



Practical fundraising wisdom. One small idea at a time.

5 Ways to Keep AI Human in Fundraising

AI is quickly becoming part of the fundraising toolkit. It can help us draft communications, organize ideas, summarize information, and get past the blinking cursor. Used well, it can save time and help us work more efficiently.

But fundraising is built on relationships, trust, and judgment—and those still belong to us. As AI becomes more capable, the question isn't simply what it can do. It's where it can genuinely improve our work without losing the human connection at the heart of fundraising.

Here are five ways to use AI thoughtfully while keeping the relationship human.

Use the tool. Keep the relationship human.

Things To Consider Before Using AI

- 1 Start with your own thinking.**
Know what you're trying to say before asking AI to help you say it.
- 2 Verify, don't just proofread.**
AI can be confidently wrong. Check statistics, research, donor history, grant information and other facts before using them.
- 3 Put the donor back in the letter.**
AI can draft the words. You bring the history, context and genuine connection that make them meaningful.
- 4 Protect donor information.**
Personalization isn't worth compromising privacy. Think carefully about what donor or organizational information you put into an AI tool.
- 5 Use your judgment.**
Just because AI can do something doesn't mean it should. Ask whether using it actually makes the work better.



TRY THIS

Before using AI for a fundraising task, ask yourself:

Will this make the work better — or am I just using AI because I can?