

What is Artificial Intelligence And How You Can Use it to Increase Your Individual Fundraising Growth



YOU'LL HEAR FROM....

TODAY'S PRESENTERS



ADAM TREISER

CEO, ARJUNA



BRETT JONES

VP, CLIENT
RELATIONSHIPS,
ALLEGIANCE GROUP

Adam Treiser

A Business Analytics professor at John's Hopkins, Adam is the inventor of the Arjuna platform. He is an industry pioneer in Artificial Intelligence and predictive analytics. He is the author of several AI patents, and the first person to productize AI for personalized pricing and revenue optimization.

What is AI?

The PROCESS of using machines that learn and acquire knowledge to make decisions



Learn



Acquire knowledge



Exercise judgement

In a matter that mimics a human

What is the difference between traditional data analysis and AI solutions like ExactAsk?



RFM

- Historical
- Past performance drives future performance
- Fails to improve value of donor



Wealth Screenings

- Not indicative of behavior for small donor gifts
- Data is expensive
- Assume wealth level drives giving level



AI

- Forward-looking and action-oriented
- Highly scalable
- Extracts higher-level insights

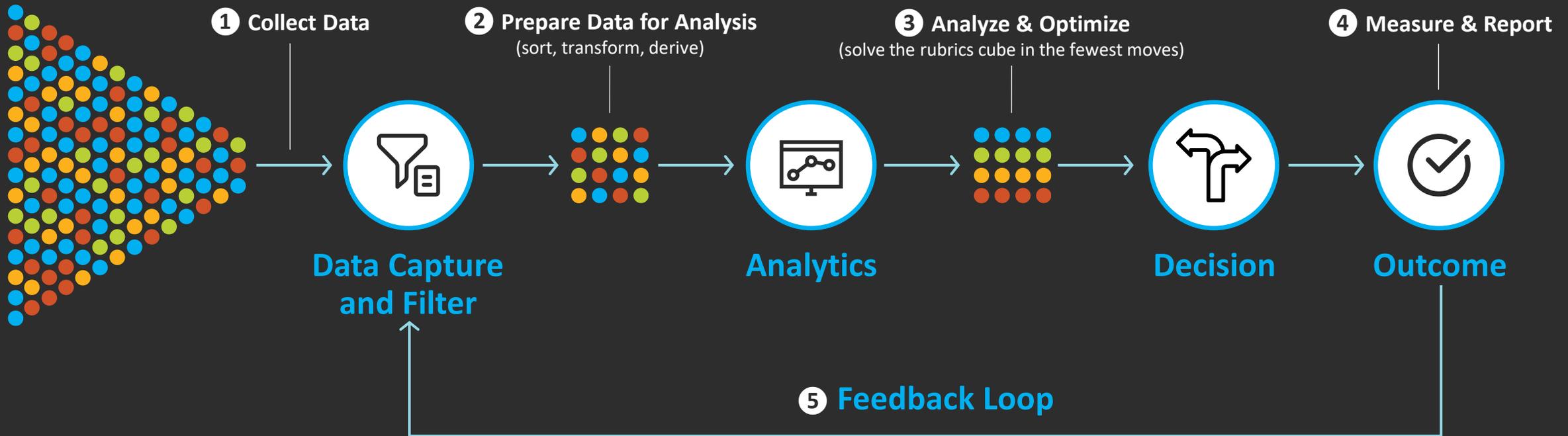


Why is AI an option now?

- CRM and donor databases have been in use for 10+ years with substantial donor behavior information available now
- Cloud computing with platforms like AWS are readily available and affordable
- Improvement in AI algorithms
- Fast system connectivity

How do we best use AI now?

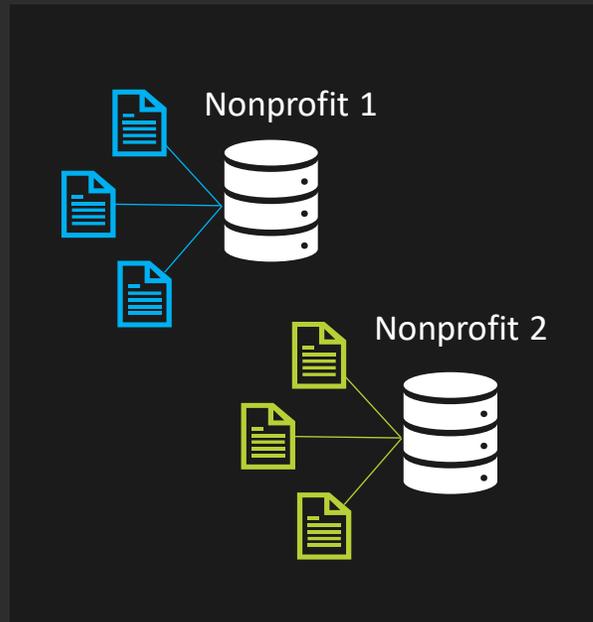
AI is a continual process



The process iterates regularly and allows the system to get better with time

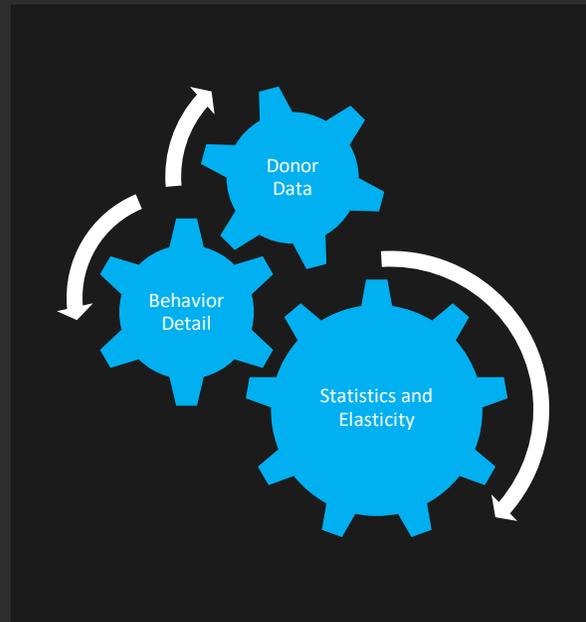
Producing iterations of individually optimized gift arrays

Unsupervised A.I. and machine learning optimize individual giving



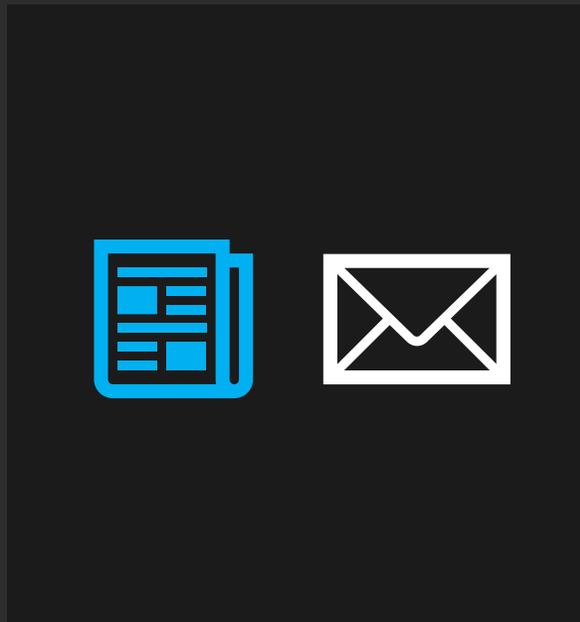
Secure data ingestion

Data is sent via secure API or CSV transfer and stored in customer-specific AWS environments



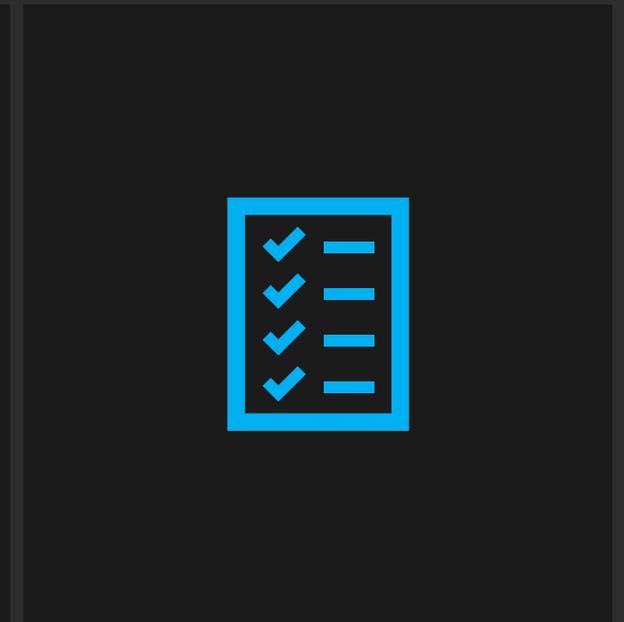
Modeling/producing arrays

Data files are analyzed in dedicated customer silos to create individually optimized gift arrays



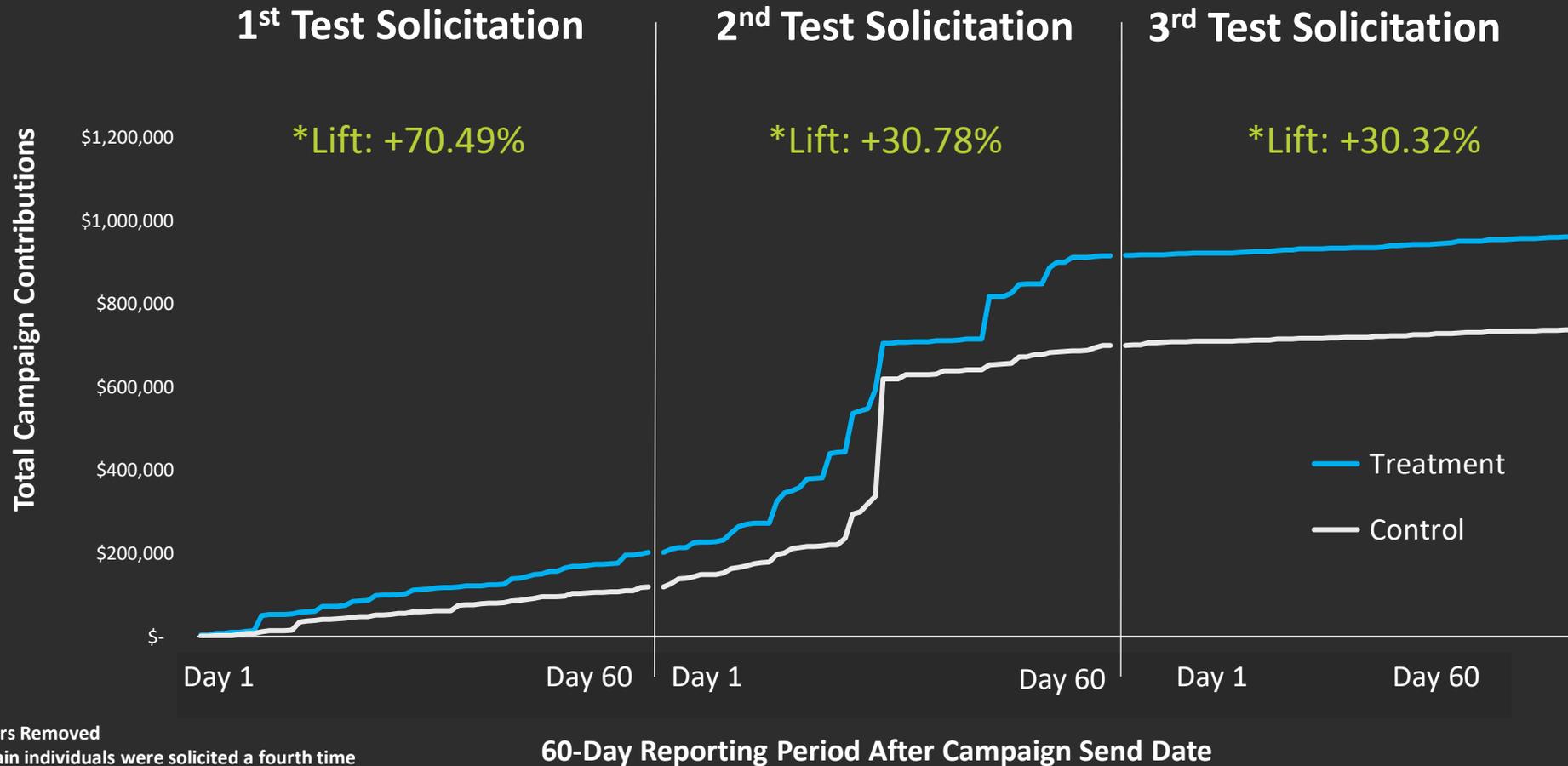
Personalized Gift Arrays

An easy to append output file is produced and provided for mailing



Outcomes

MAP case study data



* Outliers Removed

** Certain individuals were solicited a fourth time

MAP results summary by campaign type

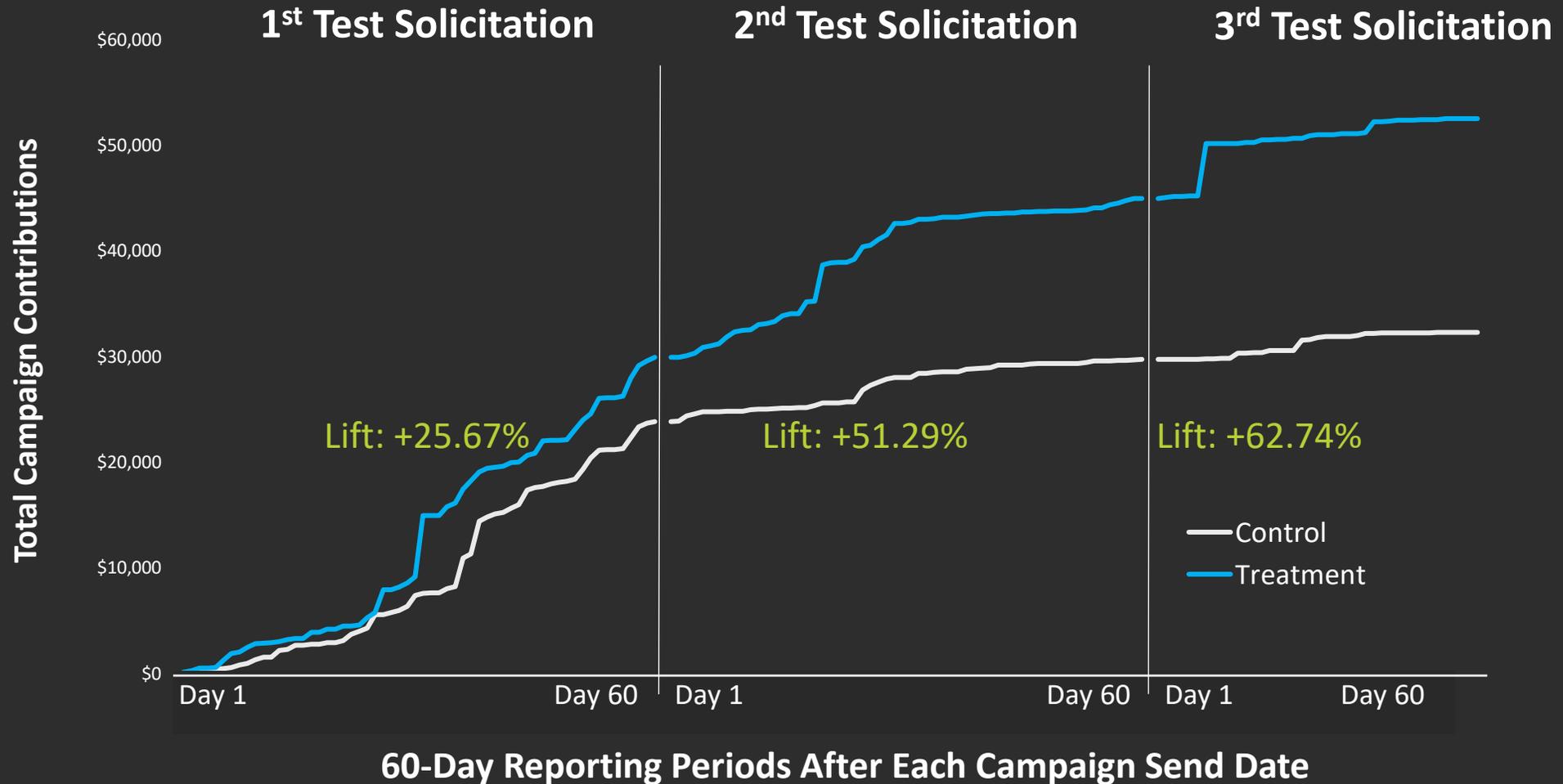
Campaign Type	Investment	Donation Amount Excluding Outliers		KPIs		Outliers Excluded	
		Control Group	Treatment Group	Lift	ROI	Control	Treatment
Active	(\$1,304)	\$386,184	\$447,614	16%	4,711%	\$333,273	\$494,747
Lapsed	(\$575)	\$14,852	\$25,206	71%	1,801%	-	-
Acquisition	(\$1,621)	\$3,497	\$5,877	68%	147%	-	-
Total	(\$3,500)	\$404,533	\$478,697	18.3%	2,189%	\$333,273	\$494,747

MAP invested **(\$3,500)** in ExactAsk and raised an incremental **\$74,164**

*Reported numbers are donations within 60 days of the campaign

** Outliers are considered large deviations from the predicted ask amount

PIH lapsed case study



PIH performance with lapsed donors

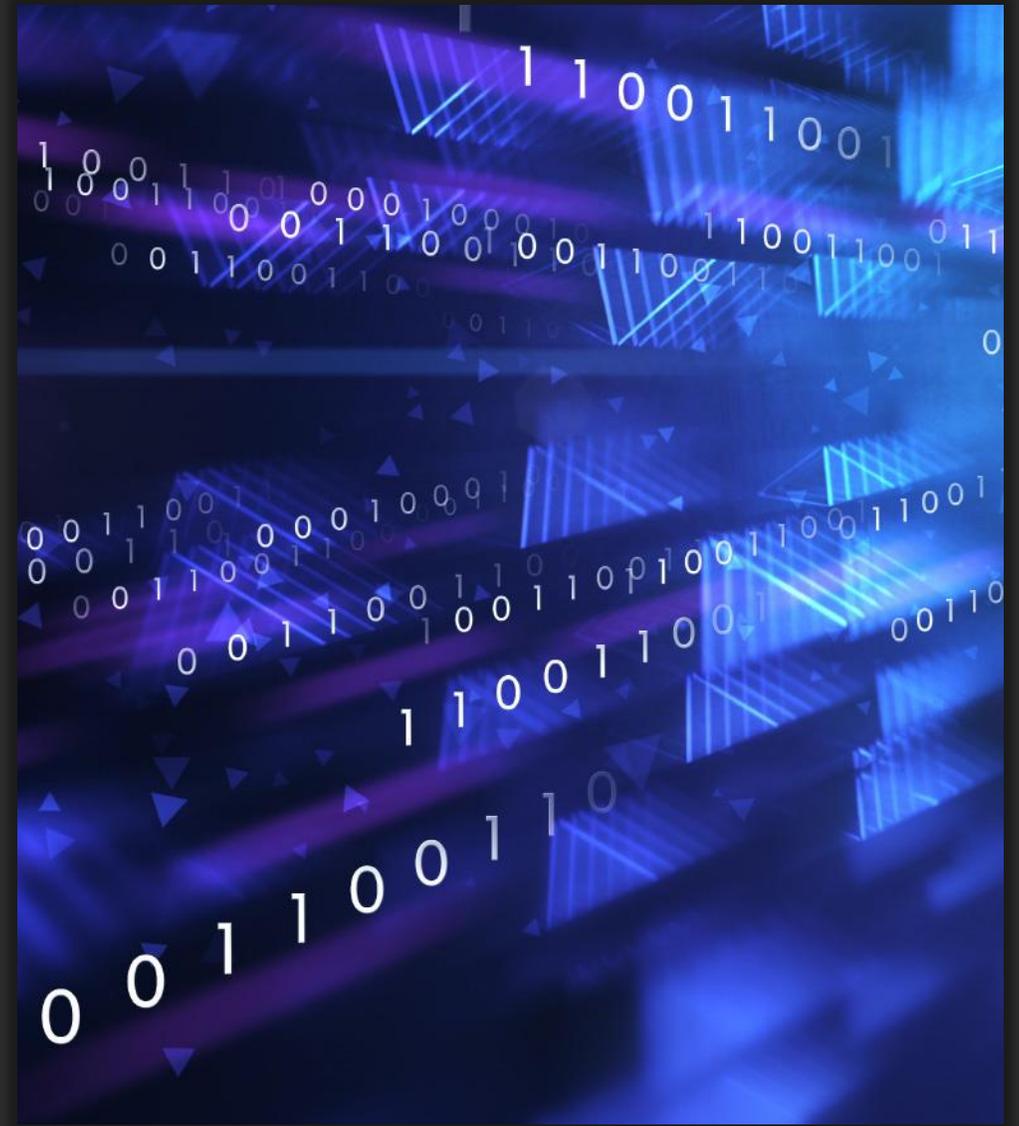
Campaign Date	Campaign Type & # of C/T	Investment	Control	Treatment	Lift	ROI
September 11, 2017	Lapsed: N=37,500 each	(\$3,713)	\$11,473	\$17,192	50%	154%
April 3, 2018	Lapsed: N=11,448 each	(\$1,133)	\$5,393	\$9,861	83%	394%
June 1, 2018	Lapsed: N=11,516 each	(\$1,140)	\$8,472	\$21,204	151%	1,117%
Total Lapsed	Subtotal (+\$22.9K)	(\$5,986)	\$25,338	\$48,257	90%	383%

PIH total investment **(\$5,936)** in ExactAsk and raised an incremental **\$22,919**

*Reported numbers are donations within 60 days of the campaign

Best practices for how to use AI

- Use an AI provider that works hand-in-hand with a marketing agency
- Streamlines operations
- Ensures interoperability within existing fundraising framework



Why nonprofits use Arjuna?

Individual fundraising growth

- Produces an average of \$3.95 per \$1.00 invested in A.I. fundraising services
- Increases average giving levels by +18% in Year 1, more over time
- Sustains donor participation rates in fundraising campaigns
- Opportunity to align fundraising costs with projected giving levels





AI
is scalable



AI
is forward-looking



AI
removes the limit on
how much value we can
create for our customers



**THANK
YOU**



TEAMALLEGIANCE.COM