Ensure data transparency
- Be transparent about how donor data will be used for personalization.
- Obtain explicit consent from donors for data collection and personalization efforts.

Experiment with personalization
- Collect relevant data to try, test, and evaluate personalization with donors.
- Create an in-house guide on checks you should do when personalizing outreach.

Invest in continuous learning of the team
- Enable the entire team with learning opportunities around AI.

Evaluate if personalization with AI is helpful.
- Create space for conversations if and how AI personalization is supporting in creating trust-based relationship with donors.

To center humans in your personalization

What Now?

Share with your team what you learned here

Find 3 places where you might want to bring personalization.

Building Collective Learning

Share 3-5 ethical priorities you will center when designing those personalizations

Define your next step from here.

Intention

- Talk about community-centricity and AI (reference: https://www.namastedata.org/ai)

- Acknowledge individual accountability and collective power

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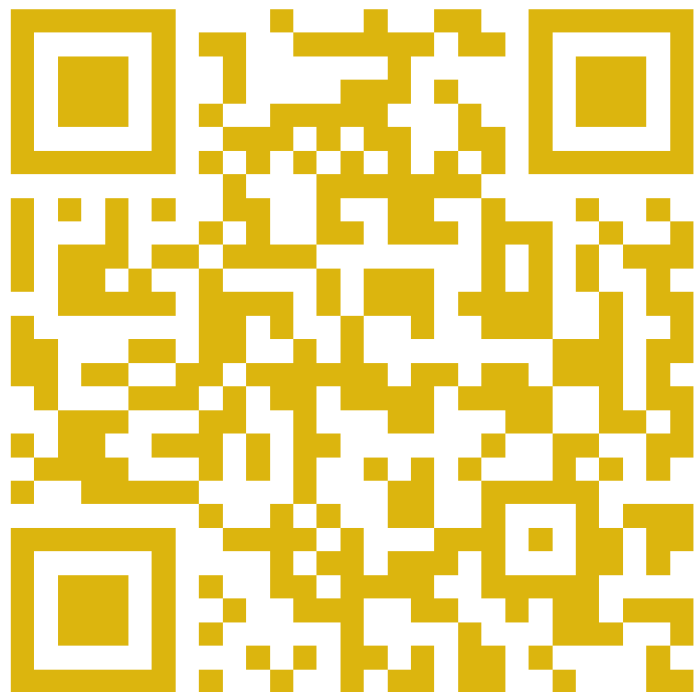
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THE AI EQUITY PROJECT
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