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2025

Nonprofit Consulting Blog [20]

*"AI maturity begins with data harmonization and reliability. If your CRM data is incomplete, inconsistent, or siloed, fix that first."*

DONOR RELATIONS GROUP (DRG)

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Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.

2025

Nonprofit Consulting Blog [20]

*"AI literacy should include: Prompt writing skills. Bias awareness. Ethical considerations. Review standards. Confidentiality best practices."*

DONOR RELATIONS GROUP (DRG)

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2025

Nonprofit Consulting Blog [20]

*"Ask: Does this enhance donor trust? Does this improve personalization meaningfully? Does this protect the dignity of our donors? If the answer is no, stop."*

DONOR RELATIONS GROUP (DRG)

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Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.

2025

Nonprofit Consulting Blog [20]

*"The institutions moving thoughtfully into AI are not trying to replace donor relations. They are strengthening it. They are: Reducing repetitive workload. Increasing personalization. Improving response times. Freeing staff to focus on strategic stewardship."*

DONOR RELATIONS GROUP (DRG)  
**AI in Donor Relations: From Curiosity to Responsible Use**

Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.

2025

Nonprofit Consulting Blog [20]

*"AI does not and cannot replace human connection. Instead, it reduces friction so advancement professionals can strengthen it. Institutions that approach AI with deliberate governance, ethical clarity, and a donor engagement mindset will be better positioned to build donor trust rather than diminish it."*

DONOR RELATIONS GROUP (DRG)  
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Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.

2025

Nonprofit Consulting Blog [20]

*"With nearly half of nonprofits still without formal AI use policies and many staff experimenting independently, governance needs to keep pace with curiosity. This isn't about resisting innovation; it's about managing it responsibly."*

DONOR RELATIONS GROUP (DRG)  
**AI in Donor Relations: From Curiosity to Responsible Use**

Practitioner-focused resource examining how nonprofits are using AI in donor relations without clear policies, covering ethical guardrails needed for responsible fundraising AI implementation.

2025

Blog [21]

*"Choosing the right AI fundraising platform is critical for nonprofit success. This comprehensive comparison analyzes top vendors across AI capabilities, functionality, pricing, and implementation requirements."*

BUSINESS-SOFTWARE.COM  
**Top AI Fundraising Software: 2025 Vendor Comparison**

Complete Analysis of Leading AI-Enhanced Donor Management Platforms. Choosing the right AI fundraising platform is critical for nonprofit success.

2025

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Blog</div> <div>[21]</div> <div><p>"Salesforce Nonprofit Cloud with Einstein AI: AI Maturity ★★★★★, Best For: Large nonprofits (\$5M+ annual budget), Pricing: \$125-300+ per user/month, Implementation: 6-18 months. Key AI Features: Einstein Lead Scoring for prospect identification, Einstein Analytics for predictive insights, Einstein Activity Capture for automatic data entry, Einstein Email Insights for communication optimization."</p></div> <div><div>BUSINESS-SOFTWARE.COM</div><div><b>Top AI Fundraising Software: 2025 Vendor Comparison</b></div><div>Complete Analysis of Leading AI-Enhanced Donor Management Platforms. Choosing the right AI fundraising platform is critical for nonprofit success.</div><div>2025</div></div> | <div>Blog</div> <div>[21]</div> <div><p>"Virtuous with AI-Driven Automation: AI Maturity ★★★★★☆, Best For: Growth-oriented nonprofits (\$500K-\$25M budget), Pricing: \$99-299 per user/month, Implementation: 3-8 months. Key AI Features: Responsive fundraising algorithms, Predictive analytics for donor behavior, Automated task management, AI-powered donor journey mapping."</p></div> <div><div>BUSINESS-SOFTWARE.COM</div><div><b>Top AI Fundraising Software: 2025 Vendor Comparison</b></div><div>Complete Analysis of Leading AI-Enhanced Donor Management Platforms. Choosing the right AI fundraising platform is critical for nonprofit success.</div><div>2025</div></div> |
| <div>Blog</div> <div>[21]</div> <div><p>"DonorPerfect with AI Enhancement: AI Maturity ★★★★★☆, Best For: Mid-size nonprofits (\$1M-\$10M budget), Pricing: \$89-199 per user/month, Implementation: 3-8 months. Key AI Features: Predictive modeling for donor scoring, Automated prospect research and wealth screening, Intelligent campaign optimization, AI-powered duplicate detection."</p></div> <div><div>BUSINESS-SOFTWARE.COM</div><div><b>Top AI Fundraising Software: 2025 Vendor Comparison</b></div><div>Complete Analysis of Leading AI-Enhanced Donor Management Platforms. Choosing the right AI fundraising platform is critical for nonprofit success.</div><div>2025</div></div>                                                            | <div>Blog</div> <div>[21]</div> <div><p>"DonorSearch AI: AI Maturity ★★★★★, Best For: Organizations requiring advanced prospect research, Pricing: Custom pricing, Implementation: 2-6 months. Key AI Features: Generative AI for personalized communications, Predictive modeling with 85% accuracy, Machine Learning Rating (MLR) Score, AI-powered prospect research."</p></div> <div><div>BUSINESS-SOFTWARE.COM</div><div><b>Top AI Fundraising Software: 2025 Vendor Comparison</b></div><div>Complete Analysis of Leading AI-Enhanced Donor Management Platforms. Choosing the right AI fundraising platform is critical for nonprofit success.</div><div>2025</div></div>             |

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| Blog                                                                                                                                                                                                                                                                                                                                            | [21] | Blog                                                                                                                                                                                                                                                                                                                | [21] |
| <p><i>"Dataro AI Platform: AI Maturity ★★★★★, Best For: Mid-to-large nonprofits seeking advanced analytics, Pricing: Custom pricing with ROI guarantees, Implementation: 3-8 months. Key AI Features: Predictive AI models for donor behavior, Automated audience creation, AI agents for prospect research, Real-time donor insights."</i></p> |      | <p><i>"Evaluate AI Maturity: Predictive analytics capabilities, Machine learning sophistication, Automation features, Integration with external AI tools. Assess Functional Requirements: Donor management capabilities, Campaign management features, Reporting and analytics, Online giving integration."</i></p> |      |

BUSINESS-SOFTWARE.COM

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| Blog                                                                                                                                                                                                                                                                                                                                                                                                           | [21] | Blog                                                                                                                                                             | [21] |
| <p><i>"Small Nonprofits (\$100K-\$1M revenue): Budget Range: \$30K-\$100K annually, Recommended: Bloomerang, Keela, or entry-level Virtuous. Medium Nonprofits (\$1M-\$10M revenue): Budget Range: \$90K-\$400K annually, Recommended: DonorPerfect, Virtuous, or Neon One. Large Nonprofits (\$10M+ revenue): Budget Range: \$350K-\$1.5M annually, Recommended: Salesforce, Blackbaud, or Bonterra."</i></p> |      | <p><i>"Most organizations benefit from evaluating 3-5 vendors through demonstrations, reference calls, and pilot testing before making final decisions."</i></p> |      |

BUSINESS-SOFTWARE.COM

**Top AI Fundraising Software: 2025 Vendor Comparison**

Complete Analysis of Leading AI-Enhanced Donor Management Platforms. Choosing the right AI fundraising platform is critical for nonprofit success.

2025

BUSINESS-SOFTWARE.COM

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2025

Blog [21]

*"The best AI fundraising platform is one that aligns with your current situation while supporting future goals."*

BUSINESS-SOFTWARE.COM

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2025

Nonprofit Technology Consulting Blog [22]

*"Raiser's Edge NXT is a cloud-based fundraising and donor management platform built by Blackbaud. It's the upgraded version of the original Raiser's Edge system, designed to be easier to use and more powerful. Nonprofits use it to track donations, manage donor relationships, run campaigns, and gain insights through built-in reporting tools."*

CUBE84

**Raiser's Edge NXT vs Salesforce Nonprofit Cloud vs NPSP: Which CRM is Best for Your Nonprofit?**

Compare Raiser's Edge NXT, Salesforce NPC, & NPSP to find the best CRM for nonprofits. Streamline data management & boost donor engagement with expert advice.

DECEMBER 17, 2025

Nonprofit Technology Consulting Blog [22]

*"Raiser's Edge NXT, launched in 2015, is the only version currently sold by Blackbaud. It still uses the RE 7 database view for advanced tasks like segmentation and record creation, which remain supported for existing users. It combines a modern web-based interface with cloud hosting, while retaining the RE 7' database view" for more advanced backend functions, such as record creation and complex segmentation."*

CUBE84

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DECEMBER 17, 2025

*"Relies on Legacy Tools for Some Tasks: Some features like running custom queries or advanced segmentation—still require using the older database view, which can slow down workflows. Limited Native Integrations: Unlike Salesforce, Raiser's Edge NXT doesn't offer as many built-in integrations with external tools. You may need third-party solutions to connect with platforms outside the Blackbaud ecosystem."*

CUBE84

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DECEMBER 17, 2025

*"Salesforce Nonprofit Cloud (NPC) is a flexible CRM platform that can be configured to support donor management, case tracking, program delivery, and impact reporting across a nonprofit's mission. It runs on Salesforce's powerful ecosystem and helps organizations manage donors, programs, volunteers, grants, and impact—all in one place."*

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DECEMBER 17, 2025

*"The Nonprofit Success Pack (NPSP) is a free set of tools built on Salesforce that helps small to mid-sized nonprofits manage donors, programs, and fundraising more effectively. It's designed to organize your data, improve daily operations, and support smarter decision-making, all without large upfront costs."*

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CUBE84

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DECEMBER 17, 2025

*"NPSP: Great for smaller nonprofits managing up to 20,000 donors and 1,000 volunteers. It's affordable, flexible, and supported by a strong user community. Perfect for teams just getting started with CRM or working on a tighter budget. Raiser's Edge NXT: A solid fit for mid-sized nonprofits with up to 50,000 donor records and structured fundraising programs."*

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CUBE84

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DECEMBER 17, 2025

*"Salesforce Nonprofit Cloud: Ideal for larger, more complex organizations with over 20,000 donors and 1,000+ volunteers. It supports advanced customization and coordination across multiple teams. This flexibility makes it especially useful for nonprofits with diverse programs and complex data needs."*

CUBE84

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DECEMBER 17, 2025

*"NPSP: Best for nonprofits with limited budgets. You can start for free and only pay as your needs grow. Raiser's Edge NXT: Offers mid-range pricing with strong fundraising features included, making it a good value for growing teams. Salesforce Nonprofit Cloud (NPC): Requires a larger upfront investment but offers powerful tools and long-term ROI for larger organizations with complex needs."*

CUBE84

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DECEMBER 17, 2025

Nonprofit Technology Consulting Blog [22]

*"Disorganized donor systems led to communication errors and wasted resources. Inefficient data processes and poor integration between Salesforce, Fundraise Up, and HubSpot led to duplicate records and slowed down operations. API limitations further disrupted data flow and system reliability. [FreedomWorks case study]"*

CUBE84

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DECEMBER 17, 2025

Nonprofit Technology Consulting Blog [22]

*"NPSP optimized donor management workflows to minimize resource use and optimize data processing. Enhanced integrations between Fundraise Up, HubSpot, and Salesforce for seamless data synchronization, eliminated duplicate records, and resolved API issues for smooth system performance. [FreedomWorks case study]"*

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DECEMBER 17, 2025

Nonprofit Technology Consulting Blog [22]

*"Outdated systems made it hard to access and use data effectively, limiting the ability to gain insights, tailor communications to stakeholders, and track campaign success. [Housing Alexandria case study]"*

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DECEMBER 17, 2025

*"NPSP upgraded their systems to include user-friendly interfaces for better data visualization. Implementing Analytics tracking provided actionable insights and integrated data-driven personalization into email communications. These improvements boosted stakeholder confidence through reliable data, tailored engagement, strengthened donor relationships, and accurate and accessible analytics, which empowered better decision-making. [Housing Alexandria case study]"*

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DECEMBER 17, 2025

*"Disorganization made managing program and donor data difficult, making it hard to track progress or make informed decisions. Outdated integrations also led to errors in financial reports and stakeholder communication. [Schwartz Center case study]"*

CUBE84

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DECEMBER 17, 2025

*"Salesforce NPC centralized data systems, streamlining program and financial tracking. The CRM upgrade enhanced accuracy, and automated reporting eliminated manual errors and saved time. [Schwartz Center case study]"*

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DECEMBER 17, 2025

Nonprofit Technology Consulting Blog [22]

*"Scattered donor records and manual processes made it difficult to access, update, and use donor information efficiently, leading to errors and wasted time. [The Adventure Project case study]"*

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**Raiser's Edge NXT vs Salesforce Nonprofit Cloud vs NPSP: Which CRM is Best for Your Nonprofit?**

Compare Raiser's Edge NXT, Salesforce NPC, & NPSP to find the best CRM for nonprofits. Streamline data management & boost donor engagement with expert advice.

DECEMBER 17, 2025

Nonprofit Technology Consulting Blog [22]

*"Salesforce NPC centralized and organized donor data for better management, implemented real-time tracking, and automated financial and donor interaction records, simplifying day-to-day tasks. These updates streamlined donor data management, reduced errors, provided actionable insights, and enabled personalized outreach with a 360-degree view of donor relationships. [The Adventure Project case study]"*

CUBE84

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DECEMBER 17, 2025

Nonprofit Technology Consulting Blog [22]

*"Data Loss: Create comprehensive backups of all critical records, such as donor profiles, financial transactions, and communication history. This is especially important when migrating from legacy systems like Raiser's Edge 7 to RE NXT, or when consolidating data from multiple platforms. Always validate data accuracy before migration to ensure nothing important gets left behind."*

CUBE84

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DECEMBER 17, 2025

*"System Incompatibility: Conduct detailed compatibility assessments between your current system and the new CRM. This includes reviewing integration points and custom workflows. For Raiser's Edge NXT, ensure your team understands the distinction between the database view and web view to avoid post-migration functionality gaps."*

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CUBE84

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DECEMBER 17, 2025

*"User Adoption: Offer personalized training sessions to help your team get familiar with the new system's features and workflows. Whether you're onboarding fundraisers to RE NXT's web interface or training program managers on Salesforce dashboards, user confidence makes all the difference. Provide continuous support to address challenges and keep your teams fully engaged."*

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CUBE84

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DECEMBER 17, 2025

Nonprofit Technology Consulting Blog [22]

*"To get the most out of Salesforce Nonprofit Cloud, you may need help from a certified partner or expert. Proper setup ensures the platform fits your team's goals and processes. Because it offers so many features, the platform can feel complex at first. Teams may need dedicated training to use it efficiently and get the full value over time."*

CUBE84

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DECEMBER 17, 2025

Nonprofit Technology Consulting Blog [22]

*"You can manage NPSP's core features with basic Salesforce admin skills, though more complex automations or integrations may still require help from a Salesforce partner or consultant. To get the most out of it, you'll need help from a Salesforce expert or consulting partner for setup, customization, and ongoing support."*

CUBE84

**Raiser's Edge NXT vs Salesforce Nonprofit Cloud vs NPSP: Which CRM is Best for Your Nonprofit?**

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DECEMBER 17, 2025

Blog [23]

*"Specialized prospect research tools make the process of finding new donors faster, more accurate, and easier to scale. They turn raw data into actionable insights about potential donors' capacity to give, affinity for your cause, and likelihood to contribute."*

KINDSIGHT

**Top prospect research tools and resources for fundraising - Kindsight**

Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising

MARCH 20, 2026

Blog [23]

*"Almost half of the dollars donated by individuals tend to come from less than 1% of a given organization's donor base. The situation is similar with grants."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"iWave is a comprehensive prospect research software designed in collaboration with experienced fundraisers to meet the needs of nonprofits that prioritize accuracy and strategy over volume. It aggregates data from over 44+ vetted sources into unified 360° donor profiles."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"iWave's AI-powered scoring customizes capacity, affinity, and giving propensity measures to your nonprofit's requirements. This enables your fundraising team to prioritize prospects and uncover meaningful connections before outreach."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"DonorSearch bases its models on the idea that past giving is the best predictor of future generosity. Its focus is on high-volume list generation, rather than deep profiling. This makes it especially useful for organizations wanting to build out top-of-funnel pipelines quickly."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"WealthEngine is a wealth screening platform designed to help organizations identify high-net-worth individuals using detailed financial data modeling. It's best known for providing insight into donor wealth through indicators like real estate holdings, stock ownership, lifestyle markers, and estimated net worth."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"Windfall uses deterministic algorithms and a range of verified data sources to calculate household net worth. It surfaces key wealth indicators like liquidity events, real estate holdings, and career intelligence. These insights support smarter segmentation and targeted major gift outreach."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"Live profiles and real-time alerts keep your donor intelligence current and actionable. Key life events—like new donations, real estate sales, job changes, or board appointments—often signal a shift in donor capacity or interest."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"Top platforms use AI-powered search features to uncover trends and high-potential donors fast. That means your team will spend less time on research efforts and more time building donor relationships."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"Your donor research tool should integrate seamlessly with the rest of your fundraising tech stack. This is especially important for your CRM, which is only as effective as the data it receives."*

KINDSIGHT

**Top prospect research tools and resources for fundraising - Kindsight**

Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising

MARCH 20, 2026

Blog [23]

*"High-quality prospect research data comes from reliable, transparent sources and undergoes rigorous validation for accuracy. This filters out the noise and delivers clean donor profiles you can trust."*

KINDSIGHT

**Top prospect research tools and resources for fundraising - Kindsight**

Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising

MARCH 20, 2026

Blog [23]

*"Look for donor research tools that also connect with your analytics tools, fundraising assistants, GNPL (give now, pay later) solutions, and any advancement or admissions systems you use. Seamless integrations reduce manual work, prevent data errors, and support smarter, faster decisions."*

KINDSIGHT

**Top prospect research tools and resources for fundraising - Kindsight**

Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising

MARCH 20, 2026

Blog [23]

*"Without high-quality data, you risk chasing the wrong leads and missing out on potential high-value donors. Better data equals better donor lists."*

KINDSIGHT

**Top prospect research tools and resources for fundraising - Kindsight**

Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising

MARCH 20, 2026

Blog [23]

*"EverTrue is a donor engagement and alumni management platform tailored for higher education and alumni fundraising teams. It combines social media and engagement data, career intelligence, wealth indicators, and giving metrics into TrueView profiles."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"Blackbaud's built-in prospect research tools serve nonprofits using Raiser's Edge NXT. WealthPoint, ProspectPoint, and ResearchPoint are designed for large organizations such as universities, hospitals, and enterprise-level fundraisers."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"The best platforms help you surface top donor prospects based on their giving potential and affinity to your cause, segment and filter profiles based on your campaign goals, and target potential donors with precision instead of guesswork."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"If the prospect research software doesn't make your next step obvious, it's not the right fit for your nonprofit."*

KINDSIGHT  
**Top prospect research tools and resources for fundraising - Kindsight**  
Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising  
MARCH 20, 2026

Blog [23]

*"Effective prospect research is essential for nonprofits looking to maximize their fundraising impact. The right tools deliver timely, accurate insights to identify and prioritize donors with the greatest capacity and affinity."*

KINDSIGHT

**Top prospect research tools and resources for fundraising - Kindsight**

Comprehensive guide to prospect research tools including iWave, DonorSearch, WealthEngine, and other platforms for nonprofit donor identification and fundraising

MARCH 20, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"AI for nonprofits works best when teams use tools specifically made for fundraising. AI for nonprofits can save hours of time on donor outreach, prospect research, and grant writing. Agentic AI (like Virtuous Momentum) now goes beyond simple automation to plan, prioritize, and draft personalized outreach on your behalf. Predictive intelligence tools can forecast donor behavior before it happens."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

Discover the best AI for nonprofits in 2026. From fundraising-specific platforms like Virtuous Momentum to grant writing and content tools.

MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Virtuous Momentum is an AI-powered fundraising assistant designed specifically for fundraising teams. That means it doesn't just respond to prompts. It plans, prioritizes, and acts. Every morning, gift officers get a clean, prioritized inbox that tells them exactly who to contact, why, and what to say. The AI factors in urgency, giving potential, and engagement history to surface the donors who need attention right now."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Momentum learns your writing style and drafts personalized outreach tuned to each donor's interests. You review, tweak, and send in seconds. The platform creates moves management plans that uncover hidden opportunities, then adapts them in real time based on donor behavior and outcomes. A prioritized inbox and timely alerts make sure birthdays, pledges, and key stewardship moments never slip through the cracks."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Teams using Momentum report tripling their major gifts outreach and unlocking mid-level giving that used to slip through the cracks. If you're looking for AI that doesn't just assist but actually accelerates your fundraising, this is the place to start."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Virtuous Insights uses machine learning to do exactly that, predicting donor behavior before it happens so your team can respond at the right moment. Predictive models for giving likelihood, churn risk, major gift, and upgrade opportunities. Instead of waiting for a donor to lapse, you'll know they're at risk and can intervene with the right message at the right time."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Insights analyzes wealth, capacity, demographic, and behavioral data to recommend the right ask for each donor. Build audiences based on real-time behavior, not stale lists. Vary your outreach based on capacity and connection, so every message feels personal. Unify first-party CRM data with third-party enrichment for a complete picture of every supporter, including interests, wealth indicators, and engagement patterns."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Grant management is one of the most time-consuming parts of nonprofit operations, and it's where AI delivers some of the fastest time savings. Instrumentl is a full-lifecycle grant platform that helps you find, write, track, and manage grants in one place. Their AI is purpose-built for grantseeking, not just generic text generation."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Apply Advisor drafts tailored proposal responses using your past successful applications and organizational data, saving an average of 3.3 hours per application. Award Assistant automates post-award management by scanning your grant documents, agreements, and funder emails to extract key requirements, generate a shareable team summary, and turn compliance tasks into trackable action items, all without the manual review."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Trusted by 5,500+ nonprofits, Instrumentl is the most comprehensive AI-powered grant platform available. Plans start at \$299/month with a 14-day free trial. For teams that need to diversify funding sources and move faster on applications, it's worth a look."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"DonorSearch Ai is a machine learning platform that enriches your existing donor data with hundreds of additional variables, then uses predictive modeling to identify who in your file is most likely to make a major gift in the next 12 months. Fine-tune algorithms for your specific campaign goals, whether that's capital campaigns, alumni outreach, or annual fund growth."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"OpenAI offers a 20% discount on ChatGPT Team and a 50% discount on ChatGPT Enterprise for eligible nonprofits. ChatGPT is not trained specifically for nonprofit work. It won't know your donors, your CRM data, or your organization's voice unless you carefully prompt it. It's a strong content companion, but it can't replace fundraising-specific platforms for tasks like donor segmentation, predictive modeling, or personalized outreach at scale."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"If your team already lives in Google Docs, Gmail, and Sheets, Gemini integrates naturally without requiring a separate platform or learning curve. Eligible nonprofits can access Gemini through Google Workspace for Nonprofits. Gemini is a solid choice for operational efficiency and content support, especially for teams that want AI adoption to feel seamless rather than disruptive."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Canva offers its premium features at no cost for nonprofit organizations. Create branded campaign graphics, email marketing visuals, and social content in minutes. Use AI-generated images and design suggestions to speed up production. Maintain brand consistency across your team with shared templates and brand kits."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Start with your biggest pain point. Are your gift officers spending too much time on admin and not enough on relationships? Look at Virtuous Momentum. Is your donor data underutilized? Start with Insights. Struggling with grants? Try Grantable. The best AI tool for your nonprofit is the one that solves the problem keeping your team up at night."*

VIRTUOUS

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Before you build your own AI strategy, it helps to know what other nonprofits are actually doing. The 2026 Nonprofit AI Adoption Report breaks down real data on how fundraising teams are adopting AI for nonprofits, where they're seeing results, and where they're still figuring it out."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

Discover the best AI for nonprofits in 2026. From fundraising-specific platforms like Virtuous Momentum to grant writing and content tools.

MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"A platform like ChatGPT or Gemini is great for content and brainstorming. But for donor retention, predictive analytics, and personalized outreach, you need tools that understand fundraising data and workflows. The most effective AI strategies use both."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

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MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Pick a single AI tool that addresses your biggest pain point and pilot it with a small group on your team. Give it 30–60 days. Measure what changes. Then decide whether to expand, swap, or add a second tool. Trying to adopt everything at once is the fastest way to adopt nothing."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

Discover the best AI for nonprofits in 2026. From fundraising-specific platforms like Virtuous Momentum to grant writing and content tools.

MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"AI is only as good as the data you feed it. Before investing in predictive tools, make sure your CRM data is clean and connected. Platforms like Virtuous CRM+ are designed to unify your data, making it easier for AI tools like Momentum and Insights to deliver accurate, actionable results."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

Discover the best AI for nonprofits in 2026. From fundraising-specific platforms like Virtuous Momentum to grant writing and content tools.

MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Before rolling out any new tool, establish clear guidelines for how your team will use AI responsibly. Address data privacy, donor transparency, and the boundaries between AI-generated and human-created communications. Your donors trust you, and that trust is worth protecting."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

Discover the best AI for nonprofits in 2026. From fundraising-specific platforms like Virtuous Momentum to grant writing and content tools.

MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"AI isn't going to replace fundraisers. But fundraisers who use AI well will outperform those who don't. The key is starting where the impact is greatest for your team, and building from there."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

Discover the best AI for nonprofits in 2026. From fundraising-specific platforms like Virtuous Momentum to grant writing and content tools.

MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"Look for SOC 2 compliance, data compartmentalization, and clear policies that your information will never be used to train AI models. Building an internal AI policy is also a smart first step."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

Discover the best AI for nonprofits in 2026. From fundraising-specific platforms like Virtuous Momentum to grant writing and content tools.

MARCH 24, 2026

Blog - Nonprofit Technology/Fundraising Software Vendor [24]

*"AI handles data analysis, content drafting, and task prioritization, but the human connection that drives donor relationships still requires real people. Think of AI as a tool that frees your team to spend more time doing the work that matters most."*

VIRTUOUS

**AI for Nonprofits in 2026: 7 Best Tools & Practical Guidance**

Discover the best AI for nonprofits in 2026. From fundraising-specific platforms like Virtuous Momentum to grant writing and content tools.

MARCH 24, 2026

Press Release / News

[25]

*"92% of nonprofits use AI, 79% report small to moderate efficiency gains, only 7% report major improvements in organizational capability, 81% use AI individually without shared workflows, and 47% have no AI governance policy."*

PR NEWSWIRE / YAHOO FINANCE

**Virtuous and Fundraising.AI Release 2026 Nonprofit AI Adoption Report Revealing Gap Between AI Use and Real Fundraising Impact**

Press release announcing benchmark study findings that 92% of nonprofits use AI, 79% report small to moderate efficiency gains, but only 7% report major improvements in organizational capability. Provides quantifiable data on the gap between AI adoption and real fundraising impact.

FEBRUARY 16, 2026

Press Release / News

[25]

*"The question isn't whether nonprofits should use AI. I think that debate is largely settled. The real question is how quickly are nonprofit teams adopting AI and fundamentally re-thinking their workflows. Our data shows most organizations are still in the early innings with AI: one person using ChatGPT to help draft an appeal, while the rest of the team is still buried in manual processes and disconnected systems. That's not a strategy. It's a workaround."*

PR NEWSWIRE / YAHOO FINANCE

**Virtuous and Fundraising.AI Release 2026 Nonprofit AI Adoption Report Revealing Gap Between AI Use and Real Fundraising Impact**

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FEBRUARY 16, 2026

Press Release / News

[25]

*"The organizations seeing real impact are the ones embedding AI and AI Agents into their workflows across the entire team, not leaving it to individual heroics."*

PR NEWSWIRE / YAHOO FINANCE

**Virtuous and Fundraising.AI Release 2026 Nonprofit AI Adoption Report Revealing Gap Between AI Use and Real Fundraising Impact**

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FEBRUARY 16, 2026

Press Release / News

[25]

*"What we're seeing is that AI only drives meaningful impact when nonprofit organizations rethink how work gets done - not when it's treated as a side experiment individuals run in isolation. The teams pulling ahead are the ones willing to clarify their strategy, establish simple guardrails, and intentionally integrate AI into how decisions are made. When AI becomes part of how the organization thinks - not just what it uses - that's when capacity begins to expand."*

PR NEWSWIRE / YAHOO FINANCE

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FEBRUARY 16, 2026

Press Release / News [25]

*"The report identifies clear governance, documented workflows, cross-functional ownership, and consistent measurement as the foundations that separate organizations seeing major impact from those stuck at the efficiency plateau."*

PR NEWSWIRE / YAHOO FINANCE  
**Virtuous and Fundraising.AI Release 2026 Nonprofit AI Adoption Report Revealing Gap Between AI Use and Real Fundraising Impact**  
Press release announcing benchmark study findings that 92% of nonprofits use AI, 79% report small to moderate efficiency gains, but only 7% report major improvements in organizational capability. Provides quantifiable data on the gap between AI adoption and real fundraising impact.  
FEBRUARY 16, 2026

SaaS Vendor Blog / Case Study [26]

*"Know who to focus on before you spend budget. Use ranked recommendations to choose a smaller, higher-confidence audience and a clear next step."*

DATARO  
**\$831k in extra funding secured in one year with AI donor predictions**  
Specific case study from Dataro showing a charity that used AI donor predictions to secure an extra \$831,945 in donations in one year, providing concrete ROI metrics and measurable outcomes from AI implementation.  
UNKNOWN - APPEARS TO BE RECENT BASED ON 2026 REFERENCE IN URL

SaaS Vendor Blog / Case Study [26]

*"Make smarter fundraising decisions about who to focus on, who to engage now, and what to do next."*

DATARO  
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UNKNOWN - APPEARS TO BE RECENT BASED ON 2026 REFERENCE IN URL

SaaS Vendor Blog / Case Study [26]

*"How it works: Donor predictions, Reporting & benchmarks, Targeted audiences, Personalized content, Prospect research, Integrations"*

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UNKNOWN - APPEARS TO BE RECENT BASED ON 2026 REFERENCE IN URL

SaaS Vendor Blog / Case Study [26]

*"Programs: Direct mail & telemarketing, Digital marketing, Monthly giving, Midlevel giving, Major & planned giving"*

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SaaS Vendor Blog / Case Study [26]

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SaaS Vendor Blog / Case Study [26]

*"Donor predictions, Reporting & benchmarks, Targeted audiences, Personalized content, Prospect research, Integrations"*

DATARO  
**\$831k in extra funding secured in one year with AI donor predictions**  
Specific case study from Dataro showing a charity that used AI donor predictions to secure an extra \$831,945 in donations in one year, providing concrete ROI metrics and measurable outcomes from AI implementation.  
UNKNOWN - APPEARS TO BE RECENT BASED ON 2026 REFERENCE IN URL

SaaS Vendor Blog / Case Study [26]

*"Direct mail & telemarketing, Digital marketing, Monthly giving, Midlevel giving, Major & planned giving"*

DATARO  
**\$831k in extra funding secured in one year with AI donor predictions**

Specific case study from Dataro showing a charity that used AI donor predictions to secure an extra \$831,945 in donations in one year, providing concrete ROI metrics and measurable outcomes from AI implementation.

UNKNOWN - APPEARS TO BE RECENT BASED ON 2026 REFERENCE IN URL

Academic Journal/Think Tank [27]

*"Nonprofit leaders rightly prioritize human connection as foundational to their work. For this reason, they may be reluctant to employ AI in their organizations. But what if they came to believe that AI could enhance, rather than replace, their relationships? What if AI enabled their nonprofits to better understand, engage, and inspire their donors while freeing up valuable time to focus on their missions?"*

STANFORD SOCIAL INNOVATION REVIEW  
**How AI Can Deepen Nonprofit Relationships**

Stanford Social Innovation Review article examining how AI tools can help nonprofits be more engaged and responsive to donor expectations, offering an authoritative and balanced perspective on AI's role in donor engagement and fundraising.

2025

Academic Journal/Think Tank [27]

*"To be fair, nonprofits have had reasons for adopting AI more slowly than corporations, including technical constraints and data restrictions, well-placed ethical concerns, and the cost of investing in new technology and talent."*

STANFORD SOCIAL INNOVATION REVIEW  
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2025

Academic Journal/Think Tank [27]

*"Research suggests that first-time donor retention rates hover around 20 to 30 percent. Research has also shown that increased repeated donations to nonprofits boosts unrestricted funds, in turn supporting nonprofits to achieve their intended impact and increasing social welfare. Repeat donors are far more valuable to nonprofits over time, yet nonprofits have a difficult time recruiting them."*

STANFORD SOCIAL INNOVATION REVIEW  
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2025

Academic Journal/Think Tank [27]

*"Today's donors themselves expect seamless digital experiences, personalized interactions, and clear evidence of success—exactly like what they receive from tech-savvy organizations in the private sector. By integrating predictive AI into operations, nonprofits can deliver these expectations to donors without requiring massive budgets or technical expertise, thereby better retaining their continued support."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Academic Journal/Think Tank [27]

*"One of the most powerful applications of AI is its ability to tailor donor engagement to individual preferences. Predictive AI can analyze donors' past giving behavior, interests, and communication patterns to craft personalized messages and donation appeals to an individual known throughout their pattern of behavior or among the cohort of users who share comparable traits. AI-driven segmentation ensures that nonprofits can deliver highly targeted appeals, improving the effectiveness of fundraising campaigns."*

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2025

Academic Journal/Think Tank [27]

*"Dataro is one of many companies that use machine learning to analyze donor databases. They are trusted by nonprofits across countries on three continents (the United States, the United Kingdom, and Australia) to uncover predictive metrics and generate targeted donor lists. Their platform enables nonprofits to analyze thousands of donor data points to instantly identify the best donor audience for every campaign."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Academic Journal/Think Tank [27]

*"AI can predict which donors are at risk of disengaging and provide insights into how nonprofits can re-engage them before they stop giving. Organizations can then trigger automated, targeted follow-ups, such as thank-you messages, exclusive updates, impact reports, or other methods of engagement that do not expressly involve donations."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Academic Journal/Think Tank

[27]

*"Animal Haven partnered with AI platform Fundraise Up and used its analyses to tailor donation experiences in real-time, increasing conversion rates and donor retention. The nonprofit found that AI-supported insights allowed them to personalize donation suggestions for every visitor to its website. Since its application of AI in 2019 to better connect with supporters and increase its donor retention, Animal Haven reports a 264 percent increase in recurring donors."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Academic Journal/Think Tank

[27]

*"Golden's coaching companion, 'Goldie,' interacts with volunteers and donors and uses AI to translate their goals, intentions, and reflections into personalized recommendations. When users converse with Goldie about their aspirations, goals, and other feelings, Goldie's AI compares their statement with personal data, behavioral data, and content on the platform to suggest how and when the user should engage in their next episode of volunteering or donation activity."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Academic Journal/Think Tank [27]

*"AI-powered tools can conduct real-time A/B testing, adjusting email subject lines, donation requests, and messaging styles to maximize engagement. They can then optimize the donation experience by suggesting donation amounts and tailoring the process in real-time to each donor's preferences. AI-driven round-up apps allow users to automatically donate spare change, increasing donation frequency without burdening the donor."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Academic Journal/Think Tank [27]

*"Clara, the blood donation chatbot by the American Red Cross, using the power of AI to help us manage our appointment and learn about donations. Clara is available on the right-hand side of the official American Red Cross website, making it the first point of contact for anyone wanting to ask questions about eligibility for becoming a blood donor, and other ways besides blood to give to the American Red Cross. By handling these inquiries, Clara frees staff to focus on high-level engagement."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Academic Journal/Think Tank [27]

*"First, nonprofits should establish clear AI guidelines that prioritize human relationships. Organizations need to define where and how AI is used in fundraising and engagement, ensuring that human oversight remains central in decision-making. Nonprofits may want to afford donors and beneficiaries the option to opt in to AI participation, so they understand when and how AI is involved in their interactions. Transparency is critical—stakeholders should always know when they are engaging with AI-assisted tools, reinforcing trust rather than undermining it."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Academic Journal/Think Tank [27]

*"Second, nonprofits must continuously seek feedback to assess AI's real-world impact on donors. AI tools should not be implemented and left unchecked. Organizations should actively gather input from donors, beneficiaries, and staff to ensure AI is enhancing, not diminishing, relationships. This feedback should shape further refinements to the use of AI tools."*

STANFORD SOCIAL INNOVATION REVIEW

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Stanford Social Innovation Review article examining how AI tools can help nonprofits be more engaged and responsive to donor expectations, offering an authoritative and balanced perspective on AI's role in donor engagement and fundraising.

2025

Academic Journal/Think Tank [27]

*"Third, nonprofit leaders should deploy staff time strategically by letting AI handle tasks, not relationships. AI-generated donor insights can help fundraisers personalize outreach, but the engagement itself should still be led by people. Especially for sensitive conversations—such as those involving major gifts, crisis response, or beneficiary storytelling—AI should never fully replace the human touch."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Academic Journal/Think Tank [27]

*"Finally, organizations must commit to ethical AI use, centering transparency and trust. Nonprofits should ensure AI aligns with their values, avoiding bias and respecting donor and beneficiary privacy. AI should not be a black box—organizations must be clear about how AI is shaping engagement and fundraising strategies. Beyond efficiency, AI should be deployed to strengthen equity and accessibility, ensuring that its benefits reach a broad and diverse range of stakeholders."*

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2025

Academic Journal/Think Tank

[27]

*"Far from depersonalizing relationships, AI tools can help nonprofits communicate in more personalized and relevant ways to their donors. By implementing these AI strategies and adopting these principles, nonprofits can enhance their fundraising efforts, improve donor retention, and ultimately drive greater social impact."*

STANFORD SOCIAL INNOVATION REVIEW

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2025

Blog

[28]

*"In a survey of 51 nonprofits, more than a third (37%) said they're actively involved in ongoing AI discussions. Plus, the State of AI in Nonprofits: 2025 report found that 86% of nonprofits are exploring AI tools. However, only 24% of organizations have formal AI strategies in place, demonstrating the disconnect between AI conversations and active planning."*

BLOOMERANG

**AI fundraising explained: boost donor engagement & ROI**

Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog

[28]

*"According to the Donor Perceptions of AI Report, most donors (43.3%) thought that AI use would have a positive or neutral effect on their giving. 31.4% said that using AI for charitable purposes would make them less likely to donate. Additionally, one study of 6,000 fundraisers in 10 countries found that the more generous a donor is, the more likely they are to support nonprofit AI use. 30% of major donors support AI use, compared to 19% of mid-level donors and 13% of small donors."*

BLOOMERANG

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SEPTEMBER 17, 2025

Blog

[28]

*"AI fundraising solutions are technology tools that leverage data, such as donors' giving histories, event data, or community engagement metrics, to understand audience behavior, identify the right steps to take to further your goals, and predict future outcomes."*

BLOOMERANG

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SEPTEMBER 17, 2025

Blog [28]

*"Generative AI: These solutions produce a content-based output in response to a written request. Examples include Gemini, DALL-E, Canva AI, and ChatGPT. Predictive AI: This type of AI predicts the outcomes of different initiatives or campaigns based on historical data. Examples include IBM Watson and DonorSearch Ai. Prescriptive AI: These tools predict outcomes and recommend next actions based on findings. Examples include IBM Decision Optimization and Azure Machine Learning."*

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SEPTEMBER 17, 2025

Blog [28]

*"AI tools for fundraising can benefit nonprofits of any size. These solutions are increasingly accessible and offer flexible options to match different budgets or needs. For example, nonprofits using ChatGPT can access 20% off monthly or annual plans."*

BLOOMERANG

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SEPTEMBER 17, 2025

Blog [28]

*"According to the State of AI in Nonprofits: 2025 report, 60% of nonprofits are interested in AI for grant writing and fundraising, 33% for content, and 12.8% for predictive analytics."*

BLOOMERANG

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SEPTEMBER 17, 2025

Blog

[28]

*"AI solutions help automate time-consuming manual tasks, such as checking the accuracy of donor data or combing through your event attendee list to search for prospective major donors. AI-driven donor segmentation can help you enhance your targeted marketing materials. For example, segmenting donors by reason for giving allows you to reach out to each group with case studies and testimonials that speak to their philanthropic motivations. The early results are already promising— 62% of companies say that AI has significantly improved customer service through enhanced personalization."*

BLOOMERANG

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SEPTEMBER 17, 2025

Blog

[28]

*"Smaller nonprofits can punch above their weight with AI. If you have a small staff with limited time, you can outsource your most time-consuming, lowest value, repetitive tasks to your AI tools. This will give you more time back in the day to devote to the higher-value projects and initiatives that drive your fundraising goals."*

BLOOMERANG

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Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"AI fundraising solutions can do incredible things for your nonprofit, but they will never be able to replicate the human touch needed in effective fundraising. AI supports the behind-the-scenes work of data collection, management, and idea generation. But the following aspects of fundraising will always lie squarely on your fundraising team's shoulders: Forging personal connections with donors through shared values, interests, or goals; Meeting with donors in person to communicate about your nonprofit's mission and how they can fulfill their philanthropic goals by contributing to your cause; Creating unique, unexpected, memorable moments for donors, whether a handwritten note or a special video message for their birthday featuring nonprofit staff members."*

BLOOMERANG

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Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"One study indicated that ChatGPT had the lowest hallucination rate among leading generative models; even so, it still had a 15% hallucination rate. As a result, nonprofits must fact-check all outputs to ensure that their content, from grant writing to donor messaging, is entirely accurate."*

BLOOMERANG

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Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"A study from the USC Information Sciences Institute discovered the effects of bias on up to 38.6% of results that AI presented as 'facts.' As you train your AI tools, use data sets that accurately represent the demographics of your audience."*

BLOOMERANG

**AI fundraising explained: boost donor engagement & ROI**

Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"Just 15% of charitable organizations disclose their use of generative AI. That poses a major risk to donor trust—if supporters feel your organization is misleading them, they won't trust you with their funds. Provide a clear AI use policy on your nonprofit's website and provide the option for donors to opt out of having their personal data used in AI."*

BLOOMERANG  
**AI fundraising explained: boost donor engagement & ROI**  
Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.  
SEPTEMBER 17, 2025

Blog [28]

*"One study found that 57% of consumers globally feel that AI poses a significant threat to their privacy. Nonprofits must adopt AI ethics policies that reflect the highest standards of privacy, inclusivity, and accountability."*

BLOOMERANG  
**AI fundraising explained: boost donor engagement & ROI**  
Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.  
SEPTEMBER 17, 2025

Blog [28]

*"Industry-wide, 30% of nonprofits say that AI has boosted fundraising revenue in the past year, so odds are you'll be able to recoup your investment."*

BLOOMERANG  
**AI fundraising explained: boost donor engagement & ROI**  
Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.  
SEPTEMBER 17, 2025

Blog [28]

*"High-quality, complete, accurate data is essential to effective AI fundraising. Evaluate your internal donor and fundraising data to ensure you have all key points, such as donors' giving histories, ROI for different fundraising campaigns, and marketing engagement metrics."*

BLOOMERANG  
**AI fundraising explained: boost donor engagement & ROI**  
Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.  
SEPTEMBER 17, 2025

Blog [28]

*"OpenAI introduced GPT-5 this year, the company's smartest and fastest model yet. We can expect to see future releases improving even more when it comes to accuracy, speed, and sophistication. Additionally, the growth of multimodal AI is a trend that nonprofits should keep an eye on. These tools can process information from a variety of modalities or data types, including text, images, audio, and video."*

BLOOMERANG

**AI fundraising explained: boost donor engagement & ROI**

Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"Your nonprofit must be aware of AI regulations governing your state or country. For example, charities operating in the European Union should be aware of the EU AI Act, which establishes a risk-based system for classifying AI tools. The U.S. currently doesn't have any overarching federal laws regulating the development and use of AI, but some states have specific laws, such as the Colorado AI Act."*

BLOOMERANG

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Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"Today, nonprofits can use AI-powered chatbots that greet donors by name, reference past giving, and answer questions in real time. Targeted campaign appeals can dynamically adjust suggested gift amounts, storytelling, and calls-to-action based on a donor's history and interests. Meanwhile, cross-channel personalization ensures consistency across email, text, social media, and even direct mail."*

BLOOMERANG

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Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"Donor prospecting and screening; Dynamic donor segmentation; Stewardship cadence, with recommendations for frequency, tone, and communication channel; Data management; Grant research and proposal drafting; Event planning support and volunteer matching; Corporate partnerships and foundation matching."*

BLOOMERANG

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Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"Content ideation and creation, from emails to blogs to grant proposals; Donor stewardship content, including personalized thank-you emails and milestone recognition (giving anniversaries, birthdays, etc.); Speech and presentation drafting; Video scripting; Automated A/B testing."*

BLOOMERANG

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Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"Campaign optimization; Donor retention and churn prediction through flagging at-risk donors before they disengage; Donor lifetime value modeling; Seasonal giving pattern analysis; Optimal ask amount prediction; Major donor upgrade prediction."*

BLOOMERANG

**AI fundraising explained: boost donor engagement & ROI**

Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Blog [28]

*"Nonprofits risk unintentionally depersonalizing outreach and damaging supporter relationships through too much AI use. Organizations must strike a balance between the convenience of automated AI solutions and the essential need for a personal touch in fundraising. This is especially true for major gift fundraising, since these donors require a high level of personalized engagement and stewardship."*

BLOOMERANG

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Bloomerang article noting that 30% of nonprofits say AI has boosted fundraising revenue, with practical analysis of AI fundraising ROI and donor engagement outcomes from an established nonprofit CRM provider.

SEPTEMBER 17, 2025

Nonprofit Association Event [29]

*"OpenAI Nonprofit Jam is coming to Denver, CO with the Community Resource Center, Colorado Nonprofit Association, & Philanthropy Colorado!"*

COLORADO NONPROFIT ASSOCIATION

**OpenAI Nonprofit AI Jam 2025 - Colorado Nonprofit Association**

A nationwide, hands-on event where nonprofit teams build practical AI solutions in a single day—guided by OpenAI Academy facilitators, trusted technical mentors. Colorado-specific nonprofit AI adoption event.

2025

Nonprofit Association Event [29]

*"A nationwide, hands-on event where nonprofit teams build practical AI solutions in a single day—guided by OpenAI Academy facilitators, trusted technical mentors, local partners, and peer collaboration. Join us on July 17 in person for an all day event at 10 regional hubs."*

COLORADO NONPROFIT ASSOCIATION

**OpenAI Nonprofit AI Jam 2025 - Colorado Nonprofit Association**

A nationwide, hands-on event where nonprofit teams build practical AI solutions in a single day—guided by OpenAI Academy facilitators, trusted technical mentors. Colorado-specific nonprofit AI adoption event.

2025

Nonprofit Association Event [29]

*"OpenAI's mission is to ensure AI benefits everyone, including nonprofit organizations. By giving frontline nonprofits free, hands-on access to state-of-the-art tools - we hope to help organizations close the capacity gap and shape future products and policies that advance equitable AI adoption by learning from their real world challenges."*

COLORADO NONPROFIT ASSOCIATION  
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2025

Nonprofit Association Event [29]

*"Tangible outcome: walk away with a prototype or workflow you can implement in your day-to-day work."*

COLORADO NONPROFIT ASSOCIATION  
**OpenAI Nonprofit AI Jam 2025 - Colorado Nonprofit Association**  
A nationwide, hands-on event where nonprofit teams build practical AI solutions in a single day—guided by OpenAI Academy facilitators, trusted technical mentors. Colorado-specific nonprofit AI adoption event.  
2025

Nonprofit Association Event [29]

*"A short Bootcamp (four 1-hour sessions) created for nonprofit organizations will help learn AI basics and prepare you for the Jam. No prior tech expertise required. The Bootcamp will be available on-demand so you can watch on your own schedule."*

COLORADO NONPROFIT ASSOCIATION  
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A nationwide, hands-on event where nonprofit teams build practical AI solutions in a single day—guided by OpenAI Academy facilitators, trusted technical mentors. Colorado-specific nonprofit AI adoption event.  
2025

Nonprofit Association Event [29]

*"Join peers, experts, local leaders, and potential funders committed to responsibly leveraging AI to support social impact."*

COLORADO NONPROFIT ASSOCIATION  
**OpenAI Nonprofit AI Jam 2025 - Colorado Nonprofit Association**  
A nationwide, hands-on event where nonprofit teams build practical AI solutions in a single day—guided by OpenAI Academy facilitators, trusted technical mentors. Colorado-specific nonprofit AI adoption event.  
2025

Nonprofit Association Event [29]

*"Free to participate: registration is free; limited travel and lodging support available for those who need it."*

COLORADO NONPROFIT ASSOCIATION  
**OpenAI Nonprofit AI Jam 2025 - Colorado Nonprofit Association**  
A nationwide, hands-on event where nonprofit teams build practical AI solutions in a single day—guided by OpenAI Academy facilitators, trusted technical mentors. Colorado-specific nonprofit AI adoption event.  
2025

Nonprofit Association Event [29]

*"Commitment to our code of conduct and willingness to share non-proprietary learnings with the community."*

COLORADO NONPROFIT ASSOCIATION  
**OpenAI Nonprofit AI Jam 2025 - Colorado Nonprofit Association**  
A nationwide, hands-on event where nonprofit teams build practical AI solutions in a single day—guided by OpenAI Academy facilitators, trusted technical mentors. Colorado-specific nonprofit AI adoption event.  
2025

Nonprofit Association [30]

*"Our virtual AI Roundtable Cohorts offer nonprofit professionals a bi-monthly opportunity to connect online, focusing on practical and strategic uses of artificial intelligence within the nonprofit sector."*

COLORADO NONPROFIT ASSOCIATION  
**2026 AI Roundtable Series - Colorado Nonprofit Association**  
Virtual AI Roundtable Cohorts offering Colorado nonprofit professionals a bi-monthly opportunity to connect online, focusing on practical and strategic uses of AI tools within the nonprofit sector.  
2026

Nonprofit Association [30]

*"Throughout the year, discussions will be led by nonprofit practitioners, technology professionals, and peers who are actively exploring and implementing AI tools in their organizations."*

COLORADO NONPROFIT ASSOCIATION  
**2026 AI Roundtable Series - Colorado Nonprofit Association**  
Virtual AI Roundtable Cohorts offering Colorado nonprofit professionals a bi-monthly opportunity to connect online, focusing on practical and strategic uses of AI tools within the nonprofit sector.  
2026

Nonprofit Association [30]

*"These sessions are designed not only to increase understanding of AI concepts and applications, but also to provide ongoing opportunities for networking, peer learning, and the sharing of real-world insights with other nonprofit professionals throughout the year."*

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COLORADO NONPROFIT ASSOCIATION

**2026 AI Roundtable Series - Colorado Nonprofit Association**

Virtual AI Roundtable Cohorts offering Colorado nonprofit professionals a bi-monthly opportunity to connect online, focusing on practical and strategic uses of AI tools within the nonprofit sector.

2026

Nonprofit Association [30]

*"Our AI Cohort meets on Mondays every other month from 10:00 AM - 11:00 AM."*

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COLORADO NONPROFIT ASSOCIATION

**2026 AI Roundtable Series - Colorado Nonprofit Association**

Virtual AI Roundtable Cohorts offering Colorado nonprofit professionals a bi-monthly opportunity to connect online, focusing on practical and strategic uses of AI tools within the nonprofit sector.

2026

Nonprofit Association [30]

*"If you are a practitioner in the field and interested in facilitating one of our roundtables, please contact us at [programs@coloradononprofits.org](mailto:programs@coloradononprofits.org)."*

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COLORADO NONPROFIT ASSOCIATION

**2026 AI Roundtable Series - Colorado Nonprofit Association**

Virtual AI Roundtable Cohorts offering Colorado nonprofit professionals a bi-monthly opportunity to connect online, focusing on practical and strategic uses of AI tools within the nonprofit sector.

2026

Nonprofit Association Event [31]

*"Designed for nonprofit professionals at every level, this Tech Summit offers practical, accessible learning to help organizations strengthen their technology foundations and plan for the future. Sessions are tailored for a wide range of missions, budgets, and technical skill levels, with two focused tracks: Leadership & Strategy for executive directors, board members, and senior leaders, and Skills & Foundations for staff building digital confidence or supporting tech improvements."*

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COLORADO NONPROFIT ASSOCIATION

**Nonprofit Tech Summit 2026 - Colorado Nonprofit Association**

Participants gain actionable tools and real-world guidance on topics such as technology planning, cybersecurity, data management, AI and digital policies for Colorado nonprofits.

2026

Nonprofit Association Event [31]

*"Participants will gain actionable tools and real-world guidance on topics such as technology planning, cybersecurity, data management, AI and digital policies, and long-term sustainability. All sessions center equity, accessibility, and mission alignment—and every breakout includes practical takeaways like templates, checklists, sample policies, or step-by-step guidance you can use right away."*

COLORADO NONPROFIT ASSOCIATION

**Nonprofit Tech Summit 2026 - Colorado Nonprofit Association**

Participants gain actionable tools and real-world guidance on topics such as technology planning, cybersecurity, data management, AI and digital policies for Colorado nonprofits.

2026

Nonprofit Association Event [31]

*"Whether you're setting strategy or strengthening day-to-day systems, this summit will help your organization use technology more confidently, securely, and effectively in service of your mission."*

COLORADO NONPROFIT ASSOCIATION

**Nonprofit Tech Summit 2026 - Colorado Nonprofit Association**

Participants gain actionable tools and real-world guidance on topics such as technology planning, cybersecurity, data management, AI and digital policies for Colorado nonprofits.

2026

Nonprofit Technology Consulting Firm / Training Provider [32]

*"Our nonprofit AI training in Colorado delivers measurable results: 5+ hours saved weekly, \$5,000+ saved annually for organizations over \$700K, through hands-on implementation and custom automation solutions."*

ETS AI CONSULTING

**AI Training Services for Colorado Nonprofits - ETS AI Consulting**

AI for Fundraising & Grants training focused on donor engagement, grant writing, and segmentation tools for Colorado nonprofits. Helps executive directors produce stronger proposals and donor communications.

NOT SPECIFIED

Nonprofit Technology Consulting Firm / Training Provider [32]

*"AI training focused on donor engagement, grant writing, and segmentation tools. Helps EDs produce stronger proposals and donor messaging in a fraction of the time."*

ETS AI CONSULTING

**AI Training Services for Colorado Nonprofits - ETS AI Consulting**

AI for Fundraising & Grants training focused on donor engagement, grant writing, and segmentation tools for Colorado nonprofits. Helps executive directors produce stronger proposals and donor communications.

NOT SPECIFIED

Nonprofit Technology Consulting Firm / Training Provider [32]

*"This training gave me confidence and ease of use with AI that I didn't have before. We identified over six thousand dollars in annual savings, and I now save about five hours every week using the workflows we set up. AI didn't replace my voice or judgment—it strengthened it. This has already improved our grant prospecting and narrative drafting, and it's helping us stay competitive in a challenging funding environment."*

ETS AI CONSULTING

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NOT SPECIFIED

Nonprofit Technology Consulting Firm / Training Provider [32]

*"How can AI really help nonprofit fundraising, and what results can we expect? AI can boost nonprofit fundraising by improving personalization, predicting donor behavior, optimizing messaging and automating repetitive tasks. For example, predictive analytics can identify donors likely to lapse, automate segmentation and suggest optimal outreach timing. According to a recent industry article, nonprofits using predictive AI saw response-rate increases of 20-30%."*

ETS AI CONSULTING

**AI Training Services for Colorado Nonprofits - ETS AI Consulting**

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NOT SPECIFIED

Nonprofit Technology Consulting Firm / Training Provider [32]

*"What are the risks of AI for nonprofits (data privacy, bias, compliance) and how do we protect ourselves? AI offers major benefits, but it comes with real risks if not managed properly. Key risks include biased algorithms, misuse of sensitive donor or client data, and lack of governance. For nonprofits, the recommended path is: build an ethical AI policy, clean and secure your data, use a phased rollout, and ensure human oversight."*

ETS AI CONSULTING

**AI Training Services for Colorado Nonprofits - ETS AI Consulting**

AI for Fundraising & Grants training focused on donor engagement, grant writing, and segmentation tools for Colorado nonprofits. Helps executive directors produce stronger proposals and donor communications.

NOT SPECIFIED

Nonprofit Technology Consulting Firm / Training Provider [32]

*"Can a small-team nonprofit start using AI without hiring a tech staff? Yes- they absolutely can. One of the biggest misconceptions is that AI always requires a large in-house tech team. In fact, most nonprofits can begin with existing staff and modest tools. The key is focused training, clear workflows and picking a few high-impact use-cases (for example, automated donor thank-you emails or simplified case intake forms)."*

ETS AI CONSULTING

**AI Training Services for Colorado Nonprofits - ETS AI Consulting**

AI for Fundraising & Grants training focused on donor engagement, grant writing, and segmentation tools for Colorado nonprofits. Helps executive directors produce stronger proposals and donor communications.

NOT SPECIFIED

Nonprofit Technology Consulting Firm / Training Provider [32]

*"Training that prepares organizations for Colorado's upcoming AI regulations. Covers safe use, data protection, and building internal AI guidelines."*

ETS AI CONSULTING

**AI Training Services for Colorado Nonprofits - ETS AI Consulting**

AI for Fundraising & Grants training focused on donor engagement, grant writing, and segmentation tools for Colorado nonprofits. Helps executive directors produce stronger proposals and donor communications.

NOT SPECIFIED

Nonprofit Technology Consulting Firm / Training Provider [32]

Nonprofit Technology Consulting Firm / Training Provider [32]

*"Preparing your nonprofit begins with an 'AI readiness audit' that looks at your data quality, staff bandwidth, workflows, and mission alignment. Then you map workflows to identify where AI can save time or reduce costs, train staff in practical tools, and run small pilot projects ('quick wins'). Many nonprofits skip this and launch large AI projects too soon—and risk failure."*

*"No – AI is not out-of-reach for nonprofits when the project is properly scoped and focused on outcomes, not hype. Many small nonprofits use affordable AI tools, and costs are often viewed as manageable when tied to impact. The key is to choose the right scope: start with one or two use-cases, clear ROI goals (time saved, cost avoided), and pilot before scaling."*

ETS AI CONSULTING

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NOT SPECIFIED

Nonprofit Technology Consulting Firm / Training Provider [32]

Blog [33]

*"Start small, identify a few high-frequency, high-pain tasks your team does that consume hours and don't directly advance mission. Tasks like donor thank-you letter personalization, intake form processing, or basic data cleaning are low-risk and high-reward. Set a pilot, train your team, measure time saved, and scale from there."*

*"Donor retention is generally more cost-effective than acquiring new supporters, but it remains a continuous challenge across sectors. According to Blackbaud's donorCentrics® Collaborative Benchmarking, the median retention rate for new donors hovers around just 24%, while repeat donors are retained at much higher rates—providing reliable, ongoing support."*

ETS AI CONSULTING

**AI Training Services for Colorado Nonprofits - ETS AI Consulting**

AI for Fundraising & Grants training focused on donor engagement, grant writing, and segmentation tools for Colorado nonprofits. Helps executive directors produce stronger proposals and donor communications.

NOT SPECIFIED

BLACKBAUD

**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**

Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.

NOVEMBER 12, 2025

Blog [33]

*"Nurturing a healthy donor retention program is much like a farmer tenderly caring for the land. Farming, like fundraising, requires thoughtful planning, consistent care, and the ability to navigate ever-changing variables. Farmers maintain the soil, plant with intention, and monitor the environment to ensure reliable harvests year after year—not just one bumper crop that depletes the land."*

BLACKBAUD  
**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**  
Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.  
NOVEMBER 12, 2025

Blog [33]

*"A healthy donor base isn't built on one-time gifts or short-term wins; it grows through ongoing engagement and retention. When you focus on long-term relationships, your supporters' impact increases over time."*

BLACKBAUD  
**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**  
Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.  
NOVEMBER 12, 2025

Blog [33]

*"Start by analyzing trends in your data from the past five to 10 years. Pay specific attention to the following: Overall dollars raised, Overall donor counts, Overall average gift size, Overall donor retention rates, and Donor lifecycle metrics."*

BLACKBAUD  
**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**  
Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.  
NOVEMBER 12, 2025

Blog [33]

*"In the Blackbaud Fundraiser Performance Management community, comparing FY05 to FY24 shows fewer donors overall, with a growing share of acquisitions and a shrinking share of retained donors—a leaky bucket that's not being refilled fast enough."*

BLACKBAUD  
**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**  
Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.  
NOVEMBER 12, 2025

Blog

[33]

*"Predictive analytics platforms, like Blackbaud's ResearchPoint™, Prospect Insights Pro, and Fundraiser Performance Management, transform complex donor data into actionable scores, enabling fundraisers to focus on the donors most likely to lapse or upgrade."*

BLACKBAUD

**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**

Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.

NOVEMBER 12, 2025

Blog

[33]

*"Use behavioral analysis and predictive models to identify at-risk donors: Look for signs of disengagement: downgraded gifts, fewer events attended, slower response times. Spot signs of deepening engagement: increased giving, more event participation, quicker responses."*

BLACKBAUD

**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**

Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.

NOVEMBER 12, 2025

Blog

[33]

*"Set annual goals based on your historical analysis, adjusting for changes in budget, staffing, or tools. Break those goals into monthly milestones. While dividing by twelve is a start, a more accurate method is to analyze donor and dollar patterns over the past five years. For example, December often yields more donors and dollars than February—plan accordingly."*

BLACKBAUD

**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**

Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.

NOVEMBER 12, 2025

Blog

[33]

*"Predictive models, like those offered by Blackbaud, can simplify this process. They turn complex data into actionable scores, helping you identify donors for timely re-engagement, as well as those who are already likely to stay and grow."*

BLACKBAUD

**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**

Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.

NOVEMBER 12, 2025

Blog [33]

*"Provide staff training and adoption support: Change management and additional training can drive adoption to modern capabilities, equipping your team to leverage powerful predictive analytics for donor retention."*

BLACKBAUD

**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**

Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.

NOVEMBER 12, 2025

Blog [33]

*"Donor retention is not necessarily about chasing lapsed donors. It is about cultivating lasting relationships. Predictive analytics gives you the tools to analyze the past and measure vital signs, set realistic stretch goals with monthly milestones, and use predictive models to identify and nurture your most promising donors."*

BLACKBAUD

**Using Predictive Analytics to Identify At-Risk Donors and Prevent Attrition**

Learn how to grow sustainable support year after year with a proactive donor retention strategy and predictive analytics.

NOVEMBER 12, 2025

SaaS/Technology Vendor Blog [34]

*"Recent data from Dataro's 2024 Donor Retention Analysis reveals that donor retention is on a concerning downward trend. In 2023, the typical global nonprofit retained 57.1% of donors (that is, only 57% of donors who gave in 2022 donated again in 2023). For North American nonprofits, overall donor retention dropped to 46.6%."*

DATARO

**How to improve donor retention: Data insights, trends & strategies for nonprofits**

Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.

FEBRUARY 10, 2025

*"In 2023, the typical global nonprofit retained 57.1% of donors. By the end of 2024, overall donor retention was projected to drop further to 55.6%. In North America, annual donor retention rates have hovered around 50% (2019 – 2022), according to our analysis. In 2023, annual donor retention rates dropped to 46% for North American nonprofits in our analysis."*

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DATARO

**How to improve donor retention: Data insights, trends & strategies for nonprofits**

Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.

FEBRUARY 10, 2025

*"In 2023, only 28% of new donors gave a second gift, and projections for 2024 indicated a drop to just 26.9%. That means 72% of first-time donors in 2022 stopped giving in 2023. Over the longer term, approximately 69% of first-time donors never gave again. However, once a donor gives a second gift, retention rates almost double. 59% of new donors continue donating after making their second gift."*

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DATARO

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FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"On average, just 9.8% of lapsed donors are reactivated annually. The Fundraising Effectiveness Project reports that reactivation rates for lapsed donors is as little as 4% and has been steadily declining over the past few years. These results suggest a widespread lack of effective reactivation strategies."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"By year five, the lifetime value (LTV) of a donor can reach \$500 USD. By year 10, LTV triples to \$1,550 USD revealing the compounding value of donor retention."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"Donors who support multiple programs (e.g., appeals, recurring giving, events) are retained longer and have a higher LTV. A donor giving to two programs may see their LTV quadruple compared to a single-program donor."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"Repeat donors, while fewer in number, contribute a disproportionately large share of total revenue. Their consistent giving and increasing donation amounts over time amplify their overall impact. This highlights the critical importance of cultivating and maintaining long-term donor relationships."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"In 2023, the retention rate for reactivated donors was 40.4%, compared to just 27.9% for new donors (for the typical global nonprofit). Reactivating past supporters not only reduces acquisition costs but also results in a more loyal donor base."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"Recurring givers / monthly donors are retained at nearly 2x the rate of single-gift donors. On average, the retention rate of recurring givers is 83% versus 45% for single-gift donors. Recurring monthly donors also have 5.4x the LTV of single-gift donors."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"Our data shows that while only 31% of new donors go on to make a second gift, an impressive 59% of those who do make a second donation continue giving beyond that point. This underscores the critical role of the second gift in transforming first-time donors into loyal, long-term supporters."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"To retain more first-time donors, focus on personalizing their experience and building a meaningful connection to your mission by: Sending timely acknowledgment, Implementing automated welcome journeys, Showing them special attention, Leveraging data tools, Asking for the second gift within 3–7 months."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"Since 2019, recurring giving revenue has grown by 26.78%, reflecting the nonprofit community's expanding focus on this strategy. In 2023, 63.6% of nonprofits in Dataro's Recurring Giving Benchmark Report grew their recurring giving revenue by an average of 3.6%, with recurring donor bases increasing by 1.8%. North American nonprofits led the way, growing their recurring donor bases by 5.4%."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"Nonprofits using Dataro's AI donor propensities to help them identify the best lapsed donors to re-engage achieve a 10% recapture rate, far above the industry benchmark of 4%. Using Dataro's Smart Audiences, fundraisers easily identify their lapsed donor segment for tailored campaign outreach."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"One innovative nonprofit, Child Cancer Foundation, recently reactivated hundreds of donors in their appeal using Dataro's AI donor predictions. As a result of improved targeting, 87% of revenue from lapsed donors came from the top-ranked donors."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"Machine learning offers a powerful solution to these challenges. By analyzing data from your CRM and marketing platforms, it identifies patterns in donor giving, communication preferences, and overall engagement trends. These insights help fundraisers determine the next best step in a donor's journey, whether that is to ask a donor for a specific gift value, invite them to upgrade their recurring gift, ring-fence them from your appeal, invite them to learn more about leaving a planned legacy gift or nurturing them for higher levels of giving through a tailored case for support."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"The challenge lies in understanding the data, to better understand the donor. Nonprofits often face difficulties analyzing the data in their CRM and marketing platforms to understand their donors' preferences, motivations, and giving behaviors. It's too much data for fundraising teams to make sense of – certainly in a timely way or at scale."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

SaaS/Technology Vendor Blog [34]

*"By leveraging AI to deliver personalized donor engagement, nonprofits can unlock one of the most effective strategies for retaining donors and building lasting loyalty. Addressing donors by name, acknowledging past contributions, and aligning asks and communications with their interests and stage with your organization makes donors feel appreciated, understood, and more connected to your mission."*

DATARO  
**How to improve donor retention: Data insights, trends & strategies for nonprofits**  
Dataro's 2024 Donor Retention Analysis reveals declining retention rates across global and North American nonprofits, with actionable strategies and AI-powered solutions for improving donor retention and lifetime value.  
FEBRUARY 10, 2025

Industry Association - News/Research Report [35]

*"Q1 2025 fundraising data from the Fundraising Effectiveness Project (FEP), released today, shows an increase of 3.6% in total dollars raised compared to 2024 levels, driven largely by larger gifts. However, this growth masks significant declines in grassroots contributions and highlights the ongoing importance of diversifying donor strategies to ensure long-term sustainability."*

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)  
**Fundraising Effectiveness Project Data for Q1 2025 Shows Increases in Dollars Raised, but Declining Numbers of Donors**  
Q1 2025 fundraising data shows a 3.6% increase in total dollars raised but reveals significant declines in grassroots contributions and donor retention rates, highlighting the need for diversified donor strategies and improved retention approaches.  
JULY 29, 2025

Industry Association - News/Research Report [35]

*"Despite the rise in total dollars, the number of donors declined by 1.3% year-over-year, and retention rates slipped slightly from 18.3% in 2024 to 18.1% in Q1 2025. The smallest donor group (\$1–\$100), who made up 57.0% of all donors in Q1 2025, experienced an 11.1% year-over-year drop, continuing a trend of decreased engagement from small donors early in the year."*

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)

**Fundraising Effectiveness Project Data for Q1 2025 Shows Increases in Dollars Raised, but Declining Numbers of Donors**

Q1 2025 fundraising data shows a 3.6% increase in total dollars raised but reveals significant declines in grassroots contributions and donor retention rates, highlighting the need for diversified donor strategies and improved retention approaches.

JULY 29, 2025

Industry Association - News/Research Report [35]

*"As nonprofits approach the giving season, these trends underscore the challenges facing nonprofits—especially the need to re-engage both first-time and repeat donors while strengthening small donor acquisition and retention strategies alongside major donor cultivation."*

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)

**Fundraising Effectiveness Project Data for Q1 2025 Shows Increases in Dollars Raised, but Declining Numbers of Donors**

Q1 2025 fundraising data shows a 3.6% increase in total dollars raised but reveals significant declines in grassroots contributions and donor retention rates, highlighting the need for diversified donor strategies and improved retention approaches.

JULY 29, 2025

*"Organizations can mitigate dependencies on larger donors by prioritizing small donor acquisition and tailoring retention strategies to smaller donor segments, in addition to strengthening relationships with major donors."*

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)

**Fundraising Effectiveness Project Data for Q1 2025 Shows Increases in Dollars Raised, but Declining Numbers of Donors**

Q1 2025 fundraising data shows a 3.6% increase in total dollars raised but reveals significant declines in grassroots contributions and donor retention rates, highlighting the need for diversified donor strategies and improved retention approaches.

JULY 29, 2025

*"As we've seen in previous quarters, the continued decline in small donor participation reveals a deep vulnerability, especially at a time of growing volatility for the nonprofit sector. Now, ahead of giving season, is the time to invest in unlocking the billions of dollars in untapped opportunity within the everyday giving market."*

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)

**Fundraising Effectiveness Project Data for Q1 2025 Shows Increases in Dollars Raised, but Declining Numbers of Donors**

Q1 2025 fundraising data shows a 3.6% increase in total dollars raised but reveals significant declines in grassroots contributions and donor retention rates, highlighting the need for diversified donor strategies and improved retention approaches.

JULY 29, 2025

Industry Association - News/Research Report [35]

*"FEP reports continue to be made possible by the generous support of existing collaborating data providers, including BetterUnite, Bloomerang, Bonterra, DonorDock, DonorPerfect, FundraiseUp, Givebutter, Givesmart, GoFundMe Pro, Keela, Neon One, and Qgiv."*

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)

**Fundraising Effectiveness Project Data for Q1 2025 Shows Increases in Dollars Raised, but Declining Numbers of Donors**

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JULY 29, 2025

Industry Association - News/Research Report [35]

*"The Fundraising Effectiveness Project (FEP) is a collaborative project of the Association of Fundraising Professionals (AFP) Foundation for Philanthropy and GivingTuesday and is a collaboration among fundraising data providers, researchers, analysts, associations, and consultants to empower the sector to track and evaluate trends in giving."*

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)

**Fundraising Effectiveness Project Data for Q1 2025 Shows Increases in Dollars Raised, but Declining Numbers of Donors**

Q1 2025 fundraising data shows a 3.6% increase in total dollars raised but reveals significant declines in grassroots contributions and donor retention rates, highlighting the need for diversified donor strategies and improved retention approaches.

JULY 29, 2025

Vendor Blog/Product Comparison [36]

*"Fundraising automation streamlines repetitive fundraising tasks through technology. Nonprofits that employ automation typically reduce administrative workloads, increase donor retention, and gain a more strategic use of staff resources. Our research suggests automation can increase donor retention by approximately 25% and reduce time spent on routine tasks by up to 40%."*

STRATUSLIVE  
**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**  
Compares the fundraising automation capabilities of StratusLIVE, Virtuous, Blackbaud (Raiser's Edge NXT), and Salesforce Nonprofit Cloud, providing a multi-platform perspective on AI and automation features for nonprofit organizations.  
JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Fundraising automation enables nonprofits to automate tasks like routine donor communication, track campaign performance, and manage donor relationships without manual intervention. Common uses include automated emails, event follow-ups, donation acknowledgments, and targeted donor outreach."*

STRATUSLIVE  
**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**  
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JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Automation significantly reduces manual data entry and improves donor relationship management, freeing organizational resources for higher-value activities such as donor cultivation and strategy development."*

STRATUSLIVE

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JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"StratusLIVE is designed explicitly for nonprofits, and its CRM integrates directly with Microsoft Dynamics 365. Its primary strengths include automation of routine donor management tasks, data-driven donor engagement, and real-time analytics provided by integrated Microsoft tools."*

STRATUSLIVE

**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

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JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Workflow Automation: Automates thank-you communications, follow-up actions, and stewardship sequences without extensive manual setup. Donor Analytics: Provides built-in predictive analytics for donor segmentation, major gift identification, and targeted campaigns."*

STRATUSLIVE

**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

Compares the fundraising automation capabilities of StratusLIVE, Virtuous, Blackbaud (Raiser's Edge NXT), and Salesforce Nonprofit Cloud, providing a multi-platform perspective on AI and automation features for nonprofit organizations.

JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Direct integration with Microsoft products like Dynamics, Teams, Outlook, and Power BI without additional integration tools or expenses."*

STRATUSLIVE

**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

Compares the fundraising automation capabilities of StratusLIVE, Virtuous, Blackbaud (Raiser's Edge NXT), and Salesforce Nonprofit Cloud, providing a multi-platform perspective on AI and automation features for nonprofit organizations.

JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Hosted on Microsoft Azure, featuring 99.5% guaranteed uptime, data encryption, and compliance with relevant security standards."*

STRATUSLIVE  
**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

Compares the fundraising automation capabilities of StratusLIVE, Virtuous, Blackbaud (Raiser's Edge NXT), and Salesforce Nonprofit Cloud, providing a multi-platform perspective on AI and automation features for nonprofit organizations.

JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Virtuous emphasizes personalized donor journeys and automated communication workflows. It provides intuitive tools aimed at reducing administrative complexity in donor management."*

STRATUSLIVE  
**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

Compares the fundraising automation capabilities of StratusLIVE, Virtuous, Blackbaud (Raiser's Edge NXT), and Salesforce Nonprofit Cloud, providing a multi-platform perspective on AI and automation features for nonprofit organizations.

JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Donor Journey Automation: Automates personalized email communication sequences triggered by donor actions or dates. User-Friendly Interface: User interface and customer support are widely noted as accessible and intuitive, suitable for nonprofits with limited technical resources."*

STRATUSLIVE  
**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

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JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Blackbaud's Raiser's Edge NXT provides basic fundraising automation and robust donor management tools. It is frequently used by larger nonprofits that value an established product with proven reliability."*

STRATUSLIVE  
**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

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JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"While reliable for standard fundraising automation, users frequently cite limitations in flexibility and integration capabilities. The reliance on internal Blackbaud products may limit the system's overall automation potential."*

STRATUSLIVE

**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

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JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Salesforce Nonprofit Cloud offers extensive customization and integration options through the Salesforce ecosystem. It is suited for nonprofits with dedicated technical support or resources for ongoing platform maintenance."*

STRATUSLIVE

**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

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JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"The Salesforce platform offers flexibility in automation, but it involves higher implementation complexity, which can potentially result in increased maintenance costs."*

STRATUSLIVE

**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

Compares the fundraising automation capabilities of StratusLIVE, Virtuous, Blackbaud (Raiser's Edge NXT), and Salesforce Nonprofit Cloud, providing a multi-platform perspective on AI and automation features for nonprofit organizations.

JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"StratusLIVE distinguishes itself from other platforms through its integration with Microsoft Dynamics, automated donor analytics, and streamlined operations. Comprehensive automation tools are integrated directly into nonprofit-specific workflows, reducing manual processes."*

STRATUSLIVE

**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

Compares the fundraising automation capabilities of StratusLIVE, Virtuous, Blackbaud (Raiser's Edge NXT), and Salesforce Nonprofit Cloud, providing a multi-platform perspective on AI and automation features for nonprofit organizations.

JULY 24, 2025

Vendor Blog/Product Comparison [36]

*"Embedded analytics and predictive capabilities that enhance donor engagement without additional third-party software. Direct integration with familiar Microsoft products reduces training requirements and implementation complexity."*

STRATUSLIVE

**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

Compares the fundraising automation capabilities of StratusLIVE, Virtuous, Blackbaud (Raiser's Edge NXT), and Salesforce Nonprofit Cloud, providing a multi-platform perspective on AI and automation features for nonprofit organizations.

JULY 24, 2025

Blog [37]

*"Virtuous fits mid-sized nonprofits (\$500K-\$5M revenue) running diverse individual giving programs who need sophisticated automation, AI-powered prospect identification, and predictive analytics beyond what basic donor databases provide. It's not ideal for organizations with simple donor tracking needs or those whose current CRM already handles their fundraising complexity adequately."*

SMARTTHOUGHTS

**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**

Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Vendor Blog/Product Comparison [36]

*"Nonprofits evaluating fundraising automation platforms should prioritize solutions aligning with their operational needs, resource availability, and technical capacity."*

STRATUSLIVE

**Fundraising Automation: Comparing StratusLIVE, Virtuous, Blackbaud, and Salesforce for Nonprofits**

Compares the fundraising automation capabilities of StratusLIVE, Virtuous, Blackbaud (Raiser's Edge NXT), and Salesforce Nonprofit Cloud, providing a multi-platform perspective on AI and automation features for nonprofit organizations.

JULY 24, 2025

Blog [37]

*"Founded in 2014 and headquartered in Phoenix, Arizona, Virtuous employs approximately 198-200 staff members and has raised \$139-141 million in funding, including a \$100 million Series C round in 2024 led by Susquehanna Growth Equity. In 2025, Virtuous appointed Nathan Chappell as Chief AI Officer and acquired Momentum AI (August 2025), VOMO (volunteer management), and RaiseDonors (digital fundraising tools), signaling aggressive investment in AI capabilities and native functionality."*

SMARTTHOUGHTS

**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**

Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Blog [37]

*"Virtuous was purpose-built for nonprofits —not adapted from for-profit sales CRM architecture like Salesforce. The platform's 'Responsive Fundraising' methodology prioritizes donor relationships over transaction processing, with features specifically designed for development teams including machine learning prediction models for donor behavior and wealth screening, AI agents that draft emails and prioritize inbox, and automated prospect research and donor scoring."*

SMARTTHOUGHTS

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Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Blog [37]

*"More than 80% of Virtuous customers leverage the native DonorSearch integration for wealth and philanthropic screening. In September 2025, EverTrue (donor engagement platform) acquired DonorSearch, creating a powerful ecosystem where DonorSearch provides AI-powered wealth screening with 240+ million charitable gift records, real estate holdings, stock ownership, foundation board memberships, and RFM (Recency, Frequency, Monetary) scoring."*

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SMARTTHOUGHTS

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FEBRUARY 2026

Blog [37]

*"The DonorSearch integration delivers real-time wealth data directly in Virtuous contact records, automated prospect identification, segmentation by capacity and affinity, and workflow triggers based on wealth indicators. This partnership positions Virtuous customers with comprehensive prospect research capabilities without managing separate screening systems—though it represents vendor dependency for this critical function."*

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SMARTTHOUGHTS

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Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Blog [37]

*"Growing nonprofits (\$500K-\$5M revenue) with 500+ individual donors requiring segmented, automated communication; major gifts program needing AI-powered prospect identification and moves management; multiple fundraising channels (individual, corporate, grants, events, volunteers) requiring unified view; and development team ready to leverage automation, predictive analytics, and AI tools represent the ideal Virtuous customer profile."*

SMARTTHOUGHTS  
**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**  
Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.  
FEBRUARY 2026

Blog [37]

*"The August 2025 Momentum acquisition brings genuine innovation—GPT-powered email drafting and automated engagement plans specifically for major donor cultivation. This positions Virtuous ahead of competitors in AI-powered gift officer productivity."*

SMARTTHOUGHTS  
**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**  
Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.  
FEBRUARY 2026

Blog [37]

*"Organizations should assess necessity and change by asking: Does our current system support predictive analytics and AI-powered prospect scoring? Are we outgrowing our CRM's automation capabilities? What's the cost of NOT having deeper functionality? Can we afford sophisticated wealth screening?"*

SMARTTHOUGHTS  
**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**  
Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.  
FEBRUARY 2026

Blog [37]

*"Users report that Virtuous automation allows them to respond to donors quicker than ever before, bringing another level of relationship with donors, and that Virtuous ties together different systems and is their main repository for donor data, acting as a 'data silo killer' for their organization."*

SMARTTHOUGHTS  
**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**  
Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.  
FEBRUARY 2026

Blog

[37]

*"Users cite query functionality limitations, reporting customization learning curve, complexity that challenges smaller organizations, and the reality that 'all-in-one' requires coordinating partner integrations (QuickBooks, payment processors, DonorSearch) rather than being truly native end-to-end. Support is responsive (24-48 hours) but not real-time chat."*

SMARTTHOUGHTS

**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**

Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Blog

[37]

*"Virtuous occupies the 'sophisticated mid-market' niche—more AI capabilities and automation than entry systems (DonorPerfect, Bloomerang), less complexity and cost than enterprise platforms (Salesforce, Raiser's Edge). The DonorSearch partnership (80% customer adoption) makes wealth screening accessible to mid-market organizations typically priced out of comprehensive prospect research."*

SMARTTHOUGHTS

**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**

Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Blog

[37]

*"Verified clients including Victory Mission (75% monthly donor increase), Lahai Health (38% annual revenue increase), North Central University (520 hours saved annually), and Atlas Free (30% less reporting time) demonstrate measurable outcomes, though these represent vendor-published case studies rather than independent verification."*

SMARTTHOUGHTS

**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**

Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Blog

[37]

*"Published Pricing (February 2026): Virtuous uses tiered pricing starting at \$199/month with Platform Plan for growing nonprofits (includes unlimited users, automation workflows, core fundraising tools, and scalability features) and Enterprise Plan for larger organizations (adds custom integrations, API access, multi-chapter management, advanced configurations, and SSO). Actual pricing varies significantly based on donor record count, modules selected, DonorSearch integration subscription, Momentum AI access, and contract terms."*

SMARTTHOUGHTS

**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**

Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Blog

[37]

*"The platform's 'Responsive Fundraising' methodology prioritizes donor relationships over transaction processing, with features specifically designed for development teams including social scraping from 200+ sites to build rich donor profiles, integrated volunteer management (rare in traditional CRMs), native marketing automation designed for donor stewardship, moves management that prompts gift officers for the right ask at the right time, and project-based giving pages for specific campaigns."*

SMARTTHOUGHTS

**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**

Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Blog

[37]

*"Four consecutive years on Inc. 5000 (339% growth) and \$100M Series C funding demonstrate financial stability. The company's investment in 'Responsive Fundraising' thought leadership (books, certifications, annual summits, peer community) suggests commitment beyond transactional software sales."*

SMARTTHOUGHTS

**Virtuous CRM Review 2026: Pricing & Fit [Expert] - SmartThoughts**

Expert review of Virtuous CRM covering pricing, fit for mid-sized nonprofits, automation capabilities, and how it compares to other platforms like Blackbaud.

FEBRUARY 2026

Software Review Platform [38]

*"On average, Raiser's Edge NXT customers experience: 35% growth in number of donors, 48% growth in number of gifts, 44% growth in total dollars raised"*

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G2  
**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**  
Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.  
2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"Blackbaud Raisers Edge NXT is a cloud-based fundraising and relationship management solution that's smart, fully integrated, and purpose-built exclusively for fundraising. Its advanced technology will streamline your data and reporting processes, increasing operational efficiency, and provide insight to every stage of the constituent lifecycle, helping you attract new supporters, engage them with the right communications according to their unique preferences, and grow their impact on your mission."*

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G2  
**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**  
Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.  
2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"Prospect Insights in Raiser's Edge NXT combines the power of wealth screening and predictive modeling to help identify and qualify major gift fundraising prospects. With Prospect Insights, identify top prospects, assess capacity and likelihood to give, and take proactive actions."*

G2

**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**

Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.

2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"What I like most about Blackbaud Raiser's Edge NXT is how it keeps me grounded in the people, not just the data. Everything about it is built around the donor. I can quickly see someone's giving history, notes, touchpoints, and where they are in the relationship. That makes it easier to be thoughtful and intentional, instead of reactive or transactional."*

G2

**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**

Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.

2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"NXT is the backbone of both my position and our office in many ways. From gift processing to database management to email communications and workflows to documentation, I appreciate that I have the ability to learn more facets of the platform and better incorporate into my daily tasks."*

G2

**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**

Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.

2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"Automations for acknowledgments and basic moves management take things off the mental load. I'm not chasing details or wondering what fell through the cracks. And honestly, the dashboards matter. Being able to pull up clear, visual snapshots of progress helps me tell the story of what's happening, whether that's with our team or our board."*

G2

**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**

Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.

2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"Raiser's Edge is acting as our single source of truth and discouraging staff members from working off of assorted spreadsheets and memory. The continuity of record keeping reduces our reliance on institutional knowledge, making us less vulnerable in the event of staff turnover. We are also able to use queries, lists, and dashboarding to do simple analysis."*

G2

**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**

Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.

2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"One is that it can feel slow at times. Loading screens and transitions can lag, especially when pulling big lists or running complex queries. It doesn't stop you from working but it slows your rhythm. Another is that some features feel hidden or unintuitive. If you haven't used it before, there's a bit of a learning curve just figuring out where things live."*

G2  
**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**  
Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.  
2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"The lack of customer service is absolutely atrocious. They do not respond to requests for help and if they do respond, they don't answer the question. The system is very cumbersome and they are charging us for things we don't use. We are a very small organization and they have taken advantage of us and are charging us a ridiculous amount of money."*

G2  
**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**  
Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.  
2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"Poor customer service, isn't intuitive, too many bells and whistles, long term contracts that are over the top expensive. It has a lot of tools and is probably a good tool for very large nonprofits such as, hospitals and universities."*

G2  
**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**  
Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.  
2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

"I really like how easy it is to track donor giving history, manage actions, and create dynamic lists for segmentation. The interface is clean and modern, making it accessible even for users who are new to fundraising software. Integration with Outlook and the ability to log interactions seamlessly has improved team collaboration."

G2

**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**

Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.

2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

"Raiser's Edge NXT is helping us centralize donor data, streamline stewardship, and improve the accuracy of our fundraising reporting. Before NXT, tracking donor interactions across teams was inconsistent, and creating segmented lists for outreach was time-consuming. With NXT, we can now manage campaigns more efficiently, track donor engagement in real-time, and make data-driven decisions with greater confidence."

G2

**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**

Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.

2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

"Time to Implement: 3 months. Return on Investment: 17 months. Average Discount: 8%."

G2

**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**

Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.

2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Review Platform [38]

*"Users consistently praise the user-friendly interface and ease of access that Raiser's Edge NXT provides, making it a valuable tool for managing donor information and fundraising activities. Many appreciate its intuitive design, which simplifies data management and enhances collaboration among team members. However, some users note that it lacks certain functionalities found in the traditional database view, which can hinder more complex tasks."*

G2  
**Blackbaud Raiser's Edge NXT Reviews & Product Details - G2**  
Verified user reviews of Blackbaud Raiser's Edge NXT with quantified outcomes including 35% donor growth, 48% gift growth, and 44% increase in total dollars raised, offering independent user perspectives.  
2025-2026 (REVIEWS DATED THROUGH MARCH 2026)

Software Comparison/Review Platform [39]

*"Raiser's Edge NXT is cloud fundraising and constituent relationship management software from Blackbaud."*

TRUSTRADIUS  
**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**  
Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.  
2026

Software Comparison/Review Platform [39]

*"DonorSearch is an online database of donors and prospects providing intelligence on donor wealth and capacity for giving, from the company of the same name in Marriotsville."*

TRUSTRADIUS  
**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**  
Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.  
2026

Software Comparison/Review Platform [39]

*"Prospect Insights in Raiser's Edge NXT combines wealth screening and predictive modeling to help identify and qualify major gift fundraising prospects. With Prospect Insights, identify top prospects, assess capacity and likelihood to give, and take proactive steps to cultivate your most valuable prospects."*

TRUSTRADIUS  
**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**  
Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.  
2026

Software Comparison/Review Platform [39]

*"Blackbaud Raiser's Edge NXT is great for a small organization that just needs to track their giving. It will house data and give you some output that can help inform strategy. However, if you really want the system to work for you, you desperately need someone who is tech savvy, detail oriented, and strategy minded. Almost nothing is set up for you at the beginning. You will need to build a lot of the reports, dashboards, and queries yourself."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"Training is key. Blackbaud offered the training package prior to implementation and it helped us understand how to build it so that the future use would be appropriate to the operation of the organization. Data conversion stage was also very important. A lot of work must be done before making the final decisions about the data conversion - what data to convert and what to leave out, where certain information was supposed to be placed within RE."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"When doing research, it's been very helpful to see real estate ownership along with SEC holdings in one spot which has been helpful in leads. However, with the real estate, at times it doesn't match the names on the property records which adds an additional step on my end to complete."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"There is so much missing functionality in Blackbaud Raiser's Edge NXT (webview) compared to database view - whilst they repeatedly tell us to switch to webview we simply can't due to crucial functionality that is missing."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"An increased focus from Blackbaud and all their marketing about pushing third party vendors for certain activities (email marketing being a big one!) all of which come at an additional cost. Although these integrate into Blackbaud Raiser's Edge NXT, I would prefer Blackbaud to focus on making its own functionality up to standard rather than integrating costly 3rd party platforms."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"In my experience, Support for the platform has got worse over the years - I have been waiting over six months to resolve a technical issue which is hampering our use of the functionality."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"Benchmarking in Blackbaud Raiser's Edge NXT allows users to better understand fundraising performance with comparisons against other organizations within a specific vertical or mission, or organizations of a similar size. The reports also quantify the revenue potential associated with improving, and surface actionable insight. Metrics include retention rate, recapture rate, acquisition rate, total revenue, revenue per donor, and current donors."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"Having everything in one system means that information is much more likely to be up to date. We hardly get any returned mail from the post office when we pull lists. Our gift officers can easily pull up donor information on their phones while out on a visit, giving them the edge they need to close a gift."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"NXT seems easy to learn on a relatively deep level. There are glitches, like with everything, but it is usually easy to see where they are, most of time. I like that Development staff can choose what they want to see and where they want to see it, and it doesn't affect my screen."*

TRUSTRADIUS  
**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.  
2026

Software Comparison/Review Platform [39]

*"Very clean interface and easy to navigate based on labeling. Also, the onboarding process is very easy to follow and understand! DonorSearch also does weekly webinars that help and are insightful when looking to learn new things about the system."*

TRUSTRADIUS  
**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.  
2026

Software Comparison/Review Platform [39]

*"We have a lot invested in NXT and it suits our needs perfectly. There would be no reason for us to consider a needless conversion to a new solution. I do not believe there is any other product on the market that would be worth considering."*

TRUSTRADIUS  
**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.  
2026

Software Comparison/Review Platform [39]

*"DonorSearch was the first product we onboarded for our donor research and haven't left them because of the success we have had with them so far!"*

TRUSTRADIUS  
**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.  
2026

Software Comparison/Review Platform [39]

*"The instructors were knowledgeable and provided the insight needed for both new users and more seasoned veterans to grow in their knowledge of the product and the features that Blackbaud Raiser's Edge NXT provides. The learning curve for this product is steep and training is essential."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"New features are constantly being added to Raiser's Edge NXT that expand its capabilities. Features such as constituent mapping and easily accessible actions allow for more in-depth analysis of existing constituents. The future ability to manipulate soft-credits and customize reporting dashboards will make NXT even more attractive to our fundraisers and executives."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"We have been able to get a jumpstart on many leads. We are able to see whose giving aligns with our organization."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"Pricing really seems to be all over the place, and everything else you need is an extra add-on cost. The biggest issue is training. Options are limited unless you subscribe and pay for it across your contract."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Software Comparison/Review Platform [39]

*"Too many names included even when the correct address has been provided for the initial query. Not providing total clarity about DonorSearch specific definitions. Providing too much info from low-quality profiles."*

TRUSTRADIUS

**Compare Blackbaud Raiser's Edge NXT vs DonorSearch 2026**

Side-by-side comparison of Blackbaud Raiser's Edge NXT and DonorSearch based on 752 verified user reviews covering features, pros, cons, pricing, and support.

2026

Nonprofit Resource Center [40]

*"Below are thorough AI sample policies aimed at ensuring the ethical and responsible implementation of artificial intelligence technologies."*

NORTH CAROLINA CENTER FOR NONPROFITS

**Sample AI Policies | North Carolina Center for Nonprofits**

Thorough AI sample policies aimed at ensuring the ethical and responsible implementation of artificial intelligence technologies in nonprofits.

2024

Nonprofit Resource Center [40]

*"Responsible AI Use: How and Why to Start Developing Policies (Global Giving)"*

NORTH CAROLINA CENTER FOR NONPROFITS

**Sample AI Policies | North Carolina Center for Nonprofits**

Thorough AI sample policies aimed at ensuring the ethical and responsible implementation of artificial intelligence technologies in nonprofits.

2024

Nonprofit Resource Center [40]

*"How to Create a Generative AI Use Policy (Tech Soup)"*

NORTH CAROLINA CENTER FOR NONPROFITS

**Sample AI Policies | North Carolina Center for Nonprofits**

Thorough AI sample policies aimed at ensuring the ethical and responsible implementation of artificial intelligence technologies in nonprofits.

2024

Nonprofit Resource Center [40]

*"Sample Nonprofit AI Use Policy Template (Freewill)"*

NORTH CAROLINA CENTER FOR NONPROFITS

**Sample AI Policies | North Carolina Center for Nonprofits**

Thorough AI sample policies aimed at ensuring the ethical and responsible implementation of artificial intelligence technologies in nonprofits.

2024

Nonprofit Resource Center [40]

*"Template-Acceptable-Use-of-AI-Tools-in-the-Nonprofit-Workplace (Community IT Innovators)"*

NORTH CAROLINA CENTER FOR NONPROFITS  
**Sample AI Policies | North Carolina Center for Nonprofits**

Thorough AI sample policies aimed at ensuring the ethical and responsible implementation of artificial intelligence technologies in nonprofits.

2024

Nonprofit Technology Consulting Blog [41]

*"A recent report found that 77% of employees have shared sensitive company data with tools like ChatGPT, often from unmanaged personal accounts. Nearly 40% of files uploaded to such AI tools contain personally identifiable information (PII)."*

BURSTING SILVER  
**AI Governance Policy for Nonprofits**  
Covers how a clear AI policy signals to donors that their privacy is valued, with guidance on member data protection and responsible AI governance for nonprofits.

2025

Nonprofit Technology Consulting Blog [41]

*"For the member whose data was shared, it's a serious breach of privacy and trust. Their confidential information could be exposed or misused, leading to spam, identity theft, or simply a feeling of betrayal knowing their trusted organization failed to protect their details. For the organization, the risks are equally dire: beyond damaging that member's trust, it could mean violating data protection laws, reputational harm, and even legal penalties."*

BURSTING SILVER  
**AI Governance Policy for Nonprofits**  
Covers how a clear AI policy signals to donors that their privacy is valued, with guidance on member data protection and responsible AI governance for nonprofits.

2025

*"Regulations like GDPR in Europe and HIPAA in the U.S. impose strict requirements on handling personal data, and leaking such data via AI tools creates a 'ticking compliance time bomb' for organizations. In other words, if your organization inadvertently lets member data slip into an AI model without proper safeguards or consent, you may be on the wrong side of privacy laws, not to mention facing a public relations nightmare."*

BURSTING SILVER

**AI Governance Policy for Nonprofits**

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2025

*"A study in 2025 found that employees pasting data into personal AI tools has become the number one channel for unauthorized data leakage from organizations. In many cases, these AI-related leaks fly under the radar of traditional I.T. security, since they often happen through personal accounts or free online tools outside official control. Put simply, AI has introduced a new 'shadow I.T.' risk where people can easily use external AI services to boost productivity, but in doing so they might bypass all the usual data safeguards."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"For membership organizations, the stakes are especially high. These organizations thrive on trust, transparency, and member confidence. If members start wondering, 'What is my association doing with my data? Is some algorithm out there training on my personal info?' that trust will begin to erode. Transparency around AI usage helps build trust with your stakeholders, whereas a lack of transparency can do the opposite."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"Any AI-related data mishandling can directly undermine donor or member trust. A single incident of an AI tool mishandling data or producing an inappropriate output could damage an organization's reputation."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"Over half of nonprofit workers are unsure how to use AI appropriately. They may be excited (or nervous) about AI, but don't have guidance on what's okay and what's not. This confusion can lead to two problems: either people avoid using AI at all (missing out on potential benefits), or they use it in risky ways."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"An AI governance framework 'sets guardrails, guidelines and expectations, outlining acceptable (and prohibited) use with accountability throughout.'"*

BURSTING SILVER

**AI Governance Policy for Nonprofits**

Covers how a clear AI policy signals to donors that their privacy is valued, with guidance on member data protection and responsible AI governance for nonprofits.

2025

Nonprofit Technology Consulting Blog [41]

*"A clear AI policy signals to members that you value their privacy and have a plan for any AI use. For example, if your policy states that member data will never be fed into public AI tools without consent, members can breathe easier knowing their information won't be swept into some mysterious algorithm."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"A policy serves as a north star for staff, clarifying what AI tools and use cases are approved, and where the red lines are. This prevents the 'I had no idea I wasn't supposed to do that' scenario. Instead, employees and volunteers have a shared understanding."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"Organizations that have adopted AI policies early are finding it easier to balance innovation with oversight, whereas those without policies often scramble when something goes wrong."*

BURSTING SILVER

**AI Governance Policy for Nonprofits**

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2025

Nonprofit Technology Consulting Blog [41]

*"A good AI policy ensures that the use of AI aligns with core nonprofit values such as fairness, equity, service, and human dignity, rather than undermining them."*

BURSTING SILVER

**AI Governance Policy for Nonprofits**

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2025

Nonprofit Technology Consulting Blog [41]

*"82% of nonprofits are now using AI but less than 10% have a formal policy in place, simply having a policy puts your organization ahead of the curve in managing this new frontier."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"Generative AI may be used for drafting internal documents or marketing content with editorial review, but not for final decision-making in member disciplinary processes, depending on the context."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"An effective AI policy should cover: Purpose and Scope Aligned with Your Mission, Roles and Responsibilities, Change Management and Staff Buy-In, Training and Awareness, Data Privacy and Security Guidelines, Ethical Use and Bias Mitigation, Approved Tools and Use Cases, Community and Stakeholder Engagement, and Review and Update Process."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"We will inform members when AI is being used in communications or services that affect them, for instance, if a newsletter is AI-generated or a chatbot is answering basic questions on your website."*

BURSTING SILVER

**AI Governance Policy for Nonprofits**

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2025

Nonprofit Technology Consulting Blog [41]

*"AI tech and regulations are evolving quickly, so your governance document shouldn't be 'write it and shelf it.' Set a schedule (say, annual review, or convene a review committee twice a year) to update the policy as needed."*

BURSTING SILVER

**AI Governance Policy for Nonprofits**

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2025

Nonprofit Technology Consulting Blog [41]

*"A grassroots nonprofit with 5 staff will approach AI governance differently than a national association with hundreds of employees, but both can implement effective policies."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"Even if you can't dedicate a full committee to AI oversight, you can assign an existing staff member (or yourself) as the point person to monitor AI use. Your policy can be simpler and less formal, but it should still cover the basics, especially around data privacy."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"Even a one-page list of guidelines and principles is far better than silence on the matter for small organizations."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"For larger nonprofits, an AI governance policy might integrate with existing governance structures (e.g. your data governance committee or risk management framework). It could be worthwhile to form an AI oversight group that includes I.T., legal/compliance, and program representatives to evaluate new AI proposals and monitor usage."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"An AI governance policy is that map for your organization's AI adoption strategy. It's the first crucial step that turns abstract worries into concrete guidelines and turns excitement into sustainable implementation. Rather than stifling innovation, a good policy actually enables innovation by providing a safe framework in which to explore new tools."*

BURSTING SILVER

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2025

Nonprofit Technology Consulting Blog [41]

*"Larger nonprofits may also consider technical measures in addition to policy. For instance, I.T. could restrict access to certain AI sites or deploy tools to detect sensitive data uploads, as part of enforcing the policy."*

BURSTING SILVER

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2025

Industry Association/Standards Organization [42]

*"While many Responsible and Beneficial 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."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Industry Association/Standards Organization [42]

*"The Fundraising.AI collaborative is a member-driven initiative supporting those working within the fundraising profession with the opportunity to collectively learn about Responsible and Beneficial AI, demonstrate their leadership around the subject, support best practices of Responsible and Beneficial AI applications, and support building a thriving charitable giving sector."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Industry Association/Standards Organization [42]

*"The Framework for Responsible and Beneficial AI for Fundraising is intended to maximize the benefits of AI for fundraising purposes while minimizing the risk of damage to the hard-fought public trust of the nonprofit sector."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Industry Association/Standards Organization [42]

*"Addressing the increasing speed at which technological capabilities are developed, the Framework here (presented as guidelines) will be reviewed and amended biannually, or as needed to address these advances."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Industry Association/Standards Organization [42]

*"At a minimum, organizations must establish and maintain comprehensive data-security and governance policies as a foundation for any AI deployment, ensuring compliance, consent management, and risk mitigation before utilization."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Industry Association/Standards Organization [42]

*"These principles should be part of all phases of the AI system lifecycle, including: 1. Address consent as appropriate, 2. Control over the use of data, 3. Ability to restrict data processing, 4. Right to rectification, 5. Right to erasure, 6. Right of accessibility, 7. Right of objection, 8. Adherence to privacy laws."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

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NOVEMBER 2025

Industry Association/Standards Organization [42]

*"Actively address biases and disparities throughout the entire AI system lifecycle, by developing a framework to monitor, evaluate and design the AI systems through principles including: 1. Non-discrimination and prevention of bias, 2. Representative and high quality data, 3. Fairness, 4. Equality, 5. Inclusiveness in impact, 6. Inclusiveness in design."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Industry Association/Standards Organization [42]

*"Any AI system that makes any critical decisions without human involvement and takes action must be subject to ongoing human review and authorization. Organizations should document review processes and audit trails for all autonomous activity."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Industry Association/Standards Organization [42]

*"When agentic AI actions directly affect donors or beneficiaries (e.g., personalized solicitations, autonomous fundraisers), organizations should consider: 1. disclosing that such interactions were generated or influenced by an AI agent, and 2. explaining the rationale and data inputs behind AI-driven decisions in accessible language, and provide mechanisms for stakeholders to appeal or inquire."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Industry Association/Standards Organization [42]

*"Fundraising AI systems, especially agentic and autonomous systems, must not exploit donor vulnerabilities or use undue influence, manipulation, deception or coercion. AI agents should be explicitly constrained to align with sector ethical standards, prioritizing trust and dignity."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Industry Association/Standards Organization [42]

*"Organizations must ensure training data, objectives, and fine-tuning are aligned with nonprofit ethical standards, including beneficiary dignity, consent, and agency. This must be built in from the outset, not retrofitted later."*

FUNDRAISING.AI COLLABORATIVE

**Framework - Fundraising.AI**

An ethical framework specifically for AI in fundraising, addressing consent, data control, right to erasure, and donor data protection principles.

NOVEMBER 2025

Vendor Resource/Educational Content [43]

*"While 80% of fundraisers use AI tools daily, 96% still have concerns, especially around misinformation and data privacy. And only 14% of organizations have a formal AI policy in place. This gap highlights an urgent need for responsible AI in the nonprofit sector."*

BLACKBAUD

**What Is Responsible AI? A Guide for Nonprofit Leaders**

Blackbaud's authoritative guide on responsible AI for nonprofits, covering transparency with donors, data protection policies, and inclusiveness in AI use.

2025

Vendor Resource/Educational Content [43]

*"Responsible AI is the practice of designing, developing, and deploying artificial intelligence systems in a way that prioritizes ethical standards, transparency, and accountability."*

BLACKBAUD

**What Is Responsible AI? A Guide for Nonprofit Leaders**

Blackbaud's authoritative guide on responsible AI for nonprofits, covering transparency with donors, data protection policies, and inclusiveness in AI use.

2025

Vendor Resource/Educational Content [43]

*"Organizations rely on the confidence and goodwill of donors, volunteers, and communities to fulfill their mission, making trust essential for success. As you explore new ways to use AI, it's important to ensure that technology is trustworthy, supports your organization's mission, and protects the privacy of everyone involved."*

BLACKBAUD  
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2025

Vendor Resource/Educational Content [43]

*"Fairness ensures that AI systems serve all communities equitably. This means actively working to prevent bias and making sure technology reflects the diversity of the people you serve."*

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2025

Vendor Resource/Educational Content [43]

*"Transparency builds trust by making AI systems understandable. Nonprofits need to ensure that staff, donors, and communities know how AI works and why it makes certain recommendations."*

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2025

Vendor Resource/Educational Content [43]

*"Accountability means having clear governance and oversight for AI. Ensure that ethical standards are upheld and that there are processes in place to address concerns or mistakes."*

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2025

Vendor Resource/Educational Content [43]

*"Data privacy and security are foundational to donor trust and organizational reputation. It's critical to protect sensitive information and use data ethically."*

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2025

Vendor Resource/Educational Content [43]

*"Inclusiveness ensures that AI technology reflects the diversity of the communities it serves. This means designing solutions that are accessible and relevant to everyone."*

BLACKBAUD  
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2025

Vendor Resource/Educational Content [43]

*"AI systems should be designed to support and enhance human decision-making, not replace it. Human oversight ensures that technology remains aligned with organizational values, adapts to changing needs, and maintains accountability."*

BLACKBAUD  
**What Is Responsible AI? A Guide for Nonprofit Leaders**

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2025

Vendor Resource/Educational Content [43]

*"Ethical AI defines what is right, while responsible AI ensures those values are consistently put into practice and are woven into daily decisions, policies, and outcomes."*

BLACKBAUD  
**What Is Responsible AI? A Guide for Nonprofit Leaders**

Blackbaud's authoritative guide on responsible AI for nonprofits, covering transparency with donors, data protection policies, and inclusiveness in AI use.  
2025

Vendor Resource/Educational Content [43]

*"Recent research from the Blackbaud Institute highlights several key obstacles, including: Legal compliance challenges—the constantly evolving landscape of AI regulations and data privacy laws can make adoption feel overwhelming. Lack of formal AI policies—only 14% of organizations have a documented AI policy. Resource constraints—less than one-third of fundraisers feel equipped to explore AI in their organizations. Data quality issues—poor data health can undermine AI effectiveness and fairness."*

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2025

Vendor Resource/Educational Content [43]

*"You can start with these four building blocks as a foundation: Governance—create councils and processes that align AI with your values and standards. Policy—develop clear, actionable policies that balance innovation with risk management. Empowerment—provide training, support, and governance so teams can innovate responsibly. Process—democratize data skills through shared frameworks and literacy programs."*

BLACKBAUD  
**What Is Responsible AI? A Guide for Nonprofit Leaders**  
Blackbaud's authoritative guide on responsible AI for nonprofits, covering transparency with donors, data protection policies, and inclusiveness in AI use.  
2025

Vendor Resource/Educational Content [43]

*"Blackbaud stands at the forefront of this movement. As part of our Intelligence for Good commitment, every solution we deliver is governed by fairness, transparency, human oversight, privacy, and mission alignment. We leverage the world's largest philanthropic database, design tools for explainability, and prioritize human decision-making at every step."*

BLACKBAUD  
**What Is Responsible AI? A Guide for Nonprofit Leaders**  
Blackbaud's authoritative guide on responsible AI for nonprofits, covering transparency with donors, data protection policies, and inclusiveness in AI use.  
2025

Blog/Consulting Firm [44]

*"A recent survey found more than half of non-profits are already using AI in some capacity. But it's not really penetrating into their strategic thinking of how an AI-led future will impact how they run their organisations and deliver their services. Only 24% of non-profits have a formal strategy in place and 42% of don't see AI as a priority for their organisation."*

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SIMPLE AND ENGAGING

**AI Strategy for Nonprofits: Low-Cost Roadmap to Adoption**

Discover a phased AI strategy for nonprofits. Learn how to pilot, scale, and govern AI while boosting impact and donor engagement.

MAY 4, 2025

Blog/Consulting Firm [44]

*"One Acre Fund, a non-profit that supports smallholder farmers in Africa deployed AI to tailor communication to each farmer's situation. Delivering personalised reminders and advice. The result? Loan repayment rates jumped by 18%, enabling One Acre Fund to reinvest savings and serve more farmers across Kenya, Rwanda, Uganda and beyond."*

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MAY 4, 2025

Blog/Consulting Firm [44]

*"A recent survey by InfoExchange found that the most common-uses for the AI tools were for: Copywriting & marketing content creation – 28%, Ideas generation, editing & proofing – 28%, Proposal writing – 16%, Text-to-speech, dictation & translation – 10%, Image creation – 8%, Policy & procedure writing – 8%, Other – 3%. Useful? Yes. Improving efficiency? Probably. Improving impact? Probably not."*

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MAY 4, 2025

Blog/Consulting Firm [44]

*"A recent report from Zendesk found that 70 percent of consumers believe a clear gap exists between companies that leverage AI effectively in customer service and those that don't. 61 percent say they expect more personalised service with AI. Donors and beneficiaries expectations are also going to change. Donors will expect the same level of personalisation from the causes they support."*

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MAY 4, 2025

Blog/Consulting Firm [44]

*"AI can significantly improve fundraising efficiency and effectiveness. Propensity modeling can identify potential donors (including major gift prospects) with higher accuracy, allowing for more targeted outreach and reduced spending on broad campaigns. Predictive Analytics: AI enables predictive analytics to forecast fundraising trends, model donor behavior, and anticipate future needs, allowing for more strategic planning and resource allocation."*

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MAY 4, 2025

Blog/Consulting Firm [44]

*"The biggest mistake I see non-profits make with AI is jumping straight into buying platforms. Shiny new AI platforms with loads of cool sounding features that they try to shoehorn it into their existing processes. It rarely works and rarely delivers real value for the organisation. A much more effective approach is to start with a thorough analysis of your current processes."*

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MAY 4, 2025

Blog/Consulting Firm [44]

*"Identify time-consuming tasks: Where are your staff spending the most time on tasks they don't enjoy and that don't fully utilise their skills? Break down the process: Map out those tasks to understand each step involved. What actually happens, what data is required? What decisions are made? Where are the bottlenecks and most time-consuming areas."*

SIMPLE AND ENGAGING

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MAY 4, 2025

Blog/Consulting Firm [44]

*"Your aim here should be to generate evidence of whether AI can save time, cut costs or improve outcomes inside 90 days. Begin by picking one pilot project that really matters, a task your team repeats often, finds frustrating and can be measured easily (think hours spent, error rates, or turnaround time). Your pilot should run for twelve weeks or less."*

SIMPLE AND ENGAGING

**AI Strategy for Nonprofits: Low-Cost Roadmap to Adoption**

Discover a phased AI strategy for nonprofits. Learn how to pilot, scale, and govern AI while boosting impact and donor engagement.

MAY 4, 2025

Blog/Consulting Firm [44]

*"Create the right governance structure with a lightweight governance and ethics process. Draft a one-page set of AI principles including what data should be shared and what shouldn't, how to identify risks of possible bias and keep key stakeholders informed of AI use. An AI working group that meets monthly to apply these principles to risk-review every new AI idea."*

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Blog/Consulting Firm [44]

*"Adopting AI is as much a human challenge as a technological one. Leaders must consider staff skills and capacity. Is the team equipped to use new tools? Is there sufficient digital literacy? What are people's concerns with AI? The goal is to foster a culture where AI is viewed as a tool to augment your team and free up time for more meaningful work, rather than as a threat to their jobs."*

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MAY 4, 2025

Blog/Consulting Firm [44]

*"Clean, well-labelled data is the single biggest accelerator (and risk-reducer) when you scale AI beyond pilots. The aim should be to create a single 'source-of-truth' inventory that lists where key information lives and who owns it. Identify and standardise a few must-have fields across all data sets to ensure that they can talk to each other (e.g. donor\_ID or beneficiary\_ID)."*

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MAY 4, 2025

Blog/Consulting Firm [44]

*"Donors recognise this, with 33.8% seeing impact measurement and reporting as a key area for AI application. AI-powered analytics can process vast amounts of data to assess program effectiveness with greater accuracy and nuance. This allows nonprofits to move beyond simple metrics and provide more sophisticated, data-driven evidence of their outcomes."*

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MAY 4, 2025

Blog/Consulting Firm [44]

*"The key is a controlled evolution of your organisation rather than a wholesale revolution. You can start small, with practical steps that are both low-cost and low-risk. This phased, strategic approach you begin with accessible tools and pilot projects, learn from them and gradually scale up your AI efforts, confidence and understanding."*

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MAY 4, 2025

Blog/Consulting Firm [44]

*"Nonprofits should pay close attention to data privacy, bias, and transparency. A simple governance approach—like drafting clear AI principles, setting boundaries for what data can be shared with AI tools, and reviewing each new idea for risk—helps ensure AI is used responsibly and aligns with the organisation's duty of care to staff, donors and communities."*

SIMPLE AND ENGAGING  
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MAY 4, 2025

Nonprofit Consulting Firm Blog [45]

*"Smaller nonprofits are often required to manage multiple projects on a limited budget. It's a constant challenge, but affordable AI tools can make all the difference. Free and affordable AI tools can help you connect with supporters, save time, and create a bigger impact—without needing a tech team or a big budget."*

CLASS CONSULTING GROUP  
**8 Affordable AI Tools for Smaller Nonprofits**  
8 Affordable AI Tools for Smaller Nonprofits including HubSpot for Nonprofits, email automation, donor tracking, and other budget-friendly solutions.  
NOT SPECIFIED

Nonprofit Consulting Firm Blog [45]

*"In fact, many tools now offer nonprofit discounts or free starter plans, making them accessible even for the smallest organizations."*

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NOT SPECIFIED

Nonprofit Consulting Firm Blog [45]

*"Many nonprofits hesitate to adopt AI because of two myths: (1) 'It's too expensive.' – Reality: Most of the tools above are free or heavily discounted for nonprofits. (2) 'It's too technical.' – Reality: Today's AI tools are built with non-tech users in mind—no coding required."*

CLASS CONSULTING GROUP  
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8 Affordable AI Tools for Smaller Nonprofits including HubSpot for Nonprofits, email automation, donor tracking, and other budget-friendly solutions.  
NOT SPECIFIED

Nonprofit Consulting Firm Blog [45]

*"The best way to start is small and specific. If your biggest challenge is donor retention, try HubSpot. If staff are drowning in admin tasks, start with Zapier."*

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NOT SPECIFIED

Nonprofit Consulting Firm Blog [45]

*"Affordable AI is no longer a luxury—it's a must-have for efficiency and growth. These tools let your team focus on what really matters: making a difference in the lives of those you serve."*

CLASS CONSULTING GROUP  
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NOT SPECIFIED

Nonprofit Consulting Firm Blog [45]

*"With the right approach, AI can help you: Save hours every week, Reach more donors with less effort, Strengthen your fundraising campaigns."*

CLASS CONSULTING GROUP  
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NOT SPECIFIED

Nonprofit Consulting Firm Blog [45]

*"HubSpot for Nonprofits simplifies donor management and engagement with features including email automation, donor tracking, and a free CRM. Example application: Track donor engagement and personalize donor updates to boost retention."*

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NOT SPECIFIED

Nonprofit Consulting Firm Blog [45]

*"Zapier automates repetitive tasks with pre-built workflows ('Zaps'), a free basic plan, and integration with 5,000+ apps. Example application: Automate donor acknowledgment emails after every contribution to save time."*

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NOT SPECIFIED

Nonprofit Consulting Firm Blog [45]

*"ChatGPT is positioned as an AI-powered assistant for content creation with tailored responses, free and paid versions, and content generation across formats. Example application: Saved time to draft grant proposals, improving appeal success rates."*

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NOT SPECIFIED

Blog [46]

*"Small nonprofits juggle tight budgets, scarce human resources, and high expectations from stakeholders. AI can help in several ways: Automate repetitive tasks (e.g., donor outreach emails, report generation). Analyze data quickly (e.g., fundraising trends, beneficiary demographics). Generate creative assets (e.g., social media graphics, blog content). Personalize communication at scale for donors and volunteers."*

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SIGMA FORCES

**Top Free & Cheap AI Tools for Small Nonprofits - Sigma Forces**

Top Free & Cheap AI Tools for Small Nonprofits including ChatGPT Free & Plus for grant proposals, impact stories, email appeals, and Canva AI.

UNKNOWN

Blog [46]

*"By adopting free and budget-friendly AI tools, even the smallest teams can access enterprise-grade capabilities. This frees staff to focus on mission-critical work."*

SIGMA FORCES

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UNKNOWN

Blog [46]

*"OpenAI's ChatGPT remains the go-to for drafting compelling blog posts, donor letters, and social media captions. Free Tier: 20+ prompts daily, GPT-3.5 engine for basic writing tasks. Plus Plan (\$20/mo): GPT-4 engine, priority access, faster response times. Use Cases: Grant proposals, impact stories, email appeals."*

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UNKNOWN

Blog [46]

*"HubSpot offers a robust free CRM with AI-powered email sequences and meeting scheduling. Free Forever: Contact management, email templates, live chat bot. Starter Plan (\$18/mo): Enhanced email automation, phone support. Use Cases: Automated donor follow-ups, personalized outreach campaigns."*

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UNKNOWN

Blog [46]

*"An open-source workflow automation tool that lets nonprofits connect apps, data, and APIs with low-code or no-code workflows. Free Self-Hosted: Unlimited workflows, community support. Cloud Plans (from \$20/mo nonprofit rate): Hosted infrastructure, higher execution quotas. Use Cases: Sync donor CRM data to email platforms, automate recurring report generation, trigger social posts on campaign launches."*

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UNKNOWN

Blog [46]

"A visual automation builder for designing complex integrations via drag-and-drop. Free Plan: 1,000 operations/month, 100 MB data transfer. Core Plan (\$9/mo nonprofit rate): 10,000 operations, 1 GB data transfer. Use Cases: Monitor form submissions and auto-create records in your CRM, send Slack notifications on new donations, enrich donor data with third-party APIs."

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UNKNOWN

Blog [46]

"Airtable's free tier includes entry-level AI blocks for data summarization. Free Tier: Unlimited bases, 1,200 records/base, basic AI summarizer. Plus Plan (\$10/mo): Custom AI actions, advanced automations. Use Cases: Grant tracking, volunteer scheduling, project status reports."

SIGMA FORCES

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UNKNOWN

Blog [46]

"An AI-powered grant discovery tool—connects nonprofits with fitting opportunities. Lite Plan (\$29/mo nonprofit rate): 200 grant matches, basic CRM. Use Cases: Prospect research, deadline tracking."

SIGMA FORCES

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UNKNOWN

Blog [46]

"1. Audit Current Processes: Identify repetitive tasks ripe for automation. 2. Pilot Free & Low-Cost Tools: Test free tiers first, then scale to paid plans as ROI becomes evident. 3. Train Your Team: Offer brief workshops on AI tool best practices and ethical use. 4. Maintain Human Oversight: Use AI to augment—not replace—staff expertise. 5. Monitor & Iterate: Track metrics like productivity gains, donor engagement rates, and time saved."

SIGMA FORCES

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UNKNOWN

Blog [46]

*"Integrate AI ethically to maintain trust, transparency, and human-centric service in all operations."*

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UNKNOWN

Blog [47]

*"In today's rapidly evolving digital landscape, artificial intelligence (AI) is no longer the exclusive domain of large corporations and tech giants. Small nonprofits, often constrained by tight budgets and limited resources, can now leverage AI to amplify their impact and streamline their operations."*

PULSEIQ

**AI for Small Nonprofits Affordable Solutions for Big Results**

Discover how small nonprofits can leverage affordable AI solutions to enhance fundraising, automate communication, and make data-driven decisions for greater impact.

MAY 23, 2024

Blog [47]

*"AI-driven platforms can analyze donor data to identify patterns and predict giving behaviors. This allows nonprofits to tailor their fundraising strategies more effectively. Tools like DonorPerfect and Bloomerang offer AI-powered insights that help organizations segment their donor base and personalize outreach, leading to more successful campaigns."*

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MAY 23, 2024

Blog [47]

*"AI chatbots and automated email responders can handle routine inquiries and provide instant support to donors and beneficiaries. Services like HubSpot and Zoho CRM use AI to automate and personalize communication, saving time and ensuring timely responses."*

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MAY 23, 2024

Blog[47]

Blog[47]

"AI can process large volumes of data to provide actionable insights. Nonprofits can use tools like Google Analytics and Tableau to analyze program outcomes, donor trends, and operational efficiency. This data-driven approach enables organizations to make informed decisions and optimize their strategies for greater impact."

"AI tools can assist in drafting grant proposals by analyzing successful applications and suggesting content improvements. Platforms like GrantWriterAI use machine learning to provide insights and recommendations, making the grant writing process more efficient and increasing the chances of securing funding."

PULSEIQ

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Blog[47]

Blog[47]

"Managing social media can be overwhelming, but AI tools like Hootsuite and Buffer help by automating posts, analyzing engagement, and optimizing content strategies. These platforms use AI to suggest the best times to post and identify trending topics, helping nonprofits stay relevant and engaged with their audience."

"While some AI solutions can be expensive, many affordable options are available for small nonprofits. Cloud-based services often offer tiered pricing models, allowing organizations to pay for only what they need. Additionally, many AI tools come with free or low-cost plans for small organizations."

PULSEIQ

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Blog

[47]

*"Start Small: Begin with one or two AI tools that address your most pressing needs. This approach allows you to test the waters and scale up as you see positive results. Leverage Free Trials: Take advantage of free trials and demos to evaluate whether a tool meets your needs before committing to a subscription. Seek Grants and Discounts: Look for grants or special discounts offered to nonprofits by AI solution providers. Some companies offer nonprofit pricing or even free access to their platforms."*

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MAY 23, 2024



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Trusted Intelligence at Crisis Speed



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Blog

[47]

*"To gauge the effectiveness of AI solutions, set clear objectives and regularly review performance metrics. Monitor how AI tools impact your fundraising efforts, operational efficiency, and overall program outcomes. Adjust your strategies based on these insights to maximize the benefits of AI."*

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