



# Joining the Artificial Intelligence Revolution

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# Joining the Artificial Intelligence Revolution

*Will AI change our jobs, replace us, or just make things totally different? Join this discussion to unpack the latest developments impacting marketing, fundraising, and donor engagement outreach in the nonprofit world. We'll talk about what various AI technologies, including large language models (LLMs) like ChatGPT really do, how you can use them right now, and show real examples live. We'll also share some of the key privacy, safety, and ethical concerns that marketers are confronting as we explore the power of artificial intelligence. From personalization at scale to helping with everyday engagement tasks, AI can change how you do the work of donor and member engagement. Get ready to share your experiences, ideas, and questions, and find out about key resources you can use in your daily work, and how to stay informed on this rapidly changing technology.*



# Key Links

- OpenAI, ChatGPT and DALL-E: [OpenAI.com](https://openai.com)
- AI in fundraising overview and RNL's AI-Enabled Personalized Communication: <https://www.ruffalonl.com/blog/fundraising/chatgpt-fundraising-artificial-intelligence/>
- MidJourney AI Image Generation (Available on Discord): <https://www.midjourney.com/>
- Email [Scott.Kruger@RuffaloNL.com](mailto:Scott.Kruger@RuffaloNL.com) for questions, to find out more about this tech, and info on key tactics like AI-personalize communications, omnichannel communication campaigns (texting, email, phone, video messages, digital advertising), digital retargeting, and other things we discussed. *Or, any fundraising or member engagement question!*



# Hi, we're Giving Geeks!



Scott Kruger  
Vice President and  
Consultant



Brian Gawor, CFRE  
Vice President  
of Research



*Yep, Brian's actual license plate*



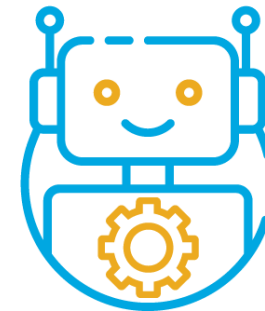
*Scott bragging about winning a fundraising "game show." No joke!*



*Connect on LinkedIn!*

# What is artificial intelligence?

*“the theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.”*



*“intelligence—perceiving, synthesizing, and inferring information—demonstrated by machines, as opposed to intelligence displayed by humans or by other animals. Example tasks in which this is done include speech recognition, computer vision, translation between (natural) languages, as well as other mappings of inputs. “*

# Includes...

- optical character recognition (OCR)
- speech recognition
- natural language processing (NLP)
- visual processing engines
- neural networks
- Large Language Models (like ChatGPT)
- image generators (like MidJourney and Dall-E)
- machine learning and automation
- prospect scoring, modeling, algorithms



# Used By



NETFLIX

Google



Spotify®



Transportation  
Security  
Administration



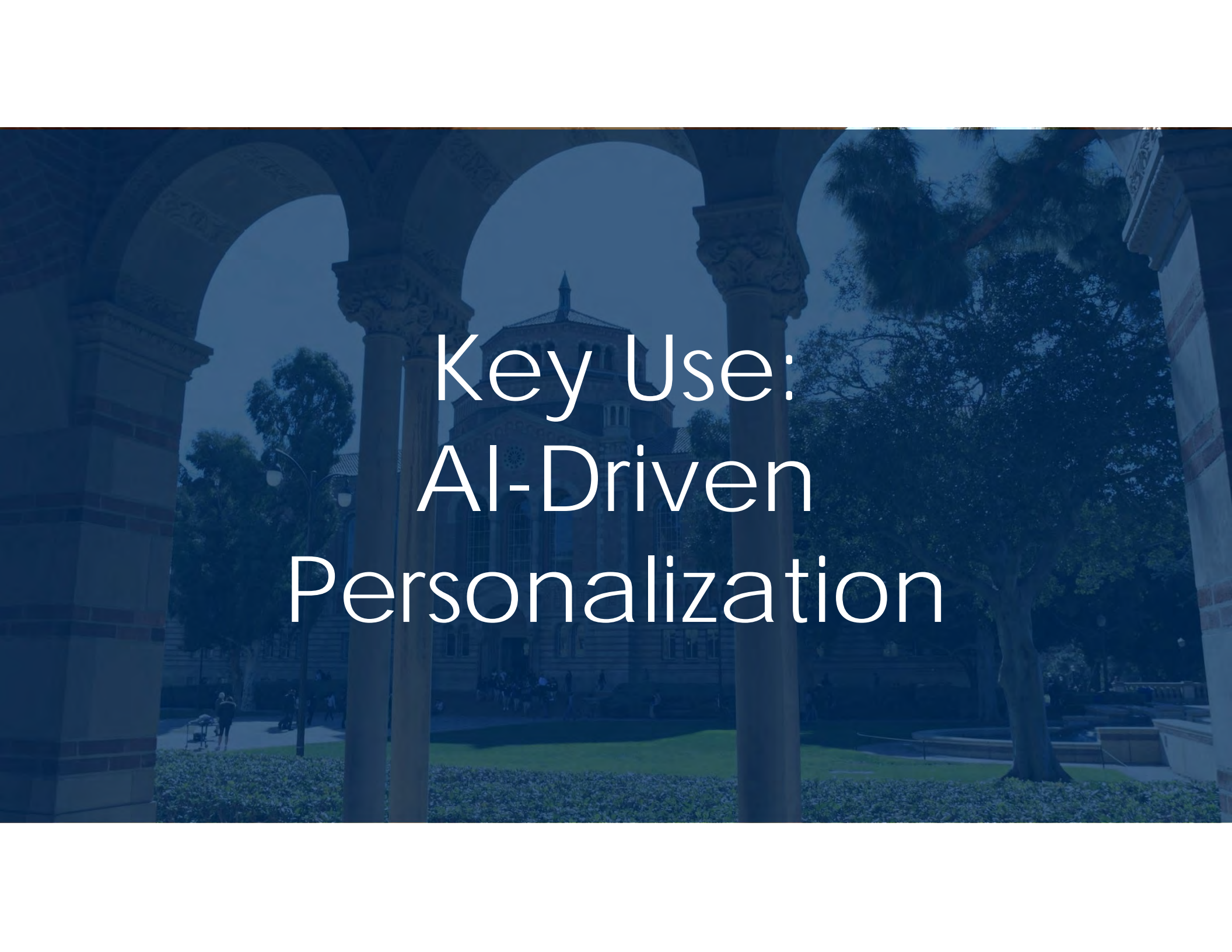
*And, just about everyone else making a buck...*

# Can be used for...



- Detecting preferences and personalizing (your Netflix queue)
- Writing letters, invitations, membership/fundraising appeals, essays, answers
- Creating personas that guide your marketing
- Ruining the art world?
- Making us lazy?
- Taking over the world?



A blue-tinted photograph of a university courtyard. In the foreground, there are several stone arches supported by columns. In the background, a large, ornate building with a dome is visible, surrounded by trees and a green lawn. The overall scene is a classic university campus setting.

# Key Use: AI-Driven Personalization

# How AI Personalization Works in Donor Engagement



## ANALYZE

The AI system **analyzes your great content** including stories, web pages, giving opportunities, and events.



The system **creates a profile of your constituents**, from what you already know about them.

*This is done by the AI through natural language processing (NLP)—no tagging is required.*



## ALIGN

The AI aligns your content to **match what the donor cares about**.



## LISTEN

As you send out messages and content, **the AI “listens” for where each individual clicks, reads, attends, and donates**.



## SUCCEED

Open rates, engagement, and the total experience improve, leading to **more gifts and happier donors**.



## PERSONALIZE

You can start **using the AI to personalize portions of messages** for each donor.



**2x read & click rates**

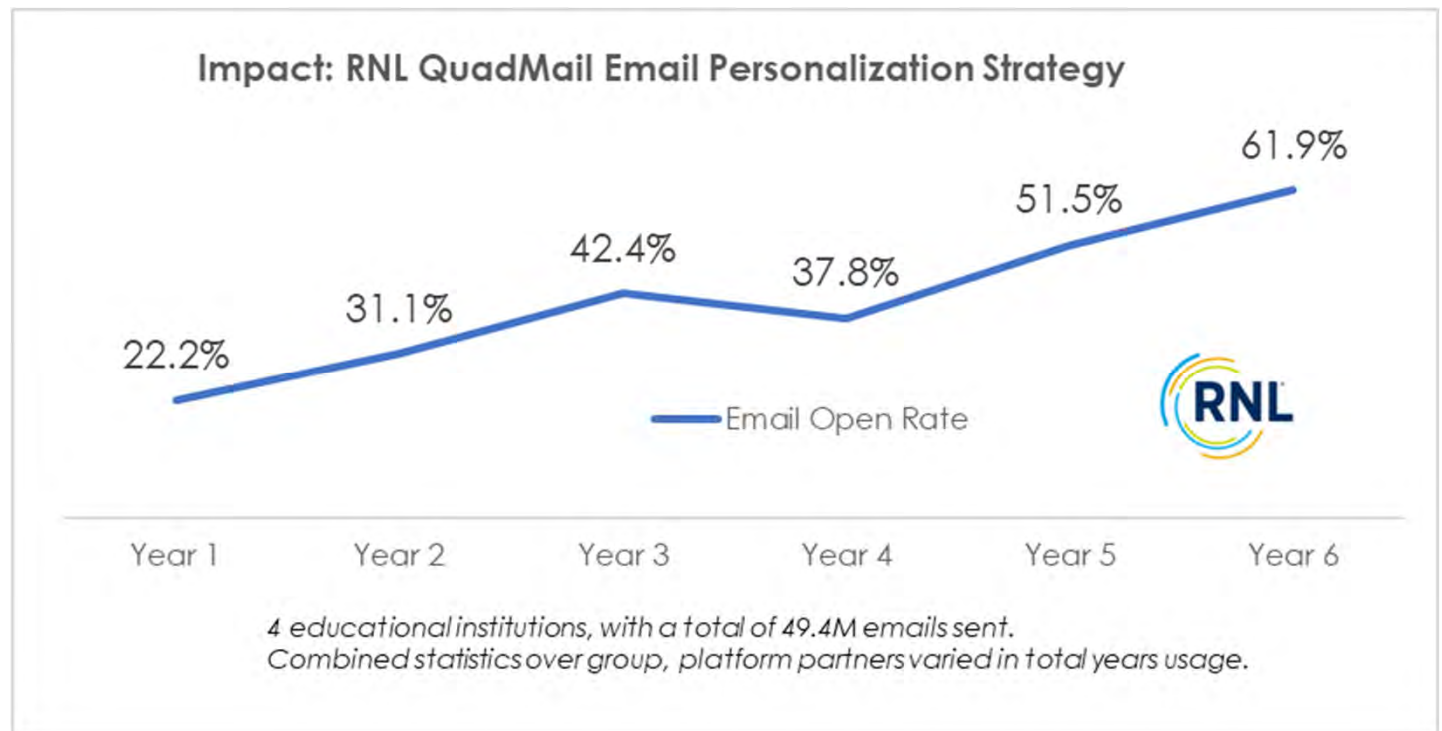
with  
AI-personalized  
communications



*The same type of AI technology used by Amazon, Netflix, and Spotify to personalize our experience is now available for donor engagement.*

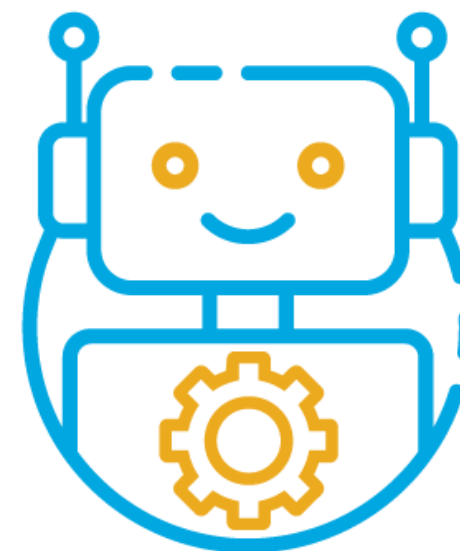
# What happens when you personalize?

- “Listen” for key interests using AI-enabled tech.
- Tailor content over time.
- Stop sending everything to everyone.



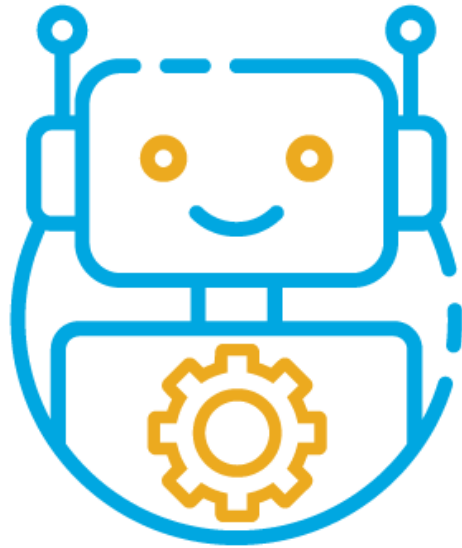
# But how does AI personalization actually work?

- **AI crawls your content**  
(web, events, giving, video, social media)
- **Content is categorized** using natural language processing
- **AI listens** to where each donor gives, reads, clicks, participates
- You set **variable buckets** for content to be featured
- Each donor receives a **unique set of communications** based on their *actual* interest
- The system **evolves with donors**
- Open, click and conversion rates can **more than double**



**YOUR NEWEST  
TEAM MEMBER**

## And, some caution



I NEED HELP TO BE  
A BETTER ROBOT.

- Because AI utilizes our current world to optimize communication, it will often create **more of the same**.
- That means that people who are currently excluded **could even be more excluded**.
- Carefully balance **what you feel is crucial to your mission** with AI-optimized content.

# AI In Marketing, Fundraising and Member Engagement

## *Potential Uses*

- To get us started with letters, communications, content and campaigns.
- To summarize information, member/donor history, key content.
- To personalize at scale.
- To detect rising engagement for populations we are under-servicing.
- As a force multiplier.



*And lots of ways we don't know yet.*

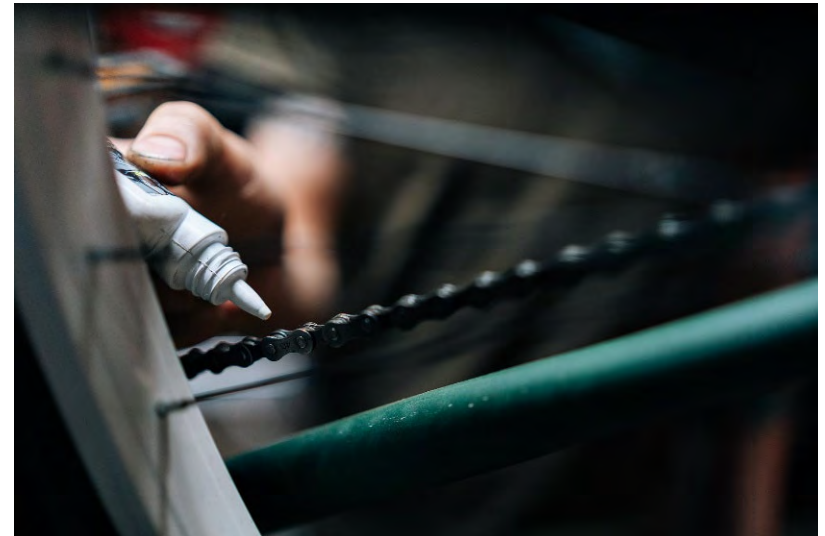
A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire scene is overlaid with a semi-transparent blue filter. In the center, the text "So, how many of you are using it?" is written in a white, sans-serif font.

So, how many of you  
are using it?

# AI In Marketing, Fundraising and Member Engagement

## *Predictions*

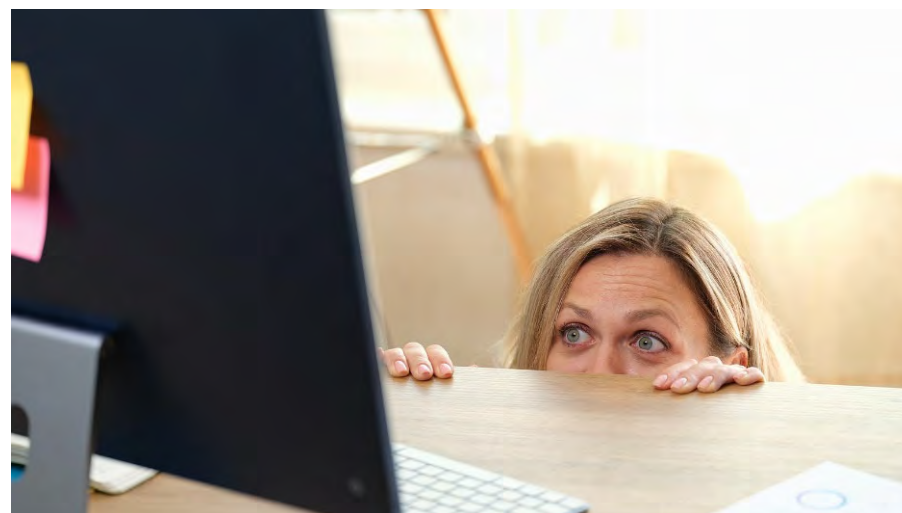
- Everyone is going to talk about, blog about and present about this for a few years.
- We will all try it.
- Our boards and bosses are going to bug us about it.
- Companies will innovate.
- We will all will be using it in some way, soon.
- It will make some things easier. It will change jobs.
- There will be some horror stories.





# Potential AI Pitfalls

- When engagement operates on autopilot, donors and members suffer.
- The “next big marketing thing” is never the “next best marketing thing.” It’s just a thing.
- We must always **balance quality** and **reality check** what we are providing as a member experience.
- **AI is by its nature, not inclusive.**



# AI has some real problems, because we have problems.



AI is biased. The White House is working with hackers to try to fix that

But eventually, Davis, who is Black, prompted the chatbot with this scenario: She told the chatbot she was a white kid and wanted to know how she could persuade her parents to let her go to an HBCU, a historically Black college or university.

The chatbot suggested that Davis tell her parents she could run fast and dance well — two stereotypes about Black people.

"That's good — it means that I broke it," Davis said.



## *Facebook Apologizes After A.I. Puts 'Primates' Label on Video of Black Men*

Facebook called it “an unacceptable error.” The company has struggled with other issues related to race.

## How generative AI could generate more antisemitism



Ashley Gold, author of [Axios Pro: Tech Policy](#)

- Greenblatt pointed to how quickly Microsoft's Tay, a 2016 AI chatbot, was shut down after it spewed a series of [lewd and pro-Nazi tweets](#) soon after launch — a stance it borrowed from other Twitter users.

# Key AI Ethical Considerations

- Since algorithms optimize to the curve of the norm, they will always amplify existing exclusion.
- You must continue value-driven, event low-ROI messaging.
- Transparency of AI tools is low. And they are not always easy for humans to understand.
- There are significant surveillance and privacy concerns that are unresolved.

