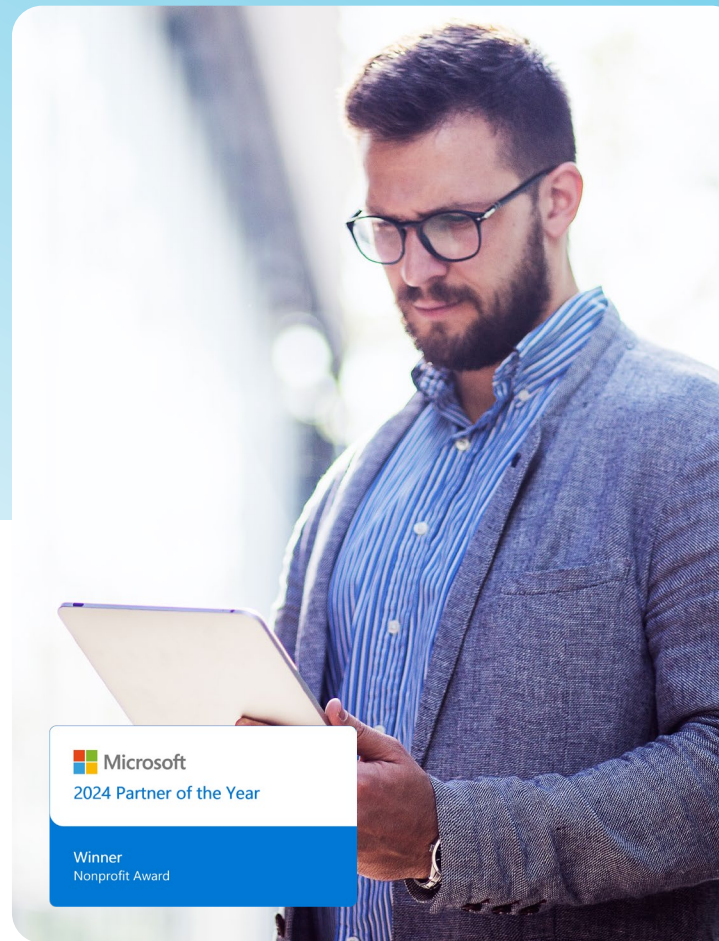


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## 20 Real World Use Cases for AI in Nonprofit

Artificial Intelligence (AI) is transforming the way nonprofits operate, helping them to achieve their mission and goals more effectively. From fundraising and program design to marketing and finance, AI is being used to streamline processes, improve outreach, and maximize impact. Here are 20 real-world use cases for AI in nonprofit organizations.



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### Fundraising

- AI-streamlined portfolio and donation management for high touch fundraising.
- Personalized proposal generation and follow-up to better engage constituents.
- AI-powered segmentation and content creation to improve donor outreach.
- AI-enhanced, personalized donor communications and engagement.
- Predictive analytics based on donor behavior, preferences, and giving patterns to identify potential major donors or predict successful fundraising campaigns.



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### Program Design & Delivery

- Connect constituents to mission goals through AI-enhanced workflows.
- Maximize program outcomes and the impact of team members and volunteers by using AI to automate tasks and analyze outcomes.
- Create agile, on-the-go training materials for continuous skilling, retention and program improvement.
- Optimize support for beneficiary or staff inquiries.
- Tailor interventions and services based on individual participants to accelerate progress.

# “ 89% of nonprofits believe that AI will make their advancement teams more efficient, and 82% believe it can help them prioritize and reach more prospects.

<https://thenonproffitimes.com/technology/survey-ai-use-among-nonprofits-still-in-infancy>

<https://markets.businessinsider.com/news/stocks/aaac-releases-2020-state-of-ai-in-advancement-report-1029894540>



## Marketing

- Data-driven marketing segmentation and strategy based on audience behavior, demographics and preferences.
- Build natural language capabilities with multilingual support into your apps for comfortable, high-quality communications and lasting relationships with your constituents.
- Predict relevant market trends and campaign outcomes to maximize ROI.
- Generate custom-tailored emails, social media posts, and website copy at scale to drive higher audience engagement.
- AI-driven marketing automation tools to orchestrate real-time, data-driven marketing campaigns across multiple channels.



## Finance & Operations

- Make informed, data-driven decisions to prepare for potentially disruptive events.
- Reduce expenses with AI analyzed spending patterns and cost-savings opportunities.
- Predictive analytics to auto scale resources and better match capacity with demand.
- Enable team members to achieve more with their time and skills, and reduce operational costs, by streamlining processes with AI-driven automations.
- Simplify financial reporting and planning with AI-driven future forecasting and financial accountability.

AI is a powerful tool that can help nonprofits to achieve their mission and goals more effectively. By leveraging AI, nonprofits can streamline processes, improve outreach, and maximize impact. These 20 use cases only scratch the surface of the potential of AI to transform your nonprofit organization.

Ask about our [Free AI for Nonprofit Consult](#) to kick start your AI ideas and opportunities today!