



DONORSEARCH

## **Predictive AI vs Generative AI**

Understanding the Balance of the Two-Sided AI Coin

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# MEET YOUR PRESENTER

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**Scott Rosenkrans**

Associate Vice President

DonorSearch Ai

# DONORSEARCH AT A GLANCE

Established 2007



+15 Years, Family Owned  
& Operated



850+ Data Points  
248 Mil+ Individuals



10,000 + Clients



Largest Philanthropic Database



AI/ML support for  
nonprofits of all sizes



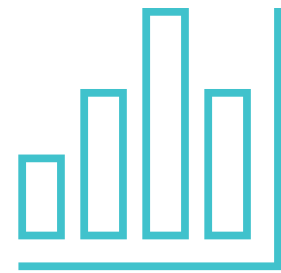
Ultra high net worth &  
Core Logic real estate

# DONORSEARCH AI

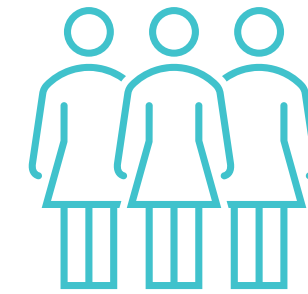
## SETTING THE PACE FOR RESPONSIBLE AI IN FUNDRAISING



64 million+  
predictions monthly



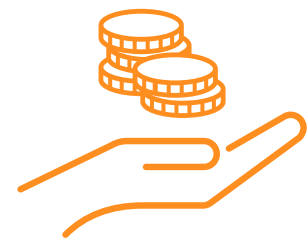
77,622 ML models  
interrogated



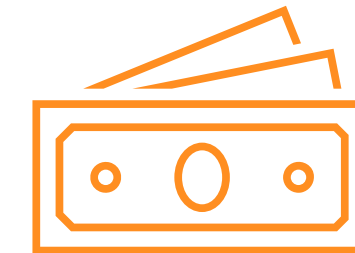
48,074,879  
Constituents



16,256,018  
Donors



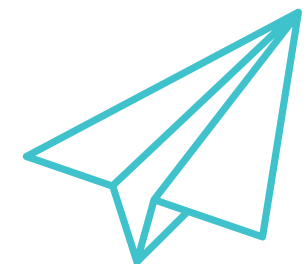
96,340,045  
Charitable Gifts



\$20,907,919,649  
in Donations



176,702,804  
Clinical Encounters



695,336,319  
Emails Sent



5,875,753  
Event Invitations



*What is AI?*

*Is it ethical?*

*What's isn't AI?*

*Why does it matter?*

*Is it secure?*

*Will AI take my job?*

*What happens if I don't use it?*

*Will AI change my job?*

*How do I find time to learn it?*

*Am I supposed to be excited or scared?*

*Am I falling behind?*

*Is this the beginning or the end?*

*Is this the beginning of the end?*

*Is Responsible AI my responsibility?*





*“Life moves pretty fast...*



*If you don't stop and look around once in  
awhile, you could miss it.”*

# WHAT IS AI ANYWAY?

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**Artificial Intelligence, or AI, is a field of computer science dedicated to creating systems that can perform tasks which typically require human intelligence.**

**These include problem-solving, recognizing patterns, understanding natural language, and more. AI's evolution traces back to the mid-20th century, marking significant milestones in technology.**



**Machine Learning**

**Augmented Reality**

**Virtual Reality**

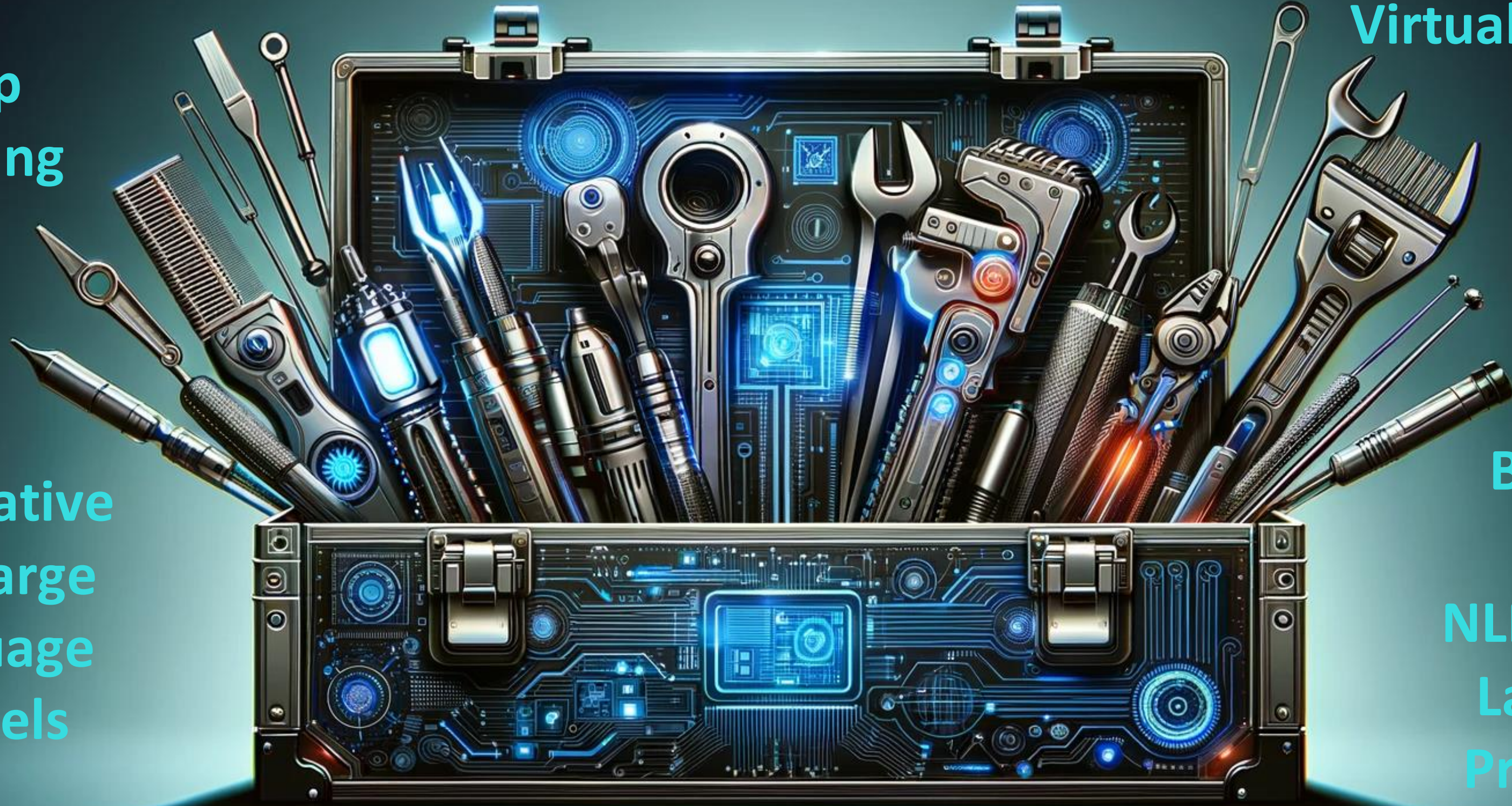
**Deep Learning**

**NFT**

**Generative AI / Large Language Models**

**Blockchain**

**NLP, Natural Language Processing**





# TYPES OF AI

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**Defining AI by its function or output can help fundraisers understand which type of AI to use depending on the problem you are trying to solve.**

AI can broadly be categorized into Narrow AI, which is designed for specific tasks, and General AI, an advanced form with human-like understanding and reasoning capabilities.

# DEEP DIVE INTO MACHINE LEARNING

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**Machine Learning is a subset of Artificial Intelligence. ML enables systems to learn and improve from experience without being explicitly programmed. Common applications include recommendation systems, like those on Netflix or Amazon.**



# THE ROLE OF DEEP LEARNING

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**Deep Learning, a subset of Machine Learning, utilizes neural networks with many layers. It's particularly powerful in handling large, complex datasets, revolutionizing fields like image and speech recognition.**



# PREDICTIVE AI AND GENERATIVE AI





# WHAT IS PREDICTIVE AI?

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**Predictive AI refers to AI systems that analyze historical data to predict future outcomes. It's widely used in applications like weather forecasting, stock market analysis, and customer behavior prediction.**

# WHAT IS GENERATIVE AI?

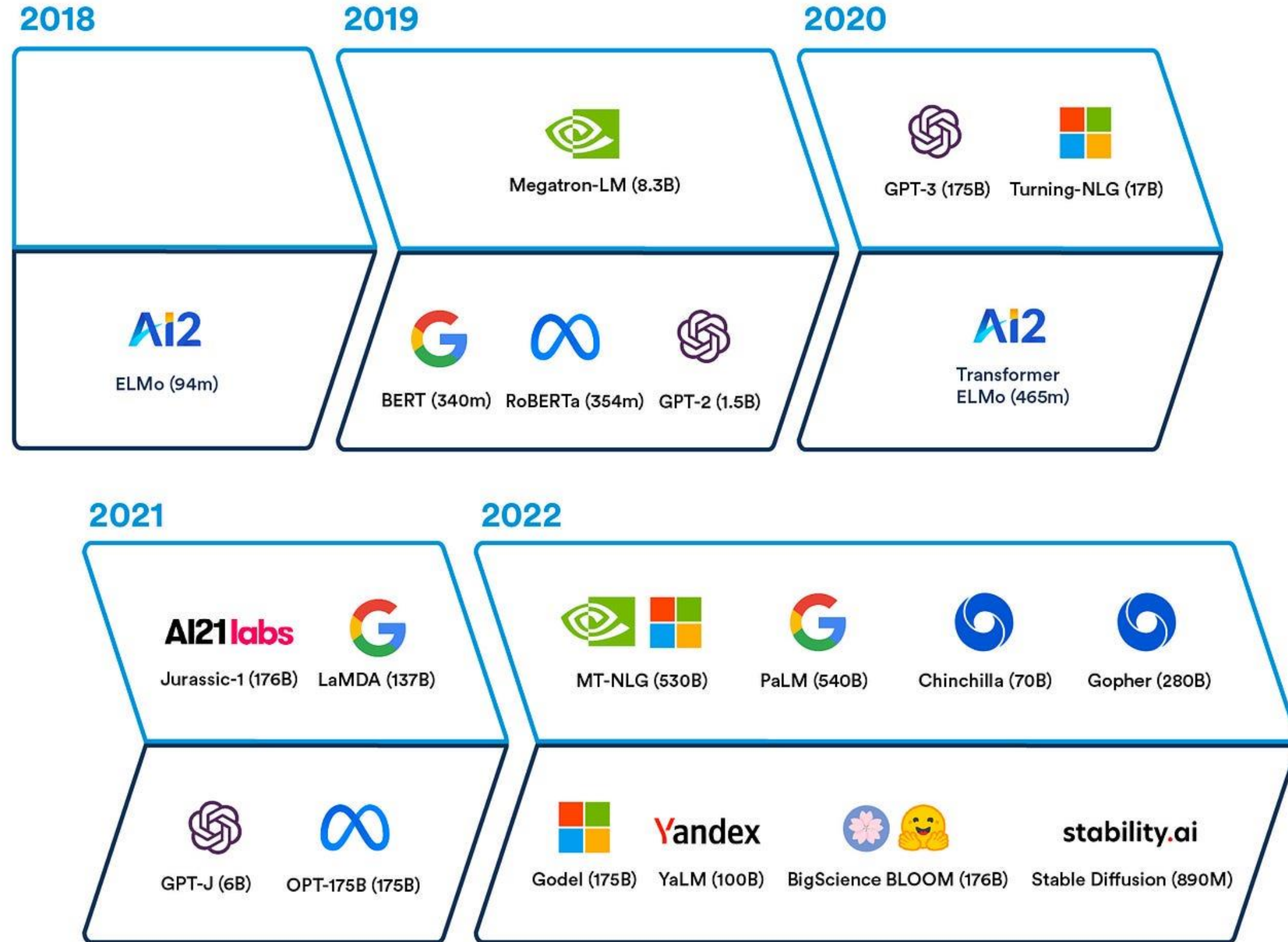
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**Generative AI is designed to generate new, original content. It's not just about understanding data but creating new data that didn't exist before, such as deepfakes, new music compositions, or art.**



# TIMELINE: MAJOR AI MODELS

● Private Model ● Open-Source Model







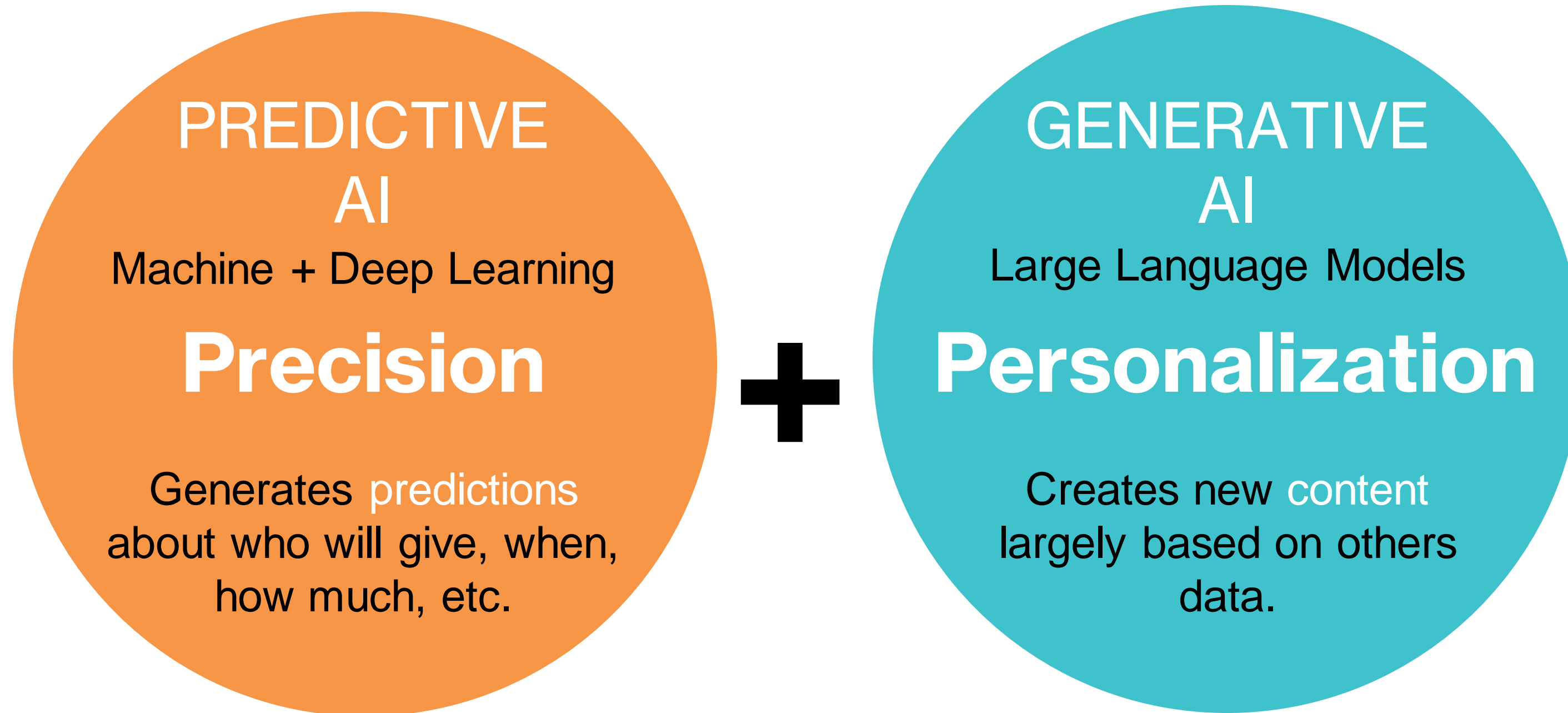


# GENERATIVE AI ARMS RACE

“Current generative AI and other technologies have the potential to automate work activities that absorb 60 to 70 percent of employees’ time today.”  
- McKinsey

“80% of workers are in occupations where at least one job task can be performed more quickly by AI.”  
– Wall Street Journal

# THE PERFECT BLEND OF PREDICTIVE AND GENERATIVE AI



Combined, these two technologies make for a more **TARGETED + PERSONALIZED** form of **Precision Philanthropy**.

# PREDICTIVE VS GENERATIVE

**Predictive AI can help answer questions about what donors and prospects might do in the future.**

- Will this prospect make their first gift?
- Will this donor give again within a specific time period?
- Which donors have a greater lifetime value?
- How likely will this donor become a monthly sustainer (giver)?
- Which donors are most likely to be retained?

**Generative AI can help create materials and inventive ideas for reaching out to donors and prospects.**

- Design personalized marketing materials that appeal to individual donor interests.
- Introduce unique themes or experiences for our next fundraising event.
- Generate social media posts to effectively spread awareness about our cause.
- Creatively recognize donors in a way that encourages long-term relationships.
- Develop new engagement strategies to attract younger donors.



# THE ROI'S OF AI

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- **Precision + Personalization**
- **Efficiency Boosts**
- **Increased Quality of Work**
- **Improved Work Satisfaction**

# NEED FOR EXTRA RESOURCES

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74% of nonprofit employees said they are or will be looking for a new job this year

68% were uncertain if they would look for another nonprofit job

58% cited too much responsibility/not enough resources as the main issue

# COMMON NONPROFIT GENERATIVE AI USE CASES

- Idea Generator
- Writing Coach, \*Appeals, etc.
- Adaptative Search
- Legal & HR Assistant
- Prospect Research, Bios, etc.
- Events support
- Proofer, Editor
- \*\*Data Analyst
- Social Content Generator
- Image Support
- Donor Relations / Stewardship

\* Sounding authentic is the NOT the same as being authentic.

\*\* Don't feed the Chatbot confidential information



# A PSA ON RESPONSIBLE AI

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**It's crucial to use AI responsibly. This means ensuring AI systems are transparent, fair, and respect privacy. Responsible AI practices help build trust and prevent potential negative impacts on society.**



# FundraisingAI

**“This is going to be the most productive decade in the history of our species, but we need to learn how and when to say no - collectively.”**

Mustafa Suleyman, author of "The Coming Wave,"  
CEO of Microsoft AI, Ex-CEO of Inflection AI, and founder of Google's DeepMind.

**VISIT** { [www.fundraising.ai](http://www.fundraising.ai)  
**LinkedIn: Fundraising.AI**

# GETTING STARTED WITH AI: FIRST STEPS

Embarking on your AI journey starts with understanding your organization's needs and challenges. Begin by identifying areas where AI can add value, such as automating routine tasks, enhancing customer experiences, or analyzing large data sets. Then, proceed with these steps:

- 1. Educate Your Team:** Ensure that your team understands AI basics and its potential impact.
- 2. Data Assessment:** Evaluate the quality and quantity of your data, as AI's effectiveness depends heavily on this.
- 3. Set Realistic Goals:** Start with small, achievable projects to build confidence and learn.

# BUILDING YOUR AI ROADMAP

Once you've identified potential AI applications, develop a roadmap to guide your implementation:

- 1. Select the Right Tools and Partners:** Research and choose the AI tools and platforms that best suit your needs. Consider partnerships with AI vendors or consultants if needed.
- 2. Pilot Projects:** Implement pilot projects to test and learn from. Use these pilots to measure success and gather feedback.
- 3. Scale and Integrate:** Based on pilot results, gradually scale and integrate AI into more areas of your business.
- 4. Continuous Learning and Adaptation:** AI is a rapidly evolving field. Stay updated with latest trends and continually adapt your strategy.



# RESOURCES AND SUPPORT

**Exploring AI can seem daunting, but numerous resources are available:**

- 1. Online Courses and Workshops:** Platforms like Coursera, edX, and Udemy offer AI and machine learning courses.
- 2. Industry Conferences and Webinars:** Attend events to learn from experts and network with peers.
- 3. Consulting and Expert Advice:** Seek advice from AI consultants or industry experts to tailor AI solutions to your specific needs.
- 4. Online Communities and Forums:** Engage with online communities for support, insights, and shared experiences.

# WHAT NEXT?

- **What happens if you don't change?**
- **What will it take to change?**
- What are we trying to solve? Which type of AI is best for that use case?
- Who are **all** the stakeholders that need to be involved?
- What change management practices will need to take place for successful adoption?
- What are the metrics to help you evaluate success?
- How will you ensure application meets Responsible AI practices?



# QUESTIONS?

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**We'd love to hear your thoughts and answer your questions. Please feel free to ask us anything about AI for personal, professional, or organizational use.**

# THANK YOU!

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**Thank you for joining us today. We hope this session has enhanced your understanding of AI. For further queries, feel free to contact us.**

**Let's use AI to work smarter, not harder to foster a more charitable future!**





**Thank you!**

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