



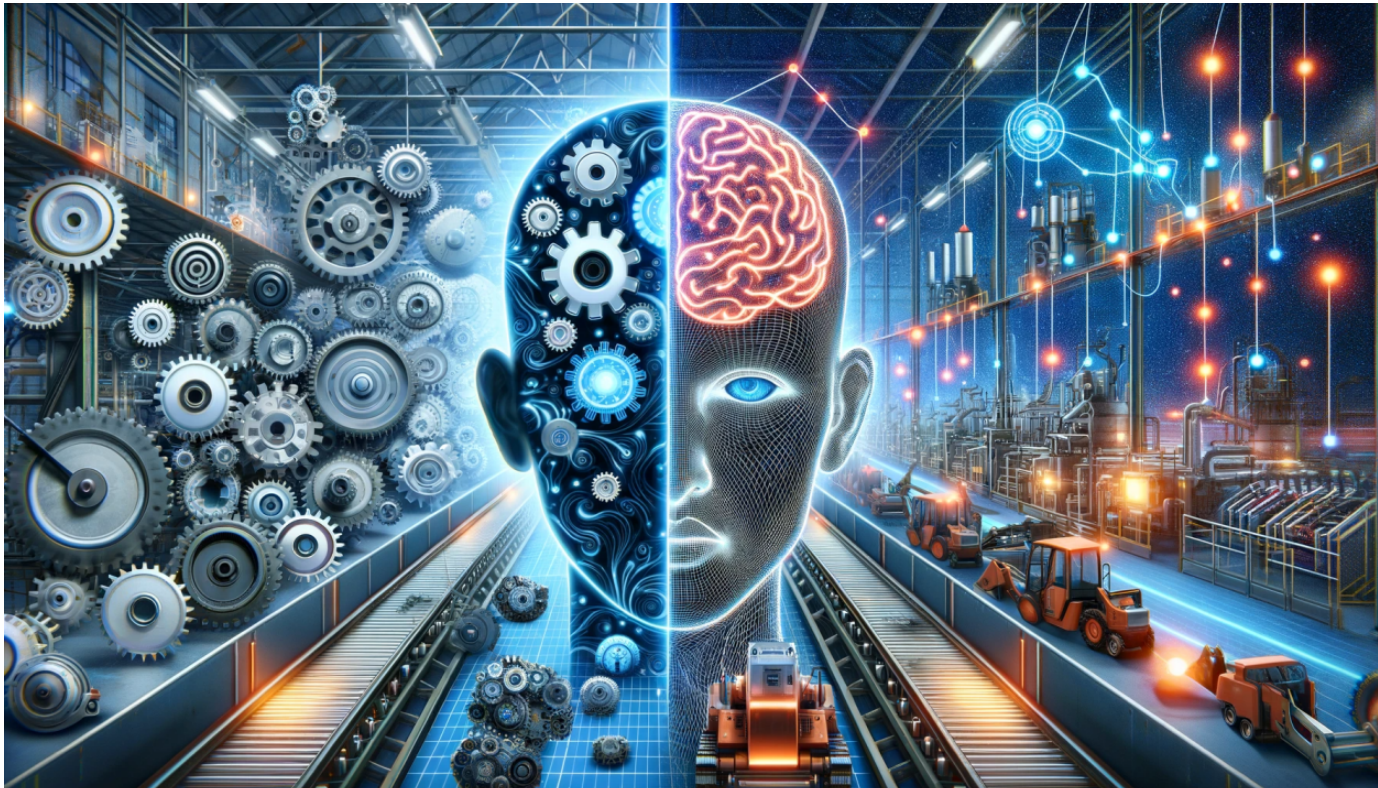
Transforming Email Fundraising with AI

Best Practices for 2025

Darian Rodriguez Heyman
darian@helpingpeoplehelp.com

Iron Man Meets Gandhi

Imagine a Future...



- **Ripe Targets**
- **Right Time**
- **Draft Messages**
- **Targeted Asks**
- **Your Tone & Info**



Inspired...

to Action





CRAIGSLIST
FOUNDATION

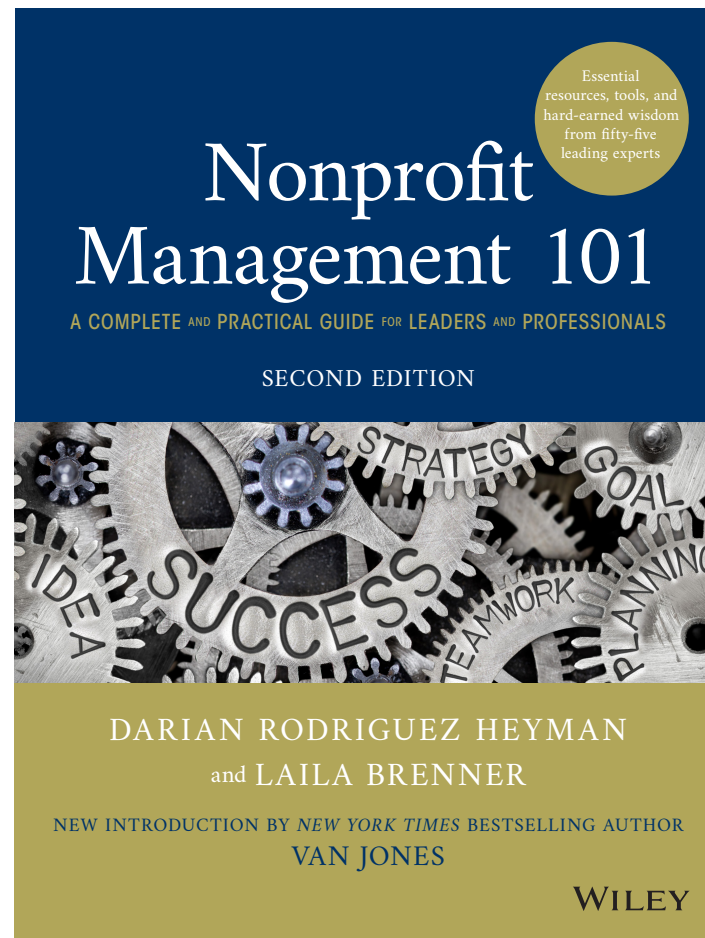
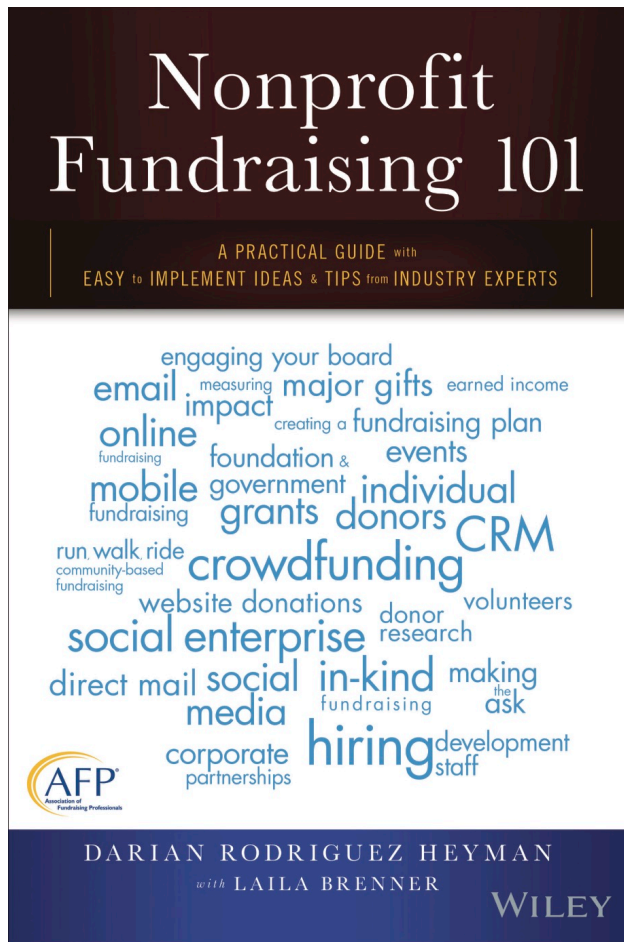


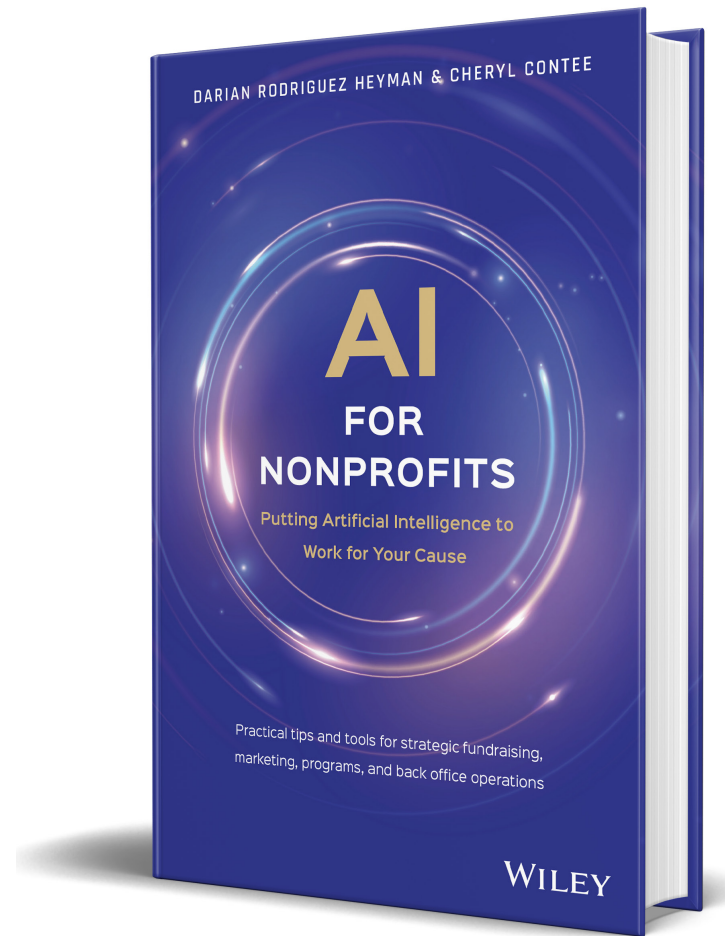
GENDER
SMART



blue
avocado
www.blueavocado.org







A Note on Tin Cup Fundraising





Today's Agenda

- **AI 101**
- **Putting AI to WORK for You!**
 - AI: Your New Digital Assistant
 - Content Creation Tools
 - Prompt Engineering
 - Email Fundraising
 - Resource Review



Not Today's Focus

- **Risks & Concerns:**
 - Job Displacement
 - Apocalyptic Future Scenarios
 - Unregulated Data Privacy
 - Perpetuating Biases
 - Transparency & Accountability
 - Loss of Human Connection





Quick Polls Before We Dive In

- **How Much AI Experience Do you Have?**
 - AI: What's That?
 - I've Messed Around
 - I Dove in the Deep End

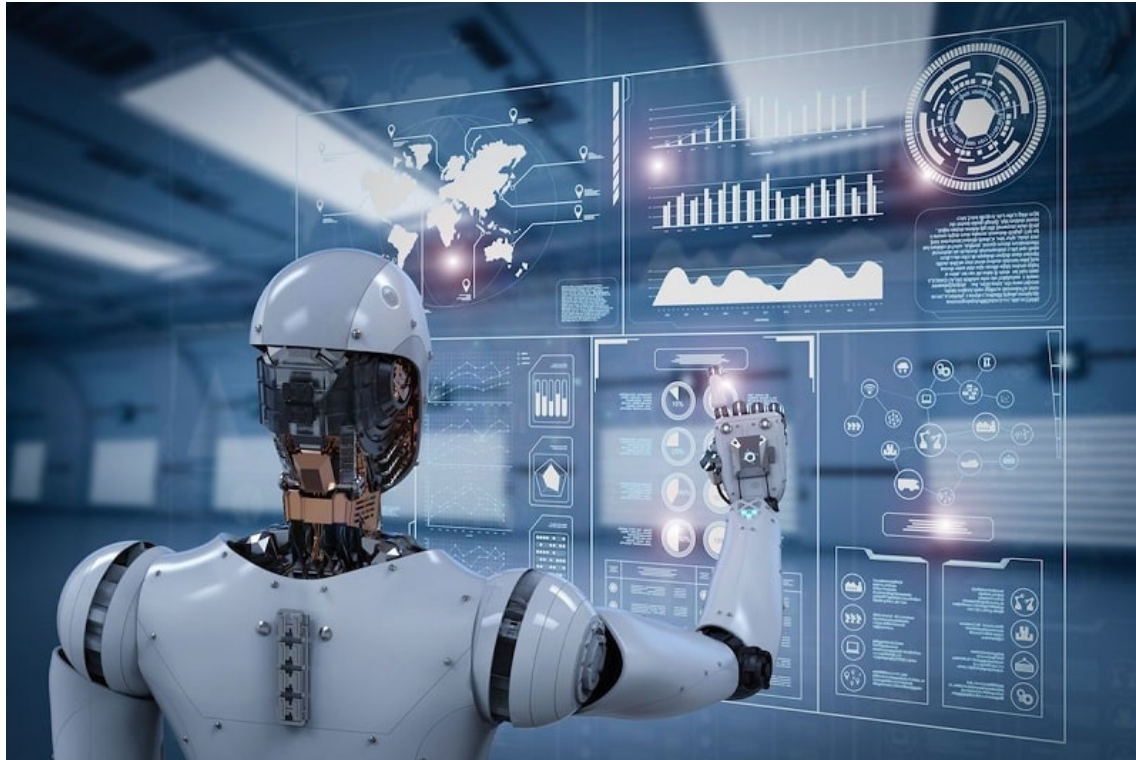


Quick Polls Before We Dive In

- **Is Your Nonprofit Using AI?**
 - Nope, our Head is in the Sand
 - Some Ad Hoc, Unorganized Personal Efforts
 - We Have a Policy & Strategy



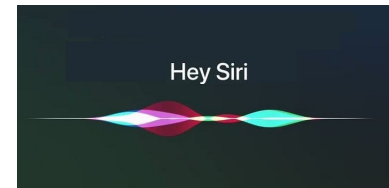
AI 101





AI 101

Includes If-Then

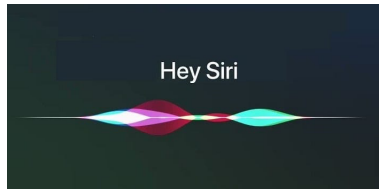
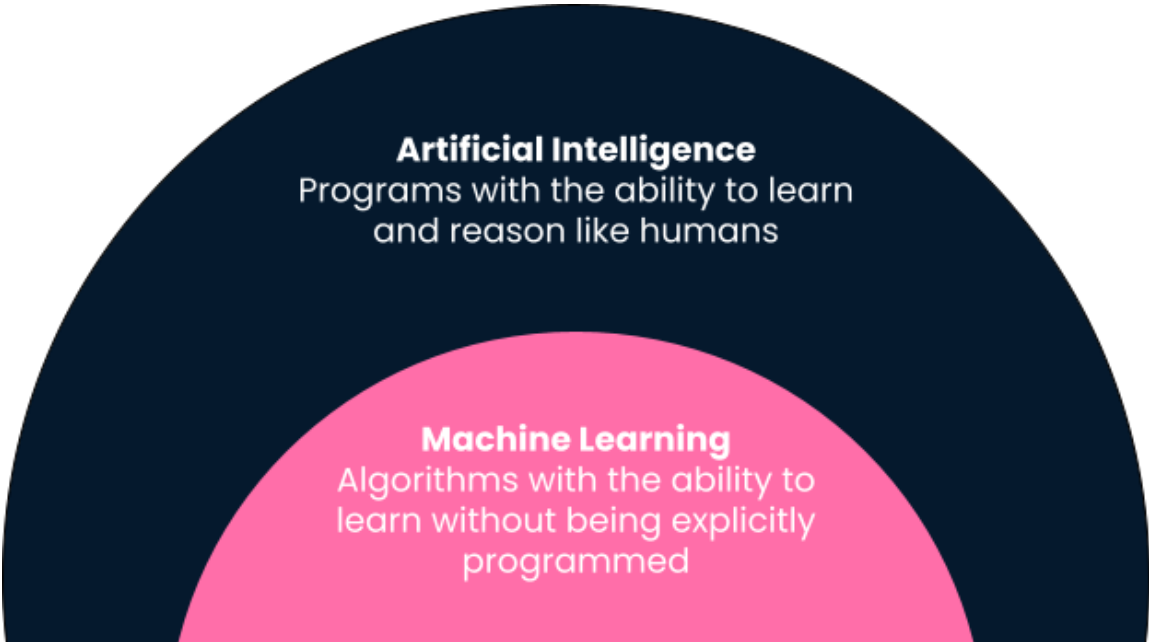




AI 101

Includes If-Then

Provide Examples
& Computer IDs
Patterns



amazon.com Recommended for You

Amazon.com has new recommendations for you based on [items](#) you purchased or told us you own.

<p>Google Apps Deciphered: Compute in the Cloud to Streamline Your Desktop</p>	<p>Google Apps Administrator Guide: A Private-Label Web Workspace</p>	<p>Googlepedia: The Ultimate Google Resource (3rd Edition)</p>
--	---	--

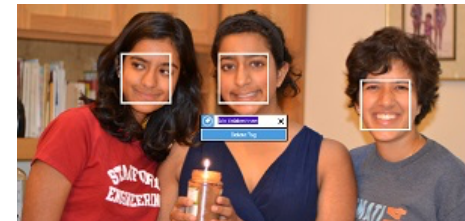
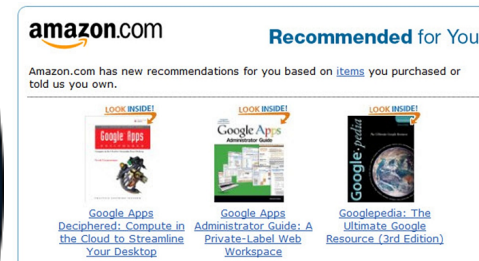
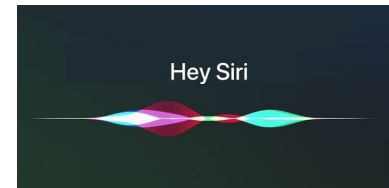
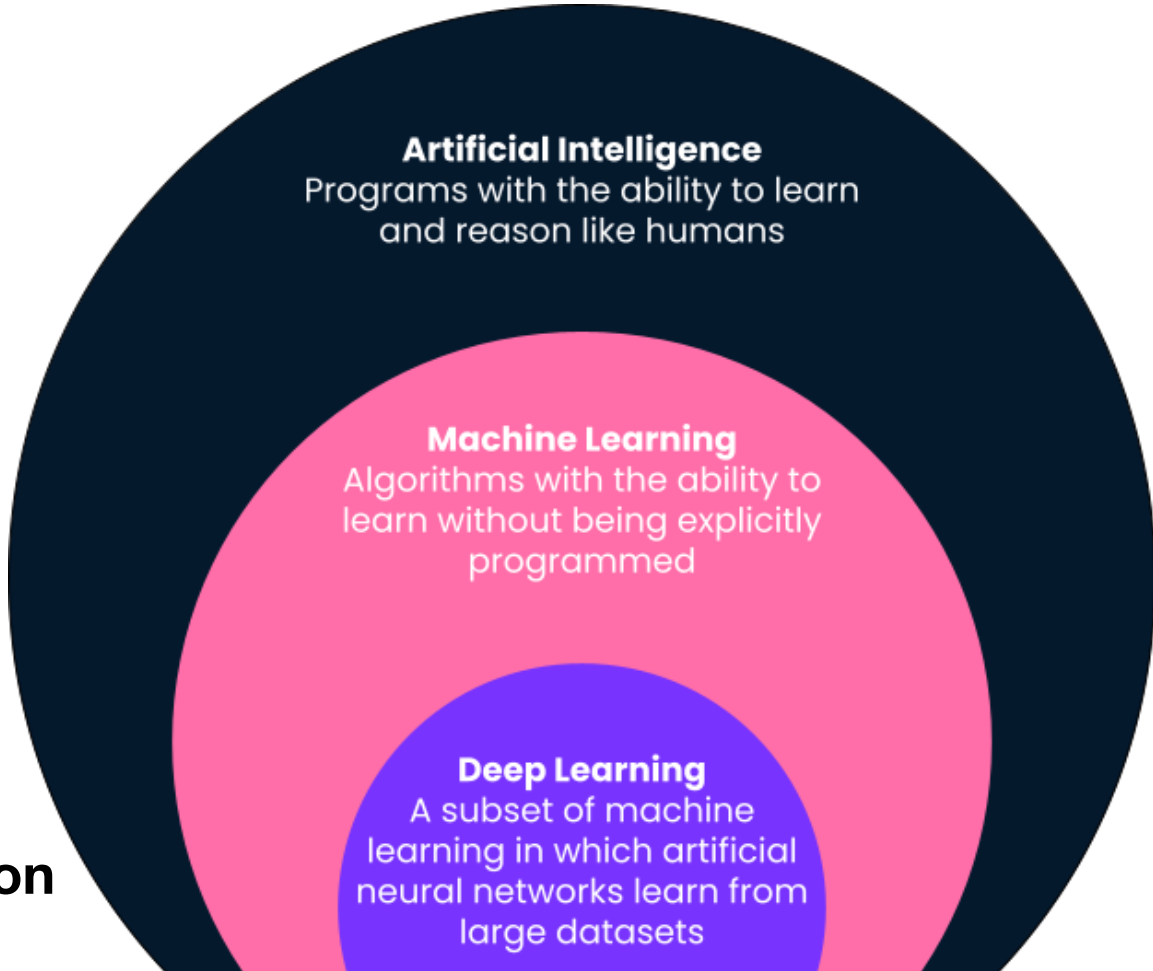


AI 101

Includes If-Then

Provide Examples
& Computer IDs
Patterns

Great for
Pattern Recognition





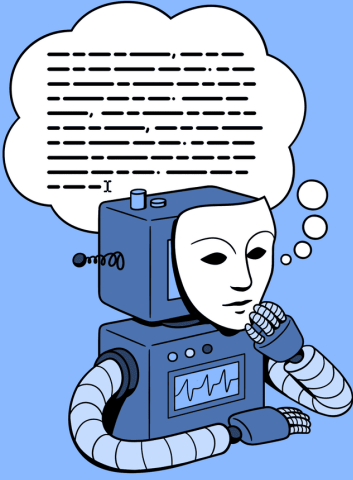
AI 101

**Massive Neural
Networks Tackling
Huge Data Sets**

**Can Understand &
Create Human-Like Text**

Incredibly Versatile

**Interfaces with
Generative AI for Text,
Images, Video, etc.**



Large Language Model (LLM)

['lärj 'laŋ-gwij 'mä-dəl]

A deep learning algorithm that's equipped to summarize, translate, predict, and generate human-sounding text to convey ideas and concepts.

Investopedia





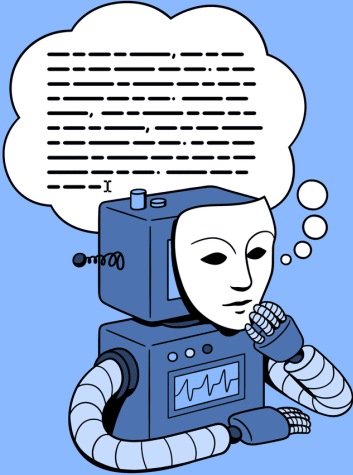
AI 101

Massive Neural Networks Tackling Huge Data Sets

Can Understand & Create Human-Like Text

Incredibly Versatile

Interfaces with Generative AI for Text, Images, Video, etc.



Large Language Model (LLM)

['lärj 'laŋ-gwij 'mä-dəl]

A deep learning algorithm that's equipped to summarize, translate, predict, and generate human-sounding text to convey ideas and concepts.

Investopedia





Putting AI to Work for You!





AI: Your New Digital Assistant



ChatGPT-4o



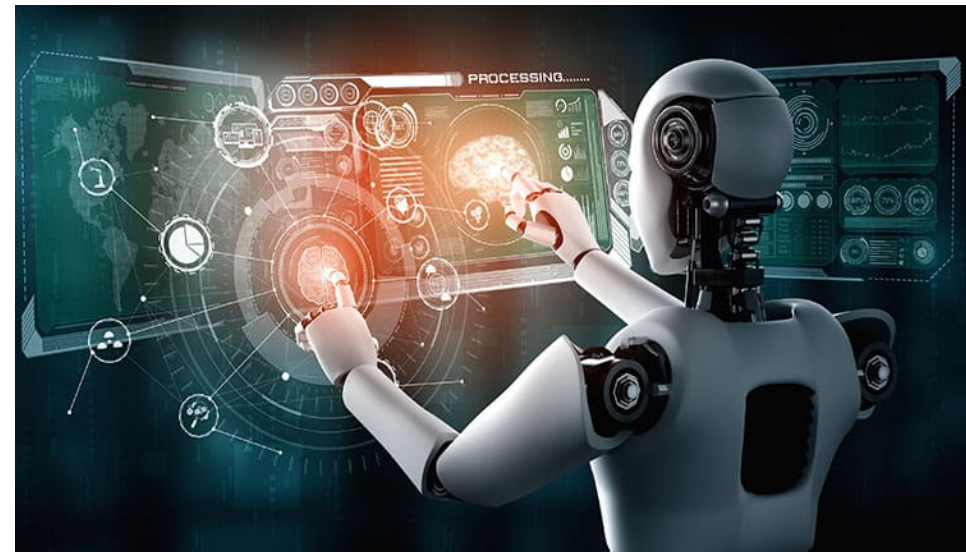
AI: Your New Digital Assistant

- **Unlock Efficiencies & Backfill Your Fundraising**
- **Free & Easy to Use**
 - Paid Plans: Reports, Data Analysis & Visualization, Advanced Features/Functionality, Customization, Support & Training
- **General Purpose Technology, Changes Everything**
- **FoW: Supporting Distributed & Remote Teams**
- **Understand AI's 3 Greatest Strengths!**



AI: Your New Digital Assistant

- **Automate Rote Functions**
 - Repetitive, Key Tasks
 - *Draft Copy:*
 - Posts/Templates/PR, Email Subjects & Headlines
 - Donor Communications
 - Grant Apps & Reports
 - Edit Existing Documents
 - Translation/New Voice-Tone





AI: Your New Digital Assistant

- Automate Rote Functions
- **Data Analysis**
 - Summarizing Robust Content
 - Brainstorming & Innovation





AI: Your New Digital Assistant

- Automate Rote Functions
- Data Analysis
- Making Predictions
 - Predictive Analytics: Fundraising





Content Creation Tools

Writing Assistant

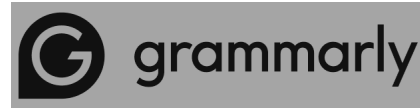


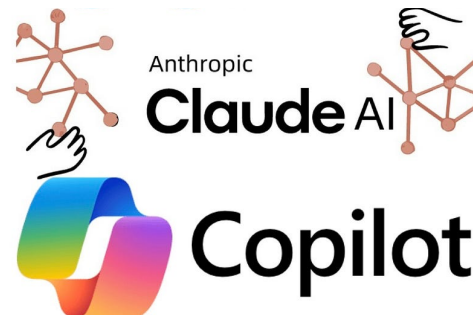
Image & Video



Trend Analysis

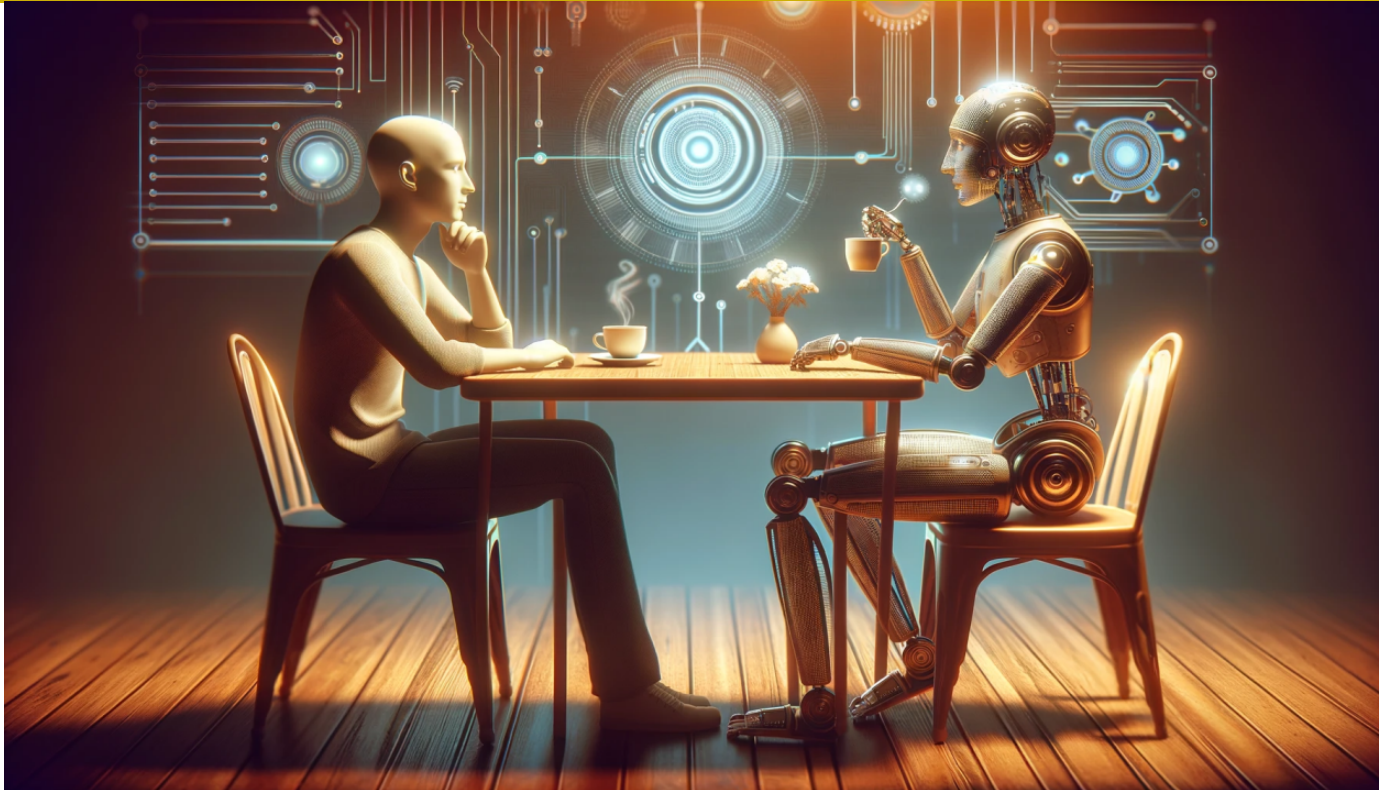


GenAI





Learning to Speak AI



Prompt
Engineering





Prompt Engineering

What Makes a Good Prompt?

Examples:

- Role** → Act as an experienced email fundraiser
- Intent** → Write a marketing email
- Outcome** → This email will be sent to email subscribers of X nonprofit asking them to donate \$5.
- Format** → The email should be engaging and action-oriented.
- Context** → Here is an example of a past email we sent to this same group that received positive feedback...

- Common Roles (Act as a...)**
 - Experienced Fundraiser • World-class CMO • Excel Sheet
 - Digital Advertiser • Content Strategist • Political Lobbyist
- Establish Intent (Do this...)**
 - ✓ Proofread for errors ✓ Translate into Spanish
 - ✓ Create a table ✓ Draft a bulleted outline
- Define Outcome (For this...)**
 - Email • Blog Post • Annual Report • Virtual Interview
 - Website Copy • Landing Page • Social Media • Petition
- Format & Styles (In this way...)**
 - Formal
 - Persuasive
 - Inspirational
 - Descriptive
 - Analytical
 - Personable
 - Humorous
- Context & Background (From this...)**
 - Meeting
 - Transcripts
 - Past Examples
 - Website Pages
 - News Articles
 - Online Reports
 - Personal Notes

ChatGPT Cheat Sheet for Nonprofits

Master the skill of crafting the perfect prompts to get the most out of ChatGPT and other LLM tools.





AI-Powered Email Fundraising

AI-POWERED
FUNDRAISING FOR
NONPROFITS





AI-Powered Email Fundraising

NONPROFIT FUNDRAISING EMAIL STATISTICS



EMAIL MARKETING
GENERATES APPROXIMATELY
28%
OF ALL ONLINE
NONPROFIT REVENUE.



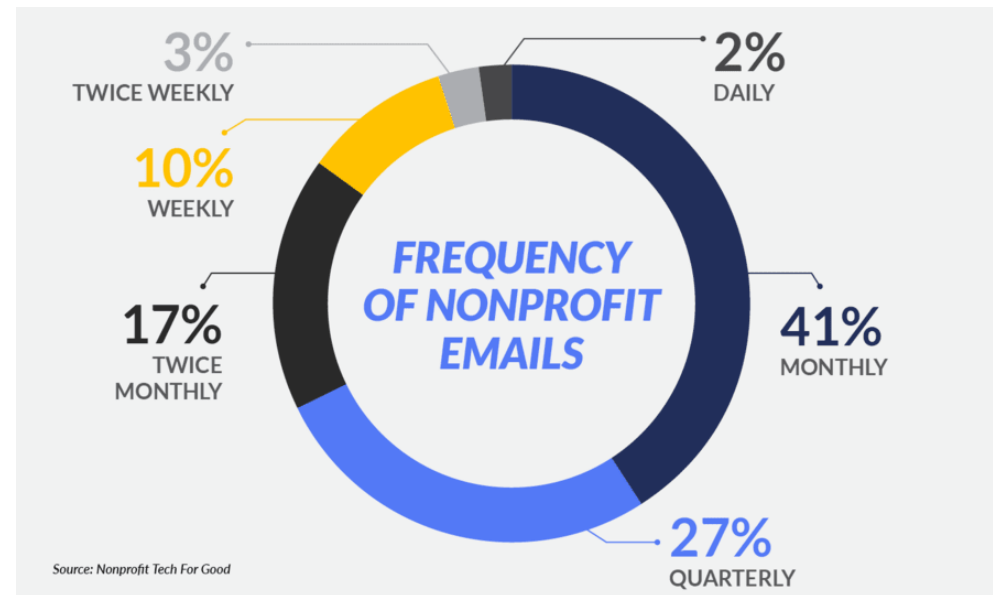
FOR EVERY
1,000
FUNDRAISING
EMAILS SENT,
NONPROFITS
RAISE AN AVERAGE OF
\$90.



THE AVERAGE
NONPROFIT
RAISES
\$5,598.51
PER EMAIL
CAMPAIGN.



Sources: Double the Donation and Business 2 Community





AI-Powered Email Fundraising

- **Keys to Success:**
 - **Multi-Shot vs. Zero Shot Prompts**
 - Samples Are Key!
 - **Work Step-by-Step, Then Whole Hog**
 - Draft Each Section First, Then Review as a Whole
 - Ensure Inclusivity
 - Prioritize Your Subject Line!
 - **Ask for Options**
 - Start with Teasers
 - Don't Settle: Iterate for Excellence



AI-Powered Email Fundraising

- **Keys to Success:**

- **Speak to Impact**

- Combine Stats & Stories:
 - *\$50 Feeds a Family of Four*

- **Dial in Your CTA: Call-to-Action**

- Singular, Concise, & Visually Distinct
- Create a Sense of Urgency:
 - *Help us Reach 100 Families This Month*

- **A/B Splits**

- Optimize(ly) Your Efforts!



AI-Powered Email Fundraising

- **Keys to Success:**
 - **Create/ID Compelling Imagery & Video**
 - **Always, ALWAYS Keep a Human in the Loop!**
 - Today, AI is an Intern, *not* a Director
 - Hallucinations are Real!
 - **Create a Prompt Library**
 - **Leverage Predictive Analytics**
 - Who, When, What & Why, How Much



AI-Powered Email Fundraising

- **Keys to Success:**
 - **Ensure Data Privacy**
 - Anonymize or Use Private Platforms/Versions
 - **Consider Your Own Staff Bot/Custom LLM/GPT**
 - Facilitates Data Privacy
 - Gets to “Know” You, Your Work, & Voice



Resource Review

Publications

Stanford SOCIAL INNOVATION Review

NPO
NONPROFIT QUARTERLY

THE CHRONICLE OF PHILANTHROPY

Communities

FundraisingAI

N TEN
Nonprofit Technology Network

techsoup

Conferences

AFP ICON 2025 SEATTLE
APRIL 27-29

IMAGINE:NONPROFIT
Presented by aws

THE NONPROFIT MARKETING SUMMIT
EVOLVE
10th Nonprofit Marketing Summit
March 4-6, 2025

Newsletters

Nonprofit Tech for Good

BETH KANTER

causevox



Q&A





Thank You!

Darian Rodriguez Heyman
darian@helpingpeoplehelp.com
(415) 637-5062

