

Year-End Fundraising With AI

Presented by: Julia Gackenbach & Emily Zacek, DonorPerfect

Thursday, October 12 | 2:00-3:00 p.m. ET



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



A little housekeeping...

We're recording this webinar!



All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

Feel free to ask questions!



Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



FUNDRAISING TECH

Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



Powerful Fundraising Technology + Nonprofit Service Provider

We know the value of relationships and are proud to connect you with DonorPerfect, a member of our partner network.



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer
Auctions | Integrations & Data



Save time, raise money, and inspire
donors with DonorPerfect



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

Today's Speakers



Julia Gackenbach
Communications Manager

Julia has spent over a decade working locally and globally with nonprofits. This has sharpened her skills to raise funds, care for donors, and communicate impact. Her experience, tied in with her desire to create community through a mission, gives her unique passion to work with all types of organizations.



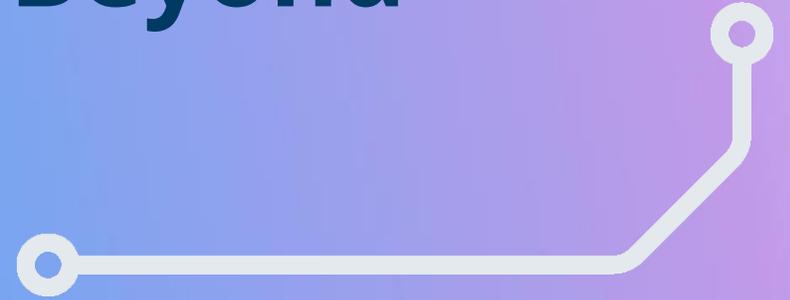
Emily Zacek
Copywriter

Emily Zacek is a writer on the communications and marketing team for DonorPerfect. She brings a decade of fundraising experience for a variety of nonprofits, including healthcare, higher education, private foundations, adult literacy advocacy, and the arts.



Year-End Fundraising With AI

Tools for Saving Time and Raising More this Giving Tuesday and Beyond



Hello!

I'm Julia Gackenbach

*Communications Manager at DonorPerfect & former nonprofit
Development Director*

I like to use AI tools to break through writer's block and help me get started on projects when I'm short on time.



Hi!

I'm Emily Zacek

Copywriter at DonorPerfect and former fundraiser, specializing in annual giving

I like to use AI tools when I'm stuck on a subject line or when I want to see the same message in a variety of different voices.

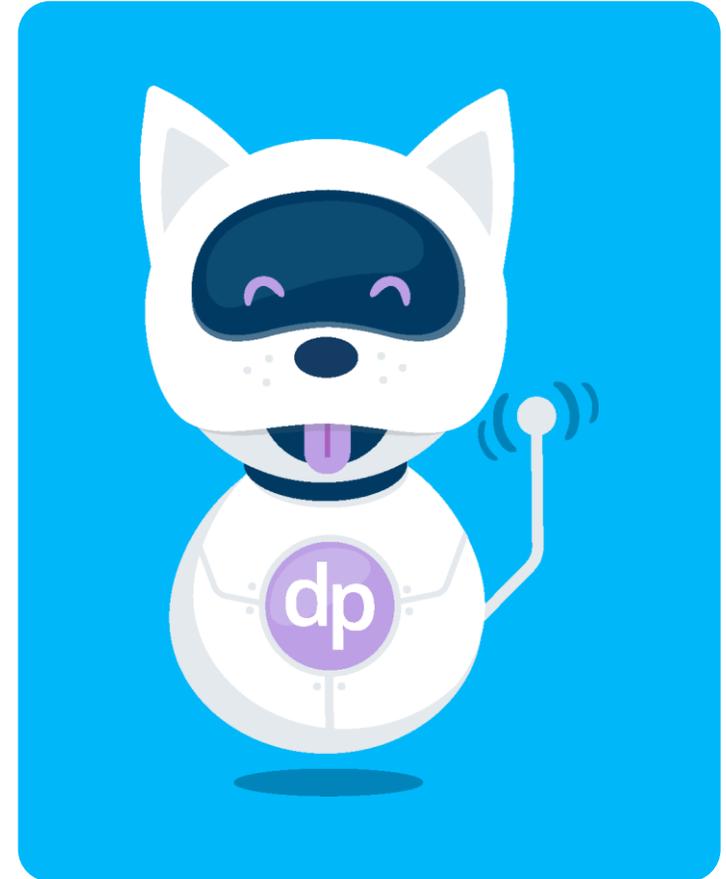


Arf!

I'm Donnie Perfect

Expert navigator of AI tools

I like to help fundraisers use AI tools to help save time and raise more money!



- Create and execute a Giving Tuesday and year-end strategy with role assignments
- Communicate with the latest AI tools to save time and reduce holiday season stress



“

Studies show that, on average, communicators using generative AI save at least three hours on each content piece, and implementing AI techniques in communications can increase an organization's ROI by up to 30%.

“

Among DonorPerfect users, over 30% of the year's gifts are given in the last three months in the year.



Suggests your campaign goals & how the funds should be used

Strategist



Prepares your data & maintains your system during the campaign process

Administrator



Develops the messaging, tone, and personalization of your outreach

Communicator



Leverages their connections to get the campaign in front of the right people

Networker



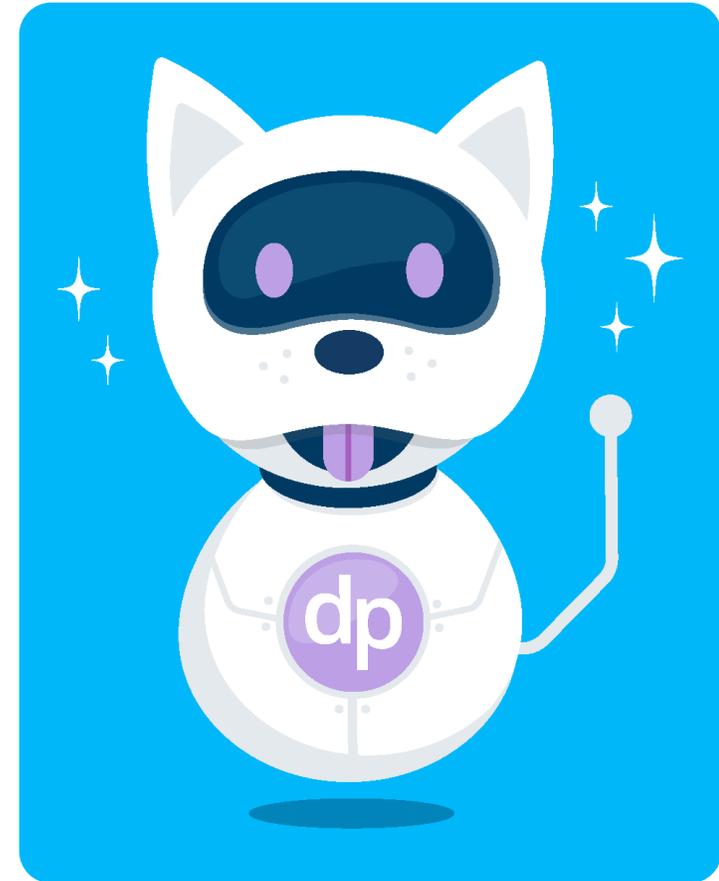
Strategist

Suggests your campaign goals & how the funds should be used

Key Strategist tasks

- Analyze previous years' data and goals
- Set this year's year-end fundraising goals
- Review budget requirements and upcoming initiatives you can share with your supporters
- Build a campaign timeline
- Determine ways to share your campaign
- Set your stewardship parameters

- Analyze and visualize your data
- Build timelines based on your specific needs
- Get suggestions on where and how to share a Giving Tuesday fundraising campaign



Prompt 1: Build a timeline for a Giving Tuesday fundraising campaign.

Here is a suggested timeline for a Giving Tuesday fundraising campaign:

6 weeks before Giving Tuesday (Mid October):

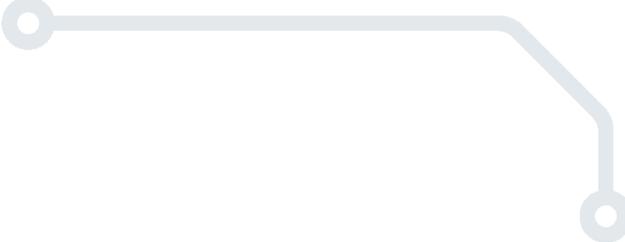
- Set your fundraising goal and start planning your messaging and outreach strategy. Come up with a compelling case for why people should donate to your cause.

5 weeks before (Late October):

- Create your online fundraising page and share the link with your inner circle like close friends and family to get early donations rolling in. This shows momentum when you start marketing to a wider audience.

4 weeks before (Early November):

- Start posting on social media to promote your fundraiser. Share stories, images, and videos that illustrate the impact donations make.

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Prompt 2: Build a timeline for a Giving Tuesday fundraising campaign for an animal welfare nonprofit organization with a goal of \$5,000. Include assignments for one full-time fundraiser, one volunteer with 5 hours per week, and one executive director with 10 hours per week available for fundraising activities.

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Here is a suggested timeline and assignments for a Giving Tuesday fundraising campaign for an animal welfare nonprofit with a goal of \$5,000:

6 weeks before (Mid September):

- Fundraiser creates messaging, sets \$5,000 goal. Executive director approves.

5 weeks before (Late September):

- Fundraiser creates online fundraising page. Volunteer shares with their network to get initial donations.

4 weeks before (Early October):

- Fundraiser drafts social media content and schedule. Volunteer posts daily.

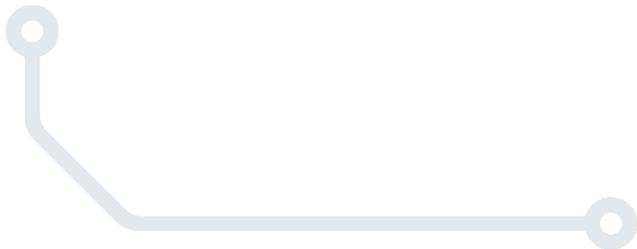


Administrator

Prepares data & maintains your system during the campaign process

Key Administrator tasks

- Determine potential segments for communications
- Create mail merge templates, dynamic fields, and anything else you need to send large communications
- Pull historical data to assist with goal setting
- Assign personalized thank-you and donor engagement tasks to staff members



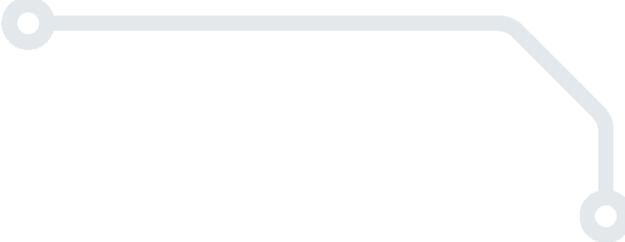
- Ask your AI tool to generate professional responses to common inquiries so you can have templated responses before busy days like Giving Tuesday
- Generate a list of donor segments to help determine how you want to target your specific audiences
- Get ideas for types of data that are helpful in determining fundraising goals and share with your Strategist



Prompt 1: Generate a list of possible donor segments for a Giving Tuesday fundraising campaign.

Here are some potential donor segments to target for a Giving Tuesday fundraising campaign:

- Existing donors - Reach out to people who have donated to your organization in the past 12 months. They already support your cause and may be compelled to give again.
- Lapsed donors - Contact people who haven't donated in the past 12-24 months. Remind them of your mission and give them a reason to re-engage.
- Volunteers - People who give their time may be inspired to also give financially. Ask them to take their support to the next level.
- Event attendees - If you held events in the past year, attendees could be prospective donors, especially if they expressed interest at the event.
- Social media followers - Convert those who engage with your social content into donors with a direct fundraising ask.

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Prompt 2: Generate a list of possible donor segments for a Giving Tuesday fundraising campaign for an animal welfare organization whose largest one-time gift was \$1,000. The organization has 2,000 constituents in its database, including donors, volunteers, staff, and prospective donors.

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Here are some suggested donor segments to target for a Giving Tuesday fundraising campaign for an animal welfare organization with a top gift of \$1,000 and 2,000 constituents in its database:

- Existing Donors - Segment by gift amount and target those who have given in the past at higher levels up to \$1,000.
- Monthly Recurring Donors - Ask to upgrade their monthly gift or make an additional one-time donation.
- Major Event Attendees - Identify attendees of high-profile events who may have capacity.
- Board Members - Leadership should set an example by giving personally and soliciting others.
- Former Board Members - Remain engaged with this influential group.
- Volunteer Committee Members - Recognize their gift of time by asking for financial support.
- Frequent Adopters - Customers who have adopted multiple pets may have passion for your mission.



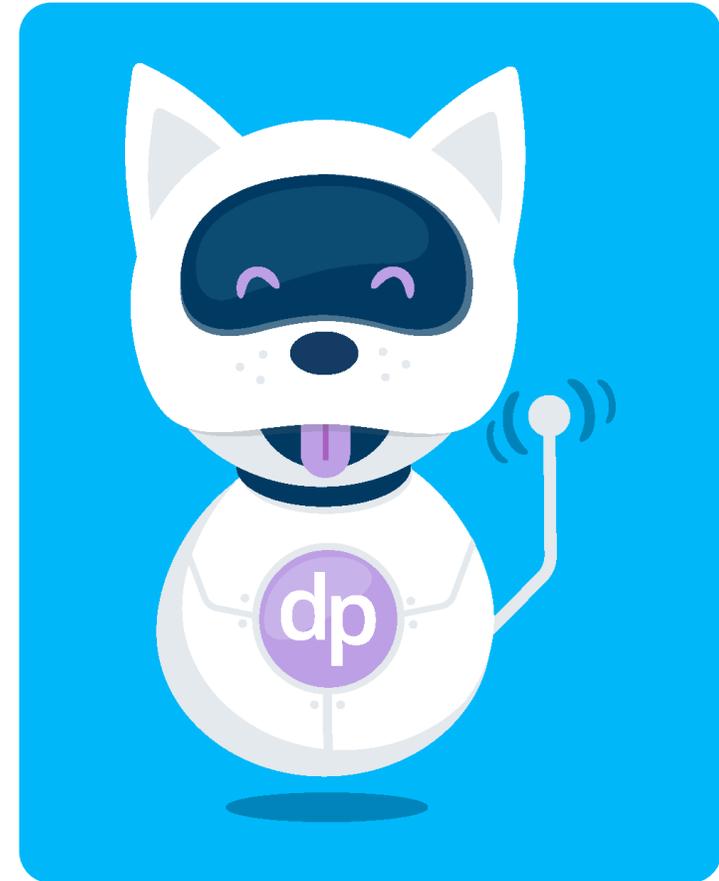
Communicator

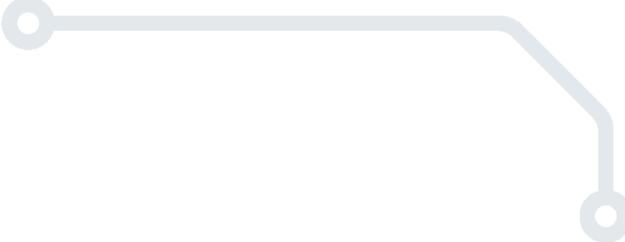
Develops the messaging, tone, and personalization of your outreach



- Determine the tone and overall ethos of your Giving Tuesday and year-end fundraising campaigns
- Create content:
 - Online donation page
 - Online and direct mail appeals
 - Stewardship communications
 - Thank-you call and video scripts
 - Advertisements

- Ask your AI tool to update successful campaigns from previous years with your latest projects, statistics, and news to share
- Ask your AI tool to generate Giving Tuesday updates with blanks you can fill in to keep your supporters up-to-date
- See what your message looks like in a variety of voices, tones, and styles



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Prompt 1: Write an email fundraising appeal soliciting donors at the end of the calendar year. Keep it under 200 words and include a subject line and preheader.

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Subject: Give the gift of hope this holiday season

Preheader: Help provide resources to those in need

The holidays are a time for giving and caring for those less fortunate. As we prepare to close out 2020, we ask you to consider making an end-of-year contribution to [Organization].

Now more than ever, vulnerable members of our community are relying on us. Your gift ensures we can continue providing [basic needs, housing, education, healthcare, etc] and other critical services to lift up those who need it most.

The past year brought unprecedented challenges, but also showed the power of community and generosity. We are profoundly grateful for supporters like you who make our work possible.

Please renew your commitment to our shared purpose today. Your tax-deductible gift will provide warmth, nourishment, and hope this holiday season.

Wishing you and your loved ones health and happiness in 2021.

Gratefully,

[Your Name]

[Organization]

Prompt 2: Write an email fundraising appeal soliciting donors to an animal welfare organization at the end of the calendar year. Use a hopeful tone and invoke the spirit of generosity around the holiday season. Include an enticing subject line, preheader, and keep it under 200 words. Include merge fields for salutation, first name, and suggested gift amount.

Subject: Give Hope and Care This Season

Preheader: Your gift saves animal lives

Dear {Salutation} {First Name},

The holidays are a special time when we come together to spread hope, peace, and goodwill. This spirit of caring and community is at the heart of our mission at [Organization] to provide refuge and new beginnings for animals in need.

As we near the end of 2020, we humbly ask you to renew your commitment to our cause with an end-of-year gift of {Suggested Gift Amount}. Your generosity saves animal lives through adoption, medical care, and rehabilitation. You give the gift of comfort to unwanted, abused and abandoned pets who desperately need our help.

Now more than ever, we depend on supporters like you to brighten the season for the voiceless animals in our care. Please make your tax-deductible donation today. On behalf of the entire [Organization] family, thank you for your compassion and belief in our life-changing work.

Wishing you joy this holiday season,

[Your Name]

[Organization]



Networker

Leverages their connections to get the campaign in front of the right people

Key Networker tasks



- Spread the word!
- Share goal updates with key constituents
- Reach out personally to major donors and prospects

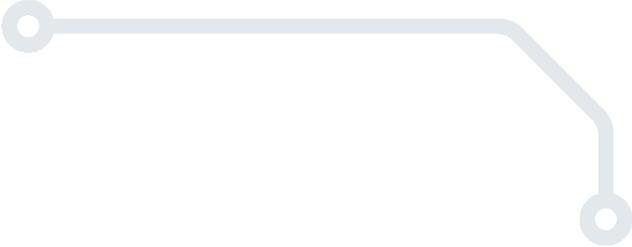
- Ask your AI tool for lists of local publications you can get in touch with for ad space
- Automate your social media posts and emails so you can dedicate your time to personal connections with high-touch donors
- Create a script or talking points for solicitation or thank-you videos



Prompt 1: Create a list of publications in the 90210 zip code that offer ad space for nonprofits during the holiday season.

Here is a list of publications in the 90210 zip code that may offer ad space for nonprofits during the holiday season:

- Beverly Hills Courier - community newspaper covering Beverly Hills and surrounding areas
- Beverly Hills Weekly - free weekly paper distributed in Beverly Hills and West Hollywood
- Los Angeles Times - major daily newspaper with broad readership across LA County
- The Beverly Hills Times - monthly local paper delivered to homes in 90210 and 90211 zip codes
- Beverly Hills Chamber of Commerce Newsletter - monthly e-newsletter sent to chamber members
- KTLA 5 - LA television station that may donate PSAs or discounted airtime
- KABC 7 - major network TV station serving the LA area
- Beverly Hills Magazine - upscale regional magazine covering celebrity lifestyle
- LA Parent Magazine - monthly parenting magazine distributed across LA County
- Tribeca Film - upscale cinema chain with location in Beverly Hills
- Runyon Canyon Park Bulletin - community board posting ads and notices
- Nextdoor Beverly Hills - localized social network reaching 90210 residents

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Prompt 2: Create a list of businesses in the 90210 zip code that offer ad space, donations, or discounts to local nonprofit organizations during the holiday season.

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Here are some businesses in the 90210 zip code that may offer ad space, donations, or discounts to local nonprofits during the holiday season:

- Wally's Wine & Spirits - Upscale wine shop that donates a percentage of holiday sales to local charities
- Barneys New York - Luxury department store that provides holiday window displays for local causes
- Ten Thousand Restaurant - Trendy eatery that donates 10% of proceeds on Giving Tuesday
- The Beverly Wilshire Hotel - Historic hotel that sponsors a holiday giving tree in the lobby
- BMW of Beverly Hills - Car dealership that runs holiday food drives and donation events
- SoulCycle - Fitness studio chain that offers discounted charity rides around the holidays
- Mastro's Steakhouse - High-end restaurant that contributes holiday gift basket raffle prizes
- Ron Herman - Upscale boutique that hosts holiday philanthropic shopping nights
- Alfred Coffee Shop - Chain coffee shop that collects toys and gifts for local kids

- Even a simple, bare-bones prompt will generate a good starting point
- If you have time, try playing with adding detail to your prompts to generate more specific and helpful results
- AI can never replace your human ingenuity, heart, and passion for your mission!



Thanks!

Any questions?

You can find us at

jgackenbach@donorperfect.com and elefferts@donorperfect.com.



Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

+ contactus@qgiv.com

+ 888-855-9595

For more information on DonorPerfect, please contact:

+ 800-220-8111

+ donorperfect.com



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.